	K.S.R. COLLEGE OF ENGINEERING (Autonomous) (Approved by AICTE & Affiliated to Anna University) K.S.R. Kalvi Nagar, Tiruchengode - 637 215	CURRICULUM UG R - 2020
Department	Department of Business Administration (MBA)	
Programme	Master of Business Administration	

Vision of the Institution

We envision to achieve status as an excellent Educational Institution in the global knowledge hub, making self-learners, experts, ethical and responsible engineers, technologists, scientists, managers, administrators and entrepreneurs who will significantly contribute to research and environment friendly sustainable growth of the nation and the world.

Mission of the Institution

To inculcate in the students self-learning abilities that enable them to become competitive and considerate engineers, technologists, scientists, managers, administrators and entrepreneurs by diligently imparting the best of education, nurturing environmental and social needs.
To foster and maintain mutually beneficial partnership with global industries and Institutions through knowledge sharing, collaborative research and innovation.

Vision of the Department / Programme: (Department of Business Administration (MBA))

To develop the students into a competing Entrepreneur and Manager by imparting a quality education who will also significantly contribute to environment friendly sustainable growth of the nation and the world.

Mission of the Department / Programme: (Department of Business Administration (MBA))

Shaping the students to compete with the competitive environment by cultivating required management and research skills. The department provides an opportunity to enhance technologically advanced skills by offering the best innovative, ethical and quality education.


The student are trained to meet the expectation of the industry and tries to balance the gap between department and industry through MOU with reputed company, Industrial Visit and inviting the resource person for knowledge sharing to get practical exposure.

Programme Educational Objectives (PEOs): (Department of Business Administration (MBA))

The graduates of the programme will be able to	
PEO 1	Graduates of the program can face the emergent global challenges in management
PEO 2	Graduates will have competent and skill to adapt the professional career and will persist to learn the value based education and to adapt in business.
PEO 3	Graduates will develop effective and ethical environment with industry and society with innovative ideas

Programme Outcomes (POs) of Department of Business Administration (MBA)


Program Outcomes (POs) & Program specific Objectives (PSO)	
PO1	Apply the knowledge of Management theories and practices to solve business problems.
PO2	Foster analytical and critical thinking abilities for databased decision-making.
PO3	Ability to develop value based Leadership ability.
PO4	Ability to understand, analyze and communicate global, economic, legal and ethical aspects
PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

		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 - 2020			
Department		Department of Business Administration								
Programme		Master of Business Administration								
SEMESTER - I										
Sl.No.	Course Code	Course Name	Category	Hours/ Week			Credit C	Maximum Marks		
				L	T	P		CA	ES	Total
THEORY										
1.	BA20111	Business organization and Management	PC	3	0	0	3	30	70	100
2.	BA20112	Managerial Economics	PC	4	0	0	4	30	70	100
3.	BA20113	Legal Aspects of Business	PC	3	0	0	3	30	70	100
4.	BA20114	Accounting for Management	PC	3	1	0	4	30	70	100
5.	BA20115	Fundamentals of Business Analytics	PC	4	0	0	4	30	70	100
6.	MA20136	Quantitative Techniques for Business	PC	3	1	0	4	30	70	100
PRACTICAL										
7.	BA20121	Managerial Communication & Presentation Techniques - Practical	EEC	0	0	4	2	50	50	100
8.	HR20041	Career Building Skills – I	EEC	0	2	0	0	50	50	100
Total				20	4	4	24	800		


SEMESTER - II										
Sl.No.	Course Code	Course Name	Category	Hours/ Week			Credit C	Maximum Marks		
				L	T	P		CA	ES	Total
THEORY										
1.	BA20211	Operations Management	PC	4	0	0	4	30	70	100
2.	MA20232	Operations Research for Management	PC	3	1	0	4	30	70	100
3.	BA20213	Financial Management	PC	3	1	0	4	30	70	100
4.	BA20214	Marketing Management	PC	3	0	0	3	30	70	100
5.	BA20215	Human Resource Management	PC	3	0	0	3	30	70	100
6.	BA20216	Business Research Methods	PC	4	0	0	4	30	70	100
PRACTICAL										
7.	BA20221	Computer Applications in Management - Practical	EEC	0	0	4	2	50	50	100
8.	HR20042	Career Building Skills – II	EEC	0	2	0	0	50	50	100
Total				20	4	4	24	800		

MINI PROJECT: (4 WEEKS)

Mini Project – The students have to carry out the project in an organization for the period of 2 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. End Semester Mini Project Will Be Evaluated By Both Internal And External Examiner

		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 - 2020		
Department		Department of Business Administration								
Programme		Master of Business Administration								
SEMESTER – III										
Sl.No.	Course Code	Course Name	Category	Hours/ Week			Credit C	Maximum Marks		
				L	T	P		CA	ES	Total
THEORY										
1.	BA20311	Strategic Management	PC	4	0	0	4	30	70	100
2.	BA20312	International Business Management	PC	4	0	0	4	30	70	100
ELECTIVES										
3.	BA20____	Elective – I *	PE	3	0	0	3	30	70	100
4.	BA20____	Elective – II*	PE	3	0	0	3	30	70	100
5.	BA20____	Elective – III*	PE	3	0	0	3	30	70	100
6.	BA20____	Elective – IV*	PE	3	0	0	3	30	70	100
PRACTICAL										
7.	BA20321	Mini Project	EEC	0	0	0	2	50	50	100
8.	BA20322	Data Analysis lab	EEC	0	0	4	2	50	50	100
9.	HR20323	Career Building Skills – III	EEC	0	2	0	0	50	50	100
Total				20	2	4	24	900		
*Student can choose any four courses from the given Specialization.										

SEMESTER – IV										
Sl.No.	Course Code	Course Name	Category	Hours/ Week			Credit C	Maximum Marks		
				L	T	P		CA	ES	Total
THEORY										
1.	BA20411	Business Ethics & Corporate Governance	PC	3	0	0	3	30	70	100
2.	BA20412	Entrepreneurship Development	PC	3	0	0	3	30	70	100
ELECTIVES										
3.	BA20____	Elective – V*	PE	3	0	0	3	30	70	100
4.	BA20____	Elective – VI*	PE	3	0	0	3	30	70	100
PRACTICAL										
5.	BA20423	Project Work	EEC	0	0	18	9	50	50	100
Total				12	0	18	21	500		
Student can choose any two courses from the given Specialization										

		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 - 2020			
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 C	Maximum Marks		
				L	T	P		CA	ES	Total
1.	BA20361	Customer Relationship Management	PE	3	0	0	3	30	70	100
2.	BA20362	Services Marketing	PE	3	0	0	3	30	70	100
3.	BA20363	Brand Management	PE	3	0	0	3	30	70	100
4.	BA20364	Integrated Marketing Communication	PE	3	0	0	3	30	70	100
5.	BA20365	Rural Marketing	PE	3	0	0	3	30	70	100
6.	BA20366	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 C	Maximum Marks		
				L	T	P		CA	ES	Total
1.	BA20367	Security Analysis & Portfolio Management	PE	3	0	0	3	30	70	100
2.	BA20368	Commercial Banking and Insurance Management	PE	3	0	0	3	30	70	100
3.	BA20369	Financial Derivatives	PE	3	0	0	3	30	70	100
4.	BA20370	Corporate Finance	PE	3	0	0	3	30	70	100
5.	BA20371	Micro and Public Finance	PE	3	0	0	3	30	70	100
6.	BA20372	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 C	Maximum Marks		
				L	T	P		CA	ES	Total
1.	BA20373	Industrial Relations & Labour Welfare	PE	3	0	0	3	30	70	100
2.	BA20374	Cross Cultural Management	PE	3	0	0	3	30	70	100
3.	BA20375	Competency Mapping and Performance Management	PE	3	0	0	3	30	70	100
4.	BA20376	Conflict & Negotiation Management	PE	3	0	0	3	30	70	100
5.	BA20377	Human Resource Development	PE	3	0	0	3	30	70	100
6.	BA20378	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		C	CA	ES
1.	BA20379	Logistics & Supply Chain Management	PE	3	0	0	3	30	70	100
2.	BA20380	Project Management	PE	3	0	0	3	30	70	100
3.	BA20381	Services Operations Management	PE	3	0	0	3	30	70	100
4.	BA20382	Total Quality Management	PE	3	0	0	3	30	70	100
5.	BA20383	Lean Six Sigma	PE	3	0	0	3	30	70	100
6.	BA20384	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		C	CA	ES
1.	BA20385	Enterprise Resource Planning	PE	3	0	0	3	30	70	100
2.	BA20386	Software Project Management	PE	3	0	0	3	30	70	100
3.	BA20387	Knowledge Management	PE	3	0	0	3	30	70	100
4.	BA20388	Business Intelligence and Its Application	PE	3	0	0	3	30	70	100
5.	BA20389	E-Commerce Technology & Management	PE	3	0	0	3	30	70	100
6.	BA20390	Data Mining	PE	3	0	0	3	30	70	100

HOSPITAL MANAGEMENT ELECTIVE – VI (SEMESTER - III)										
Sl.No.	Course Code	Course Name	Category	Hours/ Week			Credit	Maximum Marks		
				L	T	P		C	CA	ES
1.	BA20391	Healthcare Planning	PE	3	0	0	3	30	70	100
2.	BA20392	Healthcare System Operations	PE	3	0	0	3	30	70	100
3.	BA20393	Hospital Organization	PE	3	0	0	3	30	70	100
4.	BA20394	Health Economics	PE	3	0	0	3	30	70	100
5.	BA20395	Health Information System and Health Care Policy	PE	3	0	0	3	30	70	100
6.	BA20396	Ethics in Public Health	PE	3	0	0	3	30	70	100

ENTREPRENEURSHIP DEVELOPMENT ELECTIVE – VII (SEMESTER - III)										
Sl.No.	Course Code	Course Name	Category	Hours/ Week			Credit	Maximum Marks		
				L	T	P	C	CA	ES	Total
1.	BA20398	Managing Innovation	PE	3	0	0	3	30	70	100
2.	BA20399	Design Thinking	PE	3	0	0	3	30	70	100
3.	BA20400	Start Up Tool & Methods	PE	3	0	0	3	30	70	100
4.	BA20401	Social Entrepreneurship Management	PE	3	0	0	3	30	70	100
5.	BA20402	Managing Franchising Business	PE	3	0	0	3	30	70	100
6.	BA20403	Negotiation Skills	PE	3	0	0	3	30	70	100

K.S.R. COLLEGE OF ENGINEERING (Autonomous)				R 2020			
SEMESTER – I							
BA20111	BUSINESS ORGANIZATION AND MANAGEMENT			L	T	P	C
				3	0	0	3
Prerequisite:							
Course Outcomes: On Completion of this course, the student will be able to						Cognitive Level	
CO1:	Explain the fundamentals of Management thoughts and the conceptual frame work of Management					Understand	
CO2:	Explain the concepts of organizing, Delegation and Decision making.					Analyze	
CO3:	Explain the management concepts and styles in Leading					Understand	
CO4:	Describe the purpose of studying organizational behavior.					Understand	
CO5:	Identify the behavior of individual and group in an organization and causes to react differently to the same situations, by different employee					Analyze	
UNIT – I	MANAGEMENT OVERVIEW AND PLANNING					[09 Hrs]	
Management: definition, nature, functions - Evolution of Management thoughts – Planning: meaning, steps and types of plans - Management by Objectives (MBO): process, benefits. MBE.							
UNIT – II	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 and Rationality in decision making.							
UNIT – III	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.							
UNIT – IV	INTRODUCTION OF ORGANIZATIONAL BEHAVIOUR					[09 Hrs]	
Definition, Need and Importance of Organizational Behavior – Nature and Scope – Organizational behavior models - Organizational behavior modification – case study							
UNIT – V	INDIVIDUAL AND GROUP BEHAVIOR					[09 Hrs]	
Personality: definition, types, factors influencing personality– Emotions: Types, Emotional Intelligence – Attitudes: definition, components - Organization structure: formation – Groups in organizations: Influence.							
Total (L: 45 T: 0) = 45 Periods							
Text Books :							
1	Prasad LM, Principles and Practices of Management, Sultan Chand & Sons, New Delhi, Eighth editions, 2016.						
2	P C Tripathi and P N Reddy, Principles of Management Tata McGraw Hill, New Delhi, Sixth edition, 2016.						
Reference Books :							
1	Aswathappa .K, Organizational Behavior, Himalaya publishing house, Seventeenth edition, 2018.						
2	Stephen P. Robins, Organizational Behavior, PHI Learning / Pearson Education, Sixteenth edition, 2015.						
3	V.S.P Rao and V. Hari Krishna, Management: Text and Cases, Excel Books, New Delhi, Reprint, 2014.						
4	Pannerselvam R, Principles of Management , Prentice Hall India, Seventh Edition, 2016.						

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the fundamentals of Management thoughts and the conceptual frame work of Management</i>	3	2	3	3	3
CO2	<i>Explain the concepts of organizing, Delegation and Decision making.</i>	3	3	2	3	3
CO3	<i>Explain the management concepts and styles in Leading</i>	3	2	3	3	3
CO4	<i>Describe the purpose of studying organizational behavior.</i>	3	2	2	2	2
CO5	<i>Identify the behavior of individual and group in an organization and causes to react differently to the same situations, by different employee</i>	3	2	2	3	2
Average		3.0	2.2	2.4	2.8	2.6

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – I								
BA20112	MANAGERIAL ECONOMICS				L	T	P	C
					4	0	0	4
Prerequisite:								
Course Outcomes: On Completion of this course, the student will be able to					Cognitive Level			
CO1:	Explain the conceptual framework of Managerial economics.				Understand			
CO2:	Describe the various types of demand and supply analysis.				Understand			
CO3:	Illustrate the various production and cost function				Understand			
CO4:	Discuss different methods of macroeconomic and they can forecast their business				Analysis			
CO5:	Explain the tools in economic environment.				Analysis			
UNIT – I	INTRODUCTION				[12 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 – Two Major Functions of a Managerial Economist								
UNIT – II	DEMAND AND SUPPLY ANALYSIS				[12 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. Methods or Techniques of Demand Forecasting, Survey Methods, Statistical Methods, Demand Forecasting for a New Products - Supply Analysis: meaning and factors – Law of Supply – Types of Elasticity of Supply.								
UNIT – III	PRODUCTION AND COST FUNCTION				[12 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 - Case Study: Automobile Industry in India: New Production paradigm.								
UNIT – IV	MACRO ECONOMICS				[12 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. Market failures and need for regulation								
UNIT – V	ECONOMIC ENVIRONMENT				[12 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. Economic Stability, Instruments of economic Stability. Recent trends in India.								
Total (L: 60 T: 0) = 60 Periods								
Text Books :								
1	R.L.Varshney and K.L Maheswari, Managerial Economics, Sultan Chand & Sons, New Delhi, Twenty First Enlarged Edition, 2014.							
2	D.N. Dwivedi, Managerial Economics, Vikas Publishing House Pvt Ltd, New Delhi, Seventh Edition, 2015.							
Reference Books :								
1	Nordhaus & Samuelson , Economics, Tata McGraw Hill, New Delhi, Nineteenth Edition, 2013.							
2	Richard Lipsey and Alec Charystal, Economics, Oxford University Press, New Delhi, Twelfth Edition, 2015.							
3	G.S.Gupta, Managerial Economics, Tata Mcgraw Hill, New Delhi, Second Edition, 2014.							
4	Mankiw, Principles of Economics, Thomson Learning, New Delhi, Sixth Edition, 2016.							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the conceptual framework of Managerial economics.</i>	3	3	2	2	3
CO2	<i>Describe the various types of demand and supply analysis.</i>	2	3	2	2	3
CO3	<i>Illustrate the various production and cost function</i>	3	3	2	2	2
CO4	<i>Discuss different methods of macroeconomic and they can forecast their business</i>	3	2	3	2	2
CO5	<i>Explain the tools in economic environment.</i>	2	2	2	2	3
Average		2.6	2.6	2.2	2	2.6

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)				R 2020			
SEMESTER – I							
BA20113	LEGAL ASPECTS OF BUSINESS			L	T	P	C
				3	0	0	3
Prerequisite:							
Course Outcomes: On Completion of this course, the student will be able to						Cognitive Level	
CO1:	Explain the Basic role of business contract Act in India			Understand			
CO2:	Identify the basic Knowledge about Hire purchase and sale of goods act1932			Understand			
CO3:	Discuss the learn the company creation and related rules and regulation in India.			Analyze			
CO4:	Describe the various provisions related to Bonus issue, wages, and salary administration.			Understand			
CO5:	Describe the various case studies and different kind of new business rules and regulation.			Analyze			
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 Machinaries 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							
Text Books:							
1	N. D. Kapoor, Elements of Mercantile Law, Sultan Chand and Sons, India, Sixth Edition 2015.						
2	Kapoor N.D., Business Law, Sultan Chand and Sons, New Delhi, Sixth Edition, 2016.						
Reference Books:							
1	Akhilshwar Oathak, Legal Aspects of Business, TataMcgraw-Hill, New Delhi, Third Edition, 2017.						
2	P.C. Tulsian, Business Law, Tata Mcgraw Hill, New Delhi, Second Edition, 2015.						
3	Basava, K.D, Business Law, Vidyavahini Prakashan, New Delhi, Tenth Edition, 2016.						
4	Satish B. Mathur, Business Law, Tata McGraw Hill, New Delhi, Seventh Edition 2014.						

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the Basic role of business contract Act in India</i>	3	2	2	3	2
CO2	<i>Identify the basic Knowledge about Hire purchase and sale of goods act1932</i>	3	2	3	2	2
CO3	<i>Discuss the learn the company creation and related rules and regulation in India.</i>	2	2	3	3	2
CO4	<i>Describe the various provisions related to Bonus issue, wages, and salary administration.</i>	2	3	3	2	2
CO5	<i>Describe the various case studies and different kind of new business rules and regulation.</i>	3	2	2	2	3
Average		2.6	2.2	2.6	2.4	2.2

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – I								
BA20114	ACCOUNTING FOR MANAGEMENT				L	T	P	C
					3	1	0	4
Prerequisite:								
Course Outcomes: On Completion of this course, the student will be able to						Cognitive Level		
CO1:	Prepare the basic fundamentals of accounting.				Understand			
CO2:	Analyze the Financial statements with ratios and flow of funds				Analyze			
CO3:	Classify the various costing techniques in decision making.				Analyze			
CO4:	Identify the various types of budgets to control financial activities				Apply			
CO5:	Appraise the accounting practices towards computerized accounting systems				Evaluating			
UNIT – I	FINANCIAL ACCOUNTING					[12 Hrs]		
Introduction to Financial, Cost & Management Accounting – Generally Accepted Accounting Principle – Accounting Concept and convention– Journal, Ledger, Trial Balance – Preparation of Trading and Profit & Loss Account - Balance Sheet.								
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 – Cost Volume profit analysis - Break Even Analysis – Application of marginal costing Techniques in decision Making - Introduction to concepts of Activity Based Costing.								
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								
Text Books:								
1	Dr. S.N. Maheswari and Sharad D.K. Maheswari, Financial & Management Accounting, Sultan chand & Sons, New Delhi, Ninth Edition, 2015.							
2	Dr. N.P. Srinivasan and Dr. M. Sakthivel Murugan, Accounting for Management, S.Chand & Company Ltd, New Delhi, Fifth Edition, 2016.							
Reference Books:								
1	M.Y.Khan and P.K.Jain, Management Accounting, Tata McGraw Hill, New Delhi, Seventh Edition, 2017.							
2	R. Narayanaswamy, Financial Accounting – A managerial perspective, PHI Learning, New Delhi, Sixth Edition, 2017.							
3	N.Ramachandran and Ram Kumar Kakani, Financial Accounting for Management, Tata McGraw Hill, New Delhi, Fifth Edition, 2020.							
4	P.K.Jain, Management Accounting- Text, Problems and Cases, Tata McGraw Hill, New Delhi, Seventh Edition, 2017.							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Prepare the basic fundamentals of accounting.</i>	3	2	3	2	2
CO2	<i>Analyze the Financial statements with ratios and flow of funds</i>	2	3	2	2	2
CO3	<i>Classify the various costing techniques in decision making.</i>	3	3	3	2	3
CO4	Identify the various types of budgets to control financial activities	2	3	3	3	2
CO5	Appraise the accounting practices towards computerized accounting systems	2	2	3	2	3
Average		2.4	2.6	2.8	2.2	2.4

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – I								
BA20115	FUNDAMENTALS OF BUSINESS ANALYTICS				L	T	P	C
					4	0	0	4
Prerequisite: Research Methods								
Course Outcomes: On Completion of this course, the student will be able to						Cognitive Level		
CO1:	Explain the fundamentals of Business Analysis				Understand			
CO2:	Explain the Business, Management and Communication of analytics				Understand			
CO3:	Elucidate the different tools of business analytics				Analysis			
CO4:	Describe the need of business analytics in various fields.				Analysis			
CO5:	Discuss the applications of Business Analytics.				Analysis			
UNIT – I	Introduction					[12 Hrs]		
Introduction to business analysis – Foundation concepts- Need – importance – benefits.								
UNIT – II	Fundamentals of Business, Management and Communication					[12 Hrs]		
Exploring BA Knowledge areas – Planning and monitoring- Elicitation, requirement management and communication, Enterprise analysis.								
UNIT – III	Tools					[12 Hrs]		
Requirement analysis, solution assessment and validation - Stochastic Modeling - Simulation Modeling.								
UNIT – IV	Analytics					[12 Hrs]		
Marketing Analytics – Operational Analytics - Financial Analytics -Web & Social Media Analytics - Healthcare Analytics.								
UNIT – V	Applications					[12 Hrs]		
Application of knowledge areas to a project - Applications in new industries: Event sales, casinos, Display advertising - Bundling and Revenue Management.								
Total (L: 60 T: 0) = 60 Periods								
Text Books:								
1	Susan Weese and Terri Wagner, CBAP/CCBA Certified Business Analysis Study Guide, Leotech Press (PBD) / Wiley publications, India, Second Edition, 2017							
2	R N Prasad and Seema Acharya, Fundamentals of Business Analytics, Willey, New Delhi, Second Edition, 2016.							
Reference Books:								
1	Bhambri V, Krishan B and Chopra B, Business Analytics: Concepts & Theories, Khanna Book Publishers Co. (P) Ltd., New Delhi, First Edition, 2014.							
2	Jesper Thorlund Gert H.N. Laursen, Business Analytics for Managers Taking Business Intelligence Beyond Reporting, Willey, New Delhi, First Edition, 2013.							
3	Evans James R, Business Analytics, Pearson, New Delhi, Second Edition, 2017.							
4	Hardoon R David and Shmulei G, Getting Started with Business Analytics: Insightful Decision-Making, Chapman and Hall/CRC, Boca Raton Florida, ,First Edition, 2013.							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the fundamentals of Business Analysis</i>	3	2	2	3	3
CO2	<i>Explain the Business, Management and Communication of analytics</i>	3	3	2	3	3
CO3	<i>Elucidate the different tools of business analytics</i>	3	3	3	2	2
CO4	<i>Describe the need of business analytics in various fields.</i>	3	3	2	2	3
CO5	<i>Discuss the applications of Business Analytics.</i>	3	3	2	2	3
Average		3	2.8	2.2	2.4	2.8

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – I								
MA20136	QUANTITATIVE TECHNIQUES FOR BUSINESS				L	T	P	C
					3	1	0	4
Prerequisite:								
Course Outcomes: On Completion of this course, the student will be able to						Cognitive Level		
CO1:	Interpret the concepts of probability and its distributions.				Understand			
CO2:	Obtain the analysis of variance in business.				Evaluate			
CO3:	Acquire the knowledge of the samples and obtain the inferences by using the testing of hypothesis methods.				Evaluate			
CO4:	Solve the non-parameter test in business research.				Understand			
CO5:	Analyze the interpolation techniques, correlation and regression in business applications.				Analyzing			
UNIT – I	INTRODUCTION TO STATISTICS & PROBABILITY					[12 Hrs]		
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 Hrs]		
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 Hrs]		
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 Hrs]		
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 Hrs]		
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								
Reference Books:								
1	S.P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi, Fourth Edition, 2019							
2	Levin R.I. and Ruben D.S., Statistics for Management, Prentice Hall of India Pvt. Ltd., New Delhi, Seventh Edition, 2012.							
3	Srivatsava TN and Shailaja Rego, Statistics for Management, Tata McGraw Hill, New Delhi, Second Edition, 2012.							
4	Anand Sharma, Statistics for Management, Himalaya Publishing House, New Delhi, Second Revised Edition, 2013.							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Interpret the concepts of probability and its distributions.	3	3	2	3	2
CO2	Obtain the analysis of variance in business.	3	3	3	3	3
CO3	Acquire the knowledge of the samples and obtain the inferences by using the testing of hypothesis methods.	3	3	-	3	-
CO4	Solve the non-parameter test in business research.	2	3	-	3	-
CO5	Analyze the interpolation techniques, correlation and regression in business applications.	2	3	2	3	3
Average		2.6	3	2.3	3	2.7

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)				R 2020			
SEMESTER – I							
BA20121	MANAGERIAL COMMUNICATION & PRESENTATION TECHNIQUES – PRACTICAL			L	T	P	C
				0	0	4	2
Prerequisite:							
Course Outcomes: On Completion of this course, the student will be able to						Cognitive Level	
CO1:	Create their skills required for effective communication			Create			
CO2:	Compose reports for their business			Create			
CO3:	Develop this business advertisement.			Create			
CO4:	Enhanced the essence of communication and its implication professional life.			Understand			
CO5:	Elaborate the basic employability skills			Evaluate			
UNIT – I	Introduction to Communication			[09 Hrs]			
Introduction and implication of communication in the modern business world – Barriers in communication and how to overcome them – types – key stages and seven steps to effective communication – Global communication patterns – Cross cultural understanding of communication – Planning Communication –Why? (Purpose) – Who? (Audience) – And How? (Content) – Argument Building							
UNIT – II	Writing skills			[09 Hrs]			
The power of writing and various phases of writing – Rules of good writing – Importance of grammar and vocabulary – Business letters –routine letters – bad news and persuasion letters –job application letters etc. – Internal communication through memos – minutes – notices and reports							
UNIT – III	Business Networking			[09 Hrs]			
Introductions – Business Card – Describing Your Job– Describing a Company – Emails – Email Guidelines – Appropriate Tone in Email – Effective Opening and Closing Sentences in Email –Meeting Arrangements on the Telephone – Meeting Arrangements (Email) – Text Messages in Arranging to Meet Someone – Writing Invitation Emails – Writing Follow-up and Thank You Emails							
UNIT – IV	Oral Communication			[09 Hrs]			
Principles of nonverbal communication – through clothes and body language - Speech of thanks – occasional speech – theme speech - Group communication by way of meetings. - Group discussions.							
UNIT – V	Employability Skills			[09 Hrs]			
An Introduction to soft skills – Basic skills required for employability. - Types of competencies –Listening skills – Assertive skills – Self-evaluation skills – Style practices – voice – smiles and gazes.- Communication through Presentations – Principles governing the use of audiovisual media.- Principles of Effective Presentations							
Total (L: 45 T: 0) = 45 Periods							
Text Books:							
1	Rajendra pal and J.S.Korlahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, Thirteenth Edition Reprint , 2015.						
2	Bovee, Business Communication Essentials, Pearson, New Delhi, Second Edition, 2014.						
Reference Books:							
1	Ramachandran K.K,et.al Business Communication, Macmillan India Ltd, New Delhi, Tenth Edition, 2015.						
2	Payal Mehra, Business Communication for Managers, Pearson, New Delhi, Second Edition, 2017.						
3	MatthuKutty M. Monippally, Business Communication Strategies, Tata McGraw Hill, New Delhi, Fourth Edition, 2013.						
4	ArunaKoneru, Professional Communication, Tata McGraw Hill, New Delhi, Sixth Edition, 2014.						

