DEPARTMENT OF BUSINESS ADMINISTRATION

MBA (International Business Management)
(FULL-TIME)

(2018 - 2019)

HAND BOOK
REGULATIONS

M.B.A. (International Business Management)

MASTER’S PROGRAMME

A Master's Programme consists of a number of courses. Master’s Programme consists of a set of compulsory courses (Core Courses) and some optional courses (Value Added Courses).

Core courses are basic courses required for each programme. The number and distribution of credits for core courses will be decided by the respective faculties.

Value Added Courses will be suggested by the respective Faculty departments. Value Added Courses may be distributed in all four semesters.

A course is divided into FIVE units to enable the students to achieve modular and progressive learning.

SEMESTERS

An academic year is divided into two semesters, odd semester and even semester. The normal semester periods are:

Odd Semester: July to November (90 Working days)
Even Semester: December to April (90 Working days)

CREDITS

The term credit is used to describe the quantum of syllabus for various programmes in terms of weightage and hours of study. It indicates differential weightage given according to the contents and duration of the courses in the curriculum design.

The minimum credit requirement for a two-year Master’s Programme shall be 90.

COURSES

Each course may consist of lectures/ cases discussion / tutorials/ laboratory work / seminars/ assignment / project work/ practical training/ report/ viva voce etc.

COURSE WEIGHT

Core and Value-Added Courses may carry different weights. For example, a course carrying one credit for lectures will have instruction of one period per week during the semester, if three hours of lecture is necessary in each week for that course, the 2 credits will be the weightage.

Thus normally, in each of the courses, credits will be assigned on the basis of the lectures / laboratory work / field and industrial visits and other forms of learning in a 15 week schedule.

One credit for each lecture period per week
One credit for every three periods of laboratory or practical work per week
One credit for 3 contact hours of project work in a week
Two credits for project work / dissertation is minimum. It is subject to changes depending upon the programme.

Two credits for Comprehensive Viva.
ELIGIBILITY FOR ADMISSION
A candidate who has passed the Bachelor’s Degree (10 + 2/3/5 + 3/4) in any subject including the Professional Courses of this University or an examination of any other University accepted by the Syndicate as equivalent thereto.

GRADING SYSTEM
The term grading system indicates a 10 point scale of evaluation of the performance of students in terms of marks, grade points, letter grade and class.

DURATION
The duration for completion of a two year Master’s Programme in any subject is of four semesters.

STRUCTURE OF THE PROGRAMME
The Master’s Programme consists of:

- Core courses which are compulsory for all the students
- Elective courses which the students can choose among the various departments for the respective Faculty for all four semesters. Elective Courses will be allotted after counselling by a committee of the Head of the Departments under the chairmanship of the Dean.
- Value Added Courses which students can choose amongst from courses approved in other faculties during even semesters (Second & Fourth)
- Dissertation / Project Work / Inplant Training / Field work, which can be done in an organization (Government, Industry, Firm, Public Enterprise etc.) approved by the concerned department.

SWAYAM MOOC
Students are encouraged and permitted to do any one course relevant to a particular semester from the Massive Online Courses (MOOC) offered in SWAYAM Portal.

Students need to get required permission from the concerned Head of the Department and the SWAYAM Coordinator of the department before registering for the course.

On successful completion of the course & on submission of relevant course completion certificate, the credits may be transferred in that particular semester.

ATTENDANCE
Every teaching faculty handling a course shall be responsible for the maintenance of attendance register for candidates who have registered for the course.

The faculty members handling of the course must intimate the Head of the Department at least Seven Calendar days before the last instruction day in the semester about the particulars of all students who have secured an attendance of less than 80%.

A candidate who has attendance less than 80% shall not be permitted to sit for the End–Semester examination. Based on the percentage of attendance reported for every student, internal marks is awarded for each course as given below.

<table>
<thead>
<tr>
<th>Attendance %</th>
<th>Marks</th>
</tr>
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<tbody>
<tr>
<td>90 and more</td>
<td>5</td>
</tr>
<tr>
<td>80–89</td>
<td>4</td>
</tr>
<tr>
<td>70–79</td>
<td>3</td>
</tr>
</tbody>
</table>

EXAMINATION
There will be two sessional assessments and one End–Semester examination during each semester.

Sessional Test–I will be held during sixth week for the syllabi covered till then.

Sessional Test–I will be combination of a variety of tools such as class test, assignment, and seminar that would be suitable to the course. This requires an element of openness. The students are to be informed in advance about the nature of assessment and the procedures. However the tests are compulsory. Test I may be for one hour duration. The pattern of question paper will be decided by the respective Faculty. Sessional Test–I will carry 20% of marks out of the session marks 25.
Sessional Test–II will be held during eleventh week for the syllabi covered between seventh and eleventh weeks.

Sessional Test–II will be conducted with a variety of assessment tools. It will also have an element of openness. The students are to be informed in advance about the nature of assessment and the procedures. However the tests are compulsory. Test II may be for three hour duration. The pattern of question paper will be decided by the respective faculty. Sessional Test II carries 20% of marks out of the session marks 25.

There will be one end semester examination of 3 hours duration in each course.

The End Semester Examination will cover full syllabus of the course for 75% of marks.

**EVALUATION**

Evaluation will be done on a continuous basis. Evaluation may be by objective type questions, Quiz, Short Answers, Essays or a combination of these, but at the End Semester Examination, it has to be a written examination.

The performance of a student in each course is evaluated in terms of Percentage of marks (PM) with a provision for conversion to Grade Point (GP). The sum total performance in each semester will be rated by GPA while the continuous performance from the 2nd Semester onwards will be marked by (OGPA).

**MARKS AND GRADING**

A Student cannot repeat the assessment of Sessional Test I and Sessional Test II. However, if for any compulsive reason, the students could not attend the test, the prerogative of arranging a special test lies with the teacher in consultation with the Head of the Department.

A minimum of 50% marks in each course is prescribed for a pass in the End Semester Examination.

If a candidate who has not secured a minimum of 50% of marks in a course shall be deemed to have failed in that course.

The Student can repeat the End Semester Examination when it is offered next in the subsequent odd / even semester till the regulations are in force.

A candidate who has secured a minimum of 50 marks in all the courses prescribed in the programme and earned a minimum of 90 credits will be considered to have passed the Master’s Programme.

**GRADING**

A ten point rating scale is used for the evaluation of the performance of the student to provide letter grade for each course and overall grade for the Master’s Programme.

<table>
<thead>
<tr>
<th>Marks</th>
<th>Grade Point</th>
<th>Letter Grade</th>
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</tr>
</thead>
<tbody>
<tr>
<td>90 and more</td>
<td>10</td>
<td>S</td>
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</tr>
<tr>
<td>85–89</td>
<td>9.0</td>
<td>D</td>
<td>Distinction</td>
</tr>
<tr>
<td>80–84</td>
<td>8.5</td>
<td>D</td>
<td>Distinction</td>
</tr>
<tr>
<td>75–79</td>
<td>8.0</td>
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<tr>
<td>70–74</td>
<td>7.5</td>
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<td>First Class</td>
</tr>
<tr>
<td>65–69</td>
<td>7.0</td>
<td>A</td>
<td>First Class</td>
</tr>
<tr>
<td>60–64</td>
<td>6.5</td>
<td>A</td>
<td>First Class</td>
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<tr>
<td>55–59</td>
<td>6.0</td>
<td>B</td>
<td>Second Class</td>
</tr>
<tr>
<td>50–54</td>
<td>5.5</td>
<td>C</td>
<td>Second Class</td>
</tr>
<tr>
<td>49 or Less</td>
<td></td>
<td>F</td>
<td>Fail</td>
</tr>
</tbody>
</table>

The Successful candidates are classified as follows.

