Annamalai University
Annamalainagar

FACULTY OF ARTS
DEPARTMENT OF BUSINESS ADMINISTRATION

MBA (Marketing Management)
(Choice Based Credit System)
(FULL-TIME)

(2018 - 2019)

HAND BOOK
ANNAMALAI UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION
MASTER OF BUSINESS ADMINISTRATION (MBA)
(CHOICE BASED CREDIT SYSTEM)
(2018–2019)

REGULATIONS


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 (specialisation and elective 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.

Elective courses will be suggested by the respective departments. Elective 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 Elective 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 / tutorials / 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 each tutorial 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

One credit for every two period seminar

Two credits for project work / dissertation.

Two credits for tour and industrial visits

ELIGIBILITY FOR ADMISSION

A candidate who has passed the Bachelor’s Degree 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
- Specialisation or Elective courses which students can choose amongst from courses approved within the department or in other departments of the faculty and other faculties.
- The CBCS elective subjects will be allotted after counseling by a committee of the Head of the Departments under the chairmanship of the Dean.
- Dissertation / Project Work / Practical Training / Field work, which can be done in an organization (Government, Industry, Firm, Public Enterprise etc.) approved by the concerned department.
- Student can take any two specializations (Dual Specialization) and should continue with the same from 2nd Semester to 4th 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 instructor 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 in the course in which the short fall exists. Based on the percentage of attendance reported for every student, internal marks is awarded for each course as given below.
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 paper presentation 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 two 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 Departments.

A minimum of 50% marks in each course is prescribed for a pass. A student has to secure 50% minimum 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>
<th>Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>90 and more</td>
<td>10</td>
<td>S</td>
<td>Exemplary</td>
</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>
<td>D</td>
<td>Distinction</td>
</tr>
<tr>
<td>70–74</td>
<td>7.5</td>
<td>A</td>
<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>
</tr>
<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/ | —           | 10 Marks |
| Role Play/ Viva Voce / Short Answers | —           | 5 Marks  |
| Attendance                  | —           | 25 Marks |

The award of marks shall be as below:

Faculty of Arts, Indian Language and Education 3700 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 an elective course, the student has the option to repeat it when it is offered next or to choose a new elective if he/she so desires in order to get a successful grade.

When new elective is chosen in the place of failed elective, the failed elective 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

In–plant training is being offered for elective students in organizations. The students get the opportunity to interact with the officials in the company environment in their chosen field.

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. Computer Laboratory consists more than 100 computers. Each student is served with one PC to enable research and academic activities.

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 8.00 PM.

- Placements in Leading Organizations
- Project Placements in Companies
- Computer Training
- Use of Internet and Computers
- Use of Electronic Gadgets in Classrooms
- Case Study Workshops and Consultancy Training
- Arranging Man–meet Programmes
- Short and Long Industrial Tours
- Specialization Training in Industries
• Nominating students in Inter College and University Management Development Programmes
• Entrepreneurial Training Programmes
• Executive Sports arranged annually
• Guest Lectures from Industries
• Back Volumes–Journals and Magazines

