FACULTY OF ARTS
DEPARTMENT OF BUSINESS ADMINISTRATION

MBA (DUAL)
(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 2\textsuperscript{nd} Semester to 4\textsuperscript{th} 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.

<table>
<thead>
<tr>
<th>Attendance %</th>
<th>Marks</th>
</tr>
</thead>
<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 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>0</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:

<table>
<thead>
<tr>
<th>Test</th>
<th>10 Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignment/ Seminar/ Case Study/ Role Play/ Viva Voce / Short Answers</td>
<td>10 Marks</td>
</tr>
<tr>
<td>Attendance</td>
<td>5 Marks</td>
</tr>
<tr>
<td>Total</td>
<td>25 Marks</td>
</tr>
</tbody>
</table>

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
• 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

<table>
<thead>
<tr>
<th>Programme Outcomes</th>
<th>Programme Specific Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>PO/CO</td>
<td>PSO 1</td>
</tr>
<tr>
<td>CO1</td>
<td></td>
</tr>
<tr>
<td>CO2</td>
<td></td>
</tr>
<tr>
<td>CO3</td>
<td></td>
</tr>
<tr>
<td>CO4</td>
<td></td>
</tr>
<tr>
<td>CO5</td>
<td></td>
</tr>
<tr>
<td>CO6</td>
<td></td>
</tr>
</tbody>
</table>

-
<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 1.</td>
<td>MBAC 101</td>
<td>1.</td>
<td>Management Process</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>I 2.</td>
<td>MBAC 102</td>
<td>2.</td>
<td>Managerial Economics</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>I 3.</td>
<td>MBAC 103</td>
<td>3.</td>
<td>Organizational Behaviour</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>I 4.</td>
<td>MBAC 104</td>
<td>4.</td>
<td>Accounting for Managers</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>I 5.</td>
<td>MBAE 105</td>
<td>5.</td>
<td>Management Process (CBCS Elective)</td>
<td>Elective</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>I 6.</td>
<td>MBAC 106</td>
<td>6.</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 7.</td>
<td>MBAC 107</td>
<td>7.</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 8.</td>
<td>MBAC 108</td>
<td>8.</td>
<td>Research Methodology</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>20</td>
<td>675</td>
<td>225</td>
<td>900</td>
</tr>
<tr>
<td>II 10.</td>
<td>MBAC 201</td>
<td>1.</td>
<td>Financial Management</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>II 11.</td>
<td>MBAC 202</td>
<td>2.</td>
<td>Marketing Management</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>II 12.</td>
<td>MBAC 203</td>
<td>3.</td>
<td>Human Resource Management</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>II 13.</td>
<td>MBAC 204</td>
<td>4.</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 14.</td>
<td>MBAE 205</td>
<td>5.</td>
<td>Marketing Management (CBCS Elective)</td>
<td>Elective</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>II 15.</td>
<td>MBAC 206</td>
<td>6.</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 16.</td>
<td>MBAD 207</td>
<td>7.</td>
<td>(1) Finance: Accounting Software – Practical</td>
<td>Core</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(2) Marketing: Marketing Research and Consumer Behaviour</td>
<td>Core</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(3) Human Resource: Industrial Relations and Labour Welfare Management</td>
<td>Core</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(4) Production: Production Planning and Control</td>
<td>Core</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(5) Systems: System Analysis and Software Development</td>
<td>Core</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(6) International Trade: Export – Import Procedures, Documentation and Logistics</td>
<td>Core</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>II 17.</td>
<td>MBAD 208</td>
<td>8.</td>
<td>(1) Finance: Accounting Software – Practical</td>
<td>Core</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(2) Marketing: Marketing Research and Consumer</td>
<td>Core</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>II 18. MBAC 209</td>
<td>9. Lab for Statistical Packages on Business Decision</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>II 19. MBAC 210</td>
<td>10. 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>
<td></td>
<td></td>
</tr>
<tr>
<td>III 20. MBAC 301</td>
<td>1. Operations Research</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>III 21. MBAC 302</td>
<td>2. Case Study and Analysis</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>III 22. MBAC 303</td>
<td>3. Business Legislations</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>III 23. MBAC 304</td>
<td>4. International Business and Export Management</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>III 24. MBAE 305</td>
<td>5. Training and Development (CBCS Elective)</td>
<td>Elective</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>III 25. SOSC 306</td>
<td>6. Soft Skills</td>
<td>Core</td>
<td>3</td>
<td>75</td>
<td>25</td>
<td>100</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
(4) Production:
- Total Quality Management
(5) Systems:
- Data Base Management
(6) International Trade:
- Foreign Trade Policy

