



**RAMAIAH**  
Institute of Technology

# **CURRICULUM**

**for the Academic year 2022– 2023**

**DEPARTMENT OF MANAGEMENT STUDIES**

**I & II SEMESTER MBA**

**RAMAIAH INSTITUTE OF TECHNOLOGY**  
(Autonomous Institute, Affiliated to VTU)  
Bangalore – 560054.

## **About the Institute:**

Dr. M. S. Ramaiah a philanthropist, founded 'Gokula Education Foundation' in 1962 with an objective of serving the society. M S Ramaiah Institute of Technology (MSRIT) was established under the aegis of this foundation in the same year, creating a landmark in technical education in India. MSRIT offers 17 UG programs and 15 PG programs. All these programs are approved by AICTE. All eligible UG and PG programs are accredited by National Board of Accreditation (NBA). The institute is accredited with '**A\***' grade by NAAC in March 2021 for 5 years. University Grants Commission (UGC) & Visvesvaraya Technological University (VTU) have conferred Autonomous Status to MSRIT for both UG and PG Programs since 2007. The institute is also been conferred autonomous status for Ph.D. program since 2021. The institute is a participant to the Technical Education Quality Improvement Program (TEQIP), an initiative of the Government of India. The institute has 380 competent faculty out of which 65% are doctorates. Some of the distinguished features of MSRIT are: State of the art laboratories, individual computing facility for all faculty members, all research departments active with sponsored funded projects and more than 300 scholars pursuing Ph.D. To promote research culture, the institute has established Centre of Excellence for Imaging Technologies, Centre for Advanced Materials Technology, Centre for Antennas and Radio Frequency systems (CARFS), Center for Cyber Physical Systems, Schneider Centre of Excellence & Centre for Bio and Energy Materials Innovation. **M S Ramaiah Institute of Technology has obtained "Scimago Institutions Rankings" All India Rank 107 & world ranking 600 for the year 2022.**

The Entrepreneurship Development Cell (EDC) and Section 8 company "Ramaiah Evolute" have been set up on campus to incubate startups. **M S Ramaiah Institute of Technology is recognized by Atal Ranking of Institutions on Innovation Achievements (ARIIA), MoE, Govt. of India.** MSRIT has a strong Placement and Training department with a committed team, a good Mentoring/Proctorial system, a fully equipped Sports department, large air-conditioned library with good collection of book volumes and subscription to International and National Journals. The Digital Library subscribes to online e-journals from Elsevier Science Direct, IEEE, Taylor & Francis, Springer Link, etc. MSRIT is a member of DELNET, CMTI and VTU E-Library Consortium. MSRIT has a modern auditorium and several hi-tech conference halls with video conferencing facilities. The institute has excellent hostel facilities for boys and girls. MSRIT Alumni have distinguished themselves by occupying high positions in India and abroad and are in touch with the institute through an active Alumni Association. **As per the National Institutional Ranking Framework (NIRF), MoE, Government of India, M S Ramaiah Institute of Technology has achieved 67<sup>th</sup> rank among 1249 top Engineering Institutions & 17<sup>th</sup> Rank for School of Architecture in India for the year 2022 and is 1<sup>st</sup> amongst the Engineering Colleges affiliated to VTU, Karnataka.**

## **About the Department:**

The Department of Management Studies was established in the year 1998 with an objective of bringing out high-quality professional managers to meet the emerging and ever growing demands and challenges of the industry in an ethical and socially responsible manner. Since inception, the Department has shown remarkable growth in the direction of achievement of its objectives. The faculty of the department is well experienced both in industry and in the academic field. All the faculties are involved in research and technical paper publications in reputed technical journals, conferences across the world. The department believes in continually enhancing the expertise of the faculty by deputing them to various workshops and faculty development programs. The department is accredited by National Board of Accreditation.

### **VISION OF THE INSTITUTE**

To be an Institution of International Eminence, renowned for imparting quality technical education, cutting edge research and innovation to meet global socio-economic needs.

### **MISSION OF THE INSTITUTE**

RIT shall meet the global socio-economic needs through:

1. Imparting quality technical education by nurturing a conducive learning environment through continuous improvement and customization
2. Establishing research clusters in emerging areas in collaboration with globally reputed organizations
3. Establishing innovative skills development, techno-entrepreneurial activities and consultancy for socio-economic needs.

### **QUALITY POLICY**

We at Ramaiah Institute of Technology, Bangalore strive to deliver comprehensive, continually enhanced, global quality technical and management education through an established Quality Management System complemented by the synergistic interaction of the stake holders concerned.

### **The Vision of the Department:**

To become a globally trusted and influential management education institution that is equipped to, built on the twin pillars of theory and practice and designed to foster academic, research excellence and professional skill development through learning and knowledge sharing.

### **Mission of the Department:**

The Department commits itself to achieve the above vision through

- Imparting a sustained Quality and Value based Management education by blending theory and practice in creative ways.
- Fostering a conducive environment for research and consultancy in Management domains.
- Promoting entrepreneurship and skill development activities for socio-economic need

### **PEOs of the programme**

**PEO1:** Analyse, design, develop and manage integrated system of funds, people, information technology, material, equipment, methods and markets by taking into consideration economic, technical, social, legal, moral and ethical considerations.

**PEO2:** Acquire necessary managerial skills for conducting business, entrepreneurship, research and higher education to provide service to community.

**PEO3:** Engage in lifelong learning for professional enrichment and advancement.

### **Program Outcomes**

The Post Graduate Students will be able to:

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster analytical and critical thinking abilities for data-based decision making.
3. Develop value based leadership abilities
4. Understand, analyse and communicate global, economic, legal and ethical aspects of business
5. Lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
6. Demonstrate ability to understand financial aspects of business enterprises and derive meaningful inferences about their performance
7. Identify customers' needs and to participate in the process of developing products and services to meet their requirements
8. Develop confidence for self-education and ability for career planning and development

### Curriculum breakdown structure:

The curriculum of MBA is so structured to include all the courses and subjects to satisfy the requirements of a comparable MBA programme at the National and International level. The course code, course title, the number of contact hours and number of credit for each course are given in the following table. The courses are grouped in the major components of the curriculum namely professional core courses, electives and specialization courses, Industry exposure and project work, seminar and soft skills for employability.

#### BREAK UP OF CREDITS FOR THE MBA DEGREE CURRICULUM 2022-2024

Sl. No	Seme ster	Total No. of subjects	Core /Elective / Seminar/ Project Work Cum Internship	Credit Distribution	Total Credits	Total credits for semester
				Credits		
1	I	8	7 core Soft Skills for Employability	3 & 4	24	25
				1	1	
2	II	8	7 Core	3 & 4	23	25
			1 Seminar	2	2	
3	III	7	1 Core	4	4	26
			6 Electives	3 & 4	22	
4	IV	5	4 Electives	3	12	24
			Project Work cum Internship	12	12	

***Note: The student must earn a total of 100 credits for the award of MBA Degree. Hence, the student must choose electives for a total of 34 credits spread over semesters III and IV.***

\* Specialization will be offered only when the minimum strength is atleast 20.

### Scheme of Teaching (I SEMESTER)

Subject code	Name of the subjects	Category	Credits				Contact Hours per week
			L	T	P	TOTAL	
MBA221C1	MANAGEMENT & BEHAVIORAL PROCESS	Core	4	0	0	4	4
MBA221C2	BUSINESS ECONOMICS	Core	3	0	0	3	3
MBA221C3	COMPUTER APPLICATIONS IN MANAGEMENT	Core	2	0	1	3	4
MBA221C4	ACCOUNTING FOR MANAGERS	Core	4	0	0	4	4
MBA221C5	SOFT SKILLS FOR EMPLOYABILITY	Core	0	0	1	1	2
MBA221C6	MARKETING MANAGEMENT	Core	4	0	0	4	4
MBA221C7	BUSINESS STATISTICS	Core	2	0	1	3	4
MBA221C8	BUSINESS COMMUNICATION	Core	3	0	0	3	3

### Scheme of Teaching (II SEMESTER)

Subject code	Name of the subjects	Category	Credits				Contact Hours per week
			L	T	P	TOTAL	
MBA222C1	PRODUCTION AND OPERATIONS RESEARCH	Core	3	0	1	4	5
MBA222C2	BUSINESS LAW	Core	3	0	0	3	3
MBA222C3	SEMINAR	Core	0	0	2	2	4
MBA222C4	FINANCIAL MANAGEMENT	Core	4	0	0	4	4
MBA222C5	HUMAN RESOURCE MANAGEMENT	Core	3	0	0	3	3
MBA222C6	BUSINESS ANALYTICS	Core	2	0	1	3	4
MBA222C7	PRINCIPLES OF BANKING AND INSURANCE	Core	3	0	0	3	3
MBA222C8	STRATEGIC ENTREPRENEURSHIP AND STARTUP MANAGEMENT	Core	3	0	0	3	3

# MANAGEMENT & BEHAVIORAL PROCESS

Course Code: MBA221C1

Credits: 4:0:0

Pre – requisites: Nil

Contact Hours: 56L

Course Coordinator: Dr. P.V.Raveendra

## Course Content:

### Course Objectives

1. To provide a fundamental understanding of management, functions of a manager, process of planning and the concept of MBO
2. To provide an insight into the organizational structure and departmentation and directing processes
3. To provide a basic understanding of dynamics of OB, the concept of personality and perception, values and attitude.
4. To create awareness about group dynamics at workplace and leadership.
5. To appraise the students on the application oriented case studies on functions of management and behavioral processes

### UNIT I

(13hrs)

**Introduction-** Meaning and nature of management purpose and functions. Approaches to management- Behavioral, scientific, systems and contingency. Contribution of management thinkers – Taylor, Fayol, Elton Mayo.

**Planning-** Steps in Planning Process –Importance and Limitations – types of plans - Management by Objectives (MBO). **Decision making-** Techniques, process, modern approaches to decision making.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation.

### UNIT II

(12 hrs)

**Organizing-** Organization Structure and Design – Formal and informal, Line and staff, functional, product, matrix, geographical, customer, virtual. Centralized and decentralized, Delegation of authority.

**Directing-** Principles and process, importance. Motivation- theories: X&Y, Maslow hierarchy, hygiene theory. **Controlling:** Nature, importance, process, techniques.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation

### UNIT III

( 13 hrs)

**Fundamentals Organizational behavior:** Definition, importance, scope of OB.

**Personality-** Definition, determinants, traits, types-Big5, Type A&B, and personality attributes influencing OB

**Perception-** Meaning, nature, process, Common shortcuts in judging people. **Attitude-** Definition, importance. Types of attitude – How to develop positive attitude

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation

## UNIT IV

(12 hrs)

**Job satisfaction** –determinants, effect of job satisfaction on employee performance.

**Group and team building**- Defining and classifying group, stages of group development, types of groups, types of work teams.