First Class–60 % Marks and above in overall percentage of Marks (OPM).

Second Class–50–59% Marks in overall percentage of marks.

Candidates who obtain 75% and above but below 90% of marks (OPM) shall be deemed to have passed the examination in Distinction provided he/she passes all the courses prescribed for the programme at the first appearance.

Candidates who obtain 90% and above (OPM) shall be deemed to have passed the examination in FIRST CLASS Exemplary provided he/she passes all the courses prescribed for the programme at first appearance.

For the Internal Assessment Evaluation, the break up marks shall be as follows:

Test                                10 Marks
Assignment/ Seminar/ Case Study/ Role Play/ Viva Voce / Short Answers — 10 Marks
Attendance — 5 Marks
Total — 25 Marks
The total marks for the entire programme 3200 Marks

COURSE–WISE LETTER GRADES
The percentage of marks obtained by a candidate in a course will be indicated in a letter grade.

A student is considered to have completed a course successfully and earned the credits if he/she secures an overall letter grade other than F. A letter grade F in any course implies a failure in that course. A course successfully completed cannot be repeated for the purpose of improving the Grade Point.

The F grade once awarded stays in the grade of the student and is not deleted even when he/she completes the course successfully later. The Grade acquired later by the student will be indicated in the grade sheet of the odd/even semester in which the candidate has appeared for clearance of the arrears.

A student who secures F grade in any course which is listed as a core course has to repeat it compulsorily when the course is offered next. If it is a Value Added Course (VAC), the student has the option to repeat it when it is offered next or to choose a new value added course if he/she so desires in order to get a successful grade.

When new Value Added Course is chosen in the place of failed course, the failed course will be indicated as dropped in the subsequent grade card.

If a student secures F grade in the Project Work/Field Work/Practical Work/ Dissertation, either he/she shall improve it and resubmit it if it involves only rewriting incorporating the clarifications of the evaluators or he/she can re–register and carry out the same in the subsequent semesters for evaluation.

GENERAL
Applied project work is mandatory for all the students in the second semester.
Project Internship training (major project) in a company for 45 days by students is compulsory. The project develops research bent of mind among them. The students can select any topic in functional areas. The faculty acts as internal guide.
Department Library is equipped with 5000 volumes and a number of journals and back volumes. Laboratory and Computer wing function from 10.00 AM to 5.00 PM.

Facilities offered in the department

- Placement Assistance
- Use of Internet and Computers
- Use of Electronic Gadgets in Classrooms
- Case Study Workshops and Consultancy Training
- Short and Long Industrial Tours
- Nominating students in Inter College and University Management Development Programmes
- Entrepreneurial Training Programmes
- Guest Lectures by corporate leaders
- Project Contest.

MBA (INTERNATIONAL BUSINESS) PROGRAMME
Programme Specific Objectives:
Annamalai University is a pioneering institution in providing Business administration Programme with the following major objectives
1. To inculcate basic managerial Theoretical concepts and skills
2. To impart functional management knowledge with Export and Import documentation.
3. To enhance the knowledge in Theoretical models in International Business.
4. To develop skills of Information Technology application on International Business.
5. To provide strategic, Ethical Decision making skills.
Programme Specific Outcomes
After Completion of MBA(International Business), Students:
1. Will develop team player skill by channelizing different functions of management
2. Will understand the application of Information Technology in International Business.
3. Will apply appropriate theoretical models in International Business.
4. Will evolve as strategic ethical leader.
5. Will communicate effectively and efficiently in retailing products from Rural to Global.

PSO1:  Display competencies and knowledge in the key business functions with a special focus on financial management
PSO2:  Acquire the knowledge of Accounting Software and develop competency to work
PSO3:  Understand the various behavioral theories on Financing, Investing & Dividend decisions that impact the growth of the firm
PSO4:  Have an in depth knowledge on various services and products of Banking and Insurance
PSO5:  Apply quantitative and qualitative decision making skills to financial problems
PSO6:  Analyze the financial performance of an organization applying various tools that aid in decision making
PSO7:  Enhance their knowledge on various financial markets and services to work proficiently with financial markets and institutions
## M.B.A. (INTERNATIONAL BUSINESS MANAGEMENT) – TWO YEAR PG PROGRAMME

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course No.</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Course Type</th>
<th>Credit</th>
<th>University Exam Marks</th>
<th>Internal Marks</th>
<th>Total Marks</th>
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<td>ABUS26 -101</td>
<td>ABUS26 -101</td>
<td>Management Process</td>
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<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
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<td>100</td>
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<td>ABUS26 -207</td>
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<td>Export–Import Procedures, Documentation and Logistics</td>
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<td>Lab for statistical packages on business decision</td>
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<td>75</td>
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### Value Added Course

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<th>Semester</th>
<th>Course No.</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Course Type</th>
<th>Credit</th>
<th>University Exam Marks</th>
<th>Internal Marks</th>
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<td>III 26.</td>
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<td>III 28.</td>
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<td>Percentage</td>
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<td>Core</td>
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<td>IV</td>
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<td>Business Policy and Strategic Management</td>
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| Total | 22 | 675 | 225 | 900 |

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<tr>
<th>Value Added Course</th>
<th>Carries Additional Credits</th>
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**Note:**
1. Industrial Visits /Educational Tour Reports and subjects will be evaluated and examined in the viva.
2. Syllabus for MBA Programmes [Appendix I](#).
3. The Elective Courses offered by Business Administration Department from Semester I to Semester IV are enclosed in [Appendix II](#).
4. An Elective Course has to be chosen by a student as per his / her choice. Elective Courses offered by various Departments for the Two Year PG Programmes from Semester I to Semester IV are enclosed in [Appendix III](#).
5. Value Added Courses offer during II and IV Semester – [Appendix IV](#).
Learning Objectives
The objective of this course is
LO1: To impart knowledge in general management practice in an organization.
LO2: To provide managerial skills to students to manage an organization.
LO3: To impart knowledge in management activities like planning, organizing, staffing, directing, motivating and controlling.
LO4: To provide the general outline about the need for controlling in an organization.
LO5: To impart knowledge on the need for communication and different types of communication.

Course Outcomes
Upon completion of the course students will be able to
CO1: Impart knowledge in general management practice like planning, organizing, staffing, directing, motivating and controlling in an organization.
CO2: Understand the need for team work, to work effectively in a team and to act as a global leader.
CO3: Improve the Cognitive skills related to Indian and global Organisation structure and to understand the different levels of management in an organisation.
CO4: Understand the need for quality policy and controlling techniques to be practiced in an organization.
CO5: Improve and develop the communication skills and the need for ethical business practice.
CO6: Develop conflict management plan and to solve the problems in an organization.

Unit-1 Introduction

Unit-2 Planning
Distinction between operational and strategic planning – Types of plans – Grouping of various types of plans – Steps in planning – Importance of policies – Types of policies – Principles of policy making – Policy formulation and Administration – Basic area of policy making.

Unit-3 Organising
Unit–4 Staffing and Directing


Unit–5 Supervising Control and MBO


References
2) Gupta, C.B., Management Theory and Practice, Sultan Chand & Sons, New Delhi, 2011.

