



ALAGAPPA UNIVERSITY

(A State University Established in 1985)
Karaikudi - 630003, Tamil Nadu, India



| 2017 | 2018 | 2018 | 2019 | 2019 |
|--|--|---|--|---|
|  Accredited with A+ Grade by NAAC (CGPA : 3.64) |  MHRD Govt. of India  UGC University Grants Commission Graded as Category - 1 & Granted Autonomy |  MHRD GOVERNMENT OF INDIA Swachh Campus Rank : 4 |  NIRF NATIONAL INSTITUTIONAL RANKING FRAMEWORK Rank : 26 |  QS India Rank : 20 BRICS Rank : 104 Asia Rank : 216 |

ALAGAPPA INSTITUTE OF MANAGEMENT



M.B.A., GENERAL

[Choice Based Credit System (CBCS)]

[For the candidates admitted from the academic year 2019-2020]



ALAGAPPA UNIVERSITY
(A State University Accredited with A+ Grade by NAAC (CGPA: 3.64) in the
Third Cycle and Graded as Category I University by MHRD-UGC)
Karaikudi – 630 003, Tamilnadu, India



Alagappa Institute of Management

MBA Regulations from 2019 – 2020

Programme Details

Name of the Department: Alagappa Institute of Management
School: School of Management
Subject: Management
Name of the Programme: MBA
Duration of the Programme: 2 Years – divided into 4 Semesters (CBCS)

General Objectives of the Programme

The general objectives of the programme are:

1. The objective of the MBA programme is to develop the young minds into the proficient professional managers, capable of working in any sector, proceeding leadership and achieving excellence in performance while contributing to the welfare of the larger society.
2. The Institute provides hands-on learning experiences combined with practical classroom instruction to the students with the essential business skills needed to effectively manage and lead organizations.
3. At the end of the program, the student will gain in-depth knowledge in various Management concepts and play an active role in business organisations, government or non-government organization, and private sectors.

Specific Objectives of the Programme

The objectives of the programme are:

1. To equip students with the required conceptual and interpersonal skills
2. To integrate the various management theories and practices to perform better strategic analysis
3. To apply current business practices to meet out the International businesses standards.
4. To provide professional communication skills to facilitate business relationships.
5. To provide training, research and consultancy activities in Small and Micro Enterprises (SME), with special focus on rural entrepreneurship development

Program Learning Outcomes

On successful completion of the programme -

The two-year MBA Programme prepares students for a career in industry and services. The programme facilitates learning in theory and practice of different functional areas of management and to equip the students with an integrated approach to management function and managerial skills.

- Students will possess knowledge on current theory and techniques of the major business disciplines.
- Students will exhibit the leadership capacity and teamwork skills for business decision making.
- Students will demonstrate their ability to communicate effectively.
- Students will have an understanding of global perspectives of business
- Students will be equipped to start his own Startups

Eligibility for Admission to the Programme

Eligibility: Any degree from a recognized university in the 10+2+3 pattern or equivalent

Medium of Instruction: English

Selection of Admission: The selection of candidates shall be made on the basis of the Entrance Exam, Group Discussion & Interview

Intake: The total number of candidates to be admitted to the Programme would be 60 (Sixty) only

Passing Minimum

The passing minimum for the University examination will be two-fold consisting of Continuous Internal Assessment (CIA) and End Semester Examination (ESE).

To adopt the minimum marks as follows

| | |
|-----------|-------|
| ESE | - 40% |
| CIA | - 40% |
| Aggregate | - 50% |

Components of Continuous Internal Assessment (25 Marks)

| | | |
|------------------------------|---|-----------|
| ➤ Average score of two tests | - | 15 |
| ➤ Seminar / Quiz | - | 5 |
| ➤ Assignment | - | 5 |
| | | ----- |
| Total Marks | | 25 |
| | | ----- |

Programme Structure under Choice Based Credit System (CBCS)

FIRST YEAR: All participants in the first year of the Programme have to take all the core courses offered as listed in the Programme Structure table.

SECOND YEAR: The elective courses are scheduled during the III and IV Semesters of MBA programme besides core courses in each Semester and a Summer Internship Report in the III Semester and a Final Project Work in the Fourth Semester. The offer of elective courses across the III and IV Semesters is also given in the Programme Structure table

Elective Courses

The elective courses offered during the third and fourth Semesters are listed below under respective functional areas. The final decision on the specific set of courses to be offered in each Semester rests with the Institute based upon the availability of faculty and the number of students opting for electives. The minimum number of students required for offering an elective course is 10 under normal circumstances.

During the Second Semester and Third Semester, students are required to undertake a Non Major Elective of their choice under Choice Based Credit System from any of the courses offered by the University Departments of Alagappa University with a prior approval from the Director of the Institute and University Authorities. Students are also required to undergo Two Massive Open Online Courses (MOOCS) in Swayam or NPTEL platform, one each in second and third semester under Non Credit basis with prior approval.

Specializations

In the second year, the students are required to choose five electives in each of the III and IV Semesters. They may choose three electives in one functional area and remaining two from another area in each semester in the II year to have dual specialization. However, the students have the choice of selecting a total of 10 electives in the second year in the form of either 6 + 4 or 7 + 3 or 8 + 2 in the major area and minor area of their specialization.

Attendance

Normally, the students must have earned 75% of attendance in each course for appearing for the examination. Students who have earned 70% to 74% of attendance have to apply for condonation in the prescribed form with the prescribed fee. Students who have earned 60% to 69% of attendance have to apply for condonation in the prescribed form with the prescribed fee along with the Medical Certificate. Students who have attended below 60% are not eligible to appear for the examination and they have to redo the courses.

Redoing of the Courses

A student who has been debarred from the ESE for lack of attendance must repeat the Course at a later semester, paying the prescribed fee for the course. Students interested in redoing of course(s) have to get prior official permission for the same by applying to the Registrar through the HOD on or before 5th June (for redoing of Odd Semester Courses) or 5th November (for redoing Even Semester Courses) every year.

No Repeating or Reappearing a course

No student will be permitted to repeat a course or reappear for a CIA test or an ESE **just for improvement of Grade Points**. A student who has failed in a CIA / ESE need take only the CIA / ESE in that course when it is next offered. Such students need pay the prescribed fee.

Break of Study

A student may be permitted to break his/her study on valid grounds. Such break of study shall be entertained only if the student has completed at least two semesters of study. For availing break of study, the students have to apply to the Registrar along with the recommendations of the Class Advisor and the Head of the Department in the format prescribed enclosing documentary evidence(s) as a proof for his/her claim for break of study and after paying the prescribed fee. Unauthorized break of study will not be permitted under any circumstances. Break of study will be permitted subject to the formalities of readmission as well as the availability of courses to be completed and the examination norms.

Assessment

Assessment of the students' assignment will be two-fold consisting of Continuous Internal Assessment (CIA) and End Semester Examination (ESE). The ratio between CIA and ESE will normally be 25-75 (as advised by the TANSICHE).

Course Completion

Students shall complete the programme within a period not exceeding 5 years from the year of completion of the period of study.

Classification:

| Raw Scores | Grade | Description | Grade Points |
|--------------|-------|----------------------------|--------------|
| 90 and above | S | Superior | 9.0 -10.0 |
| 80 to 89 | A | Very Good | 8.0 – 8.9 |
| 70 to 79 | B | Good | 7.0 - 7.9 |
| 60 to 69 | C | Very Fair | 6.0 - 6.9 |
| 50 to 59 | D | Satisfactory | 5.0 - 5.9 |
| Less than 50 | F | Failure | |
| | I | Inadequate Attendance | |
| | W | Withdrawal from the course | |

Failed Candidates

A candidate who fails in any paper / papers / practical may appear again in that paper / papers / practical as per university rules.

Question Paper Pattern

| Section | Number and Nature of Questions to be Asked | | | Questions to be Answered | Section-wise Marks per Question | Total Marks |
|--------------|--|---|----------------------------|--------------------------|---------------------------------|-------------|
| | For Theory Courses | For Problem Oriented Courses | | | | |
| | | Theory Questions | Problem Questions | | | |
| I | 5 | 2 or 3 | 3 or 2 | 5 | 3 | 15 |
| II | 5(Either Or Type) | 2 or 3 (Either Or Type) | 3 or 2 (Either Or Type) | 5 | 10 | 50 |
| III | 1 Case Study | 1 Case Study [Preferably Problem Oriented] | | 1 | 10 | 10 |
| Total | 11 | 11 | | 11 | -- | 75 |

QUESTION PAPER PATTERN FOR ESE (From 2019 – 2020 onwards)

Maximum Marks: 75

Duration: **Three Hours**

The question paper will have the following sections and scoring pattern:

Part A

Answer All Questions from Q No: 1 to 5, each carrying 3 marks. One Question from Each Unit will have to be asked

5 X 3 = 15 Marks

Part B

Answer All Questions from Q. No: 6 to 10 with inbuilt choices a and b in either or type, each carrying 10 marks. Two questions from each Unit in the either or type need to be asked.

5 X 10 = 50 Mark

Part C

Answer One Compulsory Question Q No: 11 carrying 10 marks. The Question has to be in the form of a **Case Study or Case let or Situational Analysis or a Problem / Sum.**

1 X 10 = 10 Marks

Other Regulations

Besides the above, the common regulations of the University shall also be applicable to this programme.

Credit Structure for MBA Programme

ANNEXURE I

ALAGAPPA INSTITUTE OF MANAGEMENT

MBA - PROGRAMME STRUCTURE (From 2019 – 2020 onwards)

| N o | Paper Code | Title of the Paper | | Credits | Hours/ Week | Marks | | | |
|---------------------|-----------------------|---------------------------|---|----------------|------------------------|--------------|------------|-------------|--------------|
| I Semester | | | | | | | I | E | Total |
| 1 | 641101 | Core 1 | Management Theory and Practice | 3 | 4 | 25 | 75 | 100 | |
| 2 | 641102 | Core 2 | Business Environment | 3 | 4 | 25 | 75 | 100 | |
| 3 | 641103 | Core 3 | Accounting for Managers | 3 | 7 | 25 | 75 | 100 | |
| 4 | 641104 | Core 4 | Organizational Behaviour | 3 | 4 | 25 | 75 | 100 | |
| 5 | 641105 | Core 5 | Managerial Economics | 3 | 4 | 25 | 75 | 100 | |
| 6 | 641601 | Core 6 | Workshop on Communication Skills | 1 | 4 | 25 | 75 | 100 | |
| 7 | 641701 | Core 7 | Information Technology for Business | 3 | 4 | 25 | 75 | 100 | |
| Sub Total | | | | 19 | 31 | 175 | 525 | 700 | |
| II Semester | | | | | | | I | E | Total |
| 8 | 641201 | Core 8 | Business Research Methods | 3 | 4 | 25 | 75 | 100 | |
| 9 | 641202 | Core 9 | Legal Aspects of Business | 3 | 4 | 25 | 75 | 100 | |
| 10 | 641203 | Core 10 | Marketing Management | 3 | 3 | 25 | 75 | 100 | |
| 11 | 641204 | Core 11 | Human Resource Management | 3 | 3 | 25 | 75 | 100 | |
| 12 | 641205 | Core 12 | Production and Operations Management | 3 | 3 | 25 | 75 | 100 | |
| 13 | 641206 | Core 13 | Financial Management | 3 | 4 | 25 | 75 | 100 | |
| 14 | 641602 | Core 14 | Workshop on Organizing Skills | 1 | 2 | 25 | 75 | 100 | |
| 15 | 641702 | Core 15 | Quantitative Methods | 2 | 4 | 25 | 75 | 100 | |
| 16 | | NME | Non Major Elective I | 2 | 3 | 25 | 75 | 100 | |
| 17 | | SLC I | Suitable MOOC available in SWAYAM / NPTEL | Extra credit | | | | | |
| Sub Total | | | | 23 | 30 | 225 | 675 | 900 | |
| III Semester | | | | | | | I | E | Total |
| 18 | 641301 | Core 16 | Strategic Management | 3 | 3 | 25 | 75 | 100 | |
| 19 | 641302 | Core 17 | Mgmt. Control & Information System | 3 | 3 | 25 | 75 | 100 | |
| 20 | 641603 | Core 18 | Workshop on Personality Development | 1 | 3 | 25 | 75 | 100 | |
| 21 | | | Elective I | 3 | 3 | 25 | 75 | 100 | |
| 22 | | | Elective II | 3 | 3 | 25 | 75 | 100 | |
| 23 | | | Elective III | 3 | 3 | 25 | 75 | 100 | |
| 24 | | | Elective IV | 3 | 3 | 25 | 75 | 100 | |
| 25 | | | Elective V | 3 | 3 | 25 | 75 | 100 | |
| 26 | 641998 | Core 19 | Summer Internship Report | 1 | - | 25 | 75 | 100 | |
| 27 | | NME | Non Major Elective II | 2 | 3 | 25 | 75 | 100 | |
| 28 | | SLC I | Suitable MOOC available in SWAYAM / NPTEL | Extra credit | | | | | |
| Sub Total | | | | 25 | 27 | 250 | 750 | 1000 | |
| IV Semester | | | | | | | I | E | Total |

| | | | | | | | | |
|----|--------|---------|--|-----------|------------|------------|-------------|-------------|
| 29 | 641401 | Core 20 | Business Ethics & Corporate Governance | 2 | 3 | 25 | 75 | 100 |
| 30 | 641402 | Core 21 | Project Planning & Management | 2 | 3 | 25 | 75 | 100 |
| 31 | | | Elective VI | 3 | 3 | 25 | 75 | 100 |
| 32 | | | Elective VII | 3 | 3 | 25 | 75 | 100 |
| 33 | | | Elective VIII | 3 | 3 | 25 | 75 | 100 |
| 34 | | | Elective IX | 3 | 3 | 25 | 75 | 100 |
| 35 | | | Elective X | 3 | 3 | 25 | 75 | 100 |
| 36 | 641999 | Core 22 | Final Project Work | 4 | 5 | 25 | 75 | 100 |
| | | | Sub Total | 23 | 26 | 200 | 600 | 800 |
| | | | Grand Total | 90 | 114 | 850 | 2550 | 3400 |

Non-Major Elective –Courses offered to the other Department

| S. No | Paper Code | Semester | Title of the paper | Credits | Hours/Week | Marks | | |
|-------|------------|----------|--|---------|------------|-------|----|-----|
| | | | | | | I | E | T |
| 1 | | II | Management of Organizational Stress & Conflict | 2 | 3 | 25 | 75 | 100 |
| 2 | | II | Management of Retailing | 2 | 3 | 25 | 75 | 100 |
| 3 | | III | Management of Small Business | 2 | 3 | 25 | 75 | 100 |
| 4 | | III | Management of Family Business | 2 | 3 | 25 | 75 | 100 |

| ALAGAPPA INSTITUTE OF MANAGEMENT | | | | | |
|---|--------|---|-------------|--------|--|
| SPREAD OF ELECTIVE COURSES ACROSS SEMESTERS | | | | | |
| III Semester | | | IV Semester | | |
| No. | Code | Course | No. | Code | Course |
| FINANCE | | | | | |
| 1 | 641311 | Working Capital Management | 1 | 641411 | Advanced Cost Accounting |
| 2 | 641312 | Direct Tax Laws & Practice | 2 | 641412 | GST and Customs Law |
| 3 | 641313 | Security Analysis & Portfolio Management | 3 | 641413 | Financial Derivatives |
| 4 | 641314 | International Finance | 4 | 641414 | Merchant Banking & Financial Services |
| 5 | 641315 | Strategic Financial Management | 5 | 641415 | Mergers and Acquisitions |
| 6 | 641316 | Financial Markets & Institutions | 6 | 641416 | Equity Research (Project Based) |
| 7 | 641317 | Principles of Insurance | 7 | 641417 | Insurance Administration |
| 8 | 641318 | Insurance Business Environment | 8 | 641418 | Principles of Actuarial Science |
| MARKETING | | | | | |
| 1 | 641321 | Consumer Behaviour | 1 | 641421 | Sales Management |
| 2 | 641322 | Marketing Communications | 2 | 641422 | Distribution Management |
| 3 | 641323 | Marketing Metrics | 3 | 641423 | Marketing Research |
| 4 | 641324 | Rural Marketing | 4 | 641424 | Marketing of Services |
| 5 | 641325 | Business Marketing | 5 | 641425 | Product Policy & Brand Management |
| 6 | 641326 | Franchise Management | 6 | 641426 | Merchandise Management |
| 7 | 641327 | Principles of Retailing | 7 | 641427 | Retail Operations Management |
| PRODUCTION & OPERATIONS | | | | | |
| 1 | 641331 | Business Modelling & Simulation | 1 | 641431 | Advanced Production Planning & Control |
| 2 | 641332 | Integrated Materials Management | 2 | 641432 | Supply Chain Management |
| 3 | 641333 | Logistics Management | 3 | 641433 | Advanced Quality Management |
| 4 | 641334 | Maintenance Management | 4 | 641434 | Technology & Innovation Management |
| 5 | 641335 | Modern Manufacturing Management | 5 | 641435 | Productivity Management & Techniques |
| HUMAN RESOURCE | | | | | |
| 1 | 641341 | Organisational Culture & Development | 1 | 641441 | Learning and Development |
| 2 | 641342 | Advanced Behavioural Science | 2 | 641442 | Human Resource Development |
| 3 | 641343 | Industrial Relations | 3 | 641443 | Managing Team & Workforce Diversity |
| 4 | 641344 | Human Resource Accounting & Auditing | 4 | 641444 | Labour Legislations |
| 5 | 641345 | Performance Management | 5 | 641445 | Compensation and Reward Management |
| 6 | 641346 | Change & Dynamics in Organizations | 6 | 641446 | Workplace Counselling |
| 7 | 641347 | Organizational Stress & Conflict Management | 7 | 641447 | Employee Leadership & Empowerment |
| 8 | 641348 | Staffing Strategies | 8 | 641448 | International HRM |
| SYSTEM | | | | | |
| 1 | 641351 | System Analysis and Design | 1 | 641451 | Software Project Management |
| 2 | 641352 | Relational Database Management | 2 | 641452 | Enterprise Resource Planning |
| 3 | 641353 | Software Engineering | 3 | 641453 | Information Security & Risk Management |
| 4 | 641354 | Data Communication Systems & Networks | 4 | 641454 | Internet & Web Applications |

| | | | | | |
|--|--------|--|---|--------|--------------------------------|
| 5 | 641355 | Data Warehousing and Data Mining | 5 | 641455 | System Project (Project Based) |
| GENERAL MANAGEMENT / ENTREPRENEURSHIP | | | | | |
| 1 | 641361 | System Dynamics | 1 | 641461 | Sectoral Study (Project Based) |
| 2 | 641362 | Small Business Management | 2 | 641462 | Entrepreneurship |
| 3 | 641363 | Family Business Management | 3 | 641463 | Business Plan Development |
| 4 | 641364 | Business Analytics | 4 | 641464 | Design Thinking for Business |
| NON MAJOR ELECTIVES for other department students | | | | | |
| 1 | | Management of Organizational Stress & Conflict | 1 | 641803 | Management of Small Business |
| 2 | | Management of Retailing | 2 | 641903 | Management of Family Business |

| Semester - I | | | |
|---|--|------------------|---------------|
| Course code: 641101 | Management Theory and Practice | Credits:3 | Hours: |
| | Semester - I | | 4 |
| Objectives | <ul style="list-style-type: none"> ➤ To have ideas about recent trends and new perspectives in management ➤ To expose the students about basic concepts of management scope and functions and evolution of management. | | |
| Unit -I | Management: Definition–Nature–Scope and Functions–Evolution of Management thought–Contributions of F.W Taylor, Henri Fayol, Elton Mayo, Roethlisberger, H.A.Simon and Peter F Drucker–Approaches to the Study of Management–Universality of Management - Relevance of management to different types of organization – MBO and MBE – (Relevant One or Two Case Studies). | | |
| Unit-II | Planning and Decision Making: Nature, importance and planning process–Planning premises–Components of Planning as Vision, Mission, Objectives, Goals, Policies, Strategies, Procedures, Methods, Rules, Projects and Budgets – Decision-making – Meaning – Types – Decision-making Process under Conditions of Certainty and Uncertainty – (Relevant One or Two Case Studies). | | |
| Unit III | Organizing: Nature, purpose and kinds of organization–Structure–Principles and theories of organization – Departmentalization – Span of control – Line and staff functions – Authority and responsibility – Centralization and decentralization – Delegation of authority – Committees – Informal organization –Joint Ventures and Strategic Alliances - (Relevant One or Two Case Studies). | | |
| Unit IV | Staffing and Directing: General Principles of Staffing- Importance and techniques of Directing–Motivation – Meaning – Importance – Theories: Maslow, Herzberg, McGregor (X&Y), Ouchi (Z), Vroom,Porter-Lawler, McClelland and Adam – Communication: Meaning–Types–Process–Barriers; Leadership:Significance, Types Styles and Theories- Trait, Contingency, Situation, Path-Goal, Tactical, Transactional and Transformational Leadership- Leadership Grid – (Relevant One or Two Case Studies). | | |
| Unit V | Coordination and Controlling: Coordination: Concept, Need and techniques; Controlling:Objectives and Process of control – Devices of control – Integrated control – Special control techniques–Contemporary Perspectives in Management: Strategic alliances–Core competence–Business processreengineering – Total quality management – Six Sigma- Benchmarking- Balanced Scorecard. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned</i> – Practical: Studying Management styles of two Indian institutions in the lime-light. Mini Projects on Leadership and Motivation in the locally reputed firms in your Local – Visiting the web-sites of MNCs and top Indian concerns. | | |
| Reference and Textbooks:- | | | |
| Griffin, R. W., & Moorhead, G. (2011). <i>Organizational behavior</i> . Nelson Education. | | | |
| Kaplan and Norton, <i>The Strategy-Focused Organization: How Balanced Scorecard Companies Thrive in the New Business Environment</i> , HBP, 2000. | | | |
| Koontz, H., O'Donnell, C., & Wehrich, H. (1986). <i>Essentials of management</i> (Vol. 18). New York: McGraw-Hill. | | | |
| Stephen P. Robbins and Mary Coulter, <i>Management</i> , 9th Edition, 2006. | | | |
| Wehrich and Koontz, <i>Management: A Global Perspective</i> , McGraw Hill, 1988 | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Explain the historical backdrop and fundamentals of Management thoughts vital for understanding the conceptual framework of Management as a discipline. ➤ Implement the various concepts of planning, Decision making and controlling to help solving managerial problems. | | |

Name of the Course Teacher

Dr. M. Ayisha Millath

| Course code: 641102 | Business Environment | Credits:3 | Hours: 4 |
|--|---|-----------|----------|
| Objectives | ➤ Course is designed to develop an understanding of macro-environment issues relating to international businesses and the global economy with emphasis on non-business actors, institutions, and events. | | |
| Unit -I | Business Environment: Dynamic factors of environment–Importance of scanning the environment–Fundamental issues captured in PESTLE– Political, Economic, Socio-cultural, Technological, Legal and Ecological environment- Opportunities and Threats as environmental issues to address by Businesses- Policy Environment: Liberalization, Privatization and Globalization (LPG) - Efficiency and Competition- LPG vis-a-vis Strengths, Weaknesses, Opportunities and Threats - (Relevant One or Two Case Studies). | | |
| Unit-II | Political Environment: Government and Business–Political Systems, Political Stability and Political Maturity as conditions of business growth- Role of Government in Business: Entrepreneurial, Catalytic, Competitive, Supportive, Regulative and Control functions- Government and Economic planning: Industrial policies and promotion schemes – Government policy and SSI – Interface between Government and public sector- Good Governance and Great Environment - (Relevant One or Two Case Studies). | | |
| Unit III | Economic Environment: Phase of Economic Development and its impact- GDP Trend and distribution and Business opportunities- Monetary System and Business capital: Quantum, Types, Risk and Cost- Role of Banks; Role of Financial Institutions- Role of Central Bank- Fiscal System: Government Budget and Taxation Measures- Fiscal Deficits and Inflation- FDI and Foreign collaboration –Foreign Capital tapping by businesses- Export-Import policy – Foreign Exchange and Business Development - (Relevant One or Two Case Studies). | | |
| Unit IV | Social and Technological Environment: Societal Structure and Features- Entrepreneurial Society and its implications for business – Social and cultural factors and their implications for business- Technology Development Phase in the Economy as conditioner of Business opportunity- Technology Policy- Technology Trade and transfer- Technology Trends in India- Role of Information Technology – Clean Technology - (Relevant One or Two Case Studies). | | |
| Unit V | Legal and Ecological Environment: Legal Environment as the all enveloping factor from inception, location, incorporation, conduct, expansion and closure of businesses- Legal Aspects of Entering Primary and Secondary Capital Markets- Law on Patents- Law on Consumer Protection- Law on Environmental Protection-Need for Clean energy and Reduction of Carbon footprint - (Relevant One or Two Case Studies). | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. Practical: Scan selected firms’ environment by mapping out four main areas, namely, i. market forces, ii. Industry forces, iii. Driving trends, and iv. Macro-economic forces. | | |
| Reference and Textbooks:- Adhikary, M. (1978). <i>Economic Environment of Business</i> . Sultan Chand. Francis Cherunilam, <i>Business Environment and Development</i> , Himalaya Publishing House, 2008. Mohinder Kumar Sharma, <i>Business Environment in India</i> , South Asia Books. Steiner, G. A., Steiner, J. F., & Steiner, G. A. (1991). <i>Business, government, and society: a managerial perspective: text and cases</i> . Maidenhead: McGraw-Hill. Weatherston, J., & Wilkinson, G. (2010). <i>The International Business Environment</i> . Pearson Education Limited. | | | |
| Outcomes | ➤ Outline the importance of globalization and its impact on international business. ➤ Discuss the development of different international political economies. | | |

Name of the Course Teacher

Dr. C. K. Muthukumaran

| Semester - I | | | |
|---|--|------------------|-----------------|
| Course code: 641103 | Accounting for Managers | Credits:3 | Hours: 4 |
| Objectives | <ul style="list-style-type: none"> ➤ To understand the financial concepts and significance of Financial and Management Accounting. ➤ To provide knowledge on the fundamental of financial accounting. | | |
| Unit -I | Accounting Fundamentals and Statements: Definition – Accounting – Types of Accounting- Financial, Management and Cost accounting – Scope of Accounting – Financial Accounting Concepts –Uses of Accounting –Double Entry System- Preparation of journal and ledger, Subsidiary Books – Errors and Rectification – Trial Balance, Profit and Loss Account and Balance Sheet Preparation (Simple Problems only). | | |
| Unit-II | Annual accounts of banking and insurance companies - Legal requirements - Guidelines for preparation of profit and loss a/c and Balance sheet of banking company – Insurance company accounts - Types of Insurance - General Insurance – Life insurance–Preparation final accounts for Insurance companies | | |
| Unit III | Financial Statement Analysis: Concept and Need for analysis of Financial Statements –Types and Tools of analysis: Trend analysis, Common size statements and Comparative statements- Financial Ratio Analysis- Turnover ratios – Liquidity ratios – Proprietary ratios –Profitability Ratios- Uses and limitations of Ratio analysis – (<i>Relevant One or Two Case Studies</i>). | | |
| Unit IV | Funds and Cash Flow: Funds Flow Concept – Preparation of schedule of changes in working capital and the funds flow statement – Managerial uses and limitation of funds flow statement – Cash Flow Concept – Preparation of cash flow statement – Managerial uses of cash flow statement – (<i>Relevant One or Two case Studies</i>). | | |
| Unit V | Accounting Theory and Standards: Concept and Classes of Accounting Theory – Their Uses – Indian Accounting Standards (Ind. AS) Issued by Institute of Chartered Accountants of India as to Inventories, Depreciation, Borrowing Costs, Earnings Per Share and Impairment of Assets – Need for Convergence of Ind AS with International Financial Reporting Standards (IFRS) – (<i>Relevant One or Two Case Studies</i>) | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary DevelopmentsRelated to the Course during the Semester concerned. Practical: Glance of 10 Corporate Financial Statements presented in their Annual Reports or in the Media and grasp of the reporting pattern – Working out the ratios – Visiting the websites of Ministry of Commerce and Industry and ICAI for gaining knowledge on GAAP, IFRS, Ind.AS. | | |
| Reference and Textbooks:- | | | |
| Adhikary, M. (1978). <i>Economic Environment of Business</i> . Sultan Chand.Principles and Practice of Accounting, RL. Gupta & VK. Gupta. | | | |
| Khan, M. Y., & Jain, P. K. (2018). <i>Financial Management: Text, Problems and Cases, 8e</i> . McGraw-Hill Education. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ To Understand the financial concepts as well as to know the management action relating to the finance ➤ Comprehend the financial position through final accounts. | | |

Name of the Course Teacher

Dr. S. Rajamohan

Dr. S. Sudhamathi

| Semester - I | | | |
|---|--|------------------|-----------------|
| Course code: 641104 | Organisational Behaviour | Credits:3 | Hours: 4 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts and significance of Organisational Behaviour and its level. ➤ Understand the Individual behaviours like personality, Learning, Attitudes, Motivation, Stress and perception. | | |
| Unit -I | Organisational Behaviour: Meaning–Elements–Need and importance–Approaches–Models – Levels – Global scenario – Socio-cultural, political and economic differences and their influence on International organisational behaviour – Future of organisational behaviour – (Relevant One or Two Case Studies) | | |
| Unit-II | Foundations of Individual Behaviour: Individual differences–Personality: Meaning–Personality factors – Learning: Components of learning process – Learning theories – Values:Significance and Types- Attitudes: Components – Formation – Perception: Perceptual process –Motivation: Types – Importance – Ability: Meaning – Types – Their relevance to organisational behaviour. Stress: Meaning – Types – Sources – Impact and consequences of stress on behaviour – Management of stress – (Relevant One or Two Case Studies). | | |
| Unit III | Group Dynamics: Group: Definition–Reasons–Types–Formation and development–Group Norms: Meaning – Types – Reasons for enforcement of norms – Norm variation – Normconformity – Group Cohesiveness: Meaning – Advantages – Group Conflict: Meaning – Reasons – Management of group conflict – Their impact on organisational behaviour–Leadership: Types and Theories – (Relevant One or Two Case Studies). | | |
| Unit IV | Power and Politics: Power: Definition–Power vs Authority–Types of powers–Sources–Characteristics – Effective use of power – Politics: Definition – Political behaviour and organisational politics – Factors influencing political behaviour – Techniques of managing political behaviour – (Relevant One or Two Case Studies). | | |
| Unit V | Organisational Dynamics: Organisational Design–Determinants–Forms–Organisational Effectiveness: Meaning – Approaches – Factors contributing effectiveness – Organisational Culture: Meaning – Significance –Organisational Climate: Meaning – Factors influencing climate – Implications on organisational behaviour – Organisational Change: Meaning – Nature – Causes of change – Resistance to change – Management of change – Organisational Development: Meaning – Need – OD interventions – (Relevant One or Two Case Studies). | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned.</i> Practical: StudyingOrganizational Dynamics of two organizations in limelight – Visiting the web sites of top ranking organizations to see their organizational pattern and structure | | |
| Reference and Textbooks:- | | | |
| Moorhead, G., & Griffin, R. W. (2008). <i>Organizational behavior managing people and organizations.</i> Dreamtech Press. | | | |
| Nelson, D., & Cooper, C. L. (Eds.). (2007). <i>Positive organizational behavior.</i> Sage. | | | |
| Robbins, S. P., & Judge, T. A. (2003). <i>Organizational Behaviour</i> Pearson Education Inc. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand the importance of Organisational Behaviour. ➤ Gain knowledge to handle individual and group in organizations. | | |