**Leadership**- Meaning, theories of leadership, Blake and Mouton managerial grid, Likert's four systems of management leadership styles.

**Crisis Management**-Introduction, Leader's role in Crisis Management

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation, Weblinks.

## UNIT V

(6hrs)

**Case Study** Compulsory question for 20 Marks. Review and recap of case studies discussed from Unit 1 to Unit 4

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation, Weblinks.

### Practical Components:

- Studying organizational structures of any 5 companies and classifying them into different types of organizations which are studied in Unit 2 and justifying why such structures are chosen by those organizations.
- Preparing the leadership profiles of any 5 business leaders, studying their leadership qualities and behaviors with respects to the trait, behavioral and contingency theories studied.
- Identifying any five job profiles, listing the various types of abilities required for those jobs and also the personality traits/attributes required for the jobs identified.

### RECOMMENDED BOOKS:

1. Organizational Behavior – Stephen Robbins, Sangi, Judge – Pearson Education, 13/e 2. Organizational Behavior, Fred Luthans, McGraw Hill, 10/e
2. Management Principles and applications – V.S.P. Rao – Excel Books, 2022 ed
3. Principles and practice of management....Prasad L , 2019, Sultan Chand & Sons
4. Management and Organizational Behavior: Text, Cases & Games- P. Subba Rao

### REFERENCE BOOKS:

1. Management and Behavioral Processes – K Shridhar Bhat – Himalaya Publications, 1/e, 2018
2. Essentials for Management: An International Perspective – Harold Koontz, Heinz Weihrich–2020, McGraw Hill.
3. Understanding Organizational Behavior, Udai Pareek – Oxford, 4/e, 2020

### Course Outcomes (COs):

The student will be able to

1. Demonstrate their conceptual skills, understanding and application of principles and functions of management, managerial actions of planning.
2. Evaluate the global context for Organizing, directing and controlling.
3. Demonstrate understanding and application of Concepts and principles of Organization behavior, perception and personality.
4. Develop skills and ability to work in groups to achieve organizational goals and ability to lead teams.
5. Demonstrate their ability in applying the managerial and behavioral concepts in real time problems



## Course Assessment and Evaluation

Continuous Internal Evaluation: 50		
Assessment Tool	Marks	Course Outcomes addressed
Internal Test-I	30	CO-1, CO-2 & CO-5
Internal Test –II	30	CO-3, CO-4 & CO-5
<b>Average of the two Internal test will be taken for 30 marks</b>		
Other Components:		
Assignment/Presentation/Mini Project	10	CO-1, CO-2, CO-3, CO-4
Quiz	10	CO-1, CO-2, CO-3, CO-4
<b>Semester End Examinations</b>		
Course end examinations (Answer one question from each unit-internal choice	100	CO-1, CO-2, CO-3, CO-4 ,CO-5.

## BUSINESS ECONOMICS

**Course Code: MBA221C2**

**Credits: 3:0:0**

**Pre – requisites: Nil**

**Contact Hours: 42L**

**Course Coordinator: Dr. T. Mohanasundaram**

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### Course Content:

#### Course Objectives

1. To enable students to understand concepts of managerial economics, its scope, fundamental principles of managerial economics and demand analysis.
2. To develop basic understanding of production function, law of diminishing returns, costs and revenue functions, economies of scale, break even analysis and market structures.
3. To make students understand Macro economic environment factors affecting business.
4. To make students understand the macroeconomic policies and impact of globalization on Indian Economy.
5. To appraise the students on the application oriented case studies in business economics.

#### Syllabus

##### Unit 1

**10 hours**

**Introduction to Business Economics and Demand Analysis:** Managerial Economics- Nature, Scope and Significance, Role of Managerial Economist in decision making. Fundamental Principles of Managerial Economics: Opportunity Costs, Incremental, Time perspective, Discounting and Equi marginal principles.

**Demand analysis:** Law of Demand, Exceptions to law of demand, Elasticity of demand, Meaning-Price, Income & Cross elasticity. Uses of elasticity of demand. Demand Forecasting: Meaning and methods or techniques.

Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation

##### Unit 2

**10 hours**

**Production analysis and Market structures:** Concepts, Production function: Single Variable & Two variable Function. Law of diminishing returns, Returns to scale. Costs & Revenue functions, Short-run and long-run cost curves, Economies and Diseconomies of scale. **Market Structure:** Perfect Competition: Features. Monopoly: Features, Types of monopoly. Oligopoly: Features. Monopolistic Competition: Meaning and Features.

**Break Even Analysis-** Meaning, Assumptions, Determination of BEA, Limitations and Uses of BEA in Managerial Economics. (Problems on BEP).

Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation

### Unit 3

10 hours

**Economic Environment:** Business Environment: Meaning, features and types of business environment.

**Business cycle:** Features and Phases.

**Inflation:** Meaning and its sources, Demand pull inflation, Cost push inflation, control of inflation.

**Measurement of National Income:** Circular flow of Income: Basic Concepts. Components of GDP- Measuring GDP and GNP, Measurement Problems in National Income.

Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation.

### Unit 4

09 hours

**Economic Policies:** Monetary Policy: Meaning, Objectives, Instruments of Monetary policy.

Fiscal policy: Meaning, Objectives, Instruments and Union Budget 2022-23, New Industrial Policy 1991: features.

**Globalization and Indian Business Environment:** Meaning and Implications, Phases, Impact of Globalization on Indian Economy across Sectors.

**Foreign Trade:** Foreign Trade Policy (2021-26): Features, Trends in India's Foreign Trade, Impact of WTO on India's Foreign Trade.

Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation, RBI Reports, Economic policy reports

### Unit 5

03 hours

**Case Study:** Compulsory question for 20 Marks. Review and recap of case studies discussed from Unit 1 to Unit 4

Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation, discussion of real time problems in the form of case studies.

### RECOMMENDED BOOKS:

1. Managerial Economics- Theory and Applications, Dr. D.M Mithani, 8<sup>th</sup> ed., Himalaya Publications 2020.
2. Managerial Economics, D.N Dwivedi, 8<sup>th</sup> ed., Vikas Publication, 2015

### REFERENCE BOOKS:

1. Managerial Economics, Geetika Piyali Ghosh and Purba Roy Choudhury, 3<sup>rd</sup> ed., McGraw Hill Education, 2017.
2. Managerial Economics- Analysis of Managerial Decision Making, H L Ahuja, 9<sup>th</sup> edition, S. Chand & Company Ltd, 2017.
3. Indian Economy, K P M Sundharam and Ruddar Dutt, 69<sup>th</sup> Rev Edition, S. Chand & Company Ltd., 2014.
4. Business Environment Text and Cases, Justin Paul, 4th Edition, McGraw-Hill Education, 2018.
5. Managerial Economics: Principles and worldwide applications, Dominick Salvatore, Oxford Publication, 9e (Adaptation), 2020

### Course Outcomes (COs):

1. The Students will be able to understand Concepts of managerial economics, its scope, fundamental principles of managerial economics and demand analysis.
2. The Students will develop the basic understanding of production function, law of diminishing returns, costs and revenue functions, economies of scale, break even analysis and market structure.
3. The Students will be able to understand Macroeconomic environment factors affecting business.
4. The Students will be able to understand the Macroeconomic policies and impact of globalization on Indian economy.
5. The Students will be able to appraise on the application-oriented case studies in business economies.

### Course Assessment and Evaluation

Continuous Internal Evaluation: 50		
Assessment Tool	Marks	Course Outcomes addressed
Internal Test-I	30	CO-1, CO-2 & CO-5
Internal Test –II	30	CO-3, CO-4 & CO-5
<b>Average of the two Internal test will be taken for 30 marks</b>		
Other Components:		
Assignment/Presentation/Mini Project	10	CO-1, CO-2, CO-3, CO-4, CO-5
Quiz	10	CO-1, CO-2, CO-3, CO-4
<b>Semester End Examinations</b>		
Course end examinations (Answer one question from each unit-internal choice)	100	CO-1, CO-2, CO-3, CO-4, CO-5

## **COMPUTER APPLICATIONS IN MANAGEMENT**

**Course Code: MBA221C3**

**Credits: 2:0:1**

**Pre – requisites: Nil**

**Contact Hours: 28L + 28P**

**Course Coordinator: Dr. DEEPAK.R**

### **Course Content:**

**Course Objectives:** The objective of the course is to familiarize the students with the information systems and business software, which will enable the student in using the tools in internship and job.

#### **In detail:**

1. To provide basic understanding of information system.
2. To provide basic understanding of components of information system and managing data.
3. To provide basic understanding of ERP and reporting standards.
4. To provide basic understanding of Business Intelligence and solutions.
5. To provide basic understanding of E Commerce and its applications.

#### **Syllabus**

##### **UNIT – 1**

**(6 Hours)**

Introduction to Information systems: Concepts and definitions – Data, Information, Knowledge, Value and characteristics of information, System concepts, system performance and standards, information system, the role of IS department, Information technology jobs. Types of Information Systems: Types of organizational Information systems.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation

##### **UNIT -2**

**(5 Hours)**

Data information System: An overview of Management Information systems, Functional aspects of MIS; database approach, DBMS, Data warehousing, Data Mart, Data Mining, Data Governance, Big Data; Digital Data and its various format: Structured and Unstructured- Managing, storing, Extracting and usage

Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation

##### **UNIT 3**

**(7 Hours)**

Enterprise Resource Planning Systems: Information systems that support organizations and Network system: Transaction processing systems, Functional area information systems, Customer Relationship Management Systems, Electronic data interchange.

ETL and Data Integration; Report Standardization and Presentation practices: Common Report and Delivery Formats; Dashboards: Introduction, Need and Types; Scorecards and Dashboards, BI and Cloud computing

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation

## **UNIT 4**

**(5 Hours)**

Business Intelligence: Introduction, Definition, Usage and application, BI component Framework, BI for various domains, BI Users and applications: Technology solutions and Business Solutions; BI Roles and Responsibilities; Best practices; Popular BI Tools Multidimensional Data Analysis, Data Mining, Digital Dashboards, Data Visualization Technologies, Intelligent systems.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation

## **UNIT 5**

**(5 Hours)**

Electronic commerce; Applications and issues, overview of E-business and E-commerce, B2B, B2C, Electronic payment, Ethical and legal issues in E-Business, wireless technologies and modern organizations: Wireless technologies, wireless computer networks and internet access, mobile computing and mobile commerce.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation

## **Practical Components**

**28 Hours**

- Introduction to excel, the user interface and views, creating and saving workbooks and worksheets, managing cells and ranges. Applying formulae and basic functions (auto sum, text and logical) creating charts and objects. Range Names, text functions, three dimensional formulas.
- Introduction to Word: the user interface and views, creating and saving a word document, formatting a document, using styles, tables and lists, functions, charts and illustrations, using references, TOC and TOF.
- Introduction to power point, the user interface and views, creating and saving a presentation, configuring and presenting slideshow, inserting and formatting slides and shapes, applying transitions and animations..

