



You Choose, We Do It
St. JOSEPH'S COLLEGE OF ENGINEERING
(An Autonomous Institution)
St. Joseph's Group of Institutions
Jeppiaar Educational Trust
OMR, Chennai - 119.



FACULTY OF MANAGEMENT SCIENCES
MASTER OF BUSINESS ADMINISTRATION (INTEGRATED) -5 YEARS
CHOICE BASED CREDIT SYSTEM

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs):

- I. To display competencies and knowledge in key business functional areas including finance, marketing, operations and human resource.
- II. To prepare for a successful career with effective communication skills, teamwork skills and work with values that meet the diversified needs of industry.
- III. To provide management tool to identify, analyze, and create business opportunities and also solve business problems.
- IV. To develop an understanding of the diverse and rapidly changing global business environment.
- V. To inspire and make them practice ethical standards in business.

PROGRAMME OUTCOMES (POs):

1. Ability to apply management theories, concepts and models to make sound and effective business decisions.
2. Ability to identify, analyse and solve complex managerial issues by using quantitative methods, statistical analyses and information technology.
3. Ability to communicate and negotiate effectively, to achieve organizational and individual goals.
4. Ability to upgrade their professional and managerial skills in their workplace.
5. Ability to develop a systematic understanding of environmental factors and its impact on business.
6. Ability to apply analytical skills to address the changing dynamics of business.
7. Ability to understand one's individual competencies to set achievable targets and complete them.
8. Ability to engage in continuing professional development and life-long learning.
9. Ability to take-up challenging assignments.
10. Ability to enhance financial literacy.
11. Ability to act with an informed awareness of social issues and contribute towards the societal benefit.
12. Ability to develop an understanding of ethical responsibility.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

1. Ability to gain knowledge, expertise and frame of mind to become a successful manager.
2. Ability to deliver socially acceptable solutions to managerial problems with the application of

- contemporary techniques for sustainable development.
3. Ability to apply the knowledge of ethical principles required to work in a team as well as to lead a team.

MAPPING OF PEOS WITH POs:

Programme Educational Objectives	Programme outcomes											
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
I	3	3					3			3		
II			3	3							3	
III				3		3			3			
IV					3							
V		3	3					3				3

YEAR / SEM	COURSE TITLE	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	
YEAR 1	1	Foundation of Management	✓	✓	✓									
		Managerial Economics - I	✓	✓	✓		✓	✓						
		Principles of Accounting	✓	✓										
		Basic Psychology			✓	✓			✓	✓				
		Business Mathematics		✓										
		English				✓								
		English language laboratory			✓	✓								
	2	Cost Accounting	✓	✓										
		Business Organization	✓		✓									
		Fundamentals of Sociology				✓		✓					✓	✓
		Business Communication	✓		✓	✓								
		Fundamentals of Computers			✓	✓				✓				
		Business Statistics-I		✓										
		Computer Skills- I			✓	✓				✓				
YEAR 2	3	Managerial Economics - II	✓	✓	✓		✓	✓						
		Management Information System	✓	✓	✓	✓								
		Management Accounting	✓	✓								✓		
		Marketing Management – I	✓	✓		✓	✓							
		Business Law – I	✓		✓									
		Business Statistics-II	✓											
		Computer Skills-II			✓	✓				✓				
		Managerial Communication	✓		✓				✓	✓				
	4	Indian Economy	✓				✓	✓						
		Data Management	✓	✓	✓		✓		✓	✓	✓			
		Corporate Accounting	✓	✓								✓		

		Quality Management	✓			✓														
		Business Law – II	✓		✓															
		Applied Operations Research I		✓					✓											
		Accounting Software		✓		✓														
		Seminar I				✓														
YEAR 3	5	Applied Operations Research -II		✓					✓											
		Environmental Science and Management					✓													
		Financial Management - I	✓	✓		✓	✓		✓	✓		✓								
		Information Management	✓	✓		✓	✓		✓											✓
		Marketing Management - II	✓	✓		✓	✓		✓											
		Organizational Behavior	✓		✓	✓					✓									
		Data Analysis Laboratory - I				✓		✓					✓							
		Seminar II				✓	✓													
	6	Banking Theory and Practices	✓																	✓
		Business Policy	✓				✓													
		Enterprise Resource Planning	✓			✓	✓		✓											
		Human Resource Management	✓	✓		✓	✓		✓											
		Operations Management - I	✓	✓			✓		✓											
		Principles of Insurance	✓																	✓
Industrial Visit*																				
Seminar III					✓			✓												
YEAR 4	7	Financial Management - II	✓	✓		✓	✓		✓	✓		✓							✓	
		Income Tax	✓	✓															✓	✓
		Operations Management - II	✓	✓		✓	✓		✓											
		Research Methodology		✓			✓	✓	✓											
		Retail Management	✓		✓	✓	✓													
		Strategic Management	✓	✓			✓	✓	✓	✓										
		Data Analysis Laboratory - II				✓		✓						✓						
		Seminar IV		✓				✓												
	8	Business Analytics		✓		✓						✓	✓							
		Business Ethics and Corporate Governance	✓						✓											✓
Creativity and Innovation		✓		✓	✓				✓	✓	✓									
Entrepreneurship Development		✓		✓																
Event Management		✓				✓	✓													
International Business Management					✓	✓														
Soft Skills Laboratory					✓		✓	✓					✓							
Seminar V																			✓	
YEAR 5	9	Professional Elective - I																		
		Professional Elective - II																		
		Professional Elective - III																		
		Professional Elective - IV																		
		Professional Elective - V																		

		Professional Elective - VI																
		Summer Internship	✓	✓	✓	✓	✓	✓	✓	✓	✓							
		Professional Skill Development Laboratory				✓					✓							
		Seminar VI				✓											✓	
	10	Project Work	✓	✓	✓	✓	✓	✓	✓	✓	✓							
Stream/ Specialization : Marketing Management																		
	1	Brand Management	✓		✓	✓			✓		✓							
	2	Consumer Behavior	✓			✓			✓	✓	✓							
	3	Digital Marketing	✓		✓	✓			✓	✓	✓							
	4	Integrated Marketing Communication	✓		✓	✓			✓	✓	✓							
	5	Services Marketing	✓			✓	✓			✓	✓							
	6	Sales and Distribution Management	✓			✓					✓							
Stream/ Specialization : Financial Management																		
	1	Banking and Financial Services	✓		✓	✓			✓		✓							
	2	Behavioral Finance	✓		✓	✓					✓							
	3	Financial Derivatives	✓		✓	✓					✓							
	4	Financial markets	✓		✓	✓			✓		✓							
	5	International Finance	✓		✓	✓	✓				✓							
	6	Security Analysis and Portfolio Management	✓		✓	✓	✓				✓							
Stream/ Specialization : Human Resource Management																		
	1	Industrial Relations and Labour Legislations	✓		✓	✓	✓				✓							✓
	2	International Human Resource Management	✓		✓	✓	✓				✓							✓
	3	Negotiation and Conflict Management	✓		✓	✓	✓	✓	✓		✓							
	4	Organizational, Design, Change and Development	✓		✓	✓	✓				✓							
	5	Reward and Compensation Management	✓		✓	✓	✓				✓							
	6	Strategic Human Resource Management	✓		✓	✓	✓	✓			✓							✓
Stream/ Specialization : Operations Management																		
	1	Logistics Management	✓		✓													
	2	Materials Management	✓					✓										
	3	Project Management	✓		✓			✓										
	4	Services Operations Management	✓		✓			✓										
	5	Supply Chain Analytics		✓		✓												
	6	Supply Chain Management	✓		✓				✓									
Stream/ Specialization : Business Analytics																		
	1	Cloud computing	✓	✓		✓			✓					✓				
	2	Data Mining for Business Intelligence		✓	✓	✓			✓		✓							
	3	Deep Learning and Artificial Intelligence	✓	✓		✓			✓		✓							
	4	e-business	✓			✓	✓		✓		✓							
	5	R programming	✓			✓			✓		✓	✓						
	6	Social Media and Web Analytics	✓			✓			✓		✓							

ANNA UNIVERSITY, CHENNAI

AFFILIATED INSTITUTIONS

REGULATIONS -2021

CHOICE BASED CREDIT SYSTEM

MASTER OF BUSINESS ADMINISTRATION (INTEGRATED) -5 YEARS

CURRICULA AND SYLLABI I TO X SEMESTERS

SEMESTER I

Sl. No.	Course Code	Course Title	Category	L	T	P	C
THEORY							
1	MI1101	Foundation of Management	PCC	3	0	0	3
2	MI1102	Managerial Economics - I	PCC	3	0	0	3
3	MI1103	Principles of Accounting	PCC	3	0	0	3
4	MI1104	Basic Psychology	PCC	3	0	0	3
5	MA1172	Business Mathematics	PCC	3	0	0	3
6	HS1171	English	PCC	3	0	0	3
PRACTICALS							
7	MI1105	English Language Laboratory	EEC	0	0	4	2
TOTAL				18	0	4	20

SEMESTER II

Sl. No.	Course Code	Course Title	Category	L	T	P	C
THEORY							
1	MI1201	Cost Accounting	PCC	3	0	0	3
2	MI1202	Business Organization	PCC	3	0	0	3
3	MI1203	Fundamentals of Sociology	PCC	3	0	0	3

4	MI1204	Business Communication	PCC	3	0	0	3
5	MI1205	Fundamentals of Computers	PCC	3	0	0	3
6	MA1271	Business Statistics-I	PCC	3	0	0	3
PRACTICALS							
7	MI1206	Computer Skills- I	EEC	0	0	4	2
TOTAL				18	0	4	20

SEMESTER III

Sl. No.	Course Code	Course Title	Category	L	T	P	C
THEORY							
1	MI1301	Managerial Economics - II	PCC	3	0	0	3
2	MI1302	Management Information System	PCC	3	0	0	3
3	MI1303	Management Accounting	PCC	3	0	0	3
4	MI1304	Marketing Management - I	PCC	3	0	0	3
5	MI1305	Business Law - I	PCC	3	0	0	3
6	MA1371	Business Statistics-II	PCC	3	0	0	3
PRACTICALS							
7	MI1306	Computer Skills-II	EEC	0	0	4	2
8		Managerial Communication	VAC	0	0	2	0
TOTAL				18	0	6	20

SEMESTER IV

Sl. No.	Course Code	Course Title	Category	L	T	P	C
THEORY							
1	MI1401	Indian Economy	PCC	3	0	0	3
2	MI1402	Data Management	PCC	3	0	0	3

3	MI1403	Corporate Accounting	PCC	3	0	0	3
4	MI1404	Quality Management	PCC	3	0	0	3
5	MI1405	Business Law - II	PCC	3	0	0	3
6	MI1406	Applied Operations Research I	PCC	3	0	0	3
PRACTICALS							
7	MI1407	Accounting Software	EEC	0	0	4	2
8	MI1408	Seminar I	EEC	0	0	2	1
TOTAL				18	0	6	21

SEMESTER V

Sl. No.	Course Code	Course Title	Category	L	T	P	C
THEORY							
1	MI1501	Applied Operations Research -II	PCC	3	0	0	3
2	MI1502	Environmental Science and Management	PCC	3	0	0	3
3	MI1503	Financial Management - I	PCC	3	0	0	3
4	MI1504	Information Management	PCC	3	0	0	3
5	MI1505	Marketing Management - II	PCC	3	0	0	3
6	MI1506	Organizational Behavior	PCC	3	0	0	3
PRACTICALS							
7	MI1507	Data Analysis Laboratory - I	EEC	0	0	4	2
8	MI1508	Seminar II	EEC	0	0	2	1
TOTAL				18	0	6	21

SEMESTER VI

Sl. No.	Course Code	Course Title	Category	L	T	P	C
THEORY							
1	MI1601	Banking Theory and Practices	PCC	3	0	0	3
2	MI1602	Business Policy	PCC	3	0	0	3

3	MI1603	Enterprise Resource Planning	PCC	3	0	0	3
4	MI1604	Human Resource Management	PCC	3	0	0	3
5	MI1605	Operations Management - I	PCC	3	0	0	3
6	MI1606	Principles of Insurance	PCC	3	0	0	3
PRACTICALS							
7	MI1607	Industrial Visit*	EEC	0	0	4	2
8	MI1608	Seminar III	EEC	0	0	2	1
TOTAL					18	0	6 21

*Students have to visit four organizations and submit individual reports

SEMESTER VII

Sl. No.	Course Code	Course Title	Category	L	T	P	C
THEORY							
1	MI1701	Financial Management - II	PCC	3	0	0	3
2	MI1702	Income Tax	PCC	3	0	0	3
3	MI1703	Operations Management - II	PCC	3	0	0	3
4	MI1704	Research Methodology	PCC	3	0	0	3
5	MI1705	Retail Management	PCC	3	0	0	3
6	MI1706	Strategic Management	PCC	3	0	0	3
PRACTICALS							
7	MI1707	Data Analysis Laboratory - II	EEC	0	0	4	2
8	MI1708	Seminar IV	EEC	0	0	2	1
TOTAL					18	0	6 21

SEMESTER VIII

Sl. No.	Course Code	Course Title	Category	L	T	P	C
THEORY							
1	MI1801	Business Analytics	PCC	3	0	0	3

2	MI1802	Business Ethics and Corporate Governance	PCC	3	0	0	3
3	MI1803	Creativity and Innovation	PCC	3	0	0	3
4	MI1804	Entrepreneurship Development	PCC	3	0	0	3
5	MI1805	Event Management	PCC	3	0	0	3
6	MI1806	International Business Management	PCC	3	0	0	3
PRACTICALS							
7	MI1807	Soft Skills Laboratory	EEC	0	0	4	2
8	MI1808	Seminar V	EEC	0	0	2	1
TOTAL				18	0	6	21

Summer internship – minimum of 4 weeks of internship

The report along with the company certificate should be submitted within the two weeks of the reopening date of 9th semester. The report should be around 40 pages.

Creativity and Innovation:

Students will undergo the entire programme similar to a Seminar. It is activity based course. Students will undergo the programme with both theoretical and practical content. Each student will be required to come out with innovative products or services. This will be evaluated by the faculty member(s) handling the course and the consolidated marks can be taken as the final mark. No end semester examination is required for this course

SEMESTER IX

Sl. No.	Course Code	Course Title	Category	L	T	P	C
THEORY							
1		Professional Elective - I	PEC	3	0	0	3
2		Professional Elective - II	PEC	3	0	0	3
3		Professional Elective - III	PEC	3	0	0	3
4		Professional Elective - IV	PEC	3	0	0	3
5		Professional Elective - V	PEC	3	0	0	3
6		Professional Elective - VI	PEC	3	0	0	3

PRACTICALS							
7	MI1907	Summer Internship	EEC	0	0	4	2
8	MI1908	Professional Skill Development Laboratory	EEC	0	0	4	2
9	MI1909	Seminar VI	EEC	0	0	2	1
TOTAL				18	0	6	23

SEMESTER X

Sl. No.	Course Code	Course Title	Category	L	T	P	C
PRACTICALS							
1	MI1100	Project Work	EEC	0	0	24	12
TOTAL				0	0	24	12

PROFESSIONAL ELECTIVES (PEC)

FUNCTIONAL SPECIALISATIONS

Students can take three elective subjects from two functional specializations

Sl. No.	Course Code	Course Title	Category	L	T	P	C
Stream/ Specialization : Marketing Management							
1	MI1M001	Brand Management	PEC	3	0	0	3
2	MI1M002	Consumer Behaviour	PEC	3	0	0	3
3	MI1M003	Digital Marketing	PEC	3	0	0	3
4	MI1M004	Integrated Marketing Communication	PEC	3	0	0	3
5	MI1M005	Sales and Distribution Management	PEC	3	0	0	3
6	MI1M006	Services Marketing	PEC	3	0	0	3
Stream/ Specialization : Financial Management							
7	MI1F001	Banking and Financial Services	PEC	3	0	0	3
8	MI1F002	Behavioral Finance	PEC	3	0	0	3
9	MI1F003	Financial Derivatives	PEC	3	0	0	3

10	MI1F004	Financial markets	PEC	3	0	0	3
11	MI1F005	International Finance	PEC	3	0	0	3
12	MI1F006	Security Analysis and Portfolio Management	PEC	3	0	0	3

Stream/ Specialization : Human Resource Management

13	MI1H001	Industrial Relations and Labour Legislations	PEC	3	0	0	3
14	MI1H002	International Human Resource Management	PEC	3	0	0	3
15	MI1H003	Negotiation and Conflict Management	PEC	3	0	0	3
16	MI1H004	Organizational, Design, Change and Development	PEC	3	0	0	3
17	MI1H005	Reward and Compensation Management	PEC	3	0	0	3
18	MI1H006	Strategic Human Resource Management	PEC	3	0	0	3

Stream/ Specialization : Operations Management

19	MI1O001	Logistics Management	PEC	3	0	0	3
20	MI1O002	Materials Management	PEC	3	0	0	3
21	MI1O003	Project Management	PEC	3	0	0	3
22	MI1O004	Services Operations Management	PEC	3	0	0	3
23	MI1O005	Supply Chain Analytics	PEC	3	0	0	3
24	MI1O006	Supply Chain Management	PEC	3	0	0	3

Stream/ Specialization : Business Analytics

25	MI1B001	Cloud computing	PEC	3	0	0	3
26	MI1B002	Data Mining for Business Intelligence	PEC	3	0	0	3
27	MI1B003	Deep Learning and Artificial Intelligence	PEC	3	0	0	3
28	MI1B004	e-business	PEC	3	0	0	3
29	MI1B005	R programming	PEC	3	0	0	3
30	MI1B006	Social Media and Web Analytics	PEC	3	0	0	3

PROFESSIONAL CORE (PC)