Name of the Course Teacher

Dr. S. Chandramohan

| Semester - I | | | |
|---|---|------------------|-----------------|
| Course code: 641105 | Managerial Economics | Credits:3 | Hours: 4 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts and significance of Organisational Behaviour and its level. ➤ Understand the Individual behaviors like personality, Learning, Attitudes, Motivation, Stress and perception. | | |
| Unit -I | Economics & Business Decisions: Meaning, nature and scope of Managerial Economics– Relationship between Economic theory and Managerial Economics –Role of Managerial Economics in Business Decisions- Concepts of Opportunity cost, Time Value of Money, Marginalism, Equilibrium and Equi-marginalism and their role in business decision making – (Relevant One or Two Case Studies). | | |
| Unit-II | Demand and Supply Analysis: Meaning, types and determinants of demand- Law of Demand – Giffen Paradox - Elasticity of Demand: Types, Measures and Role in Business Decisions- Determinants of supply- Elasticity of Supply- Measures and Significance - (Relevant One or Two Case Studies). | | |
| Unit III | Cost, Return and Production Function: Cost function and cost-output relationship– Economics and Diseconomies of scale – Cost control and Cost reduction- Cost Behaviour and Business Decision- Relevant costs for decision-making- Cobb-Douglas and Homogeneous and Homothetic production functions - (Relevant One or Two Case Studies). | | |
| Unit IV | Price and Profit Function: - Pricing and output decisions under Monopoly, Duopoly, Monopolistic Competition and Perfect Competition –Penetrative and Skimming Pricing- Government control over and decontrol of pricing –Price discrimination –Concept of Profit- Types and Theories of Profit by Knight (Uncertainty), Schumpeter (Innovation), Clark (Dynamic) and Hawley (Risk)- Profit maximization – Cost volume profit analysis – Risk and Return Relationship - (Relevant One or Two Case Studies). | | |
| Unit V | Macro-economic Factors and Managerial Decision: Business cycle–Phases and Business Decision- Factors causing Inflation and Deflation- Control measures – Balance of payment Trend and its implications in managerial decision- National Income: Measures and Sectoral and Population distribution- Utility for Business Decision making - (Relevant One or Two Case Studies) | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned.</i> Practical: Longitudinal and Cross-section Analysis of Profit, Profitability and Market Value of selected companies – Studying issues on the subject as reported in business dailies or periodicals. | | |
| Reference and Textbooks:- | | | |
| Gupta, G. S. (2011). Managerial economics. Tata McGraw-Hill Education. | | | |
| Mehta, P. L. (2014). Managerial Economics Analysis. Problems and Cases, Sultan Chand & Sons, New Delhi. | | | |
| Salvatore, D. (2015). Managerial economics in a global economy. OUP Catalogue. Ivan Png and Lehman, D., Groenendaal, H., & Nolder, G. (2016). Practical spreadsheet risk modeling for management. Chapman and Hall/CRC. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ The students could assimilate the basic concepts in economics for effective management of scarce resources required for management. ➤ The students can know their operating concepts of Demand and supply in market and the consumer and producer behaviour pattern respect to production and cost function | | |

Name of the Course Teacher

Dr.P. S. Nagarajan

| Semester - I | | | |
|--|--|------------------|-----------------|
| Course code: 641601 | WORKSHOP ON COMMUNICATION SKILLS | Credits:1 | Hours: 4 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the importance of effective communication in professional as well as personal life. ➤ Try and test their communication abilities both in oral and written forms. | | |
| Unit -I | Self Realization and Effective Self Introduction: Self Analysis of SWOT, Realizing individual potential, Goal Setting and Ability to introduce self effectively through self selling | | |
| Unit-II | Effective Speaking and Presentation: Pep Talks both prepared and ex-tempore, Effective Presentation of Ideas and Concepts, Art of Public Speaking and Basics of Professional PowerPoint Presentation | | |
| Unit III | Working with Teams: Group Discussion, Group Tasks on Presentation / Seminar | | |
| Unit IV | Basics of Written Communication: - Sentence Making and Sentence Correction in English, Avoiding redundancy and common errors in writing, paraphrasing and essay writing, Email Etiquette | | |
| Unit V | Professional Written Communication: Business letters, Professional Letter Writing, Writing Memos and Interoffice Communication, Minutes of the Meeting, Resume Writing | | |
| Unit VI | Group Discussion and Group Tasks: Effective participation in Group Discussion, Group Assignments and Report Writing, Book Reviews | | |
| Reference and Textbooks:- | | | |
| <p>Dominick Salvatore, Managerial Economics in a Global Economy, Oxford Univ. Press, 2011.</p> <p>Gupta G S, Managerial Economics, Tata McGraw-Hill.</p> <p>Ivan Png and Dale Lehman, Managerial Economics, Wiley-Blackwell, 2007.</p> <p>Lesikar and Flatley, Basic Business Communication, Tata McGraw Hill.</p> | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Speak fearlessly in English with their peers as well as with their superiors. ➤ write flawless letters and reports in English in a lucid manner | | |

Name of the Course Teacher

Dr. G. ILANKUMARAN

| Semester - I | | | |
|--|---|------------------|-----------------|
| Course code: 641701 | INFORMATION TECHNOLOGY FOR BUSINESS | Credits:3 | Hours: 4 |
| Objectives | To enable the students to understand <ul style="list-style-type: none"> ➤ Computer operating system ➤ Network system. | | |
| Unit -I | Introduction: Basics and Evolution of Computing–Operating Systems (System Software)and Application Software – Introduction to Network Setting – LAN and WAN, Internet and Intranet - (Relevant One or Two Case Studies). | | |
| Unit-II | Working with Microsoft Office Suite: MS Word–Creating, Opening, Saving and Formatting Documents – Mail Merge- Working with Spread Sheets: MS Excel – Tables – Formulas and Functions – Data Analysis using excel –Correlation – Regression – chi-square – ANOVA - Linking Work Sheets and Work Books – Charts – Macros Forms – Pivot Tables. | | |
| Unit III | MS Power Point: Creating a Power Point Presentation (PPT) Using Slide Master, Animationand Graphics in PPT. MS Access – Creating and Modifying Data Bases – Report Generation – Linking Access Files with Excel Files. MS: Project: Creating Project Design, Schedules, PERT / CPM Charts and Reports. | | |
| Unit IV | Internet and E-Commerce: E-Mail Etiquette - Usages of Search Engines and Portals–Website and Web Based E-mail, FTP and Net Meeting – WiFi Environment in Modern Offices. Basic Models of E-Business: B2B, B2C, C2C and Mobile Commerce (M-Commerce) - (Relevant One or Two Case Studies). | | |
| Unit V | Buying and Selling through Internet: E-Payment and Electronic Fund Transfer–PaymentGateway and Security Systems – On Line Stores – Internet Banking – Smartcards and Plastic Money-Marketing through Virtual Social Media like Facebook, Blogs & You-tube-Emerging internet applications in business - (Relevant One or Two Case Studies). | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: <i>ContemporaryDevelopments Related to the Course during the Semester concerned.</i> Practical: Evaluating fewCorporate and institutional web sites – Survey of e-Trades by University/College students and members of the staff. | | |
| Reference and Textbooks:- | | | |
| Das, R., & Mukherjee, K. (2006). <i>Complex Issues Management</i> . Tata McGraw-Hill Education. | | | |
| Mukhopadhyay, J. (2009). Supply Chain Management:“A Comparative Study between Large Organized food and Grocery Retailers in India. In <i>National Seminar on Logistics & Supply Chain Management</i> . | | | |
| Sudalaimuthu and Anthony Raj, <i>Computer Applications In Management</i> , HPH, 2010. | | | |
| Vijayaraghavan. G, <i>Computer Applications for Management</i> , 2006, Himalaya Publishing Company. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ The students will have knowledge on operating system, data analysis, worksheets, ms word, ms power point, internet and e-commerce | | |

Name of the Course Teacher

Mr. S.Sathish

| Semester - II | | | |
|--|--|------------------|-----------------|
| Course code: 641201 | Business Research Methods | Credits:3 | Hours: 4 |
| Objectives | <ul style="list-style-type: none"> ➤ Define research; explain and apply research terms; describe the research process and the principle activities, skills and ethics associated with the research process. ➤ Explain the relationship between theory and research. | | |
| Unit -I | Types, Process & Design of Research: Meaning–Importance- Types of Research–Pure & Applied, Historical & Futuristic, Analytical & Synthetic, Descriptive & Prescriptive, Survey & Experimental, Qualitative & Quantitative and Case & Generic Researches – Process of research –Research problem – Identification, selection and formulation of research problem – Review of literature- Research Gaps and Techniques – Hypothesis –Types and Formulation. | | |
| Unit-II | Research design & Sampling: Meaning, Components and Use of Research Design-Census Vs Sampling- Essentials of a good sampling –Probability and non-probability sampling methods – Sample size – Factors affecting the size of the sample - Sampling and non-sampling errors. | | |
| Unit III | Sources and Collection of Data: Primary and secondary data–Observation: Types and Techniques–Interview: Types and conduct – Preparation for an interview – Effective interview techniques – Schedule: Meaning, Essentials and kinds –Questionnaire: Meaning and types – Format of a good questionnaire– Scaling techniques: Meaning, Importance, Methods of scale construction- Validity and Reliability- Pre-testing- Pilot Study. | | |
| Unit IV | Processing of Data: Editing, Coding, Classification and Tabulation–Analysis of Data–measures of Central Value: Arithmetic mean, Median and Mode – Measures of Dispersion: Range, Quartile Deviation, Mean Deviation and Standard Deviation – measures of Relationship: Correlation and Regression Analysis – Association of Attributes. | | |
| Unit V | Hypothesis testing and Report Writing: Parametric tests: Testing Interpretation Report Writing: Meaning, types and contents of research reports –Steps involved in drafting reports – Principles of good report writing – Lay-out and Features of a Good Research Report- Grammatical Quality – Language flow- Data Support- Diagrammatic Elucidation- References and Annotations – Clarity and Brevity of expressions – Inputs for Stylish Report Writing. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned.</i> Practical: Tool design, conduct of business/consumer/employee/executive surveys and reporting- Review and evaluation of Business Reports. | | |
| Reference and Textbooks:- | | | |
| Anderson, D. R., Sweeney, D. J., & Williams, T. A. (2012). Essentials of statistics for business and economics (Rev. | | | |
| Anzaldua Jr, R. (2016). <i>Does Information Security Training Change Hispanic Students' Attitudes Toward the Perception of Risk in the Management of Data Security.</i> Northcentral University. | | | |
| Best, J. W., & Kahn, J. V. (2016). <i>Research in education.</i> Pearson Education India. | | | |
| Burns, R. P., & Burns, R. (2008). <i>Business research methods and statistics using SPSS.</i> Sage | | | |
| Christensen, L. B., Johnson, B., Turner, L. A., & Christensen, L. B. (2011). Research methods, design, and analysis. | | | |
| Kothari, C. R. (2004). <i>Research methodology: Methods and techniques.</i> New Age International. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ The students will have knowledge on Business Research Methods, | | |

Name of the Course Teacher
Dr. S. Rajamohan

| Semester - II | | | |
|--|---|------------------|-----------------|
| Course code: 641202 | LEGAL ASPECTS OF BUSINESS | Credits:3 | Hours: 4 |
| Objectives | <ul style="list-style-type: none"> ➤ To study the legal concepts those are vital for every one while doing any business. ➤ To create the knowledge of Legal perspective and its practices to improvise the business. | | |
| Unit -I | Indian Contract Act 1872 : Contract–Meaning–Essential Elements–Offer and Acceptance–Consideration – Capacity – Consent – Legality of object – Quasi contract – Discharge of Contract – Performance of Contract – Breach of Contract – Remedies –Study of Relevant case laws. | | |
| Unit-II | Special Contracts: Contract of Indemnity and Guarantee: Definition–Rights of Surety–Discharge of Surety – Bailment: Definition – Rights and Duties of Bailor and Bailee – Rights of Finder of Lost Goods – Pledge: Rights and Duties of Pawner and Pawnee – Contract of Agency: Definition of Agent and Principal – Creation of Agency – Types of Agents – Rights and Duties of Agent and Principal – Termination of Agency – Study of Relevant case laws. | | |
| Unit III | Sale of Goods Act, 1930: Contract of Sale: Essentials–Sale and Agreement to Sell–Conditions and Warranties: Caveat Emptor – Transfer of Property: Sale by non-owners – Performance of the Contract – Delivery of Goods – Rights and Duties of the Buyer and Seller - Consumer Protection Act, 1986: Objects – Rights of Consumers –Consumer Dispute – Procedure of Filing Complaint – Procedure for redressal of Complaints – Redressal Agencies: Consumer Production Councils. Remedies – Study of Relevant case laws. | | |
| Unit IV | Laws on Carriage of Goods: Duties, Rights and Liabilities of Common Carriers under: (i)The Carriers Act, 1865. (ii) The Railways Act, 1989, (iii) The Carriage of Goods by Sea Act, 1925, (iv) The Carriage by Air Act, 1972 and (v) The Carriage By Road Act, 2007. | | |
| Unit V | Companies Act, 2013: Characteristics–Kinds–Incorporation of Companies–Memorandum of Association – Articles of Association – Prospectus – Disclosure Needs - Management and Administration – Director – Appointment, Powers and Duties – Meeting – Kinds – AGM and EGM – Board Meeting – Minutes and Resolutions – E-Filing of documents under Ministry of Corporate Affairs (MCA) 21. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned.</i> Practical: Collection, glance and Grasp of Model Documents in Transport of Goods, Memorandum of Association, Articles of Association, Prospectus, Notice, Agends, Minutes and Resolutions of companies. | | |
| Reference and Textbooks:- | | | |
| Card, S., & Audit, S. (2003). Business Policy and Strategic Management. | | | |
| Kuchhal, M. C., & Kuchhall, V. (1978). <i>Mercantile law</i> . Vikas Publishing House. | | | |
| M.S.Pandit and Shobha Pandit, <i>Business Law</i> , HPH, Mumbai, 2010. | | | |
| N.D. Kapoor, <i>Mercantile Law</i> , Sultan Chand & Sons, New Delhi, 2010 | | | |
| Taxmann, C. L. 2012 Taxmann Publication Pvt Ltd. <i>New Delhi</i> . | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ The students are able to understand the basic concepts regarding business contracts, sale of goods and agency. ➤ The students will able to understand the formation of company and other requirements. | | |

Name of the Course Teacher

Dr.P. S. Nagarajan

| Semester - II | | | |
|---|---|------------------|-----------------|
| Course code: 641203 | Marketing Management | Credits:3 | Hours: 4 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts and significance of Modern Marketing Management, Societal marketing concept and Approaches to the study of marketing ➤ Knowledgeable in Consumer buying process – Determinants and theories of consumer behaviour – Psychological, sociological determinants. | | |
| Unit -I | Introduction: Modern Marketing Concept- Societal marketing concept–Approaches to the study of marketing –Meaning – Bases for segmentation, benefits – Systems approach – Features of industrial, consumer and services marketing- Four Ps of Product and Seven Ps Service marketing mix- Marketing Environment: External factor – Demographic factors – Internal factors - Marketing Planning Process- Marketing strategies of Leaders, Challengers, Followers and <i>Nichers</i> – Relevant one or two case studies. | | |
| Unit-II | Consumer Behaviour and Marketing Research: Meaning and importance–Consumer buying process – Determinants and theories of consumer behaviour – Psychological, sociological determinants – Theories and their relevance to marketing- Marketing Research: Meaning – Objectives – Process- Demand Forecasting- Marketing Information System- Marketing segmentation: Bases–Targeting and Positioning – Relevant one or two case studies. | | |
| Unit III | Product Mix: Product planning and development–Meaning and process–Test marketing–New Product failures – Product life cycles – Meaning and Stages – Strategies – Managing PLC- Product-Market Integration: Strategies – Product positioning – Diversification – Product line management – Planned obsolescence – Branding Policies and Strategies – Packing and Packaging – Relevant one or two case studies. | | |
| Unit IV | Price and Place Mix: Pricing and pricing policies–Objectives and Bases for price fixing–Pricing and product life cycle- Distribution and Logistics Decisions- Intensity of distribution- Channel Choice considerations– Managing Conflict and Cooperation in channels – Types and Functions of Middlemen- Modern Trends in Retailing- Malls and Online- Direct Marketing- Tele Marketing- Event Marketing- Online and E-Marketing – Relevant one or two case studies. | | |
| Unit V | Promotional Mix: Marketing Communication - Communication in Personal selling and impersonal selling – Personal selling – Process – Steps in selling – Management of sales force – Recruitment and selection–Compensation plans – Evaluation of performance – Advertising – Importance – Objectives – Media planning and selection – Factors influencing selection – Advertisement copy –Evaluation of advertising – Advertising budget – Sales promotion: Methods and practices- Publicity and Public Relations – Customer Retention and Customer Relationship Marketing – Relevant one or two case studies. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned.</i> Practical: Study of New two product launches, Price Changes, Logistics models and promotion Campaigns reputed media, Journals/Magazines as lead or cover-page articles. | | |
| Reference and Textbooks:- | | | |
| Bert rosenbloom, Marketing Channels: A Management View, South Western, 2012. David Jobber & Fiona Chadwick, Principles & Practice of Marketing, McGraw Hill, 2012. Kotler, P., & Armstrong, G. (2013). Principles of marketing. Upper Saddle. Ramaswamy, V. S., & Namakumari, S. (2009). <i>Marketing management: Global perspective, Indian context.</i> Macmillan. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand Consumer buying process, Psychological, sociological determinants, Marketing Information System- Marketing segmentation: Bases–Targeting and Positioning. ➤ Comprehend the Product Mix that may affect Product life cycles, Product positioning and Diversification, Branding Policies and Strategies, Packing and Packaging. | | |

Name of the Course Teacher

Dr. G. Ilankumaran

| Semester - II | | | |
|---|---|------------------|-----------------|
| Course code: 641204 | Human Resource Management | Credits:3 | Hours: 4 |
| Objectives | <ul style="list-style-type: none"> ➤ Examine the concept of Human Resource Management. ➤ Identify the techniques of Human Resource Management. | | |
| Unit –I | Introduction to Human Resource Management–Definition–Objectives and functions–Role and structure of Human Resource Function in organisations- Present day Challenges of HRM – Relevant one or two case studies. | | |
| Unit-II | Human Resource Planning –Personnel Policy - Job analysis–Job description–Job specification- Planning for Leadership Transition and Second-line leadership – Recruitment - Sources of Recruitment- Internal Vs. External sources of recruitment – Relevant one or two case studies. | | |
| Unit III | Employee Selection - Process and Problems- Placement and Induction–Training and Development: Methods of Training for Operatives, Supervisors and Executives– Promotion – Demotions – Transfers – Separation and Retention – Relevant one or two case studies. | | |
| Unit IV | Employee Compensation –Wages and Salary Administration–Bonus–Fringe Benefits– Cafeteria Approach- ESOPs- Job Evaluation Systems –HR Auditing and Accounting– Relevant one or two case studies. | | |
| Unit V | Employee Maintenance and Integration –Welfare and Safety Provisions–Accident prevention – Employee Grievances and their Redressal – Workers Participation in Management – Human Capital and Talent Management - Relevant one or two case studies. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned.</i> Practical: Analysis of Corporate Appointment Advertisements and discern Job skills and specifications- Writing Resume for Corporate Appointments – Projects: Mini Project on Job Vacancies in the local businesses- Survey of Welfare and Safety Provisions in local firms. | | |
| Reference and Textbooks:- | | | |
| Alan Price, <i>Human Resource Management</i> , Cengage Learning EMEA, 2011 | | | |
| By Susan Jackson, Randall Schuler and Steve Werner, <i>Managing Human Resources</i> , Cengage Learning, 2012. | | | |
| Dr P Subba Rao, <i>Personnel and Human Resource Management</i> , HPH, Mumbai, 2007. | | | |
| Gary Dessler, <i>Fundamentals of Human Resource Management</i> , Prentice Hall, 2010. | | | |
| Werther William B Jr, <i>Personnel Management and Human Resources</i> , McGraw-Hill, 2010. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand the concept of Human Resource management ➤ Comprehend the key objectives of Human resource planning. | | |

Name of the Course Teacher

Dr.M.Ayisha Millath

| Semester - II | | | |
|--|---|------------------|-----------------|
| Course code: 641205 | Production and Operations Management | Credits:3 | Hours: 4 |
| Objectives | <ul style="list-style-type: none"> ➤ Demonstrate awareness and an appreciation of the importance of the operations and supply management to the sustainability of an enterprise, a basic understanding of Capacity Planning, an awareness of the importance of facility layouts. ➤ Explain the importance of quality control and apply the techniques to measure quality control. | | |
| Unit –I | Introduction to Production and Operation Functions: Types of Manufacturing Systems: JobShop, Batch/Intermittent, Continuous/Assembly Line, Process and Project Systems. Designing the Product – Standardization: Modularization: Reliability: Reverse Engineering – Relevant one or two case studies. | | |
| Unit-II | Capacity Planning –Importance, Capacity Determination for Manufacturing and ServiceIndustry: Capacity Planning Strategies: Capacity Measurement. Facility Planning: Location of Facilities, Locational Flexibility, Facility Design Process and Techniques, Locational Break Even Analysis – Relevant one or two case studies. | | |
| Unit III | Process Planning –Procedure, Characteristics of Production Process Systems, process formSelection with PLC Phases. Introduction to Study Methods – Work-study, Time – Study and Method-Study, Evolution of Normal/Standard Time, Job Design and Rating – Relevant one or two case studies. | | |
| Unit IV | Layout, Importance and Function, Objectives, Flow patterns, Layout types–Product,Process, Group Technology/Cellular Layout, Factors for Good Layout, layout Design Procedure, GRAFT, ALDEP, REL Chart, Assembly Line Balancing. PPC: Functions – Planning Phase, Action Phase, Control Phase. Aggregate Production Planning, Line of balance – Forecasting Methods – Relevant one or two case studies. | | |
| Unit V | Material Requirement Planning (MRP-1) and Control, Inventory, Inventory Control, EOQ,Purchase Inventory models – P System & Q System. Stores Management – ABC, VED, FSN, Techniques. Network Techniques – PERT, CPM (With time – Cost Trade – Off) – Relevant one or two case studies. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: <i>ContemporaryDevelopments Related to the Course during the Semester concerned.</i> Practical: DevelopingPERT/CPM Network for Infrastructure Projects and New Product Launch Projects – Visiting web sites of manufacturing firms, particularly their production/storage/warehouse yards. | | |
| <p>Adam Jr. Ebert, <i>Production and Operations Management</i>, PHI Publication.</p> <p>Dan R Reid and Nada R Sanders, <i>Operations Management</i>, John Wiley & Sons, 2012.</p> <p>Jay Heizer, Larry Render, <i>Production and Operations Management</i>, Prentice Hall, 2010.</p> <p>Lee J. Krajewski, Larry P. Ritzman and Manoj K. Malhotra, <i>Production and Operation Management</i>, Prentice Hall, 2009.</p> <p>R. Panneerselvam, <i>Production and Operations Management</i>, PHI Learning, 2012.</p> <p>Reference and Textbooks:-</p> | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand and appreciate the concept of Production and Operations Management ➤ Recognize the scope of Production and Operations Management and its role in creating competitive advantage for business organizations. | | |

Name of the Course Teacher

Dr.K.Chandrasekar

| Semester - II | | | |
|---|--|------------------|-----------------|
| Course code: 641206 | Financial Management | Credits:3 | Hours: 4 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the managerial and operative functions of financial management. ➤ To gain knowledge on various aspects of financial management. | | |
| Unit -I | Functions and Goals: Managerial and Operative functions- Investment, Financing and Income Functions - Goals of Financial Management- Benefit Maximizing and Problem Minimizing Goals- Risk-return trade off- Indian Financial System - Relevant one or two case studies. | | |
| Unit-II | Financing function: Long term financing sources and instruments–Shares and Debentures – Convertible securities & Term Loans – Foreign equity and debt securities –Working Capital: Components & Estimation – Financing – Sources and approaches - Relevant one or two case studies. | | |
| Unit III | Capital structure planning: Cost of capital: Equity, Debt, Retained earnings - Weighted average cost of capital - Capital structure theories - Net income, Net operating income, MM and Traditional Theories - Leverage - Types and significance- Relevant one or two case studies. | | |
| Unit IV | Capital Investment Proposals: Nature and types - Evaluation techniques: Payback period- ARR - IRR - NPV - Capital Rationing - Relevant one or two case studies. | | |
| Unit V | Dividend Decisions: Dividend policies - Factors affecting dividend decision - Dividend theories - Graham, Gordon, Walter and MM Theories - Ploughing back of earnings for expansion, diversification and modernization. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned.</i> Practical: Reading of Business dailies for Macro Economic Data-Examining financial performance of companies from media/annual report data-Tracking dividend history of select companies and discerning the dividend policy. | | |
| Reference and Textbooks:- | | | |
| Chandra, P. (2010). <i>Fund of Financial Management 5e</i> . Tata McGraw-Hill Education. | | | |
| Khan, M. Y., & Jain, P. K. (2018). <i>Financial Management: Text, Problems and Cases, 8e</i> . McGraw-Hill Education. | | | |
| Kishore, R. M. (2009). <i>Financial Management: Comprehensive text Book with case studies</i> . Taxmann. | | | |
| Pandey, I. M. (1999). <i>Financial Management–Vikas Publishing House Pvt. Ltd–</i> . | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand the real activities of functions and goals of financial management. ➤ Comprehend the various aspects of financial management. | | |

Name of the Course Teacher

Dr. S. Sudhamathi

| Semester - II | | | |
|----------------------------|---|------------------|-----------------|
| Course code: 641602 | Workshop on Organizing Skills | Credits:1 | Hours: 4 |
| Objectives | <ul style="list-style-type: none"> ➤ To test and apply managerial concepts and skills. ➤ To provide an opportunity to work as a team and successfully organize a socially relevant event. | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Manage a team in organizing events. ➤ Develop organizing skills. | | |

Name of the Course Teacher

Dr. S. Chandramohan

| Semester - II | | | |
|--|--|------------------|-----------------|
| Course code: 641702 | Quantitative Methods | Credits:2 | Hours: 4 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts and significance of linear programming. ➤ Understand the Probability. | | |
| Unit -I | Linear Programming: Introduction to the linear programming–Solving LP using graphical and simplex method (only simple problems) – Duality and Sensitivity analysis for decision-making– Interpreting the solution for decision-making- Transportation Algorithm: Balanced and Unbalanced Problem Formulation and solving methods – North West Corner, Vogel’s Approximation- MODI method- Assignment and Travelling Executive Algorithms – Case problems. | | |
| Unit-II | Probability: Introduction to the Concept of probability–Concept of events–Probability of events – Joint, conditional and marginal probabilities- Probability distributions: Binomial, Poisson and Normal – Features and Applications – Case studies on applicable probability model in real life like share prices, stock market indices, etc. | | |
| Unit III | Simulation & Queuing: Introduction to simulation as an aid to decision-making- Inventory, Cash, Project and Product launching problems using Monte Carlo simulation- Queuing Theory: M/M/1 queuing model and applications – Case problems. | | |
| Unit IV | Decision Theory: Introduction to Decision Theory: Pay-off and Loss tables– Expected value of pay-off – Expected value of Perfect Formation – Decision Tree approach to choose optimal course of action – Criteria for decision – Mini-max, Maxi-max, Minimizing Maximal Regret and their applications – Case Problems. | | |
| Unit V | Functions & Statistical tools: Depicting Cost and Revenue behavior–Differentiation of Cost/Revenue functions to derive Marginal Cost and Marginal Revenue –Decisions on Minimizing Costs and Maximizing output/profits- Partial and Multiple Correlation and Regression- Interpretation of Multiple Regression Tables – Case Problems. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned.</i> Practical: Survey of household Income, Assets and Expenditure and Losses – Studying and measuring queuing patterns in petrol bunks, ration shops and in ATMs. | | |
| Reference and Textbooks:- | | | |
| Kanti Swarup, PK Gupta and Man Mohan, Operations Research, Sultan Chand & Sons, 2013. David R. Anderson, et al, <i>An Introduction to Management Science: Quantitative Approaches to Decision Making</i> , Cengage Learning, 2008. Lucey, <i>Quantitative Techniques</i> Cengage Learning Business Press, 2002 Richard I Levin, & C. Atkinson Kirkpatrick, <i>Quantitative Approaches to Management</i> , McGraw-Hill. Sharma, <i>Operations Research: Theory and Applications</i> , MacMillan. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand the Lp programming and transportation algorithm. ➤ Get knowledge about Binomial, poisson and Normal Distributions. | | |

Name of the Course Teacher

Dr. S. Chandramohan

| Semester - II (Non Major Elective) | | | |
|--|--|------------------|-----------------|
| Course code: 641802 | Management of Organizational Stress & Conflict | Credits:1 | Hours: 4 |
| Objectives | <ul style="list-style-type: none"> ➤ Examine the Nature of Stress — Constructs and Problems: Occupational Stressors. ➤ Identify key characteristics and different Leadership Styles in Stressful and Non-Stressful Situations. | | |
| Unit -I | Nature of Stress — Constructs and Problems: Occupational Stressors, Role Stress, - Sources of Managerial Stress - Stress and Change Management, Stress and Conflict - Leadership Styles in Stressful and Non-Stressful Situations - Decision Making under Stress | | |
| Unit-II | Stress and Thought Processes — Learning, Stress and Personality - Behavioural and Situational Modifiers, Stress and Motivation - Verbal and Non-verbal Indicators of Stress Assessment of Stress. | | |
| Unit III | Coping with Resources and Processes — Assertiveness Training – Burnout - Stress and Social Support - Group Processes and Changing Values for Understanding and Coping with Stress. | | |
| Unit IV | Conflict Management – Approaches & view of conflict, Conflict interaction processes – Conflict resolution – Negotiation – Personal & workplace conflicts | | |
| Unit V | Constructive and Destructive conflict - Conflict Process - Strategies for encouraging constructive conflict - Strategies for resolving destructive conflict. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Aswathappa, K., & Reddy, G. S. (2009). <i>Organisational behaviour</i> (Vol. 20). Himalaya Publishing House. | | | |
| Keith Davis, <i>Human Behaviour at Work</i> , McGraw Hill Book Co., 1991. | | | |
| Robbins, S. P. (1974). <i>Managing organizational conflict: A nontraditional approach</i> . NJ, Prentice-Hall. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Identify one's primary approach to handling conflict ➤ Decision Making under Stress | | |

Name of the Course Teacher

Dr. M. Ayisha Millath

| Semester - II (Non Major Elective) | | | |
|--|---|------------------|-----------------|
| Course code: 641902 | Management of Retailing | Credits:1 | Hours: 4 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts Principles of Retailing; delves into the functions of retailing, types of retailing, forms of retailing based on ownership, Retail theories, Wheel of Retailing, Retail life cycle and Retailing in India ➤ Knowledgeable in Consumer Behaviour in the retail context, buying decision process, influence of group and individual factors, Customer shopping behavior, Customer service satisfaction, Retail planning process, Preparing a complete business plan, implementation and risk analysis. | | |
| Unit -I | Introduction to retailing: definition – functions of retailing - types of retailing – forms of retailing based on ownership - Retail theories – Wheel of Retailing – Retail life cycle - Retailing in India. | | |
| Unit-II | Consumer Behaviour in the retail context – buying decision process – influence of group and individual factors - Customer shopping behaviour - Customer service satisfaction - Retail planning process – Factors to consider – Preparing a complete business plan – implementation – risk analysis. | | |
| Unit III | Merchandise Management: Introduction – Merchandise Planning – Visual Merchandising – Retail Pricing Methods – Value Pricing and EDLP – Category Management. | | |
| Unit IV | Managing Retail: Organization Structure and HRM in Retail - Recruitment and Training – Retail Store Operations – Servicing the Retail Customer. | | |
| Unit V | Retail Marketing Mix and Communication - Promotion – Setting objectives – communication effects of promotional mix – Role of IT in Retailing: Barcodes and RFID – Retail MIS. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Barry Bermans and Joel Evans, (2002). “Retail Management – A Strategic Approach”, 8th edition, 2002, PHI private limited, New delhi. | | | |
| David Gilbert, “Retail Marketing Management”, 1st Indian Reprint, 2000, Pearson Education Limited, New delhi. | | | |
| Pradhan, S. (2011). <i>Retailing management: Text and cases</i> . Tata McGraw-Hill Education. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand the concepts and significance of Principles of Retailing; delves into the functions of retailing, types of retailing, forms of retailing based on ownership, Retail theories, Wheel of Retailing, Retail life cycle and Retailing in India ➤ Comprehend with Consumer Behaviour in the retail context, buying decision process, Customer shopping behavior, Customer service satisfaction, Retail planning process, Preparing a complete business plan, implementation and risk analysis | | |

Name of the Course Teacher

Dr. G. Ilankumaran

| Semester - III | | | |
|---|---|------------------|-----------------|
| Course code: 641301 | Strategic Management | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts and significance of Strategy, Strategic planning and strategic management, Process of strategic planning. ➤ Knowledgeable in Environmental analysis, Product environmental scanning - Industry analysis - Competitive analysis -Internal analysis. | | |
| Unit -I | Strategy: Introduction - Strategic planning and strategic management: Levels of strategic planning - Process of strategic planning - dimensions of strategic decisions - Strategic management process. | | |
| Unit-II | Environmental analysis: environmental scanning - Industry analysis - Competitive analysis - Internal analysis: Resource Based view, SWOT / PEST / ETOP analysis, Value Analysis. Strategy formulation / alternatives: Corporate strategies: grand strategies - stability, expansion, retrenchment and combination. | | |
| Unit III | Business level strategies: - acquiring core competencies – Porter’s Generic Strategies Model – Functional level strategies: Production and Operations – Finance – HR – Marketing and R & D Strategies. | | |
| Unit IV | Strategic analysis and choice: Portfolio Analysis-BCG Growth-Share Matrix, GE Business Screen, Shell’s Directional Policy Matrix, Hofer’s Product – Market Matrix. Strategic implementation: Steps- structural issues- behavioral issues- strategic leadership. | | |
| Unit V | Strategic evaluation and control: Balanced Score Card approach – EVA and MVA - ERP– Stake holder analysis – Systems thinking approach, Strategic control - operational control - process and techniques. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks | | | |
| <p>Azhar, K. (2008). Strategic management and business policy.</p> <p>Srinivasan, R. (2014). <i>Strategic management: the Indian context</i>. PHI Learning Pvt. Ltd..</p> <p>Thomson, Strickland and Pearson, (2005), —<i>Strategic Management</i>ll, Tata Mcgraw Hill, N. Delhi</p> <p>V.S. Ramasamy and S. Namakumari, —<i>Strategic Planning-Formulation of corporate strategy</i>ll, Macmillan India Ltd., N. Delhi</p> | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand Strategic planning and strategic management, Process of strategic planning, dimensions of strategic decisions and Strategic management process. ➤ Comprehend Environmental analysis: environmental scanning - Industry analysis - Competitive analysis Appreciate the role of Business level strategies and Functional level strategies | | |

