
		K.S.R. COLLEGE OF ENGINEERING (Autonomous) (Approved by AICTE & Affiliated to Anna University) K.S.R. Kalvi Nagar, Tiruchengode - 637 215						CURRICULUM PG R - 2018		
Department		Department of Business Administration								
Programme		Master of Business Administration								
SEMESTER - I										
Sl.No.	Course Code	Course Name	Category	Hours/ Week			Credit	Maximum Marks		
				L	T	P	C	CA	ES	Total
THEORY										
1.	BA18111	Principles of Management	PC	3	0	0	3	30	70	100
2.	BA18112	Managerial Economics	PC	3	0	0	3	30	70	100
3.	BA18113	Organizational Behavior	PC	3	0	0	3	30	70	100
4.	BA18114	Accounting for Management	PC	3	1	0	4	30	70	100
5.	BA18115	Legal Aspects of Business	PC	3	0	0	3	30	70	100
6.	BA18116	Business Ethics	PC	3	0	0	3	30	70	100
7.	MA18137	Quantitative Techniques for Business	PC	3	1	0	4	30	70	100
PRACTICAL										
8.	BA18121	Managerial Communication & Presentation Techniques - Practical	EEC	0	0	4	2	50	50	100
9.	HR18041	Career Building Skills – I	EEC	0	2	0	0	50	50	100
Total				21	4	4	25	800		


SEMESTER - II										
Sl.No.	Course Code	Course Name	Category	Hours/ Week			Credit	Maximum Marks		
				L	T	P	C	CA	ES	Total
THEORY										
1.	BA18211	Operations Management	PC	3	0	0	3	30	70	100
2.	MA18232	Operations Research for Management	PC	3	1	0	4	30	70	100
3.	BA18213	Financial Management	PC	3	1	0	4	30	70	100
4.	BA18214	Marketing Management	PC	3	0	0	3	30	70	100
5.	BA18215	Human Resource Management	PC	3	0	0	3	30	70	100
6.	BA18216	Information Technology in Management	PC	3	0	0	3	30	70	100
7.	BA18217	Business Research Methods	PC	3	0	0	3	30	70	100
PRACTICAL										
8.	BA18221	Computer Applications In Management -Practical	EEC	0	0	4	2	50	50	100
9.	HR18042	Career Building Skills – II	EEC	0	2	0	0	50	50	100
Total				21	4	4	25	800		

MINI PROJECT : (4 WEEKS)

Mini Project – The students have to carry out the project in an organization for the period of 4 weeks at the end of the second semester. The mini project report along with the company certificate should be submitted within the 30 days of the reopening date of 3rd semester. The mini project report should be minimum of 80 pages containing the details of the organization, along with the organizational problem definition, analysis and solution to the identified problem. The mini project report should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the 3rd Semester.

		K.S.R. COLLEGE OF ENGINEERING (Autonomous) (Approved by AICTE & Affiliated to Anna University) K.S.R. Kalvi Nagar, Tiruchengode - 637 215							CURRICULUM PG R - 2018		
Department		Department of Business Administration									
Programme		Master of Business Administration									
SEMESTER - III											
Sl.No.	Course Code	Course Name	Category	Hours/ Week			Credit	Maximum Marks			
				L	T	P		C	CA	ES	Total
THEORY											
1.	BA18311	Strategic Management	PC	3	0	0	3	30	70	100	
ELECTIVES											
2.	BA183__	Elective – I *	PE	3	0	0	3	30	70	100	
3.	BA183__	Elective – II*	PE	3	0	0	3	30	70	100	
4.	BA183__	Elective – III*	PE	3	0	0	3	30	70	100	
5.	BA183__	Elective – IV*	PE	3	0	0	3	30	70	100	
6.	BA183__	Elective – V*	PE	3	0	0	3	30	70	100	
7.	BA183__	Elective – VI*	PE	3	0	0	3	30	70	100	
PRACTICAL											
8.	BA18321	Mini Project	EEC	0	0	0	2	50	50	100	
9.	BA18322	Data Analysis lab	EEC	0	0	4	2	50	50	100	
10.	HR18323	Career Building Skills - III	EEC	0	2	0	0	50	50	100	
Total				21	2	4	25	1000			
*Student can choose any six courses from the given Specialization.											

SEMESTER - IV										
Sl.No.	Course Code	Course Name	Category	Hours/ Week			Credit	Maximum Marks		
				L	T	P	C	CA	ES	Total
THEORY										
1.	BA18411	Entrepreneurship Development	PC	4	0	0	4	30	70	100
2.	BA18412	International Business Management	PC	4	0	0	4	30	70	100
PRACTICAL										
3.	BA18421	Comprehension	EEC	0	2	0	1	50	50	100
4.	BA18422	Seminar – Emerging Trends in Management	EEC	0	0	4	2	50	50	100
5.	BA18423	Project Work	EEC	0	0	24	12	50	50	100
Total				8	2	10	23	500		

		K.S.R. COLLEGE OF ENGINEERING (Autonomous) (Approved by AICTE & Affiliated to Anna University) K.S.R. Kalvi Nagar, Tiruchengode - 637 215						CURRICULUM PG R - 2018		
Department		Department of Business Administration								
Programme		Master of Business Administration								
List of Electives										
MARKETING ELECTIVE - I (SEMESTER - III)										
Sl.No.	Course Code	Course Name	Category	Hours/ Week			Credit	Maximum Marks		
				L	T	P		C	CA	ES
1.	BA18361	Customer Relationship Management	PE	3	0	0	3	30	70	100
2.	BA18362	Services Marketing	PE	3	0	0	3	30	70	100
3.	BA18363	Brand Management	PE	3	0	0	3	30	70	100
4.	BA18364	Integrated Marketing Communication	PE	3	0	0	3	30	70	100
5.	BA18365	Rural Marketing	PE	3	0	0	3	30	70	100
6.	BA18366	Retail Management	PE	3	0	0	3	30	70	100

FINANCE ELECTIVE - II (SEMESTER - III)										
Sl.No.	Course Code	Course Name	Category	Hours/ Week			Credit	Maximum Marks		
				L	T	P		CA	ES	Total
1.	BA18367	Security Analysis & Portfolio Management	PE	3	0	0	3	30	70	100
2.	BA18368	Commercial Banking and Insurance Management	PE	3	0	0	3	30	70	100
3.	BA18369	Financial Derivatives	PE	3	0	0	3	30	70	100
4.	BA18370	Corporate Finance	PE	3	0	0	3	30	70	100
5.	BA18371	Micro and Public Finance	PE	3	0	0	3	30	70	100
6.	BA18372	Merchant Banking & Financial Services	PE	3	0	0	3	30	70	100

HUMAN RESOURCE ELECTIVE – III (SEMESTER - III)										
Sl.No.	Course Code	Course Name	Category	Hours/ Week			Credit	Maximum Marks		
				L	T	P		CA	ES	Total
1.	BA18373	Industrial Relations & Labour Welfare	PE	3	0	0	3	30	70	100
2.	BA18374	Cross Cultural Management	PE	3	0	0	3	30	70	100
3.	BA18375	Competency Mapping and Performance Management	PE	3	0	0	3	30	70	100
4.	BA18376	Conflict & Negotiation Management	PE	3	0	0	3	30	70	100
5.	BA18377	Human Resource Development	PE	3	0	0	3	30	70	100
6.	BA18378	Organizational Development and Change	PE	3	0	0	3	30	70	100

