FACULTY OF ARTS
DEPARTMENT OF BUSINESS ADMINISTRATION

MBA
INTERNATIONAL BUSINESS MANAGEMENT
2 YEARS FULL-TIME PROGRAM (CBCS)

REGULATIONS 2019
CURRICULUM & SYLLABUS
REGULATIONS FOR THE TWO-YEAR POST GRADUATE PROGRAMMES UNDER
CHOICE BASED CREDIT SYSTEM (CBCS)

These Regulations are common to all the students admitted to the Two-Year Master’s Programmes in the Faculties of Arts, Science, Indian Languages, Education, Marine Sciences, and Fine Arts from the academic year 2019-2020 onwards.

1. Definitions and Nomenclature

1.1 University refers to Annamalai University.

1.2 Department means any of the academic departments and academic centres at the University.

1.3 Discipline refers to the specialization or branch of knowledge taught and researched in higher education. For example, Botany is a discipline in the Natural Sciences, while Economics is a discipline in Social Sciences.

1.4 Programme encompasses the combination of courses and/or requirements leading to a Degree. For example, M.A., M.Sc.

1.5 Course is an individual subject in a programme. Each course may consist of Lectures/Tutorials/Laboratory work/Seminar/Project work/Experiential learning/ Report writing/viva-voce etc. Each course has a course title and is identified by a course code.

1.6 Curriculum encompasses the totality of student experiences that occur during the educational process.

1.7 Syllabus is an academic document that contains the complete information about an academic programme and defines responsibilities and outcomes. This includes course information, course objectives, policies, evaluation, grading, learning resources and course calendar.

1.8 Academic Year refers to the annual period of sessions of the University that comprises two consecutive semesters.

1.9 Semester is a half-year term that lasts for a minimum duration of 90 days. Each academic year is divided into two semesters.

1.10 Choice Based Credit System A mode of learning in higher education that enables a student to have the freedom to select his/her own choice of elective courses across various disciplines for completing the Degree programme.

1.11 Core Course is mandatory and an essential requirement to qualify for the Degree.

1.12 Elective Course is a course that a student can choose from a range of alternatives.

1.13 Value-added Courses are optional courses that complement the students’ knowledge and skills and enhance their employability.

1.14 Credit refers to the quantum of course work in terms of number of class hours in a semester required for a programme. The credit value reflects the content and duration of a particular course in the curriculum.

1.15 Credit Hour refers to the number of class hours per week required for a course in a semester. It is used to calculate the credit value of a particular course.

1.16 Programme Outcomes (POs) are statements that describe crucial and essential knowledge, skills and attitudes that students are expected to achieve and can reliably manifest at the end of a programme.

1.17 Programme Specific Outcomes (PSOs) are statements that list what the graduate of a specific programme should be able to do at the end of the programme.
1.18 Learning Objectives also known as Course Objectives are statements that define the expected goal of a course in terms of demonstrable skills or knowledge that will be acquired by a student as a result of instruction.

1.19 Course Outcomes (COs) are statements that describe what students should be able to achieve/demonstrate at the end of a course. They allow follow-up and measurement of Learning Objectives.

1.20 Grade Point Average (GPA) is the average of the grades acquired in various courses that a student has taken in a semester. The formula for computing GPA is given in section 11.3

1.21 Cumulative Grade Point Average (CGPA) is a measure of overall cumulative performance of a student over all the semesters. The CGPA is the ratio of total credit points secured by a student in various courses in all semesters and the sum of the total credits of all courses in all the semesters.

1.22 Letter Grade is an index of the performance of a student in a particular course. Grades are denoted by the letters S, A, B, C, D, E, RA, and W.

2. Programmes Offered and Eligibility Criteria

The Department of Business administration offers SEVEN two Year MBA Programmes and the eligibility criteria for each of these programmes are detailed below.

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Programme</th>
<th>Eligibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>M.B.A. Business Analytics</td>
<td>The candidate who has undergone 10+2+3/4 pattern of study in any discipline with a minimum of 50% marks in Part- III. Admission is through TANCET.</td>
</tr>
<tr>
<td>2.</td>
<td>M.B.A. Dual Specialization</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>M.B.A. Infrastructure Management</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>M.B.A. Marketing Management</td>
<td></td>
</tr>
</tbody>
</table>

2.1 In the case of SC/ST and Differently-abled candidates, a pass is the minimum qualification for all the above Programmes.

3. Reservation Policy

Admission to the various programmes will be strictly based on the reservation policy of the Government of Tamil Nadu.

4. Programme Duration

4.1 The Two Year Master’s Programmes consist of two academic years.

4.2 Each academic year is divided into two semesters, the first being from July to November and the second from December to April.

4.3 Each semester will have 90 working days (18 weeks).

5 Programme Structure

5.1 The Two Year Master’s Programme consists of Core Courses, Elective Courses (Departmental & Interdepartmental), and Project.

5.2 Core courses

5.2.1 These are a set of compulsory courses essential for each programme.

5.2.2 The core courses include both Theory (Core Theory) and Practical (Core Practical) courses.

5.3 Elective courses

5.3.1 Departmental Electives (DEs) are the Electives that students can choose from a range of Electives offered within the Department.
5.3.2 **Interdepartmental Electives (IDEs)** are Electives that students can choose from amongst the courses offered by other departments of the same faculty as well as by the departments of other faculties.

5.3.3 **Students shall take a combination of both DEs and IDEs.**

5.4 **Experiential Learning**

5.4.1 Experiential learning provides opportunities to students to connect principles of the discipline with real-life situations.

5.4.2 In-plant training/field trips/internships/industrial visits (as applicable) fall under this category.

5.4.3 Experiential learning is categorised as Core.

5.5 **Project**

5.5.1 Each student shall undertake a Project in the final semester.

5.5.2 The Head of the Department shall assign a Research Supervisor to the student.

5.5.3 The Research Supervisor shall assign a topic for research and monitor the progress of the student periodically.

5.5.4 Students who wish to undertake project work in recognised institutions/industry shall obtain prior permission from the University. The Research Supervisor will be from the host institute, while the Co-Supervisor shall be a faculty in the parent department.

5.6 **Value added Courses (VACs)**

5.6.1 Students may also opt to take Value added Courses beyond the minimum credits required for award of the Degree. VACs are outside the normal credit paradigm.

5.6.2 These courses impart employable and life skills. VACs are listed in the University website and in the Handbook on Interdepartmental Electives and VACs.

5.6.3 Each VAC carries 2 credits with 30 hours of instruction, of which 60% (18 hours) shall be Theory and 40% (12 hours) Practical.