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MBAC 102 : Managerial Economics

Learning Objectives
The Objective of this course is
LO1: To understand and learn the economic theories and concepts to be adapted in business development.
LO2: To impart knowledge in analytical skills enabling the students to face the challenges arising in business organisation.
LO3: To provide and help the students a vast knowledge on managerial economics to become business entrepreneurs.
LO4: To provide the concepts of cost analysis and pricing decision in economic aspects
LO5: To impart knowledge in profit analysis towards business operation

Course Outcomes
Upon completion of this course the students will have the ability to
CO1: Understand the role of Economic theory and concepts in Management Decision
CO2: Analyse the situations challenging the management environment in an
CO3: Knowing the cost theories will be able to be effective manager in cost reduction.
CO4: Handle the Micro and Macro Environment.
CO5: Understand the challenges of Entrepreneur and build the confidence to do his
CO6: Manage any situation arising in Business environment.

Unit–1 Basic Concepts
Nature and Scope of Managerial Economics – Economic theory and Managerial Economics –
Demand Analysis and Forecasting – Demand determinants – Demand Distinctions – Demand
Forecasting – Capital budgeting.

Unit–2 Cost Analysis
Cost concepts and classifications – Cost output relationship in the long run and short run –
Economies (Internal and External) and Diseconomies of scale – Cost control and Cost
reduction – Production function – Isoquants, Isocost curves and Least cost combination.

Unit–3 Pricing Decisions
Pure competition – Perfect competition – Policies and Practices – Pricing and output decisions
under imperfect competition – Pricing Policies – Price discrimination – Methods of Pricing –
Monopolistic Competition – Oligopoly.

Unit–4 Profit Analysis
Profit theories – profit policy – Profit budget – Break even analysis – Break even chart –
Theory of profit maximization.

Unit–5 Macro Economics and Business Decision
Business Cycle and Business Policies – Current Industrial Policy and Monetary Policy and
Fiscal Policy – National Income and Methods of its Estimation - Large Scale Industries and
Effects and cost – Inflation: Anticipated and Unanticipated – Inflation: Measures to control
inflation.

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1) Ahuja, H.L., Managerial Economics, S. Chand & Company Ltd., New Delhi, 2007.
2) Joel Dean, Managerial Economics, PHI Learning Private Ltd., New Delhi, 2008.
6) Narayanan Nadar, E. and S. Vijayan, Managerial Economics, PHI Learning Private Ltd.,
   New Delhi, 2009.
7) Petersen & Lewis, Managerial Economics, 4th edition, Prentice Hall of India (P) Ltd., New
   Delhi, 2003.
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### MBAC103: Organizational Behaviour

#### Learning Objective

The objective of this course is to

- **LO1**: To learn and understand organizational behaviour concepts and models, moving from individual behaviour to group behaviour
- **LO2**: To explain the concepts of organizational behaviour and develop effective Human Relations Policies for effective performance.
- **LO3**: To provide the concepts of attitude, motivation and job satisfaction and related theories.
- **LO4**: To impart knowledge on the personality & personality attributes of employees in an organisation
- **LO5**: To provide the concepts of leadership/conflict/organizational change.

#### Course Outcome

Upon completion of the course students will be able to

- **CO1**: Understand individual behavior in organizations, including diversity, attitudes.
- **CO2**: Study job satisfaction, emotions, moods, personality, values, perception, decision making, and motivational theories.
- **CO3**: Recognize group behavior in organizations, including communication, leadership, power and politics, conflict, and negotiations.
- **CO4**: Unleash the organizational system, including organizational structures, culture, human resource and change.
- **CO5**: Analyze the Leadership characteristics, organizational conflicts
- **CO6**: Know the importance of organizational change.

#### Unit 1: Organizational Behaviour: An Overview

Historical Development, Behavioural sciences and Organizational behaviour organizational behaviour (OB) in global context, Managing worker diversity-Developing Assertive Behaviour Skills-Emerging Business Realities.

#### Unit 2: Learning-Attitudes-Values and -Job Satisfaction

Learning: Definition and Importance, Theories of learning, Principles of learning, Shaping as managerial tool, Applications in organizations. Attitudes, Values and Job Satisfaction: Sources and types of attitudes, Attitude formation and change, Cognitive Dissonance Theory. Values: meaning, importance, source and types, and applications in organizations. Effects of employee attitude, Job related attitudes.

#### Unit 3: Personality & Personality Attributes -Perception -Creativity

Personality: Foundations of individual behaviour, Personality, Meaning and Importance, Development of personality, Determinants of personality, Theories of personality, Relevance of personality to managers. Perception: Nature, Importance and Definition of Perception, Factors involved in perception, The Perceptual Process, Perceptual Selectivity and Organization, Applications in Organizations.-Creativity-process and Blocks.
Unit-4 Motivation-Culture-Group Dynamics

Motivation: Theories of motivation, Motivation applied in organizations, Principles, applications - dimensions & Types of culture, Creating, Sustaining & Transmitting culture, Keeping cultures alive & How employees learn culture-Emotions & Emotional Intelligence-Handling Fear, Anger and Depression- Group Processes & Teams in Organizations -nature of groups, Stages of group development, Meaning of teams, Types of teams, characteristics of teams, Team development, Team decision making Interpersonal Communications-Increasing Personal and Interpersonal effectiveness through understanding and practicing, Transactional Analysis and Johari Window Model.

Unit-5 Leadership-Conflict-Organizational Change


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MBAC104: Accounting for Managers

Learning Objectives
LO1: To acquaint the students with the various concepts, techniques of accounts methods
LO2: To analyse the process of accounting data analysis and interpretation.
LO3: To help the student take decision making in the areas of management accounting.
LO4: To impart knowledge on the financial statement analysis, ratio analysis, fund and cash flow analysis

LO5: To provide the managerial concepts of standard costing and variance analysis

Course Outcomes

Upon completion of the course students will be able to

CO1: Understand and get knowledge on accounting format with effectively and professionally.

CO2: Acquire the knowledge and skills that related to financial and nonfinancial information to formulate business.

CO3: Develop the global business, how to management accounting helps for decision making.

CO4: work individual as well as team member in financial aspects of business.

CO5: Analyse and Implementation their responsibility and ethical financial information.

CO6: Provide sustainable development of business using tools and technique in accounting.

Unit–1 Introduction to Management Accounting and Financial Accounting


Unit–2 Financial Statement Analysis, Ratio Analysis, Fund and Cash Flow Analysis


Unit–3 Methods and Techniques of Cost Accounting

Concept of cost – Elements of cost – Cost Accounting – Objectives – Cost Sheet (Problems) – Classification of cost – Cost Unit and Cost Centre – Methods of Costing _ Techniques of Costing.

Unit–4 Marginal Costing, Budget and Budgetary Control

Marginal Costing – Concept – Advantages and Disadvantages – Break even analysis – Cost volume profit analysis – Budget and Budgetary control – Objectives – Type of budgets – Preparation of Sales, Cash, flexible and master budgets (simple problems).

Unit5 Standard Costing and Variance Analysis


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MBAC 106: Computer Applications in Management

Learning Objectives

The Learning Objectives of the course is

LO1: To explain the fundamentals of computers, hardware, software and its evolution.
LO2: To provide indepth knowledge on software development process and its related functionalities.
LO3: To enable data processing concepts and its applications.
LO4: To impart knowledge on networking, its types and topologies.
LO5: To introduce the strategic implementation of IT and its applications in organisations

Course Outcome

Upon completion of the course the students will be able to

CO1: Understand the evolution and recent developments in hardware, software, management functions related packages and other accessories.