OPERATIONS ELECTIVE – IV (SEMESTER – III)										
Sl.No.	Course Code	Course Name	Category	Hours/ Week			Credit	Maximum Marks		
				L	T	P		CA	ES	Total
1.	BA18379	Logistics & Supply Chain Management	PE	3	0	0	3	30	70	100
2.	BA18380	Project Management	PE	3	0	0	3	30	70	100
3.	BA18381	Services Operations Management	PE	3	0	0	3	30	70	100
4.	BA18382	Total Quality Management	PE	3	0	0	3	30	70	100
5.	BA18383	Lean Six Sigma	PE	3	0	0	3	30	70	100
6.	BA18384	Advanced Materials Management	PE	3	0	0	3	30	70	100

SYSTEM ELECTIVE – V (SEMESTER - III)										
Sl.No.	Course Code	Course Name	Category	Hours/ Week			Credit	Maximum Marks		
				L	T	P		CA	ES	Total
1.	BA18385	Enterprise Resource Planning	PE	3	0	0	3	30	70	100
2.	BA18386	Software Project Management	PE	3	0	0	3	30	70	100
3.	BA18387	Knowledge Management	PE	3	0	0	3	30	70	100
4.	BA18388	Business Intelligence and Its Application	PE	3	0	0	3	30	70	100
5.	BA18389	E-Commerce Technology & Management	PE	3	0	0	3	30	70	100
6.	BA18390	Data Mining	PE	3	0	0	3	30	70	100

GENERAL MANAGEMENT ELECTIVE – VI (SEMESTER - III)										
Sl.No.	Course Code	Course Name	Category	Hours/ Week			Credit	Maximum Marks		
				L	T	P		CA	ES	Total
1.	BA18391	Disaster Mitigation and Management	PE	3	0	0	3	30	70	100
2.	BA18392	Rural and Urban Management	PE	3	0	0	3	30	70	100
3.	BA18393	Environmental Management	PE	3	0	0	3	30	70	100
4.	BA18394	Health Care Management	PE	3	0	0	3	30	70	100
5.	BA18395	Tourism Management	PE	3	0	0	3	30	70	100
6.	BA18396	Event Management	PE	3	0	0	3	30	70	100

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SEMESTER - I

BA18111

PRINCIPLES OF MANAGEMENT

L	T	P	C
3	0	0	3

Objective(s):

1. To explain the historical background and fundamentals of management thought.
2. To discuss about various concepts of planning.
3. To describe the various concepts of Organizational structure.
4. To illustrate the various management leadership concepts.
5. To develop the emerging concepts of management thought and philosophy

UNIT - I MANAGEMENT OVERVIEW**[09 Hrs]**

Management: definition, nature, functions, levels and challenges - Evolution of Management thoughts - Scientific Management and Administrative Principles of Management - Managing Business Globally.

UNIT - II PLANNING**[09 Hrs]**

Planning: Meaning, Purpose, steps and Types of plans - Management by Objectives (MBO): Process, Benefits, and Prerequisites – Policies: Nature and Types – Strategy: Types, Levels and Formulation - Procedures and Methods - Case study.

UNIT - III ORGANIZING AND DECISION MAKING**[09 Hrs]**

Organization: Meaning and Structure – Power and Authority - Span of control - Delegation and Decentralization - Line and Staff relationship - Decision making: process, Types, Conditions and Rationality in decision making.

UNIT - IV STAFFING AND LEADING**[09 Hrs]**

Staffing: Meaning, Recruitment and Selection, Sources of recruitment, Selection process – Leading: Concepts and Theories, Leadership styles - Motivational Theories: Maslow's Need Hierarchy, Herzberg's Motivation Hygiene Theory and McClellan's Need Theory.

UNIT - V CONTROLLING AND CONTEMPORARY TRENDS IN MANAGEMENT**[09 Hrs]**

Controlling: Importance, Process, Methods, Requirement of effective control systems - Innovation management - Career management – Development of mentor – Protégé relationships, Self development, Knowledge management.

Total (L: 45 T: 0) = 45 Periods**Course Outcomes: On Completion of this course, the student will be able to**

1. Understand the fundamentals of Management thoughts and the conceptual frame work of Management
2. Discuss the various concepts of planning, MBO and Strategy to help solving managerial problems
3. Understanding concepts of organizing, Delegation and Decision making.
4. Study and understand management concepts and styles in Leading. .
5. Develop understanding about controlling and emerging concepts in management thought and philosophy

Reference Books :

- 1 Prasad LM, Principles and Practices of Management, Sultan Chand & Sons, Eight editions 2013, New Delhi.
- 2 P C Tripathi P N Reddy Principles of Management Tata McGraw Hill, 4th edition, New Delhi 2012.
- 3 Koontz Harold & N Weihrich Heinz Essentials of Management: An International Perspective Tata McGraw Hill, eight edition, New Delhi 2015.
- 4 V.S.P Rao V.Hari Krishna, Management : Text and Cases Excel Books, reprint 2008, New Delhi.
- 5 J S Chandan Management Concepts and Strategies Vikas Publishing House Pvt Ltd, second edition 2009, New Delhi.
- 6 Robbins S.P., Fundamentals of Management, Pearson, 2015, New Delhi.

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SEMESTER – I

BA18112

MANAGERIAL ECONOMICS

L	T	P	C
3	0	0	3

Objective(s):

1. This course assists the students in learning economic concepts and policies on managerial decision making.
2. Interpret the demand and supply analysis
3. Analyze the production and cost function
4. Explain the applications of Macro Economics
5. Demonstrate the Economic environment

UNIT - I INTRODUCTION**[09 Hrs]**

Managerial Economics: Meaning, Nature, Scope, Types and Uses – Relation to other subjects – Business Decision Making: type and process – Role of managerial economist – Role of market and government – Case study.

UNIT - II DEMAND AND SUPPLY ANALYSIS**[09 Hrs]**

Demand Analysis: Meaning, Determinants and Types – Law of Demand – Elasticity of demand: meaning and types – Demand Forecasting: definition and methods – Law of Diminishing Marginal Utility. Supply Analysis: meaning and factors – Law of Supply – Types of Elasticity of Supply.

UNIT - III PRODUCTION AND COST FUNCTION**[09 Hrs]**

Production Function: Meaning – Law of variable proportions – ISO-quants – Returns to Scale – Cobb – Douglas production function. Cost Function: Types and cost determinants – Cost output relationship in short run and long run – Market structure: Perfect competition and Monopoly, Monopolistic competition, Duopoly and Oligopoly – Pricing practices and Strategies- Break Even Analysis.

UNIT - IV MACRO ECONOMICS**[09 Hrs]**

Macro Economics: Meaning and circular flow of macro economic activity – National Income: meaning and measuring NI – Business Cycle: phases and minimizing effects – Methods of Economic Forecasting for Business.

UNIT - V ECONOMIC ENVIRONMENT**[09 Hrs]**

Macro Economic Aggregates and Concepts: GNP, GDP – Price Indices: Definition and Types – Inflation: Meaning, Types and Reason, Phillips curve – Fiscal policies: Objectives and Tools – Monetary Policies: Objectives, Instruments and Limitations – Introduction to Balance of Payment and Unemployment. Recent Economic Transition in India

Total (L: 45 T: 0) = 45 Periods**Course Out comes: On completion of this course, the student will be able to:**

1. Make optimal decision making by integrating the concepts of economics with business.
2. Take decision making with the help of demand and supply analysis
3. Understand the production and cost function
4. Understand the macroeconomic and they can forecast their business
5. Adopt with economic transition

Reference Books :

1. R.L.Varshney and K.L Maheswari, Managerial Economics, 21st Enlarged Edition, Sultan Chand & Sons, New Delhi, 2014.
2. D.N. Dwivedi, "Managerial Economics", 7th Edition (Reprint), Vikas Publishing House Pvt Ltd, New Delhi, 2015.
3. Nordhaus & Samuelson, Economics, 19th Edition, Tata McGraw Hill, New Delhi, 2013
4. Richard Lipsey and Alec Charystal, Economics, 12th edition, Oxford, University Press, New Delhi, 2015
5. G.S.Gupta – Managerial Economics, 2nd Edition, Tata McGraw Hill, New Delhi, 2014.