5.6.4 Classes for a VAC are conducted beyond the regular class hours and preferably in the II and III Semesters.

5.7 **Online Courses**

5.7.1 The Heads of Departments shall facilitate enrolment of students in Massive Open Online Courses (MOOCs) platform such as SWAYAM to provide academic flexibility and enhance the academic career of students.

5.7.2 Students who successfully complete a course in the MOOCs platform shall be exempted from one elective course of the programme.

5.8 **Credit Distribution**

The credit distribution is organised as follows:

<table>
<thead>
<tr>
<th></th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Courses</td>
<td>65-75</td>
</tr>
<tr>
<td>Elective Courses</td>
<td>15</td>
</tr>
<tr>
<td>Project</td>
<td>6-8</td>
</tr>
<tr>
<td>Total (Minimum requirement for award of Degree)</td>
<td><strong>90-95</strong>*</td>
</tr>
</tbody>
</table>

*Each Department shall fix the minimum required credits for award of the Degree within the prescribed range of 90-95 credits.*

5.9 **Credit Assignment**

Each course is assigned credits and credit hours on the following basis:

1 Credit is defined as

1 Lecture period of one hour per week over a semester
1 Tutorial period of one hour per week over a semester
1 Practical/Project period of two or three hours (depending on the discipline) per week over a semester.

6 Attendance

6.1 Each faculty handling a course shall be responsible for the maintenance of Attendance and Assessment Record for candidates who have registered for the course.

6.2 The Record shall contain details of the students’ attendance, marks obtained in the Continuous Internal Assessment (CIA) Tests, Assignments and Seminars. In addition the Record shall also contain the organisation of lesson plan of the Course Instructor.

6.3 The record shall be submitted to the Head of the Department once a month for monitoring the attendance and syllabus coverage.

6.4 At the end of the semester, the record shall be duly signed by the Course Instructor and the Head of the Department and placed in safe custody for any future verification.

6.5 The Course Instructor shall intimate to the Head of the Department at least seven calendar days before the last instruction day in the semester about the attendance particulars of all students.

6.6 Each student shall have a minimum of 75% attendance in all the courses of the particular semester failing which he or she will not be permitted to write the End-Semester Examination. The student has to redo the semester in the next year.

6.7 Relaxation of attendance requirement up to 10% may be granted for valid reasons such as illness, representing the University in extracurricular activities and participation in NCC/NSS/YRC/RRC.

7 Mentor-Mentee System

7.1 To help the students in planning their course of study and for general advice on the academic programme, the Head of the Department will attach certain number of students to a member of the faculty who shall function as a Mentor throughout their period of study.

7.2 The Mentors will guide their mentees with the curriculum, monitor their progress, and provide intellectual and emotional support.

7.3 The Mentors shall also help their mentees to choose appropriate electives and value-added courses, apply for scholarships, undertake projects, prepare for competitive examinations such as NET/SET, GATE etc., attend campus interviews and participate in extracurricular activities.

8 Examinations

8.1 The examination system of the University is designed to systematically test the student’s progress in class, laboratory and field work through Continuous Internal Assessment (CIA) Tests and End-Semester Examination (ESE).

8.2 There will be two CIA Tests and one ESE in each semester.

8.3 The Question Papers will be framed to test different levels of learning based on Bloom’s taxonomy viz. Knowledge, Comprehension, Application, Analysis, Synthesis and Evaluation/Creativity.

8.4 Continuous Internal Assessment Tests

8.4.1 The CIA Tests shall be a combination of a variety of tools such as class tests, assignments, seminars, and viva-voce that would be suitable to the course. This requires an element of openness.

8.4.2 The students are to be informed in advance about the assessment procedures.

8.4.3 The pattern of question paper will be decided by the respective faculty.
8.4.4 CIA Test-I will cover the syllabus of the first two Units while CIA Test-II will cover the last three Units.

8.4.5 CIA Tests will be for two to three hours duration depending on the quantum of syllabus.

8.4.6 A student cannot repeat the CIA Test-I and CIA Test-II. However, if for any valid reason, the student is unable to attend the test, the prerogative of arranging a special test lies with the teacher in consultation with the Head of the Department.

8.5 End Semester Examinations (ESE)

8.5.1 The ESE for the first/third semester will be conducted in November and for the second/fourth semester in May.

8.5.2 A candidate who does not pass the examination in any course(s) of the first, second and third semesters will be permitted to reappear in such course(s) that will be held in April and November in the subsequent semester/year.

8.5.3 The ESE will be of three hours duration and will cover the entire syllabus of the course.

9 Evaluation

9.1 Marks Distribution

9.1.1 Each course, both Theory and Practical as well as Project/Internship/Field work/In-plant training shall be evaluated for a maximum of 100 marks. For the theory courses, CIA Tests will carry 25% and the ESE 75% of the marks.

9.1.2 For the Practical courses, the CIA Tests will constitute 40% and the ESE 60% of the marks.

9.2 Assessment of CIA Tests

9.2.1 For the CIA Tests, the assessment will be done by the Course Instructor.

9.2.2 For the Theory Courses, the break-up of marks shall be as follows:

<table>
<thead>
<tr>
<th>Marks</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Test-I &amp; Test-II</td>
<td>15</td>
</tr>
<tr>
<td>Seminar</td>
<td>05</td>
</tr>
<tr>
<td>Assignment</td>
<td>05</td>
</tr>
<tr>
<td>Total</td>
<td>25</td>
</tr>
</tbody>
</table>

9.2.3 For the Practical Courses (wherever applicable), the break-up of marks shall be as follows:

<table>
<thead>
<tr>
<th>Marks</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Test-I</td>
<td>15</td>
</tr>
<tr>
<td>Test-II</td>
<td>15</td>
</tr>
<tr>
<td>Viva-voce and Record</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>40</td>
</tr>
</tbody>
</table>

9.3 Assessment of End-Semester Examinations

9.3.1 Evaluation for the ESE is done by both External and Internal examiners (Double Evaluation).

9.3.2 In case of a discrepancy of more than 10% between the two examiners in awarding marks, third evaluation will be resorted to.

9.4 Assessment of Project/Dissertation

9.4.1 The Project Report/Dissertation shall be submitted as per the guidelines laid down by the University.

9.4.2 The Project Work/Dissertation shall carry a maximum of 100 marks.
9.4.3 CIA for Project will consist of a Review of literature survey, experimentation/field work, attendance etc.

9.4.4 The Project Report evaluation and viva-voce will be conducted by a committee constituted by the Head of the Department.

9.4.5 The Project Evaluation Committee will comprise the Head of the Department, Project Supervisor, and a senior faculty.