<table>
<thead>
<tr>
<th>III</th>
<th>MBAC 309</th>
<th>Project and Viva–voce (Industrial Visits and Subjects)</th>
<th>Core</th>
<th>3</th>
<th>75</th>
<th>25</th>
<th>100</th>
</tr>
</thead>
<tbody>
<tr>
<td>IV</td>
<td>MBAC 401</td>
<td>Retailing and Rural Marketing</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>IV</td>
<td>MBAC 402</td>
<td>Business Policy and Strategic Management</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>IV</td>
<td>MBAC 403</td>
<td>Logistics and Supply Chain Management</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>IV</td>
<td>MBAC 404</td>
<td>Indian Ethos and Values</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>IV</td>
<td>MBAE 405</td>
<td>Entrepreneurship Management (CBCS Elective)</td>
<td>Elective</td>
<td>4</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>IV</td>
<td>MBAC 406</td>
<td>Behavioral Science Experiments and Testing–Practical</td>
<td>Core</td>
<td>2</td>
<td>75</td>
<td>25</td>
<td>100</td>
</tr>
</tbody>
</table>

Total: 24 675 225 900
| IV 35. | MBAD 407 | 7. (1) Finance: Management of Financial Services  
(2) Marketing: Advertising and Sales Promotion  
(3) Human Resource: Management of Training and Development  
(4) Production: Business Process and Re–Engineering  
(5) Systems: E–Commerce  
(6) International Trade: International Marketing Management | Core | 3 | 75 | 25 | 100 |
|---------|---------|-----------------------------------------------|-----|-----|-----|------|

| IV 36. | MBAD 408 | 7. (1) Finance: Management of Financial Services  
(2) Marketing: Advertising and Sales Promotion  
(3) Human Resource: Management of Training and Development  
(4) Production: Business Process and Re–Engineering  
(5) Systems: E–Commerce  
(6) International Trade: International Marketing Management | Core | 3 | 75 | 25 | 100 |
|---------|---------|-----------------------------------------------|-----|-----|-----|------|

| IV 37. | MBAC 409 | 9. Comprehensive Viva-voce (Industrial Visits and Subjects) | Core | 2 | 75 | 25 | 100 |
|---------|---------|-------------------------------------------------------------|-----|-----|-----|------|

**Total** | **22** | **675** | **225** | **900** |

**Grand Total** | **90** | **2775** | **925** | **3700** |

**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
4. The Elective Courses offered by Business Administration Department from Semester I to Semester IV are enclosed in Appendix II
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.
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–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

Unit–IV : Staffing and Directing

Unit-V : Supervising Control and MBO


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

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PO/CO: Programme Outcomes
PO: Programme Outcomes
CO: Course Objectives
PSO: Programme Specific Outcomes
PO: Programme Outcomes
PSO: Programme Outcomes
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


References
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.

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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

References
2) Jarold Greenberg, Robert A Baron, Organizational Behavior, PHI Learning, New Delhi, 2010.

### Outcome Mappings

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### Learning Objectives

**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.
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


References
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–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**


**References**


**Outcome Mapping**

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MBAC 108 – RESEARCH METHODOLOGY

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

References


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MBAC 109 : COMPREHENSIVE VIVA-VOCE (INDUSTRIAL VISITS AND SUBJECTS)
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 outcomes
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 longterm 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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Learning Objectives
This objective of this course is
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.

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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
Unit–IV : Promotion, Job Evaluation and Compensation


Unit–V : Quality of work life and Participative Management


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MBAC 204 : PRODUCTION AND MATERIALS MANAGEMENT

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 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–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 Learning Objectives 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–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.

**References**


**Outcome Mapping**
A student can choose any two specializations from the options and should continue with the same specializations from second semester to fourth semester.

207 & 208 (DUAL SPECIALIZATION) – CHOOSE ANY TWO

1. FINANCE  Accounting Software – Practical
2. MARKETING  Marketing Research and Consumer Behaviour
3. HUMAN RESOURCE  Industrial Relations and Labour Welfare Management
4. PRODUCTION  Production Planning and Control
5. SYSTEMS  Systems Analysis and Software Development
6. INTERNATIONAL TRADE  Export – Import Procedures, Documentation and Logistics

MBAD 207/208 (1) ACCOUNTING SOFTWARE – PRACTICAL

Learning Objectives:
The learning objectives of the course is
LO1: To acquaint the students with the practical knowledge with the various techniques, methods, process of accounting data analysis.
LO2: To learn the application software of Tally ERP 9.
LO3: To impart knowledge of Goods and Services Tax (GST)
LO4: To provide the concepts of fundamentals of tally
LO5: To understand the concept of inventory methods handling in Tally.