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Create their skills required for effective communication</i>	2	3	3	3	2
CO2	<i>Compose reports for their business</i>	-	2	3	2	3
CO3	<i>Develop this business advertisement.</i>	3	3	3	2	3
CO4	<i>Enhanced the essence of communication and its implication professional life.</i>	3	-	2	3	3
CO5	<i>Elaborate the basic employability skills</i>	2	3	3	2	2
Average		2.5	2.8	2.8	2.4	2.6

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – I								
HR20041	CAREER BUILDING SKILLS – I				L	T	P	C
					0	2	0	0
Prerequisite:								
Course Outcomes: On Completion of this course, the student will be able to						Cognitive Level		
CO1:	Solution to verbal Reasoning Problems.				Create			
CO2:	Develop the Skills Find out solution to logical Reasoning Problems.				Understand			
CO3:	Solution to statistical Problems.				Understand			
CO4:	Create Resume.				Create			
CO5:	Develop Interview skills.				Evaluate			
UNIT – I	Verbal Reasoning				[07 Hrs]			
Vocabulary-Synonyms-Antonyms- Jumbled Sentence-Grammar-Sentence Formation-Inferential and Literal Comprehension-Contextual Vocabulary-Comprehension ordering-Reading Comprehension-Error Identification-Sentence Improvement & Construction-Subject-Verb Agreement-Tenses & Articles-Preposition & Conjunctions.								
UNIT – II	Logical Reasoning				[10 Hrs]			
Deductive Reasoning-Coding deductive logic-Blood Relation-Directional Sense-Objective Reasoning-Selection decision tables-Inductive reasoning-Odd Man Out -Analogy and Classification recognition-Coding and Number series recognition-Seating Arrangements-Abductive Reasoning-Mathematical Orders-Inferred Meaning-Logical word sequence-Data sufficiency-Sylogism-Data Arrangement.								
UNIT – III	Quantitative Aptitude				[07 Hrs]			
Basic Mathematics-LCM & HCF-Divisibility-Numbers, decimal fractions and power-Time & Work-Pipes and Cisterns-Averages-Profit and Loss- Ages-Time Speed and Distance- Problems on Trains – Boats and Streams – Clocks & Calendars – Probability – Permutation & Combination.								
UNIT – IV	Resume Writing				[03 Hrs]			
Introduction to Resume Writing -Purpose – Types of Resumes – Resume Writing Strategies & Techniques –Tips & Techniques for Resume Formatting & Designing – Covering Letter Writing Strategies & Techniques (Activity – Preparation of Resume and Covering Letter)								
UNIT – V	Interview Skills				[03 Hrs]			
Types of Interviews – Interpersonal Skills – Preparing for an Interview – Dress code for Interview – Overcoming Nervousness/Shyness – Body Language in interview – Interview Tips – FAQs. (Activity – Mock Interview).								
Total (L: 30 T: 0) = 30 Periods								
Text Books:								
1	E.Suresh Kumar, P.Srihari and J.Savithri, Communication Skills and Soft Skills: An Integrated Approach, Pearson Publication, New Delhi, Revised Edition,2016.							
2	AbhijitGuha, Quantitative Aptitude for Competitive Examinations, Tata McGraw Hill, New Delhi, Seventh Edition, 2020.							
Reference Books:								
1	Dr. R.S. Aggarwal, A Modern approach to verbal and non-verbal reasoning, S.Chand Publication, New Delhi, Revised edition. 2019.							
2	Ashraf Rizvi M, Effective Technical Communication, Tata McGraw Hill, New Delhi, Second Edition, 2017.							
3	Meenakshi Raman, Technical Communication: Principles and Practice, Oxford University Press, Third Edition, 2015.							
4	John V. Thill & Courtland L. Bovee, Excellence in Business Communication, Pearson Publication, New Delhi, Tenth Edition, 2013.							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Solution to verbal Reasoning Problems.</i>	3	3	3	3	2
CO2	<i>Develop the Skills Find out solution to logical Reasoning Problems.</i>	3	3	3	3	3
CO3	<i>Solution to statistical Problems.</i>	2	3	3	-	3
CO4	<i>Create Resume.</i>	3	2	2	3	-
CO5	<i>Develop Interview skills.</i>	3	2	2	3	-
Average		2.8	2.6	2.6	3.0	2.7

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – II								
BA20211	OPERATIONS MANAGEMENT				L	T	P	C
					4	0	0	4
Prerequisite:								
Course Outcomes: On Completion of this course, the student will be able to						Cognitive Level		
CO1:	Explain the fundamental knowledge in Production & operation management				Understand			
CO2:	Apply the forecasting techniques to improve the production process				Apply			
CO3:	Describe the quality work by analyzing the complex problem in the supply chain system				Understand			
CO4:	Illustrate the Various product, services and work system to improve the production				Understand			
CO5:	Explain the role and importance of material management and its techniques to effective handling				Analyze			
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 – Lean Manufacturing: 7 Wastes.								
Total (L: 45 T: 0) = 45 Periods								
Text Books:								
1	Aswathappa K and Shridhara Bhat K, Production and Operations Management, Himalaya Publishing House, New Delhi, Fifth Edition, 2015.							
2	Norman Gaither and Gregory Frazier, Operations Management, South Western Cengage Learning, Ninth Edition, 2016.							
Reference Books:								
1	Pannerselvam R, Production and Operations Management, Prentice Hall India, Seventh Edition, 2016.							
2	Kanishka Bedi, Production and Operations Management, Oxford University Press, Third Edition, 2015.							
3	Chary S. N, Production and Operations Management, Tata McGraw Hill, New Delhi, Fifth Edition, 2015.							
4	Chase Jacobs, Aquilano, and Agarwal, Operations Management for Competitive Advantage, Tata McGraw Hill, New Delhi, Tenth Edition, 2015.							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the fundamental knowledge in Production & operation management</i>	3	3	3	3	2
CO2	<i>Apply the forecasting techniques to improve the production process</i>	3	3	3	2	2
CO3	<i>Describe the quality work by analyzing the complex problem in the supply chain system</i>	3	2	3	2	3
CO4	<i>Illustrate the Various product, services and work system to improve the production</i>	2	2	3	-	3
CO5	<i>Explain the role and importance of material management and its techniques to effective handling</i>	2	3	3	3	3
Average		2.6	2.6	3.0	2.5	2.6

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – II								
MA20232	OPERATIONS RESEARCH FOR MANAGEMENT				L	T	P	C
					3	1	0	4
Prerequisite:								
Course Outcomes: On Completion of this course, the student will be able to						Cognitive Level		
CO1:	Explain the Linear Programming concepts during the uncertain situations in engineering fields.				Understand			
CO2:	Discuss the optimal solutions in Transportation and Assignment problems.				Evaluate			
CO3:	Describe the network techniques in project scheduling.				Understand			
CO4:	Apply the techniques of stock control to maximizing the profit.				Apply			
CO5:	Explain the sequencing of machines to optimize the total elapsed time, idle time of the machines by applying in business.				Analyze			
UNIT – I	LINEAR PROGRAMMING PROBLEMS				[12 Hrs]			
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 Hrs]			
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 Hrs]			
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 Hrs]			
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 Hrs]			
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								
Reference Books:								
1	P K Gupta and Man Mohan Singh, Problems in Operations Research, Sultan Chand, New Delhi, Twelfth Edition, 2014.							
2	Hamdy A Taha, Introduction to Operations Research, Prentice Hall India, New Delhi, Nineth Edition, 2014.							
3	Hira and Gupta, Problems in Operations Research, S.Chand and Co, New Delhi, Third Edition, 2015.							
4	N.D. Vohra, Quantitative Techniques in Management, Tata McGraw Hill Education (p) Ltd., New Delhi, Fifth Edition, 2017.							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the Linear Programming concepts during the uncertain situations in engineering fields.</i>	3	3	3	3	3
CO2	<i>Discuss the optimal solutions in Transportation and Assignment problems.</i>	3	3	2	3	2
CO3	<i>Describe the network techniques in project scheduling.</i>	3	3	3	3	2
CO4	<i>Apply the techniques of stock control to maximizing the profit.</i>	3	3	3	3	3
CO5	<i>Explain the sequencing of machines to optimize the total elapsed time, idle time of the machines by applying in business.</i>	3	3	3	3	2
Average		3.0	3.0	2.8	3.0	2.4

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – II								
BA20213	FINANCIAL MANAGEMENT				L	T	P	C
					3	1	0	4
Prerequisite:								
Course Outcomes: On Completion of this course, the student will be able to					Cognitive Level			
CO1:	Explain the fundamentals of financial management				Understand			
CO2:	Discuss investment decision tools used by finance managers				Create			
CO3:	Illustrate various tools adopted to take organizational finance decisions				Understand			
CO4:	Explain about dividend policy and decisions to the students				Analyze			
CO5:	Describe about capital management to students.				Analyze			
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 –Hire purchase - venture capital financing - private equity.								
Total ((L: 50 T: 10)) = 60 Periods								
Text Books:								
1	M. Y. Khan and P.K. Jain, Financial Management, Text, problems and cases, Tata McGraw Hill, New Delhi, Seventh Edition, 2017.							
2	Dr. S. N. Maheswari, Financial Management, Principles and Practices, Sultan chand and sons, New Delhi, Fourteenth Edition, 2014.							
Reference Books:								
1	I.M. Pandey, Financial Management, Vikas Publishing House, New Delhi, Twelfth Edition, 2021.							
2	Brigham and Ehrhardt, Financial Management Theory and Practice , Cengage Learning, Fifteenth Edition, 2016.							
3	Prasanna Chandra, Financial Management, Tata Mcgraw Hill, New Delhi, Nineth Edition, 2017.							
4	James C. Van Horne, Financial Management & Policy, Prentice Hall of India, New Delhi, Twelfth Edition, 2014.							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the fundamentals of financial management</i>	3	2	2	2	2
CO2	<i>Discuss investment decision tools used by finance managers</i>	2	3	3	3	3
CO3	<i>Illustrate various tools adopted to take organizational finance decisions</i>	2	3	3	2	3
CO4	<i>Explain about dividend policy and decisions to the students</i>	3	3	3	3	3
CO5	<i>Describe about capital management to students.</i>	3	2	3	2	2
Average		2.6	2.6	2.8	2.4	2.6

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – II								
BA20214	MARKETING MANAGEMENT				L	T	P	C
					3	0	0	3
Prerequisite:								
Course Outcomes : On Completion of this course, the student will be able to					Cognitive Level			
CO1:	Apply the concept of marketing and its relationship with other functional areas				Understand			
CO2:	Identify the customer buying behaviour and their satisfactions				Apply			
CO3:	Analyze the marketing strategies with consumer & Industrial markets				Analyze			
CO4:	Assess the knowledge on product planning and development on the basis of market segmentation				Evaluating			
CO5:	Appraise the marketing research process with digital marketing				Evaluating			
UNIT – I	INTRODUCTION				[09 Hrs]			
Marketing, Definition, Core marketing concept – Customer Oriented Organization – Marketing interface with other functional areas – Affecting the Marketing in Micro ad 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 - 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, Affiliate Marketing, Digital Marketing 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								
Text Books :								
1	Phlip Kortler: Marketing Management, prentice hall of India P (Ltd), New Delhi, Sixteenth Edition, 2015.							
2	P.K. Agarwal, Marketing Management, Pragati Prakashan, Meerut, Sixth Edition, 2016.							
Reference Books :								
1	Zikmand d'Amico, Marketing South Western, Thomson Learning, New Delhi, Nineth Edition, 2014.							
2	Micheal R.Czinkota and Masaaki Kotabe, Marketing Management, Vikas Thomson learning New Delhi, Eighth Edition, 2016,							
3	Tapan k.Panda, Marketing Management Text and Cases, Excel Books, New Delhi, Sixth Edition, 2015.							
4	Robert R. Reeder and Reeder, Industrial Marketing, PHI, Second Edition, 2014.							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Apply the concept of marketing and its relationship with other functional areas	3	2	3	3	2
CO2	Identify the customer buying behaviour and their satisfactions	3	2	3	2	3
CO3	Analyze the marketing strategies with consumer & Industrial markets	2	3	3	2	3
CO4	Assess the knowledge on product planning and development on the basis of market segmentation	3	2	3	3	3
CO5	Appraise the marketing research process with digital marketing	2	3	2	3	2
Average		2.6	2.4	2.8	2.6	2.6

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)				R 2020			
SEMESTER – II							
BA20215	HUMAN RESOURCE MANAGEMENT			L	T	P	C
				3	0	0	3
Prerequisite:							
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level	
CO1:	Explain the policies and systems for all HR sub-functions.			Understand			
CO2:	Analyse the factors to deal with multi-cultural workforce.			Analyze			
CO3:	Implement training methods for developing workforce to meet dynamic environment.			Understand			
CO4:	Illustrate the performance of workforce in organization.			Understand			
CO5:	Explain the different competencies required for managing global workforce.			Analyze			
UNIT - I	INTRODUCTION			[09 Hrs]			
Nature and Scope of Human Resource Management (HRM)-Meaning and Definition of HRM-Objectives and Functions of HRM-Models of HRM-HR policies-HRM in the changing environment.							
UNIT - II	STAFFING			[09 Hrs]			
Human Resource Planning-Job Analysis- Job Description- Job Specification- Recruitment-Selection-Induction-Placement- Social networking.							
UNIT - III	TRAINING AND EXECUTIVE DEVELOPMEN			[09 Hrs]			
Types of training methods - purpose - benefits & resistance- Executive Development Programmes – Benefits – Self Development – Knowledge Management - Case study.							
UNIT - IV	INTERNATIONAL HRM			[09 Hrs]			
Domestic versus international Human Resource management-Perspective and practices of International Human Resource Management- Competencies required for International Managers-Changing roles of HR during the transition from Local to Global.							
UNIT - V	PERFORMANCE EVALUATION AND CONTROL PROCESS			[09 Hrs]			
Compensation plan – Reward – Motivation-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.							
Total (L: 45 T: 0) = 45 Periods							
Text Books :							
1	K. Aswathappa, Human Resource and Personnel Management -Text and Cases, Tata McGraw Hill, New Delhi, Eighth Edition, 2016						
2	Biswajeet Pattanayak, Human Resource Management , Prentice Hall of India, New Delhi, Fifth Edition, 2015.						
Reference Books :							
1	Gary Dessler, Human Resource Management, Prentice Hall of India, New Delhi, Fifteenth Edition, 2017.						
2	Bernardin H John, Human Resource Management-An experiential Approach, Tata McGraw Hill, New Delhi, Eighth Edition, 2015						
3	Luis R.Gomez-Mejia, David B.Balkin and Robert L Card., Managing Human Resource,. PHI Learning, New Delhi, . Sixth Edition, 2014.						
4	Eugence Mckenna and Nic Beach, Human Resource Management, Pearson Education Limited, New Delhi, Third Edition,2017.						

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the policies and systems for all HR sub-functions.</i>	2	2	2	3	3
CO2	<i>Analyse the factors to deal with multi-cultural workforce.</i>	3	2	3	2	2
CO3	<i>Implement training methods for developing workforce to meet dynamic environment.</i>	3	2	2	3	2
CO4	<i>Illustrate the performance of workforce in organization.</i>	2	2	2	3	3
CO5	<i>Explain the different competencies required for managing global workforce.</i>	2	3	2	3	3
Average		2.4	2.2	2.2	2.8	2.6

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020
SEMESTER – II					
BA20216	BUSINESS RESEARCH METHODS	L	T	P	C
		4	0	0	4
Prerequisite:					
Course Outcomes : On Completion of this course, the student will be able to					Cognitive Level
CO1:	Explain the fundamental of research methods				Understand
CO2:	Illustrate the various research problem, research design, data collection.				Analyze
CO3:	Explain fundamental methods and techniques of social science				Understand
CO4:	Describe the ethical dimensions.				Understand
CO5:	Describe the various business related issues and problems				Analyze
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 - Report Generation and Oral Presentation					
Total (L: 45 T: 0) = 45 Periods					
Text Books :					
1	C. R. Kothari, Research Methodology: Methods and Techniques, New Age International, New Delhi, Second Edition, 2016				
2	Panneer Selvam, Research Methodology, PHI, New Delhi, Third Edition, 2014.				
Reference Books :					
1	Cooper and Schindler, Business Research Methods, Tata McGraw- Hill Publishing, New Delhi, Eleventh Edition, 2016.				
2	Alan Bryman and Emma Bell, Business Research Methods, Oxford University press, New Delhi, Third Edition, 2015.				
3	Uma Sekaran, Research Methods for Business, Wiley India, New Delhi, Eighth Edition, 2015.				
4	Naresh K. Malhotra, Marketing Research - An Applied Orientation, Pearson Education, Noida, Seventh Edition, 2019.				

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the fundamental of research methods</i>	3	2	2	2	2
CO2	<i>Illustrate the various research problem, research design, data collection.</i>	2	3	2	2	2
CO3	<i>Explain fundamental methods and techniques of social science</i>	2	3	2	3	2
CO4	<i>Describe the ethical dimensions.</i>	3	3	3	3	2
CO5	<i>Describe the various business related issues and problems</i>	3	3	3	3	3
Average		2.6	2.8	2.4	2.6	2.2

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020
SEMESTER – II					
BA20221	COMPUTER APPLICATIONS IN MANAGEMENT - PRACTICAL	L	T	P	C
		0	0	4	2
Prerequisite:					
Course Outcomes : On Completion of this course, the student will be able to					Cognitive Level
CO1:	Create word document and power point presentation.				Create
CO2:	Create spreadsheet using Excel				Create
CO3:	Execute various mathematical function and statistical Function in excel				Evaluate
CO4:	Execute various date function and text function and look up function in excel				Evaluate
CO5:	Design accounting statement using accounting software.				Evaluate
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, Sum if, If, Power, Quotient, Round the numbers, factorial, sqrt, ceiling, floor. - Statistical Function: Mean, Median, Mode, Variance, Average, Count, Count if, Maximum, Minimum, Correl, staddev.					
UNIT - IV	ADVANCED EXCEL –DATE FUNCTION, TEXT FUNCTION, LOOK UP FUNCTION				[08 Hrs]
Date Function: Now, Day, Date, month, hour, minute, second, today, year, EDate.- Text Functions: Sting Function, Upper, lower, Value, String Concatenate, left, right, mid - 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 (L: 45 T: 0) = 45 Periods					
Text Books :					
1	Comdex, Computer and Functional Accounting with Tally 9.0, Dream tech Press, New Delhi, 2014.				
2	Deborah Morley, Understanding Computers today and tomorrow, Cengage Learning, New Delhi, Fifteenth Edition, 2015.				
Reference Books :					
1	Gary W. Hansen and James V. Hansen, Database Management and Design, Prentice Hall, New Delhi, Fifth Edition, 2015				
2	Robert H. Lawson, Strategic Operations Management, Vikas Publishing House, New Delhi, Fourth Indian Reprint, 2016.				
3	Namrata Agrawal and Sanjai Kumar, Advance Excel, VBS Marketing Communication Pvt. Ltd., New Delhi, 2014.				
4	AsokK.Nandhani and Kisor K. Nandhani, Microsoft Excel, BPB Publications, New Delhi, 2008.				

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Create word document and power point presentation.</i>	2	2	3	2	2
CO2	<i>Create spreadsheet using Excel</i>	2	3	3	3	3
CO3	<i>Execute various mathematical function and statistical Function in excel</i>	3	3	2	3	3
CO4	<i>Execute various date function and text function and look up function in excel</i>	3	3	3	3	3
CO5	<i>Design accounting statement using accounting software.</i>	2	3	2	2	3
Average		2.4	2.8	2.6	2.6	2.8

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – II								
HR20042	CAREER BUILDING SKILLS – II				L	T	P	C
					0	2	0	0
Prerequisite:								
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level		
CO1:	Enhanced skills on interview and Group discussion				Create			
CO2:	Develop the skills on presentation skills				Understand			
CO3:	Discuss the Various business etiquette and ethics required for a manger.				Analyze			
CO4:	Solve quantitative problems Statistical measures such as area, volumes				Analyze			
CO5:	Illustrate the various solutions to reasoning problems.				Understand			
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: 30 T: 0) = 30 Periods								
Text Books :								
1	Jeff Butterfield, Soft Skills for Everyone, Cengage Learning India Pvt Ltd, New Delhi, First Edition, 2011							
2	R.S.Agaarwal, Quantitative Aptitude for Competitive Examinations, TMH, New Delhi, Fourth Edition, 2015.							
Reference Books :								
1	Abhijit Guha, Quantitative Aptitude for Competitive Examinations, TMH, NewDelhi, Fourth Edition, 2017.							
2	Bhatnagar Nitin , Communicative English for Engineers and Professionals, Pearson Publication, New Delhi, Recent Edition 2018.							
3	E.Suresh Kumar,– Communication Skills and Soft Skills: An Integrated Approach, Pearson Publication, New Delhi, Recent Edition, 2011							
4	P.Srihari and J.Savithri, Communication Skills and Soft Skills: An Integrated Approach, Pearson Publication, New Delhi. New Edition, 2014.							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Enhanced skills on interview and Group discussion</i>	3	3	3	3	2
CO2	<i>Develop the skills on presentation skills</i>	3	3	3	3	3
CO3	<i>Discuss the Various business etiquette and ethics required for a manger.</i>	3	-	3	3	3
CO4	<i>Solve quantitative problems Statistical measures such as area, volumes</i>	3	3	2	2	3
CO5	<i>Illustrate the various solutions to reasoning problems.</i>	3	3	2	2	3
Average		3.0	3.0	2.6	2.6	2.8

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – III								
BA20311	STRATEGIC MANAGEMENT				L	T	P	C
					4	0	0	4
Prerequisite:								
Course Outcomes : On Completion of this course, the student will be able to					Cognitive Level			
CO1:	Explain the fundamental concept of strategy and process				Understand			
CO2:	Discuss the various competitive advantage of strategic management.				Analyze			
CO3:	Illustrate the Various Strategy Formulation and choice.				Understand			
CO4:	Illustrate the various methods of strategy implementation and Evaluation.				Understand			
CO5:	Explain Various strategic Issues.				Evaluate			
UNIT – I	STRATEGY AND PROCESS				[09 Hrs]			
Introduction to Strategic Management – Concepts of Strategy Management: Phases and Benefits – Strategy Formation Process – Stakeholders in Business– Strategic decision Making: Process, Mintzberg's modes, Vision, Mission and Purpose- Case study.								
UNIT – II	COMPETITIVE ADVANTAGE				[09 Hrs]			
External Environment – Porter's Five Forces Model – Strategic Groups – Strategic Types – Industry evolution – Core and Distinctive competencies: VRIO framework – Competitive Advantage: Resources, Generic Building Blocks, Avoiding failures and sustaining competitive advantage – Business Models – case study.								
UNIT – III	STRATEGY FORMULATION AND CHOICE				[09 Hrs]			
Strategy formulation: Meaning, SWOT Analysis, GAP Analysis, Strategic Factors Analysis Summary(SFAS) Matrix and TOWS Matrix – Business Strategy: Porter's Competitive Strategies – Corporate Strategy – Directional Strategy: Growth, Stability and Retrenchment Strategies – Portfolio Analysis: BCG Matrix and GE Business Screen – Strategy Choice: Introduction to Functional strategy, Process.								
UNIT – IV	STRATEGY IMPLEMENTATION & EVALUATION				[09 Hrs]			
Strategy Implementation: Meaning, Developing Programs, Budgets, Procedures, Synergy, stages and international Issues – Advanced Types of Organizational Structure – Resource allocation – Strategy Evaluation: Methods of Measuring Performance, Types of Control, Problems in measuring performance and Guidelines for proper control.								
UNIT – V	OTHER STRATEGIC ISSUES				[09 Hrs]			
Managing Technology and Innovation: Sources and categories of Innovation and organizing for Innovation – Strategic Issues in Entrepreneurial Ventures and small Business: Factors, Issues in Strategy Implementation and Evaluation – Internet Economy – Case Study.								
Total (L: 45 T: 0) = 45 Periods								
Text Books :								
1	Thomas L. Wheelen, J.David Hunger and KrishRangarajan, Concepts in Strategic Management and Business policy, 14thEdition, Pearson Education, New Delhi,2016.							
2	Charles W.L.Hill& Gareth R.Jones, Strategic Management Theory, An Integrated Approach, 3rdEdition ,Biztantra, New Delhi,2016.							
Reference Books :								
1	Aswathappa .K, Strategic Management, Himalaya publishing house, 12 th edition 2015							
2	Fred R.David, Strategic Management,4 th Edition, Prentice Hall of India ,New Delhi, 2015.							
3	Kazmi, Strategic Management & Business Policy, 6 th Edition, Tata McGraw Hill, New Delhi, 2015.							
4	Mathur, Text book of Strategic Management, 6 th Edition, Macmillan, New Delhi. 2015.							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the fundamental concept of strategy and process</i>	3	3	2	3	2
CO2	<i>Discuss the various competitive advantage of strategic management.</i>	3	2	2	2	2
CO3	<i>Illustrate the Various Strategy Formulation and choice.</i>	2	2	2	3	2
CO4	<i>Illustrate the various methods of strategy implementation and Evaluation.</i>	3	2	-	2	2
CO5	<i>Explain Various strategic Issues.</i>	3	2	2	3	3
Average		2.8	2.2	2.0	2.6	2.2