9.4.6 The marks shall be distributed as follows:

<table>
<thead>
<tr>
<th>Continuous Internal Assessment (25 Marks)</th>
<th>End Semester Examination (75 Marks)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review-I 10</td>
<td>Project / Dissertation Evaluation</td>
</tr>
<tr>
<td>Review-II: 15</td>
<td>Viva-voce</td>
</tr>
<tr>
<td></td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>25</td>
</tr>
</tbody>
</table>

9.5 Assessment of Value-added Courses

9.5.1 Assessment of VACs shall be internal.

9.5.2 Two CIA Tests shall be conducted during the semester by the Department(s) offering VAC.

9.5.3 A committee consisting of the Head of the Department, faculty handling the course and a senior faculty member shall monitor the evaluation process.

9.5.4 The grades obtained in VACs will not be included for calculating the GPA.

9.6 Passing Minimum

9.6.1 A student is declared to have passed in each course if he/she secures not less than 40% marks in the ESE and not less than 50% marks in aggregate taking CIA and ESE marks together.

9.6.4 A candidate who has not secured a minimum of 50% of marks in a course (CIA + ESE) shall reappear for the course in the next semester/year.

10. Conferment of the Master’s Degree

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

11. Marks and Grading

11.1 The performance of students in each course is evaluated in terms Grade Point (GP).

11.2 The sum total performance in each semester is rated by Grade Point Average (GPA) while Cumulative Grade Point Average (CGPA) indicates the Average Grade Point obtained for all the courses completed from the first semester to the current semester.

11.3 The GPA is calculated by the formula

\[
GPA = \frac{\sum_{i=1}^{n} C_i \cdot G_i}{\sum_{i=1}^{n} C_i}
\]

where, \( C_i \) is the Credit earned for the Course \( i \) in any semester;

\( G_i \) is the Grade Point obtained by the student for the Course \( i \) and

\( n \) is the number of Courses passed in that semester.

11.4 CGPA is the Weighted Average Grade Point of all the Courses passed starting from the first semester to the current semester.
where, $c_i$ is the Credit earned for the Course $i$ in any semester;
$g_i$ is the Grade Point obtained by the student for the Course $i$ and
$n$ is the number of Courses passed in that semester.
$m$ is the number of semesters

11.5 Evaluation of the performance of the student will be rated as shown in the Table.

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Grade Points</th>
<th>Marks %</th>
</tr>
</thead>
<tbody>
<tr>
<td>S</td>
<td>10</td>
<td>90 and above</td>
</tr>
<tr>
<td>A</td>
<td>9</td>
<td>80-89</td>
</tr>
<tr>
<td>B</td>
<td>8</td>
<td>70-79</td>
</tr>
<tr>
<td>C</td>
<td>7</td>
<td>60-69</td>
</tr>
<tr>
<td>D</td>
<td>6</td>
<td>55-59</td>
</tr>
<tr>
<td>E</td>
<td>5</td>
<td>50-54</td>
</tr>
<tr>
<td>RA</td>
<td>0</td>
<td>Less than 50</td>
</tr>
<tr>
<td>W</td>
<td>0</td>
<td>Withdrawn from the examination</td>
</tr>
</tbody>
</table>

11.6 Classification of Results. The successful candidates are classified as follows:

11.6.1 For **First Class with Distinction**: Candidates who have passed all the courses prescribed in the Programme in the first attempt with a CGPA of 8.25 or above within the programme duration. Candidates who have withdrawn from the End Semester Examinations are still eligible for First Class with Distinction (See Section 12 for details).

11.6.2 For **First Class**: Candidates who have passed all the courses with a CGPA of 6.5 or above.

11.6.3 For **Second Class**: Candidates who have passed all the courses with a CGPA between 5.0 and less than 6.5.

11.6.4 Candidates who obtain highest marks in all examinations at the first appearance alone will be considered for University Rank.

11.7 Course-Wise Letter Grades

11.7.1 The percentage of marks obtained by a candidate in a course will be indicated in a letter grade.

11.7.2 A student is considered to have completed a course successfully and earned the credits if he/she secures an overall letter grade other than RA.

11.7.3 A course successfully completed cannot be repeated for the purpose of improving the Grade Point.

11.7.4 A letter grade RA indicates that the candidate shall reappear for that course. The RA Grade once awarded stays in the grade card 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.

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

12. **Provision for Withdrawal from the End Semester Examination**

12.1 The letter grade W indicates that a candidate has withdrawn from the examination.
12.2 A candidate is permitted to withdraw from appearing in the ESE for one course or courses in **ANY ONE** of the semesters **ONLY** for exigencies deemed valid by the University authorities.

12.3 **Permission for withdrawal from the examination shall be granted only once during the entire duration of the programme.**

12.3 Application for withdrawal shall be considered **only** if the student has registered for the course(s), and fulfilled the requirements for attendance and CIA tests.

12.4 The application for withdrawal shall be made ten days prior to the commencement of the examination and duly approved by the Controller of Examinations. Notwithstanding the mandatory prerequisite of ten days notice, due consideration will be given under extraordinary circumstances.

12.5 Withdrawal is **not** granted for arrear examinations of courses in previous semesters and for the final semester examinations.

12.6 Candidates who have been granted permission to withdraw from the examination shall reappear for the course(s) when the course(s) are offered next.

12.7 Withdrawal shall not be taken into account as an appearance for the examination when considering the eligibility of the candidate to qualify for First Class with Distinction.

13. **Academic misconduct**

Any action that results in an unfair academic advantage/interference with the functioning of the academic community constitutes academic misconduct. This includes but is not limited to cheating, plagiarism, altering academic documents, fabrication/falsification of data, submitting the work of another student, interfering with other students’ work, removing/defacing library or computer resources, stealing other students’ notes/assignments, and electronically interfering with other students'/University’s intellectual property. Since many of these acts may be committed unintentionally due to lack of awareness, students shall be sensitised on issues of academic integrity and ethics.

14. **Transitory Regulations**

Wherever there has been a change of syllabi, examinations based on the existing syllabus will be conducted for two consecutive years after implementation of the new syllabus in order to enable the students to clear the arrears. Beyond that, the students will have to take up their examinations in equivalent subjects, as per the new syllabus, on the recommendation of the Head of the Department concerned.