Course Outcomes
Upon completion of the course students will be able to
CO1: Depth knowledge in Tally ERP 9 software and it helps key functions of business.
CO2: Acquire the effective skills of knowledge in Tally ERP 9 for Inventory master and voucher for decision making process in business.
CO3: Formulate the new business strategies practice using Tally ERP 9 software.
CO4: understand financial data and compare with book keeping trustily information of business.
CO5: develop the new ideas for ICT application to enhance the business community like GST, POS.
CO6: provide sustainable development of business using Tally ERP 9 software.

Unit–I : Basics of Accounting

Unit–II : Fundamentals of Tally.ERP 9
- Getting Functional with tally.ERP 9
- Creation/ setting up of Company
- Features
- Configurations
- Setting up Account Heads.

Unit–III : Inventory in Tally.ERP 9
- Order Processing
- Reorder Levels
- Tracking Numbers
- Batch wise Details
- Additional Cost Details
- Bill of Materials
- Price List.

Unit–IV : Value Added Tax (VAT)
- Configuring VAT –Documents and Records
- Creating masters
- Entering Transactions
- Accounting for Return of Goods
- Rate Difference in Purchase / sales
- Accounting for Interstate transactions
- Exempt transactions under VAT
- VAT Reports

Unit–V : Central Sales Tax (CST)
- Basics of Central Sales Tax (CST)
- Enabling CST
- Recording Interstate Transactions
- Payment of CST
- CST Reports

References
**Scheme of Examination**

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**MBAD 207/208 (2) MARKETING RESEARCH AND CONSUMER BEHAVIOUR**

**Learning Objectives**

The objective of this course is

- **LO1**: To understand and learn the theories and concepts of marketing research and consumer behaviour in business development.
- **LO2**: To impart knowledge in marketing skills enabling the students to do the marketing research in business organisations.
- **LO3**: To provide and make them understand the psychology of the consumers.
- **LO4**: To explain the concepts of consumer perception
- **LO5**: To explain the consumer influence and their post-purchase behaviour

**Course Outcome**

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

- **CO1**: Study the role of Marketing Research in understanding the consumer behaviour.
- **CO2**: Analyse the situations challenging the study of Consumer Behaviour.
- **CO3**: Understanding the effective marketing research techniques.
- **CO4**: Handle the Market and Consumers in large environments.
- **CO5**: Be a successful Marketer and build the confidence to do his own business.
- **CO6**: Lead a Business organisation in the field of Marketing.

**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
MBAD 207/208 (3) INDUSTRIAL RELATIONS AND LABOUR WELFARE MANAGEMENT

Learning Objective
The objective of this course is

LO1: To enable the students to understand the significance and applications of industrial relations and labour welfare management.

LO2: This course is an attempt to appreciate the conceptual and practical aspects of industrial relations and welfare at the macro and micro levels.

LO3: To impart knowledge on the trade unions and discipline

LO4: To provide the concepts of negotiation and collective bargaining

LO5: To understand the concept of workers participation management

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

CO1: Display competencies and knowledge in industrial relation and labour welfare concepts.

CO2: Contribute efficient decision making in solving labour labour union issues, implementation of I.R policies and practices and evaluation of employee –management industrial issues.

CO3: Develop and collaborate with experts in the implementation, and evaluation of organizational and health and safety policies and practices

CO4: Display the knowledge in development and communication of the organization's total compensation plan and integrate the knowledge in General HRD practice for sustainable development of the organization.

CO5: Facilitate and support effective employee and labour relations in both nonunion and union environments.

CO6: Understand and implement the practical aspects of industrial relations in industrial level on the basis of social responsibilities, ethical considerations

Unit–I : Introduction
Industrial Relations Perspectives: Approaches – Scope Concept and Significance – IR Systems – Structure of IR dept. – Role of IR Officer – Industrial Relations and the Emerging Socio Economic Scenario – Causes for poor IR.

Unit–II : Trade Unions and Discipline

Unit–III : Negotiation and Collective Bargaining

Unit-IV: Labour Welfare

Unit–V : NCL and Workers Participation Management

References
2) PC. Tripathi, Personel Management & Industrial Relations, Sultan Chand, New Delhi, 2009.