CO2: Recognise, understand and involve in development of programs, system software and applications for various functions of business.

CO3: Organize and work with files, folders and data storage for various functions in modern business.

CO4: Get familiar with working in MSoffice and its application for various functions in modern business.

CO5: Gain familiarity with the concepts and terminology used in the network development

CO6: Implement and maintain the operations of networking in information system of various functions for strategic advantage.

Unit–1 Computer Fundamentals


Unit–2 Software Development applications


Unit–3 Data Processing Concepts

Unit 4  Computer Networks


Unit 5  Implementing and Managing IT


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MBAC 107: Project, Entrepreneurship and Small Business Management

Learning Objectives
The objective of this course is to
LO1: Make understand the frame work for of project and stages involved in it
LO2: Explain the process of developing the project and roles and responsibilities of personnel involved in it.
LO3: Create awareness of the project feasibility and finance involved in it.
LO4: Create awareness of SMME and its role in economy and its developments.
LO5: Evaluating the project and to prepare a ground where the students build the necessary competencies and to motivate for a career in Entrepreneurship.

Course outcomes
Upon completion of the course students will be able to
CO1: Understand and get skill on Project management tools and Information system used in a project.
CO2: Impart knowledge on infrastructure project and project identification methods that are practiced in Indian and Global scenario.
CO3: Improve cognitive skills on project delays and to resolve conflict in a project.
CO4: Understand the role of entrepreneur and ethical practice in Indian and global scenario.
CO5: Develop the leadership skills, communication skills and the ability to work with a project team.
CO6: Impart knowledge on Training institute and financial institution that assist the small scale industry in the sustainable development.

Unit–1 Project Planning

Unit–2 Project Feasibility and Project Finance and Evaluation

Unit–3 Introduction to Entrepreneur

Unit–4 Entrepreneurship Environment and Challenges

Unit5 Small Business Management

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### MBAC 108 – Research Methodology

**Learning Objective**

The objective of this course is

LO1: To equip the students with the basic understanding of the research methodology

LO2: To provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making.

LO3: To impart knowledge in data collection and research tools to efficiently complete their business research.

LO4: To provide the statistical concepts of primary and secondary data and its collection methods

LO5: To make understand the method of preparing statistical reports in business organization

**Course Outcomes**

Upon completion of the course students will be able to

CO1: Display competencies and knowledge on the key knowledge area of research and its methodologies.

CO2: Acquire the skills to explore appropriate research problems and parameters.

CO3: Evaluate research problems and various research designs,

CO4: Formulate hypotheses and develop statistical models

CO5: Acquire the skills to analyse various research problems, interpret the various statistical tests results and generate good research reports.

CO6: Develop proficiency in using SPSS for Data analysis.
Unit–1 Introduction to Research and Research Methodology

Unit–2 Data Collection
Methods of data collection – Observational and Survey methods – Field work plan – Administration of surveys – Training for field investigators – Sampling methods – Sample size.

Unit–3 Research Tools
Source of Data – Primary – Secondary data – Questionnaire Design; Attitude measurement techniques – Scaling Techniques.

Unit–4 Application of Statistics in Research

Unit5 Report Preparation

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MBAC 109 : Comprehensive Vivavoce
(Industrial Visits and Subjects)
Learning Objective
The basic purpose of this course is to
LO1: To educate the concept of finance and its concern with everything that takes place in the conduct of the business.
LO2: to develop and acquaint the students with the various concepts, techniques, methods of planning and forecasting.
LO3: To Explain various sources of finance, dividend policy and capital structure.

Course outcome
CO1: Analyse the functions of finance manager who entails planning, organising, controlling, monitoring and evaluating the financial resources of an organisation to achieve its overall objectives.
CO2: Describe the characteristics of various sources of long-term financing.
CO3: Analyse the key issues related to working capital policy and various facets of inventory management.
CO4: Discuss the techniques of Capital budgeting and explore certain advanced issues in capital budgeting.
CO5: Expound various views on relationship between capital structure and cost of capital.
CO6: Explore the aspects of dividend decision and describe the determinants of appropriate dividend policy.

Teaching Methods
Lectures and Seminar Presentation.
Students are to be examined on theoretical aspects 80% and problem aspects 20%.

Unit–1 Introduction to Financial Management

Unit–2 Long - Term Financing

Unit–3 Working Capital Management
Meaning of working capital - Net working capital – Financing mix approaches - Sources of working capital financing - Management of cash and marketable security: Importance of cash and liquidity - Cash balance deciding factors- Determination of cash cycle --Receivable management - Objectives -Formulation of Credit and collection policies - Inventory management - Objectives of Inventory – Determination of optimum level of inventory - Types of Inventory.

Unit–4 Capital Structure and Capital Budgeting
Capital Structure - --Theories of Capital Structure – Assumptions -Features of an appropriate capital structure - Determinants of the capital structure.

Unit–5 Cost of Capital and Dividend Policy Decision
Cost of Capital – Significance - --Determining component of Cost of Capital – -Weighted Average Cost of Capital (Simple Problems) -- Flotation Costs.

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MBAC 202 : MARKETING MANAGEMENT

Learning Objectives
This course focuses
LO1: To familiarize with the various concepts in marketing
LO2: To acclimatize the students about the marketing environment
LO3: To understand consumer behaviour
LO4: To analyse the factors influencing consumer decision
LO5: To develop the ability to design best marketing strategy

Course Outcome
After completion of the course students will be able to

CO1: Familiar into marketing concept and environment.
CO2: Built the Critical approach and analyze the market and segmenting markets.
CO3: Well communicate the authorities about the buyer's opinion towards promotional as well as marketing mix strategies.
CO4: Analyze the innovative market information and derive insights.
C05: Construct the suitable marketing strategies after evaluating the current trend about new products and copyrights.

C06: Teach the ethics of marketing to the corporate world and also can explore the purchase decision process.

Unit–1 Marketing and its Environment

Unit–2 Market Analysis and Segmentation

Unit–3 Product and Pricing Strategies

Unit–4 Physical Distribution and Promotion

Unit–5 Consumer Behaviour and CRM

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### MBAC 203: HUMAN RESOURCE MANAGEMENT

#### Learning Objectives

The objective of the course is

- **LO1**: To introduce the basic concepts to understand the importance of Human Resource Management
- **LO2**: To provide understanding of the various functions of Human Resource Management
- **LO3**: To Acquaint the application of management functions and principles towards acquisition, development, retention and compensation of employees

#### Course Outcomes

Upon completion of the course students will be able to

- **CO1**: Apply and contribute to the development, implementation and evaluation of Planning of Human Resources, Recruitment, Selection, and Retention.
- **CO2**: Create the design and evaluation of Training and Development Programmes.
- **CO3**: Develop and Facilitate Performance management and Compensation management by upholding ethical standards for sustainable development.
- **CO4**: Critically evaluate and communicate Health, Welfare and safety aspects of employees and organization.
- **CO5**: Appreciate Human Resource aspects of an organization for better decision making.
- **CO6**: Conduct research, prepare report and recommend changes in Human Resource Practices.