15. **Notwithstanding anything contained in the above pages as Rules and Regulations governing the Two Year Master’s Programmes at Annamalai University, the Syndicate is vested with the powers to revise them from time to time on the recommendations of the Academic Council.**
Programme Structure
(For students admitted from the academic year 2019-2020)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours per week</th>
<th>C</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>L P CIA ESE Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19BIBC101</td>
<td>Core 1: Management Process</td>
<td>4 - 2 25 75 100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19BIBC102</td>
<td>Core 2: Managerial Economics</td>
<td>4 - 2 25 75 100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19BIBC103</td>
<td>Core 3: Organizational Behaviour</td>
<td>4 - 2 25 75 100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19BIBC104</td>
<td>Core 4: Accounting for Managers</td>
<td>4 - 3 25 75 100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19BIBC106</td>
<td>Core 5: Computer Applications in Management</td>
<td>4 - 2 25 75 100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19BIBC107</td>
<td>Core 6: Project Entrepreneurship and Small Business Management</td>
<td>4 - 2 25 75 100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19BIBC108</td>
<td>Core 7: Research Methodology</td>
<td>4 - 2 25 75 100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19BIBC109</td>
<td>Comprehensive Viva-voce (Industrial Visits and Courses)</td>
<td>- - 2 25 75 100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>17 200 600 800</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19BIBC201</td>
<td>Core 8: Financial Management</td>
<td>4 - 3 25 75 100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19BIBC202</td>
<td>Core 9: Marketing Management</td>
<td>4 - 3 25 75 100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19BIBC203</td>
<td>Core 10: Human Resource Management</td>
<td>4 - 3 25 75 100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19BIBC204</td>
<td>Core 11: Production and Materials Management</td>
<td>4 - 3 25 75 100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19XXXX205</td>
<td>Elective 1: Interdepartmental Elective</td>
<td>3 - 3 25 75 100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19BIBC206</td>
<td>Core 12: Decision Support System and Management Information System</td>
<td>4 - 3 25 75 100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19BIBE207</td>
<td>Elective 2: Department Elective</td>
<td>3 - 3 25 75 100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19BIBE208</td>
<td>Elective 3: Department Elective</td>
<td>3 - 3 25 75 100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19BIBC209</td>
<td>Core 13: Practical I (Statistical package on Business Decision)</td>
<td>- 4 2 25 75 100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19BIBC210</td>
<td>Field visit and Viva-voce (Exposure to Small and Medium Enterprises)</td>
<td>- - 2 25 75 100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>28 250 750 1000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Value Added Course (VAC) Carries Additional Credits

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours per week</th>
<th>C</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>L P CIA ESE Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19BIBC301</td>
<td>Core 14: Operations Research</td>
<td>4 - 3 25 75 100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19BIBC302</td>
<td>Core 15: Introduction to Business Analytics</td>
<td>4 - 3 25 75 100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19BIBC303</td>
<td>Core 16: Business Legalisations</td>
<td>4 - 3 25 75 100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19BIBC304</td>
<td>Core 17: International Business and Export Management</td>
<td>4 - 3 25 75 100</td>
<td></td>
<td></td>
</tr>
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L- Lectures; P- Practical; C- Credits; CIA- Continuous Internal Assessment; ESE- End-Semester Examination

Note:
1. Students shall take both Department Electives (DEs) and Interdepartmental Electives (IDEs) from a range of choices available.
2. Students may opt for any Value-added Courses listed in the University website.

Department Electives (DE)

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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 (International Business Management), students will

PSO1: Enhance knowledge on fundamental concepts and contemporary issues in international business
PSO2: Understand the application of Information Technology in International Business
PSO3: Identify and respond appropriately to differences in business culture and ethics in the international business arena
PSO4: Analyse the growing international business challenges and execute strategies in International business situations
PSO5: Evaluate the issues that arise out of the greater integration of the Indian economy and businesses with the global environment
PSO6: Communicate effectively and efficiently in retailing products from Rural to Global
PSO7: Develop competencies to assist MNCs to solve their multi-dimensional global business problems by extending consultancy services
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.

Unit–1 Introduction (14 h)

Unit–2 Planning (10 h)
Distinction between operational and strategic planning – Types of plans –Grouping of various types of plans – Steps in planning – Importance of policies – Types of policies – Principles of policy making – Policy formulation and Administration – Basic area of policy making.

Unit–3 Organising (10 h)

Unit–4 Staffing and Directing (12 h)

Unit–5 Supervising Control and MBO (14 h)

Text books

Supplementary Readings
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.

Outcome Mapping

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Semester – I

19BIBC102 : Managerial Economics

Learning Objectives
The Objective of this course is

LO1: To understand and learn the economic theories and concepts to be adapted in business development.

LO2: To impart knowledge in analytical skills enabling the students to face the challenges arising in business organisation.

LO3: To provide and help the students a vast knowledge on managerial economics to become business entrepreneurs.

LO4: To provide the concepts of cost analysis and pricing decision in economic aspects

LO5: To impart knowledge in profit analysis towards business operation

Unit–1 Basic Concepts (14 h)

Unit–2 Cost Analysis (10 h)
Cost concepts and classifications – Cost output relationship in the long run and short run – Economies (Internal and External) and Diseconomies of scale – Cost control and Cost reduction – Production function – Isoquants, Isocost curves and Least cost combination.

Unit–3 Pricing Decisions (12 h)
Unit–4 Profit Analysis (10 h)
Profit theories – profit policy – Profit budget – Break even analysis – Break even chart – Theory of
profit maximization.

Unit–5 Macro Economics and Business Decision (14 h)
Business Cycle and Business Policies – Current Industrial Policy and Monetary Policy and Fiscal
Policy – National Income and Methods of its Estimation - Large Scale Industries and Small Scale
Inflation: Anticipated and Unanticipated – Inflation: Measures to control inflation.

Text Books

Supplementary Readings
2. Luke M.Froeb , Brian T.McCann, Michael R. Ward, Shor – Managerial Economics: A
   Problem solving Approach – Cengage Learning, 2015

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

Outcome Mapping

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Semester – I 19BIBC103 : Organizational Behaviour

Learning Objective
The objective of this course is to
LO1: To learn and understand organizational behaviour concepts and models, moving from
   individual behaviour to group behaviour
LO2: To explain the concepts of organizational behaviour and develop effective Human Relations
   Policies for effective performance.
LO3: To provide the concepts of attitude, motivation and job satisfaction and related theories.
LO4: To impart knowledge on the personality & personality attributes of employees in an
   organisation
LO5: To provide the concepts of leadershipconflictorganizational change.
Unit –1 Organizational Behaviour: An Overview (14 h)
Historical Development, Behavioural sciences and Organizational behaviour organizational behaviour (OB) in global context, Managing worker diversity-Developing Assertive Behaviour Skills-Emerging Business Realities.

Unit-2 Learning-Attitudes-Values and –Job Satisfaction (10 h)
Learning: Definition and Importance, Theories of learning, Principles of learning, Shaping as managerial tool, Applications in organizations. Attitudes, Values and Job Satisfaction: Sources and types of attitudes, Attitude formation and change, Cognitive Dissonance Theory. Values: meaning, importance, source and types, and applications in organizations. Effects of employee attitude, Job related attitudes.