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SEMESTER – I

BA18113

ORGANIZATIONAL BEHAVIOUR

L	T	P	C
3	0	0	3

Objective(s):

1. To learn the behavior of employee in the organization.
2. The students can able to understand the individual behavior and attitude towards the development of organization.
3. Discuss the impact of groups in organizational activities.
4. Gain Knowledge the role and power of leaders in the organization.
5. Acquire the significance of culture and climate in the organizational activity.

UNIT - I INTRODUCTION**[09 Hrs]**

Definition, Need, Role and Importance of Organizational Behavior – Organizational behavior models - Organizational behavior challenges

UNIT - II INDIVIDUAL BEHAVIOUR**[09 Hrs]**

Personality: Definition, Types, Factors influencing personality, Theories – Learning: Definition, Learning theories – Emotions: Types, Emotional Intelligence – Attitudes: Definition, Components, Formation – Values – Case study- Perceptions: Factors influencing perception – Impression management -Motivation: Types.

UNIT - III GROUP BEHAVIOUR**[09 Hrs]**

Organization structure: Formation – Groups in organizations: Types, Influence – Group dynamics – Decision making techniques- Group cohesiveness- Team dynamics- Team building- Case study

UNIT - IV LEADERSHIP AND POWER**[09 Hrs]**

Leadership: Meaning, Importance, Leadership styles, Theories, Leaders Vs Managers – Sources of power – Power centers – Power and Politics.

UNIT - V DYNAMICS OF ORGANIZATIONAL BEHAVIOUR**[09 Hrs]**

Organizational culture and climate: Factors affecting organizational culture and climate – Job satisfaction: Determinants – Organizational change: Importance, The change process, Resistance to change, Managing change –Organizational development- characteristics, Objective- Stress: prevention and Management of stress – Balancing work and Life.

Total (L: 45 T: 0) = 45 Periods**Course Outcomes: On completion of this course, the student will be able to:**

1. Understand the purpose of studying organizational behavior.
2. Identify the behavior of individual in an organization and causes to react differently to the same situations, by different employee.
3. Identify the group behavior in the organization and techniques followed to interact with each others
4. Acquire the knowledge of leadership style and its role in the organization
5. Understand the organization system by learning the dynamic of organizational behavior

Reference Books :

1. Aswathappa .K, Organisational Behavior Himalaya publishing house, 17th edition 2016.
2. Stephen P. Robins, Organizational Behavior, PHI Learning / Pearson Education, 16th edition, 2015.
3. Fred Luthans,Brett C., Kyle, Organisational Behavior, Information Age Publication, 13th Edition, 2015.
4. Schermerhorn, Hunt and Osborn, Organizational behavior, John Wiley, 12th Edition, 2010.
5. Udai Pareek, Understanding Organizational Behaviour, 2nd Edition, Oxford Higher Education, 2004.

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SEMESTER – I

BA18114

ACCOUNTING FOR MANAGEMENT

L	T	P	C
3	1	0	4

Objective(s):

1. To know the fundamental accounting principles and concept for preparing financial accounting.
2. To understand the objectives of costing to prepare cost sheet and to analyze the variances.
3. To understand the financial statement analysis between the financial years.
4. To assess the preparation of budgets and its control
5. To understand the various accounting practices relevant to computerized accounting.

UNIT - I FINANCIAL ACCOUNTING**[12 Hrs]**

Introduction to Financial, Cost & Management Accounting – Generally Accepted Accounting Principle – Accounting Concept and convention– Journal, Ledger, Trial Balance - Profit & Loss Account - Balance Sheet- Bank Reconciliation Statement- Introduction to inflation Accounting

UNIT - II ANALYSIS OF FINANCIAL STATEMENTS**[12 Hrs]**

Analysis of Financial Statements - Financial ratio analysis – Cash and Fund Flow Statement Analysis.

UNIT - III COST AND MANAGEMENT ACCOUNTING**[12 Hrs]**

Meaning and Objectives – Classification of cost – Cost sheet preparation – Marginal Costing – Break Even Analysis – Job cost sheet- Job order costing- Process costing(Excluding Interdepartmental Transfers and equivalent production) – Joint and By product costing- Introduction to concepts of Activity Based Costing , Target costing -. Value chain

UNIT - IV BUDGETARY CONTROL**[12 Hrs]**

Budgets and Budgetary control: meaning – Types - Cash Budget – Flexible Budget – Sales Budget – Zero Based Budgeting.

UNIT - V CONTEMPORARY ACCOUNTING PRACTICES**[12 Hrs]**

Introduction to Human Resource Accounting - Accounting in Computerized Environment - Significance of computerized accounting system – Codification and Grouping of accounts - Prepackaged Accounting Software.

Total (L: 50 T: 10) = 60 Periods**Course Outcomes: On completion of this course, the student will be able to:**

1. Understand the fundamentals of accounting.
2. Prepare cost sheet under different methods costing..
3. Analyze the financial statement towards flow of funds.
4. Prepare a report on the budget to control financial activities
5. Keep the management practices towards computerized accounting system

Reference Books :

1. Dr. S.N. Maheswari & Sharad D.K. Maheswari, Financial & Management Accounting, 9th Edition, Sultan chand & Sons, 2015.
2. Dr.N.P.Srinivasan,Dr.M.Sakthivel Murugan,-Accounting for Management, S.Chand & Company Ltd, 2016.
3. M.Y.Khan & P.K.Jain, Management Accounting, Tata McGraw Hill, 2017.
4. R.Narayanaswamy, Financial Accounting – A managerial perspective, PHI Learning, New Delhi, 2014.

SEMESTER – I**BA18115****LEGAL ASPECTS OF BUSINESS**

L	T	P	C
3	0	0	3

Objective(s):

1. To know the fundamentals of Business contract
2. To Understand the concept related to sale of goods act and its remedial measures.
3. To know the various elements of Company act 1956.
4. To understand the factory's act and payment of Bonus act.
5. To explain the recent legal systems in India.

UNIT - I THE CONTRACT ACT 1872**[09 Hrs]**

Agreements and Contracts – Classification of Contracts – Essential Ingredients of a Valid Contract – Offer and Acceptance – Consideration – Free consent- Competence to contract – Quasi contract - Performance of contract – Discharge of contract – Various Modes of Discharge of Contract – Remedies for Breach of Contract-Negotiable Act 2017.

UNIT - II SALE OF GOODS ACT 1930**[09 Hrs]**

Contract for Sale of Goods – Goods and Classification of goods – Essentials of a contract of sale – Sale of Goods and Agreement to Sell – Sale and Hire Agreements – Conditions and Warranties – Transfer of Property or Ownership – Performance of Contract of Sale – Rights of Unpaid Seller – Remedial Measures – GST – Objectives-Benefits.

UNIT - III THE COMPANIES ACT 2013**[09 Hrs]**

Indian Companies Act 1956 – Definitions – Kinds of companies – Formation – Memorandum of Association – Articles of Association – Prospectus - Statement in Lieu of Prospectus – Misstatements in Prospectus - Shareholder's Rights – Company Management – Meetings and Resolutions – Winding-up-Modes of Winding-up – Case study.

UNIT - IV FACTORIES ACT 1948**[09 Hrs]**

An Overview of Factories Act: Health-Safety, hazardous processes, welfare, working hours of adults, holidays - Payment of Wages Act: definitions - rules for payment of wages, deductions from wages, inspectors. Payment of Bonus Act: object of the act, eligibility, determination of bonus.