ACTIVITIES AS A PART OF MBA PROGRAMME
• Organizing and participating programmes in other institutions.
• Students Manmeet and Newsletter.
• Leaders Lecture Programme Series.
• Guest Lectures.
• Marketing Simulation games and exercises.
• Industrial Visits.
• Personality and Management Development Programmes.
• Conferences, Colloquiums, Workshops, Seminars and Symposium.
• Placement training and campus placement.
• Management Meets.
• Communication Development and Entrepreneur Development Programmes.
• Entrepreneurship Summit.
• SME projects and summer projects.
• Project Contest.
• Student’s Shoppe realtime exercise
<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>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>1.</td>
<td>MBAC 101</td>
<td>Management Process</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>I</td>
<td>2.</td>
<td>MBAC 102</td>
<td>Managerial Economics</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>I</td>
<td>3.</td>
<td>MBAC 103</td>
<td>Organizational Behaviour</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>I</td>
<td>4.</td>
<td>MBAC 104</td>
<td>Accounting for Managers</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
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<tr>
<td>I</td>
<td>5.</td>
<td>MBAC 106</td>
<td>Computer Applications in Management</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>I</td>
<td>6.</td>
<td>MBAC 107</td>
<td>Project Entrepreneurship and Small Business Management</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>I</td>
<td>7.</td>
<td>MBAC 108</td>
<td>Research Methodology</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>I</td>
<td>8.</td>
<td>MBAC 109</td>
<td>Comprehensive Viva-voce (Industrial Visits and Subjects)</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
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<td>20</td>
<td>675</td>
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<td>900</td>
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<tr>
<td>II</td>
<td>10.</td>
<td>MBAC 201</td>
<td>Financial Management</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
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<tr>
<td>II</td>
<td>11.</td>
<td>MBAC 202</td>
<td>Marketing Management</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
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<tr>
<td>II</td>
<td>12.</td>
<td>MBAC 203</td>
<td>Human Resource Management</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
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<tr>
<td>II</td>
<td>13.</td>
<td>MBAC 204</td>
<td>Production and Materials Management</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>II</td>
<td>14.</td>
<td>MBAC 206</td>
<td>Decision Support System and Management Information System</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>II</td>
<td>15.</td>
<td>MBAM 207</td>
<td>Marketing Research and Consumer Behaviour</td>
<td>Core</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>II</td>
<td>16.</td>
<td>MBAM 208</td>
<td>Advertising and Sales Promotion</td>
<td>Core</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>II</td>
<td>17.</td>
<td>MBAC 209</td>
<td>Lab for Statistical Packages on Business Decision</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>II</td>
<td>18.</td>
<td>MBAC 210</td>
<td>Project and Viva-voce (Exposure to Small and Medium Enterprises)</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Total</td>
<td></td>
<td>24</td>
<td>750</td>
<td>250</td>
<td>1000</td>
</tr>
<tr>
<td>III</td>
<td>20.</td>
<td>MBAC 301</td>
<td>Operations Research</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>III</td>
<td>21.</td>
<td>MBAC 302</td>
<td>Case Study and Analysis</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>III</td>
<td>22.</td>
<td>MBAC 303</td>
<td>Business Legislations</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>III</td>
<td>23.</td>
<td>MBAC 304</td>
<td>International Business and Export Management</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>III</td>
<td>24.</td>
<td>MBAC 305</td>
<td>Elective Course</td>
<td>Elective</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>100</td>
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<tr>
<td>III</td>
<td>25.</td>
<td>SOSC 306</td>
<td>Soft Skills</td>
<td>Core</td>
<td>3</td>
<td>75</td>
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<td>100</td>
</tr>
<tr>
<td>III</td>
<td>26.</td>
<td>MBAM 307</td>
<td>Sales and Distribution Management</td>
<td>Core</td>
<td>3</td>
<td>75</td>
<td>25</td>
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</tr>
</tbody>
</table>
### M.B.A. (Marketing Management) – An Overview

The MBA marketing program combines general core curriculum with the advance career-specific, up-to-date marketing training that prepares students to address and resolve real-world marketing problems. The program also helps students develop the expertise required to lead an organization's marketing efforts by learning not only the traditional disciplines of alternate marketing channels, sales management, advertising and research; but also more current technology-driven marketing approaches. This programme of MBA in Marketing focuse knowledge that enables students to make informed, influential decisions that support the development goals of their organisation or business, through such modules as Market Research, Consumer Behaviour, and Services Marketing. This programme offers a comprehensive education and postgraduate qualification in all aspects of management, while enabling the students to customise your study to meet particular work and career needs.