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020
SEMESTER – III					
BA20312	INTERNATIONAL BUSINESS MANAGEMENT	L	T	P	C
		4	0	0	4
Prerequisite:					
Course Outcomes : On Completion of this course, the student will be able to					Cognitive Level
CO1:	Explain the knowledge of international business environment.				Understand
CO2:	Analyze of various organizations for international trade promotions.				Analyze
CO3:	Identify the various modes for international business expansion.				Apply
CO4:	Develop the marketing mix with financial assistant.				Apply
CO5:	Illustrate the various strategies in national and international human resource management and ethical values in decision making				Understand
UNIT - I	GLOBALIZATION AND INTERNATIONAL BUSINESS				[09 Hrs]
Introduction - Globalization: Historical perspective and Factors. International Business: Definition, Reasons for International Business - Domestic Vs International business - International business environment: Economic, Cultural, Demographic, Political, Legal, Nature and technological environment, Transfer of Technology policy.					
UNIT - II	INSITUTIONAL FRAMEWORK				[09 Hrs]
International Economic Institutions: World Bank group, IMF, United Nations Conference on Trade and Development - Organizations for international trade promotions: International Trade Centre, Import promotion Organization - International Trade Institutional: GATT/WTO - Case Study.					
UNIT - III	ECONOMIC INTEGRATIONS, MODES OF EXPANSION AND PRODUCTION				[09 Hrs]
Forms of international economic integrations - International business expansion modes: trade-related modes, Contractual modes, Investment, Strategy, sequential adoption and Decision-making process of expansion modes - Global Production management: concepts, operations, off-shoring, strategic option and global supply chain management.					
UNIT - IV	MARKETING AND FINANCIAL MANAGEMENT				[09 Hrs]
International marketing: Frame work, market identification, segmentations and targeting, marketing mix, product, pricing, Distribution channel management- Financial management: International monetary system, Exchange rate and mode of payments.					
UNIT - V	HUMAN RESOURCE MANAGEMENT AND ETHICS				[09 Hrs]
Strategic orientations and practices, selection of expatriate managers, Training and development - compensation - Issues in international business, role of international agencies – Ethical issues and Ethical decision-making – Case Study.					
Total (L: 45 T:0) = 45 Periods					
Text Books :					
1	Rakesh Mohan Joshi, International Business, 8 th Edition, Oxford University Press, New Delhi, 2014				
2	Francis Cherunilam, International Business, 6 th Edition, PHI Learning Private Limited, New Delhi, 2013				
Reference Books :					
1	Philip.R.Cateora John.L.Graham, International Marketing, 13 th Edition, Tata Mcgraw Hill, New Delhi, 2012.				
2	Charles W.I. Hill and Arun Kumar Jain, International Business, 8 th Edition , Tata Mc Graw Hill, New Delhi, 2014.				
3	Aswathappa.K. International Business, 5 th Edition, Tata McGraw Hill, New Delhi,2012.				
4	Mankiw,"International Business Management", New Delhi: Thomson Learning, 2016.				

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the knowledge of international business environment.</i>	3	3	2	3	3
CO2	<i>Analyze of various organizations for international trade promotions.</i>	2	3	3	3	3
CO3	<i>Identify the various modes for international business expansion.</i>	3	3	3	3	3
CO4	<i>Develop the marketing mix with financial assistant.</i>	2	3	2	3	3
CO5	<i>Illustrate the various strategies in national and international human resource management and ethical values in decision making</i>	2	2	3	3	3
Average		2.4	2.8	2.6	3.0	3.0

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – III								
BA20361	ELECTIVE – I MARKETING CUSTOMER RELATIONSHIP MANAGEMENT				L	T	P	C
					3	0	0	3
Prerequisite:								
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level		
CO1:	Explain the Various knowledge of basic concept of customer relationship.				Understand			
CO2:	Discuss the bonding with customer and enhance customer relationship.				Apply			
CO3:	Illustrate the various service marketing through customer relationship.				Understand			
CO4:	Explain the various solutions for E CRM by using relevant technology.				Understand			
CO5:	Apply the strategy for customer centric marketing.				Apply			
UNIT - I	EMERGING CONCEPT OF CRM					[09 Hrs]		
Customer Relationship Management(CRM) in Marketing & IT – Implementing CRM Initiatives – Enable of the Growth of CRM – Evolution and Benefits of CRM – Steps for Successful CRM – Role of CRM in Improving Customer Relationships.								
UNIT - II	BUILDING CUSTOMER RELATIONSHIP					[09 Hrs]		
Process, Bonding – Zero Customer Defections – CRM Framework – Market Share Vs Share of Customers – Life time value of Customers - Case Study.								
UNIT - III	CRM SERVICE AND MARKETING					[09 Hrs]		
Product Markets – B2B,B2C,B2G Market – A Marketing Retrospective – Target Marketing – Marketing Automation – Call Center and Customer Care – Automation of Contact Center – Web Based Self Service – Work Force Management – Customer Service – E – CRM.								
UNIT - IV	COMPONENTS OF E - CRM SOLUTIONS					[09 Hrs]		
Data Warehousing – Data Mining and CRM – Evaluation of Technical Solution for CRM – Role of a Contact Center in Building Relationships.								
UNIT - V	IMPLEMENTATION					[09 Hrs]		
Defining a CRM Strategy – CRM Implementation Road Map – Developing a Relationship Orientation – Customer Centric Marketing and Processes – Building Capabilities through Internal Marketing – Customer Retention Plans – Case Study.								
Total (L: 45 T:0) = 45Periods								
Text Books :								
1	Jagadish.N.Sheth, Atul Parvatiya and G.Shainesh(Editors), Customer Relationship Management, 2 nd Edition, TMH, New Delhi, 2011.							
2	Shanmugamsundaram, Customer Relationship Management, 1 st Edition, PHI, New Delhi, 2010.							
Reference Books :								
1	Mukesh Chaturvedi and Abhinav Chaturvedi, Customer Relationship Management – An Indian Perspective, 2 nd Edition, Excel Books, Chennai, 2011.							
2	V.Kumar and Werner.J.Reinartz, Customer Relationship Management, 1 st Edition, Wiley, New Delhi, 2006.							
3	V.Venkataramana and G.Somayajulu, Customer Relationship Management,2 nd Edition, Excel Books, Chennai.2015							
4	Abhinav Chaturvedi, Customer Relationship Management – An Indian Perspective, 2 nd Edition, Excel Books, Chennai, 2011.							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the Various knowledge of basic concept of customer relationship.</i>	2	2	2	3	2
CO2	<i>Discuss the bonding with customer and enhance customer relationship.</i>	3	2	2	3	3
CO3	<i>Illustrate the various service marketing through customer relationship.</i>	3	2	2	3	3
CO4	<i>Explain the various solutions for E CRM by using relevant technology.</i>	3	3	2	2	2
CO5	<i>Apply the strategy for customer centric marketing.</i>	3	3	3	2	3
Average		2.8	2.4	2.2	2.6	2.6

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)				R 2020			
SEMESTER – III							
BA20362	ELECTIVE I – MARKETING SERVICES MARKETING			L	T	P	C
				3	0	0	3
Prerequisite:							
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level	
CO1:	Explain the fundamental concepts of Services Marketing.			Understand			
CO2:	Analyze the various opportunities of Services Marketing.			Analyze			
CO3:	Illustrate the different services of quality models to promote the business.			Understand			
CO4:	Explain the differentiate between the designing and pricing techniques.			Evaluate			
CO5:	Discuss various services strategies.			Understand			
UNIT - I	INTRODUCTION AND CONCEPT OF SERVICE					[09 Hrs]	
Services: Definition, Characteristics, Evolution and Growth of service sector, Nature, scope of services, and classification of services - Services as a system - Challenges and issues in services marketing.							
UNIT - II	SERVICE MARKETING OPPORTUNITIES					[09 Hrs]	
Assessing service market potential: Marketing mix - Service marketing Environment and trends: Service market segmentation, targeting and positioning - Service Expectation : Model, Nature and Determinants strategies - Case Study.							
UNIT - III	SERVICE DESIGN AND DEVOLPMENT					[09 Hrs]	
Service Design and Development: Service Life cycle, Design elements - New service development: Service Blue Printing, GAP's model of service quality - Measuring service quality: SERVQUAL - Service quality function deployment.							
UNIT - IV	SERVICE DELIVERY, PRICING AND PROMOTION					[09 Hrs]	
Service Delivery: Positioning of services, Designing and methods of service delivery system and Service channel - Service location, Pricing: methods and practices, Service marketing triangle and Integrated service marketing communication - Revenue Management.							
UNIT - V	RECENT SERVICE STRATEGIES					[09 Hrs]	
Revenue Management - Healthcare - Hospitality - Tourism - Financial - Education - Agricultural - Entertainment & Public utility information technique services - Strategy for internal marketing – Case Study.							
Total (L: 45 T: 0) = 45Periods							
Text Books :							
1	Dr.B.Balaji, Service Marketing & Management, 2 nd Edition, S.Chand &Company Ltd, New Delhi, 2006.						
2	Valarie .A.Zeithaml, Mary Jo Bither,Ajay pandit and Dwayne.D.Gremler, Services Marketing, Tata 3 rd Edition, McGraw Hill, New Delhi,2007.						
Reference Books :							
1	Chiristopher H.Lovelock and jochen Wirtz, Services Marketing, 3 rd Edition, Pearson Education, New Delhi, 2010.						
2	Hoffman, Marketing of services, 3 rd Indian Reprint, Cengage Learning, New Delhi, 2009						
3	Mukesh Chaturvedi and Abhinav Chaturvedi, Services Marketing – An Indian Perspective, 2 nd Edition, Excel Books, Chennai, 2011.						
4	Rajendra Nargundkar, Services Marketing Text & Cases, 4 th Reprint, Tata McGraw Hill, New Delhi, 2009						

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the fundamental concepts of Services Marketing.</i>	3	2	3	3	2
CO2	<i>Analyze the various opportunities of Services Marketing.</i>	3	3	2	3	3
CO3	<i>Illustrate the different services of quality models to promote the business.</i>	2	3	2	3	2
CO4	<i>Explain the differentiate between the designing and pricing techniques.</i>	2	3	3	2	2
CO5	<i>Discuss various services strategies.</i>	2	2	2	3	3
Average		2.4	2.6	2.4	2.8	2.4

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)				R 2020			
SEMESTER – III							
BA20363	ELECTIVE I – MARKETING BRAND MANAGEMENT			L	T	P	C
				3	0	0	3
Prerequisite:							
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level	
CO1:	Explain the purpose of studying the brand management.					Evaluate	
CO2:	Describe the various decision making with the help of Brand positioning.					Understand	
CO3:	Illustrate the elements of brand equity and brand image.					Understand	
CO4:	Explain the concepts of brand identity.					Evaluate	
CO5:	Discuss the various knowledge of brand extension and valuation.					Analyze	
UNIT - I	INTRODUCTION TO BRAND					[09 Hrs]	
Brand: Evolution, Types, Perspectives and factors – Perceptual components – Value hierarchy – Brand and Product – Attitude of Brand: Steps - Case study.							
UNIT - II	BRAND POSITIONING					[09 Hrs]	
Brand Positioning: Meaning, 3 CS of positioning and errors – Competitive positioning – Positioning strategy – Steps for Brand success– Essential to the success of a brand – Building superior brands – Brand repositioning: Repositioning of competitors and Strategies.							
UNIT - III	BRAND EQUITY & IMAGE					[09 Hrs]	
Brand Equity: Definition, Value to customer and marketer – Elements of Customer Based Brand Equity – Brand Image: Definition, Dimensions, Managing Brand Image and Types of Association – Assets and liabilities – Attributes of Brand Report card.							
UNIT - IV	BRAND IDENTITY					[09 Hrs]	
Brand Identity: Meaning, Brand Identity Perspectives, Levels and Prism – Introduction to Brand awareness, recognition, recall and personality.							
UNIT - V	BRAND EXTENSIONS AND VALUATION					[09 Hrs]	
Brand Extension: Meaning, Reason, types, benefits and Pitfalls. Methods of Brand Valuation – Brand revitalization and Brand elimination – Case Study.							
Total (L: 45 T: 0) = 45Periods							
Text Books :							
1	Harsh V Verma, Brand Management, First Edition (Reprint) Excel Books, New Delhi, 2012.						
2	D. Henry, Road to Brand Equity, 2 nd edition, Himalaya Publishing House, New Delhi 2011						
Reference Books :							
1	Kevin Lane Keller, Strategic Brand Management, 2 nd Edition, Prentice Hall of India, New Delhi, 2010.						
2	Harish Chaurasia, Brand Management, 1 st Edition, Rajat Poublication, New Delhi,2011.						
3	U.C. Mathur, Brand Management Text & Cases, 1 st edition, Macmillan Publishers India Ltd., New Delhi,2010.						
4	Mukesh Chaturvedi , Brand Management – An Indian Perspective, 2 nd Edition, Excel Books, Chennai, 2011.						

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the purpose of studying the brand management.</i>	3	3	2	3	2
CO2	<i>Describe the various decision making with the help of Brand positioning.</i>	3	2	2	2	2
CO3	<i>Illustrate the elements of brand equity and brand image.</i>	2	2	2	3	2
CO4	<i>Explain the concepts of brand identity.</i>	3	2	2	2	2
CO5	<i>Discuss the various knowledge of brand extension and valuation.</i>	3	2	2	3	3
Average		2.8	2.2	2.0	2.6	2.2

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – III								
BA20364	ELECTIVE I - MARKETING INTEGRATED MARKETING COMMUNICATION				L	T	P	C
					3	0	0	3
Prerequisite:								
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level		
CO1:	Explain the concept of integrated market communication				Understand			
CO2:	Discuss the various advertisements for the product promotion				Analyze			
CO3:	Discuss about sales promotion management				Analyze			
CO4:	Illustrate the various importance and need of public relations and word - of - mouth communication.				Understand			
CO5:	Explain the ethical, regulatory & environmental issue in International Marketing Communication.				Evaluate			
UNIT - I	INTRODUCTION ABOUT INTEGRATED MARKETING COMMUNICATION				[09 Hrs]			
Definition - The tools of marketing communications – Key Integrated marketing communications features – Obstacles to Implementing IMC- Fundamental marketing communications Decisions– Social Network Analysis.								
UNIT - II	ADVERTISING MANAGEMENT				[09 Hrs]			
Over view of advertising management – The Media - Planning Process. Effective & creative advertising messages - Role of creativity - success and mistakes - plans & strategies. Message appeals & endorsers - MOA - The Role of Celebrity Endorsers in Advertising - The Role of Humor in Advertising - Appeals to Consumer Fears - Appeals to Consumer Guilt - The Use of Sex in Advertising - The Functions of Music in Advertising - The Role of Comparative Advertising. Measuring advertising message effectiveness - Advertising Research – Stages. Advertising media: Planning & Analysis - The Media Planning Process. Internet advertising and other advertising media – case study.								
UNIT - III	SALES PROMOTION MANAGEMENT				[09 Hrs]			
Sales promotion objectives – tools - types of sales promotion. Sampling – methods and media - Challenges and Problems. Couponing - Coupon Distribution Methods. Premiums – methods- Retailer Promotions - Types of Retailer Promotions. Advertising Performance and Evaluation of sales promotion - Postmortem Analysis.								
UNIT - IV	PUBLIC RELATIONS & WORD - OF - MOUTH COMMUNICATION				[09 Hrs]			
Public Relations- Public Relations and Integrated Marketing communication. Word-of-mouth communication – Influence. Event & Cause sponsorships, Point of purchase communications – On Premise-types-Out of Home- types - Point-of-Purchase (P-O-P) Messages – Evaluation of public relations.								
UNIT - V	ETHICAL, REGULATORY & ENVIRONMENTAL ISSUES				[09 Hrs]			
Ethical issues in marketing communications – Ethical issues in advertising, Public relations, Packaging & Branding & Sales promotions – Regulation of marketing communications – Environmental marketing communications – Case Study.								
Total (L: 45 T:0) = 45Periods								
Text Books :								
1	Terence A. Shimp, in Advertising and Promotion, 8 th Edition, Cengage publications, New Delhi, 2017.							
2	Sirgy M. Joseph, Integrated Marketing Communications: A Strategic Approach to IMC, 1 st Edition, Cengage publications, New Delhi, 2009.							
Reference Books :								
1	Philip J.Kitchen and Patrick De pelsmacker, Integrated Marketing Communications: A primer, 1 st Edition, Oxford publications, New York, 2004.							
2	William Chitty, Nigel Barker, Integrated Marketing Communications, 3 rd Edition, Cengage publications, New Delhi							
3	George E Belch and Michael E Belch, Advertising and Promotion: An Integrated Marketing Communications Perspective, 6 th Edition, TMH, 2006.							
4	Abhinav Chaturvedi, Integrated Marketing Communication– An Indian Perspective, 2 nd Edition, Excel Books, Chennai, 2011.							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the concept of integrate market communication</i>	3	3	2	3	2
CO2	<i>Discuss the various advertisements for the product promotion</i>	3	2	3	2	2
CO3	<i>Discuss about sales promotion management</i>	3	2	3	2	3
CO4	<i>Illustrate the various importance and need of public relations and word - of - mouth communication.</i>	2	2	3	3	2
CO5	<i>Explain the ethical, regulatory & environmental issue in International Marketing Communication.</i>	2	2	3	3	3
Average		2.6	2.2	2.8	2.6	2.4

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)				R 2020			
SEMESTER – III							
BA20365	ELECTIVE I – MARKETING RURAL MARKETING			L	T	P	C
				3	0	0	3
Prerequisite:							
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level	
CO1:	Explain the knowledge of rural marketing in different environment conditions.					Understand	
CO2:	Analyze the consumer behaviour in Rural management.					Analyze	
CO3:	Explain the product strategy for new product in Rural management.					Understand	
CO4:	Analyze the pricing strategy and distribution methods of Rural management.					Analyze	
CO5:	Illustrate the various benefits of various innovations adopted in Rural management.					Understand	
UNIT - I	INTRODUCTION					[09 Hrs]	
Definition, Evolution- Rural market structure- Demographic Environment- Physical Environment, Economic Environment- Political Environment, Technological Environment, Size and nature of rural markets.							
UNIT - II	RURAL CONSUMER BEHAVIOUR					[09 Hrs]	
Consumer behavior - Consumer Buying Behaviour Models- Factors affecting consumer Behaviour, Characteristics of Rural Consumer – Consumer Buying process – Opinion Leadership Process – Diffusion of Innovation – Brand Loyalty – Case Study.							
UNIT - III	PRODUCT STRATEGY					[09 Hrs]	
Introduction- , Product concepts and classification - Rural product categories – New product Development – Consumer Adoption Process- Product Life cycle- product Mix- Rural packaging – Branding in Rural India.							
UNIT - IV	PRICING & DISTRIBUTION					[09 Hrs]	
Pricing: Introduction & objectives, Factors influencing pricing , Pricing Strategies - Distribution: Introduction , Evolution, Channels of distribution,- Rural distribution models,- Emerging models.							
UNIT - V	COMMUNICATION AND INNOVATION					[09 Hrs]	
Communication: Introduction, Communication process- Rural media:- Media model - Media Innovation - Innovation: Introduction , Role of innovation ,importance in rural markets - ICT in rural markets – Case Study.							
Total (L: 45 T:0) = 45Periods							
Text Books :							
1	Pradeep Kashyap and Siddharta Raut, Rural Marketing - Text and practices, 1 ST Edition, Reprint, Biztantra, New Delhi, 2011.						
2	Balram Dogra and Karminder Ghuman, Rural Marketing - concepts & practices, 1 st Edition, Tata McGraw Hill, New Delhi, 2009.						
Reference Books :							
1	C.S.G.Krishmacharyalui and Lalitha Ramakrishnan, Cases in Rural Marketing - An integrated approach, 2 nd Edition, Pearson Education, New Delhi, 2009.						
2	A.K.Singh, Rural Marketing: Indian Perspective, New Age International Pvt.Ltd, New Delhi, 2007.						
3	V.C.Mathur, Rural Marketing-Text and Cases, 2 nd edition, Excel Books, Chennai, 2014						
4	Sathya Prakash Pandey, Rural Marketing: Indian Perspective, New Age International Pvt.Ltd, New Delhi, 2007.						

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the knowledge of rural marketing in different environment conditions.</i>	2	3	2	2	3
CO2	<i>Analyze the consumer behaviour in Rural management.</i>	2	3	3	2	3
CO3	<i>Explain the product strategy for new product in Rural management.</i>	2	2	3	3	3
CO4	<i>Analyze the pricing strategy and distribution methods of Rural management.</i>	2	2	3	2	2
CO5	<i>Illustrate the various benefits of various innovations adopted in Rural management.</i>	3	3	3	3	3
Average		2.2	2.6	2.8	2.4	2.8

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – III								
BA20366	ELECTIVE I – MARKETING RETAIL MANAGEMENT				L	T	P	C
					3	0	0	3
Prerequisite:								
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level		
CO1:	Explain the various functions of retail business.				Understand			
CO2:	Discuss various consumer behaviour for decision making in different stages.				Analyze			
CO3:	Develop the branding strategy in retailing.				Understand			
CO4:	Illustrate the various pricing and promotion strategies in retailing. .				Understand			
CO5:	Explain the knowledge of operations and customer relations management in retail sector.				Evaluate			
UNIT - I	INTRODUCTION					[09 Hrs]		
Retailing Introduction – Characteristics of Retailing-Functions and Activities -Challenges to Retail Business in india- Classification of Retail units-Variety of Merchandise Mix-Methods of Customer Interaction.								
UNIT - II	RETAIL CUSTOMER AND MARKET SEGMENTATION					[09 Hrs]		
Retail customer- Consumer behavior-Factors affecting consumer decision making-Stages of consumer decision making process-Market segmentation :Targeting, Positioning, Dimension for segmentation-Customer profile– Case Study.								
UNIT - III	BRAND AND MERCHANDISE MANAGEMENT					[09 Hrs]		
Brand Management- Branding Strategy-Store brand and its types-Merchandise management :control-Various Retail segment.								
UNIT - IV	PRICING AND PROMOTIONS STRATEGY					[09 Hrs]		
External influences on Retail pricing Strategies- pricing objectives-Pricing practices-Methods for setting prices- Advertising-Types –Media Selection-Sales promotion– Case Study.								
UNIT - V	STORE OPERATIONS AND CUSTOMER RELATIONSHIP MANAGEMENT					[09 Hrs]		
Role of Store Managers-Customers Service-Customer Relationship Management in organized & unorganised retail sector- strategies -Customer service -Loyalty programmes – Case Study.								
Total (L: 45 T:0) = 45Periods								
Text Books :								
1	Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, 2 nd Edition, Oxford University press, New Delhi, 2010.							
2	Michael Havy, Baston, Aweitz Pandit, Retail Management, 6 th Edition, Tata Mcgraw Hill, New Delhi, 2007.							
Reference Books :								
1	Ogden, Integrated Retail Management, 2 nd Edition, Biztranza India, New Delhi, 2008							
2	Patrick M. Dunne and Robert F Lusah, Retailing, 4 th Edition, Thomson Learning, New Delhi, 2008.							
3	Barry Berman, Retail Management: Strategic Approach, 13 th Edition, Pearson,New .Delhi,2013							
4	Joel R.E.Vans,Mini Mathur, Retail Management :Strategic Approach, 13 th Edition, Pearson,New .Delhi,2013							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Explain the various functions of retail business.	3	3	2	3	2
CO2	Discuss various consumer behaviour for decision making in different stages.	3	2	2	2	-
CO3	Develop the branding strategy in retailing.	2	2	2	3	2
CO4	Illustrate the various pricing and promotion strategies in retailing. .	3	2	2	2	2
CO5	Explain the knowledge of operations and customer relations management in retail sector.	3	2	2	3	3
Average		2.8	2.2	2.0	2.6	2.3