UNIT - V LAW RELATED TO GENERAL PUBLIC**[09 Hrs]**

Consumer Protection Act – Consumer rights, Procedures for Consumer Grievances Redressal, Types of Consumer Redressal Machineries and Forums, Cyber Crimes, IT Act 2008 and 2016, Cyber Laws, Introduction of IPR – Copy Rights, Trade Marks, Patent Act, Right to Information Act, Environmental (Protection) Act-Income Tax Act 2017-18.

Total (L: 45 T: 0) = 45 Periods**Course Outcomes: On completion of this course, the student will be able to:**

1. Understand the role of Indian contract Act in India
2. Understand the Knowledge about Hire purchase business and sale of goods act 1932
3. Understand and learn the company creation and related rules and regulation in India.
4. Understand various provisions related to Bonus issue, wages, and salary administration.
5. Analyze various case studies and different kind of new business rules and regulation.

Reference Books :

1. N. D. Kapoor, Elements of Mercantile Law, Sultan Chand and Sons, India, 2015.
2. Kapoor N.D., Business Law, Sixth Edition, Sultan Chand and Sons, New Delhi, 2016
3. Akhileshwar Oathak, Legal Aspects of Business, Third Edition, TataMcgraw-Hill, New Delhi, 2017.
4. P.C. Tulsian, Business Law, Second Edition, Tata Mcgraw Hill, New Delhi , 2015
5. Basava, K.D, Business Law, Tenth Edition , Vidyavahini Prakashan, New Delhi.2016

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SEMESTER – I

BA18116

BUSINESS ETHICS

L	T	P	C
3	0	0	3

Objective(s):

1. Explain the Basic concept of Business ethics
2. Explain the Various theories of business and Personnel Ethics
3. Describe the various concept related to professional ethics and Corporate responsibility towards society
4. Discuss the need of ethics in various functional areas
5. Explain the different issues of Technology and managing privacy issues ethics

UNIT - I BUSINESS ETHICS – INTRODUCTION**[09 Hrs]**

Meaning, Definition, Scope, Needs, Types – Characteristics - Myths – Source of Business Ethics - Factors affecting Business Ethics – Importance of Business Ethics - Evolution of Business Ethics & Future of Business Ethics – Cases in foundations of Business Ethics.

UNIT - II THEORIES OF BUSINESS ETHICS AND ETHICAL DECISION MAKING**[09 Hrs]**

Theories of Business Ethics – Ethical Decision making: Needs, Process and Challenges – Ethics and Law - Personal ethics: emotional honesty, Humility - Employee Rights, Health – Safety – Trust & Loyalty in workplace – Cases in Ethical Decision Making.

UNIT – III PROFESSIONAL ETHICS AND CORPORATE SOCIAL RESPONSIBILITY**[09 Hrs]**

Professional Ethics – Ethical problems – Skills required for managers – Ethical Leadership: Five dimension, Model, Type, Strategies & Powers of Leaders – Certificates: ISO Certificate -CSR: Introduction, Dimensions, Areas of social responsibility – Cases in CSR.

UNIT - IV BUSINESS ETHICS IN FUNCTIONAL AREAS**[09 Hrs]**

Functional Areas: marketing – consumerism - advertising ethics – HRM: Introduction, Unethical practices, Reward system, Performance appraisal – Ethical issues in production - Labours Working Conditions - Ethical Aspects of Financial Management – Cases in functional Areas.

UNIT - V TECHNOLOGY ETHICS**[09 Hrs]**

Technology Ethics: Introduction, Ethical Issues in Production, Working conditions in Production, ethical Aspects in Supply Chain Management, Creativity and Innovation. - Ethical Issues: Ethical issues in Transport, Patents and ethical issues, Media Ethics, Computer, Internet and managing privacy Issues..

Total (L: 45 T: 0) = 45 Periods**Course Outcomes: On the completion of the course students can able to**

1. Understand the basic concepts of business ethics
2. Summarize the various theories of business and Personnel Ethics
3. Understand various concepts related to professional ethics and corporate responsibility towards society.
4. Understand the need of ethics in various functional areas.
5. Acquire the different issues of Technology and managing privacy issues ethics

Reference Books :

1. S. Prabakaran, "Business Ethics and Corporate Governance" Excel books, Third Edition, 2015.
2. Joseph DesJARDINS "An Introduction to Business Ethics", Tata McGraw Hill Education (P) Ltd. – 5th Edition 2015.
3. William H.Shaw "Business Ethics", Cengage Learning – 9th Edition, 2015.
4. Manual G.Velasquez "Business Ethics: Pearson New International Edition: Concepts & Cases", Person Education – 8th Edition, 2017

SEMESTER - I

MA18137	QUANTITATIVE TECHNIQUES FOR BUSINESS (Master of Business Administration)	L 3	T 1	P 0	C 4
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Objective(s):

- The topics enable the students to learn the basic concepts of probability and its distributions.
- To understand the concepts and applications of analysis of variance in business, to interpret samples and obtain the inferences by using the testing of hypothesis methods.
- To apply non-parameter test in business decision making to analyze the interpolation techniques, correlation and regression in business applications.

UNIT - I INTRODUCTION TO STATISTICS & PROBABILITY [12]

Statistics – Basic definitions and examples of organizing statistical survey – Definition and problems - Measurement of central tendency and skewness – Concept of Probability - Basic definitions and rules for probability, conditional probability, Baye's theorem - problems. Definition - Probability Distributions : Poisson and Normal distributions.(Excluding proof).

UNIT - II ANALYSIS OF VARIANCE (ANOVA) [12]

Definition and concept of ANOVA - one way and Two way analysis of variance- Concept of Randomized block design – Design of experiments – Latin Square design and its applications.

UNIT - III TESTING OF HYPOTHESIS [12]

Definition - testing of hypothesis - Basic concepts in Testing of Hypothesis. - Testing significance for attributes (single and Two proportion test) – Testing of large samples 'z' - test – Testing of small samples 't'-test - confidence limit – F-test for two sample standard deviations - problems based on its applications.

UNIT - IV NON-PARAMETRIC METHODS [12]

Definition and concepts of non-parametric tests - Chi-square tests for independence of attributes and goodness of fit - Sign test for paired data, Rank sum test, Mann – Whitney U test and Kruskal Wallis H-test – problems based on its applications.

UNIT - V INTERPOLATION, CORRELATION & REGRESSION ANALYSIS [12]

Definition - Interpolation – Newton's Gregory forward interpolation and backward interpolation method (for equal intervals) – Lagrange's interpolation method (for unequal intervals). Definition - Correlation and Regression Analysis – problems.

Total (L:45 T:15) = 60 Periods

Course Outcomes: On Completion of this course, the student will be able to

- To understand the basic concepts of probability and its distributions.
- To understand the concepts of analysis of variance in business.
- To interpret samples and obtain the inferences by using the testing of hypothesis methods.
- To apply non-parameter test in business research.
- To analyze the interpolation techniques, correlation and regression in business applications.

Reference Books :

1. S.P. Gupta , Statistical Methods, Sultan Chand & Sons 2014
2. Levin R.I. and Rubin D.S., Statistics for Management, Prentice Hall of India Pvt. Ltd., New Delhi, 7th edition 2012
3. Srivatsava TN, Shailaja Rego, Statistics for Management, Tata McGraw Hill, Second edition 2012.
4. Anand Sharma, Statistics for Management, Himalaya Publishing House, Second Revised edition, 2013

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SEMESTER – I

BA18121

MANAGERIAL COMMUNICATION & PRESENTATION
TECHNIQUES – PRACTICAL

L	T	P	C
0	0	4	2

Objective(s):

1. Develop the skills required for effective communication
2. Communicate easily with business
3. Prepare reports for their business
4. Prepare their business advertisement.
5. Understand and deliver the presentation skill

UNIT - I INTRODUCTION**[09 Hrs]**

Communication: Meaning and Significance for management, types of communication - Media- Barriers to communication
- Principles of effective communication.