Sl. No.	Course Code	Course Title	Category	L	T	P	C
1	MI1101	Foundation of Management	PCC	3	0	0	3
2	MI1102	Managerial Economics - I	PCC	3	0	0	3
3	MI1103	Principles of Accounting	PCC	3	0	0	3
4	MI1104	Basic Psychology	PCC	3	0	0	3
5	MA1172	Business Mathematics	PCC	3	0	0	3
6	HS1171	English	PCC	3	0	0	3
7	MI1201	Cost Accounting	PCC	3	0	0	3
8	MI1202	Business Organization	PCC	3	0	0	3
9	MI1203	Fundamentals of Sociology	PCC	3	0	0	3
10	MI1204	Business Communication	PCC	3	0	0	3
11	MI1205	Fundamentals of Computers	PCC	3	0	0	3
12	MA1271	Business Statistics-I	PCC	3	0	0	3
13	MI1301	Managerial Economics - II	PCC	3	0	0	3
14	MI1302	Management Information System	PCC	3	0	0	3
15	MI1303	Management Accounting	PCC	3	0	0	3
16	MI1304	Marketing Management - I	PCC	3	0	0	3
17	MI1305	Business Law - I	PCC	3	0	0	3
18	MA1371	Business Statistics-II	PCC	3	0	0	3
19	MI1401	Indian Economy	PCC	3	0	0	3
20	MI1402	Data Management	PCC	3	0	0	3
21	MI1403	Corporate Accounting	PCC	3	0	0	3
22	MI1404	Quality Management	PCC	3	0	0	3
23	MI1405	Business Law - II	PCC	3	0	0	3
24	MI1406	Applied Operations Research I	PCC	3	0	0	3
25	MI1501	Applied Operations Research -II	PCC	3	0	0	3
26	MI1502	Environmental Science and Management	PCC	3	0	0	3
27	MI1503	Financial Management - I	PCC	3	0	0	3

28	MI1504	Information Management	PCC	3	0	0	3
29	MI1505	Marketing Management - II	PCC	3	0	0	3
30	MI1506	Organizational Behavior	PCC	3	0	0	3
31	MI1601	Banking Theory and Practices	PCC	3	0	0	3
32	MI1602	Business Policy	PCC	3	0	0	3
33	MI1603	Enterprise Resource Planning	PCC	3	0	0	3
34	MI1604	Human Resource Management	PCC	3	0	0	3
35	MI1605	Operations Management - I	PCC	3	0	0	3
36	MI1606	Principles of Insurance	PCC	3	0	0	3
37	MI1701	Financial Management - II	PCC	3	0	0	3
38	MI1702	Income Tax	PCC	3	0	0	3
39	MI1703	Operations Management - II	PCC	3	0	0	3
40	MI1704	Research Methodology	PCC	3	0	0	3
41	MI1705	Retail Management	PCC	3	0	0	3
42	MI1706	Strategic Management	PCC	3	0	0	3
43	MI1801	Business Analytics	PCC	3	0	0	3
44	MI1802	Business Ethics and Corporate Governance	PCC	3	0	0	3
45	MI1803	Creativity and Innovation	PCC	3	0	0	3
46	MI1804	Entrepreneurship Development	PCC	3	0	0	3
47	MI1805	Event Management	PCC	3	0	0	3
48	MI1806	International Business Management	PCC	3	0	0	3

EMPLOYABILITY ENHANCEMENT COURSES (EEC)

Sl. No.	Course Code	Course Title	Category	L	T	P	C
1	MI1105	English Language Laboratory	EEC	0	0	4	2
2	MI1206	Computer Skills- I	EEC	0	0	4	2
3	MI1306	Computer Skills-II	EEC	0	0	4	2
4	MI1407	Accounting Software	EEC	0	0	4	2
5	MI1408	Seminar I	EEC	0	0	2	1
6	MI1507	Data Analysis Laboratory - I	EEC	0	0	4	2

7	MI1508	Seminar II	EEC	0	0	2	1
8	MI1607	Industrial Visit*	EEC	0	0	4	2
9	MI1608	Seminar III	EEC	0	0	2	1
10	MI1707	Data Analysis Laboratory - II	EEC	0	0	4	2
11	MI1708	Seminar IV	EEC	0	0	2	1
12	MI1807	Soft Skills Laboratory	EEC	0	0	4	2
13	MI1808	Seminar V	EEC	0	0	2	1
14	MI1907	Summer Internship	EEC	0	0	4	2
15	MI1908	Professional Skill Development Laboratory	EEC	0	0	4	2
16	MI1909	Seminar VI	EEC	0	0	2	1
17	MI1100	Project Work	EEC	0	0	24	12

VALUE ADDED COURSE

Sl. No.	Course Title	Category	L	T	P	C
1	Managerial Communication	VAC	0	0	2	0

CATEGORY BASED CREDIT AND SPLIT-UP – SEMESTER WISE

Semester	PCC	PEC	EEC	VAC	Total credit
1	18		2		20
2	18		2		20
3	18		2	0	20
4	18		3		21
5	18		3		21
6	18		3		21
7	18		3		21
8	18		3		21
9	18		5		23
10		18	12		12
Total Credit	162	18	38	0	200

S.No.	Abbreviation	Detailed Description
1	PCC	Professional Core Course
2	PEC	Professional Elective Course
3	EEC	Employability Enhancement Course
4	VAC	Value added Course

SEMESTER I

MI1101	FOUNDATION OF MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES

- To expose the students to the basic concepts of management.
- To enable the students to understand the management functions of organization.

UNIT I INTRODUCTION

Nature and process of management, basic managerial roles and skills, nature of managerial work; Management vs. Administration, Management as a Science or an art, Management as a Profession, Professional Management in India; Development of Management thought: Henri Fayol, F W Taylor, Elton Mayo and Maslow; System and contingency approach.

9
CO1

UNIT II PLANNING AND DECISION MAKING

Planning and decision making – concept, purpose and process of planning, kinds of plans, strategies, policies and planning, premises, goal setting, MBO. Decision making – nature and process, types of managerial decisions, decision making conditions, forms of group decision making in organization.

9
CO2

UNIT III ORGANIZING

Organizing–Concept, Steps and elements of organizing function, basis of departmentation, distribution of authority, Types of organization structure, Delegation and Decentralization.

9
CO3

UNIT IV DIRECTION

Leadership – nature and significance, leading and managing, leadership styles, leadership theories.

9
CO4

UNIT V CONTROL

Management Control; nature, purpose and process of controlling, kinds of control system, prerequisites of effective control system, resistance to control.

9
CO5

TOTAL : 45 PERIODS

TEXT BOOKS

1. Koontz & Ramachandra, Essentials of Management, Tata McGrawHill.
2. Stoner, Freeman and Gilbert, Jr. Management, Pearson Education, New Delhi

REFERENCE BOOKS

1. Weihrich, Heinz and Harold Koontz, Management: A Global Perspective, Tata Mc GrawHill
2. Dinhar Pagan, Chopra, Principles of Management.

COURSE OUTCOMES:

Upon completion of the course, students will be able to

- CO1 To Understand basic terminology and concepts for Management theory.
- CO2 To proficient in case study analysis and writing for Management applications.
- CO3 To demonstrate the ability to apply selected Management frameworks to real world business situations for problem-solving purposes.

- CO4 To demonstrate business caliber online communications and netiquette skills via proficient participation in group discussion forums.
- CO5 To apply the concepts to provide business solution

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	3	1	-	-	-	-	-	-	-	-	-	2	3	3
CO2	3	2	2	-	-	-	-	-	-	-	-	-	2	3	3
CO3	3	3	3	-	-	-	-	-	-	-	-	-	2	3	3
CO4	3	3	3	-	-	-	-	-	-	-	-	-	2	3	3
CO5	3	2	2	-	-	-	-	-	-	-	-	-	2	3	3

MI1102	MANAGERIAL ECONOMICS - I	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES

- To expose the basic principles of microeconomic theory.
- To illustrate how microeconomic concepts can be applied to analyze real-life situations.

UNIT I INTRODUCTION	9
Meaning, Nature, Scope and Limitations of Business Economics – Micro & Macro Economics. – Productive efficiency Vs. economic efficiency – Economic growth & stability.	CO1
UNIT II DEMAND AND SUPPLY	9
Concept of Demand- Elasticity of Demand - Types and Determinants - Concepts of Supply –Elasticity of Supply - Types and Determinants.	CO2
UNIT III PRODUCTION	9
Introduction to production process, Short run production function: law of variable Proportions- long run production.	CO3
UNIT IV COST AND REVENUE	9
Cost Analysis: Fixed, Variable and Total Cost, Curves, Average and Marginal Costs, Long Run Cost Analysis: Economies and Diseconomies of Scale and Long Run Average and Marginal Cost Curves. Revenue Concepts – Total Revenue, Marginal Revenue, Average Revenue and their relationship.	CO4
UNIT V MARKET STRUCTURE	9
Price and output decisions under different market structures: Price and output decisions under perfect competition, monopoly and monopolistic competition - pricing under oligopoly – kinked demand curve, Factor Market.	CO5

TOTAL : 45 PERIODS

TEXT BOOKS

1. H.L. Ahuja Principles of Economics -, Sultan Chand, Nov. 2007.
2. Yogesh Maheswari, Managerial Economics, 3rd Edition, Phi Learning, NewDelhi, 2012

REFERENCE BOOKS

1. Richard Lipsey and Alec Charystal, Economics, 12th edition, Oxford, University Press, New Delhi, 2011.
2. Karl E. Case and Ray C. fair, Principles of Economics, 8th edition, Pearson, Education Asia, New Delhi, 2002.
3. Diwedi. D.N. Managerial Economics, 7th Edition, Vikas Publishing House Pvt. Ltd., 2009

COURSE OUTCOMES:

Upon completion of the course, students will be able to

- CO1 To understand the fundamental concept of Business Economics.
- CO2 To understand the concept and determinant of demand and supply.
- CO3 To understand production process and to analyses the short run and long run production function
- CO4 To understand cost and revenue concepts & economies and diseconomies of Scale.
- CO5 To analyse the price output determination under different market structures & demand for and supply of different types of factor market.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	2	1	-	3	3	-	-	-	-	-	-	-	-	-
CO2	3	2	1	-	3	2	-	-	-	-	-	-	-	-	-
CO3	3	3	1	-	3	3	-	-	-	-	-	-	-	-	-
CO4	2	3	1	-	3	2	-	-	-	-	-	-	-	-	-
CO5	2	2	1	-	3	2	-	-	-	-	-	-	-	-	-

MI1103

PRINCIPLES OF ACCOUNTING

L T P C
3 0 0 3

COURSE OBJECTIVES:

- To understand the basic accounting concepts.

UNIT I INTRODUCTION

9

Introduction to Financial, Cost and Management Accounting- Objectives of Financial Accounting– Accounting Principles ,Concepts and Conventions–Book keeping and Accounting– Accounting System–Preparation of Journal, ledger, Cash Book and Trial Balance–Errors disclose and not disclosed by trial Balance.

CO1

UNIT II	FINAL ACCOUNTS	9
Preparation of Final Accounts of Sole Trading Firms–with adjustments (Simple adjustments only).		CO2
UNIT III	RECTIFICATION OF ERRORS & DEPRECIATION	9
Rectification of Errors including preparation of Suspense Account– Depreciation–Meaning and Types Methods of Charging and Providing depreciation Straight Line and Written Down Value methods (Change in method excluded).		CO3
UNIT IV	BANK RECONCILIATION STATEMENT	9
Bank Reconciliation Statement (simple problems only)–Insurance Claim–Average Clause (Loss of profit excluded).		CO4
UNIT V	ACCOUNTING FOR NON PROFIT ORGANIZATION	9
Non-profit organization, Income and expenditure account and balance sheet (Simple problems) - Accounting for non-profit organization – Receipts & Payments accounts.		CO5

TOTAL :45 PERIODS

TEXT BOOKS

1. Reddy and Murthy, Financial Accounting by Margham Publications, 2015,
2. Gupta R.L., Gupta VK, Principles & Practice of Accounting, Sultan Chand & Sons, 2013

REFERENCE BOOKS

1. Stice & Stice, Financial Accounting Reporting and Analysis, 8th edition, Cengage Learning, 2015

COURSE OUTCOMES:

Upon completion of the course, students will be able to

- CO1 To understand the concepts of basic financial accounting.
 CO2 To understand about trading accounts, profit and loss account and balance sheet of the company.
 CO3 To understand about the various depreciations methods used in accounting
 CO4 To understand the reconciliation and insurance claims.
 CO5 To understand about the account of nonprofit organizations.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	2	-	-	-	-	-	-	-	-	-	2	3	2	3
CO2	2	3	-	-	-	-	-	-	-	-	-	2	2	3	2
CO3	2	2	-	-	-	-	-	-	-	-	-	2	2	3	2
CO4	2	3	-	-	-	-	-	-	-	-	-	3	2	2	3
CO5	2	2	-	-	-	-	-	-	-	-	-	2	2	2	2

MI1104

BASIC PSYCHOLOGY

L T P C

3 0 0 3

COURSE OBJECTIVES

- Develop a strong background and understanding of the scientific foundation of psychology
- Develop a knowledge base of human behavior across the broad areas of psychology.
- Aware of the applications of psychology in the professions associated with psychology.

UNIT I INTRODUCTION

9

Nature, scope and methods, Major perspectives of modern psychology, Subfields of psychology, Psychology and diversity, Evolutionary psychology - exportation of psychology; Biological Bases of Behavior: Neurons, nervous system – basic structure and function, The brain

CO1

UNIT II SENSATION AND PERCEPTION

9

Sensation: Sensory Thresholds – Role of Psychophysical Procedures, Sensory Adaptation, Vision: The Eye, Light, Basic Functions of the Visual System, Color Vision, Vision and the Brain, Hearing: The Ear, Sound, Pitch Perception, Sound and Localization, Touch and other Skin Senses, Smell and Taste: How They Operate, Some Interesting Facts, Kinesthesia and Vestibular Sense, Perception: Organising Principles, Constancies and Illusions: When Perception Succeeds and Fails, The Plasticity of Perception: Innate VS Learned, Extrasensory perception: Perception without Sensation

CO2

UNIT III MEMORY

9

Human memory: The Atkinson and Shiffrin Model, Neural networks models, Forgetting – Memory Distortion and memory construction – Memory in everyday life – Memory and the brain: Evidence from memory impairments

CO3

UNIT IV COGNITION AND INTELLIGENCE

9

Cognition: Thinking, Making decisions, Problem solving, Language; Intelligence: Unitary or Multifaceted, Measuring intelligence, Human intelligence: The Role of Heredity and the Role of Environment, Grouping differences in intelligence test scores, Emotional intelligence, Creativity

CO4

UNIT V HUMAN DEVELOPMENT

9

Human Development: The Childhood years – Physical growth and development, Perceptual development, Cognitive development, Moral development, Social and emotional development, Gender identity and sex-category constancy; Adolescence, Adulthood and Aging: Death and bereavement

CO5

TOTAL : 45 PERIODS

TEXT BOOKS

1. Robert A. Baron - Psychology (5th edition), Pearson Education
2. S.K. Mangal: An Introduction to Psychology

REFERENCE BOOKS

1. Daniel L. Schacter, Daniel T. Gilbert & Daniel M. Wegner – Psychology (2nd edition)
2. James W. Kalat - Introduction to Psychology (10th edition)

3. Lahey, B. B. (1998). Psychology: An Introduction, Tata Mc Graw Hill
4. M.R. Murthy: Foundation of Psychology
5. Morgan & King - Introduction to Psychology.

COURSE OUTCOMES:

Upon completion of the course, students will be able to

- CO1 To understand the basic psychology & Biological Bases of Behavior
- CO2 To understand the Concept of sense organs & Sensation
- CO3 To understand the concept of Human Memory
- CO4 To understand the Cognition & Intelligence
- CO5 To understand the Human Development, Death & Bereavement

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-
CO3	-	-	3	3	-	-	3	-	-	-	-	-	-	-	-
CO4	-	-	-	3	-	-	3	2	-	-	-	-	-	-	-
CO5	-	-	-	3	-	-	3	2	-	-	-	-	-	-	-

MA1172

BUSINESS MATHEMATICS

L T P C
3 0 0 3

COURSE OBJECTIVES

- The objective of this course is to teach the mathematical concepts and principles of calculus, vector, etc. so that students will be able to apply their mathematical skills to various business problems.

UNIT I SEQUENCE AND SERIES

9

Progressions: Arithmetic, Geometric and Harmonic progressions - Means of two positive real numbers - Relation between A.M., G.M., and H.M. - Sequences in general - Specifying a sequence by a rule and by a recursive relation - Binomial expansion - Compound interest - Normal rate and effective rate. **CO1**

UNIT II VECTORS, MATRICES AND DETERMINANTS

9

Vectors: Operations on vectors - Matrices: Types of matrices - Matrices operations: Addition, Subtraction and Product of matrices, Multiplication of a matrix by a scalar - Determinants: Evaluation of determinants of order two and three - Properties of determinants - Singular and nonsingular matrices - Product of two determinants - Rank of the matrix. **CO2**

UNIT III SETS AND FUNCTIONS

9

Sets: Set and sub-sets, Venn diagram and its applications - Operations on sets: Cartesian product of sets, Application - Functions: Algebraic functions (polynomial - linear, quadratic and rational), transcendental functions (exponential, log and trigonometric functions with identities) and inverse functions - The laws of logarithms and their uses. **CO3**

UNIT IV DIFFERENTIAL CALCULUS 9

Limit of functions - Continuity of functions and properties - Graphical interpretation - **CO4**
Differentiation: Geometrical interpretation - Differentiation using first principles - Rules of differential - Chain rule - Logarithmic differentiation of implicit function - Parametric functions - Second order derivatives - Application of derivatives: Maxima and Minima.

UNIT V INTEGRAL CALCULUS 9

Standard Integration - Method of integrations: Integration of rational functions - Integration using algebraic substitution - Trigonometric integrals - Trigonometric substitution - Integration by parts - Definite integral - Properties of definite integrals. **CO5**

TOTAL: 45 PERIODS

TEXT BOOKS

1. John Bird "Higher Engineering Mathematics" Newnes (An Imprint of Elsevier), 4th Edition, 2006, Indian Edition, Noida.
2. James Stewart "Calculus with Early Transcendental Functions", CENGAGE Learning 2008, Indian Edition, New Delhi.