Outcome Mappings

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MBAD 207/208 (4) PRODUCTION PLANNING AND CONTROL
Learning Objectives
The basic objective of this course is
LO1: To understand the production planning controls system.
LO2: To inculcate the students know about forecasting techniques and planning procedure.
LO3: To enrich their knowledge in scheduling, maintenance and safety management strategies.
LO4: To impart knowledge on the forecasting and planning
LO5: To provide the concepts of scheduling and safety management

Course Outcome
After completion of this course the students will be familiar in
CO 1: Production planning control system, implementation of PPC system knowledge in industries.
CO 2: Forecasting the demand for smoother operations by using their critical thinking.
CO 3: Acquiring the skills that are important in safety management.
CO 4: Develop an understanding to work with maintenance in organizational setup.
CO 5: Formulate grouping strategies and effectively communicate the group technology.
CO 6: Upholding the ethical standards in Industrial maintenance system and required managerial skills.

Unit–I : Introduction to PPC
    Concepts & functions of PPC for various types of production system – Inventory system –
    Integrated planning and physical distribution – Operations performance evaluation and
    reporting, design and implementation of PPC system.

Unit–II : Forecasting and Planning
    Demand forecasting – Aggregate planning and master scheduling models – Planning and
    Scheduling for high volume standardised operations, Basic concepts in flow line design –
    Material requirement planning.

Unit–III : Scheduling and Safety Management
    Planning and scheduling for intermittent systems, criteria for effectiveness in scheduling;
    flow shop scheduling decision rule, applications of computer – Statistical process control –
    Safety management.

Unit–IV : Group Technology
    Group technology and cell system of production, Line of balance techniques, Project
    monitoring – Forecasting for inventory and Production control – Job shop planning.

Unit–V : Maintenance
    Maintenance – Objective of maintenance – Elements of maintenance – Types of
    maintenance – Breakdown time – Distribution time – Preventive maintenance Vs Breakdown
    maintenance – Optimum crew size – Maintenance records. Maintenance system, Maintenance
    planning and control, planned maintenance system: Material handling – Principles –
    Equipments.

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**MBAD 207/208 (5) SYSTEM ANALYSIS AND SOFTWARE DEVELOPMENT**

**Learning Objectives**

The Objective of this course is
LO1: To understand and make the students learn on systems concepts and its applications.
LO2: To impart knowledge on designing computerized reports for an organization.
LO3: To provide and help the students to gain a vast Knowledge on software development process and techniques.
LO4: To enhance on the process of modernization computerization.
LO5: To improve on the reporting skills to various levels of management.

**Course Outcomes**

Upon completion of this course the students will be able to
CO1: Describe the need for system analysis and methods of implementation.
CO2: Define the various stages of system development life cycle and users role in system development process.
CO3: Conduct feasibility analysis and prepare report as required by management.
CO4: Examine the system testing process and procedures.
CO5: Identify Key process areas on the business and estimating time schedules.
CO6: Prepare various types of reports required for various management levels.
Unit–I : Basic Concepts of Systems

Unit–II : Information System Life Cycle

Unit–III : Systems Planning

Unit–IV : Systems Analysis and Design

Unit–V : System Implementation Concepts
Systems implementation – Planning and Control – Unit testing and combined module testing – Testing manual procedures – File conversion and set up – Cut over and parallel testing – Training of users and Operating personnel – Documentation of the system – Maintenance and Review of system.

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**MBAD 207/208 (6) 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 and its latest trends
- LO4: To provide the concepts of foreign exchange risk and forwarding agents
- LO5: To impart knowledge on the shipping and containerization

**Course Outcome**
Upon completion of this course the students will have the ability to
- CO1: Understand the Export and Import procedures in International Trade Business.
- 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
  Understand the challenges of National and International Business and builds the confidence to do his own business.
- CO6: Lead in Logistics Management successfully.

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

**Unit–II : Insurance, Foreign Exchange Risk and Forwarding Agents**

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

Unit–V : 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.

References

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MBAC 209 : LAB FOR STATISTICAL PACKAGES ON BUSINESS DECISION

Learning Objectives
The objective of this course is
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.
LO5: To provide the concepts of hypothesis testing and probability values.

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.

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

**Objective**

Students should make use of first semester holidays and other holidays to learn from small and medium business units and establishments.

Student should get versatile exposure in all specialization areas.

**Guidelines**

1) The duration of the program is 40 hours.

2) Though the students attend eight hours shift in the small business will be taken only three hours credit per day (So that students can have the touch with real business for longer time).

3) Students should learn in a Tiny/Village/Rural/ Industry (Eg. Poultry, Pottery, Nursery, Artisan, Agarbathi, Plantation, Fish processing, Bags, Micro finance, Pre–casting, NGO, Small and Medium Shops and the like).