### Course Curriculum

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Type</th>
<th>ECTS</th>
<th>Credits</th>
<th>Contact Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>III 27.</td>
<td>MBAM 308</td>
<td>8. Product and Services Marketing</td>
<td>Core</td>
<td>3</td>
<td>75</td>
<td>25</td>
</tr>
<tr>
<td>III 28.</td>
<td>MBAC 309</td>
<td>9. Project and Viva– voce (Industrial Visits and Subjects)</td>
<td>Core</td>
<td>3</td>
<td>75</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Total</strong></td>
<td></td>
<td>24</td>
<td>675</td>
<td>225</td>
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<tr>
<td>IV 29.</td>
<td>MBAC 401</td>
<td>1. Retailing and Rural Marketing</td>
<td>Core</td>
<td>2</td>
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<td>25</td>
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<tr>
<td>IV 30.</td>
<td>MBAC 402</td>
<td>2. Business Policy and Strategic Management</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
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<tr>
<td>IV 31.</td>
<td>MBAC 403</td>
<td>3. Logistics and Supply Chain Management</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
</tr>
<tr>
<td>IV 32.</td>
<td>MBAC 404</td>
<td>4. Indian Ethos and Values</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
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<tr>
<td>IV 33.</td>
<td></td>
<td>5. Elective Course</td>
<td>Elective</td>
<td>4</td>
<td>75</td>
<td>25</td>
</tr>
<tr>
<td>IV 34.</td>
<td>MBAC 406</td>
<td>6. Behavioral Science Experiments and Testing–Practical</td>
<td>Core</td>
<td>2</td>
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<td>25</td>
</tr>
<tr>
<td>IV 35.</td>
<td>MBAM 407</td>
<td>7. International Marketing</td>
<td>Core</td>
<td>3</td>
<td>75</td>
<td>25</td>
</tr>
<tr>
<td>IV 36.</td>
<td>MBAM 408</td>
<td>8. Customer Relationship Management</td>
<td>Core</td>
<td>3</td>
<td>75</td>
<td>25</td>
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<tr>
<td>IV 37.</td>
<td>MBAC 409</td>
<td>9. Comprehensive Viva-voce (Industrial Visits and Subjects)</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Total</strong></td>
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<td>225</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Grand Total</strong></td>
<td></td>
<td>90</td>
<td>2775</td>
<td>925</td>
</tr>
</tbody>
</table>

**Note:**
1. Industrial Visits /Educational Tour Reports and subjects will be evaluated and examined in the viva.
2. A student can choose any two specializations (MBA Dual Programme) from the options and should continue with the same specializations from Semester II to Semester IV.
3. Syllabus for MBA Programmes Appendix I (PP: 20- 146)
4. The Elective Courses offered by Business Administration Department from Semester I to Semester IV are enclosed in Appendix II (PP: 147 - 151)
5. 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. (PP: 152 - 155)
M.B.A. Marketing Management enriches the students to become competent and specialist in the area of marketing concepts. This course deals with consumer behaviour, marketing research, advertisement and sales promotion activities, international marketing and branding. By studying this course students may lead their prospective companies especially marketing department in the right track. With the M.B.A. Marketing Programme, one can strengthen one's position in today's market place.

CAREERS:

Marketing Careers

There are an enormous amount of career opportunities and options for people with MBA in Marketing. The most common are corporate positions such as Marketing manager, Brand manager, Market research analyst, and New product manager. Persons with strong financial skills could seek a career in strategic or market related planning. Additional corporate positions such as sales manager, advertising manager, PR (public relations) director, and marketing communications manager are also common.

In marketing or advertising agencies, numerous opportunities exist in advertising, direct marketing, and communications specialization. Consulting firms also hire marketing MBAs as new market developers, strategists, and customer segmentation specialists.

Product management careers as well as brand management careers typically require that a candidate have an MBA, even at the entry level. However, some companies that focus intensively on sales, promote these positions internally from highly successful sales representatives.

Product and Brand Managers

The product manager is entirely responsible for the profitability and market growth of a product line. The product manager could be considered the CEO of a particular product. They typically coordinate and oversee a number of diverse divisions of a corporation to ensure the efficient and timely flow of a product to market. While some product managers have international responsibilities, most product management positions focus on product and market development domestically. Product managers will often see promotion to director or manager of a group of products or even to the position of VP of marketing.

New Product Development Specialists

Some companies have a position specifically targeted to managing new or developing product lines. The new product specialist is skilled at launching and marketing initial implementations of a product or marketing plan before giving the project to a product manager for ongoing maintenance.

Marketing Managers
The marketing manager’s responsibilities are similar to those of the product manager, but are focused on servicing and managing an ongoing relationship with existing customers. The marketing manager utilizes skills in international marketing, customer satisfaction and retention, market strategy, and emerging technologies. This position can be highly demanding and require intensive knowledge of market research and customer management.