REFERENCE BOOKS

- 1 H. Anton, I. Bivens and S. Davis 'Calculus', John Wiley India Pvt. Ltd. 7th Edition, 2014, New Delhi.
- 2 B.M. Aggarwal, 'Business Mathematics and Statistics' Ane Book Pvt. Ltd., 2015, Chennai.
- 3 M. Raghavachari, 'A First Course in Mathematics for Management'. McGraw-Hill Education (India) Pvt. Ltd., 2015, New Delhi.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 Students will be able to determine whether a sequence has a pattern, whether a sequence can be generalized to find a formula for the general term in the sequence. To calculate the sum of certain infinite geometric series. To determine whether or not a sequence converges to the general term as n gets infinitely large.
- CO2 Students will be able to learn the basics of matrix and determinants so as to find the rank of the matrix. Characterize a linear system in terms of the number of leading entries, free variables, pivots, pivot columns, pivot positions.
- CO3 Students will understand the concepts of sets and perform operations and algebra on sets. To determine properties of relations, sketch relations and identify functions and determine their properties
- CO4 Students will be able to deal derivative of a given function. Apply differentiation to solve maxima and minima problems, which are related to real world problems.
- CO5 Students will be able to understand the concept of integration. Also acquire skills to evaluate the integrals using the techniques of substitution, partial fraction and integration by parts

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO1 2	PSO 1	PSO 2	PSO 3
CO1	-	3	-	-	-	-	-	-	-	-	-	-	-	1	-
CO2	-	3	-	-	-	-	-	-	-	-	-	-	-	1	-
CO3	-	3	-	-	-	-	-	-	-	-	-	-	-	1	-
CO4	-	3	-	-	-	-	-	-	-	-	-	-	-	1	-
CO5	-	3	-	-	-	-	-	-	-	-	-	-	-	1	-

HS1171

ENGLISH

L T P C
3 0 0 3

COURSE OBJECTIVES

- Develop basic skills to deal with people in business situations
- Increase their knowledge of key business concepts worldwide
- Write and read basic business reports, faxes, and memos
- Expand vocabulary related to general business situations
- Evaluate their skills so that they can build their strengths and improve their weaknesses
- Be able to apply their improved problem solving and communication skills to their daily work immediately

UNIT I SHARING INFORMATION RELATED TO ONESELF/FAMILY / FRIENDS & BUSINESS TALKS 9

LISTENING: listening to pep talks to boost the confidence level. SPEAKING- Introducing oneself, the characteristics of business speaking which is needed to prosper in management. READING –Reading read short stories which can be knowledge gaining. WRITING – About oneself and prose in clear organized manner and also reading Comprehension, developing reading skills. WRITING- About oneself and prose in clear organized manner, summarizing, and Taking notes - Grammar – Parts of speech, Vocabulary – Synonyms, Antonyms, Degrees of Comparison. **CO1**

UNIT II INSTENSIVE LISTENING AND FORMAL WRITING 9

LISTENING –listening to TED Talks, listening for information – SPEAKING- to assert one’s ideas in conversation, READING – strategies, skimming and scanning; predicting, guessing, inferring; reading critically, Hints to be developed into a readable passage – WRITING – Letter writing both formal letters and informal letters, Emails, - Grammar – Tenses, Vocabulary – Prefixes, Suffixes, Single word Substitution. **CO2**

UNIT III READING AND LANGUAGE DEVELOPMENT 9

LISTENING – Telephonic Conversations and understanding them– SPEAKING Exchanging information, Conversational Skills, Speaking about past events - READING – understanding the emoji in mails, Brochures, Emails - WRITING – Business Letters – Quotation, Complaints, Essays –analytical and argumentative, Dialogue writing, Grammar – Determiners, Relative Clauses, Vocabulary – synonyms, antonyms. **CO3**

UNIT IV SPEAKING AND LANGUAGE DEVELOPMENT 9

LISTENING – Dialogues, Interviews, famous entrepreneur SPEAKING- Participating in informal discussions, Brief Presentations - READING –Product Review - WRITING – Jumbled sentences, Instruction writing, , Notice writing, Grammar – Expressing causes and results, Direct and indirect speech, Gerunds, Vocabulary – Sequencing Words, Linkers. **CO 4**

UNIT V EXTENDED WRITING 9

LISTENING –Narratives, Conversations SPEAKING- Neutral and Gender-sensitive language, Interview, role plays- READING – Newspaper WRITING-Recommendations, Short Reports, Proposal writing, Grammar – Reported Speech, Idioms, Vocabulary –phrasal verbs. **CO 5**

TOTAL : 45 PERIODS

TEXT BOOKS

1. Board of Editors. Using English A Course book for Undergraduate Engineers and Technologists. Orient Black Swan Limited, Hyderabad: 2020
2. English in Mind, Second Edition-Student’s Book, Herbert Puchta and Jeff Stranks, Cambridge University Press, 2010.

REFERENCE BOOKS

1. Study Skills in English Wallace, Michael J. Cambridge University Press, Cambridge, 1980.
2. A Course in Communication Skills, P. Kiranmai Dutt, Geetha Rajeevan, and C.L.N. Prakash, Foundation Books, New Delhi, India, 2008.
3. John Eastwood et al: Be Grammar Ready: The Ultimate Guide to English Grammar, Oxford University Press: 2020.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 Speak grammatically correct sentences in English needed in business line.
- CO2 Introduce the students to written skills, to define, classify, and understand the methods of written language
- CO3 Listen thoughtfully and respectfully to other’s ideas. Prepare, organize and deliver engaging oral presentations
- CO4 Write in a variety of genres as a process of intellectual inquiry, creative expression and ultimately to become more effective thinkers and communicators in the society.
- CO5 Read and develop the skills of analytical and interpretive arguments and to become careful and critical readers.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-

COURSE OBJECTIVES

- To enable learners develop their communicative competence.
- To facilitate the process of acquiring and developing soft skills among the learners in a professional background.
- To enhance the employability skills of students to improve their prospects of placements.

MODULES

- 1 Listening to academic and professional lectures and presentations.
- 2 Participating in group discussions – understanding group dynamics – brainstorming - expressing opinions, initiating and turn taking. Using appropriate body language in professional contexts – gestures, facial.
- 3 Making presentations – introducing oneself – introducing a topic – answering questions –individual presentation practice-
- 4 Creating effective PPTs – presenting the visuals effectively - designing slides.
- 5 Reading reports in the newspaper, making a summary and presenting it.
- 6 Understanding graphical data – summarizing and interpreting it.
- 7 Writing job applications - writing covering letters and résumé - Applying for jobs online - email etiquette.
- 8 Writing for publications –conference papers, research reports
- 9 Drafting memos in business context – writing for blogs.
- 10 Interview skills– dress code – body language – mock interview

TOTAL: 60 PERIODS**TEXT BOOKS**

1. Effective Communication. John Adair, Pan Publishing
2. Effective English Communication. Krishna Mohan and Meenakshi Raman. 3rd Edition, TataMcGraw Hill, New Delhi, 2003.
3. Professional Communication Skills. Alok Jain, Pravin S., R.Bhatia, A.M. Sheikh, 3rd Edition, SChand and Company, New Delhi, 2005.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 Speak confidently and professionally in business contexts
 CO2 Comprehend models of business communication in real time contexts
 CO3 To learn Writing for publications –conference papers, research reports
 CO4 To get knowledge about Writing job applications - writing covering letters and resume
 CO5 Participate in discussions and interviews in a self-assured manner.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	-	-	1	2	-	-	-	-	-	-	-	-	-	-	-

CO2	-	-	1	2	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	1	2	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	2	2	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	2	2	-	-	-	-	-	-	-	-	-	-	-

SEMESTER II

MI1201	COST ACCOUNTING	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES

- To provide the students, knowledge of the nuances involved in costing techniques followed in the corporate world

UNIT I INTRODUCTION 9

Nature, Scope and Importance of Cost Accounting–Relationship between Cost, Financial and Management Accounting– Installation of Cost Accounting System– Cost and Profit Centers– Classification of Costs–Cost Sheets, Tenders and Quotations. **CO1**

UNIT II MATERIAL COST 9

Material Cost–Material Control–Purchase Control– Inventory Control, Meaning and Techniques– Different methods of Pricing Material Issues. **CO2**

UNIT III LABOUR COST 9

Labor Cost–Computation and treatment of Labor cost - Methods of Remuneration–Time and Piece Rate System –Labor Turnover and its measurement. **CO3**

UNIT IV OVER HEADS 9

Overheads–Classification, Allocation, Apportionment–Primary and Secondary–Methods of Absorption of Overhead–Under and Over Absorption–Machine Hour Rate. **CO4**

UNIT V PROCESS COSTING 9

Process Costing – Normal and Abnormal Loss (Equivalent Production and Inter Process Profit excluded)–Job Costing –Contract Costing. **CO5**

TOTAL : 45 PERIODS

TEXTBOOKS :

1. Cost Accounting, S.P.Jain and K.L.Narang, Kalyani Publications,2014.
2. Cost Accounting, M.Y.Khan,P.K.Jain, JBA Publishers,2015.
3. Cost and Management Accounting, Drury C. Cengage Learning India, 2013.

REFERENCES :

1. Cost Accounting, David Russel, G.J. Wilkinson-Riddle, Ashok Patel, Pearson India, 2013.
2. Cost Accounting,T.S. Reddy.Y. Hari Prasad Reddy, Margham Publications,2015.
3. Cost Accounting, M.C.Shukla, T.S.Grewal,M.P.Gupta,S.Chand,2014

COURSE OUTCOMES:

Upon completion of the course, students will be able to

- CO1 To familiarize the concept of cost accounting, relationship between cost, financial and management accounting, to find out the cost and profit centers and to analyze the classification of costs, cost sheet, tenders and quotations.
- CO2 To analyze material cost, material control, purchase control, inventory control and pricing material issues.
- CO3 To compute the Labor cost
- CO4 To understand the methods of absorption of overhead and calculate the Machine Hour Rate.
- CO5 To analyze the Process costing, Job costing and Contract costing.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	3	-	-	-	-	-	-	-	3	-	-	2	3	1
CO2	3	3	-	-	-	-	-	-	-	3	-	-	2	3	2
CO3	3	3	-	-	-	-	-	-	-	3	-	-	2	3	1
CO4	3	3	-	-	-	-	-	-	-	3	-	-	2	3	1
CO5	3	3	-	-	-	-	-	-	-	3	-	-	2	3	1

MI1202

BUSINESS ORGANIZATION

L T P C
3 0 0 3

COURSE OBJECTIVES

- The purpose of this paper is to impart to the students an understanding of the basic concepts in commerce, trade and industry and various forms of business organization.
- Prepare them to face emerging challenge of managing business.

UNIT I INTRODUCTION

9

Meaning and definition of business, essentials & scope of business, business as a system.

Business and profession. Classification of Business Activities, distinction between business, commerce and trade. Meaning, Definition, Characteristics and objectives of Business Organization, Evolution of Business Organization. Business and its Environment - Social Responsibility of a business firm. **CO1**

UNIT II LOCATION OF INDUSTRY 9

Location of industry- Factors influencing location- Size and scale of operation- Optimum firms –Advantages &- Disadvantages of large scale operations - small scale operations- Industrial Estates and District Industries Centre. **CO2**

UNIT III FORMS OF BUSINESS ORGANIZATION 9

Forms of Business Organization • Sole proprietorship - meaning, characteristics, advantages and limitations, suitability of sole proprietorship form of business organization. • Partnership - meaning, characteristics, advantages and limitations, types of partners, suitability of partnership form of business organization. • Joint Hindu family firm • Cooperative Society - meaning, characteristics, advantages and limitations, types of cooperative societies, suitability of cooperative form of business organization. **CO3**

UNIT IV JOINT STOCK COMPANY 9

Joint Stock Company - meaning, characteristics, advantages and limitations, suitability of company form of business organization. Types of Joint Stock Company - Public Limited Companies, Private Limited Companies, Government Companies, Multinational Companies -Public Utilities and Public Enterprises. **CO4**

UNIT V BUSINESS COMBINATIONS 9

Business Combination- Meaning, Causes, Objectives, Types and Forms. Advantages and disadvantages. Mergers, Takeovers and Acquisitions- Trade associations and chamber of commerce. **CO5**

TOTAL: 45 PERIODS

TEXT BOOKS

1. Fundamentals of Business Organisation and Management by Y.K. Bhushan, Sultan Chand & Sons, 2013.
2. Tulsian, P.C.; Business Organisation & Management, Pearson Education, New Delhi 2002.

REFERENCE BOOKS

1. R.C Bhatia, Business Organisation & Management, ANE Books 2000.
2. C.D.Balaji and G.Prasad - Business Organization, 2012, Margham Publications.
3. R.C.Bhatia,Business Organisation & Management,2012,Tax Mann Publications Pvt Ltd

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 To understand the basic concepts of business and the various environmental factors effectingthe business functions
- CO2 To understand the location of industry and the factors to be considered during the selection ofindustry location.
- CO3 To understand the different forms of business organization and its merits and demerits.
- CO4 To understand the characteristics of joint stock company and the difference between private and public limited companies.
- CO5 To understand the concepts of merger, acquisition and takeover

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	-	3	-	-	-	-	-	-	-	-	-	2	-	-
CO2	3	-	3	-	-	-	-	-	-	-	-	-	2	-	-
CO3	3	-	3	-	-	-	-	-	-	-	-	-	2	-	-
CO4	3	-	3	-	-	-	-	-	-	-	-	-	2	-	-
CO5	3	-	3	-	-	-	-	-	-	-	-	-	2	-	-

MI1203

FUNDAMENTALS OF SOCIOLOGY

L T P C
3 0 0 3

COURSE OBJECTIVES

- To understand the basic concepts and the major concerns of sociology.
- To understand the relationship between culture, personality, and society.
- To identify the nature and characteristics of social processes.

UNIT I INTRODUCTION

Origin, Nature, Scope, and importance of Sociology; Methods of Sociology; Relationship with other social sciences

9
CO1

UNIT II BASIC CONCEPTS

Society, community, Institution, Social structure, Social System, Social Groups, Social organization, Relationship between Individual and Society, Societal culture.

9
CO2

UNIT III SOCIALIZATION

Meaning of Socialization, Socialization as a Process of Learning, Stages, and Agencies of Socialization; Social Norms: Conformity, Deviance, Needs of Social Control.

9
CO3

UNIT IV SOCIAL PROCESS

Social Process in Social Institution: Meaning, Causes, and Remedies; Social Stratification in Marriage, Family, Peer group- Religion and Kinship

9
CO4

UNIT V APPLIED SOCIOLOGY

Indian social problems- race, class, gender inequalities- Ecology and Environment: Pollution, Global warming, and the Greenhouse effect. Impact of Industrialization and Urbanization on Environment- Issues in sustainability

9
CO5

TOTAL: 45 PERIODS

TEXTBOOKS

1. Sankar Rao, C.N.: Sociology, Sultan Chand and Sons, 2007
2. H.K.Rawat: Sociology basic concepts, Rawat publications, New Delhi, 2001

- M.L. Andersson & H.F. Taylor: Sociology: Understanding a diverse society, Wadsworth, USA, 2008, 4th edition

REFERENCE BOOKS

- Bhusan, Vidya: Sociology, Kitab Mahal, New Delhi, 2005
- J. Stockard: Sociology: Discovering society, Wadsworth, USA, 1996, 1st edition
- Johnson, Harry M: Sociology, Allied Publications Pvt., Ltd. New Delhi, 2003
- James M. Henslin: Essential of Sociology, 4th edition
- Joan Ferrante: Sociology, the United States in a global community.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 Ability to understand the nature and scope of sociology
- CO2 Ability to understand Society, community, Institution, Social structure, Social System, Social Groups, and Social organization
- CO3 Acquiring knowledge about socialization, stages, and agencies of socialization
- CO4 Ability to analyze and evaluate the social process and social stratification
- CO5 Ability to understand the application of sociology principles in Indian society.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	-	-	-	2	-	2	-	-	-	-	3	1	2	3	2
CO2	-	-	-	3	-	3	-	-	-	-	1	1	3	3	3
CO3	-	-	-	2	-	2	-	-	-	-	1	1	2	3	3
CO4	-	-	-	3	-	3	-	-	-	-	1	1	3	2	2
CO5	-	-	-	2	-	2	-	-	-	-	1	1	2	1	3

MI1204

BUSINESS COMMUNICATION

L T P C
3 0 0 3

COURSE OBJECTIVES

- To familiarize tertiary level grammatical usage in language
- To apply LSRW skills in a professional context
- To acquaint students with evolving trends in professional communication.

UNIT I FUNDAMENTALS OF BUSINESS COMMUNICATION

9

Formal and Informal Communication Listening to Conversations, Interviews, Introducing a Product or Service. Small Talk. SWOT Analysis - Telling a story effectively, Reading Reports, Comprehending passages in Business and Economy-related Newspapers – Basics of Business Correspondence - Formal Letters, Letters calling Quotations, Follow Up and Complaints Letters. **CO1**

UNIT II	PRESENTATION AND GROUP DISCUSSION SKILLS	9
LISTENING –SPEAKING: Seminars, Conferences, Preparing PowerPoint - READING – CO2 Profiles of Companies, Interpreting Data, Case Studies WRITING –Reports – Survey, Feasibility		
UNIT III	DOCUMENTING SKILLS	9
Press Meets SPEAKING: Group Discussion, Dynamics of a Group Culture, - READING – CO3 Critical Thinking, Problem Definition and Solving WRITING – Company Profiles, minutes of Meetings, Case Studies Job Application, Email, Cover letter Formats.		
UNIT IV	NON-VERBAL COMMUNICATION	9
Grooming, Body Language, Tone and Pitch, Intercultural and Cross-Cultural Communication CO4 SPEAKING: Presentations - READING – Meeting and their procedures WRITING – Project.		
UNIT V	TELEPHONE AND EMAIL ETIQUETTE	9
Listening to and executing formal telephone conversations, conversational tactics, seeking CO5 information LISTENING – Sales Meeting, Panel Discussion, Accents SPEAKING: Negotiation Proposals, Mini Projects, Seeking Funding , Drafting Tenders, CircularsSkills, Life Skills, Elevator Pitch, Leadership Behavior - READING –WRITING – Requisition Letters – for Reference and Recommendation, Statements of Purposes, Persuasive language Emails, Portfolios.		

TOTAL: 45 PERIODS

TEXT BOOKS

1. Business Advantage, Almut Koester, Angela Pitt, Michael Hanford and Martin Lisboa, Student’s Book, Intermediate, Cambridge University Press, 2012.