Unit –3 Personality & Personality Attributes -Perception -Creativity (10 h)
Personality: Foundations of individual behaviour, Personality, Meaning and Importance, Development of personality, Determinants of personality, Theories of personality, Relevance of personality to managers. Perception: Nature, Importance and Definition of Perception, Factors involved in perception, The Perceptual Process, Perceptual Selectivity and Organization, Applications in Organizations.-Creativity-process and Blocks.

Unit-4 Motivation-Culture-Group Dynamics (14 h)
Motivation: Theories of motivation, Motivation applied in organizations, Principles, applications -dimensions & Types of culture, Creating, Sustaining & Transmitting culture, Keeping cultures alive & How employees learn culture-Emotions & Emotional Intelligence-Handling Fear, Anger and Depression- Group Processes & Teams in Organizations -nature of groups, Stages of group development, Meaning of teams, Types of teams, characteristics of teams, Team development, Team decision making Interpersonal Communications-Increasing Personal and Interpersonal effectiveness through understanding and practicing, Transactional Analysis and Johari Window Model.

Unit-5 Leadership-Conflict-Organizational Change (12 h)

Text Books

Supplementary Reading

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.

**Outcome Mapping**

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Semester – I  
19BIBC104: Accounting for Managers  
Credits: 3  
Hours: 60

**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

**Unit–1 Introduction to Management Accounting and Financial Accounting (14 h)**


**Unit–2 Financial Statement Analysis, Ratio Analysis, Fund and Cash Flow Analysis (12 h)**


**Unit–3 Methods and Techniques of Cost Accounting (10 h)**


**Unit–4 Marginal Costing, Budget and Budgetary Control (10 h)**

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

**Unit5 Standard Costing and Variance Analysis (14 h)**

Text Books

Supplementary Readings
1. Maheswari, S.N., Cost and Management Accounting, Sultan Chand & Sons., Publisher New Delhi, 2013.

Course Outcomes
Upon completion of the course students will be able to
CO1: Understand and get knowledge on accounting format with effectively and professionally.
CO2: Acquire the knowledge and skills that related to financial and nonfinancial information to formulate business.
CO3: Develop the global business, how to management accounting helps for decision making.
CO4: work individual as well as team member in financial aspects of business.
CO5: Analyse and Implementation their responsibility and ethical financial information.
CO6: Provide sustainable development of business using tools and technique in accounting.

Outcome Mapping

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Semester – I 19BIBC106: Computer Applications in Management Credits: 2 Hours: 60

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

Unit–1 Computer Fundamentals (14 h)
Unit–2 Software Development applications (10 h)


Unit–3 Data Processing Concepts (10 h)


Unit–4 Computer Networks (12 h)


Unit5 Implementing and Managing IT (14 h)


Text Books


Supplementary Readings


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 Implement and maintain the operations of networking in information system of various functions for strategic advantage.
Semester – I
19BIBC107 : Project, Entrepreneurship and Small Business Management
Credits: 2
Hours: 60

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.

Unit–1 Project Planning (10 h)

Unit–2 Project Feasibility and Project Finance and Evaluation (14 h)

Unit–3 Introduction to Entrepreneur (12 h)

Unit–4 Entrepreneurship Environment and Challenges (10 h)
Unit 5  Small Business Management (14 h)

Text books
1. Prasanna Chandra, Projects, Tata McGraw hill, New Delhi, 2007

Supplementary Readings

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.

Outcome Mapping

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Semester – I  
19BIBC108 – Research Methodology  
Credits: 2  
Hours: 60

Learning Objective
The objective of this course is
LO1: To equip the students with the basic understanding of the research methodology
LO2: To provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making.
LO3: To impart knowledge in data collection and research tools to efficiently complete their business research.
LO4: To provide the statistical concepts of primary and secondary data and its collection methods
LO5: To make understand the method of preparing statistical reports in business organization

Unit–1 Introduction to Research and Research Methodology (14 h)

Unit–2 Data Collection (10 h)
Methods of data collection – Observational and Survey methods – Field work plan – Administration of surveys – Training for field investigators – Sampling methods – Sample size.

Unit–3 Research Tools (10 h)
Source of Data – Primary – Secondary data – Questionnaire Design; Attitude measurement techniques – Scaling Techniques.

Unit–4 Application of Statistics in Research (14 h)

Unit5 Report Preparation (12 h)

Text Books

Supplementary Readings

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.
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#### Semester – I

**19BIBC109: Comprehensive Vivavoce (Industrial Visits and Subjects)**

**Credits: 2**

#### Semester – II

**19BIBC201: FINANCIAL MANAGEMENT**

**Credits: 3**

**Hours: 60**

### Learning Objective

The basic purpose of this course is to

**LO1:** To educate the concept of finance and its concern with everything that takes place in the conduct of the business.

**LO2:** To develop and acquaint the students with the various concepts, techniques, methods of planning and forecasting.

**LO3:** To Explain various sources of finance, dividend policy and capital structure.

### Teaching Methods

Lectures and Seminar Presentation.

Students are to be examined on theoretical aspects 80% and problem aspects 20%.

### Unit–1 Introduction to Financial Management (14 h)


### Unit–2 Long-term Financing (10 h)


### Unit–3 Working Capital Management (10 h)

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

### Unit–4 Capital Structure and Capital Budgeting (12 h)

Capital Structure - – Theories of Capital Structure – Assumptions - Features of an appropriate capital structure - Determinants of the capital structure.

Unit 5 Cost of Capital and Dividend Policy Decision (14 h)
Cost of Capital – Significance --Determining component of Cost of Capital – Weighted Average Cost of Capital (Simple Problems) -- Flotation Costs.

Text Books

Supplementary Readings

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

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Semester – II 19BIBC202 : MARKETING MANAGEMENT Credits: 3 Hours: 60

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

Teaching Methods
Case Study, Role Play, Seminar, Group Discussion, Visit the company, Audio Video Visual, Inbasket exercise, Minor project and Meet the consumers.

Unit–1 Marketing and its Environment (14 h)

Unit–2 Market Analysis and Segmentation (12 h)

Unit–3 Product and Pricing Strategies (10 h)

Unit–4 Physical Distribution and Promotion (14 h)

Unit–5 Consumer Behaviour and CRM (10 h)

Text Books

Supplementary Readings
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.

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SEMESTER – II 19BIBC203 : HUMAN RESOURCE MANAGEMENT Credits: 3 Hours : 60

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

Teaching Methods
Lecture Case Study, Roleplay, Management Games and Group Discussion.

Unit–1 Introduction (14 h)

Unit–2 Job Analysis, Job Design and Human Resource Planning (10 h)

Unit–3 Training and Performance Appraisal (12 h)

**Unit–4 Promotion, Job Evaluation and Compensation (10 h)**

**Unit–5 Quality of work life and Participative Management (14 h)**

**Text Books**

**Supplementary Readings**

**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.
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.

Teaching Methods
Lecture and Case Study.