#### Unit–1 Introduction


#### Unit–2 Job Analysis, Job Design and Human Resource Planning

Unit–3 Training and Performance Appraisal

Unit–4 Promotion, Job Evaluation and Compensation

Unit–5 Quality of work life and Participative Management

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Learning Objectives
The objective of this course is,
LO1: To acquire a working understanding of production function in the context of business enterprises and the various ergonomics considerations in designing the production system of an organisation.
LO2: To analyze the factors influencing plant location and principles of plant out existing in the industry.
LO3: To help the students to understand about production, planning and control and the role of Gantt charts in production scheduling.
LO4: To explain the essentials of materials management and the role of inventory system in running a business and to develop skills in solving production related problems.

Course Outcomes
Upon completion of the course students will be able to,

CO1: Demonstrate the core features of production function at the operational and strategic levels, its correlation with employees, process, productivity, quality and information technology besides it contribution to the competitiveness of firms.
CO2: Appraise the production functions and their interaction with other business functions such as finance, marketing, human resource, supply chain and innovation.
CO3: Evaluate the factors that may influence the location of a plant in national and foreign along with the ability to identify operational methodologies to assess and improve the organizational overall performance.
CO4: Assess the principles underlying on Production Planning and Control and pertain various qualitative techniques of maintenance function for an extensive sustainability and development of the organizations.
CO5: Apply materials forecasting and planning techniques to carry out the work independently or team and develop basic materials requirement schedules in order to take aggregate decisions.
CO6: Develop an integrated framework for critical thinking entailed for today's managers towards purchasing policies, procedures, legal aspects, and tax considerations which analyze the enterprise as a whole with a specific focus on the organizations wealth creation processes.

Unit–1 Production Function
Plant Location – Factors influencing plant location – Multi Plant location – Foreign Location – Relocation – Plant location trends.

Unit–2 Plant Layout and Maintenance

Unit–3 Production Planning and Control

Unit–4 Materials Management and Materials Management Information System

Unit–5 Store and Purchase Function

Purchasing function – Purchasing policies and procedures, legal aspects of purchasing, tax considerations in purchasing, selections and sources of supply and make or buy decisions – Vendor evaluation and rating – vendor development.

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MBAC 206 : DECISION SUPPORT SYSTEM AND MANAGEMENT INFORMATION SYSTEM

Learning Objective
The learning objective of the course is
LO1: To provide a real-world understanding of information systems and Decision Support System application in business.
LO2: To impart a firm foundation and background needed in the field of information systems.
LO3: To explain the Information System technologies currently available in business world.
LO4: To provide the right balance of conceptual background, technical information and real-world applications.
LO5: To introduce the infrastructure required and security issues for the effective use of information system
Course Outcome
Upon completion of the course the students will be able to

CO1: Categorize the components of information systems and differentiate how they interact among them.
CO2: Understand MIS and DSS within a context of an integrated collection of subsystems within an organisation.
CO3: Classify the conceptual foundations, structure and technology of information systems.
CO4: Formulate and develop an information-based DSS and MIS, supporting improved decision making and problem solving by improved individual insight.
CO5: Determine and develop MIS and DSS in support of management, users and functional areas for the organisation.
CO6: Develop planning and techniques involved in the implementation of an information system, specifically MIS & DSS

Unit–1 Basic MIS and DSS concepts

Unit–2 Design and development of MIS and DSS
Designing Information System: System Development Life cycle (SDLC) approach: Requirement Analysis; Information gathering; Design and developing the IS; Implementation of IS in organizational settings. Rapid application Development: Application Systems; ERP applications. DSS development process-DSS evolution-GDSS application and design. Mathematical models in DSS.

Unit–3 Infrastructure for MIS and DSS

Unit–4 MIS in Functional Components and System Security

Unit–5 IT infrastructure Management
Organising MIS function in the enterprise- structure of MIS team in the organization- Different strategies of IT infrastructure management; In-house development of MIS- Outsourcing MIS function; Hardware and Software updating-End user training and development-End user training need identification.

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**MBAI 207: EXPORT–IMPORT PROCEDURES, DOCUMENTATION AND LOGISTICS**

**Learning Objectives**

The Objectives of the Course are:

**LO1**: To acquaint students with knowledge of export–import procedures

**LO2**: To train students in export and import documentation

**LO3**: To expose knowledge of World Logistics.

**Course Outcome**

Upon completion of this course the students will have the ability to

**CO1**: Understand the Export and Import procedures in International Trade.

**CO2**: Analyse the challenges of the International Environment.

**CO3**: Knowing the Insurance, Banking and Foreign Exchange system in International trade.

**CO4**: Handle the Cargo shipment, Customs clearance in doing Trade practices.

**CO5**: Understand the challenges of National and International Business

**CO6**: Builds the confidence to do his own business

**Unit–1 Export Offer and Documents, Export Contract and Negotiation with Commercial Banks for Availing Export Finance and Methods of Export Finance from Commercial Banks**

Unit–2 Insurance, Foreign Exchange Risk and Forwarding Agents

Unit–3 Cargo Shipment, Custom Clearance, Export - Import Licences and Other Export Incentives
Shipment of Export Cargo, Excise and customs clearance of cargo, Custom Clearance of Import Cargo, Procedures for availing export incentives – Duty draw backs - Export licence – Import Licence and other export incentives from government of India and from Institutions.

Unit–4 Shipping and Containerization
World Shipping, Structure, Liners, and Tramps, Conference System and Freight – Containerization – Container Corporation of India - Conferences on Sea Transport.

Unit–5 Air / Sea Transport and Freight
Indian Shipping, Concept of Dry Port, Air Transport, Freight rate structure - Export Procedures in Airport and Sea Port – Tariff and Non-tariff for exporters.

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MBAI 208 : INTERNATIONAL ECONOMICS

Learning Objectives
The Objectives of the Course are:
LO1: To acquaint the students with concept and techniques used in economic theory
LO2: To enable them to apply this knowledge in business decision – making.
LO3: To understand the changes in the nature of business firms in the context of globalization.
Course Outcome
The completion of this course will result in
CO1: Enhanced basic International Trade practices
CO2: Better Commercial Policies on International Trade
CO3: Enriched on Export and Import Policies
CO4: Increased capacities on Foreign Exchange Economic Development
CO5: Better understanding on Foreign Trade
CO6: Realize Foreign various Aids in Economic Development

Unit–1 Introduction to International Trade

Unit–2

Unit–3 EXIM Policy

Unit–4 Foreign Exchange

Unit–5 Foreign Trade and Economic Development

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MBAC 209: LAB FOR STATISTICAL PACKAGES ON BUSINESS DECISION

Learning objectives
LO1: To introduce statistical software program used for data management and data analysis and learn how to perform basic statistical analyses.
LO2: To provide data transferable skills to students so that they can summarize and interpret the research findings.
LO3: To utilise strong analytical skills and apply tools required for professional practices.
LO4: To use current techniques, skills and tools necessary for comparisons and correlations.

Course Outcomes
Upon completion of the course, the student will

- CO1: Understand the role that statistical data analysis plays in managerial decision making process.
- CO2: Improved statistical thinking abilities, involving the identification and exploitation of variation in decision making and problem solving.
- CO3: Critically evaluate reports presenting statistical data and translate and communicate the results of statistical analyses to organizational managers.
- CO4: Expertise in recording, presenting, recitation and making inferences from quantitative data.
- CO5: Develop capabilities as a manager to “think statistically” using data and to substantiate the business intuitions.
- CO6: Achieve a practical level of competence in building statistical models that suit business applications.