REFERENCE BOOKS

1. Business Communication. Harvard Business Essentials Series, HBS
2. Excellence in Business communications, John V. Thill and Courtland L. Bovee, Pearson, 2015.
3. Business Communication, Menakshi Raman, Prakash Singh, Oxford University Press.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 Develop good managerial communication skills
- CO2 Develop good presentation skills and group discussion skills
- CO3 Ability to excel in different forms of written communication required in a business context
- CO4 Ability to prepare Business reports
- CO5 In-depth understanding of telephone and E-mail etiquette

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3

CO1	1	-	3	3	-	-	-	-	-	-	-	-	1	-	-
CO2	1	-	2	2	-	-	-	-	-	-	-	-	1	-	-
CO3	1	-	2	2	-	-	-	-	-	-	-	-	1	-	-
CO4	1	-	2	2	-	-	-	-	-	-	-	-	1	-	-
CO5	1	-	1	1	-	-	-	-	-	-	-	-	1	-	-

MI1205

FUNDAMENTALS OF COMPUTERS

L T P C
3 0 0 3

COURSE OBJECTIVES

- The course is aimed at imparting a basic level of computer knowledge and the application of computer skills for analyzing the data, creating the presentations and preparing the reports.

UNIT I INTRODUCTION TO COMPUTERS

9

Computer and its applications: Computers in our world, Computers for individual users, Computers for organizations, Computers in society, Why are computers so important. Components of a computer system – Hardware and Software - CPU, Memory, Input and output devices, Storage devices, System software, Application software.

CO1

Input and output devices: Input Devices - The keyboard and Mouse. Inputting data in other ways: Devices for hand, Optical input devices, Audio-visual input devices. Output Devices - Monitors, Data projectors, Sound Systems, Printers, and Plotters.

UNIT II DATA PROCESSING AND DATA STORAGE

9

Transforming data into information: The difference between data and information, How computers represent data, How computers process data - CPU, Machine cycles, Memory, Factors effecting processing speed, The computer's internal clock, The Bus, Cache memory.

CO2

Types of storage devices: Primary and Secondary Storage devices, How data is stored on a disk, How the operating system finds data on a disk, Removable storages, Smart cards.

UNIT III OPERATING SYSTEM

9

Operating systems basics: The purpose of operating systems, Types of operating systems, Providing a user interface, Running programs, Managing hardware, Enhancing an OS utility software, Proprietary and Open source operating systems.

CO3

Basics of popular GUI based operation system: User interface, Task Bar, Icons, Menus, Running an Application. Operating System Simple Setting – changing system Date and Time, Changing Display Properties, Changing Mouse Properties, Adding and removing printers. File and Directory Management – Creating and renaming of files and directories. Common Utilities.

UNIT IV THE INTERNET AND ITS SERVICES

9

Introduction to internet and world wide web (www): Basics of Computer Networks, common types of networks – Local Area Network (LAN), Wide Area Network (WAN) and Internet. The Internet's history, the Internet's major services, Understanding the world wide web, Using your browser and the world wide web, navigating the web, closing your browser, getting help with your browser, searching the web, search results and web sites.

CO4

E-mail and other internet services: Overview: communicating through the Internet, Using Email, Using an E-mail program, Stomping out spam, using web-based e-mail services, more Features

of the Internet.

UNIT V INTRODUCTION TO WORD PROCESSORS, SPREAD SHEETS & PRESENTATIONS 9

Introduction to word processors: Managing document – Creating a new document, Opening pre-existing document, create/edit/insert/copy/paste text in the document, Formatting Text and Documents, Headers and Footers, Tables and Graphics - Creating a table using the table menu, Entering and editing text in a table, adding/inserting/deleting rows and columns, changing row heights and column width. Inserting picture in the document and formatting the picture in the document. **CO5**

Introduction to spreadsheets: Working with spreadsheets – Creating the new spreadsheet, modifying the pre-existing spreadsheet. Entering data in cell and creating data series. Formatting Cell & Rearranging worksheets- Moving cells, copying cells, sorting cell data, inserting rows, inserting columns, inserting cells. Functions & Formulas – application of popular functions like sum, average and count. Saving and Printing Spreadsheet.

Introduction to presentations: Creating Presentations - Using auto content wizard, Using blank presentation option, Using design template option, Adding slides, Deleting a slide, Importing Images from the outside world, drawing in presentation, Transition and build effects, deleting a slide, numbering a slide, saving presentation, closing presentation, printing presentation

TOTAL: 45 PERIODS

TEXT BOOKS

1. Peter Norton, Introduction to computers, 6th edition: Tata McGraw Hill , 2007.
2. Ran Mansfield, working in Microsoft Office: Tata McGraw Hill , 2008.

REFERENCE BOOKS

1. Reema Thareja, Fundamentals of Computers, First Edition: Oxford University Press, 2014.
2. Rajaraman V and Adabala N, Fundamentals of Computers, 6th Edition : PHI, 2014.
3. Faithe Wempen, Computing Fundamentals: Introduction to Computers: Wiley, 2014.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 Ability to identify computer hardware and peripheral devices
- CO2 To be familiar with software applications and Understand file management
- CO3 To understand operating system concepts & the use of graphical user interface
- CO4 To explore the Web and to gain experience working with email
- CO5 Ability to use spreadsheets, word processors and presentations

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	-	-	2	2	-	-	-	2	-	-	-	-	1	1	1
CO2	-	-	1	1	-	-	-	1	-	-	-	-	2	2	1
CO3	-	-	2	3	-	-	-	3	-	-	-	-	2	2	1

CO4	-	-	3	2	-	-	-	2	-	-	-	-	3	2	1
CO5	-	-	2	1	-	-	-	1	-	-	-	-	3	3	1

MA1271

BUSINESS STATISTICS - I

L T P C
3 0 0 3

COURSE OBJECTIVES

- To Provide with a working knowledge of how to apply statistics to business situation.
- To describe data and make evidence based decisions using inferential statistics that are based on well - reasoned statistical arguments.

UNIT I FUNDAMENTALS OF STATISTICS AND GRAPHICAL DISPLAYS 9

Fundamentals of statistics: What is statistics - Need for statistics in business - Data and information - Population and sample - Sampling - Sampling methods - data types - Frequency - relative frequency - frequency tables - Cross tabulation - Graphical representation of frequency distribution: histogram, frequency polygon, ogive pie-chart. **CO1**

UNIT II DESCRIPTIVE AND INFERENCE STATISTICS 9

Descriptive statistics: descriptive and inferential statistics - grouped and ungrouped data - measures of central tendency, variability, dispersion: arithmetic mean, median, mode, quartiles, percentiles, deciles, interquartile, range, standard deviation, variance - Application in business scenario. **CO2**

UNIT III PROBABILITY 9

Probability : Basic concepts - axiomatic approach - classical definition - basic theorems - complements, union and intersection - venn diagrams - conditional probability, multiplicative law, independence event - total probability - Baye's theorem. **CO3**

UNIT IV PROBABILITY DISTRIBUTION FOR DISCRETE RANDOM VARIABLES 9

Discrete random variable - Probability distribution for discrete random variable - Cumulative distribution function - Moments and variation - special distributions: Binomial, Poisson and Hypergeometric distributions. **CO4**

UNIT V PROBABILITY DISTRIBUTION FOR CONTINUOUS RANDOM VARIABLES 9

Continuous random variable - Probability density function for continuous random variable - Cumulative distribution function - moments and variation - Special distribution: Exponential, uniform and normal distribution **CO5**

TOTAL: 45 PERIODS

TEXT BOOKS

1. S.C. Gupta and V.K. Kapoor, 'Elements of Mathematical Statistics', 3rd Edition, Sultan Chand & Sons, 2014, Chennai.
2. W. Mendenhall, R. Beaver and B.M. Beaver, 'Introduction to Probability and Statistics', Cengage Learning India Pvt. Ltd., 2016, New Delhi.
3. B.M. Aggarwal, 'Essential of Business Statistics', Ane Book Pvt. Ltd., 2016, Chennai.

REFERENCE BOOKS

1. Prem S. Mann, 'Introductory Statistics' Wiley Publications, 8th Edition, 2013, Singapore.
2. David M . Levine, 'Business Statistics - A first course' Person Publication, 7th Edition, 2015, Greater Noida.
3. Navai Bajpai, 'Business Statistics' Pearson Education, 2009, Greater Noida.
4. Sanjiv Jaggia and Alison Kelly, 'Business Statistics' - Communicating with numbers, TataMcGraw Hill, 2nd Edition, 2016, New Delhi.
5. L.J. Kazmier, Business Statistics, Schaum's Outlines, 4th edition, Tata McGraw Hill Publishing Company LiMItd, 2004, New Delhi.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 Understand the concepts of data and fundamentals of statistics. To know the best graphical representation for types of data. To gain data presentation skills and confidence
- CO2 Demonstrate an understanding of descriptive statistics by Designing and formulating sources of business decision making data. To evaluate and analyze methods for examining central tendencies
- CO3 Compute basic probabilities as used in statistical applications by comparing the concepts of probability. To demonstrate the elementary rules of probability and uses for Bayes' Theorem
- CO4 Prove an understanding of discrete probability distributions by assembling a discrete probability distribution. Also acquire skills to solve binomial, Poisson, Geometric distribution problems
- CO5 Apply continuous random variables by analyzing data that require uniform distributions. To construct problems requiring the application of normal distributions

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	-	2	-	-	-		-	-	-	-	-	-	-	-	-
CO2	-	2	-	-	-		-	-	-	-	-	-	-	-	-
CO3	-	2	-	-	-		-	-	-	-	-	-	-	-	-
CO4	-	1	-	-	-		-	-	-	-	-	-	-	-	-
CO5	-	1	-	-	-		-	-	-	-	-	-	-	-	-

MI1206

COMPUTER SKILLS-I

L T P C

0 0 4 2

COURSE OBJECTIVES:

- The course is designed to aim at imparting a basic computer skill for Word Processing, Presentations and Spreadsheets

UNIT I MICROSOFT EXCEL

12

Getting Started - Spreadsheet Formatting – Functions - Charts & Graphics - Pivot Table & Pivot Charts - Creating Daily and Monthly Sales Reports - Creating Cash Flow Statement - Creating Balance Sheet.

CO1

UNIT II	MICROSOFT WORD	12
Getting Started - Formatting Text and Documents - Tables & Graphics - Creating Resume- Creating Business Letters - Creating Project Report.		CO2
UNIT III	MICROSOFT PRESENTATION	12
Getting Started - Graphics & Visual Effects - Creating Company Profile Presentation - Creating Product Presentation - Creating Project Presentation.		CO3
UNIT IV	PRACTICALS OF INTERNET SERVICES	12
WWW and Web Browser - Printing Web Pages.		CO4
UNIT V	EMAIL	12
Basics of E-mail - Sorting and Searching emails - Mailbox: Inbox and Outbox.		CO5

TOTAL :60 PERIODS

TEXT BOOKS

1. Taxali R.K., PC Software for Windows made simple

REFERENCE BOOKS

1. . MS Office 2013, Vishnu P. Singh, Computech Publications, 2012.

COURSE OUTCOMES:

Upon completion of the course, students will be able to

- CO1 To understand the concepts of Microsoft excel.
- CO2 To understand the concepts of word processors and preparing reports.
- CO3 To understand about the power point presentation
- CO4 To understand world wide web and browser
- CO5 To understand about emails and related to emails.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	-	-	3	2	-	-	-	3	-	-	-	-	2	3	2
CO2	-	-	2	3	-	-	-	2	-	-	-	-	3	2	3
CO3	-	-	2	2	-	-	-	2	-	-	-	-	3	2	2
CO4	-	-	2	3	-	-	-	3	-	-	-	-	2	2	2
CO5	-	-	2	2	-	-	-	3	-	-	-	-	3	3	2

SEMESTER III

MI1301	MANAGERIAL ECONOMICS - II	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES

- To introduce the students to the basic concepts of macroeconomics.

UNIT I	NATIONAL INCOME				9
	Introduction to National Income –Circular flow of income, concept of National Income, Measurement, and determination of National Income.				CO1
UNIT II	INFLATION				9
	Inflation: meaning, types of inflation, Demand and cost push, Stagflation, effects of inflation in economy and Philip’s Curve. Unemployment, Okun's Law, Business cycle.				CO2
UNIT III	THEORY OF INVESTMENT				9
	Meaning of investment, Types of investment, Determinants of investment. Multiplier: investment multiplier; static and dynamic, tax multiplier, foreign trade multiplier, balanced budget multiplier, leakages from multiplier, importance, and limitations.				CO3
UNIT IV	MONEY				9
	Definition of money, Functions of money, Concepts of money supply and money Demand. Money market equilibrium, monetary policy.				CO4
UNIT V	INTERNATIONAL TRADE				9
	International Trade -Importance, Advantages and Disadvantages – Trade Balance. Fiscal Policy.				CO5

TOTAL : 45 PERIODS

TEXT BOOKS

1. Maheshwari Y, Managerial Economics, Third Edition, Prentice Hall India Learning, New Delhi, 2012.
2. Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri, Anindya Sen, Economics, McGraw-Hill, Twentieth Edition, 2019.

REFERENCE BOOKS

1. Richard Lipsey and Alec Charystal, Economics, 12th edition, Oxford, University Press, New Delhi, 2011.
2. Karl E. Case and Ray C. fair, Principles of Economics, 8th edition, Pearson, Education Asia, New Delhi, 2002.
3. Diwedi. D.N. Managerial Economics, 7th Edition, Vikas Publishing House Pvt. Ltd., 2009.
4. L. Peterson and Jain, Managerial Economics, 4th edition, Pearson Education.
5. Keat Paul, K Young Philip), Erfle Steve, College Dickinson, Banerjee Sreejatha, Managerial Economics, Pearson Education, Seventh Edition, 2017.
6. Karl E. Case, Ray C. Fair, Sharon E. Oster, Principles of Macroeconomics, Pearson Education, Twelfth Edition, 2019.
7. Froyen, Macroeconomics: Theories and Policies, Pearson Education India, 10th Edition, 2013.

COURSE OUTCOMES:

Upon completion of the course, students will be able to

- CO1** To understand the fundamental concept of Macro Economics and the concept of national income with the circular flow of income.

UNIT IV DEVELOPING INFORMATION SYSTEMS 9
 Analysis & Design of Information Systems: Implementation & Evaluation. Pitfalls in MIS Development. Functional MIS: A Study of Marketing, Personnel, Financial and Production MIS. CO4

UNIT V SECURITY AND ETHICAL ISSUES 9
 Introduction, Control Issues in Management Information Systems, Security Hazards, Ethical Issues, Technical solutions for Privacy Protection. CO5

TOTAL : 45 PERIODS

TEXT BOOKS

1. Management Information system, Bidgoli, Chattopadhyay, Cengage learning original edition 2012 reprint 2016.
2. "Management Information Systems", Davis, Gordan B. & Olson, M.H, Second Edition, 2008.

REFERENCE BOOKS

1. Management Information Systems: Managing the Digital Firm (14th Edition) by Kenneth C. Laudon and Jane P. Laudon 2015.
2. Management Information Systems, Goyal, D.P., Fourth Edition, Macmillan. 2014
3. "Management Information Systems", Kanter, J., Third Edition, PHI.
4. Information Systems for Modern Management, Murdick, Robert G., & Ross, Joel E., & Claggett, James R., Third Edition, PHI. 1985.
5. Analysis, Design & Implementation of Information System, Lucas, Fourth Edition, 1992.

COURSE OUTCOMES:

Upon completion of the course, students will be able to

- CO1 Understand the systems basics and information systems, role of information in decision making.
- CO2 Know different types of decisions and information systems.
- CO3 Understand well about the requirements and implementation of MIS
- CO4 Analyze and design the IS, Different types of functional information systems.
- CO5 Understand the security and ethical issues in MIS.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	P O2	PO 3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	2	-	1	1	-	-	-	-	-	-	-	-	2	3	1
CO2	3	2	2	3	-	-	-	-	-	-	-	-	3	2	2
CO3	2	3	3	2	-	-	-	-	-	-	-	-	1	3	2
CO4	3	3	3	3	-	-	-	-	-	-	-	-	2	3	1
CO5	1	1	-	3	-	-	-	-	-	-	-	-	-	1	3

MI1303	MANAGEMENT ACCOUNTING	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES

- Acquire fundamental knowledge in Management Accounting.

UNIT I	INTRODUCTION	9
Management Accounting – Meaning, Scope, Importance and Limitations – Management Accounting Vs. Financial Accounting – Analysis of Financial Statements – Meaning, Tools and Methods – Comparative, Common Size Statements, Trend Analysis.		CO1
UNIT II	RATIO ANALYSIS	9
Ratio Analysis – Meaning, Merits and Demerits – Classification of Ratios –Liquidity, Profitability, Turnover, Capital structure and Leverage ratios (simple problems only).		CO2
UNIT III	FUND FLOW AND CASH FLOW STATEMENTS	9
Preparation of Fund Flow and Cash Flow (as per AS3) Statements (simple problems only).		CO3
UNIT IV	BUDGETARY CONTROL	9
Budgetary Control – Meaning, steps involved – Merits and Demerits – Types of Budgets – Production, Sales, Cash – Fixed and Flexible Budgets.		CO4
UNIT V	MARGINAL COSTING	9
Marginal Costing (excluding decision making) – BEP, Break Even Charts, Limiting Factors.		CO5

TOTAL: 45 PERIODS

TEXT BOOKS:

1. Reddy and Hari Prasad Reddy, Management Accounting by Margham Publications, 2015, Chennai.
2. S.N.Maheswari, Management Accounting, Sultan Chand & Sons, 2014, New Delhi
3. Sharma and Shashi Gupta, Management Accounting, Kalyani Publishers, 2014, New Delhi.

REFERENCE BOOKS :

1. Horngren, Surdem, Stratton, Burgstahler, Schatzberg, Introduction to Management Accounting, PHI Learning, 2015
2. Charles T. Horngren and Gary N. Sundem, Introduction to Management Accounting, Prentice Hall.
3. Chadwick, Essence of Management Accounting, 2014, Prentice Hall of India, Pvt. Ltd.

COURSE OUTCOMES:

Upon completion of the course, students will be able to

- CO1** To understand the basics of management accounting and work out problems is basic financial analysis tools

- CO2** To analyse the relationship between various items in the financial statement and measure the solvency, profitability, activity and leverage.
- CO3** To analyse the actual flow of fund and cash from the financial statements.
- CO4** To understand concept of budgeting and budgeting control and create the various type of Budgets.
- CO5** To evaluate the marginal costing involved in the production process.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3	-	-	-	-	-	-	-	3	-	-	2	3	1
CO2	3	3	-	-	-	-	-	-	-	3	-	-	2	3	2
CO3	3	3	-	-	-	-	-	-	-	3	-	-	2	3	1
CO4	3	3	-	-	-	-	-	-	-	3	-	-	2	3	1
CO5	3	3	-	-	-	-	-	-	-	3	-	-	2	3	1

MI1304

MARKETING MANAGEMENT - I

L T P C
3 0 0 3

COURSE OBJECTIVES

- The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.
- To provide an exposure to the students pertaining to the nature and Scope of marketing, which they are expected to possess when they enter the industry as practitioners.
- To give the man understanding of the basic philosophies and tools of marketing management.