## **Recommended Books:**

1. Fundamentals of Business Analytics- 2<sup>nd</sup> Edition, R.N.Prasad, Seema Acharya, 2016
2. Introduction to Information Technology – Turban, Rainer, Potter- Wiley- Second Edn,2014

## **Reference Books:**

1. Principles of Information Systems a managerial approach – Ralph Stair, George Reynolds – Cengage learning- 2015
2. Principles of Information Systems– Ralph Stair, George Reynolds – Cengage learning. 2018
3. Microsoft Office 2013 Bible, Lisa A. Bucki , John Walkenbach , Michael Alexander, Dick Kusleika , FaitheWempen EdBott, Woody Leonard, John Wiley & Sons, 1st edition 2013.

### Course Outcomes (COs):

The student will be able to

1. The student will be able to demonstrate their conceptual skills in understanding the benefits of information systems in the Organization.
2. The student will be able to demonstrate their conceptual skills in understanding the components of information system and managing data
3. The student will be able to demonstrate their conceptual skills in ERP and reporting standards.
4. The student will be able to demonstrate their conceptual skills in Business Intelligence and solutions.
5. The students will be able to demonstrate their conceptual skills in E Commerce and its applications.

### Course Delivery Tools:

- Chalk and Talk
- PPT
- Videos.
- Application of software.
- Web Links/websites

### Course Assessment and Evaluation

Continuous Internal Evaluation: 50		
Assessment Tool	Marks	Course Outcomes addressed
Internal Test-I	30	CO-1, CO-2
Internal Test –II	30	CO-3, CO-4 & CO-5
<b>Average of the two Internal test will be taken for 30 marks</b>		
Other Components:		
Lab Assignment 1	10	CO-1, CO-4, CO-5
Lab Assignment 2	10	CO-1, CO-4, CO-5
<b>Semester End Examinations</b>		
Course end examinations (Answer one question from each unit-internal choice	100	CO-1, CO-2, CO-3, CO-4 & CO-5

## ACCOUNTING FOR MANAGERS

**Course Code: MBA221C4**

**Credits: 4:0:0**

**Pre – requisites: Nil**

**Contact Hours: 56L**

**Course Coordinator: Dr. Vaijanath Babshetti**

### Course Content:

**Course Objectives:** The objective of this course is to impart students the knowledge of accounting mechanics involved in the preparation, analysis and interpretation of financial statements of sole trading concern and joint stock companies.

In detail

1. To make students understand the principles of double entry book keeping
2. To make students understand Depreciation accounting and inventory valuation
3. To help students understand the mechanisms involved in preparation of final accounts of sole trading concern and companies.
4. To expose students to the tools and techniques of analyzing financial reports of sole trading concern and companies.
5. To help students in application of theoretical concepts to practical situations involving several cases.

### UNIT 1

**(12Hours)**

**Principle of double entry bookkeeping:** Importance of accounting, GAAPS & accounting standards – (only meaning) Accounting equation, Users of accounting statements, Preparation of books of original records: Journal, ledger and subsidiary books (only three column cash book). Bank Reconciliation Statement.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation, Impartus Recordings.

### UNIT 2

**(12 Hours)**

**Depreciation & Inventory valuation:** Concepts & methods of depreciation, Problems on straight line & WDV methods, Inventory-concepts & methods, Problems on LIFO, FIFO & Weighted average.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation, Impartus Recordings.

### UNIT 3

**(12Hours)**

**Preparation of final accounts/statement:** sole trading concern and companies, Provisions of the Companies Act 2013 affecting preparation, presentation of Financial statements. Audit reports & director's reports. Cash Flow Statement. Ethics in Accounting.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation, Impartus Recordings, Case study.



## UNIT 4

(12 Hours)

**Analysis of financial performance of a firm:** Types of analysis- comparative and common size statements, Ratio analysis- Different types of ratios, Du-Pont analysis, Window dressing, Determination of EBDIT, EBIT, EBT, EAT, EPS, DPS, P/E Ratio, ROCE, RONW, BV & Entity Value, IFRS, Forensic accounting.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation, Impartus Recordings, Case study.

## UNIT 5

(8 hours)

**Case Study:** Compulsory question for 20 Marks. Review and recap of case studies discussed from unit 1 to unit 4.

- Pedagogy/Course delivery tools: Chalk and Talk, Impartus Recordings, Case study.

### Practical Components:

1. Collecting Annual reports of the companies and analyzing the financial statements using different techniques and presenting the same in the class.
2. Exposing the students to usage of accounting software (Tally).
3. Analyse the sustainability report of a company and present.
4. Students are expected to read and analyse the director's report of selected companies.

### RECOMMENDED BOOKS:

1. Financial Accounting: A Managerial Perspective –Narayanswamy –PHI publication, 6/e, 2015.
2. Accounting for Management –Jawahar lal –HPH Publication, 6/e, 2010.

### REFERENCE BOOKS:

1. A Text book of Accounting for Management, Maheswari S. N, Maheswari Sharad K. Maheswari, 3/e, Vikas Publishinghouse (P) Ltd.
2. Financial Accounting, Tulsian P. C, 7/e, 2014, Pearson Education.
3. Financial accounting for managers – Ambrish Gupta- PHI publication, 4/e, 2012
4. Advanced Accountancy, Gupta R. L & Radhaswamy M, Sultan Chand Publications 2019
5. IFRS: A Practical approach, Jasmine Kaur, McGraw Hill

### Course Outcomes (COs):

1. The student will be able to prepare books of account such as journal, ledger, and subsidiary books for a set of business transactions.
2. The student will be able to calculate depreciation by applying suitable method on different assets used by the business.
3. The student will be able to prepare Trading and profit & loss account, Balance sheet of sole trading concern and Joint stock companies.
4. The student will be able to use Ratio analysis, cash flow analysis in interpreting the financial reports of sole trading concern, companies and IFRS.
5. The student will be able to apply concepts learnt to demonstrate the understanding of the published reports of business firms and companies and also demonstrate the ability to draw meaningful conclusions about the financial performance of business firms and companies.

## Course Assessment and Evaluation

Continuous Internal Evaluation: 50		
Assessment Tool	Marks	Course Outcomes addressed
Internal Test-I	30	CO-1, CO-2 & CO-5
Internal Test –II	30	CO-3, CO-4 & CO-5
<b>Average of the two Internal test will be taken for 30 marks</b>		
Other Components:		
Assignment/Presentation/Mini Project	10	CO-1, CO-2, CO-3, CO-4 & 5
Quiz	10	CO-1, CO-2, CO-3, CO-4
<b>Semester End Examinations</b>		
Course end examinations (Answer one question from each unit-internal choice)	100	CO-1, CO-2, CO-3, CO-4 & CO-5

## SOFT SKILLS FOR EMPLOYABILITY

Course Code: MBA221C5

Credits: 0:0:1

Pre – requisites: Nil

Contact Hours: 28L

Course Coordinator: Dr. P V Raveendra

### Course Content:

#### Course Objectives

The objective of the course is to develop an understanding about the role of soft skills and employability skills in achieving success in career and help the students to have a holistic approach to employment. This will be achieved through the following objectives.

1. To provide basic understanding of Soft skills and its importance and to apprise the student on the development of Soft skills for growth.
2. To provide basic understanding of employability skills and their importance
3. To apprise the student on the handling group discussion
4. To apprise the student on the handling interview
5. To make students aware of professional ethics, Work life balance and Time Management.

#### Syllabus:

##### Unit 1

(6 hours)

Soft skills and the preparation: what is a soft skill, why it is important, Classification of soft skills, Do's and Don'ts in the pursuit. Goal setting and self-esteem, presentation and public speaking skills, personal, SWOT analysis.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation

##### Unit 2

(6 hours)

Career planning: definition and process of career planning **Career planning in new normal..** Searching and selecting a job, searching and selecting a job using social media and other network. Resume writing: Bio data, Resume and CV, Types of resumes, essentials of an effective resume, resume writing practice, creating personal webpage.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation, Guest Lectures

##### Unit 3

(6 hours)

Group Discussion and interview: Differentiating from others in GD, scoring strategies in GD. GD practice sessions.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation and Mock GD

##### Unit 4

(6 hours)

Interview: Ground work before interview, Tips on power dressing, exhibiting appropriate body language, difficult questions and skillfully handling them. Telephone skills and phone etiquette. Interview practice sessions, Virtual interview, digital skills.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation and Mock Interview

**Unit 5****(4hours)**

Professional ethics and code of conduct- Work life balance: definition and various strategies to maintain proper work life balance, Time management: importance of time management: various steps for better time management process

**Evaluation Criteria:****Group Discussion:**

1. The students will be evaluated based on Group Discussion for 30 marks
2. The course coordinator randomly selects the students for GD and evaluates the performance based on the following criteria:

S.No	Skill to be observed	Mark
1	Initiative and Involvement	5
2	Leadership Skills	5
3	Knowledge of the topic	5
4	Communication skills	5
5	Convincing arguments	5
6	Listening skills	5
	<b>Total</b>	<b>30</b>

**Presentation: The students will be evaluated based on their presentation skills. Allocation of marks for presentation**

S.No	Skill to be observed	Mark
1	Appearance of the candidate, coherence and organization of the topic	5
2	Non verbal Skills-Eye contact, Body language, poise	5
3	Verbal skills- Speaking skills –audibility, liveliness, enthusiasm and delivery	5
4	Effective usage of visual aids	5
	<b>Total</b>	<b>20</b>

**Interview:**

1. Interview will be conducted by industry expert for 50 marks.

**Allocation of marks for Interview:**

S.No	Skill to be observed	Mark
1	Self Introduction	10
2	Positive attitude and confidence	10
3	Professional approach	10
4	Communication	10
5	Knowledge	10
	<b>Total</b>	<b>50</b>

## **RECOMMENDED BOOKS**

1. Skills for your career success: Touch your tipping point -M.Ganesh Sai and M.Ramakrishna Sayee- , Shroff publishers & Distributors Pvt. Ltd -2018
2. Developing management skills -David.A.Whetten, & Kim S.Cameron,, PHI,8th Edition, 2019
3. I am not afraid of GD and PI ,T.A.Varshney , Pearson 1/e, 2018.