4) Students can submit the report about one or more firms in each report.

5) Students should get the attendance from the firm(s) and attach the same in the report.

6) Students can choose a guide of their choice from regular department faculty.

7) Faculties have ceiling of equal distribution of wards which will be done by the concern committee. Each student must perform their Main Project, Case study base report–1, Case study base report–2. If any violation on this then the project will not be considered for evaluation during the period, the students must complete their work in the next period.

8) Students should submit a case study based projects/ report in the end of the said periods (First case study base report should submit at the end of second semester and the second report should submit at the end of fourth semester. The students should do the work under the guidance of one faculty member of MBA department.
9) These case study reports can be submitted by the students with the minimum of 100 pages of typed script and soft binding each one.

10) Each report should be evaluated under the central evaluation center and not by their guide.

11) Each case study based report can be awarded 100 marks inclusive of 25 marks as internal (Awarded by guide).

SECOND YEAR: THIRD SEMESTER
MBAC 301: OPERATIONS RESEARCH

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**

Capital equipment replacement – Replacement of terms that fail completely – Individual Vs Group replacement.

**Sequencing**

Problems with ‘n’ jobs and 2 machines problems with ‘n’ jobs and 3 machines.

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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 Analyisis
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 decisionmaking 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–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

References

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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
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 credit insurance – comprehensive and
specific policies – Export credit and guarantee corporation – Risks covered and not covered –
Import Finance – Export and Import Licence – Types.

References
3) Cherunilam, Francis., International Trade and Export Management, Himalaya Publishing
5) James H. Taggart and Michael C. McDermott, The Essence of International Business,
Prentice Hall of India, New Delhi, 2003.
8) Natarajan, B. and S.K. Nagarajan, Developing Analytical Skills – Cases in Management,

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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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307 & 308 (DUAL SPECIALIZATION)

1. FINANCE Investment Security and Portfolio Management
2. MARKETING Sales and Distribution Management
3. HUMAN RESOURCE Legal Framework Governing Human Relations
4. PRODUCTION Total Quality Management
5. SYSTEMS Database Management
6. INTERNATIONAL TRADE Foreign Trade Policy

MBAD 307/308 (1) INVESTMENT SECURITY AND PORTFOLIO MANAGEMENT

Learning Objectives
The Objective of this course is
LO1: To impose knowledge regarding Security and Portfolio
LO2: To understand the theory and practice of Security analysis
LO3: To understand the investment pattern
LO4: To make right decisions on Investment
LO5: To provide the concepts of industrial and financial analysis

Course Outcomes
After the completion of the course, the students will understand
C01: The investment pattern and gain knowledge on it
C02: The types and advantages of investment globally
C03: The methods of Security analysis and Stock analysis
C04: To take right decisions on Investment
C05: The concept of issues and the securities on investment and work individually
C06: Make ethical investment decisions based on the securities

Unit–I : Nature, Scope of Investment Management and Listing of Securities


Unit–II : Common Stock Analysis

Industry Analysis: Classification of industries – Industry life cycle – Methods of analysis – Key characteristics of an industry analysis.


Unit–III : Technical Analysis and the Efficient Market Theory

Charting Techniques: Introduction – Meaning of Charts – Methods of preparing charts – Uses and limitations “P” and “F” (charts points and figure) – Pattern of charts and their uses.


Unit–IV : Portfolio Management


Unit–V : Financial Derivatives Markets

Swaps – Basic Swap structures – Interest Rate Swap – Fixed Rate Currency Swaps – Currency Coupon Swap – Basis Rate Swaps.

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MBAD 307/308 (2) SALES AND DISTRIBUTION MANAGEMENT

Learning Objectives
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
After completion of the course students will be able to
CO1: Improve the critical thinking towards the sales management skills
CO2: Effectively communicate the sales target, Quotas and selling skills to the marketing people
CO3: Cultivate the attitude and aptitude about the team work.
CO4: Identify and offer world class sales training to the salesman.
CO5: Trace and quantify the various inventory management strategies and logistics tricks.
CO6: Strengthen the potentiality towards the innovative business tricks and decisions.
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

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

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**MBAD 307/308 (3) LEGAL FRAMEWORK GOVERNING HUMAN RELATIONS**

**Learning Objectives**

The objective of this course is,

- **LO1**: To gain understanding and appreciation of the rules set out in labour laws, industrial relation laws, and their administrative regulations.
- **LO2**: To provide the overview of industrial disputes, its major proceedings, chapters and the workings trade unions, its evolution, growth and the problems associated in it.
- **LO3**: To understand the regulations in terms of the formation and development of rules on workmen compensation, wages, bonus and their payments.
- **LO4**: To explain the laws relating to social security and working conditions such as, ESI, PF, Gratuity, and Maternity benefits.