UNIT I INTRODUCTION TO MARKETING MANAGEMENT

9

Introduction-Market and Marketing-the Exchange Process -Core Concepts of Marketing-Functions of Marketing-Importance of Marketing-Marketing Orientations-Marketing Mix-The Traditional 4Ps-The Modern Components of the Mix- The Additional 3Ps – Developing an Effective Marketing Mix.

CO1

UNIT II MARKETING ENVIRONMENT

9

Introduction-Environmental Scanning-Analyzing the Organization’s Micro Environment-Company’s Macro Environment, Differences between Micro and Macro Environment-Techniques of Environment Scanning-Marketing organization-Marketing Research and the Marketing Information System, Types and Components.

CO2

UNIT III CONSUMER AND BUSINESS BUYER BEHAVIOR

9

Introduction —Characteristics-Types of Buying Decision Behavior-Consumer Buying Decision Process—Buying Motives-Buyer Behavior Models-Characteristics of Business Markets-Differences between Consumer and Business Buyer Behavior-Buying Situations in Industrial/Business Market-Buying Roles in Industrial Marketing-Factors that Influence Business Buyers-Steps in Business Buying Process.	CO3
UNIT IV SEGMENTATION, TARGETING AND POSITIONING	9
Introduction-Concept of Market Segmentation- Benefits of Market Segmentation-Requisites of Effective Market Segmentation-The Process of Market Segmentation —Bases for Segmenting Consumer Markets – Targeting (T)-Market Positioning (P).	CO4
UNIT V INTERNATIONAL MARKETING MANAGEMENT	9
Introduction-Nature of International Marketing-International Marketing Concept–International Market Entry Strategies- Approaches to International Marketing- International Product Policy	CO5

TOTAL: 45 PERIODS

TEXT BOOKS

1. Sherlekar S.A, Marketing Management, Himalaya Publishing House, 2016.
2. Philip Kotler and Kevin Lane Keller, Marketing Management, PHI 5th Edition, 2015

REFERENCE BOOKS

1. V.S.Ramaswamy S.Namakumari, Marketing Management Global Perspective, Indian Context, Macmillan Publishers India, 5th edition, 2015
2. S.H.H. Kazmi, Marketing Management, 2013, Excel Books India.
3. Dr.C.B.Gupta & Dr.N.Rajan Nair, Marketing Management-text and Cases, 17th edition 2016.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1** To gain Knowledge of basic understanding in solving marketing related problems.
CO2 To understand marketing management process, and the marketing mix elements.
CO3 To analyze the nature of Consumer and Industrial buying behavior.
CO4 To understand Segmenting, Targeting and Positioning
CO5 To understand the basic concepts of International marketing, entry strategies and international policy.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	3	-	2	2	-	-	-	-	-	-	-	3	1	2
CO2	3	2	-	2	2	-	-	-	-	-	-	-	2	2	2
CO3	3	3	-	1	2	-	-	-	-	-	-	-	3	2	1
CO4	3	3	-	2	3	-	-	-	-	-	-	-	3	1	2
CO5	3	3	-	2	2	-	-	-	-	-	-	-	3	1	2

MI1305	BUSINESS LAW-I	L	P	T	C
		3	0	0	3

COURSE OBJECTIVES

- To understand the basic legal terms and concepts used in law pertaining to business

UNIT I	THE INDIAN CONTRACT ACT 1872	9
Definition of contract, essential elements, types, and characteristics of a contract, Formation of a contract, performance of contracts, breach of contract and its remedies, Quasi-contracts - Contract of Agency: Nature of agency, Creation, and types of agents, Authority and liability of Agent and principal: Rights and duties of principal and agents, termination of agency.		
		CO1
UNIT II	SALE OF GOODS ACT, 1930	9
Definition of Sales, essentials for the contract of sale, Documents of title, risk of loss, Guarantees and Warranties, the performance sale of contracts, conditional sales, and rights of an unpaid seller		
		CO2
UNIT III	NEGOTIABLE INSTRUMENTS ACT, 1881	9
Negotiable Instruments Act 1881: Definitions, Nature, and requisites of negotiable instruments. Types of negotiable instruments, the liability of parties, holder in due course, special rules for Cheque and drafts, discharge of negotiable instruments.		
		CO3
UNIT IV	COMPANY LAW	9
Definitions - Nature of a company, characteristics of a company, Types of companies, Formation of Company – Memorandum and articles of association, Prospectus, Power, duties and liabilities of Directors, winding up of companies, Corporate Governance		
		CO4
UNIT V	THE COMPETITION ACT, 2002	9
Objectives of Competition Act, the features of Competition Act, components of Competition Act, Competition Commission of India, Appellate Tribunal, offenses and penalties under the Act.		
		CO5

TOTAL: 45 PERIODS

TEXT BOOKS

1. Maheshwari, S.N. and S.K. Maheshwari; *A Manual of Business Law*, 6th Edition, Himalaya Publishing House, 2015.
2. Kuchhal M.C., *Modern Indian Company Law*, 20th edition 2015, Shree Mahavir Book Depot.
3. Kapoor, N. D.; *Elements of Mercantile Law*, 30th edition, Sultan Chand & Sons, New Delhi, 2015

REFERENCE BOOKS

1. Gulshan S.S. and Kapoor G.K., "Business Law including Company Law", 2013, New Age International Private Limited Publishers.
2. Dr. & Agnihotri, Dr. Dagar, "Business Law, 2nd edition, 2014", Galgotia Publishing Company.
3. Chawla, Garg, and Sareen: *Mercantile Law 7th Ed.* Kalyani publishers
4. Dr. Singh, Avtar; *Company Law*, Eastern Book Co. Lucknow, Bharat Law House, Delhi, 2016

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1** To familiarize the concept of legal provisions. To understand the objectives of various Acts related to business transactions. To understand the provisions related to Contract & Agency.
- CO2** To understand the provisions related to Commercial Law. To understand the provisions related to the sale of goods.
- CO3** To familiarize the concept of legal provisions. To understand the provisions related to the Negotiable instruments Act.
- CO4** To familiarize the concept of legal provisions related to Company Law. To understand the provisions related to the memorandum and articles of associations, prospects, and winding up of the company.
- CO5** To familiarize the concept of legal provisions related to the Competition Act and the penalties therein.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	-	1	-	-	-	-	-	-	-	-	-	2	2	2
CO2	3	-	2	-	-	-	-	-	-	-	-	-	1	1	1
CO3	2	-	2	-	-	-	-	-	-	-	-	-	2	1	2
CO4	3	-	3	-	-	-	-	-	-	-	-	-	2	2	3
CO5	2	-	1	-	-	-	-	-	-	-	-	-	2	1	3

MA1371

BUSINESS STATISTICS - II

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C
3 0 0 3**

CAREER OBJECTIVES

- To introduce some of the ideas of statistics, emphasizing the applications of these methods in the business scenario
- To provide basic knowledge to do estimation of population, test hypothesis
- To provide knowledge about the various parametric and non-parametric tests

UNIT I SAMPLING DISTRIBUTION AND ESTIMATION

9

Sampling- sampling methods - sampling distribution - sampling and non-sampling errors - mean and standard deviation of sampling distribution- Estimation- Introduction- Estimators and properties - Point and Interval estimate - introduction to t-distribution- interval estimation of population mean: large and small samples- Interval estimation of population mean - finite and infinite population- Interval estimation for population proportion- large and small samples.

UNIT II HYPOTHESIS TESTS I

9

Introduction to hypotheses and testing hypotheses - significance level- one tail and two tail tests - region of rejection - hypothesis test about mean: large and small samples - hypothesis test about mean: known and unknown population standard deviation - Hypothesis test about mean : finite and infinite population - Hypothesis test about proportions; large and small samples. **CO2**

UNIT III HYPOTHESIS TESTS II 9

Hypothesis tests about difference between two sample means : large and small case- hypothesis tests about difference between two sample means for paired samples - hypothesis tests about difference between two sample proportions -large and small case- F-test for two sample standard deviations. ANOVA one and two way. **CO3**

UNIT IV PARAMETRIC TESTS 9

Chi-square tests for independence of attributes and goodness of fit. Sign test for paired data- Rank sum test- Kolmogorov-Smirnov : test for goodness of fit, comparing two populations- Mann – Whitney U test and Kruskal Wallis test- One sample run test. **CO4**

UNIT V CORRELATION AND REGRESSION 9

Correlation – Coefficient of Determination – Rank Correlation – Regression – Estimation of Regression line – Method of Least Squares – Standard Error of estimate **CO5**

TEXT BOOKS

1. Statistics for Management, Richard I. Levin, David S. Rubin, Sanjay Rastogi Masood Husain Siddiqui, Pearson Education, 7th Edition, 2016.
2. Introductory Statistics Prem.S.Mann, , 7th Edition, Wiley India, 2016.

REFERENCE BOOKS

1. Complete Business Statistics, Aczel A.D. and Sounderpandian J 6th edition, Tata McGraw Hill Publishing Company Ltd., New Delhi, 2012.
2. Business Statistics using Excel - Glyn Davis and Branko Pecar, Oxford University Press.

COURSE OUTCOMES:

Upon completion of the course, students will be able to

- CO1** To apply the different sampling methods for designing and selecting a sample from a population. To understand the basic principles underlying survey design and estimation
- CO2** To formulate null and alternative hypothesis and apply small, large sample in real life problems. To obtain confidence interval of a parameter and its relation with testing of hypothesis problem.
To explore small and large datasets to create testable hypotheses and identify appropriate
- CO3** Statistical tests. ANOVA statistical significance result is independent of constant bias and scaling errors as well as the units used in expressing observations.
- CO4** To learn the types of parametric and non-parametric tests for testing the hypothesis and make decisions.
- CO5** To calculate and interpret the correlation between two variables. To calculate the simple linear regression equation for a set of data. To employ the principles of linear regression and correlation, including least square method, predicting a particular value

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	P O2	PO 3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	-	3	-	-	-	-	-	-	-	-	-	-	-	1	-
CO2	-	3	-	-	-	-	-	-	-	-	-	-	-	1	-
CO3	-	3	-	-	-	-	-	-	-	-	-	-	-	1	-
CO4	-	3	-	-	-	-	-	-	-	-	-	-	-	1	-
CO5	-	3	-	-	-	-	-	-	-	-	-	-	-	1	-

MI1306

COMPUTER SKILLS - II

L	T	P	C
0	0	4	2

EXPERIMENTS:

Practicals on Spreadsheet:

Exercise 1: Look up and Reference

- VLOOKUP
- HLOOKUP
- INDEX
- MATCH
- OFFSET
- TRANSPOSE

Exercise 2: Conditional statements

- If-else statement
- AND
- OR
- NOT
- TRUE
- Nested If-else

Exercise 3: Conditional formatting

- Conditional formatting with multiple cell rules
- Color scales and icon sets in conditional formatting
- New rules and managing existing rules

Practicals on Word Processors:

Exercise 1: Tools for editing a document

- Auto-text
- Autocorrect
- Spelling & Grammar tool
- Document Dictionary
- Page formatting

- Bookmark

Exercise 2: Mail Merge

Exercise 3: Macros

Exercise 4: Styles

Exercise 5: Linking and embedding objects

Exercise 6: Templates

Practicals on Presentations:

Exercise 1: Create a presentation with animation effects

Exercise 2: Create a looping introduction

Exercise 3: Loop a motion path animation

Exercise 4: Master slide

Exercise 5: Sound effects

Exercise 6: Videos

Exercise 7: Macros

TOTAL : 60 PERIODS

REFERENCE BOOKS

1. Taxali R.K., PC Software for Windows made simple,2nd edition , McGraw Hill Education,2001
2. Microsoft Excel 2016 Step by Step, Frye Curtis, PHI, 2016.
3. MS Office 2013, Vishnu P. Singh, Computech Publications, 2012.

COURSE OUTCOMES:

Upon completion of the course, students will be able to

CO1 To understand the advanced concepts of spread sheets and it applications

CO2 To understand the purpose and functions of logical conditioning functions in spread sheets

CO3 To understand the conditional formatting in spreadsheets

CO4 To understand the formatting conditions in word processors

CO5 To understand the purpose and importance of presentation tools in management concepts

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	-	-	2	3	-	-	-	3	-	-	-	-	1	1	1
CO2	-	-	2	3	-	-	-	3	-	-	-	-	2	2	1
CO3	-	-	2	3	-	-	-	3	-	-	-	-	2	1	1
CO4	-	-	2	3	-	-	-	3	-	-	-	-	1	1	1
CO5	-	-	3	3	-	-	-	3	-	-	-	-	3	2	1

SEMESTER IV

MI1401

INDIAN ECONOMY

L T P C

3 0 0 3

COURSE OBJECTIVES

1. To understand the various aspects of Indian Economy.
2. To develop a perspective on the different problems and approaches to economic planning and development in India.

UNIT I MEANING AND CHARACTERISTICS

9

Economy – definition - Classification of economy – developing and developed economy. Indian economy – structure of the economy – agricultural, industrial and service sectors. Sectoral contribution to the national income of Indian economy. Characteristics of Indian economy in terms of demographic, economic and social indicators. Major development issues in India.

CO1

UNIT II INDIAN DEMOGRAPHY

9

Population – size and growth of population. Features of Indian population –sex ratio, rural and urban distribution, age distribution, density of population, occupational distribution. Causes for population growth – natural growth rate of population. Problems of higher population – poverty: definitions of poverty – measures to eradicate poverty.

CO2

UNIT III ECONOMIC PLANNING AND AGRICULTURAL SECTOR

9

Planning in India – five year planning. Evolution of Indian planning. Major achievements and failures of Indian planning since first five year planning. Objectives of 12th five year plan. Allocation of resources for agricultural, industrial and service sectors of the economy. Agricultural growth during the post reform period- achievements and failures

CO3

UNIT IV INDUSTRIAL SECTOR

9

Industrial policy, 1991 - Liberalization, privatization and globalization of Industrial sector - Industrial growth since economic reform. Growth and problems of SMEs.

CO4

UNIT V FOREIGN TRADE

9

India's balance of trade and payment since 2007. Exports and Imports – pattern of trade. Trade policy of India, 1991. BOT and exchange rate. Government of India's measures to manage exchange rate fluctuations.

CO5

TOTAL : 45 PERIODS

TEXT BOOKS

1. Datt Ruddar and KPM Sundaram, Indian Economy, 67th Edition S. Chand & Company Ltd., New Delhi, 2013.
2. Gaurav Datta Ashwani Mahajan, Indian Economy. 68 th Edition S. Chand & Company Ltd., New Delhi, 2013.

REFERENCE BOOKS

1. Misra S.K. & V. K. Puri, Indian Economy, 32nd Edition, Himalaya Publication house, Mumbai.2014.
2. Gopal Ji, Suman Bhakri & Anisha Bhakri, Indian Economy -Performance and Policies, 2 nd Edition, Vikas Publishing, New Delhi,2015.

COURSE OUTCOMES:

Upon completion of the course, students will be able to

- CO1** To understand the economic issues in range of economic activities in the Indian Economy.
- CO2** To apply the demographic features of Indian Economy to solve economic issues.
- CO3** To understand the features of Indian economy and known the five year plan.
- CO4** To identify the economic factors contributing to industrial growth.

- CO5** To analyze the role of Indian Economy in global context and how different factors affect them.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	P O2	PO 3	P O4	PO 5	P O6	P O7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	-	-	-	2	3	-	-	-	-	-	-	2	3	1
CO2	3	-	-	-	2	2	-	-	-	-	-	-	2	3	2
CO3	3	-	-	-	3	3	-	-	-	-	-	-	2	3	1
CO4	3	-	-	-	3	3	-	-	-	-	-	-	2	3	1
CO5	3	-	-	-	3	2	-	-	-	-	-	-	2	3	1

MI1402

DATA MANAGEMENT

L T P C
3 0 0 3

OBJECTIVES

- To understand the fundamentals of database systems
- To learn widely used Relational Database Management Systems (RDBMS) and its related concepts
- To understand emerging database technologies like NoSQL

UNIT I DATABASE MANAGEMENT SYSTEMS 9

Data, Database, Database Management Systems, Types of Database Management Systems – Relational, Hierarchical, Network, and Object oriented database management systems, Entity Relationship Model (E-R Model) **CO1**

UNIT II RELATIONAL DATABASE MANAGEMENT SYSTEMS (RDBMS) 9

Relational Model -Relations, Tuples, domains and type of keys, Boyce–Codd Normal Form, normalization of databases– The first and second normal form of databases. **CO2**

UNIT III INTRODUCTION TO SQL 9

Data Definition Language (DDL), Data Manipulation Language (DML), Data Control Language, Cartesian Product and Joins, Use of Union, Intersection, Minus, SQL operators and functions, SQL select statement and type of queries, In, Exists, Group by Having and Like clause in SQL. **CO3**

UNIT IV XML 9

Structure of XML Data, XML Document Schema, Querying and Transformation, Storage of XML Data, XML Data and World Wide Web. **CO4**

UNIT V EMERGING DATABASE TECHNOLOGIES - NOSQL 9

Why NoSQL? Overview of NoSQL, Brief Introduction to various NoSQL Data Models– Key-Value, Document, Column-Family Stores and Graph and Limitations of NoSQL **CO5**

TOTAL : 45 PERIODS

TEXT BOOKS

1. Abraham Silberschatz, Henry F. Korth and S. Sudarshan, Database System Concepts,

- Sixth Edition, Tata McGraw-Hill, 2013
- Ramez Elmasri and Shamkant B. Navathe; Fundamentals of Database Systems, Pearson, Seventh Edition, Global Edition, 2010