## **Reference Books**

1. Enhancing employability at soft skills -Shalini Varma, Pearson 1/e, 2018.
2. Skills Development for Business and Management Students -Kevin Gallagher, Oxford University Press.
3. “Business Ethics – An Indian Perspective”,-Prof. (Col) P S Bajaj and Dr. Raj Agrawal, Biztantra, New Delhi, 2018.
4. “Ethics and the Conduct of Business”, -John R Boatright, Pearson Education, 2018

## **Course Outcomes (COs):**

The student will be able to:

1. Demonstrate an understanding of soft skills and apply some of them for his personality development.
2. Demonstrate an understanding of employability skills and will be able to prepare a structured resume
3. Handle group discussions effectively
4. Handle interviews effectively
5. Exhibit an awareness and importance of professional ethics

# MARKETING MANAGEMENT

**Course Code: MBA221C6**

**Credits: 4:0:0**

**Pre – requisites: Nil**

**Contact Hours: 56L**

**Course Coordinator: Dr. Adarsha K**

## Course Content:

### Course Objectives:

The objective of this course is to give conceptual knowledge about marketing and its techniques, to provide the rationale for making marketing decisions from a managerial perspective and to build on foundation of consumer behaviour and marketing mix decisions.

In detail:

1. To provide basic understanding of marketing concepts, marketing mix, marketing environment , services marketing and digital marketing.
2. To provide basic understanding of behavioral aspects of marketing and the bases of market segmentation.
3. To provide a basic understanding of pricing strategies and channel of distribution
4. To provide practical framework for planning and controlling of marketing communication programs.
5. To help the students on the application oriented case analysis in the field of marketing management.

### UNIT 1

**(12 hours)**

Introduction: Nature and scope of Marketing. importance of marketing; Marketing concept and its evolution; Societal marketing, Marketing mix, The Dynamic Marketing environment, Marketing Environment, Services Marketing-Introduction ,Services marketing mix, characteristics. Types of Services like Educational services, Health care Services, Hospitality Services.

Introduction to Digital marketing: Digital marketing definition, scope and importance, Various forms of Digital Marketing, Ethics in Digital Marketing.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation

### UNIT 2

**(14 hours)**

Consumer Markets and Buying Behaviour-the consumer Market, Consumer decision making, consumer versus organizational buyers; Market segmentation, Segmenting the consumer market, Target market strategies. positioning, Product planning and development: meaning, classifications, product mix strategies, new product development, product life cycle, branding strategies, packaging and labelling

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation

### UNIT 3

**(12 hours)**

Pricing and Distribution: meaning of Price, Importance of price, objectives, factors influencing price Determination, Pricing strategies Distribution: Channel of distribution, meaning, middlemen and Distribution Channels, Designing distribution Channel, factors influencing channel selection, Channel Conflict and types.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation

**UNIT 4****(12 hours)**

Integrated Marketing Communication: The Role of Promotion in marketing, Promotion methods, Integrated Marketing Communication, the communication Process and promotion, Determining the Promotion mix, Personal selling and sales management, Nature of Personal Selling, The personal selling Process, advertising –Nature and Scope of Advertising, Developing an Advertising Campaign, Sales Promotion, Public Relations.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation

**UNIT 5****(6 hours)**

Case study compulsory question for 20 marks. Review and recap of case studies discussed from Unit 1 to 5.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation, Weblink.

**Practical Components**

1. Analyze Product Life Cycle of few successful and failed product.
2. Analyze branding and Packaging strategies used by FMCG companies
3. An exercise of new product/services development with unique ideas.
4. Role play related to personal selling.

**RECOMMENDED BOOKS:**

1. Marketing Management :the Indian context, Ramaswamy & Namakumari- SAGE Publications India Pvt Ltd, 1/e,2018
2. Marketing Management:Philip Kotler,Kevin Lane Keller,Abraham koshy,Mithileshwar jha,Pearson Kotler,14/e,2016

**REFERENCE BOOKS:**

1. Marketing by Lamb, Hair, McDaniel – Thomson, 2013 edition
2. Marketing Management by Rajan Saxena – TMH, 2010 edition
3. Marketing Management, Subhash G Jain Thomson–, 6<sup>th</sup>Edition, 2004
4. Marketing by Evans & Berman, 2/e, Biztantra, 2005
5. Marketing in the New Era by J S Panvar ,Sage Publications ,2007
6. Strategic Digital Marketing, Eric Greenberg, Alexander Kates,1/e, 2013,McGraw-Hill Education

## Course Outcomes (COs):

The student will be able to

1. Demonstrate the basic concepts about marketing management and the marketing process and describe the environmental forces that affect the company's ability to serve its customers.
2. Demonstrate the factors that influence consumer and describe the various decision points that a marketing manager makes in relation to product management.
3. Demonstrate the major approaches in pricing products and identify the major channel alternatives open to a company.
4. Demonstrate the various promotion tools and identify and explain the key elements of a marketing plan.
5. Analyze the given case based on various marketing concepts.

## Course Assessment and Evaluation

Continuous Internal Evaluation: 50		
Assessment Tool	Marks	Course Outcomes addressed
Internal Test-I	30	CO-1, CO-2 & CO-5
Internal Test –II	30	CO-3, CO-4 & CO-5
<b>Average of the two Internal test will be taken for 30 marks</b>		
Other Components:		
Assignment/Presentation/Mini Project	10	CO-1, CO-2, CO-3, CO-4
Quiz	10	CO-1, CO-2, CO-3, CO-4
<b>Semester End Examinations</b>		
Course end examinations (Answer one question from each unit-internal choice)	100	CO-1, CO-2, CO-3, CO-4 ,CO5



## BUSINESS STATISTICS

**Course Code: MBA221C7**

**Credits: 2:0:1**

**Pre – requisites: Nil**

**Contact Hours: 28L+28P**

**Course Coordinator: Dr Pallavi B**

### Course Content:

#### Course Objectives

1. To make students aware of the fundamental concepts of statistics and the use of basic charts, graphs and tables to aid presentation of data.
2. To make students proficient in the use of descriptive statistical tools such as measures of central tendency and dispersion and have hands-on training through MS-EXCEL.
3. To develop student's skills in the use of techniques of correlation and regression and have hands-on training through MS-EXCEL.
4. To make students apply the concepts of probability and theoretical probability distributions.
5. To develop student's skills in the use of techniques of time series analysis.

#### Unit 1

(5 Hours)

**Introduction to Statistics:** Definition, Importance, Scope, Functions of Statistics, Limitations of Statistics, Distrust of Statistics.

Statistical Data: Primary and Secondary data, Sources of Data, Types of Classification of data- Frequency Distribution: Discrete or Ungrouped, Grouped Frequency Distribution, Continuous Frequency Distribution.

**Diagrammatic and Graphic Representation:** Line Diagram, Bar Diagram, Rectangle Diagram, Graphs: Histograms, Frequency Polygon, Cumulative Frequency Curves or Ogives Advantages and Limitations of Diagrams and Graphs.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation and practical Lab sessions.

#### Unit2

(6 Hours)

**Measures of Central Tendency:** Mathematical Averages: Arithmetic Mean, Position or Locational Averages: Median, Mode, Partition Values: Quartiles, Deciles and Percentiles.

**Measures of Dispersion:** Range, Inter Quartile Range, Standard Deviation, Variance, Coefficient of Variance. Skewness and kurtosis (Theory only).

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation and practical Lab sessions.

#### Unit 3

(6 Hours)

**Correlation:** Scatter Diagram, Karl Pearson's coefficient of Correlation, Spearman's Rank Correlation

**Regression:** Method of Least Squares, Curve Fitting

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation and practical Lab sessions.

## Unit 4

(6 Hours)

**Probability:** Probability - Rules of Probability, Random Variables and Concept of Probability Distribution.

**Theoretical Probability Distributions:** Binomial, Poisson and Normal.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation.

## Unit 5

(5 Hours)

**Time Series Analysis:** Introduction, Objectives of Time Series, Identification of Trend - Variations in Time Series: Secular Variation, Cyclical Variation, Seasonal Variation and Irregular Variation (Theory only), Methods of Estimating Trend.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation and practical Lab sessions.

## RECOMMENDED BOOKS

1. Fundamentals of Statistics 7/e, S. C. Gupta, Himalaya Publishing House, 2019.
2. Statistical Methods 46/e, S. P. Gupta, Sultan Chand & Sons, 2021

## Reference Books

1. Statistics – Concepts and Applications, Nabendu Pal and Sahadeb Sarkar, PHI, 2/e, 2015
2. Fundamentals of Mathematical Statistics, Gupta SC, Kapoor V.K., 12e, Sulthan Chand & Sons Publication
3. Business Statistics – R S Bhardwaj, Excel Books, 2018
4. Statistics for Management, Richard I Levin, Pearson Education / PHI, 7/E, 2017
5. Complete Business Statistics 7/e, Aczel and Sounderpandian, Tata-McGraw Hill, 2017
6. Business Statistics for Contemporary decision-making, Ken Black, John Wiley, 2017

## Practical Components

Data and Data types

Grouped and Ungrouped data- Small and large samples

Measures of central tendency- Mean, Median and Mode

Measures of dispersion- Standard deviation

Skewness and kurtosis

Correlation analysis

Regression Analysis

Time series analysis

## Course Outcomes (COs):

1. The student will be able to collect, classify and tabulate data, present data using charts, graphs and tables
2. The student will be able to demonstrate the use of descriptive statistical tools such as measures of central tendency and dispersion
3. The student will be able to demonstrate the use of statistical tools such as Correlation and regression
4. The student will be able to demonstrate the use of probability in decision making.
5. The student will be able to demonstrate the use of time series techniques

## Course Assessment and Evaluation

Continuous Internal Evaluation: 50		
Assessment Tool	Marks	Course Outcomes addressed
Internal Test-I	30	CO-1, CO-2
Internal Test –II	30	CO-3, CO-4 & CO-5
<b>Average of the two Internal test will be taken for 30 marks</b>		
Other Components:		
Lab Assignment/ Test	20	CO-1, CO-2, CO-3, CO-4 ,CO-5
<b>Semester End Examinations</b>		
Course end examinations (Answer one question from each unit-internal choice	100	

# BUSINESS COMMUNICATION

**Course Code: MBA221C8**

**Credits: 3:0:0**

**Pre – requisites: Nil**

**Contact Hours: 42L**

**Course Coordinator: Dr. A.Mahalakshmi**

## Course Content:

### Course Objectives:

This course will help to

1. learn the importance and fundamentals of business communication.
2. prepare business letters and emails, reports and practice case method of learning.
3. prepare presentation using advanced visual support and basics of negotiation.
4. learn planning and conducting meetings both offline and online and media management.
5. increase hands on experience in analyzing practical application oriented cases to arrive at possible business decisions.