**Course Outcomes**

Upon completion of this course, the student will have the ability to,

- **CO1**: Demonstrate the elements of industrial relations laws and the development of legal analysis and research in order to solve complex labor related problems in the key business functions.
- **CO2**: Apply and communicate effectively the various machineries available for the settlement of industrial disputes between employees and employer.
- **CO3**: Develop the strategies for critical thinking that may be used to solve legal problems associated in the global business environment.
- **CO4**: Formulate the work effectively and professionally by team or individually in any business organisation for the implementation of safety, health and welfare measures.
- **CO5**: Apply quantitative and qualitative decisions for framing standing orders and disciplinary proceedings for the misconduct of employees under the industrial employment act.
CO6: Analyze and apply legal statutes for fixing compensation, bonus and other benefits which is indispensable for the sustainable development of the business and innovative business practices with ethical considerations.

Unit–I : Introduction to Labour Law

Unit–II : Trade Union & Disputes

Unit–III : Industrial Employment Act, Wages and Bonus Laws

Unit–IV : Social Security Laws

Unit–V : Laws Relating to Working Conditions

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Learning Objectives
The objective of this course is,
LO1: To familiarize the basic concepts of total quality management, its evolution and the various dimensions of quality.
LO2: To acclimatize the conceptual approach to Statistical Quality Control, Statistical process and Inspection plans for effective quality management.
LO3: To know about the key aspects of quality with reliability and maintainability, failure analysis, Just – in – time system and use appropriate tools & techniques for controlling, improving and measuring quality.
LO4: To analyse the quality audits, marketing aspects of total quality, strategic issues in quality management, and to devise quality implementation plans.

Course Outcomes
Upon completion of this course, the student will have the ability to,
CO1: Demonstrate the quality management philosophies, theories and frameworks and to develop analytical skills for investigating and analyzing quality management issues in the business functions.
CO2: Formulate strategies to develop quality improvement cycle and to use appropriate tools and techniques for controlling, improving and measuring quality in innovative business practices.
CO3: Develop the application SQC and Q7 tools in business organizations which facilitate the quantitative and qualitative decision making skills of managers.
CO4: Appraise the organizational, communication and teamwork requirements for effective implementation of quality management system.
CO5: Analyze the strategic issues in quality management, including current issues and developments, and to devise quality execution plans in order to work with multicultural global business environment.
CO6: Develop the competencies and knowledge in obtaining ISO 9000 standards and quality audits in constructing quality business organisations.

Unit–I : Basic Concepts and Origin of TQM
Basic concept of total quality (TQ), Evolution of Total Quality Mgt., cost of quality, Scope of TQM, Dimensions of Quality.

Unit–II : Statistical Quality Control and Process Capability
Conceptual approach to SQC, Acceptance sampling and Inspection plans, Statistical process control, Prevention through process improvement.
Process capability studies, Humanistic aspects of TQM, Management of quality circle and Z.D. Programmes, Kaizen.

Unit–III : Just in Time, Kanban
Q – 7 tools, Taguchi loss function, Functional linkage of quality with reliability and maintainability, Failure analysis, Just – in – time system, JIT manufacturing system, JIT Pull system, use of kanban, JIT purchase.

Unit–IV : Total Productive Maintenance
Optimum maintenance decisions, TPM, Process design and the work process. Management support mechanisms, Customer Retention.

Unit–V : ISO, Six Sigma

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MBAD 307/308 (5) DATABASE MANAGEMENT

Learning Objectives
The Objective of this Course
LO1: To understand and learn the concept of the Database
LO2: To develop the knowledge of Transaction Management in CRM
LO3: To enhance the knowledge of Data Warehousing and its uses
LO4: To help and impart Big Data Analysis

Course Outcomes
CO1: Understand the role of data and databases in information systems.
CO2: Understand the database concept and the developmental activities in DBMS
CO3: Be familiar with the data modeling concepts (E–R diagrams) used in database design.
CO4: Be able to create databases and pose complex SQL queries of relational databases.
CO5: Develop appreciation of several DBMS strategies and
CO6: Be familiar with data management issues including data integrity and security.
Unit–I : Introduction to DBMS

Unit–II : Introduction to RDBMS

Unit–III : SQL
Relational Algebra and Relational Calculus – Characteristics and advantages of SQL – Data types – Types of SQL commands: DDL, DML, DQL, DCL, TCL – Operators: Arithmetic, Comparison, Logical, Set – Aggregate Functions.