REFERENCE BOOKS

- C. J. Date, "An Introduction to Database Systems", Eighth Edition, Pearson Education, 2004.
- Pramod J. Sadalage and Martin Fowler, NoSQL Distilled: A Brief Guide to the Emerging World of Polyglot Persistence 1st Edition, Addison-Wesley Professional, 2012.
- Guy Harrison, Next Generation Databases: NoSQL, NewSQL, and Big Data, Apress, 2015.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1** To understand the importance of database and the different types used in Organizations.
- CO2** To understand the importance of Relational Database Management Systems and the steps in designing it for the organization.
- CO3** To understand the importance of SQL and its functions in accessing the data from a database.
- CO4** To understand the use of XML in analyzing, designing and implementing data access on wireless networks.
- CO5** To understand the recent developments in database technologies and its impact in business process.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	2	-	2	1	-	-	-	2	2	-	-	-	1	1	2
CO2	1	-	3	2	-	-	-	1	1	-	-	-	3	1	2
CO3	2	-	2	1	-	-	-	3	2	-	-	-	3	2	2
CO4	1	-	1	3	-	-	-	2	3	-	-	-	3	1	3
CO5	2	-	2	2	-	-	-	1	1	-	-	-	1	1	2

MI1403

CORPORATE ACCOUNTING

L T P C
3 0 0 3

COURSE OBJECTIVES

- Understand the nuances involved in accounting procedures and standards followed in Corporate Houses

UNIT I SHARES

9

Shares – Definition – Types of shares – Accounting treatment for various modes of issue of Shares – Full consideration, instalment, Bonus shares, Rights issue, Employee Stock Option, Sweat Equity, Private Placement, Buy Back of Shares – Forfeiture and Re-issue of Shares.	CO1
UNIT II DEBENTURES	9
Definition – Classification - Accounting treatment for issue of Debentures – for cash and non-cash consideration - Accounting treatment for Redemption of Debentures – in lump sum, in instalments, by conversion, Insurance Policy and Sinking Fund methods.	CO2
UNIT III PREFERENCE SHARES	9
Redemption of Preference Shares – Meaning and relevant provisions of Companies Act – Accounting treatment for redemption of Preference Shares – out of profit, fresh issue of shares, by conversion – Minimum fresh issue of shares – Profit Prior to Incorporation – Meaning – Method and procedure for ascertaining and accounting treatment of Profit or Loss Prior to Incorporation.	CO3
UNIT IV UNDERWRITING	9
Underwriting of Shares and Debentures – Meaning, need and importance – Types of underwriting – Factors affecting valuation of Goodwill and Shares – Methods of valuing Goodwill– Average Profit, Super Profit, Capitalization methods – Methods of valuation of shares – Net Asset, Yield and Fair Value methods.	CO4
UNIT V FINAL ACCOUNTS	9
Form of Statement of Profit and Loss and Account and Balance Sheet - Preparation of Company Final Accounts with adjustments - Basics (theory only) of Human Resource Accounting, Inflation Accounting, Accounting Standards, Social Responsibility Accounting	CO5

TOTAL : 45 PERIODS

TEXT BOOKS:

1. Corporate Accounting, S.N.Maheswari and S.K.Maheswari, Vikas Publishing, 2015
2. Corporate Accounting, V.K.Goyal, Printice Hall India Learning Pvt. Ltd.2012

REFERENCE BOOKS:

1. Corporate Accounting ,V.Rajasekaran, R.Lalitha, Pearson India, 2013.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1** To familiarize the concept of Shares
- CO2** To understand the concept of Debentures,
- CO3** To familiarize the concept of Redemption of preference shares & Profit prior to incorporation.
- CO4** To familiarize the concept of Underwriting of shares & Debentures and valuing Good will.
- CO5** To familiarize the concept of statement of Profit & Loss Account & Balancesheet.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	P O4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	3	-	-	-	-	-	-	-	3	-	-	3	3	-
CO2	3	3	-	-	-	-	-	-	-	3	-	-	3	2	-

CO3	3	3	-	-	-	-	-	-	-	3	-	-	3	3	-
CO4	3	3	-	-	-	-	-	-	-	3	-	-	3	2	-
CO5	3	3	-	-	-	-	-	-	-	3	-	-	3	2	-

MI1404	QUALITY MANAGEMENT										L	T	P	C
											3	0	0	3

COURSE OBJECTIVE:

- To learn the various principles and practices of Quality Management

UNIT I	INTRODUCTION	9
Introduction - Need for quality - Evolution of quality - Definition of quality – different perspectives. Introduction to total Quality - Concept of total Quality - Design, inputs, process and output - Cost of quality - Attitude and involvement of top management - TQM culture, TQM framework, benefits, awareness and obstacles.		CO1
UNIT II	QUALITY GURUS	9
Contributions of Crosby, Deming, Masaaki Imai, Feigenbaum, Ishikawa, Juran, Oakland, Shigeo Shingo, and Taguchi.		CO2
UNIT III	QUALITY PRINCIPLES	9
Leadership – Strategic quality planning, - Employee involvement – Motivation, Empowerment, Team and Teamwork, Recognition and Reward, Performance appraisal - Continuous process improvement – PDSA cycle, 5s, Kaizen - Supplier partnership – Partnering, Supplier selection, Supplier Rating.		CO3
UNIT IV	QUALITY TOOLS	9
Overview of Quality Tools - The seven traditional tools of quality – New management tools – Six- sigma– Benchmarking – FMEA – Quality circles – Quality Function Deployment (QFD) – Taguchi quality loss function – TPM.		CO4
UNIT V	QUALITY MANAGEMENT SYSTEMS	9
Introduction Quality management systems – IS/ISO 9004:2000 – Quality System – Elements, Documentation guidelines for performance improvements. Quality Audits - QS 9000 – ISO 14000 – Concepts.		CO5

TOTAL : 45 PERIODS

TEXT BOOKS

- Shridhara Bhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, First Edition 2010
- Poornima M. Charantimath, Total Quality Management, Pearson Education, Second Edition, 2011.

REFERENCE BOOKS

- Suganthi, L and Anand Samuel, “Total Quality Management”, Prentice Hall (India) Pvt. Ltd. (2006)
- Indian standard – quality management systems – Guidelines for performance improvement (Fifth Revision), Bureau of Indian standards, New Delhi.

COURSE OUTCOMES:

Upon completion of the course, students will be able to

- | | |
|------------|--|
| CO1 | To Understand the evolution of Quality management |
| CO2 | To Understand quality philosophies and practices |
| CO3 | To Apply statistical process control to enhance quality |
| CO4 | To Apply quality tools to enhance organization's quality performance |
| CO5 | To Bring awareness of quality management systems. |

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	-	-	1	-	-	-	-	-	-	-		1	1	1
CO2	2	-	-	3	-	-	-	-	-	-	-		2	1	2
CO3	3	-	-	3	-	-	-	-	-	-	-		3	2	2
CO4	2	-	-	2	-	-	-	-	-	-	-		3	2	2
CO5	2	-	-	3	-	-	-	-	-	-	-		2	1	2

MI1405

BUSINESS LAW – II

**L T P C
3 0 0 3**

COURSE OBJECTIVES

- To provide the student with knowledge of the legal environment in which a consumer and businesses operates.
- To acquire problem solving techniques and to be able to present coherent, concise legal argument.

UNIT I TAXATION

9

Constitutional frame work of taxation, direct and indirect tax. Elementary knowledge of central sales tax. Goods and Service Tax – Concepts, Scope, Methods of GST Calculation, Practical Implications of GST.

CO1

UNIT II THE CONSUMER PROTECTION ACT, 1986

9

Definition – consumer – complainant – goods – service – complaint – unfair trade practices – restrictive trade practices – rights and remedies for consumers - consumer protection council – consumer disputes redressal agencies.

CO2

UNIT III THE INFORMATION TECHNOLOGY ACT, 2000

9

Definitions, Cyber Laws in India, Rationale and need of information technology act- Objectives of Information Technology ACT- Changes in Information Technology Act. Electronic records and governance. Cybercrimes – offences and penalties under IT Act, 2000.

CO3

UNIT IV DIGITAL SIGNATURE

9

Definitions, Legal recognition of Digital signature, Regulation of certifying authorities, Appointment of certifying authorities to issue digital signature certificates, Procedure, Duties of subscribers, Cyber regulations appellate tribunal, Computer crimes.

CO4

UNIT V INTELLECTUAL PROPERTY RIGHTS

9

Meaning of IPR, objectives and types of IPR. Copy rights: Meaning and purpose of copyright, procedure for Registration of Copyrights, Right of owner of copyrights. Patent Act: Meaning and Advantages of patent, Procedure for Registration of patents

**CO
5**

TOTAL : 45 PERIODS

TEXT BOOKS

1. Maheshwari, S.N. and S.K. Maheshwari; A Manual of Business Law, 6th Edition, Himalaya Publishing House, 2015.
2. Rama Gopal, C., Business Legislation, New Age International Publisher, New Delhi, 1st edition 2008

REFERENCE BOOKS

1. Kapoor, N. D.; Elements of Mercantile Law, 30th edition, Sultan Chand & Sons, New Delhi, 2015
2. Kuchhal, M. C.; Business Law, Vikas Publishing House, New Delhi, 6th edition, 2013.

COURSE OUTCOMES:

Upon completion of the course, students will be able to

- CO1** To familiarize the concept of Taxations.
CO2 To understand the provisions under Consumer protection act.
CO3 To familiarize the concept of IT act 2000.
CO4 To know the concept Digital signature and to understand nature and duty of Certifying Authority.
CO5 To familiarize the concept of intellectual property and procedures for registration.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	-	3	-	-	-	-	-	-	-	-	-	2	3	1
CO2	2	-	3	-	-	-	-	-	-	-	-	-	2	3	2
CO3	3	-	2	-	-	-	-	-	-	-	-	-	2	3	1
CO4	3	-	3	-	-	-	-	-	-	-	-	-	2	3	1
CO5	3	-	3	-	-	-	-	-	-	-	-	-	2	3	1

MI1406

APPLIED OPERATIONS RESEARCH - I

L T P C

3 0 0 3

COURSE OBJECTIVES

- To learn the fundamentals of operations research applied in business decision making.
- To apply the techniques constructively to make effective business decisions

UNIT I INTRODUCTION TO LINEAR PROGRAMMING

9

Introduction to applications of operations research in functional areas of management. Linear Programming-formulation, solution by graphical and simplex methods (Primal - Penalty, Two Phase)

CO1

UNIT II TRANSPORTATION MODELS

9

Transportation Models (Minimising and Maximising Problems) – Balanced and unbalanced Problems – Initial Basic feasible solution by N-W Corner Rule, Least cost and Vogel's approximation methods. Check for optimality. Solution by MODI / Stepping Stone method. Case of Degeneracy. Transshipment Models.

CO2

UNIT III ASSIGNMENT PROBLEMS

9

Assignment Models (Minimising and Maximising Problems) – Balanced and Unbalanced Problems. Solution by Hungarian and Branch and Bound Algorithms. Travelling Salesman problem. Crew Assignment Models.

CO3

UNIT IV INVENTORY MODELS

9

Inventory Models – EOQ and EBQ Models (With and without shortages), Quantity Discount Models. **CO4**

UNIT V GAME THEORY **9**

Game Theory-Two person Zero sum games-Saddle point, Dominance Rule, Methods of matrices, graphical and LP solutions. **CO5**

TOTAL : 45 PERIODS

TEXT BOOKS

1. Gupta P.K, Hira D.S, Problem in Operations Research, S. Chand and Co, 2007.
2. Paneerselvam R., Operations Research, Prentice Hall of India, Fourth Print, 2008.

REFERENCE BOOKS

1. Hamdy A Taha, Introduction to Operations Research, Prentice Hall India, Seventh Edition, Third Indian Reprint 2004.
2. Frederick & Mark Hillier, Introduction to Management Science – A Modeling and case studies approach with spreadsheets, Tata Mcgraw Hill, 2005.
3. G. Srinivasan, Operations Research – Principles and Applications, PHI, 2007.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1** Ability to understand and analyse managerial problems in industry so that resources are used more effectively.
- CO2** To solve specialized linear programming problems like transportation models.
- CO3** To solve specialized linear programming problems like assignment models.
- CO4** To understand the concepts of inventory control for better decision making.
- CO5** Understand the concepts of game theory and analysing in an interactive situation.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	-	3	-	-	-	2	-	-	-	-	-	-	3	1	1
CO2	-	3	-	-	-	2	-	-	-	-	-	-	3	1	1
CO3	-	3	-	-	-	2	-	-	-	-	-	-	3	1	1
CO4	-	3	-	-	-	2	-	-	-	-	-	-	3	1	1
CO5	-	3	-	-	-	2	-	-	-	-	-	-	3	1	1

COURSE OBJECTIVES

- Understand the techniques of using accounting software package for recording accounts.

S. No	Exp. No.	Details of Experiments		Duration
		Name		
1	1	Company creation and management		4
2	2	Accounting Groups and Ledger creation and management		4
3	3	Cash and Bank transactions		4
4	4	Accounting Voucher creation – Sales, Purchase, Receipt and Payment vouchers		4
5	5	Contra, Journal vouchers, Debit Notes, Credit Notes		4
6	-	Extended experiment - 1		4
7	6	Trial Balance, Final Accounts without adjustments		4
8	7	Final Accounts with adjustments,		4
9	8	Report generation		4
10	-	Extended experiment - 2		4
11	9	Inventory management –Creating Stock Groups, Stock Categories, Godown/Location, Unit of Measure, Stock items, Inventory Masters		4
12	10	Inventory Voucher creation – Purchase Order, Sales Order, Rejections, Stock Journal, Delivery Notes, Receipt Voucher		4
13	11	Preparation of Bank Reconciliation Statement		4
14	12	Export and Import of Data, Data Security, Printing of Reports		4
15	-	Extended experiment - 3		4

TOTAL : 60 PERIODS**REFERENCE BOOKS:**

- Mastering Tally ERP 9, Ashok K. Nadhani, BPB Publications, 2016.
- Accounting with Tally 9, Dinesh Maidasani, Laxmi Publications, 2014.
- Tally ERP 9, Kogent Learning Solutions Inc., Dreamtech Press, 2013.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1** To understand the basics of Computer based accounting procedures.
- CO2** To understand the concepts and steps involved in Computer based accounting process.
- CO3** To understand the procedures of data entry and access of data.
- CO4** To understand the retrieval of data and generating different types of reports.
- CO5** To understand the concepts of data transfer to different users.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)	PROGRAMME SPECIFIC OUTCOMES (PSOs)

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	-	3	-	2	-	-	-	-	-	-	-	-	3	1	1
CO2	-	3	-	2	-	-	-	-	-	-	-	-	3	1	1
CO3	-	3	-	2	-	-	-	-	-	-	-	-	3	1	1
CO4	-	3	-	2	-	-	-	-	-	-	-	-	3	1	1
CO5	-	3	-	2	-	-	-	-	-	-	-	-	3	1	1

MI1408

SEMINAR I

L T P C
0 0 2 1

COURSE OBJECTIVE

- To expose the students to the basics of business etiquette.

Students are expected to prepare and present on topics suggested below:

- Business Communication Etiquette
- Professional Image
- Body language and Gestures
- Impression management
- Networking
- Restaurant Etiquette
- Business travel planning
- Hosting and attending Events
- Business meetings
- Time Management

TOTAL : 30 PERIODS

REFERENCE BOOKS:

- Barbara Pachter , The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success, McGraw - Hill Professional, 2013
- Shital Kakkar Mehra Business Etiquette: A Guide for The Indian Professional Paperback, HarperCollins, 2012
- Cyrus M. Gonda, Master of Business Etiquette Paperback, Embassy Books; First Edition, 2017

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1** To understand the importance of Business Communication Etiquette and Professional Image.
CO2 To understand various Body language and Gestures and Impression management.
CO3 To Learn and apply networking and restaurant Etiquette..
CO4 To Learn Business travel planning and hosting and attending Events.
CO5 To Learn the importance of Business meetings and Time Management.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	-	-	-	3	-	-		-	-	-	-	-	2	3	1

CO2	-	-	-	2	-	-		-	-	-	-	-	2	3	2
CO3	-	-	-	3	-	-		-	-	-	-	-	2	3	1
CO4	-	-	-	3	-	-		-	-	-	-	-	2	3	1
CO5	-	-	-	3	-	-		-	-	-	-	-	2	3	1

SEMESTER V

MI1501	APPLIED OPERATIONS RESEARCH - II	L T P C
		3 3 0 0

COURSE OBJECTIVES

- To impart knowledge in concepts and models used in Operations Research
- To apply the techniques constructively to make effective business decisions.

UNIT I	ADVANCED LINEAR PROGRAMMING - I	9
	Introduction to principles of Duality, Solution by Dual Simplex method and Revised Simplex method. Sensitivity of optimal LP solutions.	CO1
UNIT II	ADVANCED LINEAR PROGRAMMING - II	9
	Integer Programming – Branch and Bound (Graphical method), Gomory's cutting plane method - Pure and Mixed IPP.	CO2
UNIT III	DECISION THEORY	9
	Decision making under uncertainty – Criterion of optimism – Criterion of pessimism – Savage criterion – Criterion of realism – Criterion of rationality, Decision making under risk – Expected Monetary value – Expected Opportunity Loss – Expected Value of Perfect Information, Decision tree analysis.	CO3
UNIT IV	QUEUING MODELS	9
	Queuing Models - Single (M/M/1): (α /FIFO), (M/M/1): (N/FIFO) and multi-Channel Models (M/M/C): (α /FIFO).	CO4
UNIT V	REPLACEMENT MODELS	9
	Replacement of items that deteriorate gradually, Replacement of items that fail suddenly - Individual and group replacement of items.	CO5

TOTAL : 45 PERIODS

TEXT BOOKS

1. Gupta P.K, Hira D.S, Problem in Operations Research, S. Chand and Co, 2007.
2. Paneerselvam R., Operations Research, Prentice Hall of India, Fourth Print, 2008.

REFERENCE BOOKS

- 1.Hamdy A Taha, Introduction to Operations Research, Prentice Hall India, Seventh Edition, Third Indian Reprint 2004.
- 2.Frederick & Mark Hillier, Introduction to Management Science – A Modeling and case studies approach with spreadsheets, Tata Mcgraw Hill, 2005.
- 3.G. Srinivasan, Operations Research – Principles and Applications, PHI, 2007.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 To understand the alternative courses of action and their effect on values of the objective function.
- CO2 To construct linear integer programming models and discuss the solution techniques
- CO3 To propose the best strategy using decision making methods under risk and uncertainty
- CO4 To understand different queuing situations and find the optimal solutions using models for different situations.
- CO5 To understand and formulate a replacement policy to determine the time at which replacement of equipment is economical

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	-	3	-	-	-	2	-	-	-	-	-	-	3	1	1
CO2	-	3	-	-	-	2	-	-	-	-	-	-	3	1	1
CO3	-	3	-	-	-	2	-	-	-	-	-	-	3	1	1
CO4	-	3	-	-	-	2	-	-	-	-	-	-	3	1	1
CO5	-	3	-	-	-	2	-	-	-	-	-	-	3	1	1

MI1502	ENVIRONMENTAL SCIENCE AND MANAGEMENT	L	T	P	C
		3	3	0	0

COURSE OBJECTIVES

- To study the nature and facts about environment.
- To study the interrelationship between living organism and environment.
- To appreciate the importance of environment by assessing its impact on the human world; envision the surrounding environment, its functions and its value.
- To study the integrated themes and biodiversity, natural resources, pollution control and waste management.