### Unit 1

**(8 Hrs)**

**Introduction:** Communication – Definition, classification, purpose, characteristics of successful communication, barriers, communication structure in organization  
**Oral Communication:** Conversation Control, two sides of effective oral communication  
**Written communication:** Principles of effective writing, 3x3 writing process, coherence, characteristics and constraints in online communication.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation

### Unit 2

**(12 Hrs)**

**Business Letters and Reports:** Types of business letters-writing routine and persuasive letters and emails, writing memos; Report writing- objectives, purpose and kinds; Case method of Learning: Types of cases, case analysis–process, dos and don'ts for case preparation-reading a case properly, case analysis approaches, Email writing skills, advantages and disadvantages of online case analysis.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation, websites

### Unit 3

**(10 Hrs)**

**Presentation:** What is a presentation, elements, designing a presentation, Visual Support for business presentations: PowerPoint Presentation (PPT), Types of visuals- advantages and disadvantages  
**Negotiation:** What is negotiation, need, factors affecting negotiation, stages, and negotiation strategies.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation

### Unit 4

**(9 Hrs)**

**Group Communication:** purpose of meeting, Planning and conducting meetings – Notice, Agenda and Minutes of the Meeting, common complaints about meetings, leadership skills, online meeting apps, advantages and disadvantages of online meetings; Seminars and Workshops – definition, differences, advantages and disadvantages of webinars; Media management: Press release, Press conference, Media Interviews; intranet and internet, video conferencing.; Social media, advantages and disadvantages

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation, websites

## Unit 5

(03 Hrs)

Case Study: Compulsory question for 20 marks

Review and recap of case studies discussed from Unit 1 to Unit 4

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation, websites

### Recommended Books:

1. Business Communication : Concepts, Cases And Applications –Chaturvedi P. D, & Mukesh Chaturvedi,3/e, Pearson Education, 2013
2. Advanced Business Communication – Penrose, Rasberry, Myers,5/e, Cengage Learning, 2004

### Reference Books:

1. Lesikar's Business Communication –Connecting in a Digital World, Rentz & Pande, 13/e, TMH, 2013
2. Basic Business Communication- Lesikar, Faltley, TataMcGrawHill, Eleventh Edition
3. Media and Communication Management –C.S.Rayadu, Himalaya Publishing, 2011

### Course Outcomes (COs):

On completion of this course, students will have improved ability to

1. describe basics of written and oral communication
2. prepare business letters and emails, reports and adopt case method of learning
3. prepare PowerPoint presentations use advanced visual aids and also demonstrate business negotiations
4. plan and conduct meetings both offline and online and effectively manage communication media
5. Exhibit understanding by analyzing any given business situations

### Course Assessment and Evaluation

Continuous Internal Evaluation: 50		
Assessment Tool	Marks	Course Outcomes addressed
Internal Test-I	30	CO-1, CO-2 & CO-5
Internal Test –II	30	CO-3, CO-4 & CO-5
<b>Average of the two Internal test will be taken for 30 marks</b>		
Other Components:		
Assignment/Presentation/Mini Project	10	CO-1, CO-2, CO-3, CO-4
Seminar	10	CO-1, CO-2, CO-3, CO-4,CO-5
<b>Semester End Examinations</b>		
Course end examinations (Answer one question from each unit-internal choice	100	

# PRODUCTION AND OPERATIONS RESEARCH

**Course Code: MBA222C1**

**Credits:3:0:1**

**Pre – requisites: Nil**

**Contact Hours: 56 L**

**Course Coordinator: Dr. P V Raveendra**

## Course Content:

**Course Objectives:** The objective of this course is to provide conceptual understanding of business application of Quantitative Techniques and to provide a basic understanding of Quantitative tools in accomplishing predetermined objectives of business like profit maximization, cost minimization, or efficient and effective use of resource allocation.

In detail:

1. To make students understand the fundamentals of production/operating system, location planning and facility layouts.
2. To make students aware of the production planning & control, materials, stores and inventory management.
3. To introduce the basic concepts of Operations Research and Linear Programming Problem
4. To bring out the concept of transportation and assignment models and their utility in business and simulation.
5. To introduce network analysis and their application in management

## UNIT-1

**(10 Hours)**

Introduction to Production & Operations Management (POM): Meaning, Nature of production & Operations, objectives of production/operations management, Responsibilities of production/operations manager, Types of production systems, factors affecting pom today and Productivity: definition

Facility Location decision: meaning, need for location decision, nature of location decision, factors affecting, and scope and function of pom.

Facility Layout: Meaning, objectives of a good plant layout, types of layout (meaning, advantages and disadvantages): Process layout, product layout, fixed position layout, cellular manufacturing layout, combination or hybrid layout; service facility layout, criteria for selection and design of layouts.

- **Pedogogy/course delivery tools: Chalk and Talk, Powerpoint presentation**

## UNIT-2

**(10 Hours)**

Materials Management: Definition, objectives, scope, purchase management: meaning, functions of purchasing department, Inventory management: classification of inventories, inventory costs, inventory decisions ,inventory control systems for independent demand items, problems on purchase decisions in case of discount offers. Selective inventory control techniques, vendor rating Store management and waste disposal.

- **Pedogogy/course delivery tools: Chalk and Talk, Powerpoint presentation**

### UNIT-3

(6 Hours)

Introduction to Operations Research: Origin, Development, Meaning and Definition of Operation Research; Scope, Techniques, Characteristics and Limitations of Operation Research; Methodology and Models in OR (only theory)

Linear Programming Problem (LPP) Application of LPP in Management, Advantages of LPP (only theory)

- **Pedogogy/course delivery tools: Chalk and Talk, Powerpoint presentation**

### UNIT-4

(8 Hours)

Transportation Models: General Structure; Various methods for finding initial solution: Maximization and Minimisation problems North West Corner Method, Least Cost Method, Vogel's Approximation Method; Unbalanced Transportation Problem, Degenerate Solution (Theory only);

Assignment problems; General Structure; Finding Optimal Solution; Variations:

Simulation: Monto Carlo simulation (Theory only)

- **Pedogogy/course delivery tools: Chalk and Talk, Powerpoint presentation**

### UNIT-5

(8 Hours)

Network Analysis: Terminology; Networking Concepts; Rules for drawing network diagram;

CPM Computations: CPM Terminology, Finding critical path - Different Floats; PERT

Computations: Computation of earliest and latest allowable times, Probability of meeting the scheduled dates; difference between PERT and CPM, Crashing of a Project (Theory only)

- **Pedogogy/course delivery tools: Chalk and Talk, Powerpoint presentation, case discussions.**

### Practical Components

(28 hours)

**Introduction to SAS JMP software:** Introduction to JMP interface, Summarizing and Graphing data in JMP.

**Linear Programming in SAS JMP software:** Linear Programming Problem in JMP, Using LPSolve function in JMP, Formulation of LPP Solution of LPP by Graphical method: Infeasible and Unbounded Solution

**Transportation Models in SAS JMP software:** Introduction to optimization procedures in JMP, Overview of OPTMODEL in JMP

**Network analysis in SAS JMP software:** Introduction to CPM procedure, Syntax and examples.

### RECOMMENDED BOOKS

1. Production and Operation Management, K. Aswathappa, K. ShridharaBhat, 2/e, 2018, Himalaya Publishing House Pvt Ltd
2. Operations Research by V.K.Kapoor – SultanChand Publications

## REFERENCE BOOKS

1. Production And Operations Management, R. Panneerselvam, 3/e, 2017, PHI (Pearson)
2. Operations Management, William J Stevenson, 11/e, 2016, McGraw-Hill Education India Pvt.Ltd
3. Operations Management, Jay Heizer, Barry Render, Jagadeesh Rajashekhar, 11/e, 2018, Pearson Education India
4. Operations Management : Processes and Supply Chains, Lee J. Krajewski, Manoj K. Malhotra, Larry P. Ritzman and Samir K. Srivastava, 11/e, 2016, Pearson Education India
5. Modern Production / Operations Management, 8ed Paperback – 1 January 2007 by Buffa & Sarin
6. Quantitative Techniques for Management – ND Vohra, TMH, 6th ed, 2018
7. Operations Research With C Programs – R Kalavathy, Vikas Publication, 2019
8. “Operations Research”-S. D. Sharma, Kedar Nath and Ram Nath & Co. Ltd. 2016
9. Introduction to Operations Research , Fedrick, Gerald, Bodhibrata, Pream, McGrawHill
10. Production and Operations Management, S N Chary, 6/e, 2018, McGraw-Hill Education India Pvt.Ltd

### Course Outcome (COs):

1. The student will be able to help in the design of production/operating system, choose a location and facility layout
2. The student will be able to explain production planning, materials management and inventory management
3. The student will be able to demonstrate ability to use LPP which are helpful in decision making
4. The student will be able to demonstrate ability to use transportation and assignment models
5. The student will be able to demonstrate ability to build a project network

### Course Assessment and Evaluation

Continuous Internal Evaluation: 50		
Assessment Tool	Marks	Course Outcomes addressed
Internal Test-I	30	CO-1 & CO-2
Internal Test –II	30	CO-3, CO-4 & CO-5
<b>Average of the two Internal test will be taken for 30 marks</b>		
Other Components:		
Assignment/Presentation/Mini Project	10	CO-1, CO-2, CO-3, CO-4
Quiz	10	CO-1, CO-2, CO-3, CO-4
<b>Semester End Examinations</b>		
Course end examinations (Answer one question from each unit-internal choice)	100	CO-1, CO-2, CO-3, CO-4 ,CO5



## BUSINESS LAW

Course Code: MBA222C2

Credits: 3:0:0

Pre – requisites: Nil

Contact Hours: 42L

Course Coordinator: Dr. G. Vijaya Kumar

### Course Content:

#### Course Objectives

This course will help to

1. Obtain basic understanding of law of contract, Law of agency, Bailment and Pledge
2. Understand requirements of the Negotiable Instruments Act 1881, Law of Partnership for the purpose of conducting business
3. Learn basic provisions of the Companies Act 2013 concerning incorporation and regulation of business organizations
4. Gain awareness about important legislations namely Sale of Goods Act, Consumer Protection Act and Information Technology Act 2000
5. Acquire knowledge on the leading case laws and apply relevant case laws in arriving at conclusions facilitating business decisions

#### Syllabus

##### Unit- 1

(10 Hours)

**Law of Contract:** Definition, essentials and types of contracts, offer-definition, types, acceptance-definition, essentials, consideration –definition, essentials, exceptions to the rule, capacity to contract-meaning, parties competent to contract, free consent-meaning, elements constituting free consent (meaning only), performance of contract-meaning, Types of performance, Discharge of contract-meaning and modes, remedies for breach of contract.