UNIT - II LETTER CORRESPONDENCE**[09 Hrs]**

Correspondence: Norms for business letters - Letter for different kinds of situations - Personalized standard letters, Enquiries, Customers complaints, Collection letters – Sales promotion letters- **Permission Letter** .

UNIT - III REPORT WRITING AND MEETING**[09 Hrs]**

Report writing - Structure of reports - Long & Short reports - Formal & Informal reports – Conducting meetings: procedure, preparing agenda, minutes and resolutions – Preparation of conducting seminars and conferences. **Short story about the company.**

UNIT - IV VERBAL AND NON-VERBAL COMMUNICATION**[09 Hrs]**

Face to face communication, Telephonic conversation, Procedure of Regulating speech, Evaluating oral presentation. Non-verbal communication - Personal appearance posture - Body language - Use of charts, Diagrams & Tables – Visual & Audio visual aids– Dyadic communication.

UNIT - V ADVERTISING**[09 Hrs]**

Preparing invitation, Notice, Broacher, Pamphlets, Postures and Banners.

Total = 45 Periods**Course Outcomes:****On completion of this course, the student will be able to:**

1. Develop their skills required for effective communication
2. Communicate easily with work environment
3. Easily prepare reports for their business
4. Design their business advertisement.
5. Understand and deliver the presentation skill

Reference Books :

1. Rajendra pal , J.S.Korlahalli, Essentials of business communication, 13th Edition, Reprint, Sultan Chand & Sons, New Delhi, 2015.
2. Bovee, Business Communication Essentials, Pearson, New Delhi, 2014.
3. Ramachandran K.K,et.al Business Communication 10th Edition, Macmillan India Ltd, New Delhi 2015.
4. Payal Mehra, Business Communication for Managers, Pearson , 2017

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SEMESTER - I

HR18041

CAREER BUILDING SKILLS – I

L	T	P	C
0	2	0	0

Objective(s):

1. To explain the importance of effective use of English to students.
2. To discuss about art of communication in a global society.
3. To illustrate various skills required for a manager.
4. To explain the basic Statistical measures of speed maths and number system.
5. To explain various techniques of reasoning.

UNIT - I EFFECTIVE ENGLISH – WRITTEN AND SPOKEN ENGLISH**[08 Hrs]**

Basic Rules of Grammar - Parts of speech – Tenses – Verbs. Sentence construction - Vocabulary – Idioms & Phrases – Synonyms – Antonyms. Dialogues and Conversations – Essay Writing. Exercises to practice and improve these skills.

UNIT - II ART OF COMMUNICATION & THE HIDDEN DATA INVOLVED**[04 Hrs]**

Verbal Communication - Effective Communication - Active listening and Reproducing – Non Verbal Communication - Body Language of self and others, Communicating in a Global Society – Using technology of communication.

UNIT - III WORLD OF TEAMS**[04 Hrs]**

Self Enhancement - Importance of developing assertive skills- Developing Self Confidence – Developing Emotional Intelligence, Importance of Team work – Team vs. Group - Attributes of a successful team – Barriers Involved, Working with Groups – Dealing with People- Group Decision Making.

UNIT - IV QUANTITATIVE APTITUDE I**[07 Hrs]**

Speed Math– HCF & LCM – Ratio & Proportions – Profit & Loss – Number System – Simple Interest & Compound Interest

UNIT - V REASONING I**[07 Hrs]**

Odd Man Out – Coding and Decoding – Mathematical Operations – Arithmetic Reasoning – Seating Arrangement

Total (L: 0 T: 2) =30 Periods**Course Outcomes:****On completion of this course, the student will be able to:**

1. Understand fundamentals of English.
2. Develop the techniques for effective communication.
3. To practice skills required for a manager.
4. Solve quantitative problems of the basic Statistical measures of speed maths and number system.
5. Solve reasoning problems.

Reference Books :

1. Jeff Butterfield, Soft Skills for Everyone, Cengage Learning India Pvt Ltd, New Delhi, 2011 edition
2. E.Suresh Kumar, P.Srihari and J.Savithri – Communication Skills and Soft Skills: An Integrated Approach, 2011 edition, Pearson Publication, New Delhi.
3. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, , 4th edition, TMH
4. Bhatnagar Nitin , Communicative English for Engineers and Professionals, ISBN 9788131732045, 2010 edition of Pearson Publication, New Delhi.
5. V.Sasikumar, P.Kiranmai Dutt & Geetha Rajeevan, Listening & Speaking, ISBN 9788175963344, Reprint 2014 Pearson Education, New Delhi.
6. R.V.Praveen, Quantitative Aptitude and Reasoning, 3rd edition 2016.,PHI, New Delhi 110092.
7. R.S.Agarwal, Quantitative Aptitude, 3rd edition 2008,TMH.

SEMESTER - II**BA18211****OPERATIONS MANAGEMENT**

L	T	P	C
3	0	0	3

Objective(s):

1. To gain the knowledge of fundamental terminologies in production process
2. To know the uses of forecasting and aggregate planning
3. To Illustrate the suitable techniques of project management to the organization
4. To Discuss the product, services and work system to improve productivity
5. To Acquire Knowledge in material management and its uses in production process.

UNIT - I INTRODUCTION TO PRODUCTION AND OPERATIONS MANAGEMENT [09 Hrs]

Production Systems: nature, importance, characteristics of modern production, Recent trends in Production Management – Strategic Operations Management: meaning, process, elements of operation strategy, role of operations in strategic management, Operation Strategy on Competitive Priorities – Comparison of International and Domestic Operations Management.

UNIT - II FORECASTING, CAPACITY AND AGGREGATE PLANNING [09 Hrs]

Demand Forecasting – need, types, objectives, process, Qualitative and Quantitative Methods – Capacity planning: definitions, types, long range capacity factors, – Aggregate planning: concept, need and steps – Master Production Schedule: function, Rough Cut Capacity – Capacity Requirement Planning(CRP): concept and process – Introduction to MRP I,II and ERP.

UNIT - III PROJECT AND FACILITY PLANNING [09 Hrs]

Project Management: scheduling techniques, PERT, CPM, Crashing CPM Network (Simple Problem), Facility Location: meaning, steps in selection and Location Models – Facility Layout: objectives, types, planning tools and techniques.

UNIT - IV DESIGN OF PRODUCT, SERVICE AND WORK SYSTEMS [09 Hrs]

Product Design: factors and characteristics. – Process: planning, selection, strategy, Major Decisions – Service Operations: Types, Strategies and Scheduling (Multiple Resources and Cyclical Scheduling) – Work Study: objectives, benefits and steps – Method Study: Procedure, Motion Study and Motion Economy. – Work Measurement: concepts and steps – Productivity: measuring and methods to improve productivity.

UNIT - V MATERIALS MANAGEMENT [09 Hrs]

Materials Management: objectives, planning, budgeting and control – Materials Management Information System (MMIS) – Purchasing: objectives, functions, policies, vendor rating and value analysis – Stores Management: nature, layout, classification and coding – Inventory: objectives, costs and control techniques – Concepts of JIT, KANBAN.