UNIT I ENVIRONMENT AND ECOSYSTEMS 9

Definition, scope and importance of environment – need for public awareness - concept of an ecosystem – structure and function of an ecosystem – producers, consumers and decomposers – energy flow in the ecosystem – ecological succession – food chains, food webs and ecological pyramids.

CO1

UNIT II BIODIVERSITY 9

Introduction to biodiversity definition: genetic, species and ecosystem diversity – biogeographical classification of India – value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values – threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts – endangered and endemic species of India – conservation of biodiversity. **CO2**

UNIT III ENVIRONMENTAL POLLUTION 9

Definition – causes, effects and control measures of: (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards – soil waste management: causes, effects and control measures of municipal solid wastes, climate change, acid rain, disaster management: floods, earthquake, cyclone and landslides. **CO3**

UNIT IV NATURAL RESOURCES 9

Forest resources, Water resources, Mineral resources, Food resources, Energy resources, Land resources, equitable use of resources, resource conservation, Sustainable development. **CO4**

UNIT V SOCIAL ISSUES AND THE ENVIRONMENT 9

Urban problems related to energy – water conservation, rain water harvesting, watershed management– resettlement and rehabilitation of people, Environment protection act – Air(Prevention and Control of Pollution) act – Water (Prevention and control of Pollution) act. **CO5**

TOTAL : 45 PERIODS

TEXT BOOKS

1. Trivedi.R.K., “Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards”, Vol. I and II, Enviro Media, 3rd edition, BPB publications, 2010.
2. Christopher Sheldon and Mark Yoxon, “Installing Environmental management Systems – a step by step guide” Earthscan Publications Ltd, London, 1999.

REFERENCE BOOKS

1. ISO 19011: 2002, “Guidelines for quality and/or Environmental Management System auditing, Bureau of Indian Standards, New Delhi, 2002
2. Paul L Bishop „Pollution Prevention: Fundamentals and Practice“, McGraw- Hill International, Boston, 2000.
3. Dharmendra S. Sengar, ‘Environmental law’, Prentice hall of IndiaPvt,New Delhi,2009

COURSE OUTCOMES:

Upon completion of the course, students will be able to

CO1 Will become aware of the ecosystem, bio system, the natural resources and the environment.

- CO2 Will work towards protecting the environment as well as be aware of the Acts.
- CO3 Resource conservation will help individuals to appreciate the utility value of the resources.
- CO4 Will understand the various resources available across the globe.
- CO5 Will learn the environmental issues and to protect the natural resources.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	-	-	-	-	3	-	-	-	-	-	3	3	3	2	1
CO2	-	-	-	-	3	-	-	-	-	-	3	3	3	2	1
CO3	-	-	-	-	3	-	-	-	-	-	3	3	2	2	1
CO4	-	-	-	-	3	-	-	-	-	-	3	3	2	2	2
CO5	-	-	-	-	3	-	-	-	-	-	3	3	2	2	2

MI1503	FINANCIAL MANAGEMENT - I	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES

- Acquaint the students with the basic concepts of Financial Management and its pivotal role in the corporate world.
- Encourage students to think critically about issues in corporate financial management.
- Understand some of the approaches used by a Finance Manager with respect to financial analysis, profit planning, control and management of current resources.

UNIT I	OVERVIEW OF FINANCIAL MANAGEMENT	9
Financial Management – Meaning, Scope and Functions – Objectives of Financial Management – Profit maximization Vs. wealth maximization-Agency Problems-Managers Vs. Shareholders. Role of finance manager-current issues of finance manager-financial ethics and corporate social Responsibility.		CO1
UNIT II	SOURCES OF FINANCE	9
Long term finance- Shares, Debentures, Preference stock and term loans- Features, Rights, Advantages and Disadvantages- Short Term Sources-Trade credit, Commercial paper, Certificate of deposit and Bank Finance.		CO2
UNIT III	FINANCING DECISION	9
Leverages- Operating, Financial and Combined Leverages – Measurement of leverages. EBIT- EPS Analysis- Indifference point. Capital structure - Factors influencing Capital structure - Optimal capital structure.		CO3
UNIT IV	DIVIDEND DECISION	9

Objectives of Dividend Policies-Types- Determinants of dividend policy - forms of dividend- Bonus shares- Share split- Reverse Split-Buy back of shares.

CO4

UNIT V WORKING CAPITAL MANAGEMENT

9

Meaning, Types and Sources of Working Capital – Factors affecting Working Capital – Computation of Working Capital - Management of Cash, Receivables and Inventory – Concept, Need and Techniques. **CO5**

TOTAL : 45 PERIODS

TEXT BOOKS

1. M.Y.Khan and P.K.Jain, Financial Management: Text, Problems and Cases, 7th Edition, McGraw-Hill Education (INDIA) Pvt. Ltd., New Delhi. Year 2017.
2. Prasanna Chandra, Financial Management: theory and practice, 9th Edition, McGraw-Hill Education (INDIA) Pvt. Ltd. Company Ltd., New Delhi. Year 2015.

REFERENCE BOOKS

1. I.M.Pandey, Financial Management, 11th Edition, Vikas Publishing House Pvt. Ltd., New Delhi. Year 2015.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 To understand the basic concepts related to financial management.
- CO2 To understand the various source of long-term and short-term sources of funds.
- CO3 To analyze and evaluate the financial decisions of an organization.
- CO4 To analyze and evaluate the dividend decisions of an organization.
- CO5 To understand various aspects of working capital.

MAPPING OF COs WITH POs AND PSOs															
COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	3	-	3	3	-	2	3	-	3	-	-	2	3	3
CO2	3	3	-	2	3	-	2	3	-	3	-	-	2	3	2
CO3	2	3	-	3	3	-	3	3	-	3	-	-	2	3	2
CO4	2	3	-	3	3	-	3	3	-	3	-	-	2	3	2
CO5	3	3	-	3	3	-	3	3	-	3	-	-	2	3	1

MI1504	INFORMATION MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES

- To understand the importance of information in business.
- To know the technologies and methods used for effective decision making in an organization

UNIT I	INTRODUCTION	10
	Data, Information, information as resource, Intelligence, decision making with MIS- tactical, operational and strategic decisions, ethical and social issues.	CO1
UNIT II	ENTERPRISE INFORMATION SYSTEM	10
	Business process integration, Motivation for Enterprise systems-ERP system-Finance and accounting module, HR management Module, Manufacturing and operations Module, Sales and Marketing module, CRM.	CO2
UNIT III	MANAGING DATA RESOURCES	8
	Need for data management, Challenge for data management-data independence, consistency, data access, data administration, concurrency, security, recovery, data base design, data warehouses - uses.	CO3
UNIT IV	DATA MINING AND BUSINESS INTELLIGENCE	8
	Data Mining-virtuous cycle of data mining, data mining application for effecting decision making, Business Intelligence-framework of business intelligence, BI implementation and integration.	CO4
UNIT V	RECENT TRENDS IN INFORMATION SYSTEMS	9
	Introduction to E-commerce/E-business-B2B, B2C, C2C, portal E-governance; Cloud computing, Internet of Things (IoT).	CO5
TOTAL : 45 PERIODS		

TEXT BOOKS

1. Robert Schultheis and Mary Summer, Management Information Systems – The Managers View, Tata McGraw Hill, 2008.
2. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems – Managing the digital firm, PHI Learning / Pearson Education, PHI, Asia, 2012.
3. Gordon Davis, Management Information System: Conceptual Foundations, Structure and Development, Tata McGraw Hill, 21st Reprint 2008.

REFERENCE BOOKS

1. Rahul de, Managing Information systems in business government and society, Wiley, 2016.
2. EfraimTurban,Ramesh Shardam,DursunDelen and David King ,Business Intelligence- A managerial Approach , second edition, Pearson 2012
3. Michael J.A.Berry and Gordon S.Linoff, Data mining Techniques, Second edition, Wiley 2004.

4. Haag, Cummings and Mc Cubbrey, Management Information Systems for the Information Age, McGraw Hill, 2005. 9th edition, 2013.
5. Raplh Stair and George Reynolds, Information Systems, Cengage Learning, 10th Edition, 2012.
6. Frederick Gallegor, Sandra Senft, Daniel P. Manson and Carol Gonzales, Information Technology Control and Audit, Auerbach Publications, 4th Edition, 2013.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 To understand the concept of MIS and how in helps in decision making.
 CO2 To understand the importance and uses of different applications / Modules.
 CO3 To handle the data efficiently and effectively.
 CO4 To learn data mining for better decision making and learn to frame business intelligence.
 CO5 To know the recent trends in Information Systems.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	1	-	1	2	-	2	-	-	-	-	-	1	2	-
CO2	3	2	-	3	3	-	1	-	-	-	-	-	2	1	1
CO3	2	3	-	3	-	-	3	-	-	-	-	-	3	3	3
CO4	2	3	-	3	3	-	1	-	-	-	-	-	3	2	1
CO5	1	3	-	3	2	-	3	-	-	-	-	-	2	2	2

MI1505

MARKETING MANAGEMENT - II

L T P C
3 0 0 3

COURSE OBJECTIVES

- To understand the changing business environment.
- To identify the indicators of marketing management principles and practices.
- To understand fundamental premise underlying market driven strategies.

UNIT I PRODUCT MANAGEMENT

9

Product- Meaning, Classification of Products, Levels of Products - Product Hierarchy - New Product Development Strategies and Product Life Cycle (PLC) - Product Line Strategies - Product Mix Strategies - Packaging –Labeling- Branding **CO1**

UNIT II PRICING

9

Introduction - Factors Affecting Price Decisions - Cost Based Pricing - Value Based and Competition Based Pricing - Product Mix Pricing Strategies - Adjusting the Price of the Product - Initiating and Responding to the Price Changes - Global and International Pricing. **CO2**

UNIT III DISTRIBUTION MANAGEMENT

9

Introduction - Need for Marketing Channels - Decisions Involved in Setting up the Channel - Channel Management Strategies - Introduction to Logistics Management - Reverse Logistics - Backward and Forward Integration - Introduction to Retailing and Wholesaling. **CO3**

UNIT IV PROMOTION MANAGEMENT 9

Non-personal and personal communication channels: Introduction - Integrated Marketing Communications (IMC) - Communication Development Process - Budget Allocation Decisions in Marketing Communications - Introduction to Advertising, Fundamentals of Sales Promotion - Basics of Public Relations and Publicity- Personal Selling - Direct Marketing. **CO4**

UNIT V CUSTOMER RELATIONSHIP MANAGEMENT 9

Introduction - Relationship Marketing Vs. Relationship Management - Definitions of Customer Relationship Management (CRM) - Types of CRM - Significance of Customer Relationship Management - Managing Customer Loyalty and Development - Reasons Behind Losing Customers by Organizations - Social Actions Affecting Buyer-Seller Relationships. **CO5**

TOTAL : 45 PERIODS

TEXT BOOKS

1. Marketing Management- An Indian perspective, Vijay Prakash Anand, Biztantra, Second edition, 2016.
2. Marketing Management Global Perspective, Indian Context, V.S.Ramaswamy & S.Namakumari, Macmillan Publishers India,5th edition, 2015.

REFERENCE BOOKS

1. Marketing Management, S.H.H. Kazmi, 2013, Excel Books India.
2. Marketing Management- text and Cases, Dr. C.B.Gupta & Dr. N.Rajan Nair, 17th edition, 2016.
3. Marketing Management, Sherlekar S.A, Himalaya Publishing House, 2016.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 To understand product, new product development and product line strategies and branding.
- CO2 To understand the various pricing strategies and about the global and international pricing.
- CO3 To understand the various marketing channels and strategies and Retailing & Wholesaling.
- CO4 To understand the concept communication channels, Advertising, Sales promotion, PR and Sales management process.
- CO5 To examine the fundamentals of Customer Relationship Management and customer loyalty.

MAPPING OF COs WITH POs AND PSOs															
COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	1	-	1	3	-	1	-	-	-	-	-	2	1	2
CO2	3	1	-	1	3	-	3	-	-	-	-	-	3	1	1

CO3	1	1	-	1	3	-	1	-	-	-	-	-	2	1	2
CO4	1	1	-	1	3	-	3	-	-	-	-	-	2	1	1
CO5	1	2	-	1	3	-	3	-	-	-	-	-	3	1	2

MI1506 ORGANIZATIONAL BEHAVIOUR L T P C
3 0 0 3

COURSE OBJECTIVES

- Understand the implications of individual and group behavior in organizational context.
- Understand the concept of organizational behavior, the social organization and the diverse environment alongside with the management of groups and teams.

UNIT I INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR - I 9

Definition, need and importance of organizational behaviour – Nature and scope – Frame work – Organizational behaviour models- Diversity in work place- Organization structure – Formation - Types. **CO1**

UNIT II INDIVIDUAL PROCESSES I 9

Personality – Types – Factors Affecting Personality –Theories– Emotional Intelligence- Learning – Types of learners – The learning process – Types of Learning Styles . **CO2**

UNIT III INDIVIDUAL PROCESSES II 9

Perceptions – Importance – Factors influencing perception. Attitudes – Characteristics – Components – Motivation – Importance – Types – Theories - Effects on work behavior- Work Stress - Causes-Managing stress. **CO3**

UNIT IV GROUP DYNAMICS 9

Groups in organizations – types- Group dynamics –Team and team building – Developing high performance teams - Communication in teams and organizations – Control. Leader Vs Managers- Power and influence in work place- Organizational Politics. **CO4**

UNIT V ORGANIZATIONAL PROCESSES 9

Organizational culture and climate – Factors affecting organizational climate – Organizational change – Importance – the change process – Resistance to change – Managing change- Conflict- Conflict resolution. **CO5**

TOTAL : 45 PERIODS

TEXT BOOKS

1. L.M.Prasad, -Organisational Behaviour,-Sultan Chand & Sons
2. Fred Luthans-Organisational Behaviour- McGraw Hill Book Co

REFERENCE BOOKS

1. Bhattacharya-Organization Behavior-Oxford University Press, 2013.
2. Mc Shane, Steven L, Mary Von Glinow and Radha R. Sharma, - Organizational Behavior, Tata McGraw Hill, New Delhi

COURSE OUTCOMES:

Upon completion of the course, students will be able to

- CO1 To understand the fundamentals of organizational behavior.
- CO2 To understand the different types of personality.
- CO3 To understand the fundamentals of motivation.
- CO4 To understand group dynamics, various ways to resolve conflicts.
- CO5 To study the different styles of leadership, power and politics.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	-	3	2	-	-	-	2	-	-	-	-	2	2	3
CO2	2	-	2	1	-	-	-	1	-	-	-	-	3	3	3
CO3	3	-	3	2	-	-	-	3	-	-	-	-	3	3	3
CO4	3	-	3	1	-	-	-	3	-	-	-	-	2	3	2
CO5	3	-	3	3	-	-	-	3	-	-	-	-	3	2	2

MI1507

DATA ANALYSIS LABORATORY - I

L T P C
0 0 2 1

COURSE OBJECTIVES

- The objective is to provide a hands-on knowledge of how to apply statistics to business situation using spreadsheets.

Exercise 1 : Random number generation

Exercise 2 : Rank and percentile

Exercise 3 : Simple Random sampling and Systematic Random sampling

CO1

Exercise 4 : Descriptive Statistics

CO2

Exercise 5 : t-test

Exercise 6 : z-test

Exercise 7 : F-Test

Exercise 8: ANOVA

Exercise 9: Chi-square test

CO3

Exercise 10: Mann- Whitney U test	CO4
Exercise 11 : Kruskal-Wallis test	
Exercise 12: Correlation and Regression	CO5
Exercise 13: One sample Run test	
Exercise 14: Moving average and Exponential Smoothing	
Exercise 15: Trend analysis	

TOTAL : 60 PERIODS

COURSE OUTCOMES:

Upon completion of the course, students will be able to

- CO1 To understand the sampling techniques
- CO2 To apply the Descriptive Statistics
- CO3 To apply the Parametric analysis
- CO4 To apply the Nonparametric analysis
- CO5 To make forecast

REFERENCES

- David R. Anderson, et al, "An Introduction to Management Sciences: Quantitative approaches to Decision Making", (13th edition) South-Western College Pub, 2011.
- William J. Stevenson, Ceyhun Ozgur, "Introduction to Management Science with Spreadsheet", Tata McGraw Hill, 2009
- Hansa Lysander Manohar, "Data Analysis and Business Modelling using Microsoft Excel" PHI, 2017.
- David M. Levine et al, "Statistics for Managers using MS Excel" (6th Edition) Pearson, 2010.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	-	1	-			-	-	1	-	-	-	-	-	-	-
CO2	-	1	-			-	-	1	-	-	-	-	-	-	-
CO3	-	1	-			-	-	1	-	-	-	-	-	-	-
CO4	-	1	-			-	-	1	-	-	-	-	-	-	-
CO5	-	1	-			-	-	1	-	-	-	-	-	-	-

MI1508

SEMINAR II

L T P C
0 0 2 1

COURSE OBJECTIVES

- To enable the learners in understanding of the basic concept economics.
- To enable the learners to have exposure on international monetary fund, world trade organisation and the Nobel Memorial Prize in Economic Sciences

UNIT I	CAPITALISM AND COMMUNISM	6
Capitalism – Varieties, History, Pros & Cons, Socialism; Industrial Revolution; Communism- History, Theory, concepts, and types.		CO1
UNIT II	PROTECTIONISM AND GLOBALIZATION	6
Protectionism- Policies, history, and growth and current world trend. Globalization- Cultural, political, dimensions, and criticism.		CO2
UNIT III	ECONOMICS AND POVERTY	6
Economic growth, development of research, global indicators, impact evaluation, elements, inequality, and Poverty.		CO3
UNIT IV	IMF and WTO	6
International Monetary fund – Functions, history, member countries, voting power; criticism. World Trade Organization-Functions, Principles, Organizational structure, decision making, membership, disputes, agreements, budget, and criticism.		CO4
UNIT V	BEHAVIORAL ECONOMICS AND THE NOBEL MEMORIAL PRIZE IN ECONOMIC SCIENCES	6
Behavioral Economics-History, Prospect Theory, Concept, honors, awards, and The Nobel Memorial Prize in Economic Sciences.		CO5

TOTAL : 30 PERIODS

COURSE OUTCOMES:

Upon completion of the course, students will be able to

- CO1 The learners are able to apply the basic concepts of capitalism and communism.
- CO2 The learners can learn about Protectionism and Globalization.
- CO3 The learner can understand the economics and reason for poverty.
- CO4 The learner get familiar with IMF and WTO.
- CO5 The learner is provided exposure on the behavioral Economics and The Nobel Memorial Prize in Economic Sciences

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	-	-	-	3	3	-	-	-	-	-	-	-	3	1	-
CO2	-	-	-	3	3	-	-	-	-	-	-	-	3	2	-
CO3	-	-	-	3	3	-	-	-	-	-	-	-	3	1	-
CO4	-	-	-	3	3	-	-	-	-	-	-	-	3	1	-
CO5	-	-	-	3	3	-	-	-	-	-	-	-	3	1	-

SEMESTER - VI

MI1601	BANKING THEORY AND PRACTICES	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES

The course aims at imparting knowledge about the Banking Operations among the students

- Students will get exposure for banking operations
- Students will be exposed to various dimensions of day to day operations.