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – III								
BA20367	ELECTIVE II – FINANCE SECURITY ANALYSES AND PORTFOLIO MANAGEMENT				L	T	P	C
					3	0	0	3
Prerequisite:								
Course Outcomes : On Completion of this course, the student will be able to					Cognitive Level			
CO1:	Explain the various investment avenues				Analyze			
CO2:	Discuss the details of securities market				Analyze			
CO3:	Evaluate the stock market using fundamental analysis				Evaluate			
CO4:	Illustrate the various technical analysis to evaluate the stock market				Evaluate			
CO5:	Analyze the fund management by using different portfolio systems				Analyze			
UNIT - I	INVESTMENT SETTING				[09 Hrs]			
Financial and economic meaning of Investment, Characteristics, objectives of Investment, Investment alternatives, Choice and Evaluation, Risk and return concepts.								
UNIT - II	SECURITIES MARKETS				[09 Hrs]			
Financial Market: Segments, Types, Methods of floating new issues, Book building – primary market – secondary market – listing of securities – Stock exchanges in India: BSE, NSE, ISE, OTCEI and NSDL- Investor Protection and Regulation- Stock Market Indices.								
UNIT - III	FUNDAMENTAL ANALYSIS				[09 Hrs]			
Economic Analysis, Economic forecasting and stock Investment Decisions, Forecasting techniques. Industry Analysis : Industry classification, Industry life cycle – Company Analysis Measuring Earnings, Forecasting Earnings – Applied Valuation Techniques.								
UNIT - IV	TECHNICAL ANALYSIS				[09 Hrs]			
Introduction: Basic Technical Assumption, Fundamental Analysis Vs Technical Analysis – The Dow Theory, Elliott wave principles, Kondratiev Theory, Chaos Theory, Neutral Networks, Chart Types – Point and Figure chart – Bar chart- Candlestick chart – chart patterns – Moving Average, Exponential moving Average – Oscillators – Market Indicators – Efficient Market theory.								
UNIT - V	PORTFOLIO MANAGEMENT				[09 Hrs]			
Portfolio Construction – Markowitz Model – Sharpe Index Model – Portfolio Selection – Capital Asset Pricing model and Arbitrage Pricing Theory – Portfolio Evaluation and Revision – Sharpe's ratio, Treynor's ratio and Jensen's alpha (Simple Problems & Case study). (80% Theory and 20% Problems)								
Total (L: 45 T:0) = 45Periods								
Text Books :								
1	Punithavathy Pandian, Securities Analysis and Portfolio Management, 2 nd Edition, Vikas Publishing House Pvt Ltd, New Delhi, 2017.							
2	Donald E.Fischer & Ronald J.Jordan, Security Analysis & Portfolio Management, 6 th Edition, PHI Learning. New Delhi, 2008.							
Reference Books :								
1	Sunderaram, Investment management, Law and Practice, 4 th Edition, Sultan Chand & Sons, New Delhi, 2002.							
2	V.K.Bhalla, Investment Management, 13 th Edition, S.Chand & Company Ltd., New Delhi, 2008.							
3	Prasannachandra, Investment analysis and Portfolio Management, Tata McGraw Hill, New Delhi, 2008.							
4	Reilly & Brown, Investment Analysis and Portfolio Management, 8 th Edition, Cengage Learning, New Delhi, 2008.							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the various investment avenues</i>	3	3	3	2	3
CO2	<i>Discuss the details of securities market</i>	3	3	3	3	3
CO3	Evaluate the stock market using fundamental analysis	2	2	3	2	2
CO4	<i>Illustrate the various technical analysis to evaluate the stock market</i>	2	3	3	3	2
CO5	Analyze the fund management by using different portfolio systems	3	3	3	3	2
Average		2.6	2.8	3.0	2.6	2.4

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – III								
BA20368	ELECTIVE II – FINANCE COMMERCIAL BANKING AND INSURANCE MANAGEMENT				L	T	P	C
					3	0	0	3
Prerequisite:								
Course Outcomes : On Completion of this course, the student will be able to							Cognitive Level	
CO1:	Explain the knowledge of banking and financial institutions operations.						Understand	
CO2:	Discuss the various lending techniques adopted in banking.						Analyze	
CO3:	Identify the functions and services of insurance.						Understand	
CO4:	Illustrate the various pension scheme of insured persons.						Understand	
CO5:	Explain the settlement of general insurance programs.						Analyze	
UNIT - I	INTRODUCTION TO BANKING						[09 Hrs]	
Banking System and Structure in India – Types of Banks in Operations – Present Structure: Central Bank (RBI), Commercial Banks: Nationalized and Private, Cooperative Bank, Financial Institutions: NABARD, SIDBI, EXIM Bank, IFCI, SHCL, DFHI, NHB and SFCs, - International banking – Role of Reserve Bank and GOI as Regulator of Banking System – Provisions of Banking Regulation Act and Reserve Bank of India Act.								
UNIT - II	BANKING TECHNOLOGY AND LENDING						[09 Hrs]	
Banking Technology: Home Banking, ATMs, Internet banking, Mobile banking, Core banking Solutions, Debit, Credit, and Smart Cards, EFT and RTGS – Banker as Lender: Types of Loans, Overdraft Facilities, Discounting of Bills, Financing Book Debts and Supply Bills – Charging of Security Bills.								
UNIT - III	INTRODUCTION TO INSURANCE						[09 Hrs]	
Need, Importance, Functions and Services of Insurance, Elements of Insurance Risk, Calculation of Human Life Value – Players in Life and Non-Life Insurance sector – Regulatory and Legal Framework Governing the Insurance Business and Economics of Insurance-IRDA.								
UNIT - IV	LIFE AND PERSONAL INSURANCE						[09 Hrs]	
Life Insurance: Products, concepts, types and legal framework - Unit Linked Plans – Re-Insurance, Nature of Re-Insurance risk – Health Benefit Programs, Pension and Group Scheme, Retirement Insurance Programs.								
UNIT - V	GENERAL INSURANCE PROGRAMS						[09 Hrs]	
Fire Insurance: scope, principles, types and settlement - Miscellaneous Insurance- Marine Insurance: scope, principles, types and clauses - Motor Vehicle Insurance: types, Claims and Services - Income Tax Planning – Case Study.								
Total (L: 45 T:0) = 45Periods								
Text Books :								
1	Jyotsna Sethi, Nishwan Bhatia, Elements of Banking and Insurance, 2nd Edition, PHI Learning Private Limited, New Delhi, 2012.							
2	Koch W Timothy and Scott S Macdonald, "Bank Management", 6th Edition, South-Western a division of Thomson Learning, Bangalore 2006							
Reference Books :								
1	C.Arthur Williams ,I.smith and Peter C.Young, Risk Management and Insurance, 4th Edition, Irwin McGraw Hill, New Delhi 2007.							
2	IIBF. "Principles of Banking" 2 nd Edition Macmilan Indian Limited New Delhi,2007.							
3	Sunderaram, Banking Theory, Law and Practice, 4thSultan Chand & Sons, New Delhi, 2002.							
4	Varshney, Banking Theory, Law and Practice, 4thSultan Chand & Sons, New Delhi, 2002.							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Explain the knowledge of banking and financial institutions operations.	3	2	2	2	2
CO2	Discuss the various lending techniques adopted in banking.	2	3	3	3	3
CO3	Identify the functions and services of insurance.	2	3	2	2	3
CO4	Illustrate the various pension scheme of insured persons.	2	2	2	3	2
CO5	Explain the settlement of general insurance programs.	2	2	3	3	2
Average		2.2	2.4	2.4	2.6	2.4

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – III								
BA20369	ELECTIVE II – FINANCE FINANCIAL DERIVATIVES				L	T	P	C
					3	0	0	3
Prerequisite:								
Course Outcomes : On Completion of this course, the student will be able to							Cognitive Level	
CO1:	Explain the skills towards derivate product and its valuation techniques.						Understand	
CO2:	Discuss the various knowledge of derivatives in solving problems involving financial risks including foreign exchange risk, interest rate risk, credit risk and portfolio risks.						Analyze	
CO3:	Illustrate the various future contract						Understand	
CO4:	Describe various Option Pricing Models						Understand	
CO5:	Explain the various assess the impact of Valuation of SWAP , currency and credit risk.						Analyze	
UNIT - I	INTRODUCTION						[09 Hrs]	
Introduction to Derivatives, Evolution of Derivatives Market in India, Regulations & Framework – Types – Forward Contracts, Future Contracts, Options, Swaps, Commodity, Interest rate – Uses and advantages of Derivatives. .Derivative market in India (Mention Specific)								
UNIT - II	FORWARD CONTRACT						[09 Hrs]	
Forward Contract – Concept, Distinction between Futures and Forward Contracts – Terminologies – pay offs from the Forward Contract, Getting out of a Forward position.								
UNIT - III	FUTURES CONTRACT						[09 Hrs]	
Specifications of future contract – Margin requirements – Marking to market – Hedging using futures – Types of Future contracts – Securities stock index Futures, currencies and commodities – Delivery options – Relationship between future prices, forward prices and spot prices.								
UNIT - IV	OPTIONS						[09 Hrs]	
Definition - Options Terminology call and put options, American and European Options, Intrinsic value and Time value of Options (Simple problems), Option Pricing Models - Binomial model and Black scholes model, option trading strategies – Difference between futures and options.								
UNIT - V	SWAPS						[09 Hrs]	
Definition of SWAP – Types of Swap - Interest rate SWAP, Currency SWAP, Credit Default Swap (CDS) – Role of Financial Intermediary – Ware Housing – Valuation of Interest rate SWAP's and Currency, SWAPs Bonds and FRNS – Credit risk – Case Study. (80% Theory and 20% Problem)								
Total (L: 45 T:0) = 45Periods								
Text Books :								
1	S.L. Gupta, Financial Derivatives-Theory Concepts and Problems, 11 th Edition, Prentice Hall of India, 2011.							
2	John.C.Hull, Options, Futures and other Derivative Securities, 7 th Edition, PHI Learning,2008.							
Reference Books :								
1	Keith Redhead, Financial Derivatives – An introduction, to futures, Forwards, Options and SWAPs, PHI Learning, 2008							
2	Jayanthi Ramavarma, Derivatives and Risk Management, 1 st Edition, Tata Mcgraw Hill, 2008.							
3	S.S.S. Kumar, Financial Derivatives, 2 nd Edition, PHI Learning,2008.							
4	Sunderaram and Varshney, Financial Derivatives, Law and Practice, 4 th Sultan Chand & Sons, New Delhi, 2002.							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the skills towards derivate product and its valuation techniques.</i>	3	2	3	3	2
CO2	<i>Discuss the various knowledge of derivatives in solving problems involving financial risks including foreign exchange risk, interest rate risk, credit risk and portfolio risks.</i>	3	3	3	2	2
CO3	<i>Illustrate the various future contract</i>	2	3	3	3	3
CO4	<i>Describe various Option Pricing Models</i>	2	2	3	3	3
CO5	<i>Explain the various assess the impact of Valuation of SWAP , currency and credit risk.</i>	2	3	3	3	2
Average		2.4	2.6	3.0	2.8	2.4

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – III								
BA20370	ELECTIVE II – FINANCE CORPORATE FINANCE				L	T	P	C
					3	0	0	3
Prerequisite:								
Course Outcomes : On Completion of this course, the student will be able to					Cognitive Level			
CO1:	Discuss the purpose of Studying the capital market				Analyze			
CO2:	Explain the short term finance..				Understand			
CO3:	Describe the elements of advanced financial management.				Evaluate			
CO4:	Discuss the concepts of financing decision.				Understand			
CO5:	Explain the corporate finance and ethics.				Analyze			
UNIT - I	INDUSTRIAL FINANCE				[09 Hrs]			
Indian Capital Market – Basic problem of Industrial Finance in India. Equity – Debenture financing – Guidelines from SEBI, advantages and disadvantages and cost of various sources of Finance - Finance from international sources, financing of exports – role of EXIM bank and commercial banks.– Finance for rehabilitation of sick units.								
UNIT - II	SHORT TERM-WORKING CAPITAL FINANCE				[09 Hrs]			
Estimating working capital requirements – Approach adopted by Commercial banks, Commercial paper- Public deposits and inter corporate investments.								
UNIT - III	ADVANCED FINANCIAL MANAGEMENT				[09 Hrs]			
Appraisal of Risky Investments - certainty equivalent of cash flows and risk adjusted discount rate - risk analysis in the context of DCF methods using Probability information - nature of cash flows - Sensitivity analysis - Simulation and investment decision, Decision tree approach in investment decisions.								
UNIT - IV	FINANCING DECISION				[09 Hrs]			
Simulation and financing decision - cash inadequacy and cash insolvency - determining the probability of cash insolvency- Financing decision in the Context of option pricing model and agency costs- Interdependence of investment-financing and Dividend decisions.								
UNIT - V	CORPORATE GOVERNANCE				[09 Hrs]			
Corporate Governance - SEBI Guidelines- Corporate Disasters and Ethics-Corporate Social Responsibility- Stakeholders and Ethics- Ethics, Managers and Professionalism – Case Study.								
Total (L: 45 T:0) = 45Periods								
Text Books :								
1	Aswath Damodaran, Corporate Finance - Theory and practice, Wiley- India, 2 nd Edition-, 2011.							
2	Richard A.Brealey, Stewart C.Myers and Mohanthy, Principles of Corporate Finance, Tata McGraw Hill, 9th Edition, 2011.							
Reference Books :								
1	Sunderaram and Varshney, Corporate Finance, Law and Practice, 4thSultan Chand & Sons, New Delhi, 2002.							
2	I.M.Pandey, Financial Management, Vikas Publishing House Pvt., Ltd., 12th Edition, 2012							
3	Brigham and Ehrhardt, Corporate Finance - A focused Approach, Cengage Learning, 2nd Edition, 2011.							
4	M.Y Khan, Indian Financial System, Tata McGraw Hill, 6th Edition, 2011							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Discuss the purpose of Studying the capital market</i>	3	2	3	2	2
CO2	<i>Explain the short term finance..</i>	2	3	2	2	3
CO3	<i>Describe the elements of advanced financial management.</i>	2	2	3	2	2
CO4	<i>Discuss the concepts of financing decision.</i>	3	2	2	3	3
CO5	<i>Explain the corporate finance and ethics.</i>	2	3	2	3	2
Average		2.4	2.4	2.4	2.4	2.4

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)				R 2020			
SEMESTER – III							
BA20371	ELECTIVE II – FINANCE MICRO AND PUBLIC FINANCE			L	T	P	C
				3	0	0	3
Prerequisite:							
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level	
CO1:	Explain the basics of micro and public finance			Analyze			
CO2:	Explain the credit lending models and risk of micro finance			Understand			
CO3:	Discuss social rating, credit rating and micro finance institution			Analyze			
CO4:	Explain the micro finance disaster and development			Evaluate			
CO5:	Discuss the public finance			Analyze			
UNIT – I	INTRODUCTION			[09 Hrs]			
Micro finance: Definition, products, services, Rural finance services, Principles of agricultural micro finance-Supply of microfinance: Non-institutional sources, Institutional sources, Transaction of borrowing & lending from institutional sources-Regulations and Supervision: NGO-MFI, Mutually Aided co-operative societies-Micro finance government schemes.							
UNIT - II	CREDIT LENDING MODELS AND RISK			[09 Hrs]			
Micro finance: Credit lending models, Differences between self-help group(SHG) and joint liability group (JLG), Indian (SHG) problems and issues, Transaction cost-SHG cluster and Federations-Risks: Types of risks, Risks in agricultural, Strategies for risk minimization - Case Study.							
UNIT - III	SOCIAL RATING,CREDIT RATING&MICRO FINANCE INSTITUTION			[09 Hrs]			
Social rating components, Credit rating models, assessment, Methods of impact assessment- Micro finance Institutions: Major elements in the marketing programme, Market research, Marketing environment, Market segmentation, Growth strategies.							
UNIT - IV	MICRO FINANCE DISASTER AND DEVELOPMENT			[09 Hrs]			
Disaster: Pre-Disaster activities, During disaster & Post-Disaster activities-Development in Women empowerment, Health, Micro entrepreneurship, Agro, Education.							
UNIT - V	PUBLIC FINANCE			[09 Hrs]			
Introduction to Public finance: Introduction, Scope, Similarities between Public Finance and Private Finance – Public Revenue and Taxation: Main sources of Public revenue, Theories of Taxation, The cost theory, The benefit theory and The ability theory – Types of Taxes: Direct Vs Indirect Taxes, Progressive, Proportional and Regressive Taxes. Incidence of Some taxes: Corporate tax, Sales tax and Property tax – Case Study.							
Total (L: 45 T:0) = 45Periods							
Text Books :							
1	Daniel Lazar,P.Natarajan,Malabika Deo,Macro Dynamics of Micro Finance,1 st edition, Excel Books, New Delhi,2010.						
2	Beartriz Armendariz & Marc Labie, The Hand Book of Micro Finance-www.world scientific.com						
Reference Books :							
1	Indian Institute of Banking and Finance, Micro finance: Perspectives and Operations, Macmillan India Limited, 2009.						
2	Beatriz and Jonathan, The Economics of Microfinance, Prentice Hall of India,2007.						
3	M.Maria John Kenndey, Public Finance , PHI Publishers, New Delhi- 2012.						
4	Varshney, Micro Finance, Law and Practice, 4thSultan Chand & Sons, New Delhi, 2002.						

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the basics of micro and public finance</i>	3	2	3	2	2
CO2	<i>Explain the credit lending models and risk of micro finance</i>	2	3	2	2	2
CO3	<i>Discuss social rating, credit rating and micro finance institution</i>	3	2	3	3	3
CO4	<i>Explain the micro finance disaster and development</i>	2	2	3	2	3
CO5	<i>Discuss the public finance</i>	3	3	3	3	3
Average		2.6	2.4	2.8	2.4	2.6

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)				R 2020			
SEMESTER – III							
BA20372	ELECTIVE II – FINANCE MERCHANT BANKING AND FINANCIAL SERVICES			L	T	P	C
				3	0	0	3
Prerequisite:							
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level	
CO1:	Explain the foundations of merchant banking and regulations of SEBI while handling Financial Services.					Understand	
CO2:	Discuss the various Public Issues.					Analyze	
CO3:	Illustrate the various Fee Based and Fund Based Financial Services.					Understand	
CO4:	Explain the Knowledge of leasing and hire purchase system					Evaluate	
CO5:	Discuss the all type of consumer credit and financing options					Analyze	
UNIT - I	MERCHANT BANKING					[09 Hrs]	
Indian Financial System: concept, components, growth in India and institutional structure – Merchant Bank: concept, functions, norms for registration, obligations and scope ahead – SEBI: origin, responsibilities and powers.							
UNIT - II	ISSUE MANAGEMENT					[09 Hrs]	
Issue Management: meaning and steps – Type of instruments: equity, debentures, bonds and depository receipts – Issue methods: types, IPO, E-IPO, offer for Sale, private placement, bought out deals and book building, – Intermediaries: Registrars, Bankers, Underwriters and Brokers – Prospectus: contents, Red herring prospectus and Green shoe – SEBI norms for shares issue – Pre and Post issue activities							
UNIT - III	FEE BASED FINANCIAL SERVICES					[09 Hrs]	
Mergers and Acquisitions: concepts, types, motive and procedure – Portfolio Management Services: obligations and guidelines – Credit Syndication: merchant banker role – Credit Rating: concept, process, domestic credit rating agencies and advantages – Mutual funds: features, schemes, case study.							
UNIT - IV	LEASING AND HIRE PURCHASE					[09 Hrs]	
Leasing: types, advantages, limitations and rental calculation (simple problems) – Hire Purchase: concept, interest calculation (simple problems), legal frame work and difference between lease and HP.							
UNIT - V	FUND BASED FINANCIAL SERVICES					[09 Hrs]	
Consumer Credit: type, sources and advantages – Credit Cards: origin, services and advantages – Real Estate Financing: promoters and major issues– Bills Discounting: types and procedure – Factoring: types, procedure, advantages and overview of Forfeiting — Venture Capital-concept and financing options – Case Study.							
Total (L: 45 T:0) = 45Periods							
Text Books :							
1	Gurusamy.S, Merchant Banking and Financial Services, 3 rd Edition, Tata McGraw–Hill, New Delhi, 2009.						
2	M.Y.Khan, Financial Services, 11 th Edition, Tata McGraw–Hill, New Delhi, 2008.						
Reference Books :							
1	Sunderaram and Varshney, Banking Theory, Law and Practice, 4 th Edition, Sultan Chand & Sons, New Delhi, 2002.						
2	NaliniPravaTripathy, Financial Services, 2 nd Edition, PHI Learning, New Delhi, 2008.						
3	Machiraju, Indian Financial System, 2 nd Edition, Vikas Publishing House, Nodia, 2002.						
4	J.C.Verma, A Manual of Merchant Banking, 3 rd Edition, Bharath Publishing House, New Delhi, 2001.						

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the foundations of merchant banking and regulations of SEBI while handling Financial Services.</i>	3	3	3	2	2
CO2	<i>Discuss the various Public Issues.</i>	2	3	3	3	3
CO3	<i>Illustrate the various Fee Based and Fund Based Financial Services.</i>	2	3	3	2	3
CO4	<i>Explain the Knowledge of leasing and hire purchase system</i>	3	2	3	3	2
CO5	<i>Discuss the all type of consumer credit and financing options</i>	3	2	2	2	3
Average		2.6	2.6	2.8	2.4	2.6

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)				R 2020			
SEMESTER – III							
BA20373	ELECTIVE III – HUMAN RESOURCES			L	T	P	C
	INDUSTRIAL RELATIONS AND LABOUR WELFARE			3	0	0	3
Prerequisite:							
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level	
CO1:	Explain the industrial relations and function of Trade Union			Understand			
CO2:	Discuss the different industrial conflicts and strikes			Analyze			
CO3:	Explain the knowledge about code of discipline and grievance handling			Analyze			
CO4:	Illustrate the different labour welfare schemes			Understand			
CO5:	Explain the various safety provision and causes of accidents.			Analyze			
UNIT - I	INDUSTRIAL RELATION			[09 Hrs]			
Industrial Relation Concept: Definition, Significance, Objectives, Scope, Approaches – Principles of good industrial relations – Role of State, Employers and the Unions in industrial relation - Growth of trade union.							
UNIT - II	INDUSTRIAL CONFLICT			[09 Hrs]			
Industrial conflict: Impact, Causes – Strikes: Types of strike- Prevention – Industrial Peace: Government Machinery , Conciliation, Arbitration , Adjudication - Case study.							
UNIT - III	EMPLOYEE DISCIPLINE AND GRIEVANCES			[09 Hrs]			
Employee Discipline: Definition, Causes of indiscipline, Code of discipline, Disciplinary procedure, Code of conduct - Grievance Handling: Meaning of grievances, Causes of grievances, Guidelines for grievance handling, Grievances redressal procedures – case study.							
UNIT - IV	LABOUR WELFARE			[09 Hrs]			
Labour Welfare : Concept, Objectives, Scope, Need – Voluntary Welfare Measures – Statutory Welfare Measures – Welfare Funds – Education and Training Schemes – PF and Gratuity.							
UNIT - V	INDUSTRIAL SAFETY			[09 Hrs]			
Industrial Safety: Introduction, Causes of Accidents, Prevention, Safety Provisions – Industrial Health and Hygiene : Importance, Problems, Occupational Hazards, Diseases, Psychological problems ,Counselling and Statutory Provisions – Case Study.							
Total (L: 45 T:0) = 45Periods							
Text Books :							
1	Mamoria,Mamoria and Gankar, Dynamics of Industrial Relations in India, 3 rd Edition, Himalaya. Publishing House, New Delhi, 2012.						
2	T.N.Chhabra&R.K.Suri Dynamics of Industrial Relations, 1 st published, Pentagon Press, New Delhi, 2007.						
Reference Books :							
1	ArunMonappa, ,Industrial relation And labour law 30 th Print, Tata McGraw Hill, New Delhi, 2007.						
2	B.D.Singh, Industrial Relations and Labour Laws, Published, Excel Books, New Delhi, 2008.						
3	P.R.N.Sinha, InduBala Sinha, SeemaPriyadarshiniShekhar, Industrial relations, Trade Unions and LabourLegislation, 4 th Impression, Kindersley (India) Pvt.Ltd, South Asia, 2009.						
4	Cashby Franklin, Industrial Relations Culture:2nd Edition PHI, Delhi,2011						

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Explain the industrial relations and function of Trade Union	3	2	3	2	3
CO2	Discuss the different industrial conflicts and strikes	3	3	2	3	2
CO3	Explain the knowledge about code of discipline and grievance handling	2	3	3	2	2
CO4	Illustrate the different labour welfare schemes	3	2	3	2	3
CO5	Explain the various safety provision and causes of accidents.	2	2	3	3	3
Average		2.6	2.4	2.8	2.4	2.6