Credit Managers and Specialists

The Credit manager is in charge of managing the credit a company may sanction to its clients or others. Credit managers formulate criteria for rating risk and credit, determine the maximum amount of credit to offer, and supervise past-due account collections.

Programme Outcomes

PO1: Critical thinking
PO2: Cultivating Cognitive skills required in the job market
PO3: Effective Communication
PO4: Familiarity with ICT to thrive in the information age
PO5: Cultivating aptitude for research
PO6: Respect for alternate view-points including those conflicting with one’s own perspectives
PO7: Ability to work individually and as members in a team
PO8: Upholding ethical standards
PO9: Acting local while thinking global
PO10: Commitment to gender equality
PO11: Commitment to Sustainable development
PO12: Lifelong learning

Programme Specific Outcomes

After Completion of MBA (Financial Management), students will

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
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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.

Teaching Methods
Lecture, Seminar, Role Play and Case Study.

Unit–I : Introduction

Unit–II : 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–III : Organising
Authority Relationships – Line authority – Staff authority – Line organization – Pure line and Departmental line organization – Staff relationships – Line and Staff organization – Functional organization – Committee organization – Definition of Authority – Components of authority – Rational authority – Traditional authority –
Charismatic authority – Limits of authority – Delegation of authority – Process of
debtation – Principles of Delegation – Centralization and Decentralization.

Unit–IV : Staffing and Directing

Staffing Function – Nature and Purpose of staffing – Importance of staffing –
Components of Staffing – Selection and Training – The Direction Function –
Leadership – Co-ordination – Need for co-ordination – Types of Co-ordination –
Pooled, Sequential, Reciprocal and Interdependence – Principles of Co-ordination –
Approaches achieving effective Co-ordination – Problems of Co-ordination.

Unit–V : Supervising Control and MBO

Supervision Function – Position of a supervisor – Qualities of a good supervisor
– Role of a Supervisor – Key Man – Man in the middle – Middle marginal man –
Human relations specialist – Essential requirements of effective supervision –
Rensis Likert studies of supervision – Effectiveness – Concept of control –
Importance of control – Span of control – An Integrated Control System –
Management By Objective – Hierarchy of Objective – Qualitative and Quantitative
Objective – Process of MBO – Management by Exception. “Current Streams of
Thought”.

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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: Analyse the situations challenging the management environment in an organisation.
CO2: Understand the role of Economic theory and concepts in Management Decision making
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 own business.
CO6: manage any situation arising in business environment.

Unit–I : Basic Concepts

Unit–II : 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–III : Pricing Decisions

Unit–IV : Profit Analysis
Profit theories – profit policy – Profit budget – Break even analysis – Break even chart – Theory of profit maximization.
Unit-V : Macro Economics and Business Decision


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MBAC 103 : ORGANIZATIONAL BEHAVIOUR

Learning Objectives
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–I : Introduction and Individual Behaviour

Unit–II : Work Attitude, Motivation and Job Satisfaction

Unit–III : Leadership and Counselling

Unit–IV : Group Dynamics


Unit–V : Organisation Change and OD

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### MBAC 104: 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–I : Introduction to Management Accounting and Financial Accounting


Unit–II : Financial Statement Analysis, Ratio Analysis, Fund and Cash Flow Analysis


Unit–III : 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).

Unit–IV : Capital Budgeting


Unit–V : Reporting

Reporting to management – Objectives of reports – Reports for different levels of management – Preparation of reports – Uses of Reports – General Principles of a good reporting.

References

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–I : Computer Fundamentals


Unit–II : Software Development applications


Unit–III : Data Processing Concepts


Unit–IV : Computer Networks


Unit–V : Implementing and Managing IT


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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–I : Project Planning

Unit–II : Project Feasibility and Project Finance and Evaluation


Unit–III : Introduction to Entrepreneur
Unit–IV : Entrepreneurship Environment and Challenges


Unit–V : Small Business Management


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PO/CO: Programme Outcomes/CO: Course Outcomes
Leaning 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–I : Introduction to Research and Research Methodology

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

Unit–IV : Application of Statistics in Research

Unit–V : Report Preparation

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MBAC 109 : COMPREHENSIVE VIVA-VOCE (INDUSTRIAL VISITS AND SUBJECTS)

FIRST YEAR : SECOND SEMESTER

MBAC 201 : FINANCIAL MANAGEMENT

Learning Objectives

The objective 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.