Unit–1 Introduction – Basic Research Process

Unit–2 Data Editor

Unit–3 Hypothesis Testing and Probability Values

Unit–4 Simple Tabulation and Cross Tabulation
Simple Tabulation – Frequencies – Percentage – Charts – Simple Tabulation for ranking type questions – Cross Tabulation – Calculating percentage in a cross tabulation – Cross tabulation of more than two variables – chi-square test for cross tabulation – Measures of the strength of association between variables.

Unit–5 ANOVA and Design of Experiments
Application – Methods – Variables – Completely randomized design in a one-way ANOVA – Factorial Design with two or more factors – Pair wise test – Independent t-test – Correlation – Regression – Interpretation of Result.

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MBAC 210 : PROJECT AND VIVA-VOCE
(EXPOSURE TO SMALL AND MEDIUM ENTERPRISES)

Course Objective
Students should undergo a 40 hours of observational study to learn from small and medium units and establishments. They should get versatile exposure in all specialization areas of the business. They can make use of second semester evening hours and weekends to undergo the study. They are expected to submit an observational report of their study for evaluation.

MBA SME project evaluation will be done for 100 marks which includes Dissertation (75 marks) and Viva-voce examination (25 marks) and the minimum requirement for passing the project is 50 marks. A periodical review will be carried out to assess the originality of the project.

Guidelines
- The duration of the study is 40 hours.
- The students have to select a small/medium/tiny enterprise of their own in and around chidambaram.
- Students have to visit the enterprise and collect management related data during the evening hours or on leave days to complete the project.
- All functional areas of the business have to be studied and the same have to be reported.
- Students have to submit the report about the firm they are involved in.
- Students should get the attendance from the firm and attach the same in the report.
- Students are allotted a guide in the department.
- Frequent discussions have to be made with the guide for the completion of the project.
Learning Objectives
The Objective of this course is
LO1: To provide an in-depth understanding of the Concept of OR
LO2: To enable the course participants to understand the various Techniques of OR
LO3: To provide an in-depth understanding of the OR role in managerial Decision making.

Course Outcomes
Upon completion of the course, the student will

CO1: Critically think about the priorities that are involved in the daily activities of a project.
CO2: Cultivate and Enhance the knowledge about Build the best fit route of transportation for carrying schedule of activities.
CO3: Have the ability to work and Graphically locate the optimum peak point in completing the project.
CO4: Understand the application of Queuing Theory
CO5: Analyze and apply the research techniques in quantitative and qualitative aspects
CO6: Develop competencies in Maximize the productivity with help of least cost techniques

Unit–1 Introduction

Unit–2 Linear Programming
Special Purpose Algorithms

Unit–3 Inventory Models
Inventory costs – Cost of average inventory – Optimum Number of orders per year – Optimum days supply per order – Optimum rupee value per order – Assumptions – Applications of EOQ in Production process – Reorder point – Lead Time – Safety Stock.
Waiting Line Models – Definitions of waiting lines – Single channel Queue models (Poisson Distributed arrivals and Exponentially Distributed Service Time) – Multiple channel Queue models (Poisson Distributed Arrivals and exponentially distributed Service Times) – Simulation of Queuing System.

Unit–4 Game Theory

Unit–5 Replacement Models

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MBAC 302 : CASE STUDY AND ANALYSIS

Learning Objectives
The Objective of this course is
LO1: To provide an in–depth understanding on the concept of management through Case study
LO2: To enable the course participants to understand various strategies through practical cases
LO3: To develop Case Studies for problem solving
LO4: To impart knowledge on the inventory models

Course Outcomes
Upon completion of the course, the student will
CO1: Critically think the concepts of Management through Case Analysis
CO2: Cultivate and Enhance the knowledge on developing practical Case Study
CO3: Have the ability to work develop own cases by using Data Bank
CO4: Understand the application of Queuing Theory
CO5: Analyze and apply the research techniques in quantitative and qualitative aspects

Unit–I : Case Study Fundamentals

Unit–II : Case Development and Analysis Techniques

Unit–III : Case Study Steps

Unit-IV: Cases in Management

Unit–V : Contemporary Cases
Current Cases of Indian Business and Industry – International Business and MNC.

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MBAC 303 : BUSINESS LEGISLATIONS

Learning objectives
The Objectives of this course are
LO1: To assist the students in understanding basic laws affecting operations of a business enterprise.
LO2: To help the students in understanding of the free enterprise system and the legal safeguards of the same.
LO3: To develop in the student acceptable attitudes and viewpoints with respect to business ethics and social responsibility.

Course Outcomes
Upon completion of this course the students will be able to
CO1: Expertise with the business laws and company laws.
CO2: Appreciate and analyse the scope of these laws so that they are able to operate their businesses within their legal confines.
CO3: Develop students thinking in a logical way, so that even a student with no legal background is able to understand it.
CO4: Create the students’ analytical thinking and logical reasoning as a technique for decision-making on the basis of business legislations.
CO5: Understand the applicability of rules as per today's scenario.
CO6: Communicate effectively using standard business and legal terminology.

Unit–1 Contract

Unit–2 Special Contract

Unit–3 Sales and Insurance Laws

Unit–4 Negotiable Instruments, Partnership and Other Laws

Unit–5 Corporate Secretarial Practices

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MBAC 304 : INTERNATIONAL BUSINESS AND EXPORT MANAGEMENT

Learning objectives
The objectives of the course is:
LO1: To know the origins and patterns of international trade and concepts of terms of trade
LO2: To understand contemporaneous export procedure, pertinent documents and tariff
LO3: To acquaint the aspects of international finance and forex markets.

Course Outcomes
CO1: Get in depth knowledge about export procedure and documents.
CO2: Describe the aspects of export marketing and pricing methods.
CO3: Know the facet of export & import finance.
CO4: Analyze complexities in export pricing.
CO5: Compare Exim financial services that suits business needs.
CO6: Evaluate the need for comprehensive and specific export credit insurance policies to the organization

Unit–1 Theories of International Trade and Nature of International Business and BOT/BOP

Unit–2 Export Procedure and Export Documents and Tariff

Unit–3 International Finance and Foreign Exchange Market

Unit–4 Export Marketing and Pricing

Unit–5 Export and Import Finance
Export Finance – Payment by documentary credit – Letter of Credit – Parties, types – Advance payment – Cash against documents – Documents on Acceptance – Consignment basis – Preshipment Credit and Post shipment Credit – Scrutiny of Export Import Documents - Discrepancies in export documents - Need for export credit insurance – comprehensive and
specific policies – Export credit and guarantee corporation – Risks covered and not covered –
Import Finance – Export and Import Licence – Types.

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SOSC306 : SOFT SKILLS

Learning Objectives:
The objective of the course is
LO1: To introduce the basic concepts and to explain the importance of Soft Skills.
LO2: To provide understanding of the various Soft Skills.
LO3: To acquaint various soft skills that would assist students in their career and personal
lives.