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – III								
BA20374	ELECTIVE III – HUMAN RESOURCES CROSS CULTURAL MANAGEMENT				L	T	P	C
					3	0	0	3
Prerequisite:								
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level		
CO1:	Explain the organizational culture management				Understand			
CO2:	Discuss the various cross cultural management				Analyze			
CO3:	Explain the different kinds of cross culture leadership styles				Understand			
CO4:	Discuss the various kinds of staffing & Training for global operations				Analyze			
CO5:	Explain the corporate culture				Analyze			
UNIT - I	INTRODUCTION					[09 Hrs]		
Introduction - Concept of Culture for a Business Context; Brief wrap up of organizational culture & its dimensions; Cultural Background of business stake-holders [managers, employees, share holders, suppliers, customers and others] – An Analytical frame work								
UNIT - II	CULTURE AND GLOBAL MANAGEMENT					[09 Hrs]		
Culture and Global Management - Global Business Scenario and Role of Culture-A Frame work for Analysis; Elements & Processes of Communication across Cultures; Communication Strategy for / of an Indian MNC and Foreign MNC & High Performance Winning Teams and Cultures; Culture Implications for Team Building								
UNIT - III	CROSS CULTURE					[09 Hrs]		
Cross Culture – Negotiation & Decision Making - Process of Negotiation and Needed Skills & Knowledge Base – Over view with two illustrations from multi cultural contexts [India – Europe/ India – US settings, for instance]; International and Global Business Operations- Strategy Formulation & Implementation; Aligning Strategy, Structure & Culture in an organizational Context.								
UNIT - IV	GLOBAL HUMAN RESOURCES MANAGEMENT					[09 Hrs]		
Global Human Resources Management - Staffing and Training for Global Operations – Expatriate - Developing a Global Management Cadre.. Motivating and Leading; Developing the values and behaviours necessary to build high-performance organization personnel [individuals and teams included] – Retention strategies.								
UNIT - V	CORPORATE CULTURE					[09 Hrs]		
Corporate Culture - The Nature of Organizational Cultures Diagnosing the As-Is Condition; Designing the Strategy for a Culture Change Building; Successful Implementation of Culture Change Phase; Measurement of ongoing Improvement – Case Study.								
Total (L: 45 T:0) = 45Periods								
Text Books :								
1	Cashby Franklin, Revitalize Your Corporate Culture:2nd Edition PHI, Delhi,2011							
2	Deresky Helen, International Management: Managing Across Borders And Cultures, PHI, Delhi, 2014							
Reference Books :								
1	Esenn Drlarry, Rchildress John, The Secret Of A Winning Culture: PHI, Delhi,2014							
2	Veronica Velo, Cross- Cultural Management, Business Expert Press, 2011							
3	David C.Thomas, Cross Cultural Management , Sage Publication, 2014							
4	ArunMonappa, ,Cultural Management, 30 th Print, Tata McGraw Hill, New Delhi, 2007.							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Explain the organizational culture management	3	2	3	2	2
CO2	Discuss the various cross cultural management	2	3	3	2	2
CO3	Explain the different kinds of cross culture leadership styles	3	3	3	3	3
CO4	Discuss the various kinds of staffing & Training for global operations	2	3	3	3	2
CO5	Explain the corporate culture	3	2	3	3	2
Average		2.6	2.6	3.0	2.6	2.2

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – III								
BA20375	ELECTIVE III – HUMAN RESOURCES COMPETENCY MAPPING & PERFORMANCE MANAGEMENT				L	T	P	C
					3	0	0	3
Prerequisite:								
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level		
CO1:	Explain the fundamental of competency mapping				Understand			
CO2:	Develop the competency model to manage human resources				Analyze			
CO3:	Illustrate the Various formation of competency framework				Understand			
CO4:	Explain the competency model for Leadership and HR				Analyze			
CO5:	Discuss About performance management				Analyze			
UNIT – I	COMPETENCY MAPPING				[09 Hrs]			
Competency: Definition – HR becoming a more strategic function – Myths about competency – Historical development – Types of competency characteristics – Case study.								
UNIT – II	DEVELOPING COMPETENCY MODELS				[09 Hrs]			
Developing Competency models: Competency models for sales associates – Various competency models – Lancaster Model of Managerial Competencies – Planning to develop a competency Model – Issues related to Developing Competency Models – Benefits of using a competency based selection and training system – case study.								
UNIT – III	FORMATION OF A COMPETENCY FRAMEWORK				[09 Hrs]			
Competency model of GIGO – Sources of competency Information – Position Documentation – Process Documentation – Behavioural Event Interview: Meaning and Methodology – Behavioural Description Interview – A history of Assessment Centre.								
UNIT – IV	GENERIC COMPETENCY MODEL FOR LEADERSHIP & HR				[09 Hrs]			
Competency clusters for General Leadership Model– Competency Model for HR Head, HR Manager, and HR Executives with their Behavioural indicators– Leadership Competency Model for Automobile Industry.								
UNIT – V	PERFORMANCE MANAGEMENT				[09 Hrs]			
Performance Management: Introduction and Dimensions – Performance Analysis – Performance Review discussion: Definition and Elements of the process of PRD – Performance Planning: Meaning and Process – Case Study.								
Total (L: 45 T:0) = 45Periods								
Text Books :								
1	SeemaSangvi, A handbook of Competency mapping, 4 th Edition, 10 th Printing, SAGE Response, New Delhi, 2016.							
2	T.V.Rao, Performance Management and appraisal Systems, 25 nd Printing, SAGE Response Books, New Delhi, 2017.							
Reference Books :								
1	Ganesh Shermom, Competency Based HRM, 3 rd Edition, TMH, New Delhi, 2016.							
2	G K Suri, C S VenkataRatnam, N K Gupta, Performance Measurement and Management Published, Excel Books Pvt Ltd, New Delhi, 2014.							
3	Dinesh K Srinivastava, Strategies for performance Management, 3 rd Edition, Excel Books, New Delhi, 2016.							
4	ArunMonappa,,Competency mapping and Performance Management, 30 th Print, Tata McGraw Hill, New Delhi, 2007.							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Explain the fundamental of competency mapping	3	2	2	3	2
CO2	Develop the competency model to manage human resources	2	3	3	2	2
CO3	Illustrate the Various formation of competency framework	3	2	2	3	2
CO4	Explain the competency model for Leadership and HR	2	2	3	2	2
CO5	Discuss About performance management	2	2	3	2	3
Average		2.4	2.2	2.6	2.4	2.2

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)				R 2020			
SEMESTER – III							
BA20376	ELECTIVE III – HUMAN RESOURCES CONFLICT & NEGOTIATION MANAGEMENT			L	T	P	C
				3	0	0	3
Prerequisite:							
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level	
CO1:	Explain about conflict management			Understand			
CO2:	Illustrate the process of conflict			Understand			
CO3:	Discuss about conflict strategy and methods of managing negotiation			Analyze			
CO4:	Explain the impacts of negotiations process			Understand			
CO5:	Describe the role of communication in international negotiation			Analyze			
UNIT - I	INTRODUCTION TO CONFLICT MANAGEMENT			[09 Hrs]			
Introduction, concept of conflict, Elaboration of the network model, Inter group behavior, Features, perception, Functional and dysfunctional aspects of conflict, Level of conflict, Conflict continuum – Power continuum.							
UNIT - II	PROCESS OF CONFLICT			[09 Hrs]			
Sources, Causes, Structural factors, Personal factors, Stages, in conflict, Process Of conflict, types of conflict ,Dynamics of conflict, Classification of conflict.							
UNIT - III	STRATEGY OF CONFLICT AND MANAGING NEGOTIATION			[09 Hrs]			
Strategies for interpersonal conflict resolutions- Management of conflict – Styles of conflict management- Understating negotiations- Conflict resolution and Cost - Case Study							
UNIT - IV	NEGOTIATION STRATEGIES PROCESS			[09 Hrs]			
Distributive Negotiation, Integrative Negotiation, Negotiation types – Eight key strategies to manage Customer's Mindset, Preparation, Invitation to negotiation, Presentation, Bargaining, Negotiation Process, Third party intervention.							
UNIT - V	ROLE OF COMMUNICATION AND INTERNATIONAL NEGOTIATION			[09 Hrs]			
Role of communication, Use non- Verbal communication, Section of a communication channel, An organizing model, Attributes of the persuader, Glimpses of international negotiation, Negotiating with prospective employer – Case Study.							
Total (L: 45 T:0) = 45Periods							
Text Books :							
1	B.D.Singh, Managing conflict and negotiation ,1 st Edition, Excel Books,New delhi ,2010.						
2	Max H. Bazerman ,Negotiation,Decision making and conflict management, 1st Edition Edward Elgar, 2005.						
Reference Books :							
1	ArunMonappa,,Conflict Management, 30 th Print, Tata McGraw Hill, New Delhi, 2007.						
2	I William Zartman, Negotiation and Conflict Management, 1st Edition, Routledge,New York, 2008.						
3	Alan Fowler, Negotiation Skills and Strategies, University Press, Hyderabad, 1996						
4	Mark Anstey, Managing Change: Negotiating Conflict management Juta Publishers, South Africa, 2006.						

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Explain about conflict management	3	3	3	2	2
CO2	Illustrate the process of conflict	3	3	3	3	2
CO3	Discuss about conflict strategy and methods of managing negotiation	3	3	3	3	3
CO4	Explain the impacts of negotiations process	3	3	3	3	3
CO5	Describe the role of communication in international negotiation	3	2	3	3	3
Average		3.0	2.8	3.0	2.8	2.6

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)				R 2020			
SEMESTER – III							
BA20377	ELECTIVEIII - HUMAN RESOURCES HUMAN RESOURCE DEVELOPMENT			L	T	P	C
				3	0	0	3
Prerequisite:							
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level	
CO1:	Explain the role and competencies of HR Professionals.			Analyze			
CO2:	Illustrate the knowledge about HRD Program analysis.			Understand			
CO3:	Explain the process of HRD.			Analyze			
CO4:	Describe the knowledge about Management development concepts.			Understand			
CO5:	Explain the issues and challenges in Strategic HRD.			Analyze			
UNIT – I	INTRODUCTION					[09 Hrs]	
Personnel Management, HRD and HRM - HRD Climate & Culture - HRD Functions - Role and Competencies of HRD Professional - Framework of HRD process.							
UNIT – II	ASSESSING HRD PROGRAMS					[09 Hrs]	
Strategic and Organizational Analysis - Task Analysis - Person Analysis - Role Analysis - Designing Effective HRD programs.							
UNIT - III	LEARNING PROCESS					[09 Hrs]	
Introduction to learning and Learning Principles - Individual differences in learning process - Identification of training needs - Training delivery methods - Issues in training - Influences on employee behavior – Employee Engagement – Attrition.							
UNIT – IV	MANAGEMENT DEVELOPMENT					[09 Hrs]	
Training Vs Development - Developing the person in the role - Career planning and Career Development: Concepts, Objectives and types - Types of performance analysis - Potential Appraisal - Employee Empowerment: concept and Types - Succession Planning: concepts - Quality of Work Life Balance: Objectives and Categories.							
UNIT – V	STRATEGIC HRD					[09 Hrs]	
Strategic HRD - HRD in Mergers and Acquisitions - HRD and Organizational Change - HRD Scenario in Indian Organization: Problems and Prospects - Challenges and Issues – Case Study.							
Total (L: 45 T:0) = 45Periods							
Text Books :							
1	Werner and Desimone, Human Resource Development, 7 th Edition, Cengage Publications, New Delhi, 2009						
2	Rao, Human Resource Development, 5 th Edition, Sage Publications, New Delhi, 2009.						
Reference Books :							
1	ArunMonappa,,Human Resource Management, 30 th Print, Tata McGraw Hill, New Delhi, 2007.						
2	Krishnaveni, Human Resource Development, 1 st Edition, Excel Books, New Delhi, , 2008						
3	Tapomoy Deb, Human Resource Development, Ane Books, 2000						
4	Srinivas.R.Kandula, Strategic Human Resource Development, 2 nd Edition, PHI, New Delhi, 2006.						

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Explain the role and competencies of HR Professionals.	3	2	3	3	2
CO2	Illustrate the knowledge about HRD Program analysis.	2	3	2	3	2
CO3	Explain the process of HRD.	2	3	3	3	2
CO4	Describe the knowledge about Management development concepts.	3	2	3	2	3
CO5	Explain the issues and challenges in Strategic HRD.	2	3	2	3	2
Average		2.4	2.6	2.6	2.8	2.2

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)				R 2020			
SEMESTER – III							
BA20378	ELECTIVE III – HUMAN RESOURCES ORGANIZATIONAL DEVELOPMENT AND CHANGE			L	T	P	C
				3	0	0	3
Prerequisite:							
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level	
CO1:	Explain the basic theories of “change management”.			Understand			
CO2:	Discuss the awareness and fundamental knowledge of the need for change			Analyze			
CO3:	Illustrate the various decision making skill of leadership issues and role of the leader in organizational change			Understand			
CO4:	Explain the critical thinking and analytical skills.			Understand			
CO5:	Explain the organizational development strategy			Analyze			
UNIT - I	INTRODUCTION					[09 Hrs]	
Change - Stimulating Forces -Change Agents - Planned Change - Unplanned Change – Models of Organizational Change - Lewin's Three Step Model.							
UNIT - II	INDIVIDUAL CHANGE FACTORS					[09 Hrs]	
Resistance to Change - Individual Factors - Organizational Factors – Techniques to Overcome Change.							
UNIT - III	CHANGE PROGRAMS					[09 Hrs]	
Change Programs – Effectiveness of Change Programs - Change Process - Job Redesign – Socio - Technical Systems.							
UNIT - IV	ORGANIZATIONAL DEVELOPMENT					[09 Hrs]	
OD - Basic Values - Phases of OD – Entry – Contracting – Diagnosis – Feedback - Change Plan – Intervention – Evaluation – Termination- How to Design Effective Interventions.							
UNIT - V	ORGANIZATIONAL DEVELOPMENT STRATEGY					[09 Hrs]	
OD Interventions - Human Process Interventions - Structure and Technological Interventions - Strategy Interventions - Sensitivity Training - Survey Feedback - Process Consultation – Team Building –Inter - group Development – Innovations - Learning Organizations – Case Study.							
Total (L: 45 T:0) = 45Periods							
Text Books :							
1	Kondalkar, Organization Effectiveness And Change Management, Phi Learning, New Delhi,2012						
2	French & Bell, Organisational Development, Mcgraw - Hill						
Reference Books :							
1	Deepak Bhattacharyya, Organizational Change And Development, Oxford University Press, New Delhi, 2011						
2	Paul Hersey, Kenneth H. Blanchard, Dewey E. Johnson – Management Of Organizational Behaviour – Phi -2013						
3	Thomas G Cummings, Christopher G Worley, Organization Development & Change, South-Western Cengage Learning - 2009						
4	ArunMonappa,,Organizational change Management, 30 th Print, Tata McGraw Hill, New Delhi, 2007.						

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the basic theories of “change management”.</i>	3	2	2	2	3
CO2	<i>Explain the awareness and fundamental knowledge of the need for change</i>	3	2	3	3	3
CO3	<i>Illustrate the various decision making skill of leadership issues and role of the leader in organizational change</i>	2	2	3	2	3
CO4	<i>Explain the critical thinking and analytical skills.</i>	2	3	2	2	2
CO5	<i>Explain the organizational development strategy</i>	2	2	2	2	3
Average		2.4	2.2	2.4	2.2	2.8

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – III								
BA20379	ELECTIVE – IV OPERATIONS LOGISTICS & SUPPLY CHAIN MANAGEMENT				L	T	P	C
					3	0	0	3
Prerequisite:								
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level		
CO1:	Explain the basics of logistics and supply chain management				Understand			
CO2:	Explain the warehousing and materials handling				Understand			
CO3:	Discuss the transportation and packaging systems				Analyze			
CO4:	Discuss about the inventory management and supply chain innovation				Understand			
CO5:	Explain the current trends logistics and supply chain management				Analyze			
UNIT – I	INTRODUCTION					[09 Hrs]		
Logistics: concept, objectives, functions, customer value chain, customer Service attributes and value added logistical service – Supply chain management: meaning, linkages, role of logistics in supply chain and mapping the .supply chain.								
UNIT – II	WAREHOUSING AND MATERIALS HANDLING					[09 Hrs]		
Warehousing Functions: options, site selection, decision model, layout design, costing and virtual warehouse – Role of Material Handling in Logistics – Material Handling equipment: manual, mechanized and automatic – Material Storage Systems: principles, benefits and methods – case study.								
UNIT – III	TRANSPORTATION AND PACKAGING					[09 Hrs]		
Transportation System; evolution, infrastructure and networks – Freight Management; route planning, Containerization, freight cost determinants and Transport Economies – Packaging; design considerations, packing material, Cost. Packaging as Unitization, Consumer and Industrial Packaging.								
UNIT – IV	INVENTORY MANAGEMENT AND SUPPLY CHAIN INNOVATION					[09 Hrs]		
Inventory management: inventory types, related costs, managing seasonal stock and short life cycle products – Supply chain integration; internal integration, bull whip effect and barriers to external integration – Supply chain restructuring; value addition curve, postponing point of differentiation and moving from MTS to CTO model.								
UNIT – V	CURRENT TRENDS					[09 Hrs]		
Technology in logistics; bar coding, RFID,RFT,GPS and E-tracking – Agile Supply Chains – Reverse Logistics – Green logistics; drivers, control and compliance – Global Logistics; Operational and Strategic Issues – Case Study.								
Total (L: 45 T:0) = 45Periods								
Text Books :								
1	Sople Vinod V – Logistics Management, The supply chain imperative, 8 th edition, Pearson education, New Delhi, 2014.							
2	Janat Shah, Supply Chain Management – Text and Cases, 4 th edition, Pearson Education, New Delhi, 2013.							
Reference Books :								
1	Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, 4 th edition, PHI Learning / Pearson Education, 2015.							
2	David Simchi-Levi, Philip Kaminsky, Edith Simchi-Levi, Designing and Managing the Supply Chain: Concepts, Strategies, and Cases, 9 th edition, Tata McGraw-Hill, 2014.							
3	Altekar Rahul V, Supply Chain Management-Concept and Cases, PHI, New Delhi, 2015.							
4	Prasanna Chandra, Supply Chain Management-Concept and Cases, 7 th Edition, Tata McGraw Hill, New Delhi, 2012.							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the basics of logistics and supply chain management</i>	3	2	3	2	3
CO2	<i>Explain the warehousing and materials handling</i>	3	3	3	2	3
CO3	<i>Discuss the transportation and packaging systems</i>	3	3	3	3	3
CO4	<i>Discuss about the inventory management and supply chain innovation</i>	3	3	3	3	3
CO5	<i>Explain the current trends logistics and supply chain management</i>	3	3	2	3	3
Average		3.0	2.8	2.8	2.6	3.0

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – III								
BA20380	ELECTIVE – IV OPERATIONS PROJECT MANAGEMENT				L	T	P	C
					3	0	0	3
Prerequisite:								
Course Outcomes : On Completion of this course, the student will be able to					Cognitive Level			
CO1:	Explain the knowledge of project management in organizations.				Understand			
CO2:	Discuss the various approaches .to project selection.				Analyze			
CO3:	Develop for scheduling project net work.				Understand			
CO4:	Explain the effective uses of resources in project management.				Analyze			
CO5:	Analysis the role of financial institutions in project management				Analyze			
UNIT – I	INTRODUCTION				[09 Hrs]			
Meaning of project management-Characteristics-Importance-Project life cycle-Organizational Strategy-Stakeholder management forms-Organizational structure-Organizational culture.								
UNIT – II	SELECTION,PORTFOLIO MANAGEMENT AND LEADERSHIP				[09 Hrs]			
Selection-Approaches to project screening-Portfolio management-Leadership Vs Management-Traits of project leaders-New project leadership-Professionalism – Case Study.								
UNIT – III	PROJECT SCHEDULING				[09 Hrs]			
Project scheduling-Key scheduling-Developing a net work-Duration estimation-Lags in precedence relationship-Grashingong projects-Critical chain project scheduling-Causes of project delay .								
UNIT – IV	RESOURCE MANAGEMENT AND EVALUTION				[09 Hrs]			
Introduction – Resource constraints- Loading- Leveling- Managing resources- Control cycles- Monitoring project performance- Earned value management– Case Study.								
UNIT – V	ROLE OF FINANCIAL INSTITUTIONS				[09 Hrs]			
Appraisal processes, Concepts and techniques- specialized financial Institutions- Venture capital. Project Auditing: Objectives of project audit, the audit process, the audit report, Project auditor's role – Case Study.								
Total (L: 45 T:0) = 45Periods								
Text Books :								
1	Jeffrey K Pinto, Project Management – Achieving competitive advantage,1 st Edition, Pearson Education, New Delhi, 2013.							
2	Gopalakrishnan and VE Rama Moorthy, Text Book of Project Management, 5 th Edition, Macmillan, New Delhi, 2012.							
Reference Books :								
1	Prasanna Chandra, Projects, 7 th Edition, Tata McGraw Hill, New Delhi, 2009.							
2	Jack R Meredith and Samuel J Mantel, Project Management – A managerial Approach, 6 th Edition, Wiley India, New Delhi, 2010.							
3	Shivaprasad Koirala, Project Management, 2 nd Edition, BPB Publication, New Delhi, 2013							
4	Altekar Rahul V, Project Management-Concept and Cases, PHI, New Delhi, 2015.							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the knowledge of project management in organizations.</i>	3	3	2	3	3
CO2	<i>Discuss the various approaches .to project selection.</i>	3	3	3	3	3
CO3	<i>Develop for scheduling project net work.</i>	3	3	3	3	3
CO4	<i>Explain the effective uses of resources in project management.</i>	3	2	3	2	3
CO5	<i>Analysis the role of financial institutions in project management</i>	3	2	3	2	3
Average		3.0	2.6	2.8	2.6	3.0

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)				R 2020			
SEMESTER – III							
BA20381	ELECTIVE – IV OPERATIONS SERVICES OPERATIONS MANAGEMENT			L	T	P	C
				3	0	0	3
Prerequisite:							
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level	
CO1:	Explain the service operation concept			Analyze			
CO2:	Examine the customer and supplier relationship			Understand			
CO3:	Describe the function of the Service Operations Management discipline in various sectors of the economy through case study			Understand			
CO4:	Explain the relationship between operational decision and business performance			Analyze			
CO5:	Analyse the service strategy and operational complexity			Analyze			
UNIT – I	INTRODUCTION			[09 Hrs]			
Service operation: Meaning, Challenges, Types and Judging the success of the service operations - Service concepts: Strategic tool, Focused and unfocused services operations.							
UNIT – II	CUSTOMER AND SUPPLIER RELATIONSHIP			[09 Hrs]			
Customer relationship: Customers to customer segmentation, Customer retention, Managing customer relationship, Managing customer and business relationship - Customer expectations and satisfaction: Customer satisfaction , Service quality and confidence, Service quality factor findings, expectations , Legal Aspects and assessing satisfaction.							
UNIT – III	SERVICE DELIVERY			[09 Hrs]			
Service processes: Importance , Nature , Controlling, repositioning service process - Service people: Managing and motivating service providers and managing customers - Resource unitization: Capacity management, Operations planning and control, Improving resource unitization - Case study							
UNIT – IV	PERFORMANCE MANAGEMENT			[09 Hrs]			
Introduction: Purpose of performance measurement , Balance of measures , Interlinking, Targets and rewards , Benchmarking – Linking operations decisions to business performance : The relationship between operational decisions and business performance, The service performance network , World class service.							
UNIT – V	MANAGING STRATEGIC CHANGE			[09 Hrs]			
Services strategy: Introduction, Services as competitive advantages, Turning performance objectives into operations priorities, Strategy formulation and development - Service culture: Importance, Types of culture, National cultures, The management of change and service delivery - Operational complexity: Dimensions , Operational consequences of complexity – Case Study.							
Total (L: 45 T:0) = 45Periods							
Text Books :							
1	Robert Johnston, Graham Clark, Service Operations Management, 2 nd Edition, Pearson Education, New Delhi, 2011.						
2	Richard Metters, Kathryn King-Metters, Madeleine Pullman, Steve Walton successful Service Operations Management, South-Western, 2 nd Edition, Cengage Learning, New Delhi, 2006.						
Reference Books :							
1	James A. Fitzsimmons, Mona J. Fitzsimmons, Service Management – Operations, Strategy, Information Technology, 5 th Edition, Tata McGraw Hill Edition, New Delhi, 2014.						
2	Cengiz Haksever, Barry Render, Roberta S. Russell, Rebert G. Murdick, Service Management and Operations, 2 nd Edition, Pearson Education, New Delhi, 2010.						
3	Shivaprasad Koirala, Service Management, 2 nd Edition, BPB Publication, New Delhi, 2013						
4	Altekar Rahul V, Service Management-Concept and Cases, PHI, New Delhi, 2015.						