Name of the Course Teacher

Dr. G. Ilankumaran

| Semester - III | | | |
|---|--|--|------------------|
| Course code: 641302 | | Management Control and Information System | Credits:3 |
| Hours: 3 | | | |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts and significance of Management Control and Task Control. ➤ Knowledgeable in Management control structure, MIS, Information System. ➤ Thorough in Data flow diagram, System documentation, System Analysis and Design. | | |
| Unit –I | Nature of Management control - Management control Vs Task control - Key variables in Management control Design and their types – Key Result Areas. Concept of a System: Its Components, Boundaries, Characteristics, Data, and Information, Information support for decision-making. Classification of Information System. | | |
| Unit-II | Management control structure – Expense control – Profit centres – Transfer pricing – Investment centres. Management control process – Programming and budgeting – Analysing reporting – Performance evaluation. | | |
| Unit III | M.I.S. for management control – Systems theory and management control – Installation of Management Information & Control System – Decision type and IS requirements: Structured Vs Unstructured and Strategic Vs Tactical decisions – Classifications, Transaction Processing, Process Control, Office automation, Decision Support System | | |
| Unit IV | System study: Introduction, understanding the flow of information and physical Objects, Fact finding techniques, Data flow diagrams, and other aids, System documentation - Introduction to System Analysis and Design. | | |
| Unit V | Management Control and Information Systems in organizations - Types of organisations and their implications – Types of control and Variations in controls based on organisational structure and design - Special management control situations – Multinational companies – Service organisation– Non-profit organisations – Multi – Project organisation. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Anthony, R. N. (1988). <i>The management control function</i> . Harvard Business School Press. | | | |
| Gupta, A. K., Naregalkar, R. R., Vaidya, V. D., & Gupta, M. (2007). | | | |
| O'brien, J. A., & Marakas, G. M. (2005). <i>Introduction to information systems</i> (Vol. 13). New York City, USA: McGraw-Hill/Irwin. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Able to identify the concepts and significance of Management Control and Task Control. ➤ Identify the Management control structure, MIS, Information System. ➤ Knowledge in making Data flow diagram, System documentation, System Analysis and Design. | | |

Name of the Course Teacher

Dr.K.Chandrasekar

| Semester - III | | | |
|---|---|------------------|-----------------|
| Course code: 641603 | Workshop on Personality Development | Credits:1 | Hours: 4 |
| Objectives | <ul style="list-style-type: none"> ➤ To increase their effectiveness in forming, maintaining, and ending relationships. ➤ To improve their effectiveness in managing interpersonal conflicts. | | |
| Reference and Textbooks:- | | | |
| <p>Augustine, N. R. (1995). Managing the crisis you tried to prevent. <i>Harvard Business Review</i>, 73(6), 147-158.</p> <p>Bohn, R. (2000). Stop Fighting the Fires. <i>Harvard Business Review</i>, 78(4), 83-92.</p> <p>Covey, S. R. <i>The Seven Habits of Highly Effective People</i>. London: Simon & Sue on the job at the Liverpool.</p> <p>Goleman, D. (2006). <i>Emotional intelligence</i>. Bantam.</p> | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Manage his / her time and people around him / her. ➤ Develop his / her interpersonal skills and be a leader | | |

Name of the Course Teacher

Dr. G. ILANKUMARAN

| Semester - III | | | |
|---|---|------------------|-----------------|
| Course code: 641311 | Working Capital Management | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the financial concepts and significance of Working Capital Management. ➤ Evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility. ➤ Investigate funds flow cycles and their impact on working capital management objectives. | | |
| Unit –I | Working capital concepts: Components of current assets & liabilities–working capital policies – Determining factors – estimating the working capital needs – operating cycle analysis – Various approaches of working capital finance. | | |
| Unit-II | Cash management: Rationale–cash budgeting–cash management models–Strategies for managing marketable securities. | | |
| Unit III | Receivables management: Credit terms–credit analysis–impact of credit policy changes–monitoring receivables management. | | |
| Unit IV | Inventory management: Types of inventory–inventory costs–inventory levels–overview. | | |
| Unit V | Sources of working capital: Bank credit–Tandon & Chore committee recommendations–Commercial papers – Inter corporate deposits – Bills discounting – Certificate of deposits – factoring– Control of working capital: Ratios for controlling working capital. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Gupta, R. L., & Gupta, V. K. (2000). <i>Principles and Practice of Accountancy</i> . Sultan Chand. | | | |
| Khan, M. Y., & Jain, P. K. (2018). <i>Financial Management: Text, Problems and Cases, 8e</i> . McGraw-Hill Education. | | | |
| Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, S. K. (2013). <i>Financial Accounting, 6e</i> . Vikas Publishing House. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand the working capital concepts as well as to know the working capital policies. ➤ Comprehend the impact on the firm's profitable, liquidity, risk and operating flexibility. ➤ Appreciate the funds flow cycles and their impact on working capital management. Tools and techniques to enhance the decision-making process. | | |

Name of the Course Teacher

Dr. S. Sudhamathi

| Semester - III | | | |
|---|--|------------------|-----------------|
| Course code: 641312 | Direct Tax Laws & Practice | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ To gain knowledge about the direct tax laws in force for the relevant previous year. ➤ To provide an insight into procedural aspects for assessment of tax liability for various assesses. | | |
| Unit –I | Income tax Act, 1961: Basic concepts–Residential status- Basis of charge and scope of total income – exempted incomes U/S 10 – income from salary- Basic concepts- Perquisites gratuity-pension- Leave encashment- provident fund- All deduction- profit in lieu of salary. | | |
| Unit-II | Income from house property- Annual value–Exempted house property incomes- expected Rent (ER) - Fair Rent or Fair Rental Value (FAR) - Municipal Rent or Municipal Rental Value (MRV) - Standard Rent (SR) – Actual Rent (AR)- Gross Annual Value (GAV) – Net Annual Value (NAV)-Unrealized Rent (URR) – Vacancy (V)- Self- Occupied house (SIO) - Let out house (L/O)- Deemed to be Let out house (DLO)- Partly self- Occupied house- Part of the year let out and part of the year self- occupied. | | |
| Unit III | Income from Business- Basic concepts- Incomes that are taxed under business or profession- Business, profession and vocation – Rules to be kept in mind to charge an income under profit and gains of business or profession - Meaning of various concepts – Expenses Expressly Allowed-expenses expressly Disallowed (Sec 40) – income from profession- overall format professional like Doctors, Lawyers, Accountants. | | |
| Unit IV | Income from capital –Basic concepts- Computation of capital gains- Transfer of capital Assets- Deductions – Exempted capital gains U/S 10 – simple format of short term capital gain – long– term capital gain. | | |
| Unit V | Income from other sources- Basic concepts- incomes that are taxed under other sources- Methods of Accounting- Interest exempted fully from tax while calculating income from other sources- winning from lotteries, puzzles, card games, - tax treatment- various kinds of securities – grossing up Rate. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| <p>Datey, V. S. (2013). Indirect taxes (Law and practice), Taxman publication P. Ltd New Delhi.</p> <p>G. Sarangi. <i>Introduction to Indian Tax System and Central Excise Law and Procedure</i>,</p> <p>Lal, B. B. (2000). <i>Profit planning and control in public enterprises in India</i>. Atlantic Publishers & Dist.</p> <p>Manoharan, V. M. (2000). <i>Indian export processing zones and CEPZ</i>. Vikas Pub. House.</p> <p>Singhania, V. K. Students Guide to Income Tax, Taxman. <i>Publication, New Delhi</i>.</p> | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand the knowledge about the direct tax laws. ➤ Comprehend the Income from other sources such as Methods of Accounting. ➤ Appreciate the procedural aspects for assessment of tax liability. | | |

Name of the Course Teacher

Dr. S. Rajamohan

| Semester - III | | | |
|---|--|------------------|-----------------|
| Course code: 641313 | Security Analysis and Portfolio Management | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts of investment in securities and types of risk. ➤ To know the analytical methods of investment alternatives. ➤ To study the various theories and the portfolio models. | | |
| Unit -I | Investment environment & Corporate Securities: Objectives - Risk & return - Investment alternative and strategies. Securities – types – Features- Primary & Secondary markets – recent trends in primary and secondary market DEMAT – REMAT- Role of SEBI in primary and secondary Market. | | |
| Unit-II | Security Analysis: Fundamental–Economic–Industry and company analysis–Sources of information for analysis. | | |
| Unit III | Technical Analysis: Theory of technical analysis, Dow theory, Bar chart, Odd-lot theory, Breadth of market, relative strength analysis – Volume of share traded, moving average analysis – Efficient market Hypothesis. | | |
| Unit IV | Portfolio analysis & Management: Portfolio & Security returns–Portfolio risk–Diversification – Markowitz model – Sharpe model – CAPM – Factor models – Arbitrage pricing theory. | | |
| Unit V | Portfolio investment - Evaluation: Planning, Implementation, Monitoring, Portfolio types–Portfolio Revision – Formula plans – Performance measures of portfolio – Sharpe’s Performance – Treynor’s Performance measures for portfolio – Jensen’s Model. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| <p>Archer, S. H., & Francis, J. C. (1979). <i>Portfolio analysis</i>. Prentice-Hall.</p> <p>Barua, S. K., Raghunathan, V., & Varma, J. R. (1994). Research on the Indian capital market: a review. <i>Vikalpa</i>,</p> <p>Fischer, D. E., & Jordan, R. J. (1979). <i>Security analysis and portfolio management</i>. Prentice Hall.</p> <p>Singh, P. (2000). <i>Investment Management</i>. Himalaya Publishing House.</p> <p>Sinha, <i>The Capital Market of India</i>.</p> | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Analyze and evaluate financial markets, how securities are traded in primary and secondary markets. ➤ Understand the industry analysis, equity valuation and technical analysis. ➤ Characterize the implications of the market efficiency evidence on active portfolio management. | | |

Name of the Course Teacher

Dr. S. Rajamohan

| Semester - III | | | |
|---|--|------------------|-----------------|
| Course code: 641314 | International Finance | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ To understand the basic knowledge of how international financial markets work. ➤ To provide knowledge on exchange rates and why currency values fluctuate. ➤ To understand the in-depth understanding of the process and techniques used to make international investment decisions. | | |
| Unit -I | An overview of International Finance –Importance, Uniqueness, Rewards and Risks,Balance of trade, Balance of Payment- Theories of Foreign Exchange mechanism - Brettonwood System - Various exchange rates- Exchange control regulations in India- Foreign Exchange Dealers Association of India (FEDAI) - Foreign Exchange Management Act (FEMA) R-serve Bank of India (RBI) - LERMS . | | |
| Unit-II | Letter of credits - INCO Terms, Methods of payments used in Foreign Trade - Shippingdocuments in foreign trade: Various types of invoices - marine insurance policy - Bill of lading, Certificate of Origin - Analysis Certificate - Packing list - Weight list and such other relevant documents. | | |
| Unit III | International Financial Institutions: International Parity Conditions–Fundamental Principles- Purchasing Power Parity - Managing Foreign Exchange Risk and Exposure – Accounting - Real Operating exposures - Risks speculation - Market efficiency. | | |
| Unit IV | International Investment decisions - Cost of capital of Foreign investment - International Working Capital Management. Foreign Exchange Risk - Types of Exposure - Management of exposure - Currency Market Hedges - Insuring Currency Risks. | | |
| Unit V | International Investment and Financing - Multinational diversification–GDR - American Depository receipts - Global Investment companies - International Investment strategies - Forming International Portfolios. Future of International Financial Systems. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Eun, C. S., & Resnick, B. G. (2010). <i>International Financial Mgmt 4E</i> . Tata McGraw-Hill Education. Hull, J., Treepongkaruna, S., Colwell, D., Heaney, R., & Pitt, D. (2013). <i>Fundamentals of futures and options markets</i> . Pearson Higher Education AU. Jeevanandam, C. (2007). <i>Foreign Exchange & Risk Management</i> . Sultan Chand and Sons Publications. Levi, M. (1995). <i>International finance: financial management and the international economy</i> . McGraw-Hill. Shapiro, A. C., Sarin, A., & DeMaskey, A. L. (1994). <i>Foundations of multinational financial management</i> . Allyn and Bacon. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand the basic knowledge of how international financial markets work. ➤ Comprehend the knowledge on exchange rates and why currency values fluctuate. ➤ Appreciate the methods used to manage risk in the global markets. | | |

Name of the Course Teacher

Dr. S. Rajamohan

| Semester - III | | | |
|---|--|---------------------------------------|-----------------|
| Course code: 641315 | | Strategic Financial Management | |
| | | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ To acquaint the students with concepts of financial management from strategic perspective. ➤ To provide knowledge on the capital structure decisions. ➤ To familiarize various Techniques and Models of Strategic Financial Management. | | |
| Unit -I | Financial Planning and Forecasting –Use of Financial Models, Simulation and Probabilities in Financial Forecasting. | | |
| Unit-II | Working Capital Management –Financing Working Capital - Working Capital Leverage, Cash and Liquidity Management Models: Miller and Orr Model - Baumal Model. | | |
| Unit III | Evaluation of risky investment –Measurement of risk–Sensitivity analysis of NPV–Selection of a project – Risk adjusted discount rate method – certainty equivalent methods - Risk analysis in Portfolio context – Risk Management – Strategy. | | |
| Unit IV | Capital Structure Decisions: Designing the Financial Mix–Probability aspects–EBIT / EPS Analysis – ROI & ROE Analysis - Factors determining capital structure – Quantitative assessment of debt capacity – Timing of issue – Capital structure of new company. | | |
| Unit V | Corporate Valuation: Marakon Approach–Alcar Approach–McKinsey Approach–SternStewart Approach – BCG Approach – Adjusted Book Value Approach – Stock and Debt Approach – Direct Comparison Approach. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Chandra, P. (2011). <i>Financial management</i> . Tata McGraw-Hill Education. | | | |
| Maheswari, S. N. (1996). <i>Financial Management, principles and practice</i> . Sultan Chand & Sons, New Delhi-2000. | | | |
| Sofat, R., & Hiro, P. (2015). <i>Strategic financial management</i> . PHI Learning Pvt. Ltd.. | | | |
| Weaver Samuel, C., & Fred, W. J. (2009). <i>Strategic Corporate Finance. 2nd Indian Reprint., South Western (Cengage Learning), New Delhi, 386-414.</i> | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Acquaint the students with concepts of financial management from strategic perspective. ➤ Comprehend provide knowledge on the capital structure decisions. ➤ Appreciate the expose the student to prepare the various financial analyses like Risk management. | | |

Name of the Course Teacher

Dr. S. Sudhamathi

| Semester - III | | | |
|---|---|---|-----------------|
| Course code: 641316 | | Financial Markets and Institutions | |
| | | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts of investment in securities and types of risk. ➤ To know the recent developments in bank. ➤ To study the investment institutions in India. ➤ To know the process of financial markets and money market. | | |
| Unit -I | Financial Institutions –Banks & Non banking financial institutions–Genesis andDevelopment – New financial institutions like The Discount Finance House of India (DFHI), Stock Holding Corporation of India Limited (SHCIL), Industrial Leasing and Financial Services Limited (IL&FS) | | |
| Unit-II | Development Banks: Industrial Finance Corporation of India (IFCI) - National Bank forAgricultural and Rural Development (NABARD), EXIM Bank, Small Industrial Development Bank of India (SIDBI), Industrial Reconstruction Bank of India(IRBI), State Financial Corporations (SFCs) & State Industrial Development Corporations (SIDCs). Objectives and scope of development banks. | | |
| Unit III | International financing institutions: International Bank for Reconstruction and Development(IBRD), International Finance Corporation, International Development Agency, Asian Development Bank & International Monetary Fund. Objectives of International Financial Institutions, Sources of funds, priority areas. | | |
| Unit IV | Investment institutions: Life Insurance Corporation, General Insurance Corporation, UnitTrust of India and other Mutual Fund institutions. Credit rating: Credit rating process, sovereign rating, Venture Capital, Venture Capital Funds. | | |
| Unit V | Financial Markets: Primary, Secondary & Derivative markets, Relationship between them - Role of Stock exchanges and their functions – SEBI – NSE - MCX. Money market: Call money market - Treasury bill market. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: ContemporaryDevelopments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Desai, V. (1988). <i>Development Banking: Issues and Options</i> . Himalaya Publishing House. | | | |
| Khan, M. Y. (1982). <i>Industrial finance</i> . Tata McGraw-Hill. | | | |
| Khan, M. Y. (2013). <i>Indian financial system</i> . Tata McGraw-Hill Education. | | | |
| L.H. Bhole, “Financial Market & Institutions”. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Discuss the theories of Discount Finance House of India (DFHI), Stock Holding Corporation of India Limited (SHCIL), Industrial Leasing and Financial Services Limited. ➤ Understand facts of the insurance business, mutual funds and investment banks. ➤ Know history and the central bank policy in the currency market and exchange rate system. | | |

Name of the Course Teacher

Dr. S. Sudhamathi

| Semester - III | | | |
|---|--|------------------|-----------------|
| Course code: 641317 | Principles of Insurance | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ To understand the taught various concepts of insurance. ➤ To provide knowledge about various types and classes of insurance. ➤ To expose the able to learn the basic insurance environment, key concepts and terms used in insurance. | | |
| Unit -I | Concept of Insurance –Basic Principles of Insurance–Economic Principle of Insurance–Legal Principles of Insurance - Financial Principles of Insurance. Concept of Risk – Kinds and Classification of Risks – Assessment - Transfer. | | |
| Unit-II | Types of Life Insurance –Classification–Plans of Life Insurance–Theory of Rating–Actuarial Principles - Mortality Tables – Physical and Moral Hazard – Representation – Warrantees – Conditions. | | |
| Unit III | Group Insurance –Nature of Group Insurance - Types of Group Insurance, Gratuity LiabilityPlans, Group Superannuation, Other Group Schemes – Experience Rating | | |
| Unit IV | Health Insurance –Economics of Health Care–Health Care Environment–Flexible BenefitPlans – Group Medical Expense Coverage’s And Benefits. | | |
| Unit V | Types of General Insurance , Fire, Marine, Motor, Engineering, Aviation, Agriculture, - ItsScope – Special Classes of Insurances, Oil And Energy, Satellite Insurances and Special Contingency Covers, Industrial All Risks, Project Insurance and Advanced Loss of Profits. Computerisation in Insurance Industry – Operating and Controlling Units – Management Issues. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: ContemporaryDevelopments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Mishra, M. N., & Mishra, S. B. (2016). <i>Insurance Principles and Practice</i> . S. Chand Publishing. | | | |
| Tripathy, N. P., & Pal, P. (2005). <i>Insurance: theory and practice</i> . PHI Learning Pvt. Ltd. | | | |
| Palande, P. S., Shah, R. S., & Lunawat, M. L. (2003). <i>Insurance in India: Changing policies and emerging opportunities</i> . SAGE. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand the taught various concepts of insurance. ➤ Comprehend the knowledge about various types and classes of insurance. ➤ Appreciate the able to learn the basic insurance environment, key concepts and terms used in insurance. | | |

Name of the Course Teacher

Dr. S. Chandramohan

| Semester - III | | | |
|---|--|------------------|-----------------|
| Course code: 641318 | Insurance Business Environment | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ To understand the student to learn the essentials of services marketing, including financial and advisory services. ➤ To expose the student to acquire and develop marketing and selling skills in area of Insurance Business Environment. ➤ To provide knowledge the fundamental of Business Environment in Insurance Sectors. | | |
| Unit -I | The Legal Environment, the Insurance Act 1938 (As Amended), Life Insurance Corporation Act 1956, General Insurance Business (Nationalisation) Act, 1937, Insurance Regulatory Authority. | | |
| Unit-II | Motor Vehicles Act, 1939 & 1988. The Inland Steam Vessels, 1917 (As Amended) Marine Insurance Act, 1963, The Carriage Of Goods By Sea Act, 1925, The Merchant Shipping Act, 1958, The Indian Railways Act, 1890 (As Amended), The Carriers Act, 1865, The Carriage By Air Act 1972, Workmen's Compensation Act 1923, Employees State Insurance Act, 1948, The Indian Stamp Act 1899. | | |
| Unit III | The Economic Environment , Indian Economy, Globalisation and Liberalisation, Agricultural Sector, Industrial Sector, Small Scale Sector, Tiny Sector, Role of Insurance in International Economy, Monopoly and Competition Demographic Factors. GATT: Most Favoured Nations Clause, Tariff Negotiation W.T.O. Public Sectors, Private Sector, Joint Sector, Chamber Of Commerce. | | |
| Unit IV | The Commercial Environment: Home Trade–Wholesale–Retail - Foreign Trade–Imports – Exports - Documents Used - Export Promotion Council. Forms of Business Organisation: Sole Trader – Partnership - Joint Stock Company - Types Of Companies - Memorandum and Articles of Associations. Types of Capital - Co-Operative Organisation - Warehousing - Transport – Rail, Road, Inland Water, Sea, and Air. | | |
| Unit V | The Financial Environment: Role of Insurance in National and International Economy -Role of Financial Institutes and Insurance Companies - Financial Market Structures and Functions: Mutual Funds - Non Banking Financial Companies - Housing Finance - Leasing - Hire Purchase Financing. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Mishra, M. N., & Mishra, S. B. (2016). <i>Insurance Principles and Practice</i> . S. Chand Publishing. | | | |
| Tripathy, N. P., & Pal, P. (2005). <i>Insurance: theory and practice</i> . PHI Learning Pvt. Ltd.. | | | |
| Palande, P. S., Shah, R. S., & Lunawat, M. L. (2003). <i>Insurance in India: Changing policies and emerging opportunities</i> . SAGE. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand the essentials of services marketing, including financial and advisory services. ➤ Expose the student to Acquire and develop marketing and selling skills in area of Insurance Business Environment ➤ Appreciate the types and tools of International Business Environment. | | |

Name of the Course Teacher

Dr. S. Chandramohan

| Semester - III | | | |
|--|---|------------------|-----------------|
| Course code: 641321 | Consumer Behaviour | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts and significance of Consumer Behaviour, Application of CB principles to strategic marketing – Role of marketing in CB – CB and marketing segmentation. ➤ Knowledgeable in Consumer as an Individual Consumer needs and motivation, Personality and CB, Psychographics, Perception and attitudes. ➤ Thorough in Group Dynamics, Consumer reference groups – Personal influence and opinion leadership – Diffusion of Innovation process. ➤ Competent in Consumer Decision Making Process and Applications, CB applicable to profit and non profit service organization. | | |
| Unit -I | Consumer Behaviour Introduction – Need - Significance Application of CB principles to strategic marketing – Role of marketing in CB – CB and marketing segmentation. | | |
| Unit-II | Consumer as an Individual Consumer needs and motivation – Personality and CB – Consumer Psychographics, Perception, Attitudes – Attitude formation and change – learning – Lifestyle and personality influences | | |
| Unit III | Consumer as Groups: Group Dynamics, Consumer reference groups – Personal influence and opinion leadership – Diffusion of Innovation process. | | |
| Unit IV | Consumer in a Social and Cultural Setting Social class and CB – Family – Influence of culture on CB – Sub cultural and cross cultural consumer analysis –Consumer Protection in India. | | |
| Unit V | Consumer Decision Making Process and Applications - Consumer decision making process – comprehensive models of consumer decision making – new product purchase and repeat purchase – CB applicable to profit and non-profit service organization. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Henry Assael, “ <i>Consumer Behaviour and Marketing Action</i> ”, Delhi: Cengage Learning Leon G. Schiffman & Leslie Lazar Kanuk, “ <i>Consumer Behaviour</i> ”, Prentice Hall India Roger. D. Blackwell, Paul W Miniad and James F. Engel, “ <i>Consumer Behaviour</i> ”. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand the concepts and significance of Consumer Behaviour, Application of CB principles to strategic marketing – Role of marketing in CB – CB and marketing segmentation. ➤ Comprehend Consumer Psychographics, Perception, Attitudes – Attitude formation and change – learning – Lifestyle and personality influences. ➤ Appreciate the role of Consumer reference groups – Personal influence and opinion leadership – Diffusion of Innovation process. | | |

Name of the Course Teacher

Dr. G. Ilankumaran

| Semester - III | | | |
|--|---|-------------------|-----------------|
| Course code: 641322 | Marketing Communication | Credits: 3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts and significance of marketing communications, History of marketing communications, Growth of advertising in India, Benefits of advertising and types of advertising. ➤ Knowledgeable in Advertising organization, Advertising communication process, Construction of an advertisement Copy, Layout, Developing and appraising advertising messages for print. ➤ Thorough in Development of a media plan - Market identification and media strategy - Budgeting for advertisement programs. ➤ Competent in Publicity & Public relations and integrated marketing communications | | |
| Unit -I | Introduction to marketing communications - History of marketing communications - Growth of advertising in India - Benefits of advertising - Types of advertising | | |
| Unit-II | Advertising organization - Advertising communication process - Objectives of advertising - Introduction to creativity concept - Construction of an advertisement: Copy - Layout - Developing and appraising advertising messages for print, broadcast and outdoor media- Advertising media. | | |
| Unit III | Media planning - Development of a media plan - Market identification and media strategy - Budgeting for advertisement programs | | |
| Unit IV | Research in advertising - Evaluation of advertising effectiveness and advertising agencies - Economic & social aspects of advertising – Criticisms on advertising | | |
| Unit V | POP sales promotion materials - Publicity & Public relations: Methods, Issues and Challenges -Integrated marketing communications: Integrated Marketing Campaigns planning and execution. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Belch & Belch, <i>Advertising and Promotion, 6th Edition</i> , Tata Mcgraw Hill | | | |
| Bovee, Thill, Dovel & Wood, <i>Advertising Excellence</i> , International Edition, Mcgraw Hill. | | | |
| Duncan, <i>Principles of Advertising & Integrated Marketing Communications</i> , 2 nd Edition, Tata Mcgraw Hill | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand the concepts and significance of marketing communications, History of marketing communications, Growth of advertising in India, Benefits of advertising and types of advertising ➤ Comprehend Advertising communication process, Construction of an advertisement Copy, Layout, Developing and appraising advertising messages for print ➤ Appreciate the role of Market identification and media strategy - Budgeting for advertisement programs. | | |

Name of the Course Teacher

Dr. G. Ilankumaran

| Semester - III | | | |
|--|--|-------------------|-----------------|
| Course code: 641323 | Marketing Metrics | Credits: 3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts and significance of marketing metrics, linking marketing to financial consequences, Share of heart, mind and markets, Role and importance of marketing metrics in strategic marketing decisions ➤ Knowledgeable in valuing customers, valuing brands and Valuing channel margins, Customer selection metrics and managing customer profitability. ➤ Thorough in Metrics for product and portfolio management, Metrics for brand allocation. Brand and Brand valuation. ➤ Competent in Advertising media and web metrics, Promotion metrics, marketing and finance | | |
| Unit -I | Introduction to marketing metrics , linking marketing to financial consequences, Share of heart, mind and markets, Role and importance of marketing metrics in strategic marketing decisions. | | |
| Unit-II | Valuing customers , valuing brands and Valuing channel margins. Customer selection metrics and Managing customer profitability. Life time value of customers, Acquiring customer referral behaviour, Managing profitability and loyalty simultaneously. | | |
| Unit III | Metrics for product and portfolio management , Metrics for brand allocation. Brand and Brand valuation. | | |
| Unit IV | Distribution metrics , Alternative Channel Assessment, Managing Multi channel shoppers. Assessing competitive situation through pricing simulation and resource allocation. | | |
| Unit V | Advertising media and web metrics , Promotion metrics, marketing and finance. Live project presentation of using metrics for effective marketing decisions in different industries. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Managing Customers for Profit: <i>Strategies to Increase Profits and Build Loyalty</i> , 1/e, V. Kumar Pearson Education 2008, ISBN No. 9788131719800. | | | |
| Paul W Farris, Neil T Bendle, Phillip E Pfeifer and David J Reibstein, <i>Marketing Metrics</i> , 2 nd Edition, Pearson Education, 2011 | | | |
| Philip Kotler, Ned Roberto, <i>Marketing Metrics: 103 Key Metrics Every Marketer Needs</i> , JohnWiley & Sons, 2006, ISBN-10: 0470821329 | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand the concepts and significance of marketing metrics, linking marketing to financial consequences, Share of heart, mind and markets, Role and importance of marketing metrics in strategic marketing decisions ➤ Comprehend Metrics for product and portfolio management, Metrics for brand allocation. Brand and Brand valuation. | | |

Name of the Course Teacher

Dr. G. Ilankumaran

| Semester - I | | | | |
|--|--|--|-------------------|-----------------|
| Course code: 641324 | Rural Marketing | | Credits: 3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts and significance of rural marketing, components of rural markets, classification of rural markets, rural vs. urban markets and regulated markets. ➤ Knowledgeable in Rural marketing environment: Population, occupation pattern, income generation, expenditure pattern, literacy level, infrastructure facilities, rural credit institutions, rural retail outlets, print media in rural areas and rural demand. ➤ Thorough in Marketing of agricultural produce, marketing of rural and cottage industry products, consumer durable goods market in rural areas, marketing of FMCG products to rural consumers and marketing of health and financial services in rural markets. | | | |
| Unit -I | Introduction: Definition – scope of rural marketing – concepts – components of rural markets – classification of rural markets – rural vs. urban markets - Regulated markets. | | | |
| Unit-II | Rural marketing environment : Population – occupation pattern – income generation - expenditure pattern – literacy level – infrastructure facilities – rural credit institutions – rural retail outlets – print media in rural areas — rural demand | | | |
| Unit III | Rural marketing strategies: Rural Marketing Segmentation – product strategies – pricing strategies – distribution strategies – promotions strategies – social marketing – public distribution systems | | | |
| Unit IV | Rural Sector marketing - Marketing of agricultural produce – marketing of rural and cottage industry products – consumer durable goods market in rural areas – marketing of FMCG products to rural consumers – marketing of health and financial services in rural markets | | | |
| Unit V | Role of financial institutions, commercial banks and cooperative institutions in rural marketing– Marketing Boards – Cooperative Marketing: Objectives - advantages – Case Studies in Indian Context – Agricultural Insurance: Introduction, Types and Scope. | | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | | |
| Reference and Textbooks:- | | | | |
| C G Krishnamacharyulu, Lalitha Ramakrishnan, “ <i>Rural Marketing: Text and Cases</i> ”, Pearson Education. Pradeep Kashyap, Siddhartha Rant, “ <i>The Rural Marketing Text Book</i> ”, Biztantra, 2005 R V Badi, N V Badi, “ <i>Rural Marketing</i> ”, Himalaya Publishing, 2/e, 2005 T P Gopalaswamy, “ <i>Rural Marketing</i> ”, Vikas Publishing House. | | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand the concepts and significance of rural marketing, components of rural markets, classification of rural markets, rural vs. urban markets and regulated markets. ➤ Comprehend with the Rural marketing environment: Population, occupation pattern, income generation, expenditure pattern, literacy level, infrastructure facilities, rural credit. | | | |