LO4: To impart knowledge on the working capital management

LO5: To provide the financial concepts of capital structure and capital budgeting.
Course Outcome
After completion of this course, the student should be able to
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.

Unit–I : Introduction to Financial Management

Unit–II : Short – Term Financing

Unit–III : Long – Term Financing

Unit–IV : Dividend Policy Decision and Cost of Capital


Unit–V : Capital Structure and Leasing

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PO/CO 1: Programme Outcomes
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Learning Objectives
The objective of this course is to
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.
CO5: Construct the suitable marketing strategies after evaluating the current trend about new products and copyrights.
CO6: Teach the ethics of marketing to the corporate world and also can explore the purchase decision process.

Unit–I : Marketing and its Environment

Unit–II : Market Analysis and Segmentation

Unit–III : Product and Pricing Strategies

Unit–IV : Physical Distribution and Promotion
Unit-V: Consumer Behaviour and CRM


Customer Relationship Management.

References


Outcome Mapping

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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.
LO4: To provide the concepts of job analysis and job design
LO5: To impart knowledge on the promotion, job evaluation and compensation issues.

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–I : Introduction

Unit–II : Job Analysis, Job Design and Human Resource Planning

Unit–III : Training and Performance Appraisal
planning – Retention determinants – Organizational components and organizational career opportunities – Attrition.

Unit–IV : Promotion, Job Evaluation and Compensation


Unit–V : Quality of work life and Participative Management


References

9. Outcome Mapping

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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.
LO5: To impart knowledge on the materials management information system.

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 its 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–I : Production Function
    Plant Location – Factors influencing plant location – Multi Plant location – Foreign Location – Relocation – Plant location trends.

Unit–II : Plant Layout and Maintenance
Unit–III: Production Planning and Control


Unit–IV: Materials Management and Materials Management Information System


Unit–V: 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.

References

Learning Objectives

The objective of this 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–I : Basic MIS and DSS concepts

Unit–II : 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–III : Infrastructure for MIS and DSS


Unit–IV : MIS in Functional Components and System Security


Unit–V : 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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Learning Objectives

The objective of this course is
LO1: To learn how to design a research plan, analyze the data gathered and accurately interpret and communicate survey reports.
LO2: To gain the tools and techniques to translate a decision problem into a research question in the Market Research module.
LO3: To equip you with the knowledge required to understand the state of your product before approaching the market strategy.
LO4: To demonstrate how as a marketer you can use your knowledge of consumer behaviour concepts to develop better marketing programs and strategies to influence those behaviours.

Course Outcome
Upon completion of the course the students will be able to
CO1: Understand current theoretical and methodological approaches to various aspects of Marketing Research.
CO2: Equip with knowledge of appropriate marketing research techniques.
CO3: Describe models for consumer decision processes and main theories in communications.
CO4: Relate internal dynamics to the choices consumers make and group dynamics to the choices made by groups of people.
CO5: Critically analyze consumer behaviour & decision processes and create marketing strategies.
CO6: Demonstrate the market research knowledge and consumer behaviour patterns to develop marketing strategies to influence those behaviours.

Unit-I : Market Research

Unit–II : Report Preparation / Presentation and Applications of Marketing Research
Unit–III : Consumer Behaviour Introduction, Consumer motivation, Personality and Consumer perception


Unit–IV : Consumer Learning and Reference Group Appeal


Unit–V : Consumer Influence, Purchasing Process, Structure and Post Purchase Behaviour


References

### MBAC 208: ADVERTISING AND SALES PROMOTION

#### Learning Objective
The basic objective of this course is
- **LO1:** To educate the students about advertising management concepts and fundamentals.
- **LO2:** To enrich the students’ knowledge in Psychological Principles and Ethical aspects of Advertising
- **LO3:** To impart the skills to assess Media selection, Creativity and Advertising Agencies.
- **LO4:** To identify the importance of Public Relations and Corporate Advertising.