Course Outcomes
Upon completion of the course students will be able to

CO1: Develop effective communication in oral and written forms.
CO2: Improve their cognitive skills by enhancing learning skills, presentation skills with ICT, problem solving and decision making skills.
CO3: Critically think and evaluate their own self better and build ethical qualities for personal and professional success.
CO4: Manage emotions and stress and build team skills for sustainable development in global business environment.
CO5: Analyse conflicts and maintain better interpersonal relationships.
CO6: Develop and incorporate time management and resource management skills to achieve one’s own goals.
Unit - 1 Soft Skill and Personality Development
Soft skills – Meaning and Importance, Self concept - Self awareness, Self development, Know Thyself – Power of positive attitude – Etiquette and Manners
Listening – Types of Listening – Effective Listening – Barriers to Listening – Assertive communication

Unit -2 Communication Skills

Unit - 3 Interpersonal Skills
Interpersonal skills – Relationship development and maintenance – Transactional Analysis Conflict resolution skills – levels of conflict – handling conflict - Persuasion – Empathy – Managing emotions – Negotiation – types, stages & skills – Counselling skills

Unit – 4 Employability Skills
Goal setting – Career planning – Corporate skills – Group discussion – Interview skills – Types of Interview - Interview body language - E-mail writing – Job application – cover letter - Resume preparation

Unit - 5 Work Skills

References:

Outcome Mapping
MBAI 307 : FOREIGN TRADE POLICY

Learning Objectives
The Objective of this course is
LO1: To understand and learn with recent trends in India’s Foreign trade Policy and management.
LO2: To impart knowledge on policy related issues in Foreign trade in the global context.
LO3: To provide and help the students to gain a vast Knowledge on Foreign trade aspects.
LO4: To have deeper knowledge on role of government.
LO5: To figure out the economic theories and barriers of trade.

Course Outcomes
Upon completion of this course the students will be able to

CO1: Describe the need on foreign trade policy.
CO2: Recall the exim policies and procedures for export and import.
CO3: Interpret the India’s Foreign trade and services.
CO4: Judge on the export promotion councils, exim banks, export zones, India’s foreign trade.
CO5: Analyze on the economic theories and the role of government.
CO6: Explore on the opportunities for foreign trade.

Unit–1: Trade Policy and Performance of India
Trade policy – National Growth – Stages of national growth – Trade patterns– Recent trends in world trade – leading players in the world – Major items traded - India’s Foreign Trade – Commodity composition and destination – India’s position in the world merchandise trade and services. Balance of Payments of India.

Unit–2 Tariffs

Unit–3 EXIM Policy
EXIM policy (latest amendment) – License procedures for Export and Import – DGFT – Licensing conditions- Import Policy and control - Export import licenses.

Unit–4 EXIM Policy Promotions and Transfer of Technology

Unit–5 Institutions

References
MBAI 308 : INFORMATION TECHNOLOGY AND E-COMMERCE

Learning Objectives:
LO1: To Understand the basic concepts of Information Technology (IT) and about “E – Commerce”.
LO3: To get acquainted with the basic information on Information Technology, E – Commerce, Managerial Information System along with Telecommunication and Networking, computer hardware and software of IT infrastructure.

Course Outcomes
Upon completion of the course, students will be able to:

CO1: Understood the Basic concepts of Information Technology (IT) and about “E – Commerce”.
CO3: Understood the Knowledge and decision support on Decision making and support systems, Data visualization technologies, Knowledge Management, Discovery and analysis, Business of Internet commercialization, etc.
CO4: Get acquaintance about the basic information on Information Technology, E – Commerce, Managerial Information System along with Telecommunication and Networking, computer hardware and software of IT infrastructure.
CO5: Understood the different roles of IT Managers at different levels, with their organisational and managerial support systems along with its planning and developing.

Unit–1 Information Systems Applications

Unit–2 IT Applications

Unit–3 E-Commerce

Unit–4 IS for Planning
IT for managers – Basic understanding of Information Technology – Computer database technology and telecommunication networks – Different categories of Information system – Roles in different management levels in organizations – Organizational and Managerial support systems – Planning, developing.

Unit–5 IT for Managers
Tools for Managers – Managing information system experience and Using Information technology for Management tasks – Updating knowledge day-to-day in business-Data warehousing-Data mining (DM) and knowledge data discovery-Document Management – Digital Libraries – DM techniques and data visualization.

References

Outcome Mapping
MBA (Information Technology and E-Commerce)

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MBAC 309: PROJECT AND VIVA– VOCE
(INDUSTRIAL VISITS AND SUBJECTS)

Project Training
Summer project is an on-the-job training that inculcates practical knowledge and improves performance by giving an insight into business realities. As a part of the curriculum, the project is intended to input practical and conceptual knowledge to the students which is to be carried out for 45 days during May–June.
A committee is constituted for the overall Co-ordination of the students. The students undertake projects in various organizations all over the country. Faculty members also render their help in finding project placements. Students will be allotted faculty guides and they are advised to undertake projects based on their individual area of specialization. The topics are selected by consulting with their project guides and company guides.

MBA project End Semester evaluation will be done for 75 marks which includes Dissertation (50 marks) and Viva voce (25 marks) and the minimum requirement for passing the project is 38 marks. The internal assessment evaluation carries 25 marks that constitute two reviews (I review-10 marks and II review-15 marks) and the minimum requirement for passing the internal evaluation is 12 marks. Overall the minimum passing requirement for the project is 50 marks.

A Project Evaluation Committee will be formed comprising the Head of the Department, Project Supervisor, and a senior faculty.

Project Related Activities
- Project discussions for students with their guides have to be made once in a week.
- Students can make use of the computer lab facilities for execution of their project work and for preparation of their report.
- Frequent workshops and review meetings will be conducted with trainers and experts of various disciplines.
- A formal interim – project presentation will be held before their juniors. This presentation acts as a good ground of experience on the part of the presenters while a good beginning of insight for the juniors.
- A mock viva–voce will be held before appearing for their main project viva–voce examination to gain an experience.
- Best Project Contest will be conducted every year to provide a platform to exhibit the skills they have acquired during the summer project training.
- Students are encouraged to participate in the National Level Project contest held at various institutions.
- Students are also encouraged to work towards publishing a paper along with the help of their faculty guide to add a real value to their project work.

**MBAC 401 : RETAILING AND RURAL MARKETING**

**Learning Objectives**
LO1: To focuses on the understanding of Retail management,
LO2: To the development of organized retail in India
LO3: To explain the importance of rural market both as end market and procurement source.

**Course Out comes**
Upon completion of the course students will be able to

| CO1: | Understand the principles and functions of Retailing in India. |
| CO2: | Understand the importance of Retail site locations |
| CO3: | Familiar with the HRM functions in retailing. |
| CO4: | Enable to understand the duties and responsibilities of store manager. |
| CO5: | Develop and evaluate the Rural Marketing. |
| CO6: | To know the growth of growth of rural marketing in India. |

**Unit-1 Retailing – Introduction and Strategy**

**Unit-2 Retail site Location**

Unit–3 Human Resource Management

Unit–4 Merchandize Management
Presenting the merchandize – Merchandize Amendment Planning – Store display and ambience – Retail Signage – Types and characteristics – Components of retail store operations – Duties and responsibilities of store manager.

Unit–5 Rural Market

References
3) Barry Berman and Joel R. Evans, Retail Management: A Strategic Approach, 10th edition, PHI learning, New Delhi, 2008.

Outcome Mapping

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MBAC 402 : BUSINESS POLICY AND STRATEGIC MANAGEMENT

Learning Objectives:
The objective of the course is
LO1: To explain about the Business Environment.
LO2: To introduce the basic concepts and importance of Business Policies and Strategies
LO3: To Acquaint the formulation and implementation of Business Policies and Strategies.
Course Outcomes

Upon completion of the course students will be able to

CO1: Understand and get knowledge on managerial functions such as the internal and external environment of the organization.

CO2: Improve the cognitive skills that related to Mission, Vision, Goals, Objectives, Policies and Strategies of any organisation.