Name of the Course Teacher

Dr. G. Ilankumaran

| Semester - III | | | |
|---|--|-------------------|-----------------|
| Course code: 641325 | Business Marketing | Credits: 3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts and significance of Business marketing, Difference between business and consumer marketing, Classification of business products and services, Classification of Business Customers, Business Marketing Environment and Demand in industrial markets. ➤ Knowledgeable in Organizational Buying Process: Buy Phases and Buy Classes, Buying Process – RFP, RFQ and EOI - Bidding, Leasing and Tendering Processes. ➤ Thorough in Marketing Information System: Marketing Research, Segmentation and Positioning for Industrial Products, Demand Estimation and Product Strategies, New Product Development, Management and Strategy for Industrial Products. | | |
| Unit -I | Business marketing: Need, Scope and Importance – Difference between business and consumer marketing – Classification of business products and services – Classification of Business Customers - Business Marketing Environment and Demand in industrial markets. | | |
| Unit-II | Organizational Buying Process: Buy Phases and Buy Classes – Buying Centre Members and Their Roles – Buying Process – RFP, RFQ and EOI - Bidding, Leasing and Tendering Processes | | |
| Unit III | Marketing Information System – Marketing Research – Segmentation and Positioning for Industrial Products – Demand Estimation and Product Strategies– New Product Development, Management and Strategy for Industrial Products. | | |
| Unit IV | Price planning and Strategy: Factors influencing Price Strategy – Pricing Methods –Pricing Discount Strategies – Promotion Strategies: Professional Selling and Sales Management in Industrial Marketing – Business Advertising – Business Publicity. | | |
| Unit V | Industrial distribution strategies – Channel relevance and Channel Participants –Channel Cooperation and Channel Conflict - Channel Width– Physical distribution: relevance in Indian context – Trends in logistics and supply chain management in Industrial Marketing. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Alexandar, Hill & Cross, “ <i>Industrial Marketing</i> ”, AITBS.Corey, “Industrial Marketing “, PHI. Francis Cherunilam, “ <i>Business Marketing</i> ”, Himalaya Publishing. Frank Bingham, Roger Gomes and Patricia A Knowles, “ <i>Business Marketing</i> ”, 3 rd Ed (2005), Tata Mcgraw Hill. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand the concepts and significance of Business marketing, Difference between business and consumer marketing, Classification of business products and services, Classification of Business Customers, Business Marketing Environment and Demand in industrial markets. ➤ Appreciate the role of Marketing Information System: Marketing Research, Segmentation and Positioning for Industrial Products, Demand Estimation and Product Strategies, New Product Development, Management and Strategy for Industrial Products. | | |

Name of the Course Teacher

Dr. G. Ilankumaran

| Semester - III | | | |
|--|---|-------------------|-----------------|
| Course code: 641326 | Franchise Management | Credits: 3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts and significance of Franchise Management, Historical Precedence of Franchising, Marketing Organisation, Franchising, Format Franchising and Internationalization. ➤ Knowledgeable in Franchising Operation: Franchisor, Franchise, Relationship between Franchisor and Franchisee, Franchise Programming: Preparation, Selection of Franchisee and Legal Aspects. ➤ Thorough in Franchise Agreement: Content and Development and Marketing Efforts in Franchise Set Up. | | |
| Unit -I | Emergence of Franchising: Historical Precedence of Franchising – Marketing Organisation – Franchising – Format Franchising – Internationalization. | | |
| Unit-II | Concepts of Franchising: Design of Services – Agency Theory – Parenting Advantage. | | |
| Unit III | Franchising Operation: Franchisor – Franchise – Relationship between Franchisor and Franchisee– Franchise Programming: Preparation – Selection of Franchisee – Legal Aspects | | |
| Unit IV | Franchise Agreement: Content and Development – Marketing Efforts in Franchise Set Up | | |
| Unit V | Major Franchisor Industry Segments Cases: Hospitality and Real Estate – Services – Retail Chains– Computer Training Institutes – Auto Parts – Educational Services – Manpower Sourcing Agencies. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Shiva Ramu, (1997), “ <i>Franchising</i> ”, New Delhi: Wheeler Publishing Spinelli, Rosenberg & Birley (2004), “ <i>Franchising: A Pathway to Wealth Creation</i> ”, Pearson Education. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand the concepts and significance of Franchise Management, Historical Precedence of Franchising, Marketing Organisation, Franchising, Format Franchising and Internationalization. ➤ Comprehend with Franchising Operation: Franchisor, Franchise, Relationship between Franchisor and Franchisee, Franchise Programming: Preparation, Selection of Franchisee and Legal Aspects. ➤ Appreciate the role of Franchise Agreement: Content and Development and Marketing Efforts in Franchise Set Up. | | |

Name of the Course Teacher

Dr. G. Ilankumaran

| Semester - III | | | |
|---|---|-------------------|-----------------|
| Course code: 641327 | Principles of Retailing | Credits: 3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts Principles of Retailing; delves into the functions of retailing, types of retailing, forms of retailing based on ownership, Retail theories, Wheel of Retailing, Retail life cycle and Retailing in India. ➤ Knowledgeable in Consumer Behaviour in the retail context, buying decision process, influence of group and individual factors, Customer shopping behavior, Customer service satisfaction, Retail planning process, Preparing a complete business plan, implementation and risk analysis. ➤ Thorough in Merchandise Planning, Visual Merchandising, Retail Pricing Methods, Value Pricing and EDLP and Category Management. | | |
| Unit -I | Introduction to retailing: definition – functions of retailing - types of retailing – forms of retailing based on ownership - Retail theories – Wheel of Retailing – Retail life cycle - Retailing in India | | |
| Unit-II | Consumer Behaviour in the retail context – buying decision process – influence of group and individual factors - Customer shopping behaviour - Customer service satisfaction - Retail planning process – Factors to consider – Preparing a complete business plan – implementation – risk analysis. | | |
| Unit III | Merchandise Management: Introduction – Merchandise Planning – Visual Merchandising – Retail Pricing Methods – Value Pricing and EDLP – Category Management. | | |
| Unit IV | Merchandise Management: Introduction – Merchandise Planning – Visual Merchandising – Retail Pricing Methods – Value Pricing and EDLP – Category Management. | | |
| Unit V | Retail Marketing Mix and Communication - Promotion – Setting objectives – communication effects of promotional mix – Role of IT in Retailing: Barcodes and RFID – Retail MIS. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Barry Bermans and Joel Evans, (2002). “Retail Management – A Strategic Approach”, 8th edition, 2002, PHI private limited, Newdelhi. | | | |
| David Gilbert, “Retail Marketing Management”, 1st Indian Reprint, 2000, Pearson Education Limited, Newdelhi. | | | |
| Swapna Pradhan, (2006). “Retailing Management: Text and Cases”, New Delhi: TataMcgraw Hill | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand the concepts and significance of Principles of Retailing; delves into the functions of retailing, types of retailing, forms of retailing based on ownership, Retail theories, Wheel of Retailing, Retail life cycle and Retailing in India. ➤ Comprehend with Consumer Behaviour in the retail context, buying decision process, Customer shopping behavior, Customer service satisfaction, Retail planning process, Preparing a complete business plan, implementation and risk analysis. | | |

Name of the Course Teacher

Dr. G. Ilankumaran

| Semester - III | | | |
|---|---|-------------------|-----------------|
| Course code: 641328 | Direct Marketing | Credits: 3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ This session explores the major changes that are taking place, the key tools that can be used and how the direct marketing process can be effectively managed. It begins by explaining the meaning of direct marketing before discussing the use of database marketing. ➤ The management of direct marketing activities will then be explored, including setting objectives, targeting, achieving customer retention and creating action plans. | | |
| Unit -I | Direct marketing- Concept, growth and benefits , limitations – variants of Direct Marketing- Main tasks – lead generation, customer acquisition, development and retention. The key principles of targeting, interaction, control and continuity- Catalysts of change in modern marketing –From distance selling to interactive marketing. Direct marketing in real-time – interactive marketing, Direct marketing vs. marketing thru Channels. | | |
| Unit-II | Traditional Methods of Direct Marketing- Telemarketing - Multi Level Marketing (MLM) – Personal Selling - Automatic Vending Machines -Exhibition - Trade fares - Catalogue Marketing - Direct Mail– Company showrooms- factory outlets-own distribution- Increasing use of Web-based retailing. | | |
| Unit III | Technology that enables Direct & Interactive Marketing: Core marketing technology components; data warehousing, business intelligence appliances, campaign management applications, sales force automation, customer interaction and contact centre applications. Customer data, Different types, its value and management. Data-driven marketing planning – Introduction to CRM and e- CRM. The Impact of Databases - Consumer and Business Mailing Lists- Data fusion – marketing research and the customer database -Setting up a customer database - structure, function, data sources, software, processors, Real-time data collection for the website. | | |
| Unit IV | Integrating Direct Marketing Media: The role of brands and personalized marketing Communications - Media channels in a multi media age – Building brands through response and optimizing integrated communications –Differences between direct marketing media and non-direct media- Unique Characteristics of addressable media (direct mail, email, fax, phone, SMS) - lists, costs, duplications, privacy - Press, inserts and door-to-door - formats, costs and response. | | |
| Unit V | Technology mediated marketing channels - Interactive TV, mobile and SMS – the advance in digital marketing - Automatic vending machines- kiosk marketing- Direct mailing- Direct response methods- Home shopping/ teleshopping network- Creating Direct Mail Advertising - Online web advertising and email/permission Marketing- Data Protection and Privacy-self-regulation and codes of practice. | | |
| Reference and Textbooks:- | | | |
| Brondmo, H. P. (2000). <i>The engaged customer: the new rules of Internet direct marketing</i> . Harper Information. | | | |
| Hillstrom, K. (2006). <i>Hillstrom's Database Marketing: A Master's Complete Method for Success</i> . Direct Academy. | | | |
| Stone, B., & Jacobs, R. (1988). <i>Successful direct marketing methods</i> . Lincolnwood, IL: NTC Business Books. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ This course will create an insight to develop a comprehensive direct marketing strategy and improve prospecting skills learn the measurement techniques used in evaluating direct marketing efforts to know the ethical and legislation impacting direct marketing. | | |

Name of the Course Teacher

Dr. G. Ilankumaran

| Semester - III | | | |
|---|---|-------------------|-----------------|
| Course code: 641331 | Business Modelling and Simulation | Credits: 3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Gain an understanding of integrating business management principles and practice the theory in an interdisciplinary environment. ➤ Obtain the knowledge and skill to analyze a business process – not just at high-level. ➤ Apply critical thinking and problem solving skills in a rapidly evolving environment. ➤ Develop the skills necessary to effectively participate in primary business functions. | | |
| Unit -I | Basic Simulation Modeling - The Nature of Simulation - Systems, Models, and Simulation - 3 Discrete-Event Simulation - Simulation of a Single - Server Queuing System - Simulation of an Inventory System - Parallel/Distributed Simulation and the High Level Architecture - Steps in a Sound Simulation Study - Other Types of Simulation - Advantages, Disadvantages, and Pitfalls of Simulation | | |
| Unit-II | Modeling Complex Systems: Introduction - List Processing in Simulation - A Simple Simulation Language: simlib - Single-Server Queuing Simulation with simlib - Time-Shared Computer Model - Multi teller Bank With Jockeying - Job-Shop Model - Efficient Event - List Manipulation Simulation Software - Classification of Simulation Software - Desirable Software Features – General Purpose Simulation Packages | | |
| Unit III | Building Valid, Credible, and Appropriately Detailed Simulation Models - Management's Role in the Simulation Process - Statistical Procedures for Comparing Real-World Observations and simulation Output Data - Selecting Input Probability Distributions - Random-Number Generators - General Approaches to Generating Random Variates - Generating Continuous Random Variates Generating Discrete Random Variates - Generating Random Vectors, Correlated Random Variates. | | |
| Unit IV | Output Data Analysis for a Single System - Transient and Steady State Behavior of a Stochastic Process - Types of Simulations with Regard to Output Analysis - Multiple Measures of Performance - Time Plots of Important Variables - Comparing Alternative System Configurations Confidence Intervals for the Difference Between the Expected Responses of Two Systems - Confidence Intervals for Comparing More than Two Systems - Ranking and Selection | | |
| Unit V | Experimental Design and Optimization: Introduction - 2^k Factorial Designs - 2^{k-p} Fractional Factorial Designs - Response Surfaces and Metamodels – Simulation Based Optimization - Simulation of Manufacturing Systems: Introduction - Objectives of Simulation in Manufacturing - Simulation Software for Manufacturing Applications - Modelling System Randomness. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Kelton, W. D., Sadowski, R. P., & Sturrock, D. T. (2001). Simulation with Arena. 2003. Sydney: McGraw4Hill. | | | |
| Laguna, M., & Marklund, J. (2013). <i>Business process modeling, simulation and design</i> . Chapman and Hall/CRC. | | | |
| Law, A. M., Kelton, W. D., & Kelton, W. D. (2000). <i>Simulation modeling and analysis</i> (Vol. 3). New York: McGraw-Hill. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Know about the integrating business management principles and practice the theory in an interdisciplinary environment ➤ Skill of analyzing about business process ➤ Critical thinking and problem solving skills in a rapidly evolving environment ➤ Skills of effectively participate in primary business functions | | |

Name of the Course Teacher

Dr.K.Chandrasekar

| Semester - III | | | |
|---|--|-------------------|-----------------|
| Course code: 641332 | Integrated Materials Management | Credits: 3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Concepts and procedural aspects of the Integrated Materials Management ➤ Purchasing, stores and warehousing concepts ➤ Inventory management and cross functional areas using both qualitative and quantitative methods. ➤ Applications of computers in Materials Management | | |
| Unit -I | Introduction and Basic Concepts - significance of Integrated Materials Management - Materials codification and computerization – Process of Materials Planning and Control | | |
| Unit-II | Inventory Planning and control Models – Theory and Practice – ABC and VED classifications EOQ – Reorder point – Lead Time Analysis – Safety Stocks – Q system – P system– S system. Materials Requirement Planning (MRP) - Inventory Audit and Inventory Information Systems. | | |
| Unit III | Purchasing Fundamentals – Make or Buy – Source Selection – Vendor Rating – Value Analysis. Purchase Negotiations – Purchase Timing – Purchase Contracts – Purchase Insurance Purchasing Capital Goods, Seasonal Goods, and Imported Goods - Deferred Payment Schemes – Lending Institutions – Leasing Trends. Governmental buying –Evaluation of Purchase performance | | |
| Unit IV | Ware Housing and Stores: Location and Layout– Different typical models - Stores Procedures and Records for Receipt, Inspection, Issue, Reorder checking – Kardex Stores Accounting. | | |
| Unit V | Practical problems in Management of Dead stocks, Surplus stocks and scraps – Evaluation of Stores Performance - Materials Handling and Transportation Management issues. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Datta, A. K. (1978). <i>Integrated Materials Management: A Functional Approach</i> . S. Chand. | | | |
| Gopalakrishnan, P. (2001). <i>Purchasing and materials management</i> . Tata McGraw-Hill Education. | | | |
| Patel M.D, Cheenawalla A and Patel D.R <i>Integrated Materials Management: Concepts and Cases</i> . | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand about Integrated Materials Management ➤ Well Known about the Purchasing, stores and warehousing concepts ➤ Can differentiate the qualitative and quantitative methods by inventory management ➤ Known about warehousing and its typical models | | |

Name of the Course Teacher

Dr.K.Chandrasekar

| Semester - III | | | |
|---|---|-------------------|-----------------|
| Course code: 641333 | Logistics Management | Credits: 3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ To understand the role and importance of logistics in modern day economy. ➤ To discuss the relationship between logistics and other functional areas. ➤ To analyze logistics systems from different perspectives to meet desired corporate objectives. ➤ To discuss about logistics positioning and Logistics customer service | | |
| Unit -I | Logistics Management: Definition of logistics and the concepts of logistics. Logistics Activities: Functions of the logistics system – transportation, warehousing, order processing, information handling and procurement – Logistical Operations Integration, Customer service – Supply Chain Relationships – Global Logistics. | | |
| Unit-II | Materials Management: Materials management functions and control - inventory management in logistics system - MRP I & II systems - multi-echelons – Warehousing - Material handling – Packaging | | |
| Unit III | Distribution Management: Facility location - Classical location problems - Strategic planning models for location analysis - location models - multi objective analysis of location models - Integrated Models of Location and Routing - Role of transportation in a supply chain - direct shipment, cross-docking; push vs. pull systems; transportation decisions (mode selection, fleet size) - market channel structure. | | |
| Unit IV | Logistics Customer Service: Modelling logistics systems - Simulation of logistic systems - cost effective distribution strategies - Value of information in logistics - E-logistics - risk pooling effect International and global issues in logistics - Integrated functional activities in logistics - Role of government in international logistics and Principal characteristics of logistics in various countries and regions | | |
| Unit V | Logistics Positioning: Planning and Design Techniques - Logistics Organization - Logistics in different industries: Third party and fourth party logistics - Airline Schedule Planning - Railway Networks - Postal services - the maritime industries - health care industry and other service industries. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Bowersox, <i>Logistical Management</i> , Mc-Graw Hill, 2000 | | | |
| David Bloomberg, Stephen LeMay, Joe Hanna: <i>Logistics</i> , Prentice Hall 2001. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Knowing about the role and importance of logistics in modern day economy ➤ Knows about relationship between logistics and other functional areas ➤ Understand about logistics systems from different perspectives to meet desired corporate objectives. ➤ Elaborate knowledge about logistics positioning and Logistics customer service | | |

Name of the Course Teacher

Dr.K.Chandrasekar

| Semester - III | | | |
|--|---|-------------------|-----------------|
| Course code: 641334 | Maintenance Management | Credits: 3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts and significance of a maintenance plan for a technical system ➤ Knowledgeable in applying maintenance approaches to achieve continuous improvement ➤ Thorough in problem-solving models to maintenance ➤ Understand the performance management system for maintenance | | |
| Unit -I | Maintenance Management -Objectives, Importance – Functions – Structure of the Maintenance Management - Role of maintenance, Centralized and decentralized maintenance organisation structures - Environment of Good Maintenance – Inventory Management in Maintenance & its service level – Maintenance cost. | | |
| Unit-II | Maintenance system - Types of maintenance - Break down maintenance - Routine maintenance - Predictive maintenance - Preventive maintenance - Corrective maintenance - Total Productive maintenance - Design maintenance - Contract maintenance - Design and selection of maintenance systems | | |
| Unit III | Maintenance planning and scheduling – establishing a maintenance plan – items to be maintained-safety precautions – characteristics of items to be maintained – classification of items – maintenance procedure – guidelines for matching procedures to items – universal maintenance procedure – establishing a new maintenance schedule - Pareto's principles for repetitive breakdown analysis - Spares management - Planning considerations for each type of activities. | | |
| Unit IV | Maintenance man power planning - Selection & Training - Maintenance work measurement - Time standards - Incentive schemes. Scheduling maintenance costs - Budget preparation and budgetary control of maintenance expenditures. Maintenance effectiveness - various performance indices and their evaluation - uses and limitations - monitoring of maintenance performance. Replacement Technique | | |
| Unit V | TPM and its Application – development and scope – basic systems of TPM – procedures and steps – productivity circles – TPM Planning and Implementation - TPM as a part of TQM – benefits of TPM - Application of Computer in maintenance. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned | | |
| Reference and Textbooks:- | | | |
| <p>Anthony Kelly, <i>Maintenance Planning and Control</i>, East West Press Pvt. Ltd Gopalakrishnan, P & Sundararajan, '<i>Maintenance Management</i>', Prentice Hall Of India, New Delhi, 1996.</p> | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Develop a maintenance plan for a technical system; ➤ Apply maintenance approaches to achieve continuous improvement ➤ Apply problem-solving models to maintenance ➤ Develop a performance management system for maintenance | | |

Name of the Course Teacher

Dr.K.Chandrasekar

| Semester - III | | | |
|--|---|-------------------|-----------------|
| Course code: 641335 | Modern Manufacturing Management | Credits: 3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ To recognize manufacturing organizations, including job shops, flow lines, assembly lines, work cells. ➤ To have a basic understanding of time and motion study, work sampling, and process flow charting. ➤ To have a basic understanding of current manufacturing control theories, such as lean thinking, Opt, and JIT. ➤ Solve basic scheduling problems for assembly lines, job shops | | |
| Unit -I | Product Design: Product Design, Selection, Objectives of functional Subsystems, design objectives development stages, sequence, Modular design, Standard assemblies, Robust Design. Process Selection: Technological design, Basic process factors, Equipment choice, Production throughput strategies. | | |
| Unit-II | Location and Layout Design: Location Techniques – Locational flexibility; Specific evaluation methods, Variable weights, Weight-cum-rating, Composite measure methods; Locational Break-even analysis. Layout of the physical System – Importance and function; objectives; Types of Layout – Product, Process, Cellular, Job shop, Project Lay out; Plant Lay out factors; lay out Design Procedure; REL Chart; From-To-Chart Technique; Load-Distance analysis Chart; Line Balancing. | | |
| Unit III | Design of Production Planning and Control – Production Planning Strategies; Forecasting techniques – Exponential Smoothing; Linear regression analysis; Standard error of estimate; Forecast errors – Sources and measurement; Mean absolute Deviation; Tracking signal; Production Planning Techniques. | | |
| Unit IV | Design of scheduling systems – Priority rules for job allocation; schedule evaluation criteria; Johnson’s method; Assignment method; schedule chart; Batch Scheduling by run out method. | | |
| Unit V | Modern Concepts: Lean Manufacturing – Discrete Manufacturing - Replacement Decision Model – RFID in Manufacturing – Quality Assurance: Six Sigma concepts - ISO 9000 – KANBAN – KAIZEN – Quality Circles - TQM and TPM. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| <p>Adam. E. Everette and Ebert J. Ronald, <i>Production and Operations Management</i> By PHI. Menon K.S., <i>Purchasing and Inventory Control</i> by Wheeler Publishing Co.</p> <p>Alan Mublemaan, John Oakland and Keith Lockajer, <i>Production and Operations Management</i> by MacMillan.</p> <p>Chase.B..Richard and Aquitans . J. Nicholas, <i>Production and operations management – A life cycle approach</i> by Richard D. Irwin, Inc., Illinois.</p> | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ An ability to use the techniques, skills, and modern engineering tools necessary for Management practice ➤ An understanding of the integrated, interdisciplinary nature of the discipline. ➤ The broad education necessary to understand the impact of management solutions in a global and societal context | | |

Name of the Course Teacher

Dr.K.Chandrasekar

| Semester - III | | | |
|---|--|-------------------|-----------------|
| Course code: 641341 | Organization Culture and Development | Credits: 3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Examine the Organizational Culture, Characteristics and Dimensions ➤ Identify key characteristics, Theory and Practice of Organisational Development ➤ Analyze action research as a Process ➤ Assess Organisational Development Interventions ➤ Analyze Organizational Change: Causes – Objectives | | |
| Unit -I | Organizational Culture: Characteristics – Dimensions – Developing Organizational Culture – Changing Organizational Culture – Effects of Culture on Work – Managing Organizational Culture | | |
| Unit-II | Theory and Practice of Organisational Development – Operational Components – Diagnostic, Action and Process – Maintenance component. | | |
| Unit III | Action Research as a Process – An approach – History, Use and Varieties of Action research – When and how to use Action Research in Organisational Development. | | |
| Unit IV | Organisational Development Interventions – Team Interventions - Inter-group Interventions – Personal, Interpersonal and Group Process Interventions – Comprehensive Interventions – Structural Interventions. | | |
| Unit V | Organizational Change: Causes – Objectives – Kinds – Types – Process of Change – Resistance to Change – Strategies for Managing Change. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| <p>French, Bell and Zawacki, <i>Organisation Development Theory, Practice & Research</i>, Universal Book Stall, Third Edition.</p> <p>J. N. Jain & P. P. Singh, <i>Modern Organizational Development and Change: Principles and Practices</i>, Regal Publications</p> <p>Paul S. Goodman, <i>Assessing Organisational Change</i>, John Wiley and Sons, '79.</p> <p>Wendell I French, Cecil H Bell Jr. <i>Organisation Development</i>, PH1 Fourth Edition</p> | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Manage Organizational Culture ➤ Understand Operational Components like Diagnostic, Action and Process – Maintenance component. ➤ Develop an ability to better understand make use of organizations development interventions. | | |

Name of the Course Teacher

Dr. M. Ayisha Millath

| Semester - III | | | |
|--|--|-------------------|-----------------|
| Course code: 641342 | Advanced Behavioral Science | Credits: 3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ To study basic knowledge and principles stemming from disciplines of psychology, social psychology, and ➤ To understand the concept of transactional analysis ➤ To study about managerial counselling, formulation of behavior change goals ➤ To study about Behaviour Modification Principles & Practice | | |
| Unit -I | Relationship between Behavioural Science and other functional areas of Management – Role of advanced Behavioural Science in organisational Life – Advanced Behavioral Science Vs Organisation Development – Interventions and Strategies. | | |
| Unit-II | Transactional Analysis and its importance – Use of strokes, stamps, Sweatshirts and rackets. Assertiveness – Nature – Importance – Relevance in organisational Life – Individual Assertiveness and communication. | | |
| Unit III | Performance Review , TA tips for Performance interview – Goal setting – Development planning with subordinates – Analysing performance problems. | | |
| Unit IV | Behaviour Modification Principles & Practice: Objectives - Formulation of Behavior Change Goals - Intervention Planning - Classification of Behavior Change Techniques - Developing the Intervention Plan - Implementing the Behavior Change - Evaluating the Effectiveness of the Behavior Change Program. | | |
| Unit V | Managerial counselling – Elements of Counselling – Developing the organisation – Helping and Predicting people’s problem – Anxiety and Stress at work – Training for counselling. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| <p>Cooper D.L, <i>Improving Interpersonal Relations</i> – Some Approaches to Social Skill Training, Gower, 1987.</p> <p>De Board, R. (1983). <i>Counselling People at Work: an introduction for managers</i>. Aldershot, Hants., England: Gower; Brookfield, VT: Distributed exclusively in North America by Gower.</p> <p>Marrison J.H and O’ Hearne JJ. <i>Practical Transactional Analysis Management</i>, Addison, Wesley Publishing Co. 1977.</p> <p>Zuker, E. (1983). <i>Mastering assertiveness skills: Power and positive influence at work</i>. American Management Associations.</p> | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Grasp basic knowledge about behavioral science. ➤ Appreciate the value of behavioral sciences in modern life. ➤ Acquire knowledge in Transactional Analysis and its importance ➤ Develop and approach fundamental issues of Counselling with respect to business management. | | |

Name of the Course Teacher

Dr. M. Ayisha Millath

| Semester - III | | | |
|--|---|-------------------|-----------------|
| Course code: 641343 | Industrial Relations | Credits: 3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ To understand the Industrial Relations: Human Rights and Labourers ➤ To know about Development of Trade Unionism in India ➤ To relate the Concept of Industrial relations – Social obligations of Industry. ➤ To understand the Process of collective bargaining, Problems and prospects ➤ To know about Employee safety programme – Types of Safety organisation | | |
| Unit -I | Industrial Relations: Human Rights and Labourers – Social, Legal and Natural Justices, Industrial Relations System, Cause for Poor industrial relations, Recommendations of National Commission of Labour, Industrial Relations in developed countries – International Labour organization – Objectives, Structure & Functions. | | |
| Unit-II | Development of Trade Unionism in India –Central Organisation of workers in India - Role of internal Trade Union – Inter and Intra Union rivalries – Union recognition. International Labour movement: ICFTU –WFTU – ILO – History, objective and functions – Convention and recommendations. | | |
| Unit III | Concept of Industrial relations – Social obligations of Industry – Role of Government, employers and the Unions in Industrial relations – Industrial relations machinery – Joint consultation – Works committee, Conciliations – Adjudication, Voluntary arbitration – Workers participation in Industry – Grievance procedure. | | |
| Unit IV | Process of collective bargaining – Problems and prospects – Bipartism in agreements – Code of conduct and code of discipline – Wage boards – Reports of wage boards – Management of strikes and lockouts. | | |
| Unit V | Employee safety programme – Types of Safety organisation – Safety committee – Ergonomics, Damage control and system, safety. Employee communication – House journals – notice boards suggestion schemes – upward communication, personnel counselling and mental health - Educational and social development – Modern Trends. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| <p><i>Dynamics of Industrial Relations in India</i>, Mamoria & Mamoria Himalaya Publishing House, Mumbai.</p> <p>Michael, V. P. (2001). Labour Welfare Measures and Labour Welfare Officers. <i>Human Resource Management and Human Relations</i>, Himalaya publishing House, Mumbai, 612618.</p> <p>Monappa, A. (1990). Labour Welfare and Social Security. <i>Industrial Relations</i>, Tata McGraw-Hill Publishing Company Limited, New Delhi, 243-271.</p> <p>Yoder, D. (1942). Personnel management and industrial relations.</p> | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Explain the relation between employer and employee. ➤ Identify the rights and responsibilities of union and management in that process. ➤ Identify the role of Government, employers and the Unions in Industrial relations ➤ Examine the process of collective bargaining ➤ Explain the Employee safety programme and Types of Safety organisation | | |

Name of the Course Teacher

Dr. M. Ayisha Millath

| Semester - III | | | |
|--|---|-------------------|-----------------|
| Course code: 641344 | Human Resource Accounting and Auditing | Credits: 3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ To make students understand system of HRA&A (Human resources accounting and auditing). ➤ To impart knowledge to students on how managerial decision-making can be improved with the help of HRA. ➤ The disclose information in relation to efficient utilization of human resources for increasing productivity and implement better administrative system. | | |
| Unit -I | Introduction: meaning and definition of HRAccounting – Importance: Development of the concept - Objectives of Human Resource Accounting - HRA for Managers and HR Professionals; Investment in Human Resources - Quality of Work Force and Organization’ Performance - Efficient use of Human Resource - Human Capital. Measurement of Human Value addition into Money Value - Approaches to Human Resource Accounting. | | |
| Unit-II | Investment Approach - Investment in Human Resources; HR Value - Concepts, Methods and Mechanics; Recruiting and Training Costs - Depreciation - Rates of Return - Organization Behavior vs. Turnover - Non Value Adds in the Management of Human Resources, Measures and prevention - Improvement Determination of changes in Human Resource Variables - Increased Costs, Cost Reduction and Future Performance. | | |
| Unit III | Responsibility Accounting and Management Control - Design of Hr Accounting process and Procedures for each of the HR Sub - System including Recruitment, induction, PA and Training; Classification of Costs in HR Accounting. | | |
| Unit IV | HR Audit: introduction -Basic concepts and components – objectives – human resource development and HR Audit. | | |
| Unit V | HRD Audit Methodology and Issues Interviews – Observation – Questionnaires – HRD Scorecard – Writing the HRD Audit report – Designing and Using HRD Audit for Business Improvement. | | |
| Unit VI | Dynamic component for continuous internal assessment only: Contemporary developments related to thy course during the semester concerned. | | |
| Reference and Textbooks:- | | | |
| Accounting for Human Resources: Rakesh Chandra Katiyar, UK Publishing House. | | | |
| Kalpana, R. (2018). Trends and Issues of Human Resource accounting. | | | |
| Neck, M. C. C., & Mlancuso, C. P. (1998). PUELICATIONS RECEIVED. <i>Human Resource Management</i> , 37(1), 97. | | | |
| Saeed, M., & Kulshrestha, D. K. (1990). <i>Human resource accounting</i> . Anmol Publications. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Provide cost value information about acquiring, developing, allocating and maintaining human resources. ➤ Enable management to monitor the use of human resources. ➤ Finding depreciation or appreciation among human resources. ➤ Assisting in developing effective management practices. | | |

Name of the Course Teacher

Dr. M. Ayisha Millath

| Semester - III | | | |
|--|--|------------------|-----------------|
| Course code: 641345 | Performance Management | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Examine the concept of Performance management ➤ Identify key characteristics of performance appraisal ➤ Idea about competency mapping ➤ Assess about tools for measuring performance. | | |
| Unit -I | Performance Appraisal: A conceptual framework: Objectives - Purposes - Process - Benefits - Limitations - Criteria for effective appraisal - Performance appraisal vs. Performance management. Fundamental Aspects of Performance Management. | | |
| Unit-II | Performance planning - Meaning - Need - Considerations - Planning individual performance - Key Performance Areas (KPA) & Key Result Areas (KRA) - Identification of Target; Action Plans and Goal Setting - Measuring performance: Principles of measurement- Criteria for performance - Measurement scales system- -: The Balanced Scorecard - Economic Value Added and other measures - Types of measures - Performance data - Competency levels – Benchmarking - Performance indicators. | | |
| Unit III | Tools for measuring performance; HR Scorecard- HR Accounting- Assessment and Development Centre- 360 Degree Appraisal- 540 Degree Appraisal- Behaviorally Anchored Rating Scale (BARS) - Competency Analysis and Competency Mapping. | | |
| Unit IV | Reward systems and performance - the role of motivation in performance management- Reward and recognition - Types of incentives- Bases for determining incentives- Reward Management - Reward Management and HRM- ESOPS - Reward Management Process- Evaluating the reward system. | | |
| Unit V | Performance Evaluation – Counseling: Definitions of counseling- Objectives - Essential conditions - Process - Coaching: Aims - Process - The coaching model- problem-solving Evaluation and Maintenance of Performance Evaluation- Check- List - Evaluation : Review meetings- Attitude surveys- Focus groups- Performance monitoring: Methods of Monitoring. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| <p>Armstrong, M. (2006). <i>Performance Management- The new realities</i>, Kogan Page India Ltd.</p> <p>Armstrong, M. (2006). <i>A Hand book of Reward Management Practice</i>, Kogan Page India Ltd.</p> <p>Rao, T.V. (2004). <i>Performance Management and Appraisal System</i>. Excel Books</p> | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand the concept of performance management. ➤ Comprehend the key objectives of performance appraisal. ➤ Apply the tools for measuring performance management. ➤ Understand about the evaluation of performance. | | |