#### Course Outcome
Upon completion of the course students will have the ability to
- **CO1:** Understand and remember the advertising fundamentals and its classification.
- **CO2:** Apply their cognitive skills knowledge on communication models which related to advertising.
- **CO3:** Understand and familiar with the way of media selection and functions of advertising Agencies.
- **CO4:** Analyse the importance of interpersonal relationships among ad agency and clients.
- **CO5:** Create marketing strategies and incorporate with sales promotional techniques.
- **CO6:** Work professionally in a team and learn public relations and corporate advertising.

#### Unit–I: Advertising Fundamentals and Classification


- **Types and Classification of Ads – Advertising appeals: Humor, slice of life, Testimonials, Demonstrations, Problem solution, Talking heads, Characters, News, emotions – Persuasion matrix – Risks of using celebrity – Advertisement based on demand influence level – Advertisement based on audience – Advertisement based on timing of response – Advertisement based on geographic coverage.**

#### Unit–II: Psychological Principles and Ethical aspects of Advertising

- **Behavioral effects of advertising: Sensory level, Cognitive level, Personal and sociological level – Communication models: AIDA model, Hierarchy effect model –**
Innovation adoption model, Information processing Model, Operational model – DAGMAR philosophy – Unique selling proposition.

Ethics in advertising – Advertising and Children – Advertising and cultural values – Advertising Standards Council of India.

Unit–III : Media selection, Creativity and Advertising Agencies

Types of media: print, broadcast, outdoor, transit, internet and other media – Media plan – Media mix – Media Scheduling – Advertising budget – Methods of determining advertising appropriation – Computers in media planning.


Unit–IV : Sales Promotion


Unit–V : Public Relations and Corporate Advertising

Public relations – Integrating PR into the promotional mix – Establishing a PR plan – Advantages and disadvantages of PR – Measuring the effectiveness of PR – Publicity – The power of publicity – Control and dissemination of publicity – Objectives, types of corporate advertising.

References

7. Sangeetha Sharma and Raguvir Singh, Advertising Planning and Implementation, PHI Learning, New Delhi, 2008.
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–I : Introduction – Basic Research Process


Unit–II : Data Editor


Unit–III : Hypothesis Testing and Probability Values

Unit–IV : 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–V : 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.

References


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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 indepth understanding of the OR role in managerial Decision making.
LO4: To impart knowledge on the inventory models
LO5: To understand the concepts of game theory.

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–I : Introduction

Unit–II : Linear Programming

Special Purpose Algorithms

Unit–III : 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–IV : Game Theory

Network Models

Unit – V: Replacement Models

References

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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.
LO4: To provide the concepts of sales and insurance laws.
LO5: To impart knowledge on the corporate secretarial practices.

**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.

**Teaching Methods**
Lectures and Case Analysis.

**Unit–I : Contract**

**Unit–II : Agency and Bailment**

Unit-III : Sales and Insurance Laws

Unit-IV : Negotiable Instruments, Partnership and Other Laws

Unit-V : Corporate Secretarial Practices

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MBAC 304 : INTERNATIONAL BUSINESS AND EXPORT MANAGEMENT
Learning Objectives
The objectives of this 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
Upon completion of the course the students will be able to
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–I : Theories of International Trade and Nature of International Business and BOT/BOP

Unit–II : Export Procedure and Export Documents and Tariff

Unit–III : International Finance and Foreign Exchange Market

Unit–IV : Export Marketing and Pricing

Unit–V : 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

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SOSC 306 : 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

Non-verbal communication – Body language – Proxemics

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


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MBAM 307 SALES AND DISTRIBUTION MANAGEMENT

Learning Objective
The objectives of this course is
LO1: To know the functions of sales management and its planning activities
LO2: To learn the sales forecast techniques
LO3: To help in developing a sound sales and distribution policy and organizing, managing the sales force.

Course Outcomes
Upon completion of this course, the student will have the ability to
CO1: Understand and learn to improve the cognitive skills in the basic functions of sales management.
CO2: Commitment to an effective sales manager with salesmanship qualities
CO3: Display competencies and knowledge in consumers’ needs and wants.
CO4: Create marketing strategies after assessing the competitors sales strategies in the market
CO5: Remember the marketing concepts, framework and the sales management practices
CO6: Work professionally in a team and communicate the sales information effectively in any organization

Unit–I : Sales Management and Planning

Unit–II : Sales Forecasting and Organization

Unit–III : Recruitment, Training and Control of Sales Force

Unit–IV : Distribution and Logistics


Unit–V : Channel Intermediaries Retailing and Channel Design


References
Gupta Vaswas Das, Sales Management in Indian Perspective, Prentice Hall of India, New Delhi, 2005.