Total (L: 45 T: 0) = 45 Periods**Course Outcomes: On completion of this course, the student will be able to:**

1. Acquire the fundamental knowledge in operation management
2. Apply forecasting techniques to improve the production process
3. Provide quality work by analyzing the complex problem in the supply chain system
4. Familiarize with the product, services and work system to improve production
5. Understand the role and importance of material management and its techniques to effective handling

Reference Books :

1. Aswathappa K and Shridhara Bhat K, Production and Operations Management, Revised Fourth Edition, Himalaya Publishing House, 2015.
2. Norman Gaither and Gregory Frazier, Operations Management, South Western Cengage Learning, 2014.
3. Pannerselvam R, Production and Operations Management, Fifth Edition, Prentice Hall India, 2015
4. Kanishka Bedi, Production and Operations Management, Oxford University Press, 2012.
5. Chary S. N, Production and Operations Management, 3rd edition Tata McGraw Hill, , 2008

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SEMESTER - II

MA18232	OPERATIONS RESEARCH FOR MANAGEMENT (Master of Business Administration)	L	T	P	C
		3	1	0	4

Objective(s):

- To learn about the optimization techniques for decision making problems in management studies.
- To understand concepts of Transportation and Assignment problems and also to study the concepts of project scheduling by network analysis.
- To enumerate the concepts in stock control models and to understand the concepts of scheduling and Replacement problems in business.

UNIT - I LINEAR PROGRAMMING PROBLEMS [12]

Introduction to applications of operations research in functional areas of management. Definition – Linear Programming Problem - Formulation of Linear Programming Problems - graphical and simplex method using slack variables.

UNIT - II TRANSPORTATION AND ASSIGNMENT PROBLEMS [12]

Definition - Transportation Models (Minimizing and Maximizing Cases) Definition - Balanced and Unbalanced cases – Definition - Initial Basic feasible solution by North West Corner Rule, Least cost and Vogel's approximation methods. Optimality by Modified method. Definition and basic concepts of Assignment Models (Minimizing and Maximizing Cases) – Balanced and Unbalanced Cases. Travelling Salesman Problem.

UNIT - III CPM / PERT ANALYSIS [12]

Definition - Critical path method – Definition - Project Evaluation and Review Techniques (PERT) analysis – Cost consideration in PERT / CPM and problems.

UNIT - IV INVENTORY MODELS AND GAME THEORY [12]

Definition and examples of Inventory Models – EOQ and EBQ Models (With and without shortages), Quantity Discount Models (one price break and two price breaks) and problems.

Definition and concepts in Game Theory – Two person zero sum games with Saddle point – without Saddle point method using Dominance rule – problems - Algebraic method, Graphical and linear programming solutions.

UNIT - V SEQUENCING PROBLEMS AND REPLACEMENT MODELS [12]

Basic definitions and concepts in Sequencing problems – n Jobs with two machines - n Jobs with m Machines – Two Job with m Machines and problems. Definitions and examples of Replacement Models – Individual replacement Models (With and without time value of money) – Group Replacement problems.

Total (L:45 T:15) = 60 Periods

Course Outcomes: On Completion of this course, the student will be able to

- To understand the scope and role of OR in business administration and formulation of a managerial decision problem into a mathematical model and apply various methods to optimize the linear programming problem.
- To analyze the minimum transportation cost and assignment cost to produce maximum profit in business.
- To construct an effective project design by CPM and apply the concept of PERT for a real time project to analyze completion time.
- To ensure the control over the production management, inventory control systems is applied.
- To understand the concept of sequencing of machines to optimize the total elapsed time, idle time of the machines by applying in business.

Reference Books :

1. P K Gupta & Man Mohan Singh, Problems in Operations Research, Sultan Chand 12th edition, 2014
2. Hamdy A Taha, Introduction to Operations Research, Prentice Hall India, Seventh Edition, 9th edition 2013.
3. Hira and Gupta "Problems in Operations Research", S.Chand and Co, 2012.
4. N.D. Vohra "Quantitative Techniques in Management" 4th edition – Tata McGraw Hill Education(p)ltd.

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SEMESTER - II

BA18213

FINANCIAL MANAGEMENT

L	T	P	C
3	1	0	4

Objective(s):

1. Explain fundamentals of financial management
2. Explore investment decision tools used by finance managers
3. Illustrate various tools adopted to take organizational finance decisions
4. Explain about dividend policy and decisions to the students
5. Describe about capital management to students.

UNIT - I FOUNDATION OF FINANCE**[12 Hrs]**

Financial Management: scope, objectives, functions, Role of Financial Management – Time Value of Money – Introduction to the concept of risk and return of a single asset and a portfolio.

UNIT - II INVESTMENT DECISION**[12 Hrs]**

Capital Budgeting: Nature of capital budgeting – Identifying relevant cash flows – Evaluation Techniques : Pay back, Accounting rate of return, Net present value , Internal rate of return, Profitability Index- (Problems) – Comparison of DCF techniques – Project selection under capital rationing - Case study.

UNIT - III FINANCING DECISION & LEVERAGES**[16 Hrs]**

Cost of Capital: concept, importance - Measurement of specific cost – Computation of overall cost of capital – Problems.

Capital Structure: Theories - Designing capital structure – Valuation-simple problems.

Leverage: Meaning, Types : Financial leverage, Operating leverage and Combined leverages – Problems.

UNIT - IV DIVIDEND DECISION**[08 Hrs]**

Dividend policy– Aspects of dividend policy - Practical consideration – Forms of dividend policy – Forms of dividends – Share splits

UNIT - V ASSET MANAGEMENT**[12 Hrs]**

Working Capital Management: Concepts, Needs, Determinants, Issues and Estimation of working capital (Problems) – Accounts Receivables Management – Inventory Management – Cash Management – Short Term and Long Term Sources of Finance – Indian capital market – New issue market – secondary market – Long term finance : Shares – debentures - hire purchase - venture capital financing - private equity.

Total (L: 50 T: 10) = 60 Periods**Course Outcomes: On completion of this course, the student will be able to:**

1. Summarize the fundamentals of financial management
2. Explore investment decision tools used by finance managers
3. Illustrate various tools adopted to take organizational finance decisions
4. Explain about dividend policy and decisions to the students
5. Describe about capital management to students.

Reference Books :

1. M. Y. Khan and P.K. Jain Financial Management, Text, problems and cases Tata McGraw Hill, 7th edition, 2017.
2. Dr. S. N. Maheswari Financial Management, Principles and Practices, Sultan chand and sons, 14th edition 2014.
3. I.M. Pandey, Financial Management, 11th Edition, Vikas Publishing House, 2014.
4. Brigham, Ehrhardt, financial Management Theory and Practice , 15th Edition, Cengage 2015.
5. Prasanna Chandra, Financial Management, 9th Edition, Tata McGraw Hill, 2017.

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SEMESTER - II

BA18214

MARKETING MANAGEMENT

L	T	P	C
3	0	0	3

Objective(s):

1. To understand the concept of marketing and its relationship with other functions
2. To identify the various drives of marketing strategies for industrial ,consumers and services marketing
3. To analyze the product development with marketing mix strategies.
4. To evaluate the factors influencing individual and industrial buyer behavior
5. To study the Techniques for preparing marketing research report and decision making

UNIT - I INTRODUCTION**[09 Hrs]**

Marketing, Definition, Core marketing concept – Customer Oriented Organization – Marketing interface with other functional areas - Marketing in Macro Environment.

UNIT - II CONSUMER BEHAVIOUR**[09 Hrs]**

Understanding Industrial and Individual Buyer Behavior- Influencing factors- Responding to buyer behavior - Building customer satisfaction –Customer life time value, Customer acquisition- Retaining – Dissonance.

UNIT - III MARKETING STRATEGY AND PLANS**[09 Hrs]**

Marketing Strategy Formulations - Key Drivers of Marketing Strategies- Porter's five force model, ASOF Matrix, Macginzes 7s model -Consumer Marketing, Services marketing, - Competitor Analysis- Analysis of consumer and industrial markets .

UNIT - IV MARKETING MIX**[09 Hrs]**

Product Planning and Development - Product Life Cycle, Product Mix – Developing New Product - Market Segmentation –Targeting and positioning- Developing Marketing Mix - Pricing decisions - Channel Design and Management - :Integrated Marketing Communications.