CO3: Evaluate and Develop strategic management tools and recommend strategic responses to business problems.

CO4: Develop strategic management plan for sustainable development of the organization

CO5: Analyse and Implement their responsibility to the society and business organisation.

CO6: Understand the social responsibilities, ethical and social considerations of business organisation.

Unit–1 Basic concepts of Business Policy


Unit–2 Business Analysis


Unit–3 Basic concept of strategy


Unit–4 Business Development Strategies


Unit–5 Business Vs Social


References


**Outcome Mapping**

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**MBAC 403 : LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**Learning Objectives**

The purpose of the course is to
LO1: To Explain the supply chain decisions and supply chain drivers
LO2: To Understand the factors of distribution, designing network and their trade-offs
LO3: To provide the role of information technology in supply chain

**Course Outcomes**

Upon completion of the course students will be able to
CO1: Evaluate complex qualitative and quantitative data to support strategic and operational decisions of supply chain.
CO2: Develop comprehensive strategic and tactical plans for supply chain management.
CO3: Use creative, critical and reflective thinking to address organizational opportunities and challenges.
CO4: Integrate appropriate technologies in developing solutions to business opportunities and challenges.
CO5: Analyze the effect of demand uncertainty managing inventory in the supply chain.
CO6: Understand the importance of Enterprise Resource Planning (ERP).

**Unit–1 Logistics Design**


**Unit–2 Logistics Network**


**Unit–3 Logistics Demand**


**Unit–4 Supply Chain Management**

Business Models – Key issues in supply chain management – Supply Chain Relationship – Supply Chain Strategy - Value Chains
Inventory – Concept – Types – Functions – Elements of Inventory Cost - Inventory Management - The effect of demand uncertainty managing inventory in the supply chain – Push and Pull systems – MRP - DRP – JIT - Dell’s supply chain strategy – Demand and cash flow in supply chain management
Unit–5 Supply Chain Management Design

Note: Theories and concepts only will be taught to the students.

References
5) Sunil Chopra, Peter Meindl and Dharam rir Kalra, Supply Chain Management, Pearson, New Delhi, 2013.

Outcome Mapping

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MBAC 404 : INDIAN ETHOS AND VALUES

Learning Objectives
The Objectives of the Course are:
LO1: To acquaint the students on the applications of Indian Ethos and values; managerial decision- making process.
LO2: To train students in Yoga practices such as Asnas (yogic exercise), meditation(exercise for mind), Pranayama (exercise for breath),
LO3: To Introspect (practices for positive thinking) and to manage stress in their managerial career.

Course Outcome
The completion of this course will result in
CO1: Enhancing the understanding of Ethics and Religious Values
CO2: Increasing capacities on Indian Ethos for Business Excellence
CO3: Managing stress in real world situations
CO4: Practicing yoga and meditation for better mental health
CO5: Exercising yoga and meditation for better physical health and social skills
CO6: Implementing the outcome of Yoga for Managerial Excellence

Unit–1 Ethics and Religious Values

Unit–2 Indian Ethos for Business Excellence

Unit–3 Stress Management

Unit–4 Theories in Yoga

Unit–5 Yoga for Managerial Excellence

References

Outcome Mapping

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MBAC 406: BEHAVIOURAL SCIENCE AND COMMUNICATION LAB – PRACTICAL

Learning Objectives
The students should know:
LO1: To Know the general principles and aim of psychology – to verify certain problems in experimental situations.
LO2: To explain The methods of giving instruction to the subjects and to contact the experiments.
LO3: To collect the data, interpret them using suitable statistical techniques.

Course Outcomes
Upon completion of the course students will be able to

CO1: Recognize, describe and implement a variety of research methods and skills common to the behavioral sciences.
CO2: Articulate the key elements of content within a wide variety of areas in the behavioral sciences.
CO3: Creatively and effectively apply behavioral science principles, knowledge and skills to promote positive change in one's community.
CO4: To enhance the student’s communication Skills through activities.
CO5: It helps to understand the dimensions of Emotional intelligence & Ego states
CO6: It helps to understand the dimensions of Decision making.

Unit–1 Creativity and Leadership
Creativity – Creative thinking – Divergent thinking – Stages in Creative thinking.

Unit–2 Decision Making and Assertiveness
Decision Making – Styles – Importance stages in decision making.

Unit–3 Ego States and Values
Transaction analysis – Parent ego – Adult ego – Child ego – Characteristics.
Values – Value system – Values in different cultures.

Unit–4 Emotional Intelligence and Personality
Emotional Intelligence – Components of Emotional Intelligence – Influencing Emotions – Handling relationships.
Personality – Extraversion – Introversion.

Unit–5 communication Development Exercise

Tests
Test will be conducted through practicals on the following aspects:

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<td>2. Internal (Attendance, Assignment, Seminar)</td>
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Learning Objective
The basic objective of this course is
LO1: To enrich the students’ knowledge with challenges and dynamic environments of global marketing.
LO2: To educate them about cultural dynamics in assessing international markets.
LO3: To impart the skills to assess market opportunities and global strategies.

Course Outcome
Upon completion of the course, the student will
CO1: Critically think about the Challenges and Dynamic Environments of International Marketing.
CO2: Cultivating and enhance the knowledge about the effects of globalised business world.
CO3: Have the ability to work and demonstrate the planning of marketing activities on foreign markets and domestic markets.
CO4: Understand the application of marketing research in international aspects to identify the new markets.
CO5: Analyse and design strategies for international business environments that firms utilize when marketing their products in foreign countries.
CO6: Develop competencies and upholding the strategies in implementing Global Marketing Strategies

Unit–1 Challenges and Dynamic Environments of International Marketing and Trade

Unit–2 Cultural Dynamics in Assessing Global Markets

Unit–3 The Political Environment

Unit–4 Global Marketing Management
Planning for Global Markets – Alternative Market Entry Strategies – Organizing for Global Competition – Products and Services for Consumers – Products and Culture –

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Unit–5 Assessing Global Market Opportunities
Breath and Scope of International Marketing Research – Problems of gathering Primary data – Research in the Internet.

References

Mapping of Course Outcomes with Programme Outcomes and Programme Specific Outcome

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MBAI 408 : INTERNATIONAL FINANCIAL MANAGEMENT

Learning Objectives:

LO1: to make them to understand about the concept, importance and boundary of international finance
LO2: To educate the students about FOREX, FDI and sensitivity analysis.
LO3: To provide an indepth insights about working capital management, international equities and bonds

Course Outcome
After completion of this course, the student should be able to

CO1: incorporate the significant changes that has taken place in the field of International Finance.
CO2: Identify various theories and techniques used in Foreign Exchange Risk Management
CO3: international investment opportunity to elaborate the scope of investment under fast changing globalized economy
CO4: know the risk and return from foreign equity investment, equity financing in international markets and its mechanism.
CO5: understand the rationale for political and economic risk analysis as a pre- requisite for foreign investment
CO6: provide a Theoretical objective of International Taxation and its bases in International tax system.

Unit–1 Introduction

Unit–2 Foreign Exchange Markets

Unit–3 International Investment

Unit–4 International working Capital Management

Unit–5 Instruments and Risk Management

References
Outcome Mapping

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MBAC 409: COMPREHENSIVE VIVA-VOCE
(INDUSTRIAL VISITS AND SUBJECTS)

ASSESSMENT PATTERN
Continuous Internal Evaluation (25 Marks)

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End Semester Examination (75 Marks)

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