Name of the Course Teacher

Dr. M. Ayisha Millath

| Semester - III | | | |
|--|--|-------------------|-----------------|
| Course code: 641346 | Change & Dynamics in Organisations | Credits: 3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ To ground students in the knowledge in managing difficult situations faced in managing social and economically dynamic organizations. ➤ To understand the forms of Organisational Change ➤ To understand about Mergers and Acquisitions and Turn Around Management ➤ To make understand about Diagnostic Methodology and Interventions in Organisational Change ➤ To get an idea of group dynamics and role dynamics | | |
| Unit -I | Concept of Managing Change: Understanding Change, Types of Change, Factors Critical to Change - Organisational Culture and Change - Cross Cultural Experiences. | | |
| Unit-II | Forms of Organisational Change: Emerging Organisational Forms and Structures - Mergers and Acquisitions, Turn Around Management, Process Based Change, Group Based Approaches to Change. | | |
| Unit III | Diagnosis and Intervention: Organisational Diagnosis – Issues and Concepts, Diagnostic Methodology -Interventions in Organisational Change, Evaluation of Organisational Change. Role of Change Agent: Roles in Managing Change - Skills for Managing Change, Managing Resistance to Change - Role of Leadership in Managing Change, Managing Transition. | | |
| Unit IV | Group Dynamics: Understanding Groups, Phases of Group Development, Group Cohesion and Alienation - Conformity and Obedience - Role Dynamics: Role Analysis, Organisational Stress and Burnout, Coping with Stress and Burnout - Power Dynamics: Bases of Power, The Process of Empowerment, Decentralisation and Delegation, Transformational Leadership. | | |
| Unit V | Organisational Dynamics: Organisational Culture, Social Responsibilities of Organizations - Organisational Ethics and Values - Process of Learning Organizations, Inter-Organisational Dynamics: Cross Cultural Dynamics - Strategic Alliances and Coalition Formation - Management of Diversity. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Benis W G., <i>Essay in Interpersonal Dynamics</i> , Dorsey Press | | | |
| J. N. Jain & P. P. Singh, <i>Modern Organizational Development and Change: Principles and Practices</i> , Regal Publications | | | |
| Moore, M D, <i>Inside Organization: Understanding The Human Dimensions</i> , London Press | | | |
| Paul S.Goodman, <i>Assessing Organisational Change</i> , John Wiley and Sons. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ To identify and explain the various organizational dynamics. ➤ To manage organizational effectiveness. ➤ To apply Diagnosis and Intervention and Organisational Diagnosis ➤ To implement the Roles in Managing Change ➤ To get the Skills for Managing Change and Managing Resistance to Change | | |

Name of the Course Teacher

Dr. M. Ayisha Millath

| Semester - III | | | |
|--|--|-------------------|-----------------|
| Course code: 641347 | Organisational Stress and Conflict Management | Credits: 3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Examine the Nature of Stress — Constructs and Problems: Occupational Stressors ➤ Identify key characteristics and different Leadership Styles in Stressful and Non-Stressful Situations. ➤ Assess Conflict Management – Approaches & view of conflict ➤ Understand Conflict Management. | | |
| Unit -I | Nature of Stress — Constructs and Problems: Occupational Stressors, Role Stress, - Sources of Managerial Stress - Stress and Change Management, Stress and Conflict - Leadership Styles in Stressful and Non-Stressful Situations - Decision Making under Stress. | | |
| Unit-II | Stress and Thought Processes — Learning, Stress and Personality - Behavioural and Situational Modifiers, Stress and Motivation - Verbal and Non-verbal Indicators of Stress Assessment of Stress. | | |
| Unit III | Coping with Resources and Processes — Assertiveness Training – Burnout - Stress and Social Support - Group Processes and Changing Values for Understanding and Coping with Stress. | | |
| Unit IV | Conflict Management – Approaches & view of conflict, Conflict interaction processes – Conflict resolution – Negotiation – Personal & workplace conflicts. | | |
| Unit V | Constructive and Destructive conflict - Conflict Process - Strategies for encouraging constructive conflict - Strategies for resolving destructive conflict. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Keith Davis, <i>Human Behaviour at Work</i> , McGraw Hill Book Co., 1991. | | | |
| Gregory Moorehead and R.S. Griffin, <i>Organisational Behaviours: Managing People and Organisations</i> , Jaico, 1994. | | | |
| Stephen P Robbins, <i>Managing Organizational Conflict: A Non Traditional Approach</i> , Prentice Hall, 1974. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Identify one's primary approach to handling conflict. ➤ Decision Making under Stress. ➤ Behavioural and Situational Modifiers, Stress and Motivation. ➤ Approaches & view of conflict and Conflict interaction processes. ➤ Propagate stress personally and within work environment. | | |

Name of the Course Teacher

Dr. M. Ayisha Millath

| Semester - III | | | |
|---|---|-------------------|-----------------|
| Course code: 641348 | Staffing Strategies | Credits: 3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ To understand the Staffing strategies planning and concepts ➤ To understand the purpose and benefits of staffing strategies | | |
| Unit -I | Introduction - the need for a Strategic Staffing planning process- Business and Staffing Strategies-Background - Issues driving the need for Strategic Staffing -Purpose of the guide - The guide as a living document | | |
| Unit-II | Basic Strategic Staffing Concepts- Parameters of Strategic Staffing- What Is Strategic Staffing- Purpose of Strategic Staffing- Benefits of Strategic Staffing process | | |
| Unit III | A Recommended Process - Description -Roles and responsibilities- Involving others- Strategic Staffing model- Methods of measuring results- Linkages to other processes- Timelines- Addressing costs | | |
| Unit IV | Tools, Techniques, and Hints - Implementation checklist- Demand exercises- Gap matrix example-Spreadsheet template- Suggestions | | |
| Unit V | Recruiting, Measurement, Assessing External Candidates, Assessing Internal Candidates, Choosing and Hiring Candidates, Managing Workforce Flow, Staffing Systems Evaluation and Technology | | |
| Unit VI | Dynamic component for continuous internal assessment only: Contemporary developments related to thy course during the semester concerned. | | |
| Reference and Textbooks:- | | | |
| Heneman III, G. Herbert and Timothy A. Judge (2012). <i>Staffing Organizations</i> , 6/e; New Delhi:McGraw-Hill | | | |
| Jean, M. Phillips (2015). <i>Strategic Staffing</i> , 3/e; New Delhi: Pearson Education | | | |
| Roberts, D. Gatewood, Hubert S. Feild, and Murray Barrick (2011). <i>Human Resource Selection</i> , 7/e; New Delhi: Cengage Learning. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Able to know the Staffing strategies planning and concepts ➤ Able to find the purpose and benefits of staffing strategies | | |

Name of the Course Teacher

Dr. M. Ayisha Millath

| Semester - III | | | |
|--|--|------------------|-----------------|
| Course code: 641351 | System Analysis and Design | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts and significance of Systems analysis, System design, System development life cycle. ➤ Knowledgeable in Data flow diagrams, data modeling with logical entity relationship, Process modeling with logical data flow diagrams, data dictionary, decision tree, decision tables, structured English. ➤ Thorough in Designing conventional computer files and controls, modern computer data base, computer outputs and controls, computer inputs and control. | | |
| Unit -I | System Concepts – Definition, Characteristics of a System – Elements of a System, Types of Systems, Introduction to systems analysis and design – Systems analysis, System design, System development life cycle. | | |
| Unit-II | System Analyst: Preparing for career as system analyst, general business knowledge, technical skills, communication skills – Role of system analyst – Change agent – Investigator and monitor – Psychologist – Sales person – Motivator – Politician – Place of the system analyst position in the MIS organisation. | | |
| Unit III | System Analysis: Problems with system development life cycle approach – Need for structured approach – information gathering – a problem solving approach – Data flow diagrams, data modeling with logical entity relationship, Process modeling with logical data flow diagrams, data dictionary, decision tree, decision tables, structured English. | | |
| Unit IV | System Design: Introduction – The process of design logical and physical – Designing conventional computer files and controls, modern computer data base, computer outputs and controls, computer inputs and control - Code design, Computer based methods, Procedures and controls. | | |
| Unit V | System Implementation : System testing conversion – Combating resistance to change – Post testing conversion – Combating resistance to change – Post-implementation review - Software maintenance – Hardware / Software selection – Security : Disaster / recovery and ethics in system development. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Elias M Awad, <i>System Analysis and Design</i> , Mcgraw Hill | | | |
| I.T. Hawryszkiewycz, <i>Introduction to systems Analysis and Design</i> , PHI. | | | |
| Jeffrey L Whitten, Lonnie D Bentley & Victor M Barlow, <i>Systems Analysis and Design Methods</i> , Golgotia Publications. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Gather data to analyse and specify the requirements of a system ➤ Design system components and environments. ➤ Design a database for storing data and a user interface for data input. | | |

Name of the Course Teacher

Mr. S.Sathish

| Semester III | | | |
|---|---|------------------|-----------------|
| Course code: 641352 | Relational Database management | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts and significance of Relational database system, Database Planning and development, Database organizing, and Database Management and its usage for business application. ➤ Knowledgeable in Data Independence and Interdependence, the Entity-Relationship Model, Data Models. ➤ Thorough in Database Security Concepts, Security Features, Database Administration, Managing Users. | | |
| Unit -I | Database Management: Fundamental of Data Processing, Logical data elements, file organization, file Processing and Management Problems. Database Planning and development, Database organizing, Database Management and its usage for business application | | |
| Unit-II | Database Systems: Concepts – Structures – Data Independence and Interdependence - The Entity-Relationship Model. - Data Models - Storage Structure – Features of Large Database | | |
| Unit III | Relational Data model – Rules – Relational Operations – Architecture of System R and ORACLE – Normalization - Structured Query Language - Relational Algebra and Relational Calculus | | |
| Unit IV | Failure and Recovery: Failure Types – Recoverability – Recovery Process – Activities Protocol – Concurrency control and Automatic Recovery – Distributed Database and Replication | | |
| Unit V | Database Security: Concepts – Security Features – Database Administration: Managing Users – applications – Architecture of a Hierarchical DBMS - The Architecture of Network-Based DBTG System. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Abramson, Ian; Abbey, Michael; Corey, Michael, (2004). <i>Oracle Database 10g: ABeginner's Guide</i> , New Delhi: Tata Mcgraw Hill. | | | |
| Narang Rajesh, (2005). <i>Database Management Systems</i> , New Delhi: Prentice Hall of India | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Master the basic concepts and understand the applications of database systems ➤ Construct an Entity-Relationship (E-R) model from specifications and to transform to relational model. | | |

Name of the Course Teacher

Mr. S.Sathish

| Semester - III | | | |
|---|--|------------------|-----------------|
| Course code: 641353 | Software Engineering | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts and significance of Systems analysis, System design, System development life cycle. ➤ Knowledgeable in Data flow diagrams, data modeling with logical entity relationship, Process modeling with logical data flow diagrams, data dictionary, decision tree, decision tables, structured English. ➤ Thorough in Designing conventional computer files and controls, modern computer data base, computer outputs and controls, computer inputs and control. | | |
| Unit –I | Introduction: Definition of Software and Software Engineering – Phases in Software Development – Software Development Process, Models – Role of Management in Software Development – Role of Metrics and Measurement. | | |
| Unit-II | Software Requirements Specification (SRS): Role of SRS – Problem Analysis – Requirement Specification – Validation – Metrics – Monitoring and Control. Planning a Software Project: Cost Estimation – Project Scheduling. | | |
| Unit III | System Design: Design Objectives – Design Principles – Module Level Concepts – Design Methodology – Structured Design: Design Methodology - Object-Oriented Approach – Design Specification – Verification – Metrics – Monitoring and Control. | | |
| Unit IV | User Interface Design Methodology – GUI Design Methodology – Task and Object Modeling - Detailed Design: Module Specifications – Detailed Design and Process Design Language – Verification – Metrics – Monitoring and Control | | |
| Unit V | Coding and Testing: Programming Practice – Code review – Unit Testing – White Box Testing – Software Reliability and Quality Management – Software Reuse. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| <p style="margin-left: 40px;">Jawadkar. W. S. (2004), <i>Software Engineering</i>, New Delhi: Tata Mcgraw Hill</p> <p style="margin-left: 40px;">Rajib Mall, (2004), <i>Fundamentals of Software Engineering</i>, Prentice Hall of India</p> <p style="margin-left: 40px;">Richard Fairlay, (1985), <i>Software Engineering Concepts</i>, McGraw Hill Book Company ISE.</p> | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand the issues affecting the organisation, planning and control of Software-based systems development. ➤ Complete the analysis and design of a small software intensive system. ➤ Read and understand the professional and technical literature on software engineering. | | |

Name of the Course Teacher

Mr. S.Sathish

| Semester - III | | | |
|--|---|------------------|-----------------|
| Course code: 641354 | Data Communication Systems and Network | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts and significance Data Communication and Networking, Network Hardware, LAN, WAN, MAN and Wireless networks. ➤ Thorough in Network Software and Protocol Hierarchies ➤ Competent in Network Design Issues, Routing Algorithms, The Network layer in the Internet ➤ Introduce the student to advanced networking concepts, preparing the student for entry Advanced courses in computer networking. | | |
| Unit -I | Introduction to Data Communication and Networking - Network Hardware – LAN, WAN, MAN - Wireless networks – Wi Fi Systems – Functions of Server – Client – Router | | |
| Unit-II | Network Software – Protocol Hierarchies – Design issue for layers – interface and services; Connection and Connection less services. Reference Models – OSI & TCP / IP Network Standardization. | | |
| Unit III | Transmission Media – magnetic media – Twisted Pair – Coaxial cable – Fiber optics. Wireless Transmission – The Telephone System – ISDN & ATM, Cellular Radio – Communication Satellites. Data Link Layer – error control – Flow control Examples Data Link protocols. | | |
| Unit IV | The Medium Access Sublayer – The Channel allocation problem – Multiple Access Protocols – Bridger and Satellite Networks. The Network Layer – Design Issues – Routing Algorithms – The Network layer in the Internet. | | |
| Unit V | The Transport Layer – Elements of transport protocols – The internet transport protocols – performance issues. The Application Layer – Network security – Domain name system – SNMP Model – Intranet and Internet - Multimedia Communications - VoIP, SIP, and voice over data services. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Tanenbaum, A. S. (1995). <i>Distributed operating systems</i> . Pearson Education India. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Independently understand basic computer network technology. ➤ Understand and explain Data Communications System and its components. ➤ Identify the different types of network topologies and protocols. | | |

Name of the Course Teacher

Mr. S.Sathish

| Semester - III | | | |
|---|--|------------------|-----------------|
| Course code: 641355 | Data warehousing and Data Mining | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Interpret the contribution of data warehousing and data mining to the decision support level of organizations. ➤ Evaluate different models used for OLAP and data pre-processing. ➤ Design and implement systems for data mining. ➤ Evaluate the performance of different data mining algorithms. | | |
| Unit –I | Data Mining: Process – Applications – Techniques – Guidelines for successful data mining – Association Rules Mining – Apriori Algorithm – Data mining software | | |
| Unit-II | Classification and Decision Tree – Tree Induction Algorithm – Split Algorithm – Naïve Bayes Method – Evaluation criteria for classification methods – Web data mining: Content mining – structure mining – usage mining – search engine functionality – search engine architecture | | |
| Unit III | Data Warehouse: Data Marts – Why and How to build a Data Warehouse – Data Content – Metadata – Tools to design a warehouse | | |
| Unit IV | Data Warehousing Architectural Strategies – Organizational Issues – Design considerations – performance considerations – National Data Warehouses and Case Studies | | |
| Unit V | Online Analytical Processing (OLAP): OLTP and OLAP systems – Data Modelling: Star schema – Snow Flake Schema – Categories of OLAP tools – Managed Query Environment. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Berson, Alex. (2004). <i>Data Warehousing, Data Mining & OLAP</i> , New Delhi: Tata Mcgraw Hill | | | |
| Gupta G. K., (2007). <i>Introduction to Data Mining with Case Studies</i> , New Delhi: Prentice Hall of India | | | |
| Prabhu C. S. R. (2007). <i>Data Warehousing</i> , New Delhi: Prentice Hall of India | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Define and critically analyze data warehouse and mining approaches for fields such as security, forensics, privacy, and marketing. ➤ Identify the real time problems and able to design solution using various mining tools. ➤ Develop and apply critical thinking, problem-solving, and decision-making skills. | | |

Name of the Course Teacher

Mr. S.Sathish

| Semester - III | | | |
|--|---|------------------|-----------------|
| Course code: 641361 | System Dynamics | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ To introduce students to mathematical modeling of dynamic systems in various engineering disciplines. ➤ To develop students' skills in analyzing, simulating, and identifying dynamic systems based upon their input-output responses. ➤ To introduce students to design and analysis of basic feedback control systems. | | |
| Unit -I | Complex and Adaptive Systems: Introduction – Applications of System Dynamics – Structure and Behaviour of Dynamic Systems | | |
| Unit-II | Systems Thinking Tools: Causal Loops – Stocks and Flows – Dynamics of Single Structure – First Order Systems and Multiple Loop Systems – Cognitive Maps | | |
| Unit III | Path Dependence and Positive Feedback – Delays: Material and Information Delays – Estimating the duration and Distribution of Delays | | |
| Unit IV | Modeling Decision Making: Principles – Formulating Rate Equations – Pitfalls. Modeling Human Behaviour: Bounded and Intended Rationality – Cognitive Limitations. | | |
| Unit V | Model Testing Concepts: Validation and Verification – Boundary Adequacy Test – Structure Assessment Test – Dimensional Consistency Test – Parameter Assessment Test – Extreme Condition Tests. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Ogata, K., <i>System Dynamics</i> , 4th Edition, Prentice-Hall, 2004. | | | |
| Palm, William J., III, <i>System Dynamics</i> , 3rd Edition, McGraw-Hill College, 2009 | | | |
| Vu, Hung V, Ramin S. Enfandiari. <i>System Dynamics</i> , McGraw-Hill, 1997 | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Students will demonstrate understanding of dynamic system stability and transient response specifications. ➤ Students will demonstrate understanding of block diagrams and how to reduce them. ➤ Students will be able to design and analyze basic automatic controllers using algebraic techniques in the transfer domain. ➤ Students will demonstrate the ability to apply feedback control to real-world engineering systems. | | |

Name of the Course Teacher

C. K. Muthukumar

| Semester - III | | | |
|--|---|------------------|-----------------|
| Course code: 641362 | Small Business Management | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Identify essential management skills required of a successful entrepreneur. ➤ Conduct industry profile and marketing research using Internet resources in order to develop a marketing plan for a business. ➤ Develop cost and revenue projections that are utilized in constructing projected financial statements. ➤ Utilize tax and cash flow methodologies in order to manage an enterprise as an entrepreneur Construct a business plan | | |
| Unit -I | Small Scaleenterprises – An Introduction and overview – Definition – Scope and importance – relative advantages of small scale enterprises vis - a – vis – large and medium scale industries – Efforts to development of SSE | | |
| Unit-II | Policy and institutional infrastructure for small enterprises – Development agencies for small enterprise – small enterprises growth and environmental factors influence – funding agencies and their role in Developing SSE. | | |
| Unit III | Establishing the small scaleenterprises – opportunities scanning – Choice of enterprise – Market assessment for SSE – Choice of technology and selection of site – Financing the new/small enterprise – Preparation of business plan – Ownership structure and organizational frame work | | |
| Unit IV | Operating the small-scale enterprise – Financial management issues in SSE – Operation management issues in SSE – Marketing management issues in SSE – Organizational relation in SSE – Small Business Promotion programme. | | |
| Unit V | Performance appraisal and growth strategies – Management performance assessment and control – Growth and stabilization strategies for small enterprises – Managing family enterprises – Related cases | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| <p>Desai, V. (1979). <i>Organisation and Management of Small-scale Industries: A Systems Approach</i>. Himalaya Publishing House.</p> <p>Mathur, S. P. (1979). <i>Economics of small-scale industries</i>. Sundeep.</p> <p>Siropolis, “<i>Entrepreneurship and small Business Management</i>”</p> <p>Staley, E., & Morse, R. (1965). <i>Modern small industry for developing countries</i>. McGraw-Hill.</p> | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Describe important issues about small business ➤ Identify essential management skills required of a successful entrepreneur ➤ Conduct industry profile and marketing research using Internet resources in order to develop a marketing plan for a business ➤ Develop cost and revenue projections that are utilized in constructing projected financial statements | | |

Name of the Course Teacher

C. K. Muthukumar

| Semester - III | | | |
|--|--|-----------------------------------|-----------------|
| Course code: 641363 | | Family Business Management | |
| | | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the importance of family business ➤ Assess the competitive strengths and weaknesses. ➤ Learn the family business development model. ➤ Study the governance in the family business. ➤ Understand the team building in family business. | | |
| Unit -I | Family Business - Competitive strengths and weaknesses in a family firm - dynamics of family interactions - family business culture | | |
| Unit-II | Conceptual Family Business Development model - communications and conflict resolution - strategic planning – Roles and Responsibilities Delegation | | |
| Unit III | Governance in the family firm - Strategic management in the family firm - Financial management in the family firm | | |
| Unit IV | Succession in the family firm - Change and transgenerational value creation | | |
| Unit V | Human Resource Optimization – Building a Professional Culture – Team Building – Future of Family Business | | |
| Unit VI | Dynamic component for continuous internal assessment only: Contemporary developments related to thy course during the semester concerned. | | |
| Reference and Textbooks:- | | | |
| De Vries, M. F. K., Carlock, R., & Florent-Treacy, E. (2007). <i>Family business on the couch</i> . West Sussex, John Wiley & Sons, Ltd. | | | |
| Gersick, K. E., Gersick, K. E., Davis, J. A., Hampton, M. M., & Lansberg, I. (1997). <i>Generation to generation: Life cycles of the family business</i> . Harvard Business Press. | | | |
| Gersick, K. E., Gersick, K. E., Davis, J. A., Hampton, M. M., & Lansberg, I. (1997). <i>Generation to generation: Life cycles of the family business</i> . Harvard Business Press. | | | |
| Manfred, F. R., Vries, K., Carlock, R. S., & Florent-Treacy, E. (2007). <i>Family business on the couch: a psychological perspective</i> . | | | |
| Poza, E. J. (2013). <i>Family business</i> . Cengage Learning. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Students will be able to understand the uniqueness, strengths and weaknesses of family business, rights, duties and responsibilities of the members in the family business. | | |

Name of the Course Teacher

C. K. Muthukumaran

| Semester - III | | | |
|---|---|------------------|-----------------|
| Course code: 641364 | Business Analytics | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ The course would enable the students to gain knowledge on turning large amounts of data into meaningful and actionable information. At the end of the course students will be able to utilize the information for making effective business decisions. | | |
| Unit -I | Business Enterprise Organization, Functions and Process – Use of IT in Business – Types of Digital Data - OLTP and OLAP – Architectures, Data Models – Role of OLAP Tools in Business Intelligence Architecture | | |
| Unit-II | Business Intelligence – Introduction, Evolution, Value Chain – Component Framework – Users – Applications Roles and Responsibilities – Tools. | | |
| Unit III | Warehouse, Data Integration - Data Integration Technologies – Data Quality and Profiling | | |
| Unit IV | Multidimensional Data Modelling - Types of Data model, Data Modeling Techniques – Dimensional Table, Models and Life Cycle - Measures – Metrics – KPIs – Performance Management | | |
| Unit V | Enterprise Reporting – Balanced Scorecard - Dashboards – Business Intelligence and Mobility, Cloud Computing – Business Intelligence for ERP Systems. | | |
| Unit VI | Dynamic component for continuous internal assessment only: Contemporary developments related to thy course during the semester concerned. | | |
| Reference and Textbooks:- | | | |
| Christian S. Albright and Wayne L. Winston (2015). <i>Business Analytics & Decision Making</i> , 5/e; New Delhi: Cengage Learning Evans R. Joel (2014). <i>Business Analytics</i> , 1/e; New Delhi: Pearson Education Prasad, R. N. and Seema Acharya (2011). <i>Business Analytics</i> , 1/e; New Delhi: Wiley | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ The students will gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making. ➤ The student will become familiar with the processes needed to develop, report, and analyze business data. ➤ The students will learn how to use and apply various business analytics applications to solve business problems. | | |

Name of the Course Teacher

Dr. M. Ayisha Millath

| Semester - III | | | |
|----------------------------|---|------------------|-----------------|
| Course code: 641998 | Summer Internship Report | Credits:2 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Students will have to take up a project work for 6 to 8 weeks at the end of the II semester. A report of the project work should be submitted to the Institute within 40 days after completing the project work. ➤ Thereafter the students will appear for a Viva Voce conducted by a Panel consisting of the Director, faculty guide, and an external examiner. | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Trained the students in their particular field/Subjects. | | |

Name of the Course Teacher

Dr.K.Chandrasekar

| Semester - III (Non Major Elective) | | | |
|---|---|------------------|-----------------|
| Course code: 641803 | Management of Small Business | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Identify essential management skills required of a successful entrepreneur. ➤ Conduct industry profile and marketing research using Internet resources in order to develop a marketing plan for a business. ➤ Develop cost and revenue projections that are utilized in constructing projected financial statements. ➤ Utilize tax and cash flow methodologies in order to manage an enterprise as an entrepreneur Construct a business plan. | | |
| Unit -I | Small Scale enterprises – An Introduction and overview – Definition – Scope and importance – relative advantages of small scale enterprises vis - a - vis – large and medium scale industries – Efforts to development of SSE. | | |
| Unit-II | Policy and institutional infrastructure for small enterprises – Development agencies for small enterprise – small enterprises growth and environmental factors influence – funding agencies and their role in Developing SSE. | | |
| Unit III | Establishing the small scale enterprises – opportunities scanning – Choice of enterprise – Market assessment for SSE – Choice of technology and selection of site – Financing the new/small enterprise – Preparation of business plan – Ownership structure and organizational frame work. | | |
| Unit IV | Operating the small-scale enterprise – Financial management issues in SSE – Operation management issues in SSE – Marketing management issues in SSE – Organizational relation in SSE – Small Business Promotion programme. | | |
| Unit V | Performance appraisal and growth strategies – Management performance assessment and control – Growth and stabilization strategies for small enterprises – Managing family enterprises – Related cases. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Desai, V. (1979). <i>Organisation and Management of Small-scale Industries: A Systems Approach</i> . Himalaya Publishing House. | | | |
| Mathur, S. P. (1979). <i>Economics of small-scale industries</i> . Sundeep. | | | |
| Siropolis, “ <i>Entrepreneurship and small Business Management</i> ” | | | |
| Staley, E., & Morse, R. (1965). <i>Modern small industry for developing countries</i> . McGraw-Hill. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Describe important issues about small business ➤ Identify essential management skills required of a successful entrepreneur ➤ Conduct industry profile and marketing research using Internet resources in order to develop a marketing plan for a business ➤ Develop cost and revenue projections that are utilized in constructing projected financial statements ➤ Utilize tax and cash flow methodologies in order to manage an enterprise as an entrepreneur Construct a business plan. | | |

Name of the Course Teacher

Dr. S. Chandramohan

| Semester - III (Non Major Elective) | | | |
|--|--|--------------------------------------|-----------------|
| Course code: 641903 | | Management of Family Business | |
| | | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the importance of family business ➤ Assess the competitive strengths and weaknesses. ➤ Learn the family business development model. ➤ Study the governance in the family business. ➤ Understand the team building in family business. | | |
| Unit -I | Family Business - Competitive strengths and weaknesses in a family firm - dynamics of family interactions - family business culture. | | |
| Unit-II | Conceptual Family Business Developmentmodel - communications and conflict resolution - strategic planning – Roles and Responsibilities Delegation | | |
| Unit III | Governance in the family firm - Strategic management in the family firm - Financial management in the family firm. | | |
| Unit IV | Succession in the family firm - Change and transgenerational value creation. | | |
| Unit V | Human Resource Optimization – Building a Professional Culture – Team Building – Future of Family Business. | | |
| Unit VI | Dynamic component for continuous internal assessment only: Contemporary developments related to thy course during the semester concerned. | | |
| Reference and Textbooks:- | | | |
| <p>De Vries, M. F. K., Carlock, R., & Florent-Treacy, E. (2007). <i>Family business on the couch</i>. West Sussex, John Wiley & Sons, Ltd.</p> <p>Gersick, K. E., Gersick, K. E., Davis, J. A., Hampton, M. M., & Lansberg, I. (1997). <i>Generation to generation: Life cycles of the family business</i>. Harvard Business Press.</p> <p>Gersick, K. E., Gersick, K. E., Davis, J. A., Hampton, M. M., & Lansberg, I. (1997). <i>Generation to generation: Life cycles of the family business</i>. Harvard Business Press.</p> <p>Manfred, F. R., Vries, K., Carlock, R. S., & Florent-Treacy, E. (2007). <i>Family business on the couch: a psychological perspective</i>.</p> <p>Poza, E. J. (2013). <i>Family business</i>. Cengage Learning.</p> | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Students will be able to understand the uniqueness, strengths and weaknesses of family business, rights, duties and responsibilities of the members in the family business. | | |

Name of the Course Teacher

Dr. S. Chandramohan

| Semester - IV | | | |
|---|---|------------------|-----------------|
| Course code: 641401 | Business Ethics & Corporate Governance | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts of Ethics, objectives of ethics, Nature of ethics in business, Characteristics of business ethics, Need for business ethics, Concepts and Theories of Business Ethics ➤ Knowledgeable in Ethics and Business: The Ethics of Consumer Protection, Environmental Ethics, Marketing Ethics, Ethical Issues in Human Resource Management, Corporate Ethics: Investors Rights, Privileges, Problems and Protection, Role of legislation and other bodies in enforcing ethical business behavior, Globalization and Business Ethics. | | |
| Unit -I | Ethics – What is ethics – Objectives of ethics – Nature of ethics in business – Characteristics of business ethics – Need for business ethics – Concepts and Theories of Business Ethics - Evolution of Business Ethics – Kohlber’s Six Stage Moral Development Process – Utilitarianism, Deontology and Virtue Theory. | | |
| Unit-II | Ethics and Business: - The Ethics of Consumer Protection - Environmental Ethics - Marketing Ethics - Ethical Issues in Human Resource Management - Corporate Ethics: Investors Rights, Privileges, Problems and Protection - Role of legislation and other bodies in enforcing ethical business behaviour - Globalization and Business Ethics. | | |
| Unit III | Corporate Governance: An overview – Theories of Governance - Boards in Corporate Governance: Types and Roles – Selection of Members – Responsibilities of Board - Boards in Public Sector Vs Private Sector – Current Issues on Composition of Board of Directors – Cases in Corporate Governance. | | |
| Unit IV | Corporate Governance System across countries: A Comparison – MNCs Vs Domestic Companies. Codes: Code of Conduct – Code of Ethics – Laws and Enactments regarding Board of Governors and Board of Directors. | | |
| Unit V | Corporate Social Responsibility: What is CSR? - History and Indian Examples – Economic Issues of CSR – Government’s Role – Awards by Institutions: Debate on Methodology of Evaluation of CSR Initiatives. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Fernando, A. C. (2012). <i>Corporate Governance: Principles, Policies and Practices</i> , 2/E. Pearson Education India. | | | |
| Monks, R. A., & Minow, N. (2000). <i>Corporate Governance</i> . 2nd. Surendar Kumar, Corporate | | | |
| Shaw, W. H. (2016). <i>Business ethics: A textbook with cases</i> . Nelson Education. | | | |
| Velasquez, M. G., & Velazquez, M. (2002). <i>Business ethics: Concepts and cases</i> (Vol. 111). Upper Saddle River, NJ: Prentice Hall. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand the concepts of Ethics, objectives of ethics, Nature of ethics in business, Characteristics of business ethics, Need for business ethics, Concepts and Theories of Business Ethics ➤ Comprehend with Ethical Issues in Human Resource Management, Corporate Ethics: Investors Rights, Privileges, Problems and Protection, Role of legislation and other bodies in enforcing ethical business behavior, Globalization and Business Ethics. | | |