UNIT – V MARKETING RESEARCH & IMPACT OF INFORMATION TECHNOLOGY ON MARKETING DECISIONS**[09 Hrs]**

Marketing Research- Process, Tools and Techniques- Preparation of Marketing Research Report. Online Marketing ,E-Retailing and Two-sided platform ,Multi sided platform – Emerging new trends and Challenges to marketers and Ethics in Marketing.

Total (L: 45 T: 0) = 45 Periods**Course Outcomes: On completion of this course, the student will be able to:**

1. Understand the concept of marketing and its relationship with other functions of marketing.
2. Analyze the marketing strategies for industrial consumers and services marketing.
3. Acquire the knowledge on product planning and development towards market segmentation.
4. Aware of buyer behavior and other factors influencing to acquire customer.
5. Prepare the marketing research report to take decisions.

Reference Books :

1. Philip Kotler: Marketing management, prentice hall of India P (Ltd), 16th edition, New Delhi 2015.
2. P.K. Agarwal, Marketing Management, Pragati Prakashan,sixth Edition, Meerut 2016
3. Zikmand d'Amico, Marketing South western, Thomson Learning ninth edition 2014, New Delhi.
4. Micheal R.Czinkota & Masaaki Kotabe, Marketing management, Vikas Thomson learning Eighth edition 2016, New Delhi.
5. Tapan k.Panda, Marketing Management Text and Cases, Excel Books 6th edition 2015, New Delhi
6. G.C. Beri, Marketing Research, Mcgrraw Hill 5th edition, New Delhi.

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SEMESTER - II

BA18215

HUMAN RESOURCE MANAGEMENT

L	T	P	C
3	0	0	3

Objective(s):

1. To explain the basic concept of perceptive in human resources management.
2. To familiarize students with contemporary practices.
3. To study the various tool and techniques of HR ethical manner.
4. To manage the manpower to attract , motivate and attract them to retain the organization.
5. To Describe e the students to understand the challenges in domestic and IHRM

UNIT - I PERCEPTIVE IN HUMAN RESOURCE MANAGEMENT**[09 Hrs]**

Evolution of Human Resource Management – The importance of the human factor – Objectives of human resource management - Role of human resource manager – Human Resource Policies – Computer applications in human resource management – Human Resource Accounting and Audit.

UNIT - II THE CONCEPT OF BEST FIT EMPLOYEE**[09 Hrs]**

Importance of Human Resource Planning – Forecasting human resource requirement – Internal and External Sources. Selection process screening – Tests - Validation – Interview - Medical examination – Recruitment introduction – Determinants – Process - Importance – Practices.

UNIT - III TRAINING AND EXECUTIVE DEVELOPMENT**[09 Hrs]**

Types of training methods - purpose - benefits & resistance- Executive Development Programmes – Benefits – Self Development – Knowledge Management - Case study

UNIT - IV SUSTAINING EMPLOYEE INTEREST**[09 Hrs]**

Compensation plan – Reward – Motivation – Theories of motivation – Career management – Development of mentor – Protégé relationships.

UNIT - V PERFORMANCE EVALUATION AND CONTROL PROCESS**[09 Hrs]**

Method of Performance Evaluation – Feedback – Industry practices. Promotion, Demotion, Transfer and Separation – Implication of job change. The control process – Importance – Methods – Requirement of effective control systems grievances – Causes – Implications – Redressal methods – Case study.

Total (L: 45 T: 0) = 45 Periods**Course Outcomes: On completion of this course, the student will be able to:**

1. Understand the employment relations and knowledge to resolve the issues.
2. Appreciate role of HR specialist for implementing HRM policies.
3. Know the various tools and techniques of promoting HR in ethical manner.
4. Managing the manpower to motivate and attract them to retain in the organization.
5. Develop the responsibility of employer and legal system to manage the employment relations

Reference Books :

1. Mamoria C.B. and Rao V.S.P. Personnel Management, Himalaya Publishing Company, 13th edition 2012.
2. Decenzo and Robbins, Human Resource Management, Wiley, 8th Edition, 2013.
3. Dessler Human Resource Management, Pearson Education Limited, 11th edition 2016.
4. Bernadin , Human Resource Management ,Tata Mcgraw Hill ,6th edition, 2012.
5. Eugence Mckenna and Nic Beach, Human Resource Management, Pearson Education Limited, 3rd edition 2013.

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R 2018

SEMESTER - II

BA18216

INFORMATION TECHNOLOGY IN MANAGEMENT

L	T	P	C
3	0	0	3

Objective(s):

1. To understand the basic concept of information system and different model of information technology
2. To know the different types operating systems and various applications
3. To Understand the concept of system development.
4. To Discuss the importance of information system and its uses in various departments of organizations
5. To Aware of various new information systems solutions like ERP data warehousing and E – Governments

UNIT - I INTRODUCTION TO INFORMATION SYSTEMS**[09 Hrs]**

Information Concepts - System Concepts- Information system: definition & components-Computer Based Information Systems- Business Information Systems- Business Model

UNIT - II SYSTEMS AND APPLICATION SOFTWARE**[09 Hrs]**

Software - Systems software - Operating systems – Current, Workgroup and Enterprise - Operating system - Application Software - Overview of application software - Personal application software - Group application software - Enterprise application software

UNIT - III SYSTEM DEVELOPMENT**[09 Hrs]**

Modern Information system - Overview of Systems Development - Systems Development Life Cycles - Factors affecting systems development success - Designing computer based methods.

UNIT - IV FUNCTIONAL ASPECTS OF MIS**[09 Hrs]**

MIS - Financial Management Information Systems - Manufacturing Management Information Systems - Marketing Management Information Systems - Human Resource Management Information Systems - Knowledge Management System - Geographical Information System - Overview of Decision Support system.

UNIT - V IT INITIATIVES**[09 Hrs]**

E- Business, e-governance, ERP, SCM, E- Records, e-CRM, Data warehousing and Data Mining, Business Intelligence, Pervasive computing, CMM.

Total (L: 45 T: 0) = 45 Periods**Course Outcomes: On completion of this course, the student will be able to:**

1. Familiarize with the basic information concepts and technologies used in business environment.
2. Know the different classification of system software and application software.
3. Identify the better processes for developing and implementing Information Technology.
4. Apply information technology in functional areas and hierarchical levels
5. Acquire the skills of different role of information Technology in business organizations.

Reference Books :

1. Ralph Stair & George Reynolds, Principles of Information Systems Thomson Learning 8th Edition, 2015
2. Jawadekar, Management Information System TMH – 4th Edition 2014
3. David Whiteley, Introduction to Information Systems, Palgrave Macmillan 2016
4. James O'Brien, Management Information System TMH 2015
5. Kenneth C. Laudon & Jane P. Laudon, Management Information System, PHI, 2016

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SEMESTER - II

BA18217

BUSINESS RESEARCH METHODS

L	T	P	C
3	0	0	3

Objective(s):

1. Develop the fundamental of research methods
2. Students practically exposed the main components of research framework i.e, research problem, design, data collection, analysis and report writing and presentation
3. Explain fundamental methods and techniques of social science and business management context in academic research to impart education
4. Describe ethical dimensions and prepare the applied research.
5. Analyze and complete their project and take better decision on the business related issues and problems.

UNIT – I INTRODUCTION**[09 Hrs]**

Business Research – Definition and Significance – The Research Process – Types of Research, Qualitative and Quantitative research, Theoretical and Empirical Research, Cross Sectional and Time Series Research – Review of Literature - Research objectives – Research hypotheses, characteristics – The Role of Theory in Research. Problems encountered by researcher in India

UNIT - II RESEARCH DESIGN AND MEASUREMENT**[09 Hrs]**

Research Design – Definition – Types of Research Design – Exploratory and Causal research design – Descriptive and Experimental Design – Validity of findings – Internal and External validity – Variables in research – Measurement and Scaling – Different scales – Construction of Instrument – Validity and Reliability of Instrument.