Unit–1 Production Function (14 h)
Plant Location – Factors influencing plant location – Multi Plant location – Foreign Location – Relocation – Plant location trends.

Unit–2 Plant Layout and Maintenance (12 h)

Unit–3 Production Planning and Control (10 h)

Unit–4 Materials Management and Materials Management Information System (10 h)

Unit–5 Store and Purchase Function (14 h)
Standardization, simplification, codification, stores layout, storage systems and equipment, stores preservation, stores procedures and Automation of warehouses – Materials handling equipments –

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.

**Text Books**

**Supplementary Readings**

**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.

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Learning Objective

The learning objective of the course is

**LO1:** To provide a real-world understanding of information systems and Decision Support System application in business.

**LO2:** To impart a firm foundation and background needed in the field of information systems.

**LO3:** To explain the Information System technologies currently available in business world.

**LO4:** To provide the right balance of conceptual background, technical information and real-world applications.

**LO5:** To introduce the infrastructure required and security issues for the effective use of information system.

Teaching Methods

Lecture and Case Study.

Unit–1 Basic MIS and DSS concepts (14 h)


Unit–2 Design and development of MIS and DSS (12 h)

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

Unit–3 Infrastructure for MIS and DSS (10 h)


Unit–4 MIS in Functional Components and System Security (14 h)


Unit–5 IT infrastructure Management (10 h)

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.

Text Books

Supplementary Readings

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

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Semester – II

19BIBC207: EXPORT–IMPORT PROCEDURES, DOCUMENTATION AND LOGISTICS

Credits: 3
Hours: 60

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.

Teaching Methods

Lecture, Group Discussion and Case Study and Field Trips.

Unit–1 Export Offer and Documents, Export Contract and Negotiation with Commercial Banks for Availing Export Finance and Methods of Export Finance from Commercial Banks (14 h)

– Discrepancies in Export Documents – Negotiations of Documents with Commercial Banks – Uniform custom and practices (UCP).

**Unit–2 Insurance, Foreign Exchange Risk and Forwarding Agents (10 h)**


**Unit–3 Cargo Shipment, Custom Clearance, Export - Import Licences and Other Export Incentives (12 h)**

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

**Unit–4 Shipping and Containerization (10 h)**

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

**Unit–5 Air / Sea Transport and Freight (14 h)**

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

**Text Books**


**Supplementary Readings**


**Course Outcome**

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

CO1: Understand the Export and Import procedures in International Trade.
CO2: Analyse the challenges of the International Environment.
CO3: Knowing the Insurance, Banking and Foreign Exchange system in International trade.
CO4: Handle the Cargo shipment, Customs clearance in doing Trade practices.
CO5: Understand the challenges of National and International Business
CO6: Builds the confidence to do his own business

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Learning Objectives
The Objectives of the Course are:

LO1: To acquaint the students with concept and techniques used in economic theory
LO2: To enable them to apply this knowledge in business decision – making.
LO3: To understand the changes in the nature of business firms in the context of globalization.

Teaching Methods
Lecture, Group Discussion and Case Study and Field Trips.

Unit–1 Introduction to International Trade


Unit–3 EXIM Policy

Unit–4 Foreign Exchange

Unit–5 Foreign Trade and Economic Development

Text Books

Supplementary Readings
Course Outcome
The completion of this course will result in
CO1: Enhanced basic International Trade practices
CO2: Better Commercial Policies on International Trade
CO3: Enriched on Export and Import Policies
CO4: Increased capacities on Foreign Exchange Economic Development
CO5: Better understanding on Foreign Trade
CO6 Realize Foreign various Aids in Economic Development

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Semester – II 19BIBC209: LAB FOR STATISTICAL PACKAGES Credits: 2
ON BUSINESS DECISION Hours: 60

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

Unit–1 Introduction – Basic Research Process (14 h)

Unit–2 Data Editor (10 h)

Unit–3 Hypothesis Testing and Probability Values (10 h)

Unit–4 Simple Tabulation and Cross Tabulation (14 h)
Simple Tabulation – Frequencies – Percentage – Charts – Simple Tabulation for ranking type questions – Cross Tabulation – Calculating percentage in a cross tabulation – Cross tabulation of more than two variables – chi-square test for cross tabulation – Measures of the strength of association between variables.

Unit–5 ANOVA and Design of Experiments (12 h)
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.

Text Books
**Supplementary Readings**

**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.

**Outcome Mapping**

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**Semester – II**
19BIBC210 : PROJECT AND VIVA-VOCE
(EXPOSURE TO SMALL AND MEDIUM ENTERPRISES)
Credits: 2
Hours: 60

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

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

**Guidelines**
- The duration of the study is 40 hours.
- The students have to select a small/medium/tiny enterprise of their own in and around chidambaram.
Students have to visit the enterprise and collect management related data during the evening hours or on leave days to complete the project.

All functional areas of the business have to be studied and the same have to be reported.

Students have to submit the report about the firm they are involved in.

Students should get the attendance from the firm and attach the same in the report.

Students are allotted a guide in the department.

Frequent discussions have to be made with the guide for the completion of the project.

Semester – III 19BIBC301 : OPERATIONS RESEARCH Credits: 3

Hours : 60

Learning Objectives
The Objective of this course is

LO1: To provide an in–depth understanding of the Concept of OR

LO2: To enable the course participants to understand the various Techniques of OR

LO3: To provide an in-depth understanding of the OR role in managerial Decision making.

Teaching Methods
Lecture.

Unit–1 Introduction (14 h)

Unit–2 Linear Programming (10 h)

Special Purpose Algorithms

Unit–3 Inventory Models (14 h)
Inventory costs – Cost of average inventory – Optimum Number of orders per year – Optimum days supply per order – Optimum rupee value per order – Assumptions – Applications of EOQ in Production process – Reorder point – Lead Time – Safety Stock.

Waiting Line Models – Definitions of waiting lines – Single channel Queue models (Poisson Distributed arrivals and Exponentially Distributed Service Time) – Multiple channel Queue models (Poisson Distributed Arrivals and exponentially distributed Service Times) – Simulation of Queuing System.

Unit–4 Game Theory (10 h)

Unit–5 Replacement Models (12 h)

Text Books

Supplementary Readings

**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

**Mapping of Course Outcomes with Programme Outcomes and Programme Specific Outcome**

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**Semester – III 19BIBC302 : INTRODUCTION TO BUSINESS ANALYTICS**

Credits: 3
Hours: 60

**Learning Objective:**

LO1: Studies core statistical techniques; data retrieval, analysis and mining;

LO2: Decision modeling to effectively persuade in the project-oriented world of data-driven decisions.

LO3: To understand the purpose of using business analysis tools within an organization, dataset for making a business decisions and R studio for data analysis.