Name of the Course Teacher

Dr. G. Ilankumaran

| Semester - IV | | | |
|--|---|-------------------|-----------------|
| Course code: 641402 | Project Planning & Management | Credits: 3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ It provides a step-by-step guide to planning and executing a project. Working through case studies with real-world scenarios, interact with fellow students to learn and apply the methodologies and good practices of formal project management. ➤ Special emphasis will be provided on project formulation as also on various tools and techniques for project appraisal and control. | | |
| Unit -I | Concepts of Project Management – Project – Meaning – Nature – Types of Project - Project Management – Nature and Scope of Project Management – Project Management as a Profession – Role of Project Manager - Project development cycle. | | |
| Unit-II | Project Identification & formulation – Project environment – Identification of Investment opportunities - Generation and Screening of Project Ideas - Preliminary Screening – Pre-feasibility study – Project Selection – Project Formulation – Stages in Project Formulation – Planning Commission’s Guidelines for Project formulation. Project Appraisal – Objectives – Market Appraisal, Technical Appraisal, Financial Appraisal, Socio-economic Appraisal, Managerial Appraisal | | |
| Unit III | Being an Entrepreneur: Forecasting costs and benefits of Projects - Financial projections - Appraisal criteria - sensitivity analysis - project evaluation under uncertainties - The Time Value of Money concepts- Investment Criteria - Benefit Cost Ratio - Assessment of Various Investment Methods - Investment Appraisal: Indian Practice - Project Cash Flows: Basic Principles & Cash Flow Estimation - Viewing a Project from other Perspectives | | |
| Unit IV | Project Panning & scheduling – objectives – Project designing & scheduling & Time estimation – Cost & Time trade cost - Network techniques - PERT / CPM methods - Information system for Project monitoring - multiple projects - scheduling - Resource scheduling - Project Management software. Organizing systems for projects - project planning-Human aspects of Project management - Project cost over runs and cost control - Project Audit | | |
| Unit V | Preparation of Project Reports: Types – Contents – Feasibility Report – Means of Project financing - Project Finance from Banks: Procedures of Application – Project presentation to bankers – Assignments and Cases Studies of Business Project Reports | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Patel, B. M. (2000). <i>Project Management: Strategic financial planning, evaluation and control</i> . Vikas Publishing House Pvt Ltd. | | | |
| Peter, O. O., Eze, E. C., & Anthony, A. A. (2019). Assessment of Quantity Surveying Firms' Process and Product Innovation Drive in Nigeria. <i>SEISENSE Journal of Management</i> , 2(2), 22-38. | | | |
| UNIDO, Guidelines For Project Evaluation , Oxford, IBH | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand the step-by-step guide to planning and executing a project. Working through case studies with real-world scenarios, interact with fellow students to learn and apply the methodologies and good practices of formal project management ➤ Understand the Project Formulation and its tools | | |

Name of the Course Teacher

Dr.K.Chandrasekar

| Semester - IV | | | |
|--|---|------------------|-----------------|
| Course code: 641411 | Advanced Cost Accounting | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts and significance of cost accounting.. ➤ Understand the receipt and issues of stock. ➤ Understand how to control cost. | | |
| Unit -I | Concept of Cost: Definition–Elements–Purpose–Cost centre–Cost unit–Installation of costing system – Costing for management – Cost Analysis & Classification –Preparation of Cost sheets. | | |
| Unit-II | Methods of costing–Job Costing, Process Costing–Output / Unit Costing–Contracts Costing – Operation Costing – Batch Costing | | |
| Unit III | Marginal Costing- Cost Volume Profit analysis–Contributions margin and its uses–decision using cost volume profit analysis – Break even analysis – Margin of safety – Key factors – Managerial uses of marginal costing. | | |
| Unit IV | Budget and Budgetary control–Essential of effective budget- Functional Budget–Flexible budget –Master Budget - Standard Costing and Variance Analysis – Material – Labour – Overhead – Sales – Profit – Analysis and Reporting of Variances | | |
| Unit V | Cost Control: Target Costing–Definition–Procedure–Implementation–Advantages. Lifecycle Costing – Definition – Implementation. Activity Based Costing – Definition – Procedure – Implementation – Advantages | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| HILLS, P. (2012). MAHATMAGANDHI UNIVERSITY. | | | |
| Maheshwari, S. N., Sridhar, A. N., Jairath, A. K., & Kishore, R. K. (2009). <i>Fundamentals of Financial Management Problems & Solutions</i> . Sultan Chand. | | | |
| Mora, R. D., & Bueno, D. C. Budgetary Control Processes towards Improved Service Delivery among Catholic Higher Educational Institutions: A Cross-Sectional. | | | |
| S. P. Jain & K. C. Narang, “Advanced Cost Accounting”, Kalyani publishers | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand the purpose and elements of cost. ➤ Get knowledge about stores management. ➤ Understand the activity based costing. | | |

Name of the Course Teacher

Dr. S. Sudhamathi

| Semester - IV | | | |
|---|--|------------------|-----------------|
| Course code: 641412 | GST and Customs Law | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Indirect tax levies ➤ Reforms in indirect taxation ➤ GST and features of dual GST ➤ Levy and collection of CGST and SGST | | |
| Unit -I | Introduction : Indirect Tax Levies –Distinction between direct and indirect taxes-Special features of Indirect tax levies- Contribution to Government Revenues – Reforms in Indirect taxation-Provisions Authorizing the Levy and Collection of Customs and GST – New initiatives by the Central Government for central legislation-Meaning and benefits of GST-Salient features of Dual GST-Taxes subsumed under CGST Act 2017-GST Council-Administration-Proper Officers-Supply of goods or services or both under CGST/SGST. | | |
| Unit-II | Levy and collection of CGST/SGST -Composition Scheme-Exemptions-Time and Valuation of taxable supply-Input Tax-Input Service Distributor-Registration under GST-Migration-Tax Invoice, Credit and Debit Notes-Accounts and Record keeping. | | |
| Unit III | Inward and Outward supplies under CGST : Filing of Returns-Payment processes-Refund-Assessment procedures-Audit of tax payers-Inspection, Search and Seizure-Demand and Recovery-Liability to pay tax-Advance Ruling-Offences, Penalties, Appeal and Revision-Anti Profiteering -Transitional | | |
| Unit IV | Integrated GST Act 2017 : Special features- Admin-Levy and collection of IGST-Supply of goods under interstate trade or commerce-Exemptions-Appportionment of Tax-Application of provisions of CGST; Union Territory GST Act 2017: Salient features-Levy and collection of UTGST-Exemptions-Advance Ruling-application of provisions of CGST; GST(Compensation to States) Act 2017: Salient features-Levy and collection of Cess- Compensation | | |
| Unit V | Customs Law : Meaning-Objective-Scope –Types of Customs Duty-Levy and collection of customs duty- Valuation of goods under the Customs Act- Duty Draw Back- Warehousing-Confiscation of goods-Imposition of Penalties: Search, Seizure and Arrest-Offences and Prosecution Provisions Adjudication-Appeal and Revision-Principles and Applicability with reference to Indirect Taxes | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Chadah, S., & Kumar, P. GST AND CONSUMER., Taxmann GST Practical Manual, Anoop Modi, Mahesh Gupta, July 2017 GST Self Learning, G Sekar, B Saravana Prasath, M Saravana Prabhu, TR Srinivasan & R S Balaji. Reddy, T. S. Y, Hariprasad Reddy, Business Taxation (Indirect Taxes).. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ The students will have knowledge on the GST and Customs Laws. | | |

Name of the Course Teacher

Dr. G. Ilankumaran

| Semester - IV | | | |
|--|--|------------------|-----------------|
| Course code: 641413 | Financial Derivatives | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the Financial derivatives and its evolution. ➤ Understand the Mechanics of financial futures markets. ➤ Understand put and call options | | |
| Unit -I | Financial Derivates – Types – Evolution – Size of Derivative Market – Functions – Trade participants – Recent Trends – Factors driving the growth of derivatives market – Exchange trade versus OTC Derivative Markets – Market Index – types – Index construction issues. forward contract - Long & Short of financial futures – Concepts pertaining to delivery, margin, leverage and liquidity. | | |
| Unit-II | Mechanics of financial futures market – Origins of futures markets – Role and operation of clearing houses –Warrants: - Features - gearing effect - valuing warrants - Problems. Convertibles: Features - valuation of convertibles - Convertible preference shares - problems | | |
| Unit III | Futures :- Stock Index futures Portfolio Strategies using futures. Futures on fixed Income securities. Futures on Long term securities - Returns on Futures - Financial futures - Futures versus call options. Synthetic futures - problems. Options: Rationale of options - Put and Call options - Determining option value - option position and strategies option pricing – Black Scholes Model - Problems. | | |
| Unit IV | Designing the Hedge Strategy, Setting hedge objectives and Evaluating Interest rate – Determining hedgability, structuring the hedge – Hedge management process. Evaluating and monitoring the hedge position. | | |
| Unit V | Essence of Futures trading - New Financial Derivatives–Floating Rate Notes–Leveragedbuy-outs - Debt Collating - SWAPS – Bond Swaps – Substitution Swaps – Gains from Swaps – International Swaps | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Bates, D. S. (1996). 20 Testing option pricing models. <i>Handbook of statistics, 14</i> , 567-611. | | | |
| Bhalla, V. K. (2008). <i>Investment management</i> . S. Chand Publishing. | | | |
| Hull, J. (1991). <i>Introduction to futures and options markets</i> . Englewood Cliffs, NJ: Prentice Hall. | | | |
| Robert W. Koss, Understanding Future markets. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand the Traders participants ➤ Get knowledge about concepts pertaining to delivery ➤ Understand the hedge management process. | | |

Name of the Course Teacher

Dr. S. Chandramohan

| Semester - IV | | | |
|---|---|------------------|-----------------|
| Course code: <u>641414</u> | MERCHANT BANKING AND FINANCIAL SERVICES | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Study Recent developments and challenges of merchant banking. ➤ Comprehend the role of merchant bank in appraisal of project. ➤ Study role of registrars, underwriters, brokers etc | | |
| Unit -I | Merchant Banking: Introduction – An Over view of Indian Financial System – Merchant Banking in India – Recent Developments and Challenges ahead – Institutional Structure – Functions of Merchant Bank - Legal and Regulatory Framework – Relevant Provisions of Companies Act-SERA- SEBI guidelines- FEMA, etc. - Relation with Stock Exchanges and OTCEI | | |
| Unit-II | Issue Management: Role of Merchant Banker in Appraisal of Projects, Designing Capital Structure and Instruments – Issue Pricing – Book Building – Preparation of Prospectus Selection of Bankers, Advertising Consultants, etc. - Role of Registrars –Bankers to the Issue, Underwriters, and Brokers. – Offer for Sale – Green Shoe Option – E-IPO, Private Placement – Bought out Deals – Placement with FIs, MFs, FIIs, etc. Off - Shore Issues. – Issue Marketing – Advertising Strategies – NRI Marketing – Post Issue Activities | | |
| Unit III | Other Fee Based Services: Mergers and Acquisitions – Portfolio Management Services – Credit Syndication – Credit Rating – Mutual Funds - Business Valuation | | |
| Unit IV | Fund Based Financial Services: Leasing and Hire Purchasing – Basics of Leasing and Hire purchasing – Financial Evaluation. | | |
| Unit V | Other Fund Based Financial Services: Consumer Credit – Credit Cards – Real Estate Financing – Bills Discounting – factoring and Forfaiting – Venture Capital. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| J.C.Verma, A Manual of Merchant Banking, Bharath Publishing House, New Delhi | | | |
| Khan, M. Y. (2013). <i>Indian financial system</i> . Tata McGraw-Hill Education. | | | |
| Machiraju, H. R. (2010). <i>Indian financial system</i> . Vikas Publishing House. | | | |
| Nalini Prava Tripathy, Financial Services, PHI Learning, 2011. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Students will be equipped with good knowledge on merchant banking activities. | | |

Name of the Course Teacher

Dr. S. Rajamohan

| Semester - IV | | | |
|---|--|------------------|-----------------|
| Course code: 641415 | MERGERS AND ACQUISITIONS | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Regulatory framework for mergers and acquisitions. ➤ Process involved in mergers and acquisitions. ➤ Post merger integration process. ➤ Corporate control mechanism and takeover defenses. | | |
| Unit -I | Introduction : Corporate Restructuring – meaning, objectives, types and forms, motives for restructuring – meaning of Mergers and Acquisitions, types, causes, distinction between Mergers and Acquisitions, Merger procedure, Scheme for Merger, theories of Merger, cross border Mergers and Acquisitions. | | |
| Unit-II | Regulatory Framework For Mergers And Acquisition: Compliance with Indian Companies Act, Competition Act 2002, Income Tax Act 1961, Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011. | | |
| Unit III | Merger And Acquisition Process, Financing And Accounting Framework : Due Diligence – types, screening due diligence, challenges and checklist - Valuation for Merger and Acquisition – concepts of value, methods of Enterprise and Equity valuation, Brand, Goodwill, Human resources, Customer Relationships valuation, Firm valuation, Cost of Capital, Relative valuation, Issues in Valuation, Synergy and Value creation – Financing Mergers and Acquisitions – equity, debt and venture capital funds – Negotiation, Deal structuring and Methods of payments in mergers and acquisitions – Accounting for Mergers and Acquisitions. | | |
| Unit IV | Post -Merger Integration : Critical success factors for post-merger integration, Ingredients of integration, Timing and Speed of integration - Approaches to integration, Challenges in integration - Steps for successful integration - Cultural integration - Redesigning post merger cultural process | | |
| Unit V | Corporate Control Mechanism And Takeover Defenses : Internal and External control mechanism - Takeover tactics -Takeover defences- Regulatory aspects in India with respect to Takeover defences. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Arzac, E. R. (2004). Valuation for mergers, buyouts and restructuring. | | | |
| J Choudhury, M., & Saura, B. (2015). New Product Development Strategy. <i>Choudhury, M. & Saura, B.(2015), "New Product development Strategy", Comdex Times, 21(1).</i> | | | |
| Rajesh Kumar B., Mergers and Acquisitions, Tata McGraw Hill Education Pvt. Ltd., New Delhi, 2012. | | | |
| Ray, K. G. (2010). <i>Mergers and acquisitions: Strategy, valuation and integration.</i> PHI Learning Pvt. Ltd... | | | |
| Rudani, R. B. (2013). <i>Principles of management.</i> Tata McGraw-Hill Education. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Student will be equipped with the nuances involved in mergers and acquisition process and the techniques required to handle post merger. | | |

Name of the Course Teacher

Dr. S. Chandramohan

| Semester - IV | | | |
|------------------------------|---|------------------|-----------------|
| Course code: : 641416 | Equity Research | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ The objective of this course is to enable the students to understand the functioning of security market. | | |
| Outcomes | <ul style="list-style-type: none"> ➤ The Students will be equipped with good knowledge on activities of the stock market. They can assess how the factors like social, economic, political etc affect the stock price of the market. | | |

Name of the Course Teacher

Dr. S. Chandramohan

| Semester - IV | | | |
|--|--|------------------|-----------------|
| Course code: 641417 | INSURANCE ADMINISTRATION | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the Life insurance contract. ➤ Understand the Concepts of Underwriting. ➤ Understand General insurance and its claim procedures. ➤ Understand the Risk management. | | |
| Unit -I | Life Insurance Contracts – Basis Of Contract – Representation And Contracts – Principle Of Indemnity –Human Life Value – Insurance Interest – Contracts Of General & Group | | |
| Unit-II | Life Insurance Underwriting – Methods Of Underwriting – Factors Affecting Rates Of Mortality – Methods Of Providing For Extra Mortality –New Business, General Insurance Underwriting – Practice In India (Rating Practice And Methods Of Premium Calculation) - Co-Insurance & Re-Insurance Practice - New Business and Renewal Procedure | | |
| Unit III | Assignment, Nomination, Loans – Surrenders – Foreclosure – Revival In Life Insurance. Claims – Types Of Claims, Procedures In Claims Settling – Important Ratios, Revenue Account And Balance Sheet Of Insurance Companies. | | |
| Unit IV | General Insurance – Claims Procedure – Survey By Professional Surveyors- Role Of Surveyors – Settlement Of Claims And Recovery Procedures. Risk Management and Risk Control – Role Of Insurance Brokers In Risk Management. | | |
| Unit V | Agency Contract – Licence To Act As Insurance Agent – IRDA Rules Governing Insurance Agency Force. Exchange Control Regulations – Collection Of Premiums And Claims Procedural Of Policies Issued To NRI's. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Harrington, S. E., & Niehaus, G. (1999). <i>Risk management and insurance</i> . McGraw-Hill/Irwin. | | | |
| Kulkarni, N., & Nagtilak, A. A Study on Adequacy of Insurance in India. <i>Emerging Trends & Practices in Indian Business Environment</i> , 251. | | | |
| Shashidharan, K. K. (2008). <i>Managing Life Insurance</i> . | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Get knowledge about concepts of co insurance and reinsurance practice. ➤ Understand the Assignment, nomination and various types of claim. | | |

Name of the Course Teacher

Dr. S. Chandramohan

| Semester - IV | | | |
|---|--|------------------|-----------------|
| Course code: 641418 | Principles of Actuarial Science | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the uniqueness of actuarial science.. ➤ Study the details of compound interest. ➤ Computation of premium for different policies. ➤ Different methods of valuation of policies. ➤ Distribution of surplus. | | |
| Unit -I | Introduction To Actuarial Science – Element Theory Of Probability – Mortality Table – Concepts Of Stationary Population – Expectation Of Life – Select Rates. General Nature, Construction, Characteristics and Uses of Mortality Table. | | |
| Unit-II | Elements Of Compound Interest Accumulated Value And Present Value- Nominal And Effective Rates Of Interest – Annuities – Perpetuities. | | |
| Unit III | Redemption of Loans – Sinking Funds- Average Interest Yield on the Fund up A Life Office. Life Office Valuation- Policy Values- Retrospective and Prospective Methods of Valuation of Liabilities | | |
| Unit IV | Premium – Level Premiums – Office Premiums – Adequacy of Premiums and Relative Consistency – Use of Commutation Function in Funding Values of Premium and Assurance Benefits. | | |
| Unit V | Different Methods Of Valuation – Concept Of Estate And Trading Profit, Special Reserves And Adjustments In The Valuation - Sources Of Surplus - Methods And Distribution Of Surplus. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Mishra, M. N., & Mishra, S. B. (2016). <i>Insurance Principles and Practice</i> . S. Chand Publishing. | | | |
| Palande, P. S., Shah, R. S., & Lunawat, M. L. (2003). <i>Insurance in India: Changing policies and emerging opportunities</i> . SAGE. | | | |
| Prava Nalini & Prabir Pal, “Insurance Theory & Practice”, Prentice Hall of India | | | |
| Shashidharan, K. K. (2008). <i>Managing Life Insurance</i> . | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Students will be able to understand the uniqueness of policies, computation of premium and valuation of policies at the end. | | |

Name of the Course Teacher

Dr. S. Chandramohan

| Semester - IV | | | |
|---|--|------------------|-----------------|
| Course code: 641421 | Sales Management | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts of Distribution Management and the Marketing Mix; Marketing Channels: Structure and Functions, Channel Roles, Relationship Marketing in Channel Management ➤ Knowledgeable in Channel Institutions, Retailing, Wholesaling, Franchising, Electronic Marketing Channels and Network Marketing | | |
| Unit -I | Selling and Marketing concept – theories of selling – Types: Consumer goods selling – Industrial selling – International selling – Retail selling – Classification of sales people – Characteristics of sales people – Personal selling: Objectives, Policies, Strategies under competitive settings | | |
| Unit-II | Selling Process: Prospecting: Steps – Pre approach: Objectives, Sources – The Approach: objectives, methods – The presentation: Preparation – Presentation and Demonstration Strategies – Handling objections: Types of objections, Specific situations and Methods of Handling – Closing: tactics, methods and issues – Post Sales Follow Up. | | |
| Unit III | Sales Organisation: Determining the sales force profile – Determining the sales force size - Recruitment and selection: Job analysis, sources of sales recruits, problems in screening and selecting the applicants – Sales Targets: Territory and Sales Quota Planning | | |
| Unit IV | Training: Planning sales force training methods, content, and execution - Leadership and supervision – Compensation: Objectives, remuneration methods, incentives – Motivating the sales force – Sales meetings and Sales Contests | | |
| Unit V | Evaluation and control: Performance Appraisal – Determinants of sales force performance – Sales Budget – Sales Reporting: Call Report – Claims and Collections Report. Ethical and Legal Responsibilities of Sales Managers | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Donoho, C., & Heinze, T. (2011). The personal selling ethics scale: Revisions and expansions for teaching sales ethics. <i>Journal of Marketing Education</i> , 33(1), 107-122. | | | |
| Havaladar, K. K. (2005). <i>Industrial marketing: text and cases</i> . Tata McGraw-Hill Education. | | | |
| Still, Cundiff et al, “Sales Management – Decision, strategies and Cases”, Prentice Hall of India, New Delhi. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand the concepts of Selling and Marketing, theories of selling, International selling, Retail selling, Classification of sales people, Characteristics of sales people and Personal selling. ➤ Comprehend with Selling Process, its Presentation and Demonstration, Methods of Handling, tactics, methods and issues and post sales follow up. ➤ Make predictions by the adoption of Performance Appraisal, Claims and Collections Report. Ethical and Legal Responsibilities of Sales Managers | | |

Name of the Course Teacher

Dr. G. Ilankumaran

| Semester - IV | | | |
|---|---|------------------|-----------------|
| Course code: 641422 | Distribution Management | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts of Selling and Marketing, theories of selling, International selling, Retail selling, Classification of sales people, Characteristics of sales people and Personal selling. ➤ Knowledgeable in Selling Process, its Presentation and Demonstration, Methods of Handling, | | |
| Unit -I | Distribution Management and the Marketing Mix - Marketing Channels: Structure and Functions– Channel Roles – Relationship Marketing in Channel Management: Importance and Methods | | |
| Unit-II | Channel Institutions—Retailing – Wholesaling - Franchising - Electronic Marketing Channels – Network Marketing | | |
| Unit III | Channel Design: Demand, Supply, and Channel Efficiency – Types and Roles of Marketing Channel Members: Distributors – C & F Agents – Stockists – Dealers. Channel Conflict: Issues and Management | | |
| Unit IV | Channel Information Systems, Logistics and Supply Chain Management – Warehouses and Stockpoints | | |
| Unit V | Strategic Alliances in Distribution – Vertical Integration and Vertical Marketing System. International Distribution: Issues and Challenges. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Coughlan et. al., (2007), Marketing Channels, 7th Edition, New Delhi: Prentice Hall of India | | | |
| Krishna Havaladar, & Vasant Cavale, 2011. “Sales and Distribution Management” 2nd Edition, New Delhi: Tata Mcgraw Hill. | | | |
| Kustin, R. A. (2004). Marketing mix standardization: a cross cultural study of four countries. <i>International Business Review</i> , 13(5), 637-649. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Comprehend with Techniques of Market Research, Technical considerations, Omnibus surveys, Marketing Scales and Measurement and Multi Dimensional Scaling, Research for New Product Development, Repertory grid, Perceptual maps, Concept Testing, Conjoint Analysis and Product Tests. | | |

Name of the Course Teacher

Dr. G. Ilankumaran

| Semester - IV | | | |
|---|--|------------------|-----------------|
| Course code: 641423 | MARKETING RESEARCH | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts of Marketing Research, MR interface with other disciplines, Evaluation of major MR agencies in India, Marketing Information System, Marketing Research process and Marketing Research design. ➤ Knowledgeable in Techniques of Market Research, Technical considerations, Omnibus surveys, Marketing Scales and Measurement and Multi Dimensional Scaling, Research for New Product Development, Repertory grid, Perceptual maps, Concept Testing, Conjoint Analysis and Product Tests. | | |
| Unit -I | Introduction to Marketing Research - Meaning and importance – Role and scope – MR interface with other disciplines – Evaluation of major MR agencies in India – Marketing Information System – Marketing Decision Support System, Marketing Research process – Marketing Research design | | |
| Unit-II | Techniques of Market Research: Types of Research – Quantitative research and Qualitative Research, Desk Research – Trade Research – Panel Research: Technical considerations in Panels – Methods of analyzing Panel data – Types of Panels – Omnibus surveys – Design issues in Omnibus surveys – Marketing Scales and Measurement - Multi Dimensional Scaling | | |
| Unit III | Research for New Product Development: Repertory grid - Perceptual maps - Concept Testing - Conjoint Analysis – Product Tests: Objectives, Types of product tests: procedures and issues in conducting test marketing – Research issues in marketing segmentation. Specific types of measurement instrument | | |
| Unit IV | Pricing And Distribution Research: Pricing new products –Concepts and product tests incorporating price – Profit - oriented and share – oriented pricing – Gabor and Granger’s ‘Propensity To Purchase’ approach to find the optimum price – Price sensitivity measurement model. Distribution Research – Warehouse and retail location research | | |
| Unit V | Packaging And Promotion Research: Packaging – Need of packaging Advertisement, Types of packaging, Issues in Packaging, Materials of Packaging Research and Modification Promotion Researching consumer promotions – Pre testing consumer promotions – Promotion evaluation– Computing short-term promotional impact – Trade promotion research - Ethical Issues in Marketing Research. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| <p>Ashadhas, P. Q. (2010). Consumer awareness preference perception and satisfaction of Household Electronic goods.</p> <p>Beri, G. C. (2007). <i>Marketing research</i>. Tata McGraw-Hill Education.</p> <p>Fennell, G., & Saegert, J. (2004). Diversity: Population Versus Market. <i>Diversity in Advertising: Broadening the Scope of Research Directions</i>, 301.</p> <p>Tull D.S and Hawkins Del I, 1993. <i>Marketing Research: Measurement and Method</i>. NewDelhi : Prentice Hall of India</p> | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand the concepts of Marketing of Services delves into the Factors influencing the growth in Services Marketing, Development of Services Marketing Thought, Opportunities and challenges in services marketing, Differences between Goods and Services and Expanded Marketing Mix for Services. ➤ Comprehend with Framework for Analyzing Services: Lovelock’s Classification of ➤ Services, Systems in Services Marketing, Operations system, Delivery system and Marketing system, Service Blue Printing and Service Encounters. | | |

Name of the Course Teacher

Dr. G. Ilankumaran

| Semester - IV | | | |
|---|---|------------------|-----------------|
| Course code: 641424 | Marketing of Services | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts of Marketing of Services delves into the Factors influencing the growth in Services Marketing, Development of Services Marketing Thought, Opportunities and challenges in services marketing, Differences between Goods and Services and Expanded Marketing Mix for Services. | | |
| Unit -I | Understanding Services: Factors influencing the growth in Services Marketing – Characteristics of Services – Development of Services Marketing Thought – Opportunities and challenges in services marketing – Differences between Goods and Services – Expanded Marketing Mix for Services. Growth of services in India & Abroad | | |
| Unit-II | Framework for Analysing Services: Classification schemes in Services Marketing – Lovelock’s Classification of Services – Insights and implication for different classification schemes. Systems in Services Marketing – Operations system, Delivery system and Marketing system – Service Blue Printing - ServiceScape – Service Encounters Service management trinity Internal external and interactive Marketing | | |
| Unit III | Positioning of Services: Positioning Dimensions – Importance of positioning in Services Marketing – Steps in developing a positioning strategy – Positioning Maps – Relationship Marketing: Creating and Maintaining valued relationship with Customers Service Product development | | |
| Unit IV | Managing the Customer Service-Function: Measurement of Customer Service Satisfaction – GAPS Model– Service Quality – Parasuraman et al.’s SERVQUAL dimensions Consumer Behaviour in Service Service Failure & Service Recovery | | |
| Unit V | Marketing of hospitality: - Perspectives of Tourism, Hotel and Travel services – Airlines, Railway, Passenger and Goods Transport – Leisure services. Marketing of Non-profit Organizations: - Services offered by charities – Educational services – miscellaneous services – Power and Telecommunication. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Jha, S. M. (2000). <i>Services marketing</i> (p. 139). Himalaya Publishing House. Lovelock C.H. 1996. | | | |
| Nargundkar, R. (2006). <i>Services Marketing 2E</i> . Tata McGraw-Hill Education. | | | |
| Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (1996). <i>Services Marketing</i> McGraw Hill. <i>New York</i> . | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand the concepts of Marketing of Services delves into the Factors influencing the growth in Services Marketing, Development of Services Marketing Thought, Opportunities and challenges in services marketing, Differences between Goods and Services and Expanded Marketing Mix for Services. ➤ Appreciate the role of Steps in developing a positioning strategy, Positioning Maps and Creating and Maintaining valued relationship with Customers, Measurement of Customer Service Satisfaction, GAPS Model and Service Quality. | | |

Name of the Course Teacher

Dr. G. Ilankumaran

| Semester - IV | | | |
|--|--|------------------|-----------------|
| Course code: 641425 | PRODUCT POLICY & BRAND MANAGEMENT | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts of concept of product policy and brand management, Product and classification of products, Conceptual issues in product management, market segmentation, positioning, and differentiation. ➤ Knowledgeable in Product Lifecycle Management, Product Line Extension, Line Stretching, Pruning and Deletions, New Product planning and Development and Product market analysis | | |
| Unit -I | Introduction to product policy and brand management - Product and classification of products - Conceptual issues in product management - market segmentation, positioning, and differentiation | | |
| Unit-II | Product Lifecycle Management – Product Line Extension – Line Stretching, Pruning and Deletions - New Product planning and Development - Product market analysis | | |
| Unit III | Introduction to branding theory – Branding Cycle – Types of Brands - Brand building process – Branding Decisions: Brand image, Brand identity, Brand Personality, Brand Positioning - Brand Repositioning and leveraging the brands, Brand relationship, Brand hierarchy. | | |
| Unit IV | Strategic issues in branding: Rules and risks of brand extension, and consumer perception on brand dimensions. Concept of brand equity: Brand Valuation – Methods – Merits and Demerits of each method. | | |
| Unit V | Co-Branding: Types, Methods and Advantages – Brand Labeling and Packaging – Cases on Brand Strategies, Successes and Failures in Indian and International Contexts. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Daniel Lehman and Rusell Winer, “Product Management”, Tata Mcgraw Hill | | | |
| Jean Noel Kapferer, “Strategic Brand Management”, Delhi: Prentice Hall of India | | | |
| Kevin Lane Keller, “Strategic Brand Management”, Pearson Education | | | |
| Y.L.R. Murthy, “Brand Management in Indian Context”, New Delhi: Vikas Publishing | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Comprehend with Product Lifecycle Management, Product Line Extension, Line Stretching, Pruning and Deletions, New Product planning and Development and Product market analysis ➤ Appreciate the role of Branding Cycle, Types of Brands, Brand building process, Brand image, Brand identity, Brand Personality, Brand Positioning, Brand Repositioning and leveraging the brands, Brand relationship and Brand hierarchy | | |

Name of the Course Teacher

Dr. G. Ilankumaran

| Semester - IV | | | |
|---|--|------------------|-----------------|
| Course code: 641426 | MERCHANDISE MANAGEMENT | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts of concept of Retail Product Management, the Role of Retail Product managers, retail buying organizations. ➤ Knowledgeable in, Assortment Plan, Product Selection Process, Product Specification, Retailer Branding, Private Labels types, Uses and Strategies | | |
| Unit -I | Retail Product Management – Role of Retail Product managers – retail buying organizations – Category Management: Category Mix and Category Management Process | | |
| Unit-II | Product Range Planning and Selection: Assortment Plan – Product Selection Process – Product Specification – Retailer Branding – Private Labels: Types, Uses and Strategies | | |
| Unit III | Managing the Supplier: Supplier Identification – Choice of supplier – supplier development – Supplier Relationship Development – Supply Chain Management – RFID in Retail Supply Chain | | |
| Unit IV | Product Quality Decisions and Stock Management – Stock Management Systems – Forecasting - Merchandise Budget Plan - Response to Sale: Sales Based Ordering – Automatic Replenishment – ECR and CPFR | | |
| Unit V | Retail Space Management: Space allocation – store grading – retail outlet design – Visual Merchandising: Fixtures and Fitting – Product Presentations – Displays – Visual merchandising in non store retailing. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Kunz, G. I. (2010). <i>Merchandising: Theory, principles, and practice</i> . Fairchild Books. | | | |
| Lewis, W. A. (2009). <i>Growth 1870-1913 (Routledge Revivals)</i> . Routledge. | | | |
| Varley, R. (2014). <i>Retail product management: buying and merchandising</i> . Routledge. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Comprehend with Assortment Plan, Product Selection Process, Product Specification, Retailer Branding, Private Labels types, Uses and Strategies ➤ Make predictions by the adoption of Sales Based Ordering, Automatic Replenishment, ECR and CPFR. Retail Space Management: Space allocation, store grading, retail outlet design, Visual Merchandising: Fixtures and Fitting, Product Presentations, Displays, Visual merchandising in non store retailing | | |