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the service operation concept</i>	3	-	2	2	3
CO2	<i>Examine the customer and supplier relationship</i>	3	2	3	3	3
CO3	<i>Describe the function of the Service Operations Management discipline in various sectors of the economy through case study</i>	3	3	2	3	3
CO4	<i>Explain the relationship between operational decision and business performance</i>	3	3	3	3	3
CO5	<i>Analyse the service strategy and operational complexity</i>	3	2	2	2	3
Average		3.0	2.5	2.4	2.6	3.0

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – III								
BA20382	ELECTIVE – IV OPERATIONS TOTAL QUALITY MANAGEMENT				L	T	P	C
					3	0	0	3
Prerequisite:								
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level		
CO1:	Explain the fundamental concepts of Total quality management.				Understand			
CO2:	Analyze the various Principles and Philosophies of Quality Management.				Analyze			
CO3:	Discuss the Statistical tools and improve the process capability				Analyze			
CO4:	Explain the tools and techniques of TQM for continuous improvement in quality.				Understand			
CO5:	Explain the Quality Management System.				Analyze			
UNIT – I	INTRODUCTION					[09 Hrs]		
Definitions – TQM framework, benefits, awareness and obstacles. Quality – vision, mission and policy statements. Customer focus – Customer perception on quality, Translating needs into requirements, customer retention. Dimensions of product and service quality, Cost of quality.								
UNIT – II	PRINCIPLES AND PHILOSOPHIES OF QUALITY MANAGEMENT					[09 Hrs]		
Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques – Introduction, loss function, parameter and tolerance design, signal to noise ratio. Concepts of Quality Circle, Japanese 5S principles and 8D methodology.								
UNIT – III	STATISTICAL PROCESS CONTROL AND PROCESS CAPABILITY					[09 Hrs]		
Meaning and significance of statistical process control (SPC) – Construction of control charts for variables and attributes. Process capability – Meaning, Significance and Measurement – Six sigma concepts of process capability. Reliability concepts – Definitions, Reliability in series and parallel, Product life characteristics curve. Total Productive Maintenance (TMP) –, Terotechnology. Business Process Re-engineering (BPR) – Principles, Applications, Reengineering process, Benefits and limitations.								
UNIT – IV	TQM TOOLS					[09 Hrs]		
Benchmarking – Reasons to Benchmark, Benchmarking Process, Quality Function Deployment (QFD) – House of Quality, QFD Process, Benefits, Improvement Needs, FMEA – Stages of FMEA, Old Management Tools, New Seven Management Tools, Poka - Yoke.								
UNIT – V	QUALITY SYSTEMS ORGANIZING AND IMPLEMENTATION					[09 Hrs]		
Introduction to IS/ISO 9000:2000 and 14000 – Quality Management Systems – Guidelines for performance improvements. Quality Audits. TQM culture, Leadership – Quality Council, Employee Involvement, Motivation, Empowerment, Recognition and Reward – European Quality award, Malcolm Baldrige National Quality award, Rajiv Gandhi National Quality award - Introduction to Software Quality – Case Study.								
Total (L: 45 T:0) = 45Periods								
Text Books :								
1	Dale H.Besterfield, et al., Total Quality Management, 3 rd Edition, Pearson Education, Inc, Chennai, 2011.							
2	Douglas C. Montgomery, Introduction to Statistical Quality Control, 4 th Edition, Wiley Student Edition, New Delhi, 2008.							
Reference Books :								
1	James R. Evans and William M. Lindsay, The Management and Control of Quality, 6 th Edition, Thomson publication, Chennai, 2015.							
2	PoornimaM.Charantimath, Total Quality Management, 4 th Indian Reprint Pearson Education, Chennai, 2013.							
3	ShridharaBhat K, Total Quality Management – Text and Cases, 4 th Edition, Himalaya Publishing House, Chennai, 2012.							
4	Michael L.George, David Rowlands, Total Quality Management, McGraw – Hill 2013.							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the fundamental concepts of Total quality management.</i>	3	2	3	2	2
CO2	<i>Analyze the various Principles and Philosophies of Quality Management.</i>	3	3	3	2	3
CO3	<i>Discuss the Statistical tools and improve the process capability</i>	3	2	3	3	3
CO4	<i>Explain the tools and techniques of TQM for continuous improvement in quality.</i>	3	3	2	3	3
CO5	<i>explain the Quality Management System.</i>	2	3	3	2	2
Average		2.8	2.6	2.8	2.4	2.6

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)				R 2020			
SEMESTER – III							
BA20383	ELECTIVE – IV OPERATIONS LEAN SIX SIGMA			L	T	P	C
				3	0	0	3
Prerequisite:							
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level	
CO1:	Discuss the various phase of six sigma.			Analyze			
CO2:	Explain the various components of define phase in six sigma.			Understand			
CO3:	Illustrate the various factors used in measure phase of six sigma.			Analyze			
CO4:	Describe the various gap between existing and proposed model.			Understand			
CO5:	Explain the various technologies to control the system.			Analyze			
UNIT – I	INTRODUCTION			[09 Hrs]			
Six sigma: meaning, customer needs, organizational needs, methodology, myths, elements and advantage – Process: meaning, causes and spread of variation, defects.							
UNIT – II	DEFINE PHASE			[09 Hrs]			
Defining process: concept: defining customer, customer requirement, problem, core process, goal, projects and deliverables – Tools: customer requirement statement, problem statement, X-Y matrix, pareto chart, SIPOC and stack holder analysis,							
UNIT – III	MEASURE PHASE			[09 Hrs]			
Measuring process: observing current process, related factors, type of data, source for data, sampling plan, assess current process level and calculation of cost of quality – Tools: CTQ tree, detailed process map, data collection forms, sigma level calculation sheet, process capability – case study.							
UNIT – IV	ANALYSE PHASE			[09 Hrs]			
Analysis: concept, gap identification, causes, relationship, value stream map, trial run, final action plan – Tools: histogram, scatter diagram, fish bone diagram, interrelation diagram, FMEA, design of experiments.							
UNIT – V	CONTROL AND IMPLEMENTATION			[09 Hrs]			
Control: planning, documentation, system control, tree diagram, related activity chart, process map, SOP, TPM, review and reporting – Implementation: core group, team leaders, team members, employees training, carry out and review projects, recent trends - Customer Satisfaction & Kano Model – Case Study.							
Total (L: 45 T:0) = 45Periods							
Text Books :							
1	N.Gopalakrishnan, Simplified six sigma-methodology, tools and implementation, PHI 2012.						
2	Jay Arthur, Lean six sigma Demystified, TMH, New Delhi, 2007						
Reference Books :							
1	Michael L.George, David Rowlands, Bill Kastle, What is Lean Six Sigma, McGraw – Hill 2013.						
2	Thomas Pyzdek, The Six Sigma Handbook, McGraw-Hill,2010						
3	Fred Soleimannejed , Six Sigma, Basic Steps and Implementation, AuthorHouse, 2014						
4	P.Gopalakrishnan, Hand book of Six Sigma, 14 th edition, PHI pvt ltd, New Delhi, 2011.						

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Discuss the various phase of six sigma.</i>	3	3	3	3	3
CO2	<i>Explain the various components of define phase in six sigma.</i>	3	3	2	3	2
CO3	<i>Illustrate the various factors used in measure phase of six sigma.</i>	3	3	3	3	2
CO4	<i>Describe the various gap between existing and proposed model.</i>	2	2	3	2	3
CO5	<i>Explain the various technologies to control the system.</i>	3	3	3	3	3
Average		2.8	2.8	2.8	2.8	2.6

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – III								
BA20384	ELECTIVE – IV OPERATIONS ADVANCED MATERIALS MANAGEMENT				L	T	P	C
					3	0	0	3
Prerequisite:								
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level		
CO1:	Explain the advanced material management.					Understand		
CO2:	Illustrate the various sourcing concepts of Legal aspects of buying and negotiation.					Analyze		
CO3:	Discuss the sources for international buying and project purchasing.					Analyze		
CO4:	Explain the Inventory control techniques to manage stores.					Understand		
CO5:	Explain the material cost.					Analyze		
UNIT – I	INTRODUCTION					[09 Hrs]		
Material management: objectives, role and UNIDO recommendations – Organization of material function: structure, delegation and manpower planning – Material planning: definition and material requirement planning – Codification – evolution, methodology and advantages – Standardization: definition, techniques and advantages.								
UNIT – II	SOURCING CONCEPTS I					[09 Hrs]		
Legal aspects of Buying: relevance, sale of goods act, transit damage, transfer of title, sales tax laws and purchase conditions – Negotiations: objectives, strategy, guidelines and precautions – Vendor rating: need and methods – Contract management: definition and features – Order processing: purchase policy and types of purchases- Case Study.								
UNIT – III	SOURCING CONCEPTS II					[09 Hrs]		
International buying: reason, classification of importers, source selection and documentation – DGS&D: objective, working and advantages – Project purchase: meaning, capital investment decision and planning – Ethics: ethics in buying, problems and tips for ethical buying.								
UNIT – IV	STORES MANAGEMENT					[09 Hrs]		
Warehousing: objectives, location/layout consideration and scientific warehousing – Legal aspects of storage – Spare parts management: features of spares and categorization – Stock valuation: need and methods – Inventory control techniques: ABC and 3 D analysis.								
UNIT – V	COST CONTROL MANAGEMENT					[09 Hrs]		
Financial control: Various costs and material audit – Information system: importance of material research, objectives of MIS and techniques of material research – Evaluation of material function: objective, process and parameters – Scrap management: control of scrap and disposal methods – Case Study.								
Total (L: 45 T:0) = 45Periods								
Text Books :								
1	P.Gopalakrishnan, Purchasing and material management, 30 th edition, Tata Mcgraw-Hill, New Delhi 2011							
2	P.Gopalakrishnan, Hand book of material management, 14 th edition, PHI pvt ltd, New Delhi, 2011.							
Reference Books :								
1	A.K.Datta, Material management-Procedures, text and cases, 2 nd edition, PHI pvt ltd, New Delhi, 2006.							
2	H. Kaushal, Materials Management case study and solutions, Macmillan publishers India Ltd, 2003							
3	NK Nair, Purchasing and materials management, Vikas Publishing House PVT Ltd, 2009.							
4	Fred Soleimannejed , Material Management, Basic Steps and Implementation, AuthorHouse, 2014							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the advanced material management.</i>	3	3	3	2	2
CO2	<i>Illustrate the various sourcing concepts of Legal aspects of buying and negotiation.</i>	2	3	3	3	3
CO3	<i>Discuss the sources for international buying and project purchasing.</i>	2	3	3	3	2
CO4	<i>Explain the Inventory control techniques to manage stores.</i>	2	3	3	3	3
CO5	<i>Explain the material cost.</i>	3	3	3	3	3
Average		2.4	3.0	3.0	2.8	2.6

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – III								
BA20385	ELECTIVE V – SYSTEM ENTERPRISE RESOURCE PLANNING				L	T	P	C
					3	0	0	3
Prerequisite:								
Course Outcomes : On Completion of this course, the student will be able to							Cognitive Level	
CO1:	Explain the fundamental concepts of ERP				Understand			
CO2:	Illustrate the different ERP Solutions and modules				Understand			
CO3:	Discuss the various Reengineering concepts and improvement.				Create			
CO4:	Explain the knowledge about model of different ES solution.				Analyze			
CO5:	Describe the recent emerging trends on ERP software				Remember			
UNIT – I	INTRODUCTION						[09 Hrs]	
Overview of enterprise systems – Evolution – Benefits – ERP related technology – Module – ERP II – Implementation – Success and failure factor of ERP Implementation.								
UNIT – II	ERP SOLUTIONS AND FUNCTIONAL MODULES						[09 Hrs]	
Overview of ERP software solutions – ERP project life cycle – Competitive – Strategic – Feasibility analysis – Client and server computing – Business process management – ERP Software – SAP – Baan – IFS – Oracle – People Soft Comparison of ERP Software – ERP Package Evaluation Criteria – Package Life Cycle.								
UNIT – III	IMPLEMENTATION						[09 Hrs]	
Business Process Reengineering Concepts – Reengineering and Process Improvement – BPR Steps – AS – IS and TO – BE Analysis – Modeling Business Process – Successful BPR – Lean manufacturing – vendor – Managed inventory – Implementation approaches.								
UNIT – IV	POST IMPLEMENTATION						[09 Hrs]	
Organizational Transformational Model of ES Solution – System integration – Standards – Measuring Business Benefits – Balanced Score card Method – ABCD Checklist Framework – Capability Maturity Framework.								
UNIT – V	EMERGING TRENDS ON ERP						[09 Hrs]	
IT Infrastructure – System architecture – System software – Application – Relational database – IT Management policy – Database management system tools – Role of vendors, consultant and users – Future trends in ERP systems – Web enabled, market snapshot – Case studies – Case Study.								
Total (L: 45 T:0) = 45Periods								
Text Books :								
1	MahadeoJaiswal and Ganesh Vanapalli, Text Book of Enterprise Resource Planning, 6 th Edition, Macmillan India Ltd., Chennai, 2017.							
2	Alexis Leon, Enterprise Resource Planning Demystified, 18 th Edition, Tata McGraw – Hill Publishing Company Ltd, New Delhi, 2017.							
Reference Books :								
1	Vinod Kumar Grag and N.K. Venkitakrishnan, Enterprise Resource Planning – Concepts and Practice, 4 th Edition, Prentice Hall of India, New Delhi, 2014.							
2	Ellen monk & Bret wanger, Concepts in Enterprise resource planning, 6 th Edition, Cengage Learning, New Delhi, 2013.							
3	Text book of Enterprise Resource Planning, Mahadeo Jaiswal, Ganesh Vanapalli, Macmillan Publisher, 2016							
4	S.A. Kelkar , Enterprise Resource Planning a concise study, III Edition, PHI Learning Pvt Ltd, Delhi, 2013							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the fundamental concepts of ERP</i>	3	2	3	2	2
CO2	<i>Illustrate the different ERP Solutions and modules</i>	2	3	2	2	2
CO3	<i>Discuss the various Reengineering concepts and improvement.</i>	3	2	3	2	2
CO4	<i>Explain the knowledge about model of different ES solution.</i>	3	3	3	2	3
CO5	<i>Describe the recent emerging trends on ERP software</i>	2	2	3	3	2
Average		2.6	2.4	2.8	2.2	2.2

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – III								
BA20386	ELECTIVE V – SYSTEM SOFTWARE PROJECT MANAGEMENT				L	T	P	C
					3	0	0	3
Prerequisite:								
Course Outcomes : On Completion of this course, the student will be able to							Cognitive Level	
CO1:	Explain the Fundamentals of new software project				Understand			
CO2:	Discuss the various different project model				Create			
CO3:	Illustrate the Various Methods of Technology and manage the risk activities				Analyze			
CO4:	Explain the concepts resource allocation and Monitoring process				Understand			
CO5:	Illustrate the different software quality testing techniques.				Analyze			
UNIT – I	INTRODUCTION						[09 Hrs]	
Introduction to Software Projects Management : Introduction – Projects – Software projects versus other types of projects – Technical Projects Management – Software project activities – Project success and failure– Project evaluation – Strategic and technical assessment – Risk evaluation.								
UNIT – II	PLANNING & ESTIMATION						[09 Hrs]	
Step wise project planning – Methodologies and technologies – Waterfall model – Spiral – Prototyping – Agile method – DSDM – Extreme programming (XP) – Software estimation – Techniques – Expert judgement- case study								
UNIT – III	ACTIVITY						[09 Hrs]	
Objective – Sequencing and Scheduling activities – Network planning model – Shortening project duration – Identifying critical activities – Risk Management: Nature of risk – Management of risk – Framework – Evaluation of risk.								
UNIT – IV	INTEGRATION MANAGEMENT						[09 Hrs]	
Resource Allocation: Nature of resources – Resource requirements – Creating Critical path and counting the cost – Monitoring and control: Framework – Visualizing – Progress – Cost monitoring – Priority monitoring – Managing people – Selecting right people.								
UNIT – V	TEAMS & SOFTWARE QUALITY						[09 Hrs]	
Team – Decision making - Structures – Budget costing – Monitory control- Dispersed and virtual teams – Communication genres and plan – Leadership – Software quality: Importance – ISO – Quality management systems – Capability Models – Techniques – Testing – Quality plans – Case Study.								
Total (L: 45 T:0) = 45Periods								
Text Books :								
1	Bob Hughes & Mike Cotterell, Software Project Management, 5 th Edition, Tata McGraw Hill, New Delhi, 2016.							
2	Walker Royce, 'Software Project Management' – A unified Framework, 2 nd Edition, Pearson, Education Asia, New Delhi, 2004.							
Reference Books :								
1	Frank Tsui, "Managing Software Project", 1 st Edition, Viva Book, New Delhi, 2008.							
2	Sanjay Mohanpatra, Software Project Management, 1 st Edition, Cengage Learning, New Delhi, 2011.							
3	S.A. Kelkar, Software Project Management a concise study, III Edition, PHI Learning Pvt Ltd, Delhi, 2013							
4	Text book of Software Project Management, Mahadeo Jaiswal, Ganesh Vanapalli, Macmillan Publisher, 2016							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the Fundamentals of new software project</i>	3	2	3	3	2
CO2	<i>Discuss the various different project model</i>	3	3	3	2	2
CO3	<i>Illustrate the Various Methods of Technology and manage the risk activities</i>	3	3	3	2	3
CO4	<i>Explain the concepts resource allocation and Monitoring process</i>	2	3	3	3	3
CO5	<i>Illustrate the different software quality testing techniques.</i>	3	3	3	2	2
Average		2.8	2.8	3.0	2.4	2.4

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – III								
BA20387	ELECTIVE V – SYSTEMS KNOWLEDGE MANAGEMENT				L	T	P	C
					3	0	0	3
Prerequisite:								
Course Outcomes : On Completion of this course, the student will be able to					Cognitive Level			
CO1:	Explain the Concept of knowledge Management techniques to the business				Understand			
CO2:	Discuss the Various methods of Knowledge sharing				Create			
CO3:	Illustrate the various Technologies in Knowledge Management.				Understand			
CO4:	Explain the Various Ethical and Legal Issues in Knowledge Management				Analyze			
CO5:	Describe the Various future and challenges of Knowledge Management.				Remember			
UNIT – I	INTRODUCTION TO KNOWLEDGE MANAGEMENT				[09 Hrs]			
Data, Information and knowledge - Fundamentals of knowledge management - Knowledge management Life cycle - Types of Knowledge - Knowledge management systems life cycle.								
UNIT – II	MANAGING AND SHARING KNOWLEDGE				[09 Hrs]			
Knowledge Metrics - Knowledge Capturing Techniques, Transferring and sharing knowledge - Communities of practice - Intercommunity knowledge processes - Power, conflict and knowledge processes.								
UNIT – III	KNOWLEDGE MANAGEMENT PROCESS AND TECHNOLOGIES				[09 Hrs]			
Technologies to Manage Knowledge: Knowledge management system tools - Social knowledge network -Social intelligence, Design and development of KM systems - Data mining.								
UNIT – IV	ETHICS IN KM				[09 Hrs]			
Ethical, Legal, Managerial issues of knowledge management – Implications - Managing knowledge workers – Role - Managing knowledge projects.								
UNIT – V	FUTURE OF KM SYSTEM AND PORTALS				[09 Hrs]			
Knowledge management in Industry - Future of knowledge management - Challenges to Knowledge management – Portals: Definition, Business Challenge, Knowledge Portal Technology – Case Study.								
Total (L: 45 T:0) = 45Periods								
Text Books :								
1	Elias M. A. and, Hassan M. G., Knowledge Management, 2 nd Edition, Pearson Education Inc., Prentice Hall, New Delhi, 2011							
2	Harish Chandra Chaudhary Knowledge management for competitive advantage,3 rd Edition, Excel books, Chennai, 2012							
Reference Books :								
1	Davenport, T. H. and Prusak, L., Working Knowledge, How Organizations Manage What They Know, Boston, MA, 6 th Revised Edition Edition , Harvard Business School Press, New Delhi,2014.							
2	Hislop, D., Knowledge Management in Organizations, Indian Edition, Oxford University Press, New Delhi, 2015.							
3	Thothathri Raman , Knowledge Management a resource Raman , Excel books, 2014.							
4	Frank Tsui, “ Knowledge Management”, 4 th Edition, Viva Book, New Delhi,2013.							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the Concept of knowledge Management techniques to the business</i>	3	2	3	2	2
CO2	<i>Discuss the Various methods of Knowledge sharing</i>	2	3	3	2	2
CO3	<i>Illustrate the various Technologies in Knowledge Management.-</i>	2	2	3	2	2
CO4	<i>Explain the Various Ethical and Legal Issues in Knowledge Management</i>	3	3	2	3	2
CO5	<i>Describe the Various future and challenges of Knowledge Management.</i>	2	2	3	2	3
Average		2.4	2.4	2.8	2.2	2.2

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020				
SEMESTER – III									
BA20388	ELECTIVE V – SYSTEM BUSINESS INTELLIGENCE AND ITS APPLICATION				L	T	P	C	
					3	0	0	3	
Prerequisite:									
Course Outcomes : On Completion of this course, the student will be able to					Cognitive Level				
CO1:	Explain the basic concepts of business intelligence				Understand				
CO2:	Explain the Basic of Data Integration				Understand				
CO3:	Illustrate the various Multi-dimensional data modeling				Analyze				
CO4:	Describe the Various Enterprise Reporting models				Create				
CO5:	Discuss the different methods of modern It and Business Opportunities				Analyze				
UNIT – I	INTRODUCTION				[06 Hrs]				
Introduction to OLTP and OLAP, BI Definitions and Concepts- Business Applications of BI, BI Framework, Role of Data warehousing in BI, BI Infrastructure Components- BI Process, BI Technology, BI Roles and Responsibilities									
UNIT – II	BASIC OF DATA INTEGRATION				[12 Hrs]				
Concept of data integration need and advantages of using data integration -Introduction to common data integration approaches, introduction to ETL using SSIS, Introduction to data quality, data profiling concepts and applications- Case study.									
UNIT – III	MULTI-DIMENSIONAL DATA MODELING				[06 Hrs]				
Introduction to data and dimension modelling, multidimensional data model, ER modelling vs multi-dimensional modeling, concept of dimensions- facts- cubes-attributes – hierarchies- star and snowflake scheme, introduction to business metrics and KPIs, Creating cubes using SSAS									
UNIT – IV	ENTERPRISE REPORTING				[12 Hrs]				
Introduction to enterprise reporting – concepts of dashboards- balanced scorecards, introduction to SSRS Architecture, enterprise reporting using SSRS.									
UNIT – V	MODERN INFORMATION TECHNOLOGY AND ITS BUSINESS OPPORTUNITIES				[9 Hrs]				
Business intelligence software - BI on web - Ethical and legal limits - Industrial espionage - BI software - Modern techniques of crypto analysis - Managing and organizing for an effective BI Team – Case Study.									
Total (L: 45 T:0) = 45Periods									
Text Books :									
1	S. Russel and P. Norvig, "Artificial Intelligence – A Modern Approach", 5 th Edition, Pearson Education, 2017.								
2	Elaine Rich and Kevin Knight and Shivashankar.B. Nair, "Artificial Intelligence", 4 th ,Edition, Tata McGraw-Hill, 2015.								
Reference Books :									
1	David Poole, Alan Mackworth, Randy Goebel, "Computational Intelligence : a logical approach", Oxford University Press, 2016								
2	G. Luger, "Artificial Intelligence: Structures and Strategies for complex problem solving", Seventh Edition, Pearson Education, 2016.								
3	Nils J. Nilsson, "Artificial Intelligence: A new Synthesis", Harcourt Asia Pvt. Ltd., 2016.								
4	Paragdiwan, Sunil Sharma , Artificial Intelligence,4 th Edition, Excel books, New Delhi, 2015.								

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the basic concepts of business intelligence</i>	3	2	3	2	2
CO2	<i>Explain the Basic of Data Integration</i>	3	-	2	2	2
CO3	<i>Illustrate the various Multi-dimensional data modeling</i>	2	2	3	2	2
CO4	<i>Describe the Various Enterprise Reporting models</i>	3	2	3	3	3
CO5	<i>Discuss the different methods of modern It and Business Opportunities</i>	2	3	3	2	2
Average		2.6	2.3	2.8	2.2	2.2

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – III								
BA20389	ELECTIVE V –SYSTEMS E-COMMERCE TECHNOLOGY & MANAGEMENT				L	T	P	C
					3	0	0	3
Prerequisite:								
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level		
CO1:	Explain the basic concepts of e commerce				Understand			
CO2:	Illustrate the various of business application in e commerce				Understand			
CO3:	Discuss the various e commerce infrastructure models				Create			
CO4:	Explain the concept of e commerce payment and security models				Analyze			
CO5:	Describe the different legal and privacy issues in e commerce				Remember			
UNIT – I	FUNDAMENTAL OF E-COMMERCE					[09 Hrs]		
E-Commerce Framework - E-Commerce and media convergence - E-commerce applications - Network infrastructure requirements - Internet protocol suite.								
UNIT – II	BUSINESS APPLICATIONS IN E-COMMERCE					[09 Hrs]		
Advertising and marketing on the internet - Consumer oriented E-Commerce: Mercantile Process Models - Multimedia and Digital video - Other applications - Case study								
UNIT – III	E-COMMERCE INFRASTRUCTURE					[09 Hrs]		
Internet as network infrastructure: Internet terminology, NSFNET: Architecture and components, Internet Governance - Applications - Business of internet commercialization.								
UNIT – IV	E-COMMERCE PAYMENT AND SECURITY					[09 Hrs]		
Electronic payment systems: Types - network security and Firewalls - Digital Copyrights - Electronic Data Interchange.								
UNIT – V	LEGAL AND PRIVACY ISSUES IN E-COMMERCE					[09 Hrs]		
E-commerce - Law, issues & opportunities in implementation - Role of government policy recommendations - Case study – Case Study.								
Text Books :								
1	Kalakota, Frontiers of Electronic Commerce, 12th Impression ,Pearson Education, New Delhi, 2016.							
2	Paragdiwan, Sunil Sharma ,E-commerce,4 th Edition, Excel books, New Delhi, 2015.							
Reference Books :								
1	Efaim Turban et al. Electronic Commerce – A Managerial Perspective, Pearson Education Asia, New Delhi, 2016.							
2	Sandeep Krishnamurthy, E-Commerce Management –Text and Cases, Thomson Learning, New Delhi, 2015							
3	Greenstein Firsman, Electronic Commerce, Tata McGraw Hill, New Delhi, 2015.							
4	Nils J. Nilsson, “ E-Commerce: A new Synthesis”, Harcourt Asia Pvt. Ltd., 2016.							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the basic concepts of e commerce</i>	3	2	3	3	3
CO2	<i>Illustrate the various of business application in e commerce</i>	2	2	3	3	3
CO3	<i>Discuss the various e commerce infrastructure models</i>	3	2	2	2	2
CO4	<i>Explain the concept of e commerce payment and security models</i>	3	2	3	3	3
CO5	<i>Describe the different legal and privacy issues in e commerce</i>	2	3	3	2	2
Average		2.6	2.2	2.8	2.6	2.6