**Unit-1 Introduction to Business Analytics and Big Data (14 h)**


**Unit-2 Application of Business Analytics (12 h)**

Unit-3 Decision support and Data Visualisation (10 h)
DSS- Executive and enterprise support- Automated decision support - Web analytics- Data mining
-Applied artificial intelligence - Visual analysis: Data concepts – Data Dashboards - Data exploration & visualization - Scorecards

Unit-4 Time Series and Forecasting (14 h)

Unit-5 Data Analysis using R (10 h)
R Studio: Introduction – R data types and objects, reading and writing data - Data structures in R - R programming fundamentals - Advantages and disadvantages of using R.

Text Books

Supplementary Readings

Course Outcome
Upon completion of this course, the student will have the ability to
CO1:  Display competencies and knowledge in key international business problems and apply analytical knowledge in big data
CO2:  Develop own professional development in international business and its models of the field of business analytics.
CO3:  Able to cultivating cognitive skills on the applications of business analytics to export, import and taxation.
CO4:  Commitment to sustainable development of data visualization and time series analysis in solving international business issues.
CO5:  Provide leadership in application of using R statistics for solving international business issues within and between disciplines
CO6:  Cultivating cognitive skills acquired on forecasting methods to support the international business functions.

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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.

Teaching Methods
Lectures and Case Analysis.

Unit–1 Contract (14 h)

Unit–2 Special Contract (12 h)

Unit–3 Sales and Insurance Laws (10 h)

Unit–4 Negotiable Instruments, Partnership and Other Laws (10 h)

Unit–5 Corporate Secretarial Practices (14 h)

Text Books

Supplementary Reading
1. Kuchhal, M. C., Mercantile Law, Vikas, January 2018
2. Pandit and Pandit, Business Law, Himalaya,2010
3. Ben French, Business Law in Practice, Thomson Reuters Australia, Limited, 2018
Course Outcomes
Upon completion of this course the students will be able to

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

Outcome Mapping

Semester – III 19BIBC304 : 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.

Teaching Methods
Lecture and Case Method.

Unit–1 Theories of International Trade and Nature of International Business and BOT/BOP (14 h)

Unit–2 Export Procedure and Export Documents and Tariff (10 h)

Unit–3 International Finance and Foreign Exchange Market (10 h)

Unit–4 Export Marketing and Pricing (12 h)
FRANCO – Pricing Strategies – Impact of incentives on pricing – Labelling, packaging and marking of export consignments.

Unit-5 Export and Import Finance (14 h)

Text Books
2. Gargi Sanati, Financing International trade-banking theories and applications, SAGE 2019

Supplementary Readings
1. Dr. P.Y. Mishra, Principles of International Marketing, Laxmi Book Publications 2017
5. Gerald S. Albaum, Edwin Duerr, International marketing and export management Prentice hall 2011

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

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Semester – III 19BIBC306 : SOFT SKILLS Credits: 4 Hours: 60

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.

Teaching Methods
Small, Medium and Long games, Role Play, Case Study and Group Discussion.

Unit-1 Soft Skill and Personality Development (14 h)
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 (12 h)

Unit -3 Interpersonal Skills (10 h)
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 (14 h)
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 (10 h)

Text Books

Supplementary Readings

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

Outcome Mapping

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

Teaching Methods
Lectures, Group Discussion, and Visiting MNC.

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

Unit–2 Tariffs

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

Unit–4 EXIM Policy Promotions and Transfer of Technology

Unit–5 Institutions

Text Books

Supplementary Readings

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

CO1: Describe the need on foreign trade policy.
CO2: Recall the exim policies and procedures for export and import.
CO3: Interpret the India’s foreign trade and services
CO4: Judge on the export promotion councils, exim banks, export zones, India’s foreign trade.
CO5: Analyze on the economic theories and the role of government
CO6: Explore on the opportunities for foreign trade.
Learning Objectives:
LO1: To Understand the basic concepts of Information Technology (IT) and about “E – Commerce”.
LO3: To get acquainted with the basic information on Information Technology, E – Commerce, Managerial Information System along with Telecommunication and Networking, computer hardware and software of IT infrastructure.

Unit–1 Information Systems Applications

Unit–2 IT Applications

Unit–3 E-Commerce

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

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

Supplementary Readings
1. Journal of Management Information System & E-commerce, Editor-in-Chief Dr. Arshia Khan, The College of St. Scholastica, USA, ISSN: 2373-7603 (Print Version), ISSN: 2373-7638 (Electronic Version).

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

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

Outcome Mapping
MBA (Information Technology and E-Commerce)

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Project Training

Summer project is an on-the-job training that inculcates practical knowledge and improves performance by giving an insight into business realities. As a part of the curriculum, the project is intended to input practical and conceptual knowledge to the students which is to be carried out for 45 days during May–June.

A committee is constituted for the overall Co-ordination of the students. The students undertake projects in various organizations all over the country. Faculty members also render their help in finding project placements. Students will be allotted faculty guides and they are advised to undertake projects based on their individual area of specialization. The topics are selected by consulting with their project guides and company guides.

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

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

Project Related Activities

- Project discussions for students with their guides have to be made once in a week.
- Students can make use of the computer lab facilities for execution of their project work and for preparation of their report.
- Frequent workshops and review meetings will be conducted with trainers and experts of various disciplines.
- A formal interim – project presentation will be held before their juniors. This presentation acts as a good ground of experience on the part of the presenters while a good beginning of insight for the juniors.
- A mock viva–voce will be held before appearing for their main project viva–voce examination to gain an experience.
- Best Project Contest will be conducted every year to provide a platform to exhibit the skills they have acquired during the summer project training.
- Students are encouraged to participate in the National Level Project contest held at various institutions.
- Students are also encouraged to work towards publishing a paper along with the help of their faculty guide to add a real value to their project work.
Learning Objectives
LO1: To focus 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.

Teaching Methods
Lectures and Case Study.

Unit–1 Retailing – Introduction and Strategy (14 h)

Unit–2 Retail site Location (10 h)

Unit–3 Human Resource Management (10 h)

Unit–4 Merchandize Management (12 h)
Presenting the merchandize – Merchandise Amendment Planning – Store display and ambience – Retail Signage – Types and characteristics – Components of retail store operations – Duties and responsibilities of store manager.

Unit–5 Rural Market (14 h)

Text Books

Supplementary Reading

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

| CO1: | Understand the principles and functions of Retailing in India. |
| CO2: | Understand the importance of Retail site locations |
| CO3: | Familiar with the HRM functions in retailing. |
| CO4: | Enable to understand the duties and responsibilities of store manager. |
| CO5: | Develop and evaluate the Rural Marketing. |
| CO6: | To know the growth of growth of rural marketing in India. |
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Semester – IV  
19BIBC402 : BUSINESS POLICY AND STRATEGIC MANAGEMENT  
Credits: 3  
Hours: 60

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.