Name of the Course Teacher

Dr. G. Ilankumaran

| Semester - IV | | | |
|--|---|------------------|-----------------|
| Course code: 641427 | Retail Operations Management | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts of Retail Operations, Components and Functions, Retail Environment, Structural Change and Modern Retail Structures. ➤ Knowledgeable in Strategic Market Planning, Customer Analysis and Segmentation, Merchandising Issues, Pricing Issues and Store Branding Issues, Store Design and Layout, its Types, Formats, Space Management and Service Setting | | |
| Unit -I | Retail Operations: Components and Functions – The Retail Environment: Structural Change – Modern Retail Structures Trends in retailing in India & Abroad | | |
| Unit-II | Planning and Development: Strategic Market Planning – Customer Analysis and Segmentation – Merchandising Issues – Pricing Issues – Store Branding Issues Retailing Mix- Social Forces Economic Forces Technological Forces Competitive Forces | | |
| Unit III | Store Design and Layout: Types – Retailing Structure & Different Formats – Space Management– Service Setting – Automation and Service Quality Traffic flow & Analysis, Population & its mobility Exteriors & Layout | | |
| Unit IV | Retail Logistics and Distribution – Product Development and Delivery – Sourcing – Vendor Management – Private Label Development and Promotion Retail Pricing policies & Strategies Retail Promotion Supply chain management warehousing | | |
| Unit V | Retail Administration: Managing Human Resources – Recruiting, Selecting and Training Store Employees – Retail Accounting Packages – MIS in Retailing Stock transfer and credit management | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Peter Cullen, (2007), Retailing: Environment and Operations, Delhi: Cengage Learning India | | | |
| Patrick M. Dunne, (2007), Retail Management, Delhi: Cengage Learning India | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Comprehend with Strategic Market Planning, Customer Analysis and Segmentation, Merchandising Issues, Pricing Issues and Store Branding Issues, Store Design and Layout, its Types, Formats, Space Management and Service Setting ➤ ➤ Make predictions by the adoption of Retail Administration, Managing Human Resources, Recruiting, Selecting and Training Store Employees, Retail Accounting Packages and MIS in Retailing | | |

Name of the Course Teacher

Dr. G. Ilankumaran

| Semester - IV | | | |
|--|---|------------------|-----------------|
| Course code: 641428 | DIGITAL MARKETING | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the technical jargon like CPR, CPM, PPC, CPC, SEO, SEM etc. ➤ Know the online marketing mix. ➤ Understand the business drivers in virtual world | | |
| Unit -I | Digital Marketing Basics • Overview of Digital Marketing Concepts • Marketing principles • Tech Jargon: CPR, CPM, PPC, CPC, SEO, SEM etc • Understanding various Social channels | | |
| Unit-II | Search Engine Optimization - Keywords Research and Analysis - Website Monetization - Online Reputation Management - E-marketing - The Online Marketing Mix - Online Consumer Behaviour | | |
| Unit III | Email Marketing - Social Media Marketing - Customer Relationship Management in a Web 2.0 World - Market Influence Analytics in a Digital Ecosystem | | |
| Unit IV | Business Drivers in the Virtual World - Social Media - Online Branding - Traffic Building - Web Business Models - E-commerce | | |
| Unit V | Engagement Marketing through Content Management - Online Campaign Management - Consumer Segmentation, Targeting, and Positioning using Online Tools - Online Communities and Co-creation | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Deiss, R., & Henneberry, R. (2017). <i>Digital marketing for dummies</i> . John Wiley & Sons. | | | |
| Dodson, I. (2016). <i>The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns</i> . John Wiley & Sons. | | | |
| Jain, N., & Ahuja, V. (2014). Segmenting online consumers using K-means cluster analysis. <i>International Journal of Logistics Economics and Globalisation</i> , 6(2), 161-178. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Students will be able to understand the technical jargon in digital marketing, online marketing mix, social media marketing, marketing through content management, online campaign management etc., | | |

Name of the Course Teacher

Dr. G. Ilankumaran

| Semester - IV | | | |
|---|---|------------------|-----------------|
| Course Code: 641431 | ADVANCED PRODUCTION PLANNING AND CONTROL | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the various components that make up the manufacturing planning and control system and the interaction among them ➤ Knowledgeable in the models that are applicable for supply chain inventory management, including those for quantity discounts, Safety stocks, and order quantity and reorder point interactions | | |
| Unit -I | Production Planning: Objectives, Scope & Functions - Forecasting – definitions – methods – characteristics of forecasting problems – Subjective forecasting methods, Objective forecasting methods – linear and non linear regression techniques – analysis of seasonal demand – seasonal demand with growth pattern – problems | | |
| Unit-II | Production Control – Control Objectives - Inventory control with known demand – inventory costs - EOQ models – quantity discount models – instantaneous and gradual – supply and demand cases – problems | | |
| Unit III | Operations scheduling – production scheduling – job shop scheduling – problems in job shop scheduling – sequencing problems – scheduling tools and techniques – problems in scheduling | | |
| Unit IV | Supply chain management – make or buy decisions – JIT purchasing - Global sourcing – information flow – problems | | |
| Unit V | Synchronous manufacturing and theory of constraints – performance measurement – capacity constraints – implementing a synchronous operations system. - Computers in PPC – Automated manufacturing systems – Computer Integrated Manufacturing - Computer aided designing - Software in Planning and Control. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Dilworth, J. B. Production and Operations Management, Vth Edition, 2009, pp224-230. | | | |
| Jacobs, F. R., Chase, R. B., & Aquilano, N. (2004). Operations management for competitive advantage. <i>Boston: Mc-Graw Hill, 64, 70.</i> | | | |
| Nahmias, S., & Cheng, Y. (2005). <i>Production and operations analysis</i> (Vol. 6). New York: McGraw-hill. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Develop the models that are applicable for supply chain inventory management, including those for quantity discounts, Safety stocks, and order quantity and reorder point interactions ➤ Appreciate the material requirements plans, manufacturing resource plans, and capacity requirement plans can be developed, and lot sizing decisions can be made for a manufacturing | | |

Name of the Course Teacher

Dr.K.Chandrasekar

| Semester - IV | | | | |
|---|---|--|------------------|-----------------|
| Course Code: 641432 | SUPPLY CHAIN MANAGEMENT | | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ To give students an understanding that the problems and issues within the respective fields of logistics are invariably complex, and require clear reasoning and analysis, in order to derive an appropriate course of action. ➤ To incorporate and learn the critical elements of Logistics and Supply Chain Management processes | | | |
| Unit -I | Development of SCM concepts and Definitions – key decision areas – strategic Supply Chain Management and Key components, External Drivers of Change. Dimensions of Logistics – The Macro perspective and the macro dimension – Logistic system analysis. | | | |
| Unit-II | Sourcing strategy: Manufacturing management – make or buy decision – capacity management – Materials Management – choice of sources – procurement planning. | | | |
| Unit III | Distribution strategy: Choice of Market – network design – warehouse designed operation and distribution planning – transportation – packaging. | | | |
| Unit IV | Inventory Strategy: Demand forecasting – inventory planning – planning of stocking facilities – warehouse location allocation. Warehouse design and operations – inventory norms. | | | |
| Unit V | Channels of Distribution – Customer Service Strategy: Identification of Service needs, cost of services – revenue Management. | | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | | |
| Reference and Textbooks:- | | | | |
| Coyle, Bradi & Longby, The Management of Business Logistics, 3rd Ed., West Publishing Co. | | | | |
| Reguram G, Rangaraj N, Logistics and Supply Chain Management Cases and Concepts, Macmillan India Ltd., New Delhi, 1999. | | | | |
| Sahay, B. S. (Ed.). (2006). <i>Supply Chain Management: For Global Competitiveness</i> . Macmillan. | | | | |
| Sahay, B. S., Gupta, J. N., & Mohan, R. (2006). Managing supply chains for competitiveness: the Indian scenario. <i>Supply Chain Management: An International Journal</i> , 11(1), 15-24. | | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand that the problems and issues within the respective fields of logistics are invariably complex, and require clear reasoning and analysis, in order to derive an appropriate course of action. ➤ Well known about the incorporate and learn the critical elements of Logistics and Supply Chain Management processes | | | |

Name of the Course Teacher

Dr.K.Chandrasekar

| Semester - IV | | | |
|--|---|------------------|-----------------|
| Course Code: 641433 | ADVANCED QUALITY MANAGEMENT | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the business excellence models and be able assess organization's performance making reference to their criteria ➤ Knowledgeable in principles of total quality management and peculiarities of their implementation | | |
| Unit -I | Quality – Definitions – Basic concepts – Quality function – Managing for quality – Quality planning – Organization for quality – Developing a quality culture – Control of quality and quality improvement – ISO 9000 series - Latest Standards – Concepts only. | | |
| Unit-II | Designing for quality – Quality measurement in manufacturing – Statistical process control – Control chart for variables – X and R Chart – Control chart for attributes – P and C charts. | | |
| Unit III | Inspection for Quality – Inspection planning – Accuracy – Errors of measurement – Concept of sampling plans – Producer Risk – Consumer Risk – The operating characteristics curves. | | |
| Unit IV | Reliability and life testing – Hazard models – Constant Hazard - Linearly increasing Hazard – Weibull model – MTTF System reliability – Series and parallel. | | |
| Unit V | Quality Information Systems – Scope – Reports on quality. Quality Assurance: Definitions – concept – quality auditing – Audit Reporting – Quality survey. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Gryna, F. M. (2001). <i>Quality planning and analysis: from product development through use</i> . McGraw-Hill Science Engineering. | | | |
| S.K Singh, ISO 9000 and Total Quality Management, Common Welath Publishers, Manjpur, Delhi | | | |
| Rajendran, K. (2007). Business excellence through total quality management _TQM _in supplier purchaser and customer management system. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Know business excellence models and be able assess organization's performance making reference to their criteria ➤ Know the principles of total quality management and peculiarities of their implementation | | |

Name of the Course Teacher

Dr.K.Chandrasekar

| Semester - IV | | | |
|---|--|------------------|-----------------|
| Course Code: 641434 | TECHNOLOGY AND INNOVATION MANAGEMENT | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand and communicate the value of technology investments ➤ Understand which products and components to make in-house and which to outsource ➤ Manage new product development and introduction processes in the context of the innovation system | | |
| Unit -I | Perspectives on Management of Technology: Description, scope and implications – need for technology analysis; organizational learning – knowledge management and their need for effective management of technology; Technology life cycles | | |
| Unit-II | Evolution of innovation and technology – Dominant design theory, Technology S-curve theory. Productivity and Technology Management: Technology, productivity and process change; creating a productive team culture; concurrent engineering and time-based competition; Risk factors in Technology Management; product development through technology innovations – implementation of new technology. | | |
| Unit III | Tools And Legal Issues For Technology Manager: Role of patents, copy rights, trade marks and licenses in technology management – Intellectual property rights in the Electronic Age; Decision support systems in R & D – marketing of technical products - Rules and Regulations in relation to Transfer of Technology and Settlement of disputes. | | |
| Unit IV | Concept of innovation and creativity Definition - relationship of creativity to the following human functions - Intelligence, Education, Age, Behaviour - 4 P's of creativity and theories behind those ideas - 4 stages of creative process - major blocks to creativity. Organizational climate for creativity and Innovation Organizational diagnosis: preparation of a report on the organizational climate for creativity in an organization. | | |
| Unit V | Human relation skills for Managing Innovation - Experiential learning programme - Group Problem Solving - - Group Decision making - - Group think - Brain-storming (Individual and groups). Knowledge and power - knowledge worker – concept of learning organization – Knowledge Management | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Alvin Toffler. 1971. Future Shock. New York, Bantom | | | |
| Dangwal, R. C. (2002). Emerging Trends in Corporate Financial Reporting. <i>Auditing and Contemporary Accounting: New Horizons</i> , 2, 319. | | | |
| Moody, D. L. (2003). The method evaluation model: a theoretical model for validating information systems design methods. <i>ECIS 2003 proceedings</i> , 79. | | | |
| Peters. T J, Waterman, R H. 1982 . In Search Of Excellence. London: Harper & Row 1982 | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Recognize which products and components to make in-house and which to outsource ➤ Appreciate the managing new product development and introduction processes in the context of the innovation system | | |

Name of the Course Teacher

Dr.K.Chandrasekar

| Semester - IV | | | |
|---|---|------------------|-----------------|
| Course Code: 641435 | PRODUCTIVITY MANAGEMENT & TECHNIQUES | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ To understanding Productivity ➤ To know customizing Sustainable Productivity Concept ➤ To understand in detail about implementing an Effective Productivity Drive | | |
| Unit -I | Productivity – definition – concepts – importance of productivity circles - Measures of productivity – qualitative and quantitative measures – three basic types of productivity – partial – total factor – total productivity – productivity indices – methods of recording data | | |
| Unit-II | Man power planning – productivity measurement at national and international levels – measures of productivity in different organizations like manufacturing and services and R & D etc. - Managing productivity – misconceptions about productivity management automation and productivity – economics of productivity | | |
| Unit III | Factors affecting productivity – cultural factors – human factors – physical environment – technology – materials – machine – layout – lighting – temperature – ventilation – employment – job performance – motivation – employee ability – aptitude – personality – experience – training – interest – education – intelligence – variables affecting productivity – internal and external to the company | | |
| Unit IV | Productivity improvement – barriers to productivity improvement – productivity improvement techniques – employee based – material based – task based – product based – technology based – incentives to increase productivity – effective team working – performance review and appraise techniques - Pit falls in productivity improvement | | |
| Unit V | Productivity requirements – required organizational change for productivity improvement – top management role – crisis management – concepts – crisis management and productivity - Time management – key to productivity improvement – time management at personal and organizational levels – scheduling works – time saving techniques – using technology for saving time. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Ouah, J. S. (1984). Productivity in the Singapore police force: Some suggestions for improvement. <i>Asian Journal of Public Administration</i> , 6(1), 2-17. | | | |
| Robert Schaffer – “Managing Productivity” – Jaico Publishing House | | | |
| Sawhney S C – “Productivity Management” - TMH, Delhi | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Know about customizing Sustainable Productivity Concept ➤ Understanding about implementing an Effective Productivity Drive | | |

Name of the Course Teacher

Dr.K.Chandrasekar

| Semester - IV | | | |
|--|---|------------------|-----------------|
| Course Code: 641441 | LEARNING AND DEVELOPMENT | Credits:3 | Hours: 3 |
| Objectives | ➤ Relate concepts and principles of Training: Need and Importance - Needs Analysis and Needs Assessment, Performance Analysis, Job Analysis, Task Analysis, Learner Analysis, Context Analysis and Skill Gap Analysis – Concept of Education. | | |
| Unit -I | Introduction to Learning: Learning Objectives – Learning curve – Learning Principles – Methods of Learning – Learning theories. | | |
| Unit-II | Introduction to Training: Need and Importance - Needs Analysis and Needs Assessment, - Performance Analysis, Job Analysis, Task Analysis, Learner Analysis, Context Analysis and Skill Gap Analysis - Training and Management Development | | |
| Unit III | Training objectives - Strategic Deliverables and Instructional Project Management, Design Developing Tests/Assessments Training objectives - Strategic Deliverables and Instructional Project Management, Design Developing Tests/Assessments | | |
| Unit IV | Train the Trainer Programmes - classroom and non class room delivering techniques. Role of evaluation - evaluating reactions and learning - evaluating transfer of training - evaluating results of training, - past and future analysis | | |
| Unit V | Learning process, Training climate and pedagogy, Training methods and techniques, Training communication - Develop an understanding of coaching, Leadership Development and Management development programmes. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| <p>Craig R.L. "Training and Development Hand book: A guide to Human Resource Development"(4th Ed.), New York, NY:McGraw Hill 1996</p> <p>Ford, D. J. (1999). <i>Bottom-line training: How to design and implement successful programs that boost profits</i>. Gulf Professional Publishing.</p> <p>Lynton, R. P., & Pareek, U. (2011). <i>Training for development</i>. SAGE Publishing India. Rae.L.; How to measure Training effectiveness, Aldershot 1986</p> <p>Noe, R. A., Tews, M. J., & McConnell Dachner, A. (2010). Learner engagement: A new perspective for enhancing our understanding of learner motivation and workplace learning. <i>Academy of Management Annals</i>, 4(1), 279-315.</p> | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Apply creative and strategic thinking about performance analysis, job analysis, task analysis and learner analysis ➤ Work effectively with teams and idea about strategic planning and training. | | |

Name of the Course Teacher

Dr. M. Ayisha Millath

| Semester - IV | | | |
|---|--|------------------|-----------------|
| Course Code: 641442 | HUMAN RESOURCE DEVELOPMENT | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Examine the status of current HRD and role analysis. ➤ Identify key characteristics and different training needs and development. ➤ Analyze the performance potential appraisal area ➤ Assess about career planning | | |
| Unit -I | Introduction: Meaning, Importance, difference between traditional personnel management and HRD - Role Analysis and HRD - Key performance Areas - Critical attributes. | | |
| Unit-II | Performance Appraisals and Performance Development - objectives of Performance Appraisal – Methods - Basic considerations in Performance Appraisal; Development oriented appraisal system. Interpersonal Feedback and Performance Counselling. | | |
| Unit III | Potential Appraisal and Development - Training - Identification of training needs; Determination of training objectives; Training programme design; Training Methods; Evaluation and Follow-up training. | | |
| Unit IV | Career Development in a Changing Environment: - Career Development: Theoretical Foundations, Concept of Career Anchor - Concepts of Competence - Competency Approach to Development - Assessment Centre Approach to Competence Building - Career Paths, Career Transition - Succession Planning and Fast-Tracking - Career Development and Business Strategy - Special Issues in Career Development. | | |
| Unit V | Organizational Effectiveness - HRD climate; Organization Development - Managing change through OD. Human Resource Development – Current Status and Future Directions – Human Resource Development experiences in India – Human Resource Development Strategies for Higher Organisational Performance | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Kohli and Sinha D,(Ed) Human Resource Development – Global changes and Strategies in 2000 AD, Allied Publishers. | | | |
| Pareek, U. (2006). <i>Designing And Managing Human Resource Systems, 3/E</i> . Oxford and IBH publishing. | | | |
| Rao, T. V. (1984). <i>Performance appraisal: theory and practice</i> . Rao T.V, Alternative Approaches and Strategies HRD, New Delhi: Rawat Publishers. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Apply the organizational effectiveness factors and careen plnning ➤ Prepared about the current status of HR and training and development | | |

Name of the Course Teacher

Dr. M. Ayisha Millath

| Semester - IV | | | |
|---|---|------------------|-----------------|
| Course Code: : 641443 | MANAGING TEAM AND WORKFORCE DIVERSITY | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the elements and dimension of team management ➤ Assess the impact on its organization and business success. | | |
| Unit -I | Team management: Introduction- Definition- Importance of team- Characteristics of team- Goals- Elements and Dimensions- Impact on its organization and business success- Present day challenges of team management. | | |
| Unit-II | Understanding fundamental concepts of team: Team dynamics- Goal setting in teams- RoleClarity- Communication- planning- problem solving and execution. Stages of team development-Virtual team- Learning team- High performance team- Factors affecting team cohesiveness | | |
| Unit III | Analyze the team leadership challenges- Assess team leadership effectiveness- strength and opportunities areas- Evaluate team's performance. | | |
| Unit IV | Workforce Diversity: Introduction- Definition- Scope and Benefits of workplace diversity- Teaching and Learning in Workplace- Strategies to manage diverse groups- Workplace diversity awareness programs | | |
| Unit V | Develop personal awareness plan of action- Improvisation of workplace climate- Coping techniques of Workplace Diversity- Culture and Workplace Diversity- Current perspective among Workplace Diversity- Problems in Workforce Diversity- Approaches to overcome Workforce Diversity. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Carr-Ruffino, N. (1998). <i>Managing diversity: People skills for a multicultural workplace</i> . Pearson. | | | |
| Cox Jr, T. H. (2001). <i>Creating a multicultural organization: Theory, research, and practice</i> . | | | |
| Johnson, A. G. (2006). <i>Privilege, power, and difference</i> . | | | |
| Levi Daniel (2014). <i>Group Dynamics for Team (5th Edition)</i> Los Angeles, California- Sage Publication. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Students will be able to understand the uniqueness of team management and workforce diversity | | |

Name of the Course Teacher

Dr.K.Chandrasekar

| Semester - IV | | | |
|--|---|------------------|-----------------|
| Course Code: : 641444 | LABOUR LEGISLATIONS | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ To understand the concept labour legislations ➤ To have a broad understanding of the legal principles governing the employment relationship at individual and collective level. | | |
| Unit -I | Factories Act, 1948, Workmens Compensation Act, 1923. | | |
| Unit-II | ayment of Wages Act, 1936, Minimum Wages Act, 1948. Payment of Bonus Act, 1965 | | |
| Unit III | Payment of Gratuity Act, 1972, Employees State Insurance Act, 1948, Employees Provident Fund and Miscellaneous Provisions Act, 1952. | | |
| Unit IV | Industrial Disputes Act, 1947, Industrial Employment (Standing Orders) Act, 1946. Trade Union Act 1926, Shops and Establishment Act, 1947. | | |
| Unit V | Equal remuneration Act 1976, Contract Labour (Regulation and Abolition) Act 1976, Maternity Benefits Act. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Act, C. Corporate Law I (Semester-IV) Course Code: 2BAL405. | | | |
| Jain, H. C. (2009). Basic Indian Legal Literature for Foreign Legal Professionals. | | | |
| Labour Law – S.K. Puri. | | | |
| Misra, S. N. (2006). <i>Labour and industrial laws</i> . Central Law Publications. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ To know about disputes of workers in Industries, various sections to solve the disputes, Compensation to be given to employees under various conditions, rule of payment of Gratuity and bonus given to employees as additional benefits. ➤ The students will clear idea about Provident fund and contributions of employers, benefits of State Insurance and about Standing Orders and its validity and rights of workman related to this act | | |

Name of the Course Teacher

Dr.P. S. Nagarajan

| Semester - IV | | | |
|---|--|------------------|-----------------|
| Course Code: : 641445 | COMPENSATION AND REWARD MANAGEMENT | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the basic concepts and models of compensation system and recent theoretical and practical developments in the area of compensation and benefits. ➤ Understand the differences of compensation system among different organizations | | |
| Unit -I | Compensation — Concept and Context: Role of Compensation and Rewards in Organization - Economic and Behavioural Issues in Compensation - Framework of Compensation Policy | | |
| Unit-II | Legal Framework of Wage and Salary Administration: Wage Concepts and Definition of Wages under various Labour Legislation - Norms for Wage Determination - Regulations of Acts - Payment of Wages, Bonus Act, Minimum Wages and Equal Remuneration - Law Relating to Retiral Benefits | | |
| Unit III | Compensation Structure and Differentials: Pay Packet Composition - Institutional Mechanism for Wage Determination – Salary Benchmarking - Job Evaluation and Internal Equity -External Equity and Pay Surveys, Executive Compensation. Compensation Systems in Multinational Companies and IT companies | | |
| Unit IV | Reward System, Incentives and Pay Restructuring: Design of Performance-linked Reward System Incentives for Blue and White Collars - Bonus, Profit Sharing and Stock Options - Allowances and Benefits - The role of fringe benefits in reward systems - Downsizing and Retirement Plans including Voluntary Retirement Scheme, Golden Handshake Schemes. | | |
| Unit V | Emerging Issues and Trends: Tax Planning - Comparative International Compensation - Overview of Future Trends in Compensation Management. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| <p>Armstrong, M., & Murlis, H. (1988). <i>Reward Management: a handbook of salary administration</i>. Hyperion Books.</p> <p>Bergreaa, Lenard R. <i>Wage and Salary Administration</i>. London, Charles E- Merril, 1984.</p> <p>Capeman, George, <i>Employees Shares Ownership</i>. New York, Kogan Page, 1991.</p> <p>Hart, Robert A. <i>Economics of Non-Wage Labour costs</i>. London, George Aller and Unwin, 1984.</p> | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Apply the pay model to understand how and why pay systems work. ➤ Explain how organizations develop and implement pay systems. | | |

Name of the Course Teacher

Dr. M. Ayisha Millath

| Semester - IV | | | |
|---|--|------------------|-----------------|
| Course Code: : 641446 | WORKPLACE COUNSELLING | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understanding industry of counselling ➤ Study the dimension of counselling. ➤ Know the models of counselling. | | |
| Unit -I | Workplace today, Counselling, history of counselling, dimensions of counselling, basics of workplace counselling - Orientation models, brief therapy models, problem focused models, work oriented models, manager based models, externally based models, internally based models, welfare based models, organization change models. | | |
| Unit-II | Multiple roles of Counsellors, counselling values Vs business values, training for counsellors - ethical issues in counselling - stress and counselling, impact of organizations; systematic approaches; organisation culture: different cultures and counselling. | | |
| Unit III | Preparation for counselling - assessing workplace counselling, contracting for counselling, introducing counselling in the workplace, terminating counselling. - Preparation of employee, assessment of employee, contracting / referring, engaging in counselling and terminating counselling. | | |
| Unit IV | Usefulness of evaluation - record keeping, evaluation, formative and summative evaluation, different methods of counselling evaluation. Training in ethical decision-making, ethical responsibilities for and to clients and organizations; employee counsellors; ethical responsibilities for and to themselves; organisation's ethical responsibilities. | | |
| Unit V | Methods of training counsellors, dynamics of training, the training team, facilities, context, student group, curriculum, assessment, learning community - Supervision – Definition, supervisory relationships, supervision for counsellors parallel process in workplace counselling, helping counsellors for supervision. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Carroll, M., & Holloway, E. (Eds.). (1998). <i>Counselling supervision in context</i> . Sage. | | | |
| Nelson-Jones, R. (2008). <i>Introduction to counselling skills: Text and activities</i> . Sage. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Students will learn the necessity of counselling | | |

Name of the Course Teacher

Dr.K.Chandrasekar

| Semester - IV | | | |
|--|---|------------------|-----------------|
| Course Code:641447 | EMPLOYEE LEADERSHIP & EMPOWERMENT | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ To gain clarity about their leadership principles, values, and ethical boundaries, and how they will respond under pressure when challenged. ➤ To understand what is motivating them, both extrinsically and intrinsically, and to find leadership paths that will enable them to utilize their motivated capabilities from employee career. | | |
| Unit -I | Understanding Leadership: Leadership Skills - The Difference between Leadership and Management; Evolution of Leadership Theories; Attributes of Effective Leaders. Leadership Styles; Likert's Four Styles; Tannenbaum & Schmidt Continuum of Leaders Behavior; | | |
| Unit-II | Conflict Resolution Skills; Leadership Tactics. Leadership Development to Organization Goals. Learning: The Learning Organization; Leading a Learning Organization. - Coaching Leaders - Demystifying Coaching; Improving as a Coach. | | |
| Unit III | Employee empowerment, Employee involvement - Quality of work life; Work - life balance, Leadership Succession. Impact of Leadership Styles on Work Climate. | | |
| Unit IV | Developing Performing Teams Moving from Command and Control to Teamwork; Understanding Teams and Teamwork; Principles of Great Teams; Team Size and Skills. Balance Score-card & Competency Mapping | | |
| Unit V | Leadership Approaches that Foster Team Performance; Team Learning. Leadership Challenges:Challenges of Knowledge Work; Realities of E-commerce Environment; Managing Diversity. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Chris Brewster, Paul Sparrow and Guy Vernon (2008). International Human Resource Management, Hyderabad: Universities Press | | | |
| Dowling, PJ and Welch, DE (2004). International Human Resource Management, 4th edn., London, Thomson. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Understand the difference between leadership and management. ➤ Apply the leadership styles. ➤ Understand the relationship between employee empowerment and involvement ➤ Coaching leaders | | |

Name of the Course Teacher

Dr. M. Ayisha Millath

| Semester - IV | | | |
|--|---|------------------|-----------------|
| Course Code: 641448 | INTERNATIONAL HUMAN RESOURCE MANAGEMENT | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ To explore the differences between Comparative and International HRM ➤ To understand the concept of HR impact of national culture. ➤ To have the knowledge about training and development | | |
| Unit -I | Introduction to International HRM – HR and the impact of National culture – culture and organisational life – Developing cultural intelligence. | | |
| Unit-II | Recruitment and selection: Recruitment methods, Selection – putting recruitment and selection into cultural context – Recruitment of International employee – Managing the global assignment cycle – selection. | | |
| Unit III | Training and Development: Continuing Training – From Training to Development – systems of employee development. | | |
| Unit IV | Reward factors affecting international compensation systems – benefits – the adjustments and incentives. | | |
| Unit V | Flexibility and Work Life Balance – Diversity management of International Organisations– Women in International Management – implications of International working on work life balance. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Chris Brewster, Paul Sparrow and Guy Vernon (2008). <i>International Human Resource Management</i> , Hyderabad: Universities Press | | | |
| Dowling, PJ and Welch, DE (2004). <i>International Human Resource Management</i> , 4th edn., London, Thomson. | | | |
| Jackson, S. E., Luo, Y., & Schuler, R. S. (2003). <i>Managing human resources in cross-border alliances</i> . Routledge. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Assess the principal comparisons and contrasts of the business and human resource systems. ➤ Evaluate the different approaches to and strategies for HRM in international business activities, and their impact on employees | | |

Name of the Course Teacher

Dr. M. Ayisha Millath

| Semester - IV | | | |
|---|---|------------------|-----------------|
| Course Code: 641451 | SOFTWARE PROJECT MANAGEMENT | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts and significance of Software Project Management, components of SPM and challenges and opportunities in SPM. ➤ Knowledgeable in Software Metrics, Monitoring & measurement of SW development , cost and time metrics, methods and tools for metrics | | |
| Unit -I | Introduction to Software Project Management (SPM): Definition – components of SPM – challenges and opportunities – tools and techniques – managing human resource and technical resource – costing and pricing of projects – training and development – project management techniques. | | |
| Unit-II | Software Metrics: Monitoring & measurement of SW development – cost, size and time metrics – methods and tools for metrics – issues of metrics in multiple projects. | | |
| Unit III | Software Quality: Quality in SW development – quality assurance – quality standards and certifications – the process and issues in obtaining certifications – the benefits and implications for the organization and its customers – change management. | | |
| Unit IV | Risk Management: the risk issues in SW development and implementation – identification of risk – resolving and avoiding risks – tools and methods for identifying risk management. | | |
| Unit V | Emerging issues: Multiple projects – off-shore development issues – managing human resources – pricing and payments across countries – remote development and implementation. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Haynes, M. E. (1990). <i>Project Management: From idea to implementation</i> (pp. 30-7). London: Kogan Page. | | | |
| Purba, S., Sawh, D., & Shah, B. (1995). <i>How to manage a successful software project</i> . John Wiley & Sons, Inc.. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Develop a comprehensive project plan for a significant development effort ➤ Measure project progress, productivity and other aspects of the software process. | | |

Name of the Course Teacher

Mr. S.Sathish

| Semester - IV | | | |
|---|--|------------------|-----------------|
| Course Code: 641452 | ENTERPRISE RESOURCE PLANNING | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts and significance of Aspects of risks and Risk Management ➤ Knowledgeable in Algorithm and Keys - Types of Keys, Secret Key, Public Key, Hashing, Digital Signature, Key Management, Digital Signature and One Way Hash Functions ➤ Thorough in Network Security, Email Security - Intrusion Detection, Audit Trails and Audit Reduction. | | |
| Unit -I | Introduction to ERP – enterprise Overview – Integrated Management Information – Business Modeling – Integrated Data Model – Benefits of ERP. | | |
| Unit-II | Evolution of ERP: MRP I - MRP II – DRP – JIT and Kanban – Make to Order – Make to Stock – Assemble to Order – Engineer to Order – Configure to Order – Comparison of ERP Vendors and their ERP Suits (SAP, BaaN, Ramco e.Applications, PeopleSoft) | | |
| Unit III | ERP Modules – Finance – Manufacturing (Production) – Human Resources – Plant Maintenance – Materials Management – Quality Management – Sales and Distribution. | | |
| Unit IV | ERP Implementation Life Cycle – Pre Evaluation Screening – Package Evaluation – Project Planning Phase – Re-Engineering – Implementation – Team Training – Going Live – End User Training – Post Implementation. | | |
| Unit V | ERP – Present and Future – Enterprise Integration Applications (EIA) – ERP and e- Commerce – ERP and Internet – Future Directions in ERP. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Abdellatif, T. S., Elsoud, M. A., & Ali, H. A. (2011). Comparing online analytical processing and data mining tasks in enterprise resource planning systems | | | |
| Sumner. (2005), <i>Enterprise Resource Planning</i> , Prentice Hall Weily, 1999. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ understand how to apply the principles of information security management in a variety of contexts. | | |