**Law of Agency:** Essentials, kinds of agents, rights and duties of agent and principal **Bailment** - definition, essential elements, rights and duties of bailer and bailee. **Pledge** – Definition, essentials, rights and duties of pledger and pledgee

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation

##### Unit 2

(9 Hours)

**Negotiable Instruments Act 1881:** Negotiable Instruments-Definition, salient features, kinds of negotiable instruments – definition, essentials and differences; Parties to negotiable instruments, Negotiation, presentment, dishonour of negotiable instruments-meaning Dishonour by non-payment and Non-Acceptance, Noting and Protest, discharge of negotiable instruments

**Law of partnership:** Definition, essentials of partnership, formation of partnerships, kinds of partners, rights and liabilities of partners, registration of partnership, dissolution of partnership firm **meaning and modes.**

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation

### Unit 3

(10 Hours)

**Companies Act 2013:** definition, characteristics and kinds of companies, steps in formation of company- Memorandum of Association, Articles of Association

**Directors:** Appointment, power, duties and liabilities; Meeting and resolutions – meaning and types

**Auditors:** Appointment, rights and liabilities. Modes of winding up of a company.

Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation

### Unit 4

(10 Hours)

**Sale of Goods Act:** Essentials, sale v/s agreement to sell. Condition v/s warranties, rights of unpaid seller.

**Consumer Protection Act:** Basic concepts, Objectives, Central and State consumer protection council and District forum.

**Information Technology Act 2000 and–** Definition, cybercrimes, Electronic Governance: electronic records –use and retention, electronic signature, validity of contracts formed through electronic means.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation, Web links.

### Unit 5

(3 Hours)

**Case Study:** Compulsory question for 20 Marks. Review and recap of case studies discussed from unit 1 to unit 4.

Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation, Weblink.

#### Recommended books:

1. Elements of Mercantile Law – Sultan Chand -N D Kapoor, 38th Revised Edn.2019
2. Business Law for Management -Saravanavel & Sumathi –HPH-2008
3. Cyber Laws -Yatindra Singh Justice, 5th edition (Reprint),2015

#### Reference Books:

1. Dr Avatar Singh- Principles of Mercantile Law, Eastern Book Company 2012
2. Nandan Kamath- Law relating to Computer, Internet and E-Commerce (A Guide to cyber Laws), Universal Law Publishing Co. Ltd. New Delhi, 2000
3. Parag Diwan, Shammi Kapoor, – Cyber & E-Commerce Laws: Individual Rights, Computer Hacking Remedies and e-Commerce Laws, 2001 Bharat Publishing House, New Delhi.

### Course Outcomes (COs):

The student will be able to demonstrate understanding of

1. Basic provisions of law of contract, Law of Agency and bailment and pledge.
2. Basic legal provisions of Negotiable Instruments Act, Law of insurance and Law of partnership
3. Understanding of the Companies Act 2013 regarding incorporation and regulations of business organizations.
4. Awareness about legislation provision of Sale of Goods Act, Consumer Protection Act and Information Technology Act
5. Analyze a given business context using basic understanding of the applicable Acts and develop a suitable operational framework.

### Course Assessment and Evaluation

Continuous Internal Evaluation: 50		
Assessment Tool	Marks	Course Outcomes addressed
Internal Test-I	30	CO-1, CO-2 & CO-5
Internal Test –II	30	CO-3, CO-4 & CO-5
<b>Average of the two Internal test will be taken for 30 marks</b>		
Other Components:		
Assignment/Presentation/Mini Project	10	CO-1, CO-2, CO-3, CO-4 ,CO5.
Quiz	10	CO-1, CO-2, CO-3, CO-4
<b>Semester End Examinations</b>		
Course end examinations (Answer one question from each unit-internal choice	100	CO-1, CO-2, CO-3, CO-4 ,CO5.

## SEMINAR

**Course Code: MBA222C3**

**Credits: 0:0:2**

**Pre –requisites: Basic knowledge on Business Communication**

**Contact Hours: 56P**

**Course Coordinator: : Dr. G.Vijayakumar**

### Course Content:

#### Course Objectives

1. To enable the students in pooling knowledge and enhancing their oral communication skills, presentation skills, and leadership skills.
2. To make them confident to access to skills needed to accomplish goals more effectively and efficiently
3. To make them understand extensively with the methodology of their chosen topic and also allow them to interact with examples of the practical problems that always occur during research work.
4. To make them aware about the creative approaches in designing and delivering the contents.
5. To help them in managing the time in their topic presentation.

#### Seminar Guidelines:

1. A panel consisting of 2 faculty members drawn from the faculty lists on a specified date.
2. The faculty member in the panel will value the seminar for a maximum of 50 marks each individually and the total will be taken for 100.
3. One of the panel members will be the Guide.
4. A faculty may not be required to guide more than 10 students for the purpose of seminar.

#### CIE & SEE Components:

1. The marks given by guide will be considered as CIE component.
2. The marks given by Examiner will be considered as SEE component.

#### Criteria for allotting marks:

Sl.No	Criteria	Marks
1.	Introduction, Scope and Significance	<b>10</b>
2	Contents and adequacy of coverage	<b>5</b>
3	Communication skills and level of confidence	<b>5</b>
4	Topic Knowledge	<b>10</b>
5	Recent trends and creativity	<b>10</b>
6.	Time Management, Question and answer Session	<b>10</b>
	<b>TOTAL</b>	<b>50</b>

### Course Outcomes (COs):

The student will be able to locate, gather, organize, summarize and present a body of work and gain practice in the art of presentation skills.

1. The Student will be able to demonstrate their conceptual understanding of the subject knowledge and their presentation skills and leadership skills
2. Demonstrate their skills needed to accomplish goals more effectively and efficiently
3. The students will be able to demonstrate the methodology of their chosen topic and also allow them to interact with examples of the practical problems that always occur during research work
4. The students will demonstrate the creative approaches in designing and delivering the content
5. Students will be able to manage the time in their topic presentation

### Course Delivery Tools:

- PPT.
- Videos

### Course Assessment and Evaluation

<b>Assessment Tool</b>		
<b>Continuous Internal Evaluation</b>	<b>Marks</b>	<b>Course Outcomes addressed</b>
Guide Evaluation	50	CO-1, CO-2 CO-3, CO-4 & CO-5
<b>Semester End Examinations</b>		
Examiner Evaluation	50	CO-1, CO-2 CO-3, CO-4 & CO-5

## FINANCIAL MANAGEMENT

**Course Code: MBA222C4**

**Credits: 4:0:0**

**Pre – requisites: Basic knowledge on Accounting for Managers**

**Contact Hours: 56L**

**Course Coordinator: : Dr. Y.M.Satish**

### Course Content:

**Course Objectives:** The objective of the course is to provide the students with the conceptual knowledge of time value of money and the activities involved in raising, allocation and distribution of finance associated with business organization.

In detail:

1. To make students understand the nature of financial management, financial markets and sources of finance.
2. To make students understand the importance of time value of money and determining the cost of capital.
3. To make students understand the significance of investment decision, project evaluation techniques and estimation of cash flows.
4. To apprise the students about the conceptual knowledge about capital structure, leverages, working capital and dividend policy.
5. To apprise the students on the leading practical application oriented case studies – relevant and updated and doing case study analysis & arriving at conclusions facilitating business decisions

### Unit 1

**12 Hours**

**Introduction to Financial Management:** Objectives of financial management – profit maximization and wealth maximization, Interface of Financial Management with other functional areas. Emerging trends in financial management

**Indian Financial System:** Capital Market, Money Market, Forex Market, Commodity market.

**Sources of Long Term Financing:** Shares, Debentures, Term loans, Lease financing, Hybrid financing, Venture Capital, Angel investing and private equity, Warrants and convertibles.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation, Impartus Recordings.

### Unit 2

**12 Hours**

**Time value of money:** Future value of single cash flow & annuity, present value of single cash flow, annuity & perpetuity. Simple interest & Compound interest, Loan amortization.

**Cost of Capital:** Basic concepts. Cost of debenture capital, cost of preferential capital, cost of equity capital, Cost of retained earnings. Determination of Weighted average cost of capital (WACC) and Marginal cost of capital.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation, Impartus Recordings.

**Unit 3****12 Hours**

**Capital budgeting Decisions:** Importance, Capital Budgeting techniques: Net present value, Internal rate of return, Modified internal rate of return, Profitability index, Payback period, discounted payback period, accounting rate of return.

**Estimation of cash flows** – estimation of cash flow for new and replacement projects

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation, Impartus Recordings. Case study

**Unit 4****12 Hours**

**Capital Structure and Leverages:** Difference between capital structure and financial structure, EBIT – EPS Analysis, ROI – ROE Analysis, leverages: Operating leverage, financial leverage and combined leverage.

**Working capital management** – Factors influencing working capital requirements. Current asset policy and current asset finance policy. Determination of operating cycle and cash cycle. Estimation of working capital requirements of a firm (Does not include Cash, Inventory & Receivables Management)

**Dividend Policy:** Dimensions of dividend policy, legal procedural aspects, Bonus shares and stock splits, share buy backs.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation, Impartus Recordings, Case study.

**Unit 5****8 Hours**

Case analysis compulsory for 20 marks. Review and recap of case study discussed from Unit 1 to Unit 4.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation, Impartus Recordings, Case study.

**Practical Components:**

Sl No	Practical Component
1.	Identifying the small or medium sized companies and understanding the investment evaluation techniques used by them.
2.	Using the annual reports of selected companies, students can study the working capital management employed by them.
3.	Students can also compare the working capital management of companies in the same sector.
4.	Students can choose the companies that have gone for stock split and Bonus issue in the last few years and study the impact of the same on the stock price.

**RECOMMENDED BOOKS:**

1. Financial Management -Prasanna Chandra , 10/e, McGraw-Hill, 2021
2. Financial Management -Khan M. Y. & Jain P. K , 8/e, McGraw-Hill, 2021.
3. Financial Management ,I M Pandey, 12/e, Pearson Education, 2021

## REFERENCE BOOKS:

1. Brigham & Houston, Fundamentals of Financial Management, 15/e, Cengage Learning, 2021
2. Damodaran, Corporate Finance, , 3/e, Wiley India (P) Ltd., 2020
3. Ravi Kishore, Financial Management - Taxmann, 7<sup>th</sup> edition, 2021
4. Sheeba Kapil, Fundamentals of Financial Management, Pearson,2021
5. Vanhorne, James C, Financial Management & Policy-. , 12/e, Pearson, 2002

Websites, [www.sebi.gov.in](http://www.sebi.gov.in), [www.nseindia.com](http://www.nseindia.com),  
Financial Daily : Economic Times,  
Financial Database: Capitaline

## Course Outcomes (COs):

1. The student will exhibit the conceptual understanding of various steps involved in raising, allocation and distribution finance.
2. The student will be able to evaluate capital budgeting and capital structure decisions of the firm.
3. The student will be able demonstrate the understanding of various sources of funds in the market
4. The student will be able to determine the working capital requirements and the impact of dividend decisions on the value of the firm.
5. The student will be able to apply concepts learnt to demonstrate the understanding of the published reports of business firms and companies and also demonstrate the ability to draw meaningful conclusions about the financial performance of business firms and companies.