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – III								
BA20390	ELECTIVE V - SYSTEMS DATA MINING				L	T	P	C
					3	0	0	3
Prerequisite:								
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level		
CO1:	Explain the basic concepts of data mining				Understand			
CO2:	Illustrate the various functions in data understanding				Understand			
CO3:	Discuss the various tools, methods and techniques in data mining				Creates			
CO4:	Explain the concept of data warehousing				Understand			
CO5:	Explain the recent trends in data warehousing				Analyze			
UNIT – I	INTRODUCTION					[09 Hrs]		
Data Mining: Meaning- Growth – Process- CRISP DM Approach - Application- Techniques - Future of Data mining - Guidelines of Data mining – Limitation.								
UNIT – II	DATA UNDERSTANDING					[09 Hrs]		
Data- Introduction, Cleaning-ETL Function- Source of Error - Outliers – Mining outliers – Missing data- Types of data- Distance- Data Summarizing- Graphically- case study								
UNIT – III	DATA MINING TOOLS, METHODS AND TECHNIQUES					[09 Hrs]		
Lure of statistics - Classification - Decision trees, Decision tree rules, Cluster analysis :Types of cluster analysis.								
UNIT – IV	DATA WAREHOUSING					[09 Hrs]		
Data ware house: Characteristics and view - OLTP and OLAP - Design and development of data warehouse - Extract/ Transform / Load (ETL) design								
UNIT – V	DATA MINING TRENDS					[09 Hrs]		
Web data mining, Web mining Characteristics, software - Search Engine, Enterprise search - Information privacy & data mining – Case Study.								
Total (L: 45 T:0) = 45Periods								
Text Books :								
1	G. K. Gupta, Introduction to Data mining with Case Studies, 3 rd Edition, Prentice Hall of India, New Delhi, 2016							
2	Jaiwei Ham and MichelineKamber, Data Mining concepts and techniques, Kauffmann , New Delhi, 2015							
Reference Books :								
1	W.H.Inmon, Building the Data Warehouse, 6 th Edition Wiley India Pvt. Ltd.2015							
2	Ralph Kimball and Richard Merz, The data warehouse toolkit, John Wiley, 2015.							
3	Michel Berry and Gordon Linoff, Mastering Data mining, John Wiley and Sons Inc, 2015.							
4	Nils J. Nilsson, "Data Mining: A new Synthesis", Harcourt Asia Pvt. Ltd., 2016.							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Explain the basic concepts of data mining	3	2	3	-	2
CO2	Illustrate the various functions in data understanding	2	-	2	3	2
CO3	Discuss the various tools, methods and techniques in data mining	2	3	2	2	2
CO4	Explain the concept of data warehousing	2	2	2	2	2
CO5	Summarize the recent trends in data warehousing	3	2	2	2	2
Average		2.4	2.3	2.2	2.3	2.0

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – III								
BA20391	ELECTIVE VI – HOSPITAL MANAGEMENT HEALTHCARE PLANNING				L	T	P	C
					3	0	0	3
Prerequisite:								
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level		
CO1:	Explain the features of healthcare planning.				Analyze			
CO2:	Illustrate the various healthcare functions				Understand			
CO3:	Describe the various green hospitals				Analyze			
CO4:	Explain the patient centric healthcare				Understand			
CO5:	Explain the safer healthcare environments				Analyze			
UNIT – I	INTRODUCTION					[09 Hrs]		
Health care Planning : meaning-significance-features. Health factory-Business model – customers segment.								
UNIT – II	SERVICES TO PATIENTS					[09 Hrs]		
Patient : meaning– services to patients – functions – design of services. Innovative facilities								
UNIT – III	GREEN HOSPITALS AND HEALTHCARE FACILITY					[09 Hrs]		
Green building : meaning-significance of green building, benefits, focus area in hospital design – lighting-air quality-green house keeping, garden and landscape-sustainable sites, water efficiency, energy and atmosphere, material and resources.								
UNIT – IV	PATIENT CENTRIC HEALTHCARE					[09 Hrs]		
2P in facility design, reflection on 2P process, Results of 2P work, Challenges to implement 2P work.								
UNIT – V	SAFER HEALTHCARE ENVIRONMENTS					[09 Hrs]		
Importance, safety design, process, for staff and patient, Healthcare associated infections, Medication safety, Patient Falls, Staff injuries, safety risk assessment approach, Virtual hospital.								
Total (L: 45 T: 0) = 45 Periods								
Text Books :								
1	V.K. Singh, Paul Lillrank, Planning and Designing Healthcare Facilities A lean, innovative and evidence based approach, Taylor and francis group, 2018							
2	Jeffrey P. Harrison, Essentials of strategic planning in healthcare, Aupha, 2010							
Reference Books :								
1	Cynthia Hayward , Healthcare Facility Planning: Thinking Strategically, second edition, Health Administration Press, 2016							
2	G. D. Kunders, Facilities Planning and Management, Tata McGraw-Hill Publishing House 2004							
3	Richard L. Miller, Richard Lyle Miller, Earl S. Swensson, Hospital and Healthcare Facility Design, W.W. Norton, 2002							
4	Richard K. Thomas , Health Services Planning, Springer US, 2007							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the features of healthcare planning.</i>	3	2	2	2	2
CO2	<i>Illustrate the various healthcare functions</i>	3	-	3	2	2
CO3	<i>Describe the various green hospitals</i>	2	-	2	2	3
CO4	<i>Explain the patient centric healthcare</i>	2	3	3	2	2
CO5	<i>Explain the safer healthcare environments</i>	3	3	2	3	2
Average		2.6	2.7	2.4	2.2	2.2

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – III								
BA20392	ELECTIVE VI – HOSPITAL MANAGEMENT HEALTHCARE SYSTEM OPERATIONS				L	T	P	C
					3	0	0	3
Prerequisite:								
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level		
CO1:	Explain the features of healthcare system operations.					Understand		
CO2:	Discuss the healthcare finance and marketplace					Analyze		
CO3:	Estimate the quality management of healthcare systems					Understand		
CO4:	Explain patient operational metrics in healthcare organizations					Understand		
CO5:	Discuss productivity and performance management.					Analyze		
UNIT – I	HEALTHCARE OPERATIONS					[09 Hrs]		
The role of healthcare operations management, need, goal, competitive advantage of operations, the role of technology, trends in operations management.								
UNIT – II	HEALTHCARE FINANCE AND MARKETPLACE					[09 Hrs]		
Healthcare finance for operations managers, hospital payment, profits, margins, income statement and ratio analysis, other ratios, balance sheet, working capital, cash flows, audited statements. Hospital business operations, hospital policies and regulations,								
UNIT – III	QUALITY MANAGEMENT					[09 Hrs]		
Tools and techniques, Process, Process map, process improvement methodology, improving service quality, quality and lean processes.								
UNIT – IV	OPERATIONAL METRICS IN HEALTHCARE ORGANIZATIONS					[09 Hrs]		
Input measures for operating metrics, sources of data for operations metrics, output measures, common operational metrics, other operational metrics, using operational metrics.								
UNIT – V	PRODUCTIVITY AND PERFORMANCE MANAGEMENT					[09 Hrs]		
The quest for productivity, measurement issues, single versus multiple factors, common hospital-wide productivity metrics, improving productivity, principles of productivity management, return on investment: capital versus labour substitutions, staffing and labor scheduling models, basics of labour hour management, productivity and performance scorecard.								
Total (L: 45 T: 0) = 45 Periods								
Text Books :								
1	James R. Langabeer, Jeffrey Helton, Health Care Operations Management, A Systems Perspective , Jones & Bartlett Learning, 2016							
2	Daniel B. McLaughlin, John R. Olson , Healthcare Operations Management, Health Administration Press, 2017							
Reference Books :								
1	Corinne M. Karuppan, Nancy E. Dunlap, Operations Management in Healthcare Strategy and Practice, Springer Publishing Company, 2016							
2	John F. Kros, Evelyn C. Brown, Health Care Operations and Supply Chain Management Operations, Planning, and Control, Wiley, 2013							
3	Richard L. Miller, Richard Lyle Miller, Earl S. Swensson, Hospital and Healthcare Facility Design, W.W. Norton, 2002							
4	Jan Vissers, Roger Beech, Health Operations Management, Patient Flow Logistics in Health Care, 2005							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the features of healthcare system operations.</i>	2	2	3	2	2
CO2	<i>Discuss the healthcare finance and marketplace</i>	3	3	3	2	2
CO3	<i>Estimate the quality management of healthcare systems</i>	3	2	2	3	2
CO4	<i>Explain patient operational metrics in healthcare organizations</i>	3	2	3	3	3
CO5	<i>Discuss productivity and performance management.</i>	3	2	2	2	3
Average		2.8	2.2	2.6	2.4	2.4

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – III								
BA20393	ELECTIVE VI – HOSPITAL MANAGEMENT HOSPITAL ORGANIZATION				L	T	P	C
					3	0	0	3
Prerequisite:								
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level		
CO1:	Discuss the features of hospital management.				Analyze			
CO2:	Describe the management functions				Understand			
CO3:	Describe the structure and process of organization				Analyze			
CO4:	Explain behavioral concepts and theories				Understand			
CO5:	Describe the social responsibilities of management				Analyze			
UNIT – I	STRATEGY AND PROCESS					[09 Hrs]		
Growing significance of management in organizations, characteristics of a modern hospital, hospital as an organization, resource management. Evolution of management thought: Frederic W.Taylor's scientific management, Henry Fayol's principles of management, concept of bureaucracy, human relations approach, Behavioral approach, systems theory of organization, information processing view of organization, contingency theory of organization, management by objectives (MBO).								
UNIT – II	ORGANIZING AND DECISION MAKING					[09 Hrs]		
Management process and functions, nature of management process and managerial functions - planning, organizing, staffing, directing, coordinating and controlling. Application of managerial functions to health care organizations.								
UNIT – III	ORGANIZATION CONCEPTS AND PROCESSES					[09 Hrs]		
Nature and structure of organization, types of organizations-functional, divisional, departmental and matrix forms, Formal and informal organizations, Line and staff relationships. Setting priorities for planning and decision-making, guidelines for improved decision-making, modern approach to decision making. Significance of leadership, traits of leaders, functions of leadership.								
UNIT – IV	BEHAVIORAL CONCEPTS AND THEORIES					[09 Hrs]		
Strategy Implementation: Meaning, Developing Programs, Budgets, Procedures, Synergy, stages and international Issues – Advanced Types of Organizational Structure – Resource allocation – Strategy Evaluation: Methods of Measuring Performance, Types of Control, Problems in measuring performance and Guidelines for proper control.								
UNIT – V	SOCIAL RESPONSIBILITIES OF MANAGEMENT					[09 Hrs]		
Managing Technology and Innovation: Sources and categories of Innovation and organizing for Innovation – Strategic Issues in Entrepreneurial Ventures and small Business: Factors, Issues in Strategy Implementation and Evaluation – Internet Economy – Case Study.								
Total (L: 45 T: 0) = 45 Periods								
Text Books :								
1	Syed Amin Tabish, Hospital and Health services administration ~ principles and practice, oxford university press, New Delhi, 2001.							
2	James A.F.Stoner, R.Edward Freeman and Denier R. Gilbert Jr., Management, Prentice Hall India, New Delhi, 1997.							
Reference Books :								
1	Srinivasan A.V. Japanese management - The Indian context, Tata Me Oraw Hill, New Delhi, 2000.							
2	Koontz Harold, Heinz Weihrich, Essentials of management, Mc Oraw Hill Intenational, New Delhi, 2004							
3	L.M.Prasad, Principles and practice of Management, 6th edition, Sultan Chand Pilblisher, New Delhi, 2001.							
4	The World Health Organization, Marcos Cueto, Theodore M.Brown and Elizabeth fee, Cambridge Univerity public 2019							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Discuss the features of hospital management.</i>	3	2	2	2	-
CO2	<i>Describe the management functions</i>	3	3	3	-	3
CO3	<i>Describe the structure and process of organization</i>	3	2	3	2	2
CO4	<i>Explain behavioral concepts and theories</i>	2	2	3	2	2
CO5	<i>Describe the social responsibilities of management</i>	2	2	3	2	3
Average		2.6	2.2	2.8	2.0	2.5

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – III								
BA20394	ELECTIVE VI – HOSPITAL MANAGEMENT HEALTH ECONOMICS				L	T	P	C
					4	0	0	4
Prerequisite:								
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level		
CO1:	<i>Explain about health care decision making</i>				Understand			
CO2:	<i>Discuss the determinants of cost for involved in various decisions</i>				Analyze			
CO3:	<i>Discuss the various pricing strategies</i>				Analyze			
CO4:	<i>Describe the framework of economic, social and political environment</i>				Understand			
CO5:	<i>Explain the various health care market</i>				Analyze			
UNIT – I	HEALTH CARE DECISION MAKING				[09 Hrs]			
Health economics, nature & scope, role of economic analysis in health care decision making, basic concepts, resource allocation for public health and rationale of govt. intervention & control, objectives of health organization, health services demand and elasticity of demand, demand estimation & forecasting of health services.								
UNIT – II	MANAGERIAL DECISION MAKING				[09 Hrs]			
Determinants of costs of different medical services, opportunity cost, effectiveness accounting cost, marginal costing and their application in managerial decision making in health organization; criteria for investment decision in hospitals..								
UNIT – III	PRICING STRATEGIES				[09 Hrs]			
Pricing strategies and tactics of medical care services in government and private health organization; Difference between profit and non-profit making health care institutions; Health in human development index..								
UNIT – IV	ENVIRONMENT				[09 Hrs]			
Frame work of economic, social and political environment in health care services, economic design & models, efficiency and economic evaluation, valuation of non-health services resources.								
UNIT – V	HEALTH CARE MARKET				[09 Hrs]			
Health Care Markets: An Introduction : Main Problems in the Market for Health Care, Health Care and Economic Basics, Analyzing Health Care Markets. Demand-Side Considerations: Demand for Health and Health Care, Market for Health Insurance								
Total (L: 45 T:0) = 45 Periods								
Text Books :								
1	James W. Henderson(2005), Health Economics and Policy; Thomson-South Western.							
2	Culyer, A.J. and J.P. Newhouse(eds), Handbook of Health Economics, Amrestdam, North-Holland Publishers.							
Reference Books :								
1	Health Economics, Jay Bhattacharya, Timothy Hyde & Peter TU, Palgrave macmillam,1 st edition, 2014							
2	Health Economics, Pedro Barros and Xavier Martinez – Giral, Routledge Taylor & Francis Group publ. 2012.							
3	Health Economics An international perspective, Barbara Mcpake and Charles Normand, Second edition,2018							
4	Applied Health Economics , Andrew M.Jones. Nigel Rice, Teresa Bago D'uva and silvia Balie Taylor – Francise publ. Edition 2 , 2013							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain about health care decision making</i>	3	2	2	2	3
CO2	<i>Discuss the determinants of cost for involved in various decisions</i>	3	2	3	3	3
CO3	<i>Discuss the various pricing strategies</i>	3	3	3	2	3
CO4	<i>Describe the framework of economic, social and political environment</i>	3	2	3	2	3
CO5	<i>Explain the various health caer market</i>	3	2	3	2	3
Average		3.0	2.2	2.8	2.2	3.0

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)				R 2020			
SEMESTER – III							
BA20395	ELECTIVE VI – HOSPITAL MANAGEMENT HEALTH INFORMATION SYSTEM AND HEALTH CARE POLICY			L	T	P	C
				3	0	0	3
Prerequisite:							
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level	
CO1:	Explain the health care institutions and processing			Understand			
CO2:	Explain the Information systems basic			Understand			
CO3:	Discuss the Modeling health information system			Analyze			
CO4:	Illustrate the Various Health care policy			Understand			
CO5:	Explain the concepts of Health care organization			Analyze			
UNIT – I	HEALTH INSTITUTIONS AND INFORMATION PROCESSING			[09 Hrs]			
Introduction-Significance of Informative processing in Health care – Progress in Information and communication Technology-Importance of systematic information management							
UNIT – II	INFORMATION SYSTEM BASICS			[09 Hrs]			
Data, Information and knowledge -Information systems and their components - information management - Health Information System.							
UNIT – III	MODELING HEALTH INFORMATION SYSTEMS			[09 Hrs]			
On models and metamodels - Metamodel for modeling health information systems and three layers – Architecture of Hospital Information systems.							
UNIT – IV	HEALTH CARE POLICY			[09 Hrs]			
Introduction – paying for health care – Access to health care – Reimbursing health care providers – Capitation payment of Management care.							
UNIT – V	HEALTH CARE ORGANIZED			[09 Hrs]			
How health care is organized – Long term care – The prevention of illness – The quality of health care – Medical ethics and the rationing of health care.							
Total (L: 45 T:0) = 45Periods							
Text Books :							
1	Health Information system, Alfred winter, Elske ammenwerth second editions springer 2011						
2	Understanding health policy , Thomas s Bodenheimer, kevin grumbach 4 th edition, Lange medical books/McGraw-Hill -2005						
Reference Books :							
1	Essentials of Health Information Management: Principles and Practices, Mary Jo Bowie, 4th Edition, Cengage Learning, 2015						
2	Introduction to Health care Information Technology, Mark Ciampa & Mark Revels, Cengage Learning publication, Edition 2015						
3	Public Health Policy, Issues, Theories, and Advocacy, Dru Bhattacharya & Jossey BASS , Library of congress cataloguing, 2013.						
4	Making Health Policy, kent Buse, Nicholas Mays & Gill walt, Open University press, 2 nd Edition,2012						

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the health care institutions and processing</i>	3	2	3	2	2
CO2	<i>Explain the Information systems basic</i>	3	3	2	3	2
CO3	<i>Discuss the Modeling health information system</i>	3	3	3	2	3
CO4	<i>Illustrate the Various Health care policy</i>	3	2	3	2	2
CO5	<i>Explain the concepts of Health care organization</i>	3	3	3	2	3
Average		3.0	2.6	2.8	2.2	2.4

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – III								
BA20396	ELECTIVE VI – HOSPITAL MANAGEMENT ETHICS IN PUBLIC HEALTH				L	T	P	C
					3	0	0	3
Prerequisite:								
Course Outcomes : On Completion of this course, the student will be able to					Cognitive Level			
CO1:	Explain the fundamentals of Public health issues.				Understand			
CO2:	Explain concepts of ethical issues related to health				Understand			
CO3:	Discuss the challenges and opportunities in public health				Analyze			
CO4:	Explain the purpose of aging population health ethics				Analyze			
CO5:	Describe the communicable and non communicable diseases.				Analyze			
UNIT – I	INTRODUCTION				[09 Hrs]			
An overview of conceptual foundations and practical challenges of public Health. Ethical tensions and Ethical Frameworks in public health. Distinctive challenges of public health ethnics. Public health programs and policies. Human Rights and public health ethics.								
UNIT – II	WORK OF PUBLIC HEALTH				[09 Hrs]			
.An overview of ethics and how public health does it work, Public health system and ethics. Public health Interventions: Ethical Implications.								
UNIT – III	HEALTH SYSTEMS AND PUBLIC HEALTH				[09 Hrs]			
Introduction of the ethics of Health systems. Health systems, Government and accountability, Issues of public health ethics, Global Human Resources for Health. Public health perspectives. Challenges and opportunities.								
UNIT – IV	NEEDS AND ISSUES RELATED TO PARTICULAR POPULATIONS				[09 Hrs]			
Ethics issues for public health in particular populations: Aging population and public health ethics, children, Adolescents, Ethics in mental health, sexual and gender minorities. Ethics issues Related to immigrants and Refugees.								
UNIT – V	ISSUES IN ETHICAL HEALTH.				[09 Hrs]			
Sexual and reproductive health, communicable diseases, Non – communicable diseases, food, water and nutritious, Injuries, Genetics, Environmental health, Public health policy and politics.								
Total (L: 45 T: 0) = 45 Periods								
Text Books :								
1	The Oxford Handbook of “ Public health ethics” Anna C.Masloianni and Nancy E.KASS. Oxford university press – 2020 II ed.							
2	Ethics in public Health practice in India. Arima mishra & kalyani subbiab – springer 2020 – I ed.							
Reference Books :								
1	Public health Ethics: cases spanning the Globe. Drue H. Barrett – 2016 , springer – II ed							
2	Public Health ethics – Theory, policy and Practice – Ronald bayer, Bonnie steinbock – oxford university press USA - 2016							
3	Emergency ethics – Public Heath preparedness and response, oxford University press – 2019.							
4	The Oxford Handbook of “ Public health ethics” Nancy E.KASS. Oxford university press – 2020 II edition.							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the fundamentals of Public health issues.</i>	2	2	2	3	-
CO2	<i>Explain concepts of ethical issues related to health</i>	-	3	3	3	2
CO3	<i>Discuss the challenges and opportunities in public health</i>	3	2	2	3	2
CO4	<i>Explain the purpose of aging population health ethics</i>	3	2	2	2	2
CO5	<i>Describe the communicable and non communicable diseases.</i>	3	2	3	-	2
Average		2.8	2.2	2.4	2.8	2.0

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)				R 2020			
SEMESTER – III							
BA20398	ELECTIVE – VII ENTREPRENEURSHIP DEVELOPMENT MANAGING INNOVATION			L	T	P	C
				3	0	0	3
Prerequisite:							
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level	
CO1:	Discuss the decision making by integrating the concepts of Innovations					Analyze	
CO2:	Illustrate the various Seven source of Innovation					Understand	
CO3:	Discuss the Strategy to fit for the market					Analyze	
CO4:	Describe the Innovation process and Research					Understand	
CO5:	Explain the IP strategy and concepts					Analyze	
UNIT – I	EXPLORE INNOVATION					[9 Hrs]	
Define Innovation, Innovation's Value Proposition for Entrepreneurs - Life Span of an Innovation. - Breakthrough, Disruptive, Game changer and incremental innovations							
UNIT – II	EXECUTING INNOVATION					[9 Hrs]	
Drucker's Seven Sources of Innovation Opportunity - Innovation in the Value Chain - How to Recognize a Winning Innovation Idea - Technology as source of Innovation - Three Framed Views of the Innovation Process, TRIZ.							
UNIT – III	EXPLOITING INNOVATION					[9 Hrs]	
Strategic Alliances and Open Innovation - Blue Ocean Strategy, Get an Innovation to Market - Benchmarking - Lead User Research - Elements of an Innovation Portfolio - Frugal innovation, Innovation for the bottom of the Pyramid							
UNIT – IV	RENEWING INNOVATION					[9 Hrs]	
Developing Products and Services to fit the Market - Keys to Developing Winning Business Models - Organizing innovation - Management of Research & Development.							
UNIT – V	TRIGGERS OF INNOVATION					[9 Hrs]	
Innovation tools Managing IP, Development of IP strategy, - Expansion to patents How to evaluate and use patents "Freedom to Use" concept							
Total (L: 45 T: 0) = 45 Periods							
Text Books :							
1	Bessant, J. R. , Tidd, Joseph (2020); Innovation and entrepreneurship; Third Edition						
2	C. K. Prahalad, M. S. Krishnan (2018) ,The New Age of Innovation: Driving Cocreated Value Through Global Networks, Tata McGrawHill						
Reference Books :							
1	Vinay Dabholkar & Rishiksha T.Krishnan (2013) , 8 steps to Innovation:, Collins Business						
2	Entrepreneurship – second edition,2013 - Rajeev Roy, oxford university press						
3	Entrepreneurship –Creating and leading an entrepreneurial organisation – Arya Kumar, Pearson publication, 2013						
4	Alistair Croll, Benjamin Yoskovit (2013) , Lean Analytics: Use Data to Build a Better Startup Faster, O'Reilly Media						

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Discuss the decision making by integrating the concepts of Innovations</i>	3	3	2	2	2
CO2	<i>Illustrate the various Seven source of Innovation</i>	2	2	3	2	2
CO3	<i>Discuss the Strategy to fit for the market</i>	3	3	3	2	2
CO4	<i>Describe the Innovation process and Research</i>	3	2	2	2	-
CO5	<i>Explain the IP strategy and concepts</i>	2	3	3	3	3
Average		2.6	2.6	2.6	2.2	2.3

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)				R 2020			
SEMESTER – III							
BA20399	ELECTIVE – VII ENTREPRENEURSHIP DEVELOPMENT DESIGN THINKING			L	T	P	C
				3	0	0	3
Prerequisite:							
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level	
CO1:	Explain the Concept of design thinking and its framework			Understand			
CO2:	Illustrate the various skill of problem identification & design Process			Understand			
CO3:	Describe the various solution for a problem identified based on design thinking framework			Understand			
CO4:	Discuss the purpose of studying Sketch and Proto type.			Analyze			
CO5:	Discuss the Customer and feedback of pro type			Analyze			
UNIT – I	INTRODUCTION			[09 Hrs]			
Introduction, Need of Design Thinking, Traditional Problem Solving versus Design Thinking, phases of Design Thinking, Tools for Design Thinking, Relevance of Design and Design Thinking in Engineering							
UNIT – II	UNDERSTAND THE CUSTOMER			[09 Hrs]			
Define: Research- kinds of Research – benefits – select the best model: observe, understand the customer – needs and wants of customer- offer the product., business – Business models							
UNIT – III	LEARN TO IDEATE			[09 Hrs]			
Ideate: Meaning – features – process of Ideate – Kinds – benefits- stages in Ideate : Learn to ideate, expand ideas, select ideas							
UNIT – IV	BRINGING IDEAS			[09 Hrs]			
Prototype: meaning – features – stages in prototype - Bringing ideas to life- kinds of ideas – process - sketch and prototype							
UNIT – V	FEEDBACK AND IMPROVEMENT			[09 Hrs]			
Test: Definition – characteristics – kinds- benefits- process: Share pro type with customer, feedback – methods to collect the feedback – improve.							
Total (L: 45 T: 0) = 45 Periods							
Text Books :							
1	Patrick Van Der Pijl, Justin Lokitz , Lisa Kay Solomon (2016) Design a Better Business: New Tools, Skills, and Mindset for Strategy and Innovation, Wiley						
2	Tim Brown (2009) , Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation, Harper Collins						
Reference Books :							
1	Vinay Dabholkar & Rishiksha T.Krishnan (2013) , 8 steps to Innovation:, Collins Business						
2	Entrepreneurship – second edition,2013 - Rajeev Roy, oxford university press						
3	Entrepreneurship –Creating and leading an entrepreneurial organisation – Arya Kumar, Pearson publication, 2013						
4	Alistair Croll, Benjamin Yoskovit (2013) , Lean Analytics: Use Data to Build a Better Startup Faster, O'Reilly Media						

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the Concept of design thinking and its framework</i>	3	3	3	-	3
CO2	<i>Illustrate the various skill of problem identification & design Process</i>	2	3	3	3	2
CO3	<i>Describe the various solution for a problem identified based on design thinking framework</i>	2	2	2	2	2
CO4	<i>Discuss the purpose of studying Sketch and Proto type.</i>	2	2	3	2	2
CO5	<i>Discuss the Customer and feedback of pro type</i>	2	-	-	2	3
Average		2.2	2.5	2.8	2.3	2.4

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)				R 2020			
SEMESTER – III							
BA20400	ELECTIVE – VII ENTREPRENEURSHIP DEVELOPMENT START UP TOOL & METHODS			L	T	P	C
				3	0	0	3
Prerequisite:							
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level	
CO1:	Explain the features of Indian entrepreneurial models			Understand			
CO2:	Analyse the factors leading to success of Indian start-ups			Analyze			
CO3:	Discuss the importance and impact of business incubation to the start-ups			Analyze			
CO4:	Describe the value of how living rurally influences business and social enterprise objectives			Understand			
CO5:	Illustrate the role and contribution of women as an entrepreneur.			Analyze			
UNIT – I	INTRODUCTION TO INDIAN BUSINESS MODELS					[09 Hrs]	
Significance of Indian Business Models – Scope of Micro and Small Enterprises – Role of Micro Enterprise in Economic Development - Forms of Business- Family Business - First Generation Entrepreneurs – Clusters Development.							
UNIT – II	INDIA'S START UP REVOLUTION					[09 Hrs]	
Trends –Imperatives – benefits- players involved in the ecosystem – Case Studies of successful start-ups.							
UNIT – III	BUSINESS INCUBATORS					[09 Hrs]	
Meaning – Definition- Services offered-Stages of Business Incubation- Types- importance , Advantages and Disadvantages of Stages of Business Incubation.							
UNIT – IV	RURAL & SOCIAL ENTREPRENEURSHIP					[09 Hrs]	
Policies factors and barriers of the development – Rural entrepreneurship and socio-economic environment of Indian market- concept of congenial environment and its role in promoting rural entrepreneurship. Social Entrepreneurship-Factors impacting transformation into social entrepreneur, characteristics of social entrepreneurs, Case Study.							
UNIT – V	WOMEN ENTREPRENEURS					[09 Hrs]	
Functions - Evolution in India- Entrepreneurial skills – Competency requirements-Opportunities – Challenges - Role of Women entrepreneurship in economic development.							
Total (L: 45 T:0) = 45Periods							
Text Books :							
1	Poornima M Charantimath, Entrepreneurship Development Small Business Enterprises,2nd Edition, Pearson Education, Noida, 2014.						
2	Robert D. Hisrich, Mathew J. Manimala, Michael P Peters, Dean A. Shepherd, Entrepreneurship, 9th Edition, McGraw Hill Education, New Delhi, 2014.						
Reference Books :							
1	Dinanath Kaushik – Studies in Indian Entrepreneurship , 1st Edition, Cyber Tech Publications, New Delhi,2013.						
2	Jaynal Ud-Din Ahmed, Khundrakpam Devananda Singh, –Women Entrepreneurship in India ,1st Edition, New Century Publications, New Delhi, 2016.						
3	Dhananjaya B.R, Durgappa, Chandrashekarappa U, –Small Business Management , 1stEdition,Himalaya Publishing, Mumbai, 2016.						
4	NK Nair, Entrepreneurship Development Small Business Enterprises, Vikas Publishing House PVT Ltd, 2009.						