Outcome Mapping

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Learning Objectives
The objectives of this course is
LO1: To explain the concepts of product mix strategies and its positioning
LO2: To impart the knowledge of branding and packaging strategies
LO3: To introduce the concepts of service marketing in the field of Hospital Services and Hotel Industry

Course Outcomes
Upon completion of the course students will have the ability to
CO1: Understand and remember the marketing concepts to improve the products and its classification.
CO2: Upholding ethical standards on brand and its extension strategies in promoting sales of product or service
CO3: Critical thinking to solve managerial or marketing related issues in packaging process and its styles.
CO4: Analyze the synthesize market information to get business ideas on tourism and hospital services.
CO5: Work professionally in a team and incorporate with functions of hotel industries.
CO6: Display competencies and knowledge in service marketing strategies for their sustainable development.

Unit–I : Introduction

Unit–II : Branding

Unit–III : Packaging

Unit–IV : Banking and Tourism


Unit–V : Hospital Services and Hotel Industry

Hospital Services – Supportive Services – Legal Controls on Hospitals – Consumerism and Hospital Services. Hospital Law – Medical Staff Organization – Health Care Resources – Health Care System – Marketing of Health Services.


References


Outcome Mapping

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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
CO 1: Understand the principles and functions of Retailing in India.
CO 2: Understand the importance of Retail site locations
CO 3: Familiar with the HRM functions in retailing.
CO 4: Enable to understand the duties and responsibilities of store manager.
CO 5: Develop and evaluate the Rural Marketing.
CO 6: To know the growth of growth of rural marketing in India.

Unit–I : Retailing – Introduction and Strategy

Unit–II : Retail site Location

Unit–III : Human Resource Management

Unit–IV : 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–V : Rural Market

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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–I : Basic concepts of Business Policy


### Unit–II : Business Analysis

Unit–III : Basic concept of strategy

Unit–IV : Business Development Strategies

Unit–V : Business Vs Social

References

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PSO1-7: Programme Specific Outcomes
CO1: Expected Outcome
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Learning Objectives

The objective of the this 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–I : Logistics Design


Unit–II : Logistics Network


Unit–III : Logistics Demand


Unit–IV : Supply Chain Management Models and Strategy


Unit-V : Supply Chain Management Design


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

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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

Upon completion of the course students will be able to
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–I : Ethics and Religious Values
Value based management – Ethics – Definition – Meaning – Ethical Analysis in
decision making – Cultural Values and Indian Management Ethos – Trans-cultural
human values – Total quality mind for TQM – Models of values for organizational
culture – Values for Indian managers – Guna Theory – Professional Ethics –
Business ethics – Values and ethics from religions: Buddhism, Jainism, Sikhism,
Judaism, Taoism, Christianity, Islam.

Unit–II : Indian Ethos for Business Excellence
Principles of Indian Ethos – Gita lessons for management – Kautilya’s Arthasastra
Principles – Karma Yoga – Nishkamya karma – Manu Dharma – Management
lessons from Thirukkural – Divine managerial qualities.

Unit–III : Stress Management
Stress management – Types of Stress – Mechanism – Organizational Stressors –
Various stress management techniques. Vethathiri Maharishis’ views on Mind –

Unit–IV: Theories in Yoga
Mental health – Yoga – meaning – Patanjali yoga sutras – Detailed steps in Yoga and
Mediation – Conditional and unconditional types. Different views on Meditation.

Unit–V : Yoga for Managerial Excellence
Emotional Quotient and yoga – Spiritual Quotient and yoga – Concept of self
and Yoga – Mahatma Gandhi and Introspection – Thought analysis – Positive
thinking – Trust – Holistic Creativity – Visualization techniques.