## Course Assessment and Evaluation

Continuous Internal Evaluation: 50		
Assessment Tool	Marks	Course Outcomes addressed
Internal Test-I	30	CO-1, CO-2 & CO-5
Internal Test –II	30	CO-3, CO-4 & CO-5
<b>Average of the two Internal test will be taken for 30 marks</b>		
Other Components:		
Assignment/Presentation/Mini Project	10	CO-1, CO-2, CO-3, CO-4 & CO-5
Quiz	10	CO-1, CO-2, CO-3, CO-4
<b>Semester End Examinations</b>		
Course end examinations (Answer one question from each unit-internal choice	100	CO-1, CO-2, CO-3, CO-4 & CO-5



## HUMAN RESOURCE MANAGEMENT

**Course Code: MBA222C5**

**Credits: 3:0:0**

**Pre – requisites: Nil**

**Contact Hours: 42L**

**Course Coordinator: : Dr.Pallavi B**

### Course Content:

#### Course Objectives:

1. To enable students understand basic concepts and functions of HRM, concept of HR planning and recruitment.
2. To make students aware of procedure, process and methods involved in selection, placement and induction
3. To make them understand wage and salary administration and requirement for training and development.
4. To make students aware of performance appraisal, internal promotion and transfers of employees.
5. To help students on the practical application of case analysis and arriving at conclusions facilitating business decisions.

#### Unit 1

**(10 Hours)**

Nature and scope of Human Resource Management (HRM)– definition and features of HRM – PM v/s HRM – managerial functions and operative functions – role and qualities of HR manager.

HR planning -objectives, definition and need for HRP – benefits, problems and limitations of HRP – factors affecting HRP – process of HRP –job description-job specification-job analysis- job evaluation.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation

#### Unit 2

**(9 Hours)**

Recruitment – objectives and definition –centralized and decentralized recruitment- factors affecting recruitment policy –recruitment process–recruitment techniques.

Selection – meaning and definition of selection; selection procedure – application form – written exams – preliminary interview – various types of tests (aptitude, achievement, situational, interest, personality) –different types of interviews and interview process.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation

#### Unit 3

**(10 Hours)**

Placement and Induction- Induction–Meaning, Induction Program –Steps, making induction effective. Wage and Salary Administration– definitions, objective, need for sound salary administration — factors affecting wages / salary levels; wage incentives – objectives, need, merits and demerits of incentive schemes– profit sharing – bonus concepts – ESOPs; fringe benefits-employee security, safety and health-welfare and recreational facilities-old age and retirement benefits

Training and Development – meaning, need and objectives of training – benefits of training – on-the-job and off-the-job training methods — training procedure; advantages and evaluation of training

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation

**Unit 4****(10 Hours)**

Performance appraisal (PAS) meaning, need and objectives – appraisers - 360° Appraisal methods – uses and problems of performance appraisal Internal mobility: promotion – meaning, purpose, bases of merit – seniority – merit cum seniority; benefits and problems- promotion policy; transfer – meaning, purpose, reasons, benefits, types; demotion – meaning – need for demotion policy.

Modern HR process - HR Contingency plan, work from home.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation

**Unit 5****(3 Hrs)****Case Study**

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation

**RECOMMENDED BOOKS:**

1. Essentials of HRM and Industrial Relations (Text, Cases and Games), P Subba Rao Himalaya Publication, 5<sup>th</sup> edition, 2018
2. Personal And Human Resource Management (Text & Cases)– K Aswathappa – Himalaya Publication, 2013.
3. Human Resource Management –Biswajeet Patnayak – PHI 6/e, 2020.
4. Principles of Human Resource Management, George W. Bohlander and Scott A. Snell, Cengage, 2011.
5. Human Resource Management – Gary Desler & Biju Varrkey , Pearson Prentice Hall –2020

**REFERENCE BOOKS:**

1. Human Resource Management & Robert Konopaske,– John M Ivancevich – TMH 12/e, Latest edition
2. A Hand Book Of Human Resource Management – Michael Armstrong and Stephen Taylor – Kogan Page India Ltd. 2014
3. Human Resource and Personnel Management – Text and Cases – K Ashwathappa – TMH 2013.
4. Human Resource Management –Robbins, D' Cenzo & Susan –John Wiley & Co 2013
5. Managing Human Resources – Gomes Mejia, Balkin Candy – Pearson Education / PHI, 7/e 2013

**Course Outcomes (COs):**

1. The Student will demonstrate their conceptual understanding of basic concepts and functions of HRM, concept of HR planning, process, functions of HRP and recruitment policy, techniques and process.
2. The students will demonstrate their conceptual knowledge about various steps involved in selection, placement and induction and providing methods, procedure and evaluation in Training and Development
3. The students will demonstrate their conceptual knowledge of performance appraisal and wage and salary administration in corporate
4. The students will demonstrate their conceptual skill of Career planning, bases of internal mobility - HR audit and HR outsourcing.
5. The students will demonstrate their conceptual knowledge of the subject in real time problems

**Course Assessment and Evaluation**

Continuous Internal Evaluation: 50		
Assessment Tool	Marks	Course Outcomes addressed
Internal Test-I	30	CO-1, CO-2 & CO-5
Internal Test –II	30	CO-3, CO-4 & CO-5
<b>Average of the two Internal test will be taken for 30 marks</b>		
Other Components:		
Assignment/Presentation/Mini Project	10	CO-1, CO-2, CO-3, CO-4
Quiz	10	CO-1, CO-2, CO-3, CO-4
<b>Semester End Examinations</b>		
Course end examinations (Answer one question from each unit-internal choice	100	

# BUSINESS ANALYTICS

**Course Code: MBA222C6**

**Credits: 2:0:1**

**Pre – requisites: Basic knowledge on Computer Applications**

**Contact Hours: 28L + 28P**

**Course Coordinator: Dr. Deepak.R**

## Course Content:

**Course Objectives:** The objective of the course is to impart the knowledge of the Business analytics using JMP to help the students in using the tools to conduct analysis and make analytical decisions.

### In detail:

1. To provide understanding of fundamentals of business analytics
2. To provide understanding of Descriptive Analytics and its application in Business
3. To provide basic understanding predictive and its application
4. To provide basic understanding of prescriptive analytics, clustering method and its application
5. To provide basic understanding of Application of Analytics

## Syllabus

### Unit 1

**06 Hours**

**Introduction to business analytics:** Definition, Data Driven Decision Making; Concepts of Descriptive Analytics, Predictive Analytics, Prescriptive Analytics; Techniques: Descriptive, Predictive and Prescriptive; Big Data Analytics, Web and Social Media Analytics; Introduction to Machine Learning Algorithms; Framework for Decision Making; Analytics Capability Building; Roadmap and Challenges

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation.

### Unit 2

**05 Hours**

**Data Analytics-** Introduction to Descriptive Analytics, Data Types and Scales: Structured and Unstructured data, Cross-sectional, Time series and Panel Data; Data Measurement scales: Nominal, Ordinal, Interval and Ratio; Summary statistics: Central Tendency, variation and shape measures; Data Visualization: Histogram, Bar chart, Scatter plot, Coxcomb chart, Box Plot and Tree Map.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation.

### Unit 3

**7 hours**

**Predictive Analytics-** Introduction to Simple Linear Regression, Model Building, Estimation of parameters and Interpretation, Validation of SLR model, Outlier Analysis; Introduction to Multiple Linear Regression, Model Building and Interpretation;

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation.

### Unit 4

**06 Hours**

**Prescriptive Analytics-** Introduction, Linear Programming Model Building, Assumptions, Sensitivity Analysis in LPP (Only Theory)

**Unsupervised algorithms-** Introduction to unsupervised learning, Introduction to clustering and PCA(Only Theory), Introduction to Distance measures: Euclidean, Manhattan and Minkowski,

## Applications in Business

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation, Application of software for Analysis

## Unit 5

**04 hours**

**Application of Analytics-** Application of Analytics- application in business support function, Analytics in Industries- Telecom, Retail, Health Care, Widely Used Application of Analytics- anatomy of social media analytics.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation, Videos, Case Studies

## Practical Component

**28 Hours**

- **Introduction to JMP and Python-** Introduction, Types of data, Coding, Recoding and Transformation, Univariate Analysis and Visualization, Predictive Analytics and visualization.
- Practical components are evaluated in Lab internal test for 20 Marks in CIE component

**Pedagogy/Course delivery tools: Application of software for Analysis**

**Practical components are evaluated in Lab internal test for 20 Marks in CIE component**

## Text books

1. Business Analytics, U Dinesh Kumar, **Wiley India.**
2. Fundamentals of Business Analytics, 2<sup>nd</sup> Edition, R.N.Prasad, Seema Acharya, Wiley India

## References

1. Data Analytics using Python, Bharti Motwani, Wiley India
2. Data Analytics with R, Bharti Motwani, Wiley India
3. Data Mining for Business Analytics, Shmueli, Bruce, Yahav, Patel, Lichtendahl Jr. Wiley India

## Course Outcomes (COs):

1. The student will be able to apply business analytics fundamentals in decision making process
2. The student will be able to understand the application of descriptive analytics
3. The student will be able to understand the application of predictive analytics and prescriptive analytics in business decisions
4. The student will be able to understanding application of clustering algorithms and its importance in business
5. The student will be able to understand the application of business analytics in various sectors.

## Course Assessment and Evaluation

Continuous Internal Evaluation: 50		
Assessment Tool	Marks	Course Outcomes addressed
Internal Test-I	30	CO-1, CO-2
Internal Test –II	30	CO-3, CO-4 & CO-5
<b>Average of the two Internal test will be taken for 30 marks</b>		
Other Components:		
Lab Assignment 1	10	CO-1, CO-4, CO-5
Lab Assignment 2	10	CO-1, CO-4, CO-5
<b>Semester End Examinations</b>		
Course end examinations (Answer one question from each unit-internal choice	100	CO-1, CO-2, CO-3, CO-4 & CO-5

## PRINCIPLES OF BANKING AND INSURANCE

**Course Code: MBA222C7**

**Credits: 3:0:0**

**Pre – requisites: Nil**

**Contact Hours: 42L**

**Course Coordinator: Dr. T. Mohanasundaram**

### Course Content:

**Course Objectives:** The primary objective of this course is to provide knowledge about Banking and Insurance industry.