UNIT - III DATA COLLECTION**[09 Hrs]**

Types of data – Primary Vs Secondary data – Methods of primary data collection, Survey Vs Observation, Experiments – Construction of questionnaire, Validation of questionnaire – Sampling plan, Sample size, Determinants optimal sample size, Sampling Techniques, Probability Vs Non-probability sampling methods – simple cases.

UNIT - IV DATA PREPARATION AND ANALYSIS**[09 Hrs]**

Data Preparation – Qualitative Vs Quantitative Data Analyses, Bivariate and Multivariate Statistical Techniques, Factor Analysis, Discriminant Analysis, Cluster analysis, Multiple Regression and Correlation, Multidimensional Scaling (Theory only)– Application of Statistical Software for Data Analysis.

UNIT - V REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH**[09 Hrs]**

Research Report – different types – Contents of report – Need of executive summary – Chapterization –Report Writing – The role of audience – Readability – Comprehension – Final proof – Report format – Title of the report – Ethics in research – Ethical behaviour of research.

Total (L: 45 T: 0) = 45 Periods**Course Outcomes: On completion of this course, the student will be able to:**

1. Understand the fundamental of research methods
2. Define research problem, research design, data collection,
3. Explain fundamental methods and techniques of social science
4. Understand and describe ethical dimensions.
5. Take better decision on the business related issues and problems

Reference Books :

1. C. R. Kothari, Research Methodology: Methods and Techniques, 2nd edition, New Age International, New Delhi, 2016
2. Panneer Selvam, Research Methodology, 3rd edition, PHI, New Delhi, 2014.
3. Cooper, Schindler Business Research Methods, 9th edition, Tata McGraw- Hill Publishing, 2016
4. Alan Bryman & Emma Bell, Business Research Methods, oxford university press, 2015

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R 2018

SEMESTER - II

BA18221

COMPUTER APPLICATIONS IN MANAGEMENT - PRACTICAL

L	T	P	C
0	0	4	2

Objective(s):

1. Explain the basic concept of office management
2. Explain the basic of MS Excel
3. Elaborate the mathematical function and statistical function in excel
4. Elaborate the concept of date function and text function and look up function
5. Explain the concept financial and accounting management using accounting software.

UNIT - I OFFICE MANAGEMENT**[14 Hrs]**

MS-Word: Exercises to familiarize Word- Formatting document, Table – Mail Merge. MS Power Point: Exercises on slides, Slide Transitions and Custom Animation. – Access: Exercise on Database Creation

UNIT - II INTRODUCTION OF EXCEL**[08 Hrs]**

Exercise on naming the cell, Conditional formatting, Formatting cells, Applying auto formats, Hiding rows, Columns and Worksheets., Creating charts, Formulas, Sort, Custom sort.- Filter: Basic, Advance Filter

UNIT - III ADVANCED EXCEL – MATHEMATICAL FUNCTION AND STATISTICAL FUNCTION**[05 Hrs]**

Mathematical Function: Introduction, Sum, Sumif, If, Power, Quotient, Round the numbers. - Statistical Function: Mean, Median, Mode, Variance, Average, Count, Count if, Maximum, Minimum.

UNIT - IV ADVANCED EXCEL –DATE FUNCTION, TEXT FUNCTION, LOOK UP FUNCTIONS**[08 Hrs]**

Date Function: Now, Day, Date, month, year, EDate.- Text Functions: Sting Function, Upper, lower, Value, String Concatenate. - Look Up: Vlookup and hlookup.

UNIT - V ACCOUNTING SOFTWARE**[10 Hrs]**

Financial Accounting: Introduction to accounting packages, Exercises on creating, Altering and Displaying company – Vouchers and Ledgers– Balance Sheet – Inventory management–Payroll–Reports using Tally.

Total = 45 Periods**Course Outcomes: On completion of this course, the student will be able to:**

1. Create word document and power point presentation.
2. Create spreadsheet using Excel
3. Execute various mathematical function and statistical Function in excel
4. Execute various date function and text function and look up function in excel
5. Enter accounting statement using accounting software.

Reference Books :

1. Comdex, Computer and Functional Accounting with Tally 9.0, Dreamtech Press, 2014.
2. Deborah Morley, Understanding computers today and tomorrow, Cengage Learning, 15th edition, 2015.
3. Gary W. Hansen and James V. Hansen, Database Management and Design, Prentice Hall, 2015
4. Robert H. Lawson, Strategic Operations Management, Vikas Publishing House, Fourth Indian Reprint, 2016.

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SEMESTER - II

HR18042

CAREER BUILDING SKILLS – II

L	T	P	C
0	2	0	0

Objective(s):

1. To enhance interview and group discussion skills of the students.
2. To explain the importance of need of improving presentation skills and practices on the same
3. To discuss about various business etiquette and ethics among the students
4. To improve aptitude skills
5. To explain the Statistical measures such as blood relations, venn diagrams

UNIT - I INTERVIEW & GD**[04 Hrs]**

Interview Handling Skills – Self preparation checklist – Grooming tips: do's & don'ts – Mock interview & Feedback, GD skills – Understanding the objective and skills tested in a GD – General types of GDs – Roles in a GD – Do's & Don'ts – Mock GD & Feedback.

UNIT - II PRESENTATION SKILLS**[05 Hrs]**

Presentation Skills – Stages involved in an effective presentation – Selection of topic, Content, Aids – Engaging the audience – Time management – Mock Presentations & Feedback.

UNIT - III BUSINESS ETIQUETTE & ETHICS**[07 Hrs]**

Grooming etiquette – Telephone & E-mail etiquette – Dining etiquette – Do's & Don'ts in a formal setting – How to impress. Ethics – Importance of Ethics and Values – Choices and Dilemmas faced – Discussions from news headlines.

UNIT - IV QUANTITATIVE APTITUDE II**[07 Hrs]**

Areas – Volumes – Heights & Distances – Partnerships & Shares – Chain Rule – Allegation & Mixtures – Time & Work – Pipes & Cisterns, Time and distance, Problems on Trains.

UNIT - V REASONING II**[07 Hrs]**

Blood Relations – Series Completion – Venn Diagrams – Direction Sense Test– Verbal Reasoning -1.

Total (L: 0 T: 2) = 30 Periods**Course Outcomes: On completion of this course, the student will be able to:**

1. Enhanced skills on interview and Group discussion
2. Develop the skills on presentation skills
3. Understand business etiquette and ethics required for a manager.
4. Solve quantitative problems Statistical measures such as area, volumes
5. Find out solutions to reasoning problems.

Reference Books :

1. Jeff Butterfield, Soft Skills for Everyone, Cengage Learning India Pvt Ltd, New Delhi, 2011 edition
2. E.Suresh Kumar, P.Srihari and J.Savithri – Communication Skills and Soft Skills: An Integrated Approach, 2011 edition, Pearson Publication, New Delhi.
3. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, , 4th edition, TMH
4. Bhatnagar Nitin , Communicative English for Engineers and Professionals, ISBN 9788131732045, 2010 edition of Pearson Publication, New Delhi.
5. V.Sasikumar, P.Kiranmai Dutt & Geetha Rajeevan, Listening & Speaking, ISBN 9788175963344, Reprint 2007 Pearson Education, New Delhi.
6. R.V.Praveen, Quantitative Aptitude and Reasoning, PHI
7. R.S.Agarwal, Quantitative Aptitude, 3rd edition, TMH