Unit–1 Basic concepts of Business Policy (14 h)

Unit–2 Business Analysis (10 h)

Unit–3 Basic concept of strategy (14 h)

Unit–4 Business Development Strategies (10 h)

Unit–5 Business Vs Social (12 h)

Text Books
2. Cherunilam F., BUSINESS POLICY AND STRATEGIC MANAGEMENT, HIMALAYA PUB.HOUSE, 2015
Supplementary Readings

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.

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Semester – IV 19BIBC403 : LOGISTICS AND SUPPLY CHAIN MANAGEMENT Credits: 3 Hours: 60

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

Teaching Methods
Industrial Visit, Case Study and Lectures

Unit–1 Logistics Design (14 h)

Unit–2 Logistics Network (10 h)
Unit–3 Logistics Demand (10 h)

Unit–4 Supply Chain Management (14 h)
Inventory – Concept – Types – Functions – Elements of Inventory Cost - Inventory Management - The effect of demand uncertainty managing inventory in the supply chain – Push and Pull systems – MRP - DRP – JIT - Dell’s supply chain strategy – Demand and cash flow in supply chain management

Unit–5 Supply Chain Management Design (12 h)
Note: Theories and concepts only will be taught to the students.

Text Books

Supplementary Reading

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).
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### Semester – IV  
19BIBC404 : INDIAN ETHOS AND VALUES  
**Credits:** 3  
**Hours:** 60

#### 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.

#### Teaching Methods
Lectures, Guest lectures, case studies, Yoga, Spiritual Movies, Ethical Clippings, Group and Discussion.

#### Unit–1 Ethics and Religious Values (14 h)

#### Unit–2 Indian Ethos for Business Excellence (10 h)

#### Unit–3 Stress Management (12 h)

#### Unit–4 Theories in Yoga (10 h)

#### Unit–5 Yoga for Managerial Excellence (14 h)

#### Text Books
Supplementary Readings
1. Indian Ethos and Values Essay Example For Students | Artscolumbia
https://artscolumbia.org › Essays
2. Indian Ethos & Values in Modern Management ;
https://himadri.cmsdu.org/documents/indianethos.pdf
3. Indian Ethos and Management - ISIB
isib.co.uk/llms/wp-content/uploads/2015/02/Indian-Ethos-and-Management.pdf
4. Indian Ethos and Values In Management R Nandagopal and ... - bvimsr
5. Indian Ethos in Management - RCCM Indore

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

Outcome Mapping

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<th>Programme Outcomes</th>
<th>Programme Specific Outcomes</th>
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Semester – IV 19BIBC406 : BEHAVIOURAL SCIENCE AND COMMUNICATION LAB – PRACTICAL Credits: 2 Hours: 60

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.

Teaching Methods
Lecture and oral presentations.

Unit–1 Creativity and Leadership (14 h)
Creativity – Creative thinking – Divergent thinking – Stages in Creative thinking.

Unit–2 Decision Making and Assertiveness (12 h)
Decision Making – Styles – Importance stages in decision making.
Unit–3  Ego States and Values (10 h)
Transaction analysis – Parent ego – Adult ego – Child ego – Characteristics.
Values – Value system – Values in different cultures.

Unit–4  Emotional Intelligence and Personality (10 h)
Emotional Intelligence – Components of Emotional Intelligence – Influencing Emotions – Handling relationships.
Personality – Extraversion – Introversion.

Unit–5  communication Development Exercise (14 h)

Tests
Test will be conducted through practicals on the following aspects:
Emotional Quotient – Telephoning Skills – Creativity – Attitude Achievement – Motivation –
Traits Personality – Stress – Money attitude – Tolerance of Change.

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<tr>
<th>Scheme of Examination</th>
<th>Marks</th>
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<tr>
<td>1. Practical Examinations inclusive of answer papers and viva (output)</td>
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<tr>
<td>2. Internal (Attendance, Assignment, Seminar)</td>
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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.

Outcome Mapping

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Semester – IV  19BIBC407 : INTERNATIONAL MARKETING MANAGEMENT  Credits: 3  Hours: 60

Learning Objective
The basic objective of this course is
LO1: To enrich the students’ knowledge with challenges and dynamic environments of global marketing.
LO2: To educate them about cultural dynamics in assessing international markets.
LO3: To impart the skills to assess market opportunities and global strategies.
Teaching Methods
Lecture and Case Study.

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


Unit–2 Cultural Dynamics in Assessing Global Markets

Unit–3 The Political Environment

Unit–4 Global Marketing Management

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


Text Books

Supplementary Readings

**Course Outcome**
Upon completion of the course, the student will

CO1: Critically think about the Challenges and Dynamic Environments of International Marketing.

CO2: Cultivating and enhance the knowledge about the effects of globalised business world.

CO3: Have the ability to work and demonstrate the planning of marketing activities on foreign markets and domestic markets.

CO4: Understand the application of marketing research in international aspects to identify the new markets.

CO5: Analyse and design strategies for international business environments that firms utilize when marketing their products in foreign countries.

CO6: Develop competencies and upholding the strategies in implementing Global Marketing Strategies

**Mapping of Course Outcomes with Programme Outcomes and Programme Specific Outcome**

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**Semester – IV 19BIBC408 : INTERNATIONAL FINANCIAL MANAGEMENT**

Learning Objectives:

LO1: to make them to understand about the concept, importance and boundary of international finance

LO2: To educate the students about FOREX, FDI and sensitivity analysis.

LO3: To provide an indepth insights about working capital management, international equities and bonds

**Teaching Methods**

Lectures, Case Study and Seminar presentation.

**Unit–1 Introduction**


**Unit–2 Foreign Exchange Markets**


Unit–3 International Investment

Unit–4 International working Capital Management

Unit–5 Instruments and Risk Management

Text Books

Supplementary Readings

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

CO1: incorporate the significant changes that has taken place in the field of International Finance.

CO2: Identify various theories and techniques used in Foreign Exchange Risk Management

CO3: international investment opportunity to elaborate the scope of investment under fast changing globalized economy

CO4: know the risk and return from foreign equity investment, equity financing in international markets and its mechanism.

CO5: understand the rationale for political and economic risk analysis as a pre-requisite for foreign investment

CO6: provide a Theoretical objective of International Taxation and its bases in International tax system.
Outcome Mapping

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Semester – IV 19BIBC409 : COMPREHENSIVE VIVA-VOCE (INDUSTRIAL VISITS AND SUBJECTS) Credits: 2

ASSessment Pattern

Continuous Internal Evaluation (25 Marks)

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