Name of the Course Teacher

Mr. S.Sathish

| Semester - IV | | | |
|---|---|------------------|-----------------|
| Course Code: 641453 | INFORMATION SECURITY AND RISK MANAGEMENT | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts and significance of networking, web designing, e commerce, online payment, online advertisement. ➤ Knowledgeable in applications of multimedia in business and industry. | | |
| Unit -I | Aspects of Security: Information Age and Risks – Vulnerabilities, Causes and Effects, Communications Security Criteria, Requirement Specification, System Design, Physical Security, Organisational Integrity. Risk Management: Grade of Risk, Level of Threat, Constraints, Balancing Risks and Countermeasures, Standards | | |
| Unit-II | Encryption Principles: Theory and Terminology, Public Key Systems, Message Authentication, Underlying Mathematics, Data Encryption Algorithm, Public Key Algorithms, Current Developments | | |
| Unit III | Keys and Key management: Algorithm and Keys - Types of Keys, Secret Key, Public Key, Hashing, Digital Signature, Key Management, Digital Signature and One Way Hash Functions | | |
| Unit IV | Technical Controls: Access Control - File Protection, Virus Protection - Operating Systems, Databases and DBMSs, - Security Protocols, Identification and Authentication, - Network Security, Email Security - Intrusion Detection, Audit Trails and Audit Reduction | | |
| Unit V | Application Specific Risks: Real-Time Control Systems, - Banking and Financial Transactions, Legal and Contract Data, - Intellectual Property, Personal Data, - National Security | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Philip Purpura, “ <i>Security and Loss Prevention - An Introduction</i> ”, Butterworth-Heinemann, Fifth Edition, 2007 | | | |
| Robert J. Fischer, Edward Halibozek, & Gion Green, “ <i>Introduction to Security</i> ”, Butterworth-Heinemann, Eighth Edition, 2008 | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Develop strategies for ongoing personal and professional development that will lead to enhanced work performance and career opportunities, and keep pace with industry changes. | | |

Name of the Course Teacher

Mr. S.Sathish

| Semester - IV | | | |
|---|---|------------------|-----------------|
| Course Code: 641454 | INTERNET AND WEB APPLICATIONS | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the concepts and significance of networking, web designing, e-commerce, online payment, online advertisement. ➤ Knowledgeable in applications of multimedia in business and industry. | | |
| Unit -I | Network Infrastructure – LAN, Ethernet (IEEE 802.3), WAN, Internet, TCP/IP reference model, Domain names, Internet Industry Structure, FTP applications, Electronic Mail, WWW. HTTP, Web Browsers, HTML, Simple exercises in HTML, Common Gateway Interface, Multimedia objects. | | |
| Unit-II | Securing Business on Network: Security Policy, Procedures and Practices, Site Security, Firewalls, Securing Web Service, Transaction Security, Authentication Protocols, Digital Signatures, Security protocols for Web Commerce. Electronic Payment Systems: Online Electronic Payment Systems, Prepaid and Post Paid Electronic Payment Systems Information Directories and Search Engines | | |
| Unit III | Internet Advertising, Models of Internet advertising, Sponsoring Content, Weaknesses in Internet advertising, Web Auctions. Launching Your E business- Marketing an E-Business, Search Engines and Directories, Public Relations, Consumer Communication, News Groups & Forums, Exchanging Links, Web Rings, E-Business Back end systems, Business Record Maintenance, Back up procedures and disaster Recovery plans Introduction to E-Commerce, Impact of E-Commerce, Application of E-Commerce Technology, Business Models | | |
| Unit IV | Multimedia applications: Selection criteria-integration with other visual technologies -HW and Networking requirements-portability issues-cost benefit analysis. General applications of multimedia- applications of multimedia in business and industry- Introduction to Virtual Reality. | | |
| Unit V | Building a Corporate Website: Practical issues on servers and Application Software. Management issues related to Web Server Setup. Case Study discussion on a Corporate Web Site. E-Commerce legal issues and Cyber laws. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Bharat Bhaskar, “ <i>Electronic Commerce - Framework, Technologies and Applications</i> ”, Tata McGraw Hill | | | |
| C Xavier, “World Wide Web Design with HTML” | | | |
| Napier, Judd, Rivers, Wagner, “ <i>Creating a winning E-Business</i> ”, Thomson Learning, 2001 | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Develop strategies for ongoing personal and professional development that will lead to enhanced work performance and career opportunities, and keep pace with industry changes. | | |

Name of the Course Teacher

Mr. S.Sathish

| Semester - IV | | | |
|----------------------------|--|------------------|-----------------|
| Course Code: 641455 | SYSTEMS PROJECT | Credits:3 | Hours: 3 |
| Objectives | ➤ This course is designed to help the students to integrate the functional areas by applying the tools / techniques learnt during the course of study. This is a course of independent study wherein there will not be any classroom contact sessions. | | |
| Outcomes | ➤ The students will work independently under the guidance of the faculty guide. They will carry out the study on any one of the functional on area of management by applying computer knowledge and skill. | | |

Name of the Course Teacher

Mr. S.Sathish

| Semester - IV | | | | | |
|---|--|------------------|-----------------|---|---|
| Course Code: 641461 | SECTORAL STUDY | Credits:3 | Hours: 3 | | |
| Objectives | <p>➤ This project based course is intended to provide the students an opportunity to identify and choose a business sector in which they want to pursue a career. An indicative list of business sectors is as given below;</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> ➤ Agriculture ➤ Food Processing ➤ Insurance ➤ NBFS ➤ Tourism ➤ Hospitality ➤ Automobile </td> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> ➤ BPO and KPO ➤ Logistics ➤ FMCG ➤ Consumer Durables ➤ IT and ITES ➤ Non Governmental Organizations ➤ (NGO) </td> </tr> </table> | | | <ul style="list-style-type: none"> ➤ Agriculture ➤ Food Processing ➤ Insurance ➤ NBFS ➤ Tourism ➤ Hospitality ➤ Automobile | <ul style="list-style-type: none"> ➤ BPO and KPO ➤ Logistics ➤ FMCG ➤ Consumer Durables ➤ IT and ITES ➤ Non Governmental Organizations ➤ (NGO) |
| <ul style="list-style-type: none"> ➤ Agriculture ➤ Food Processing ➤ Insurance ➤ NBFS ➤ Tourism ➤ Hospitality ➤ Automobile | <ul style="list-style-type: none"> ➤ BPO and KPO ➤ Logistics ➤ FMCG ➤ Consumer Durables ➤ IT and ITES ➤ Non Governmental Organizations ➤ (NGO) | | | | |
| Outcomes | <ul style="list-style-type: none"> • The students will do project on any business sector, They will gain much knowledge on the sector which will be chosen by them, They can do the project either by using primary or either by using primary or secondary data. | | | | |

Name of the Course Teacher

Dr.K.Chandrasekar

| Semester - IV | | | |
|--|--|------------------|-----------------|
| Course Code: 641462 | ENTREPRENEURSHIP | Credits:3 | Hours: 3 |
| Objectives | ➤ The Objective of the Entrepreneurship Course is to inculcate in graduates an advanced level of entrepreneurial vision and entrepreneurial will. | | |
| Unit -I | Competing Theories of Entrepreneurship: Definition of entrepreneurship, Characteristics of entrepreneurship, A conceptional model, Views of Schumpeter, Walker and Drucker, Theories of entrepreneurial origin, Intrapreneurs | | |
| Unit-II | Entrepreneurial Traits And Types: Evolution of the term entrepreneur, who is an entrepreneur? Entrepreneur and entreprise, Entrepreneurs and managers - Traits of a true entrepreneur, Types of entrepreneurs, Functions of an entrepreneur, Behavioural patterns of Entrepreneurs. | | |
| Unit III | Entrepreneurial Motivation: The motivating factors, Entrepreneurial ambitions, Compelling factors, Facilitating factors, The Achievement Motivation, the Kakinada Experiment. | | |
| Unit IV | Institutions Assisting Entrepreneurs: Institutional set-up, DICs, SISI, SIDCO of Tamilnadu, SIPCOT, Special Economic Zones, Entrepreneurial Guidance Bureau, KVIC, Commercial banks, New Entrepreneur Development Agency - Incentives And Subsidies | | |
| Unit V | Entrepreneurial Development Programmes In India: The concept of entrepreneurial development, Need for training and development, Phases of entrepreneurial development programme, Contents of training programme for Entrepreneurial Development, The target group, Special agencies and schemes, Institutions conducting EDPs, Problems in Institutional framework, Evaluating EDPs. | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Entrepreneurial Development, Gupta & Srinivasan. | | | |
| Entrepreneurial Development, Jose, Ajith & Paul. | | | |
| Entrepreneurial Development, Saravanavel. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Research and evaluate the personal attributes and skills that characterize the —successfull entrepreneur. ➤ Compare their personal characteristics and interests to that of the —successfull entrepreneur. ➤ Identify and assess sources of support for small businesses and entrepreneurs | | |

Name of the Course Teacher

Dr. C. K. Muthukumar

| Semester - IV | | | |
|--|--|------------------|-----------------|
| Course Code: 641463 | BUSINESS PLAN DEVELOPMENT | Credits:3 | Hours: 3 |
| Objectives | ➤ To enable students to evaluate and write a sound business plan including assessment of a business concept, collection and organization of market research data, and preparation of financial projects for the business concept. | | |
| Unit -I | The Successful Business – Getting Your Plan Started – Making Your Plan Compelling. | | |
| Unit-II | The Executive Summary – Company Description – Industry Analysis and Trends – Target Market – Competition – Strategic Position and Risk Assessment – Marketing Plan and Sales Strategy – Operations – Technology Plan – Management and Organisation – Community Involvement and Social Responsibility – Development – Milestones and Exit Plan – The Financials – The Plans Appendix. | | |
| Unit III | Preparing – Presenting and Sending Out Your Plan – Looking for Money – Using Your Plan for Class and Competitions – Internal Planning for Existing Business and Corporations – Time Saving Tips. | | |
| Unit IV | Considerations for Internet , ‘E- Business’ – Considerations for Retailers – Considerations for Manufacturers – Considerations for Service Businesses – Business Planning in a Weak or Strong Economy | | |
| Unit V | Sourcing of Financing Institutions – Feasibility Reports – Presentation for Funding – Networking Strategies for Successful Implementation | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| Approach, 2/e; New Delhi: Pearson Education | | | |
| Barringer, R. Bruce (2014). Preparing Effective Business Plans: An Entrepreneurial | | | |
| Chandra, Prasanna (2014). Projects - Planning, Analysis, Selection, Financing, Implementation and Review, 8/e; New Delhi: Tata McGraw-Hill | | | |
| Kleiner, Eugene, Abrams , Rhonda (2014). The Successful Business Plan: Secrets & Strategies, 6/e; New Delhi: Prentice Hall of India Private Ltd. | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Assess the internal strengths and weaknesses of a business. ➤ Assess the external opportunities and threats of a business. ➤ Implement the methods of collection, analyzing, and organizing market research into a marketing plan. ➤ Prepare financial projections for a business. | | |

Name of the Course Teacher

Dr. M. Ayisha Millath

| Semester - IV | | | |
|--|--|------------------|-----------------|
| Course Code: 641464 | DESIGN THINKING FOR BUSINESS | Credits:3 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Understand the ways of thinking ➤ Study design thinking application to business. ➤ Learn the stages of design thinking | | |
| Unit -I | History - Origin of Design thinking – Ways of thinking – Systems – Thinking - Integrative thinking – Design Thinking -Design (vs) design thinking - Design thinking application to Business – The why and how of design thinking | | |
| Unit-II | Ways of thinking systems - integrative and design thinking - Design in business and strategy - Empathy as a starting point - Design thinking as a system to foster innovation and creativity in organization - Society and well being, Empathy economy and External context – Design thinking stages - Empathize, Define, Ideate, Prototype and Test | | |
| Unit III | Design thinking tools for managers (used in various stages) visualization – brainstorming – Ideation - Clustering, Select, Rapid Prototyping, Customer experience journey, creative reframing - Story telling and User Persona - Application of various tools across different stages of design thinking | | |
| Unit IV | Leading case studies of design thinking – Embrace Global low cost incubator – Aravind Eye Hospital, Design thinking case study at Apple. | | |
| Unit V | Organizations adopting and changing to design thinking – Need for changing – Challenges of change - Application of design thinking through a campus case study. Actual challenge for local business or campus approached through design thinking and changes suggested | | |
| Unit VI | Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned. | | |
| Reference and Textbooks:- | | | |
| This is Service Design Thinking: Basics, Tools, Cases Marc Stickdorn and Jacob Schneider | | | |
| Designing for Growth: A design thinking toolkit for management by Jeanne Liedtka and Tim Ogilvie | | | |
| 101 Design Methods: A structured approach for innovation in your organization by Vijay Kumar | | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Students will be able to understand the ways of thinking, integrative thinking design thinking application to business, stages of design thinking, customer experience journey, creative reframing, etc., | | |

Name of the Course Teacher

Dr.K.Chandrasekar

| Semester - IV | | | |
|----------------------------|--|------------------|-----------------|
| Course Code: 641999 | Final Project Work | Credits:2 | Hours: 3 |
| Objectives | <ul style="list-style-type: none"> ➤ Students will have to take up a project work for 6 weeks at the end of the III semester. A report of the project work should be submitted to the Institute within 40 days after completing the project work. Thereafter the students will appear for a Viva Voce conducted by a Panel consisting of the Director, faculty guide, and an external examiner. | | |
| Outcomes | <ul style="list-style-type: none"> ➤ Trained the students in their particular field/Subjects. | | |

Name of the Course Teacher

Dr.K.Chandrasekar

Profile of the BBOS Members

Name: **Dr. S. RAJAMOHAN**
Designation: **Senior Professor & Director i/c**
Address: Alagappa Institute of Management
Alagappa University, Karaikudi.
Phone: 99945 90559
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Educational qualification:

M.Com., M.Phil., B.G.L., M.B.A., Ph.D.,

Professional experience:

- Total Teaching Experience: 30 Years
- Dean CDC i/c from 18th July 2012 to 25th November 2012.
- Dean CDC i/c from 26th November 2015 to 15 November 2018

Honours and Awards:

- National Citizenship Gold Medal Award.
- Best Research Supervisor Award.
- Alagappa Excellence Award for Research
- Best Professor in Management.
- Best Paper Award.

Recent Publications:

- Stringent Regulations for Derivatives to shield against financial catastrophe: Need for the days - ZENITH International Journal of Multidisciplinary Research - Vol.9, Issue 03, March 2019, ISSN: 2231-5780.
- MSME in India for the sustainable Societal Development - International Research of Management Sociology and Humanity - Vol.10, Issue 02, March 2019 ISSN: 2348-9359
- Simple Seasonal Time series Analysis Forecasting Model – Indian MSME in 2020ZENITH International Journal of Multidisciplinary Research - May 2019
- Role of Industrial Promotional Agencies In India For The entrepreneurship Development -ZENITH International Journal of Multidisciplinary Research - June 2019
- Cultivation and Marketing Constraints of Jasmine in Tamilnadu - International Journal of Current Agricultural Science - July 2019ISSN:2277-1026
- Impact of Demonetization on Stock Price of BSE Automobile Sector - ZENITH International Journal of Multidisciplinary Research August 2019

Total Citation: 52

h- index: 5

i10- index:

Profile of the BBBOS Members

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Educational qualification:

- Ph.D.
- MBA
- B.Com
- PGDCA
- S.L.E.T

Professional experience:

- 13 Aug 2014 to Till Date: Working as Professor at Alagappa Institute of Management, Alagappa University, Karaikudi.
- 31 May 2006, joined as lecturer at Alagappa Institute of Management.
- Over all Experience 22 Years

Honours and Awards:

-

Recent publications:

- Effect of Corporate Social Responsibility on Customer Company Identification, Customer Satisfaction and Customer Loyalty: An Evidence from India. - International Journal of Social Science and Economic Research. . (ISSN: 2455-8834), Vol 3: No: 11, Nov 2018.
- Impact of Corporate Governance On Sustainability and Outreach of Microfinance Institutions: Empirical Evidence from IndiaAcademicia - An International Multidisciplinary Research Journal (ISSN: 2249-7137), Vol.8, Issue-11. (Nov-2018)
- Patient's Perception towards service quality of Multispecialty Hospitals. - Zenith International Journal of Multidisciplinary Research. ISSN No: 2231-5780, Vol 8, Nov 2018
- Social Media Marketing Strategies to Enhance Online Sales - ICSSR & RUSA (Phase 2.0) sponsored National Conference on Facets of Digital Marketing Spree (FDMS 2019), Shanlax-International Journal of Management, February 2019

Cumulative Impact factor: -----

Total Citation: 22

h- index: 1

i10- index: 1

Profile of the BBOS Members

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Karaikudi, Tamilnadu , India– 630 004.
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Email: drckmuthu@gmail.com



Educational qualification:

- B.Com
- MBA
- PGDPR
- M.Phil
- Ph.D

Professional experience:

- UG teaching (in years):- 1 Year 10 Months
- PG teaching (in years):- 11 Years 7 Months
- Research Experience [excluding years spent in M.phil/Ph.D.] (In years)
7 Years

Honours and Awards:

--- Nil ---

Recent publications:

- Role Of Women Entrepreneurship In Virudhunagar District Tamilnadu, India - Advanced research in management and social sciences, Vol.No:8, Issue:6, ISSN:2278 – 6236, June 2019
- Role Of Business Incubation Centers In Promoting Entrepreneurship InTamilnadu - Advanced research in management and social sciencesVol.No:8, Issue:6, ISSN:2278 – 6236, June 2019
- A Study on Road Accidents in Tamilnadu - ZENITH International Journal of Multidisciplinary Research - Vol.9 (7), JULY (2019), pp. 11-23
- Behind the success: - Challenges for an Entrepreneurship Development(Special Reference to South Tamilnadu Districts) - International Journal Of Research Culture Society Volume - 3, Issue - 7, July – 2019
- Impact of unaat bharath abhiyan scheme on rural development of IndiaInternational Journal Of Research Culture Society - Volume - 3, Issue - 5, June – 2019

Cumulative Impact factor: 84.748

Total Citation: 55

h- index: 3

i10- index:1

Profile of the BBBOS Members

Name: Dr. G. ILANKUMARAN
Designation: Associate Professor
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Educational qualification:

- B. Sc (Agri)
- MBM
- M.Phil
- Ph.D (Management)

Professional experience:

- Associate Professor at Alagappa Institute of Management, Alagappa University, From 03.01.2005 to till date
- Placement Officer at Thiagarajar School of Management, Madurai from 08.05.2000 to 31.12.2004
- Asst Manager – Marketing at Sri Ramco Biotech, Bangalore during 1998 - 2000
- Marketing Officer at SPIC Ltd., during 1997 - 1998

Honours and Awards: Nil

•

Recent publications:

- Industrial Potentiality and Entrepreneurial Avenues in Tamil Nadu - Shanlax International Journal of Commerce, vol. 7, no. 3, 2019, pp. 58-65, DOI: <https://doi.org/10.34293/commerce.v7i3.475>, ISSN: 2320-4168
- Customer Purview of Cashless Payment System in the Digital Economy of India - International Journal of Innovative Technology and Exploring Engineering (IJITEE) ISSN: 2278-3075, Volume-8 Issue-8S3, June 2019, Blue Eyes Intelligence and Sciences Publication
- Citizen's Response to a State's Environmental Management through Enforcement of Ban International Journal of Engineering and Advanced Technology (IJEAT), ISSN: 2249-8958, Volume-8 Issue-6s, August 2019, Blue Eyes Intelligence and Sciences Publication pp 820-827, DOI: 10.35940/IJEAT.F1156.0886S19

Cumulative Impact factor: --**8.68**

Total Citation: -----

h- index: -----

i10- index: -----

Profile of the BBBOS Members

Name: M.AYISHA MILLATH
Designation: ASSISTANT PROFESSOR
Address: ALAGAPPA INSITUTUTE OF MANAGEMENT, ALAGAPPA
UNIVERSITY, KARAIKUDI
Phone: 9842144984
Email: ayishamillath05@gmail.com



Educational qualification:M.Sc (Psy),MBA., M.Phil., Ph. D.

Professional experience:22 Years

Honours and Awards: ---

Recent publications:

- Ayisha Millath. M., Karthick. A.V., "Management of Digital Libraries for Active Learning Environment: Trends and Challenges, Library Philosophy and Practices,, March. 2019.
- Ayisha Millath. M., Victor Valan Arasu. A., Thowseaf. S., " Challenges faced by stunts of PULC Twinning programme", International journal of research in engineering application & Management,, April. 2019.

Cumulative Impact factor: -----

Total Citation: 56

h- index: 4

i10- index: 7 (g-index)

Profile of the BBOS Members



Name: P. S. NAGARAJAN

Designation: Assistant Professor

Address: Alagappa Institute of Management, Alagappa University

Phone: 9444061581

Email: nagarajanps@alagappauniversity.ac.in

Educational qualification: M.B.A., M.Phil., Ph.D (UGC-SLET)

Professional experience: Assistant Professor since January 2008

Honours and Awards:

- Received ***Best Social Scientist Award*** presented by Indian Academic Researchers Association, Tiruchirapalli in 2018.
- Received ***Best Teacher Award*** for 2006-2007 from National Institute of Management Studies, Chennai.
- Received Certificate of Appreciation from the Ministry of Finance as a taxpayer in the 'Bronze' Category for the assessment year 2016-17.
- Received Certificate of Appreciation from the Ministry of Finance as a taxpayer in the 'Bronze' Category for the assessment year 2017-18.

Recent publications:

- Chidambaram AL, Nagarajan P. S., "*Tech-startups: A Milestone to Indian Economy*" International Journal of Emerging Technologies and Innovative Research, Vol.6, Issue 4, ISSN: 2349-5162, April 2019. Page No. 170-174.
- Sudha M, Nagarajan P. S., "*Social Media Vs Youth Social Life*" International Journal of Emerging Technologies and Innovative Research, Vol.6, Issue 5, ISSN: 2349-5162, April 2019. Page No. 199-204.
- Vignesh A, Nagarajan P. S., "*Novel HRM Practices in the New Millennium*" International Journal of Emerging Technologies and Innovative Research, Vol.6, Issue 4, ISSN: 2349-5162, April 2019. Page No. 66-71.
- Nagarajan P. S., "*E-Brand Building and Communication Strategies in the Digital Era*" International Journal of Emerging Technologies and Innovative Research, Vol.6, Issue 5, ISSN: 2349-5162, April 2019. Page No. 66-71.

Cumulative Impact factor: 712.85

Total Citation: -127-

h- index: -2-

i10- index: 2

Profile of the BBOS Members

Name: **Dr. K. CHANDRASEKAR**
Designation: **Assistant Professor-cum-Placement Officer**
Alagappa Institute of Management
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Phone: 9865630802
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Email: chandrsekark@alagappauniversity.ac.in



Educational qualification:

- MBA., M.Sc. (Psych.), M.Phil., Ph.D.

Professional experience:

- Teaching Experience: 18 Years
- Research Experience: 10 Years
- Industry Experience: 1.5 years
- **Other:**
 1. **Deputy Coordinator – MBA (Logistics Management)**, UGC Innovative Scheme, Alagappa University - 2012 -2018
 2. **Coordinator – Entrepreneurship-cum-Skill Development Centre**, Alagappa University – 2011-2015
 3. **Principal Investigator/ Project Director – Research Projects funded by UGC, ICSSR – since 2013**

Honours and Awards:

- UGC Research Award–Project Fellowship with 2 Lakhs and 2 years Salary component
- Vallal Alagappan Research Recognition Award – citation and gold medal - 2017

Recent publications:

- Chandrasekar.K, **Business Intelligence –The Need For Today’s Management** , International Journal of Advance and Innovative Research, Volume 5, Issue 4 (XVI):October-December 2018
- Sethupathy.K, Chandrasekar.K, **Employees opinion on performance appraisal practices among star hotels in Tamilnadu-An Evaluative Approach**, International Journal of Advance and Innovative Research, Volume 5, Issue 4 (XVI):October-December 2018
- Chandrasekar.K, A.Anitha, **Comparative study on job satisfaction among the employees of private banks of Indian origin and foreign based banks**, International Journal of Advance and Innovative Research, Volume 5, Issue 4 (XVI):October-December 2018
- Poovizhi.S, Chandrasekar.K **Need of High School Creativity in Education in an Indian Scenario**, International Journal of Advance and Innovative Research, Volume 5, Issue 4 (XVI):October-December 2018

Cumulative Impact factor: 701.95

Total Citation: 634

h- index: 3

i10- index: 2

Profile of the BBBOS Members

Name: Dr.S. Sudhamathi
Designation: Assistant professor
Address: Alagappa Institute of management,
Alagappa university, Karaikudi
Phone: 9442473775
Email: Sudhamathiprem@gmail.com



Educational qualification: BBA., MBA., M.Phil., NET., Ph. D.

Professional experience:23 Years

Honours and Awards: ---

Recent publications:

Sudhamathi. S., "Social Media Impacts with Positive and Negative Aspects.", Alagappa Institute of Management, Alagappa University, Feb. 2019.

Sudhamathi. S., "B2B Digital Marketing Practices & Strategies", Alagappa Institute of Management, Alagappa University, Feb. 2019.

Sudhamathi. S., "Innovation Set To Influence Cloud Accounting.", International Journal of Advance and Innovative Research, Mar. 2019.

Sudhamathi. S., "E-commerce business Plan and strategy", International Journal of Advance and Innovative Research, Mar. 2019.

Cumulative Impact factor: -----

Total Citation: -----

h- index: -----

i10- index: -----

Profile of the BBOS Members

Name: Dr.Desti Kannaiah
Designation: Senior Lecturer
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Educational qualification:

- Ph.D
- M.Phil
- MBA
- M.Com

Professional experience:

- Fellow of Certified Practising Accountant, (FCPA, Australia)
- Chartered Accountant, Australia & New Zealand (CA, ANZ)
- Association of International Accountants (AIA, UK)

Honours and Awards:

- Best Lecturere, JCU Singapore
- Best Lecturere, Yhames Business School, Singapore

Recent publications:

- Activity Based Costing 2019
- Empirical Study On Business Behaviour 2019
- Stock Regturns & The Weather At The Indian Stock Event 2019
- Impact Of CSR 2018
- Growth Of Ilamic Banking, 2017

Cumulative Impact factor: Total Citation: 95

h- index: 5

i10- index:3

Profile of the BBOS Members

Name: Dr. Hari Sreekumar
Designation: Associate Professor
Address: A 106, IIM Trichy, Pudukkottai Main Road, Trichy 620 024.
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Educational qualifications:

- MSc (Tech.). Birla Institute of Technology and Science, Pilani. 1999.
- PGDM. Goa Institute of Management. 2002.
- FPM (PhD). Indian Institute of Management Calcutta. 2012.

Professional experience:

- Management Trainee (Marketing), Sterlite Industries Ltd., 2002-2003.
- Research Executive, TNS Mode Pvt. Ltd., Bangalore, Oct 2003- Dec 2003.
- Senior Research Executive, Indica Research Pvt. Ltd., Mumbai, 2004-2005
- Project Manager, Indica Research Pvt. Ltd., Mumbai, 2005-2006.
- Assistant Professor, IIM Trichy, 2011-2015.
- Associate Professor, IIM Trichy, 2015 to present.

Honours and Awards:

- Satish K. Sehgal Award for “Best Doctoral Student” from IIM Calcutta, received at PhD graduation in 2012.

Recent publications:

- Sreekumar, Hari and Rohit Varman (2018), "Vagabonds at the Margins: Acculturation Subalterns, and Competing Worth," *Journal of Macromarketing*, DOI: 10.1177/0276146718815939.
- Sreekumar, Hari (2018). Negotiation and Resistance: A History of Consumption in British India. *Journal of Historical Research in Marketing*. DOI 10.1108/JHRM-05-2017-0019.
- Sreekumar, Hari and Rohit Varman (2018). " The Development of Political Consumerism in India: A Historical Perspective ," in *The Oxford Handbook of Political Consumerism*, ed. Magnus Boström , Michele Micheletti and Peter Oosterveer, Oxford University Press.

Total Citations: 26

h- index: 2

i10- index: 1

Profile of the BBOS Members

Name: Dr. SENTHIL KUMAR N
Designation: Professor
Address: Department of Management Studies
Anna University, Chennai
Phone: 8220867515
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Email: sen_nsk76@annauniv.edu



Educational qualification:

- M.B.A. Alagappa Institute of Management, Alagappa University, Karaikudi, Alagappa University (1997 - 1999).
- B.E. in MECHANICAL ENGINEERING , Alagappa Chettiar College of Engg. & Tech., Karaikudi, Madurai Kamaraj University (1993 - 1997).

Professional experience:

- Associate professor, College of Engineering Guindy, Anna University, Chennai during June-2012 and January-2017.
- Assistant Professor, College of Engineering Guindy, Anna University, Chennai during June-2008 and June-2012.
- Lecturer, Faculty of Management Sciences, College of Engineering Guindy, Anna University, Chennai during December-2003 and June-2008.

Honours and Awards:

-

Recent publications:

- Deepika R, Margaret Divya, Dr. Senthilkumar N, "A MODERATING EFFECT OF INTERRUPTION FACTOR BETWEEN USER ATTITUDE AND INTENTION TOWARDS SMARTPHONE APPLICATIONS", International Journal of Pure and Applied Mathematics, published by IJPAM. Vol. 118, Issue 9, pp. 603-616 (2018). 29.
- Margaret Divya, Senthilkumar Nakkeeran, "The Mediating Effect of Perceived Knowledge, Subjective Norms, Health Consciousness on Willingness to consume Functional Foods in India", TAGA JOURNAL OF GRAPHIC TECHNOLOGY, published by TECHNICAL ASSOCIATION OF THE GRAPHIC ARTS. Vol. 14, Issue 1, pp. 1101-1120 (2018). 30.
- Deepika R, Dr. Senthilkumar N, "Unified payment interface: An empirical study on enhancing the usage of smartphone applications", TAGA JOURNAL OF GRAPHIC TECHNOLOGY, published by TECHNICAL ASSOCIATION OF THE GRAPHIC ARTS. Vol. 14, Issue 1, pp. 1717-1728 (2018).

Cumulative Impact factor: -----

Total Citation: -----

h- index: -----

i10- index: -----

Profile of the BBOS Members

Name: **B. SENTHIL ARASU**
Designation: **Associate Professor**
National Institute of Technology Tiruchirappalli
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Fax: -----
Email: arasu@nitt.edu.



Educational qualification:

- **B.E (ECE)**
- **MBA**
- **Ph.D**

Professional experience:

- National Institute of Technology - Associate Professor
- National Institute of Technology - Assistant Professor (V CPC)
- Mepco Schlenk Engineering college - Assistant Professor
- Mepco Schlenk Engineering college - Senior Lecturer
- Mepco Schlenk Engineering college - lecturer

Recent publications:

- Remya Lathabhavan, Senthil Arasu Balasubramanian and Thamaraiselvan Natarajan, A Psychometric Analysis of the Utrecht Work Engagement Scale in Indian Banking Sector, Industrial and Commercial Training (In press)
- Natarajan, T., Balasubramanian, S.A. and Kasilingam, D.L., 2017. Understanding the intention to use mobile shopping applications and its influence on price sensitivity. Journal of Retailing and Consumer Services, 37, pp.8-22.
- NATARAJAN, T., Periaiya, S., Balasubramaniam, S.A. and Srinivasan, T., 2017. Identification and analysis of employee branding typology using fuzzy c-means clustering. Benchmarking: An International Journal, 24(5).
- Thamaraiselvan, N., Arasu, B.S. and Inbaraj, J.D., 2017. Role of celebrity in cause related marketing. International Review on Public and Nonprofit Marketing, pp.1-17.

Total Citation: 287

h- index: 9

i10- index: 8

Profile of the BBOS Members

Name: KRISHNA KUMAR
Designation: Retail Sales Head
Address: DHL Express India Pvt Ltd
Phone: 9833 533 193
Fax: -----
Email: kakumar.krishna@gmail.com



Educational qualification:

- Engineer in Electronics & Communication
- MBA in Marketing & Systems-
-

Professional experience:

- Total: 18 years. 9 years of Team Management 9 years in Front Line Sales

Recent publications: Nil (Industrial Expert)

Cumulative Impact factor: -----

Total Citation: -----

h- index: -----

i10- index: -----

Profile of the BBOS Members

Name: U. PETER SAHAYA RAJ
Designation: Co-founder and Director
Address: Jayam Academy
Chennai-42
Phone: 8220535010



Email: petersahayaraj2015@gmail.com

Educational qualification:

- 1-Year Executive Program on Strategic Leadership & Management (PLAM) in 2013 Indian Institute of Management, Kolkata
- MBA (Marketing & HR) in 1997 Alagappa Institute of Management with 1st Division
- MA (Economics) in 1995

The American College (Autonomous) with 1st Division

Professional experience:

- Vice President at Century Real Estate Holdings Private Limited
- Worked as Vice President at People Combine
- Having experienced as General Manager in Everonn Education Limited
- Worked as Manager in THE HINDU

Recent publications:

Nil (Industrial Expert)

Cumulative Impact factor: -----

Total Citation: -----

h- index: -----

i10- index: -----