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the features of Indian entrepreneurial models</i>	2	2	-	3	3
CO2	<i>Analyse the factors leading to success of Indian start-ups</i>	2	3	3	2	2
CO3	<i>Discuss the importance and impact of business incubation to the start-ups</i>	-	2	2	-	3
CO4	<i>Describe the value of how living rurally influences business and social enterprise objectives</i>	2	2	-	2	3
CO5	<i>Illustrate the role and contribution of women as an entrepreneur.</i>	2	2	3	-	2
Average		2.0	2.2	2.7	2.3	2.6

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)				R 2020			
SEMESTER – III							
BA20401	ELECTIVE – VII ENTREPRENEURSHIP DEVELOPMENT SOCIAL ENTREPRENEURSHIP MANAGEMENT			L	T	P	C
				3	0	0	3
Prerequisite:							
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level	
CO1:	Explain the Various drivers of social entrepreneurship and design a model to solve complex social issues.			Understand			
CO2:	Illustrate the Various skill and practices to the changing social and business environments			Understand			
CO3:	Analyze the financial issues and identify the sources to mobilize fund to a social enterprise.			Analyze			
CO4:	Describe the Various tools that can be applied for effective management and lead organizations in a global arena			Understand			
CO5:	Explain the basic Gain and progress capabilities relevant to the needs of the social sector.			Analyze			
UNIT – I	INTRODUCTION			[09 Hrs]			
Definition- Challenges- Strategies - future. Drivers of Social Innovation- Human-Centered Design Thinking- Social Entrepreneurship vs. Entrepreneurship. Case study.							
UNIT – II	SOCIAL ENTREPRENEUR			[09 Hrs]			
Qualities - Issues in opting for Social Entrepreneurship- Social Entrepreneurial skills and practices-Leading Social Entrepreneurs in India. Interaction with practitioners .							
UNIT – III	SOCIAL VENTURES			[09 Hrs]			
Addressing persistent social problems. Financing Social ventures: angel funds-Venture capital- internal funding sources –Venture Valuation, In-house Corporate funding mechanism-Micro-finance							
UNIT – IV	SOCIAL INNOVATIONS			[09 Hrs]			
Types -Nature - challenges of –Markets of the Poor, Innovative designs and strategies to address the needs of these markets and communities. Business Models for Low Income Communities							
UNIT – V	LEADING FOR CHANGE			[09 Hrs]			
Social problems as Business opportunities - Future of Social Enterprises in India/Global, Challenges of Growth and Scale. Successful Social Entrepreneurship Initiatives- Grameen Bank – Aravind Eye Care Systems – TERI – Pasumai Payanam, Siruthuli – SEWA – Amul – Evidence from OASIS, Case Study on SELCO, case study on Annapurna – Goonj							
Total (L: 45 T:0) = 45Periods							
Text Books :							
1	Elkington, J., Hartigan, P. – The power of unreasonable people: How social entrepreneurs create markets that change the world.1st Edition, Harvard Business Publishing, USA, 2013.						
2	Constant Beugré, Social Entrepreneurship: Managing the Creation of Social Value,1st Edition, Routledge, USA, 2016.						
Reference Books :							
1	Bornstein , Davis, Social Entrepreneurship, 1st Edition,Oxford University Press, New Delhi, 2016.						
2	Madhukar Shukla , Social Entrepreneurship in India,1st Edition, Sage Publications, New Delhi, 2020.						
3	Margret Bonefiel,Ritesh Sharma,Robert A. Philips, Social Entrepreneurship: The Next Big Business Opportunity,1st Edition, Global Vision Publishing House, New Delhi, 2011.						
4	NK Nair, Social Entrepreneurship, Vikas Publishing House PVT Ltd, 2009.						

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the Various drivers of social entrepreneurship and design a model to solve complex social issues.</i>	3	3	3	2	3
CO2	<i>Illustrate the Various skill and practices to the changing social and business environments</i>	3	2	3	3	3
CO3	<i>Analyze the financial issues and identify the sources to mobilize fund to a social enterprise.</i>	3	3	3	2	2
CO4	<i>Describe the Various tools that can be applied for effective management and lead organizations in a global arena</i>	3	3	3	3	3
CO5	<i>Explain the basic Gain and progress capabilities relevant to the needs of the social sector.</i>	2	2	3	2	2
Average		2.8	2.6	3.0	2.4	2.6

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)				R 2020			
SEMESTER – III							
BA20402	ELECTIVE – VII ENTREPRENEURSHIP DEVELOPMENT MANAGING FRANCHISING BUSINESS			L	T	P	C
				3	0	0	3
Prerequisite:							
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level	
CO1:	Explain the basics concepts of franchising.			Understand			
CO2:	Describe and acquiring a new outlet in a franchise network.			Analyze			
CO3:	Discuss the Various launching and growing a franchise company.			Analyze			
CO4:	Illustrate the Various Strategy of franchising.			Understand			
CO5:	Explain the relationship between Franchisee & International Franchising.			Analyze			
UNIT – I	AN INTRODUCTION TO FRANCHISING			[09 Hrs]			
Definition-Key Terms in Franchising-Types of franchising- History of Franchising- Franchising as an Entrepreneurial activity- Advantages and Disadvantages-Theories that Explain Franchising-Franchising Growth.							
UNIT – II	INVESTIGATING AND BUYING A FRANCHISED BUSINESS			[09 Hrs]			
Motivations for buying a franchise - Franchise offers: Brand, Format, Training, Design, Site Selection,Marketing &Financing-Legal Documents: Franchise Agreement, Disclosure Document/FDD-Investigating franchise opportunities-Validating the concept and developing your business plan- Financing your franchised business- Exit strategy							
UNIT – III	SCALING A BUSINESS VIA FRANCHISING			[09 Hrs]			
Discovering a viable concept-The Entrepreneurship of Developing a Franchising Company - Key franchisor needs: Brand Name, Profit, Unit level Cash on Cash return and Documented Systems- Detail review of Franchise Agreement - Managing Franchise Systems: Functions and Challenges.							
UNIT – IV	DEVELOPING STRATEGY OF FRANCHISING			[09 Hrs]			
Strategy Development: Initial Financing-IPO considerations -The Cost of Franchising - Developing Franchise Support Systems: Supply, Marketing- Operations Manual-Selling Franchises- Selecting the Right Franchisees-Dangers of Fast Growth- Growing the Concept versus Growing the Franchise System.							
UNIT – V	FRANCHISEE RELATIONSHIP & INTERNATIONAL FRANCHISING			[09 Hrs]			
Differing Goals of Franchisors and Franchisees- Franchise Associations: The good, the bad and the ugly- New Franchising Systems-International Franchising-Five Habits of Successful Franchisors							
Total (L: 45 T:0) = 45Periods							
Text Books :							
1	Mark Siebert ,John Leonesio,Franchise Your Business: The Guide To Employing The Greatest Growth Strategy,publisher:Entrepreneur Press,2016						
2	Martin Mendelsohn,The Guide to Franchising,7 th edition, publisher:thomsan learning, (2004)						
Reference Books :							
1	Rick Grossmann, Michael J. Katz ,Franchise Bible: How to Buy a Franchise or Franchise Your Own Business						
2	Rick Bisio,The Educated Franchisee: Find the Right Franchise for You by recent edition of which was published in 2017.						
3	Ann Dugan ,The Complete Guide to Evaluating, Buying and Growing Your Franchise Business.						
4	Bornstein , Davis, Franchise Bible, 1st Edition,Oxford University Press, New Delhi, 2016.						

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the basics concepts of franchising.</i>	3	2	3	2	2
CO2	<i>Describe and acquiring a new outlet in a franchise network.</i>	3	2	3	3	3
CO3	<i>Discuss the Various launching and growing a franchise company.</i>	3	3	3	3	3
CO4	<i>Illustrate the Various Strategy of franchising.</i>	2	3	3	3	3
CO5	<i>Explain the relationship between Franchisee & International Franchising.</i>	3	2	3	3	3
Average		2.8	2.4	3.0	2.8	2.8

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)				R 2020			
SEMESTER – III							
BA20403	ELECTIVE – VII ENTREPRENEURSHIP DEVELOPMENT NEGOTIATION SKILLS			L	T	P	C
				3	0	0	3
Prerequisite:							
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level	
CO1:	Explain the key concepts of the subject matter.			Understand			
CO2:	Explain the negotiation process, Zone of possible agreement (ZOPA) and Best alternative to a negotiated agreement (BATNA).			Analyze			
CO3:	Differentiate negotiation mental models according to L. Thompson; identify and change the partner's mental model.			Understand			
CO4:	Formulate and apply psychological principles of successful negotiations			Understand			
CO5:	Discuss the negotiation styles in different cultures; adjust negotiation tactics to cultural differences			Analyze			
UNIT – I	FUNDAMENTALS OF NEGOTIATION			[09 Hrs]			
Definition: Introduction to the importance of negotiation- its importance and Nature of negotiation- negotiation Vs other interactions- Dimensions of Negotiation- Structure and the prerequisites of successful negotiation- types of negotiation - Strategy & planning of negotiation- four stage model of negotiation.							
UNIT – II	NEGOTIATION PROCESS			[09 Hrs]			
Perception & Preparation for the negotiations- goal setting for the negotiation - options and criteria for negotiation- role of Communication& Influence in the negotiation process - Identifying BATNA (Best alternative to a negotiated agreement) and ZOPA (zone of possible agreement) in the negotiation process - Ethics in negotiation- Agreement.							
UNIT – III	NEGOTIATION STYLES			[09 Hrs]			
Leigh Thompson's 5 negotiation mental models, importance of establishing trust and building a Relationship in negotiation - Win-Win Negotiation- use of creativity and problem Solving in Negotiations- application of Transactional analysis for negotiations.							
UNIT – IV	NEGOTIATION STRATEGIES			[09 Hrs]			
Positional bargaining -Principled negotiations by Roger Fisher and William Ury - Mixed negotiating -3-D Negotiation-Transactional analysis in negotiations.							
UNIT – V	NEGOTIATION STAGE			[09 Hrs]			
Implementation and compliance- Post-negotiation assessment and evaluation- International and cross-cultural negotiations- Crisis negotiations.							
Total (L: 45 T:0) = 45Periods							
Text Books :							
1	Mastenbroek, W. Negotiating as Emotion Management. Management Site Netwerk (2012).						
2	Thompson, L. The Truth about Negotiations. New Jersey: Pearson Education, Inc (2013).						
Reference Books :							
1	Roger Dawson ,Secrets of Power Negotiating: Inside Secrets from a Master Negotiator.						
2	G. Richard Shell,Bargaining for Advantage: Negotiation Strategies for Reasonable People.						
3	Ann Dugan ,The Complete Guide to Negotiating as Emotion Management Business.						
4	Roger Fisher, WilliamUry, Bruce Patton, Getting to Yes: Negotiating Agreement without Giving In.						

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Understanding the key concepts of the subject matter.</i>	3	2	2	2	3
CO2	<i>Explain the negotiation process, Zone of possible agreement (ZOPA) and Best alternative to a negotiated agreement (BATNA).</i>	3	2	3	3	2
CO3	<i>Differentiate negotiation mental models according to L. Thompson; identify and change the partner's mental model.</i>	3	2	3	2	3
CO4	<i>Formulate and apply psychological principles of successful negotiations</i>	3	2	-	2	3
CO5	<i>Describe Discuss the negotiation styles in different cultures; adjust negotiation tactics to cultural differences</i>	3	2	2	2	3
Average		3.0	2.0	2.5	2.2	2.8

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)				R 2020			
SEMESTER – III							
BA20322	DATA ANALYSIS LAB			L	T	P	C
				0	0	4	2
Prerequisite:							
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level	
CO1:	Explain the basic statistical applications					Understand	
CO2:	Examine the descriptive statistics for analysis					Understand	
CO3:	Analyze the data using various statistical tools					Analyze	
CO4:	Us Analyze the data using bivariate and multivariate analytical tools.					Analyze	
CO5:	Execute non-parametric analytical tools.					Understand	
UNIT - I	Statistical Concepts and its Application					[03 Hrs]	
Research in Behavioral science – Qualitative and quantitative research- types of data- reliability, Population and Sample-Parameter- Organizing data- Sampling Techniques, Determine sample size- Stages in Data Analysis -Procedure for framing and testing Hypothesis.							
UNIT - II	Descriptive statistics					[03 Hrs]	
Enter your data into a data file - Transform the data into suitable form - Descriptive Statistics- Measures of central tendency, Measures of variability, Percentiles, quartiles, skewness- Frequencies, Tables, graph the data							
UNIT - III	Comparing Means					[08 Hrs]	
t- test – z-test – one sample t-test- independent and dependent samples t-test- Anova –cross tabulation - Chi-square.							
UNIT - IV	Bivariate and Multivariate Analysis					[08 Hrs]	
Correlation- Multiple Regression- Logistic Regression- Factor Analysis							
UNIT - V	Non-parametric Analysis					[08 Hrs]	
Two Independent Samples- K Independent Samples- Two Related Samples- K Related Samples.							
Total = 30 Periods							
Text Books :							
1	Ajai S Gaur, Sanjaya S Gaur, Statistical Methods for Practice and Research: A Guide to Data Analysis, SAGE Publishing India, 2017						
2	Kiran Pandya and Smriti Bulsari, SPSS in simple steps, Dreamtech, 2011.						
Reference Books :							
1	David R. Anderson, et al, 'An Introduction to Management Sciences: Quantitative approaches to Decision Making, (13th edition) South-Western College Pub, 2011.						
2	William J. Stevenson, Ceyhun Ozgur, 'Introduction to Management Science with Spreadsheet', Tata McGraw Hill, 2009.						
3	David M. Levine et al, –Statistics for Managers" (6th Ed.) Pearson, 2010						
4	R.I. Levin and D S.Rubin, "Statistics for Management", New Delhi: Prentice Hall of India,2011.						

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Explain the basic statistical applications</i>	3	2	3	2	-
CO2	<i>Examine the descriptive statistics for analysis</i>	3	3	3	3	2
CO3	<i>Analyze the data using various statistical tools</i>	3	3	3	3	2
CO4	<i>Us Analyze the data using bivariate and multivariate analytical tools.</i>	3	3	3	3	2
CO5	<i>Execute non-parametric analytical tools.</i>	3	3	3	2	3
Average		3.0	2.8	3.0	2.6	2.3

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)			R 2020				
SEMESTER – III							
HR20323	CAREER BUILDING SKILLS – III			L	T	P	C
				0	2	0	0
Prerequisite:							
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level	
CO1:	Create Resume			Create			
CO2:	Develop the Presentation Skills			Understand			
CO3:	Built Interview skills			Create			
CO4:	Analyze problems using statistics measures			Analyze			
CO5:	Solution to Reasoning Problems.			Create			
UNIT – I	INTERVIEW PROCESS					[06 Hrs]	
Types of Interviews – Interpersonal Skills – Preparing for an Interview – Dress code– Overcoming Nervousness/Shyness – Body Language – FAQs. (Activity – Mock Interview).							
UNIT – II	GROUP DISCUSSION & PRESENTATION SKILL					[05 Hrs]	
Concept – Methodology – Components – Role Players – How to Generate Ideas – Evaluation Techniques – Dos and Don'ts of GD – (Activity on GD)- Presentation skills (Activity)							
UNIT - III	EFFECTIVE RESUME PREPARATION					[04 Hrs]	
Introduction to Resume Writing– Resume Writing Strategies & Methods –Tips For sResume Formatting & Designing – Covering Letter Writing Strategies & Techniques (Activity –Resume Preparation with Covering Letter)							
UNIT – IV	QUANTITATIVE APTITUDE III					[08 Hrs]	
Averages and Ages–Time Speed and Distance – Problems on Trains – Boats and Streams – Clocks & Calendars – Probability – Permutation & Combination							
UNIT – V	REASONING III					[07 Hrs]	
Syllogisms – Puzzles – Data Sufficiency – Grammar (Tenses, Subject and Verb Agreement) – Sentence Formation and Correction – Verbal Reasoning 2.							
Total (L: 0 T:2) = 30 Periods							
Text Books :							
1	Jeff Butterfield, Soft Skills for Everyone, Cengage Learning India Pvt Ltd, New Delhi, 2016 edition						
2	E.Suresh Kumar, P.Srihari and J.Savithri – Communication Skills and Soft Skills: An Integrated Approach, 2016 edition, Pearson Publication, New Delhi.						
Reference Books :							
1	AbhijitGuha, Quantitative Aptitude for Competitive Examinations, , 7 th edition, TMH						
2	BhatnagarNitin , Communicative English for Engineers and Professionals, ISBN 9788131732045, 2016 edition of Pearson Publication, New Delhi.						
3	V.Sasikumar, P.KiranmaiDutt&GeethaRajeevan, Listening & Speaking, ISBN 9788175963344, Reprint 2015 Pearson Education, New Delhi.						
4	P.Srihari and J.Savithri – Communication Skills and Soft Skills: An Integrated Approach, 2016 edition, Pearson Publication, New Delhi.						

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	<i>Create Resume</i>	3	2	2	3	-
CO2	<i>Develop the Presentation Skills</i>	3	3	3	3	2
CO3	<i>Built Interview skills</i>	2	3	3	2	3
CO4	<i>Analyze problems using statistics measures</i>	3	3	3	3	3
CO5	<i>Solution to Reasoning Problems.</i>	3	3	3	2	3
Average		2.8	2.8	2.8	2.6	2.8

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – IV								
BA20411	BUSINESS ETHICS & CORPORATE GOVERNANCE				L	T	P	C
					3	0	0	3
Prerequisite:								
Course Outcomes : On Completion of this course, the student will be able to						Cognitive Level		
CO1:	Explain the basic concepts of business ethics				Understand			
CO2:	Summarize the various theories of business and Personnel Ethics				Understand			
CO3:	Discuss the various concepts related to professional ethics and corporate responsibility towards society.				Create			
CO4:	Analysis the Various need of ethics in various functional areas.				Analysis			
CO5:	Explain the Concepts of Corporate Governance				Analyze			
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 - CSR: Introduction, Dimensions, Areas of social responsibility – Cases in CSR.								
UNIT - IV	BUSINESS ETHICS IN FUNCTIONAL AREAS				[09 Hrs]			
Business Ethics – 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	CORPORATE GOVERNANCE				[09 Hrs]			
Corporate Governance: Introduction, Principles and Issues – Theories– Role of Director, Auditors and Share holders – Evolutions of Corporate Governance - Recommendations of different committees – Recent Corporate scams in India – Cases in Corporate Governance.								
Total (L= 45, T = 0) = 45 Periods								
Text 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. – Fifth Edition 2015.							
Reference Books :								
1	William H.Shaw “Business Ethics”, Cengage Learning – Ninth Edition, 2015.							
2	Manual G.Velasquez “Business Ethics: Pearson New International Edition: Concepts & Cases”, Person Education – 8th Edition, 2017							
3	Govindarajan M, Natarajan S, Senthil Kumar V. S, "Engineering Ethics", Prentice Hall of India,, New Delhi, Ninth Edition, 2016.							
4	Charles D. Fleddermann, "Engineering Ethics", Pearson Education / Prentice Hall, New Jersey, Seventh Edition, 2015							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Explain the basic concepts of business ethics	3	2	3	3	2
CO2	Summarize the various theories of business and Personnel Ethics	3	2	3	3	3
CO3	Discuss the various concepts related to professional ethics and corporate responsibility towards society.	3	2	2	3	2
CO4	Analysis the Various need of ethics in various functional areas.	2	2	2	3	2
CO5	Explain the Concepts of Corporate Governance	2	3	3	3	3
Average		2.6	2.3	2.6	3.0	2.4

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Module Coordinator

Chairman BoS / MBA

K.S.R. COLLEGE OF ENGINEERING (Autonomous)					R 2020			
SEMESTER – IV								
BA20412	ENTREPRENEURSHIP DEVELOPMENT				L	T	P	C
					3	0	0	3
Prerequisite: -								
Course Outcomes : On successful completion of the course, the student will be able to						Cognitive Level		
CO1:	Elaborate a business opportunity that fits the individual student					Create		
CO2:	Demonstrate the understanding of how to launch the individual's entrepreneurial career.					Evaluate		
CO3:	Compose Business plan and project					Create		
CO4:	Explain to know the Government regulation and procedure for starting enterprise					Understanding		
CO5:	Explain the concepts and activities of Small Enterprises					Analyze		
UNIT - I	INTRODUCTION					[09 Hrs]		
Entrepreneur - Entrepreneurship – Concepts - Types - Entrepreneurship as a Carrier - Characteristics of Successful Entrepreneur – Women Entrepreneurs - Family Business, Case study.								
UNIT - II	ENTREPRENEURIAL ENVIRONMENT					[09 Hrs]		
Business Environment factors - Entrepreneurship in Economic development - Entrepreneurship Development Program - Institutional support to entrepreneurs -NCEUS, SSIB,NABARD, SIDO- Incentives for MSME								
UNIT - III	BUSINESS PLAN PREPARATION					[09 Hrs]		
Sources of Product for Business - Criteria for Selection of Product - Feasibility Study - Business plan - Ownership - Financing Plan - Project appraisal .								
UNIT - IV	PROCEDURE FOR SMALL ENTERPRISES					[09 Hrs]		
Government regulation - Procedure for starting enterprise - Institutional Finance to Entrepreneurs : ssIDBI, IFCI, ICICI, SIDBI- Human Resource Mobilization – Problems & Recent trends - Operations Planning - Market and Channel Selection.								
UNIT - V	MANAGEMENT OF SMALL ENTERPRISES					[09 Hrs]		
Teething problems - Monitoring and Evaluation of Business - Growth Strategies - Intellectual property rights - Social responsibility - Sickness - BIFR - Rehabilitation Concessions – Case Study.								
Total (L= 45, T = 0) = 45 Periods								
Text Books :								
1	S.S. Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, Twenty Edition, 2017.							
2	Robert D Hisrich,Michael peters, Entrepreneurship, Tata McGraw Hill, New Delhi, Tenth Edition, 2016							
Reference Books :								
1	M.B.Shukla, Entrepreneurship & Small Business Management, Kitab Mahal, New Delhi, Second Edition, 2015.							
2	Madhurimalall, Entrepreneurship, Excel Books, New Delhi, First Edition, 2016							
3	Rajshankar, Entrepreneurship theory and practice, McGraw Hill, New Delhi , First Edition 2017							
4	Asawthappa, Entrepreneurship, Tata Mcgraw Hill, , New Delhi, Seventh Edition, 2016							

CO PO MAPPING

CO	Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Elaborate a business opportunity that fits the individual student	3	3	3	2	3
CO2	Demonstrate the understanding of how to launch the individual's entrepreneurial career.	3	2	3	2	2
CO3	Compose Business plan and project	2	2	3	3	2
CO4	Explain to know the Government regulation and procedure for starting enterprise	3	2	3	3	2
CO5	Explain the concepts and activities of Small Enterprises	2	2	3	2	3
Average		2.5	2.3	3.0	2.5	2.7

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course Faculty

Chairman BoS