References
1. Balachandran, et.al., Ethics, Indian Ethos and Management, Shroff
2. Balaji and Raj Agrawal, Business Ethics: An Indian Perspective, Biztantra
3. Chakraborty, Management Effectiveness and Quality of Work Life Indian
5. Khandelual, Indian Ethos and Values for Managers, Himalaya Publishing
House.
6. Rita Agrawal, Stress in Life and at Work, Sage Publications India (P) Ltd.,
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Outcome Mapping

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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–I : Creativity and Leadership
Creativity – Creative thinking – Divergent thinking – Stages in Creative thinking.

Unit–II : Decision Making and Assertiveness
Decision Making – Styles – Importance stages in decision making.
Assertiveness – Assertiveness in communication – Benefits of assertiveness –
Submissive Communication – Assertive Communication – Aggressive Communication.

Unit–III : Ego States and Stress Coping
Transaction analysis – Parent ego – Adult ego – Child ego – Characteristics.

Unit–IV : Emotional Intelligence and Personality
Emotional Intelligence – Components of Emotional Intelligence – Influencing Emotions – Handling relationships.
Personality – Extraversion – Intraversion.

Unit–V : Adjustment and Values
Adjustment – Home adjustment – Health adjustment – Social adjustment –
Emotional adjustment – Occupational adjustment.
Values – Value system – Values in different cultures.

Tests
Test will be conducted through practicals on the following aspects:
Emotional Quotient – Telephoning Skills – Creativity – Attitude Achievement –
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MBAM 408: INTERNATIONAL MARKETING MANAGEMENT

Learning Objectives
The Objective of this course is
LO1: To understand and learn with environmental, procedural, and international scenario of marketing.
LO2: To impart knowledge on decisional aspects of international marketing strategy.
LO3: To provide and help the students to gain a vast Knowledge on international marketing procedures.
LO4: To compare pricing methods and techniques globally.
LO5: To enhance negotiation skills towards merger and acquisition.

Course Outcomes
Upon completion of this course the students will be able to
CO1: Describe the need and scenario for international marketing.
CO2: Analyze the global market with overall scenario.
CO3: Evaluate the political environment internationally with global perspective.
CO4: Develop strategies on marketing aspects with special research focus.
CO5: Have competence on negotiation for merger and acquisition.
CO6: Will have the capacity on fixing pricing of products.

Unit–I : Challenges and Dynamic Environments of International Marketing and Trade

Unit–II : Cultural Dynamics in Assessing Global Markets

Unit–III : The Political Environment

Unit–IV : Global Marketing Management

Unit–V : Assessing Global Market Opportunities

Breath and Scope of International Marketing Research – Problems of gathering Primary data – Research in the Internet.


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MBAM 408 : CUSTOMER RELATIONSHIP MANAGEMENT

Learning Objectives
The basic purpose of this course is
LO1: To acquaint the students with the studying customer relationship management.
LO2: To enrich the knowledge in sales force automation.
LO3: To educate the applications of information technology in crm.
LO4: To development the knowledge in crm tools and implementation procedures.
LO5: To develop the competency in crm strategy and development.

Course Outcome
After completion of the course students will be able to
CO1: Develop the critical thinking over the CRM concepts.
CO2: Cultivate the various selling concepts among the selling people.
CO3: Familiarize the significance of supplier relationship (SRM) and partner's relationship management.
CO4: Communicates the importance of customer information data bases and ethics
CO5: Display the competencies for preparing a business plan.
CO6: Analyze the short coming in the existing CRM strategies and to construct the revised CRM strategies.
Unit–I : Introducing CRM in Marketing

CRM Concepts: Acquiring customers, customer loyalty, and optimizing customer relationships. CRM defined: success factors, the three levels of Service/Sales Profiling, Service Level Agreements (SLAs), creating and managing effective SLAs.


Unit–II : CRM in Practice

Sales Force Automation - Sales Process, Activity, Contact, Lead and Knowledge Management. Field Force Automation. CRM links in e-Business: E-Commerce and Customer Relationships on the Internet, Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Supplier Relationship Management (SRM), Partner Relationship Management (PRM).

Unit–III : Analytical CRM

Managing and sharing customer data - Customer information databases, Ethics and legalities of data use. Data Warehousing and Data Mining concepts. Data analysis: Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering.

Unit–IV : CRM Tools and Implementation


Unit–V : CRM Strategy and Development


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**MBAC 409 : Comprehensive Viva-Voce (Industrial Visits And Subjects)**