Unit–IV : Transaction Management

Unit–V : Advanced Concepts

References
### MBAD 307/308 (6) 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.

**Course Outcomes**
Upon completion of the course, students will be able to:
CO1: Get associate with the Latest “EXIM” Policy, License for Export and Import, the condition for DGFT Licensing, Import Policy Control.
CO2: Able to Explain about the Various aspects of Tariff and its Economic Theory along with its Barriers and other non – tariff measures.
CO3: Understand the India’s Foreign Trade Policy, its Commodity composition and destination. Also learned about India’s position in the world merchandise trade and services, Balance of Payments of India.
CO4: Understood the basic concepts of “Trade Policy” and its “Performance in India”.
CO5: Evaluate on EXIM policy Promotion, assistance required for Marketing, Schemes of Trade House and related Export, Transfer of Technology required for the same.
CO6: Critically Evaluate on Export Promotion Councils, Commodity Boards, ECGCI, FOREX and Governments policy on Foreign Trade etc.

**Unit–I : 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–II : Tariffs**

**Unit–III : EXIM Policy**
EXIM policy (latest amendment) – License procedures for Export and Import – DGFT – Licensing conditions- Import Policy and control - Export import licenses.
Unit–IV : EXIM Policy Promotions and Transfer of Technology


Unit–V : Institutions


References

9) India’s Trade statistics, published by CMIE and DGCIS.
10) RBI Annual Reports.
11) Annual Reports of Ministry of Commerce.

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MBAC309: 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 will have 75 marks and viva will have 25 marks. It is resolved to abolish internal assessment mark for project work. The project dissertation will be evaluated for 75 marks (double valuation) and 38 marks is fixed as the minimum requirement for passing the project. If less than 38 marks scored by the candidate, he or she has to redo the project. The viva is for 25 marks and the minimum requirement is 12 marks. If a candidate has secured more than 12 and failed in the project, he has to once again carry over the project and reappear for the viva.

**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.

**SECOND YEAR : FOURTH SEMESTER**
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 Outcomes
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–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

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

**Outcome Mappings**

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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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**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 tradeoffs
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
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–I : Ethics and Religious Values

Unit–II : Indian Ethos for Business Excellence

Unit–III : Stress Management

Unit–IV: Theories in Yoga

Unit–V : Yoga for Managerial Excellence

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**MBAC 406 : BEHAVIOURAL SCIENCE EXPERIMENTS AND TESTING – 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–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.

**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**


Values – Value system – Values in different cultures.

**Tests**

Test will be conducted through practicals on the following aspects:


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407 & 408 (DUAL SPECIALIZATION)

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MBAD 407/408 (1) MANAGEMENT OF FINANCIAL SERVICES

Learning Objectives

The main objective of this course:

LO1: To help the students to learn the various financial services.
LO2: To acquaint role of managers in financial services
LO3: To provide coherent knowledge of the theoretical and professional disciplines of banking and other services

Course Outcome:

Upon completion of the course students will be able to

CO1: understand the knowledge of basic financial services concepts and key functions of any services oriented and global business.
CO2: Acquire the effective skills of knowledge and professionally in financial market like mutual funds, venture capitalist.
CO3: understand the leadership quality and managerial skills in financial services industry.
CO4: Work collaboratively with others to solve applied problems in financial services.
CO5: Think critical and creatively to identify better solutions within business constraints.
CO6: Knowledge and cognitive skills to professionals and nonexperts involved with the financial services industry.

Unit–I : Indian Financial System


Unit–II : Merchant Banking and Consumer Finance


Consumer Finance: Definition – Types – Credit Cards, Debit cards – Mechanics of Consumer Financing – Sources – Modes.

Unit–III : Mutual Funds Concept and Regulations

Unit–IV : Capital Market, Money Market and Factoring Services


Unit–V : Venture Capital and Credit Rating


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Learning Objectives
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 learn to improve the cognitive skills in advertising fundamentals and its classification.
CO2: Apply the qualitative decision making knowledge on communication models which related to advertising.
CO3: Understand the way of media selection and functions of advertising Agencies.
CO4: Able to solve conflicts and maintain better interpersonal relationships among advertising agency and clients from domestic and globally.
CO5: Realize and incorporate competencies and knowledge with sales promotional techniques.
CO6: Work professionally in a team in any advertising agencies.