The course will help to:

1. Learn the basic aspects and regulations of banking in India.
2. Get a clear framework of different segments of banking, Asset-Liability Management and NPA Management.
3. Make students understand the different types of products in life and non-life insurance sectors.
4. Enable students understand the pricing of the insurance and claims management aspects.
5. Help students in application of theoretical concepts to practical situations involving several cases.

### Syllabus

#### Unit 1

**(10 Hours)**

Introduction to Banking in India: Concept and Evolution of Banks, Structure of Banks: Cooperative Banks - Commercial Banks - Development Banks, RBI's role and Function, Commercial Banks and its function.

Banker-Customer Relationship, Garnishee Order, Rights of a Banker, Duties and Responsibilities of Banker, Banker's Lien, Pledge, Mortgage, Hypothecation, Right of set-off, Mandate and Power of Attorney, Principles of Lending, Credit Risk and Liquidity Risk in Banks, Ethics and Leadership skills in Banking, Financing International Trade.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation; RBI report and website

#### Unit 2

**(10 Hours)**

Types of Banking: Retail Banking and its products, Wholesale Banking and its products, International Banking, Electronic Banking, Digital Banking, Payment banks, Unified Payment Interface (UPI), CIBIL – Basel II – Banking Codes and Standard Boards – Basel III and Risk Management. Introduction to Central Bank Digital Currency (CBDC).

Asset-Liability Management, NPA Management, Opening Accounts for various types of customers, Know Your Customer (KYC) Guidelines, Types of Collaterals and their Characteristics, Priority Sector Lending, Financial inclusion, Recent Developments in National and International Scenarios.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation; Videos; RBI annual report

### **Unit 3**

**(10 Hours)**

Introduction to Insurance, Historical background of Insurance industry, Costs and Benefits of Insurance, Insurance industry: Players in life and non-life insurance, IRDA: Objectives – Regulations – Roles – Duties and Powers, Insurance sector reforms, Growth and Development of the Indian insurance industry

Types of Insurance: Life Insurance and General Insurance Products including Unit Linked Plans, Re-Insurance, Health Insurance, Micro insurance, Bancassurance, Government Schemes.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation; IRDA website

### **Unit 4**

**(9 Hours)**

Claims Management, Claims settlement in general insurance, Guidelines for settlement of claims in case of motor insurance, fire insurance, marine insurance and personal accident insurance. Claims management in life insurance.

Underwriting Process, Principles and Methods of Underwriting, Insurance Pricing, Current Indian Scenario and Future Prospects.

- Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation; IRDA and relevant websites.

### **Unit 5**

**(3 Hours)**

Case study: compulsory question for 20 marks. Review and recap of case studies discussed from Unit I to Unit IV.

- Pedagogy/Course delivery tools: Chalk and Talk, Discussions, Presenting the case analysis, Power point presentation.

### **RECOMMENDED BOOKS:**

1. Principles & Practices of Banking, Indian Institute of Banking and Finance (IIBF), MacMillan Education, 5<sup>th</sup> Edition, 2021.
2. Fundamentals of Insurance –Gupta P. K, Himalaya Publishing House, Revised 2<sup>nd</sup> Edition, 2017

### **REFERENCE BOOKS:**

1. Banking Theory, Law and Practice, E. Gordon & K. Natarajan, Himalaya Publishing House, 29<sup>th</sup> Edition, 2021.
2. Insurance Principles and Practice – Mishra M.N. & Mishra S.B, S. Chand Publishing, 22<sup>nd</sup> Edition, 2016.
3. Insurance and Risk Management, P. K. Gupta, Himalaya Publishing House, 2<sup>nd</sup> Edition, 2019.
4. Banking and Insurance Principles & Practices, Neelam C. Gulati, Excel Books Private Limited, 2<sup>nd</sup> Edition, 2017.



**Course Outcomes (COs):**

The students will be able to

1. Demonstrate an understanding of the roles and functions of RBI, Commercial banks, Cooperative banks and Development banks.
2. Exhibit knowledge on different types of banking and asset management activities of banks
3. Demonstrate an understanding on products and services of life insurance and non-life insurance sectors.
4. Determine the pricing of insurance products and exhibit knowledge on claims management.
5. Demonstrate the application of concepts learnt to practical situations.

**Course Assessment and Evaluation**

Continuous Internal Evaluation: 50		
Assessment Tool	Marks	Course Outcomes addressed
Internal Test-I	30	CO-1, CO-2 & CO-5
Internal Test –II	30	CO-3, CO-4 & CO-5
<b>Average of the two Internal test will be taken for 30 marks</b>		
Other Components:		
Assignment/Presentation/Mini Project	10	CO-1, CO-2, CO-3, CO-4 & CO-5
Quiz	10	CO-1, CO-2, CO-3, CO-4
<b>Semester End Examinations</b>		
Course end examinations (Answer one question from each unit-internal choice)	100	CO-1, CO-2, CO-3, CO-4 & CO-5

## **STRATEGIC ENTREPRENEURSHIP AND STARTUP MANAGEMENT**

**Course Code: MBA222C8**

**Credits: 3:0:0**

**Pre – requisites: Basic knowledge on Functional Areas**

**Contact Hours: 42L**

**Course Coordinator: : Dr. Rizwana.M**

### **Course Content:**

#### **Course Objectives**

1. To develop and strengthen entrepreneurial quality in students.
2. To impart basic entrepreneurial skills and understanding to run a business efficiently and effectively.
3. To provide insights to students on Strategic decisions to be taken by an entrepreneur.
4. To provide basic understanding about the essential of startups and legal aspects involved in establishing a enterprise.
5. To help students on the practical application of case analysis and arriving at conclusions facilitating entrepreneurial decisions.

#### **Unit 1**

**10 hrs**

**Entrepreneur & Entrepreneurship:** Meaning of entrepreneur - Functions of an Entrepreneur – characters of Entrepreneurs, Types of Entrepreneur - Intrapreneur- an emerging class - Concept of Entrepreneurship - Barriers of Entrepreneurs, Entrepreneurial Culture - Stages in entrepreneurial process, Introduction to Social Entrepreneurship, Contemporary Business Practices, various forms of organization, Family Business-Meaning, Types, Characteristics, advantages and disadvantages.

Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation, Documentary videos on Entrepreneurs, Webpage like Your Story.

#### **Unit 2**

**9 hrs**

**Business Planning Process:** Meaning of business plan - Business plan process - Advantages of business planning - Marketing plan - Production/operations plan - Organization plan - Financial plan - Final Project Report with Feasibility Study - preparing a model business plan for starting a new venture, Reasons for failure of Business Plan,

Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation

### Unit 3

10 hrs

**Introduction to Strategic Entrepreneurship:** Meaning and Nature of Strategic Management, the Strategic Management Process, Blue Ocean, Red Ocean and Green Ocean strategy, Business Model, Strategic Business Models.

**Strategy Formulation:** Developing Strategic Vision and Mission for a Company, Setting Objectives – Balanced Scorecard, The hierarchy of Strategic Intent – Merging the Strategic Vision, Objectives and Strategy into a Strategic Plan.

**Analyzing a company's resources and competitive position** – Analysis of a Company's present strategies – SWOT analysis – Value Chain Analysis – Benchmarking.

Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation, Organizational Weblinks

### Unit 4

10hrs

**Startup:** Startup definition, Difference between Startup Founder and Entrepreneur, Startup Ideas, Different types of Startups, Business Incubator, How does a Business Incubator work, Role of Business Incubator, Accelerator v/s Incubators, Co-working space, Leading business incubators and accelerators in India, (How to build start up companies), Procedure for registering a Startup Company in India, Sources of Finance for startup, Government Schemes for Startups, Legal issues concerned to startups, Startup Marketing.

Pedagogy/Course delivery tools: Chalk and Talk, Power point presentation, Weblinks of Government Schemes related to Startups.

### Unit 5 Case Study

3 hrs

Compulsory question for 20 Marks. Review and recap of case studies discussed from Unit 1 to Unit 4

Pedagogy/Course delivery tools: Application based case studies based on the concepts discussed in the respective units

### Practical Component

1. Business Plan: Students should be asked to prepare a Business Plan and present it at the end of the semester. This should include the following:
  - Executive Summary
  - Overview of Business and industry analysis
  - Description of recommended strategy and justification
  - Broad functional objectives and Key Result Areas.
2. Analysing Mission and Vision statements of a few companies and comparing them applying Michael Porter's model to an industry (Retail, Telecom, Infrastructure, FMCG, Insurance, Banking etc)
  - Pick a successful growing company. Do a web-search of all news related to that company over a one-year period. Analyze the news items to understand and write down the company's strategy and execution efficiency.
3. Conduct SWOT analysis of companies around your campus by talking to them
4. Analyze the business model of a successful company.

**Recommended books:**

1. Entrepreneurship by Robert D Hisrich, Michael.P.Peter, Mc Graw Hill Education 9<sup>th</sup> Edition
2. Strategic Management And Business Policy 3rd Edition (English, Paperback, Azhar Kazmi) Azhar Kazmi's, McGraw Hill Education, 4<sup>th</sup> Edition 2015
3. Steven Fisher, Ja-nae' Duane, The Startup Equation -A Visual Guidebook for Building Your Startup, Indian Edition, Mc Graw Hill Education India Pvt. Ltd, 2016. 5.

**Reference Books:**

1. Strategic Management and Concepts and Cases by David.R, 14<sup>th</sup> edition, PHI, 2013
2. Entrepreneurship: Creating and Leading an Entrepreneurial Organization by Arya Kumar, Pearson Education, 1/e 2012
3. Entrepreneurship Development Text & Cases by Janakiram B, Rizwana M, Excel Books 2011 Edition.
4. Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneur's Road Map, 2e, Routledge, 2017

**Course Outcomes (COs):**

The student will able to

1. Display keen interest and orientation towards entrepreneurship
2. Develop a business plan
3. Demonstrate the understanding of strategic management process at various levels across various functions of a business organization
4. Become aware about the prerequisite for establishing a startup in India.
5. Apply the concepts of strategic entrepreneurship to any given business situation

**Course Delivery Tools:**

- Chalk and Talk.
- PPT.
- Videos
- Case Study.

**Course Assessment and Evaluation**

Continuous Internal Evaluation: 50		
Assessment Tool	Marks	Course Outcomes addressed
Internal Test-I	30	CO-1, CO-2 & CO-5
Internal Test –II	30	CO-3, CO-4 & CO-5
<b>Average of the two Internal test will be taken for 30 marks</b>		
Other Components:		
Assignment-Business Plan	10	CO-1, CO-2, CO-3, CO-4
Quiz	10	CO-1, CO-2, CO-3, CO-4
<b>Semester End Examinations</b>		
Course end examinations (Answer one question from each unit-internal choice)	100	