Unit–I : Advertising Fundamentals and Classification


Unit–II : Psychological Principles and Ethical aspects of Advertising

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.

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MBAD 407/408 (3) MANAGEMENT OF TRAINING AND DEVELOPMENT

Learning Objectives
The Objectives of this course are
LO1: To understand the concepts, principles and process of training and development
LO2: To provide an in–depth understanding of the role of Training in the HRD
LO3: To enable the course participants to manage the Training systems and processes and levels, tools and techniques involved in evaluation of training effectiveness.

Course Outcomes
Upon completion of this course the students will be able to
CO1: Understand various aspects of training techniques and career planning
CO2: Acquire the current training skill and knowledge.
CO3: Identify appropriate resources for learning about training, research and practice.
CO4: Understand the various non training solutions to improve employee performance.
CO5: Generate young trainers to coach others.
CO6. Create and deliver motivating and effective training programs.

Unit–I : Introduction

Unit–II : Training Techniques

Unit–III : Career – Planning

Unit–IV : MDP and Training Institutions

Unit–V : MDP Institutions

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MBAD 407/408 (4) BUSINESS PROCESS AND RE–ENGINEERING

Learning Objectives
LO1: Understanding the role of BPR in organization
LO2: Understand the phases of reengineering and implement effectively
LO3: Perform network analysis and crashing in the projects
LO4: Recognize the relationship between reengineering and TQM, CPI and reengineering
LO5: Understand the Holonic concepts and its relationship with BPR

Course Outcome
Upon completion of the course the students will be able to
CO1: Understanding the basics of BPR and its necessity in organisation
CO2: Understand the phases of reengineering and effective implementation
CO3: Perform network analysis and crashing in the projects
CO4: Recognise the relationship between reengineering and TQM, CPI and reengineering
CO5: Understand the Holonic concepts and its relationship with BPR
CO6: Develop holonic network for various business and carryout BPR for various industries.

Unit–I : Introduction

Unit–II : Project

Unit–III
Unit–IV : TQM

Unit–V : Network

References

Outcome Mapping

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MBAD 407/408 (5) E–COMMERCE

Learning Objectives
LO1: To introduce the students with the past, present and the future development of electronic commerce,
LO2: To Analyse the various IT research issues that are related to the development of electronic commerce
LO3: To understand the basic ECom business models and the associated technologies behind electronic systems.
LO4: To Evaluate and synthesis the competitive advantage of internet enabled business models through Porter’s framework.

Course Outcomes
After the completion of the course, this course will increase
C01: The knowledge of the students in understanding the development of e-commerce.
C02: The ability of the students on understanding the applications of e-commerce
C03: the knowledge on Understanding ecom business models and the associated technologies
C04: the capacity of working with the internet enabled business.
C05: the knowledge on IT and its advantages in business and for society development
C06: communicative patterns and knowledge to communicate globally

Unit–I : Introduction to e-commerce

Unit–II : Internet governance and technology details

Unit–III : Deploying e-commerce systems

Unit–IV : Consumers on Internet and E-commerce business models

Online Retailing and Services-Online Financial Service-Online Travel Service- Online Career Service-Online Content and publishing Industry-The Online Entertainment Industry-Search engines-Multimedia applications in Internet-Internet television and Telephony applications.

Unit–V : Internet and society

References


**Outcome Mapping**

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**MBAD 407/408 (6) INTERNATIONAL MARKETING MANAGEMENT**

**Learning Objectives**

LO1: Apply basic international marketing theories and concepts to understand the environment.

LO2: Able to evaluate and create sustainable strategies in global markets.

LO3: Apply knowledge gained in other courses to the understanding of marketing management in an international setting.

LO4: Able to address how to conduct international market development, such as market segmentation.

**Course Outcome:**

Upon completion of the course, the student will

CO1: Remember theoretical and practical competencies in international marketing management.

CO2: Understand the marketing tools and strategies in the context of latest technology and intensive global markets.

CO3: Demonstrate the planning of marketing activities on foreign markets.

CO4: Create the strategies for international business environments that firms utilize when marketing their products in foreign countries.

CO5: Display how to conduct international market development, such as market segmentation.
CO6: Apply personal and interpersonal skills appropriate to being an effective member of an international marketing team.

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.
**International Marketing Channels:** Channel of Distribution Structure – Import Oriented Distribution Structures – Channel Control – Modern Channel Structure – Distribution.

**Implementing Global Marketing Strategies:** Negotiation with International Customers, Partners and Regulation – The Pervasive impact an culture on Negotiation Behaviour – Negotiation terms and preliminaries – After Negotiation.
References


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

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