UNIT I	BANKING AN OVERVIEW	9
	Origin and development of banking in India- Functions of Banks-Credit creation-Techniques of Credit creation and its limitations –Commercial banks – role in the Indian money market -Reserve bank of India- Functions-Monetary policy-Instrument of Credit control operation–relation to cooperative banks and credit institutions.	CO1
UNIT II	OPERATIONS OF BANK ACCOUNTS	9
	Types of Bank Accounts – fixed deposits – Fixed deposit receipts and its implications, savings deposit accounts – current Accounts – recurring deposit Accounts – new deposit savings schemes introduced by banks – super savings package – cash certificate, annuity deposit – reinvestment plans – perennial premium plan – Non-resident (external) accounts scheme-Demat account.	CO2
UNIT III	BANKER AND CUSTOMER RELATIONSHIP	9
	Definition of Banker-Customer-General relationship-Bankers lien-Secrecy of customer Account, banker as borrowers-Opening, conducting and closing of accounts of special types of customer-Minor- Lunatic-Drunkard-Married Woman-Trustee-Partnership-Joint stock companies.	CO3
UNIT IV	METHODS OF PAYMENT AND COLLECTION	9
	Cheque - Requisites of cheque - crossing of cheque- types of crossing-Different kinds of crossing and their significance. -Duties and responsibilities of the paying banker-Endorsement-Kinds of endorsement-Statutory protection to the banker and paying banker-Payment in due course. Collection of cheque- Duties and responsibilities of collecting banker- precautions, statutory protection to the collecting banker-Pass book- Effect of entries in the pass book. Loans and advances- Forms of advance, Cash credit-Over draft- Principles of lending-Modes of creating charge, Lien, Pledge, Hypothecation, Mortgage.	CO4
UNIT V	ELECTRONIC BANKING AND ELECTRONIC FUND TRANSFER	9
	E-banking-internet banking services-mobile banking-ATM-Credit cards and debit cards- MICR cheques- Features, benefits and challenges. Electronic fund transfer-RBI guidelines-Benefits of electronic clearing systems-Interbank transfer- Real time gross settlement (RTGS)-National Electronic fund transfer (NEFT)-Immediate payment service (IMPS).	CO5

TOTAL : 45 PERIODS

TEXT BOOKS

1. Banking Theory, Law & Practice – Sundaram and Varshney, Sultan Chand Company, New Delhi.
2. Banking Law, Theory and Practice- S.N. Maheswari, Kalyani Publications, 2009.

REFERENCE BOOKS

1. Banking Law and Practice, (Fourth Revised Edition) K.P. Kandasami, R.Parameswaran, S. Natarajan, Sultan Chand Company, New Delhi, 2013.
2. Banking Theory and Practice, 21/e, K C Shekhar & Lekshmy Shekhar, Vikas Publishing

COURSE OUTCOMES:

Upon completion of the course, students will be able to

CO1 To help them gather knowledge on banking and financial system in India

- CO2 To provide knowledge about commercial banks and its products
 CO3 To enable them to understand better customer relationship
 CO4 To make them understand various methods of payment and collection
 CO5 To create awareness about modern banking services like e-banking, m-banking and internet banking

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	-	-	-	-	-	-	-	-	3	-	-	3	1	-
CO2	3	-	-	-	-	-	-	-	-	3	-	-	3	1	-
CO3	2	-	-	-	-	-	-	-	-	3	-	-	3	1	-
CO4	2	-	-	-	-	-	-	-	-	3	-	-	3	1	-
CO5	2	-	-	-	-	-	-	-	-	3	-	-	3	1	-

MI1602

BUSINESS POLICY

L T P C
3 0 0 3

COURSE OBJECTIVES

- The objective of this course is to help students develop the skills for formulating business policy. It provides an understanding of a firm's operative environment and how to sustain competitive advantage

UNIT I BUSINESS ENVIRONMENT

9

Business- Definition- Business as a social System / Economic System: Objective of Business; **CO1**
 Business Environment - The industry Environment - The International Environment

UNIT II ENVIRONMENTAL ANALYSIS

9

External Environment analysis (PEST) - Internal Environment analysis (SWOT) – analysis **CO2**
 of specific environment (Michael E Porter's 5 S Model)

UNIT III SOCIETY AND BUSINESS

9

Society and Business: Business ethics, Social responsibility of Business - Business obligations - **CO3**
 Corporate Governance - Social Audit - Business Policy in Various Economic Systems

UNIT IV BUSINESS POLICY

9

Business policy – Characteristics – objectives- importance - Elements of business policy - **CO4**
 Classification of policies - Parameter of policy - Development of business policy - Implementation of policy.

UNIT V MAJOR & MINOR POLICIES

9

Supporting policies - Composite policies & Contingency Policies - HR Policies - Marketing **CO5**
 Policies- Production Policies - Purchase Policies - Financial Policies - Distribution Policy.

TOTAL : 45 PERIODS

TEXT BOOKS

- Mamoria and Mamoria – Business planning and Policy, Himalaya Publishing house – Revised Edition 2017

- Cheryl Van Deusen, Steven Wiimson, Harold C Babson, Business policy and strategy: the art of competition, & 7th edition, Auerbach Publications, 2007. Florida

REFERENCE BOOKS

- Strategic Management and Business Policy: Text and Cases” by Appa C. Rao and Parvathiswara B. Rao
- William H. Tomlinson, Robert G. Murdick Business Policy and Strategy: An Action Guide, Sixth Edition

COURSE OUTCOMES:

Upon completion of the course, students will be able to

- CO1 To understand the business and environmental factors affecting business activities
- CO2 To understand the social responsibilities of businessmen and ethics to be followed by them.
- CO3 To know basic concepts of business policies and its development & implementation.
- CO4 To understand various major & minor policies
- CO5 To make acquaint with the basic concepts of strategies and its development & implementation

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	2	-	-		3	-	-	-	-	-	-	-	1	-	-
CO2	2	-	-		3	-	-	-	-	-	-	-	1	-	-
CO3	2	-	-	-	-	-	-	-	-	-	-	-	1	-	-
CO4	2	-	-	-	-	-	-	-	-	-	-	-	1	-	-
CO5	2	-	-	-	-	-	-	-	-	-	-	-	1	-	-

MI1603

ENTERPRISE RESOURCE PLANNING

L T P C
3 0 0 3

COURSE OBJECTIVES

- To understand the various enterprise business process.
- To understand the emerging trends in ERP developments.
- To obtain knowledge on the various ERP software products available in Market.
- Role of ERP in business transformation.

UNIT I ERP - INTRODUCTION

9

Enterprise – An Overview, Business Process, Introduction to ERP, Basic ERP Concepts, Justifying ERP Investments, Risks of ERP, Benefits of ERP.

CO1

UNIT II ERP AND TECHNOLOGY

9

ERP and Related Technologies, Business Intelligence (BI) and Business Analytics (BA), E-Commerce and E-Business, Business Process Reengineering (BPR), Data Warehousing and Data Mining, On-line Analytical Processing (OLAP), Product Life Cycle Management (PLM), Supply Chain Management (SCM), Customer Relationship Management (CRM), Geographic Information System (GIS), Advanced Technology and ERP Security.

CO2

UNIT III ERP IMPLEMENTATION

9

Implementation Challenges, ERP Implementation Strategies, ERP Implementation Life Cycle, Pre-Implementation Tasks, Implementation Methodologies, ERP Deployment Methods, ERP Project Teams, Vendors and Consultants, Employees and Employee Resistance, Contracts with Vendors, Consultants and Employees, Training and Education, Data Migration, Project Management and Monitoring, Post-Implementation Activities, Success and Failure Factors of an ERP Implementation.	CO3
UNIT IV BUSINESS MODULES	9
Business Modules of an ERP Package, Financials, Manufacturing, Human Resource Management, Plant Maintenance, Materials Management, Quality Management, Marketing, Sales, Distribution and Service.	CO4
UNIT V ERP - PRESENT AND FUTURE	9
Turbo Charge the ERP System, Enterprise Application Integration (EAI), ERP and E-Business, ERP and Total Quality Management, Future Directions and Trends in ERP.	CO5
TOTAL : 45 PERIODS	

TEXT BOOKS

1. Alexis Leon, ERP demystified, Third Edition Tata McGraw-Hill, 2014.
2. Enterprise Resource Planning Concepts And Practices By Vinod Kumar Garg & N Venkatakrishna, 2nd Edition, PHI, 2012.

REFERENCE BOOKS

1. Enterprise Resource Planning by Ashim Raj Singla, 2nd edition, Cengage Learning (I) P.Ltd.2016.
2. Ellen Monk, Bret Wagner, "Concepts in Enterprise Resource Planning", 4th Edition, Cengage Learning India Pvt.Ltd., New Delhi, 2012.
3. Enterprise Resource Planning – A Managerial Perspective by D P Goyal, Tata McGraw Hill Education, 2011.
4. Enterprise Resource Planning - Murthy CSV, Himalaya Publishing House Pvt. Ltd., 2012.
- 5.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 Knowledge of ERP implementation cycle.
- CO2 Awareness of core and extended modules of ERP.
- CO3 Various ERP products available in Market.
- CO4 Challenges in implementing ERP for an organization
- CO5 Knowledge about present and Future of ERP

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	-	-	3	1	-	2	-	-	-	-	-	2	2	2
CO2	2	-	-	2	3	-	2	-	-	-	-	-	3	1	1
CO3	1	-	-	1	2	-	1	-	-	-	-	-	2	2	3
CO4	2	-	-	3	3	-	3	-	-	-	-	-	2	1	1
CO5	1	-	-	2	1	-	2	-	-	-	-	-	3	1	1

MI1604	HUMAN RESOURCE MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES

- To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration, and compliance with human resource requirements.

UNIT I PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT	9
Evolution of human resource management – The importance of the human capital – Role of human resource manager –Challenges for human resource managers - trends in Human resource policies – Computer applications in human resource management – Human resource accounting and audit.	CO1
UNIT II HUMAN RESOURCE PLANNING AND RECRUITMENT	9
Importance of Human Resource Planning – Forecasting human resource requirements – matching supply and demand - Internal and External sources. Recruitment - Selection – induction and Socialization.	CO2
UNIT III TRAINING AND DEVELOPMENT	9
Training- purpose- methods - benefits- resistance. Executive development programmes – Common practices - Benefits – Self-development – Knowledge management.	CO3
UNIT IV EMPLOYEE ENGAGEMENT	9
Compensation plan – Reward – Motivation – Application of theories of motivation – Career management – Mentoring - Development of mentor – Protégé relationships.	CO4
UNIT V PERFORMANCE EVALUATION AND CONTROL	9
Performance evaluation – Methods- Feedback – Industry practices. Promotion, Demotion, Transfer and Separation – Implication of job change. The control process – Importance – Methods – Requirement of effective control systems grievances – Causes – Implications – Redressal methods.	CO5

TOTAL : 45 PERIODS

TEXT BOOKS

- Gary Dessler and Biju Varkkey, Human Resource Management, 14th Edition, Pearson Education Limited, 2015.
- David A. Decenzo, Stephen.P.Robbins, and Susan L. Verhulst, Human Resource Management, Wiley, International Student Edition, 11th Edition, 2014.

REFERENCE BOOKS

- Luis R.Gomez-Mejia, David B.Balkin, Robert L Cardy. Managing Human Resource. PHI Learning. 2012
- Bernadin , Human Resource Management ,Tata Mc Graw Hill ,8th edition 2012.
- Wayne Cascio, Managing Human Resource, McGraw Hill, 2007.
- Ivancevich, Human Resource Management, McGraw Hill 2012.
5. Uday Kumar Haldar, Juthika Sarkar. Human Resource management. Oxford. 2012

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 To understand the various aspects of HRM
- CO2 To analyse the demand and supply of HR and forecast human resource requirements
- CO3 To understand the methods of training and executive development programs
- CO4 To understand motivation techniques career management and mentor protégé relationship
- CO5 To familiarize the process of performance evaluation and grievance redressal systems of the employees.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	3	-	3	3	-	3	-	-	-	-	-	2	1	2
CO2	3	3	-	3	1	-	3	-	-	-	-	-	3	1	1
CO3	2	3	-	2	3	-	3	-	-	-	-	-	2	1	2
CO4	3	3	-	3	3	-	3	-	-	-	-	-	2	1	1
CO5	2	3	-	1	3	-	3	-	-	-	-	-	3	1	2

MI1605

OPERATIONS MANAGEMENT – I

L T P C

3 0 0 3

COURSE OBJECTIVES

- To make learners understand about the basic concepts related to operations management.
- To apply statistical and mathematical tools and techniques to issues in operations management.

UNIT I INTRODUCTION TO OPERATIONS MANAGEMENT 9

Operations Management – Nature, Importance, historical development, transformation processes, differences between services and goods, a system perspective, functions, challenges, current priorities, recent trends; Operations Strategy – Strategic fit and framework. **CO1**

UNIT II FORECASTING AND CAPACITY PLANNING 9

Demand Forecasting – Need, Types, Objectives and Steps. Overview of Qualitative and Quantitative methods. Capacity Planning – Long range, Types, Developing capacity alternatives. **CO2**

UNIT III DESIGN OF PRODUCT, PROCESS AND WORK SYSTEMS 9

Product Design – Influencing factors, Approaches, Legal, Ethical and Environmental issues. Process – Planning, Selection, Strategy, Major Decisions. Work and Method Study **CO3**

UNIT IV MATERIALS MANAGEMENT 9

Materials Management – Objectives, Planning, Budgeting and Control. Purchasing – Objectives, Functions, Policies, Vendor Management Inventory, Vendor rating and Value Analysis. **CO4**

UNIT V SCHEDULING AND PROJECT MANAGEMENT

Project Management – Scheduling Techniques, PERT, CPM; Scheduling - work centers – nature, importance; Priority rules and techniques, Shop floor control. **CO5**

TOTAL: 45 PERIODS

TEXT BOOKS

1. Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Nicholas J. Aquilano, Operations and Supply Management, Tata McGraw Hill, 12th Edition, 2010.
2. Norman Gaither and Gregory Frazier, Operations Management, South Western Cengage Learning, 2002.

REFERENCE BOOKS

1. William J Stevenson, Operations Management, Tata McGraw Hill, 9th Edition, 2009.
2. Russel and Taylor, Operations Management, Wiley, Fifth Edition, 2006.
3. Kanishka Bedi, Production and Operations Management, Oxford University Press, 2004.
4. Chary S. N, Production and Operations Management, Tata McGraw Hill, Third Edition, 2008.
5. Aswathappa K and Shridhara Bhat K, Production and Operations Management, Himalaya Publishing House, Revised Second Edition, 2008.
6. Mahadevan B, Operations Management Theory and practice, Pearson Education, 2007.
7. Pannerselvam R, Production and Operations Management, Prentice Hall India, Second Edition, 2008.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 To understand the basic concepts of operation, its evolution and the challenges faced by the modern operations management.
- CO2 To analyze the forecasting of demand using quantitative and qualitative techniques and evaluate the capacity planning and facility Design of an Organization.
- CO3 To understand and create product, process and work system design.
- CO4 To evaluate the need and requirement of material and create the materials budget.
- CO5 To evaluate and create schedule for the project under various conditions.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	1	1	-	-	1	1	-	-	3	-	-	-	2	-	-
CO2	3	3	-	-	2	3	-	-	3	-	-	-	2	-	-
CO3	3	3	-	-	1	3	-	-	3	-	-	-	2	-	-
CO4	2	2	-	-	2	2	-	-	3	-	-	-	2	-	-
CO5	3	3	-	-	1	3	-	-	3	-	-	-	2	-	-

MI1606

PRINCIPLES OF INSURANCE

L T P C

3 3 3 0

COURSE OBJECTIVES

- To understand about the principles of insurance and the essential of a valid insurance contract.
- To understand the relationship between insurers and their customers and the importance of insurance contracts.

UNIT I THE CONCEPT OF INSURANCE AND ITS EVOLUTION AND SCOPE OF INSURANCE 9

The basics insurance – Introduction to Insurance - evolution of insurance - Nature and Scope of Insurance, how insurance operates today – importance of insurance – Common terms used in Life and nonlife insurance. History of Insurance in India. CO 1

UNIT II	DIFFERENT TYPES OF INSURANCE	9
	Health Insurance - Auto Insurance - Group Insurance – Unit linked insurance Accident or Sickness Insurance - Property Insurance - Liability Insurance- Other Types of Insurance. Insurance Customers: Understanding insurance customers – different customer needs - importance of customers – customer mindsets - customer satisfaction - customer behavior at purchase point - customer behavior when claim occurs - importance of ethical behavior.	CO 2
UNIT III	THE BUSINESS OF INSURANCE	9
	Management of risk by individuals – management of risk by insurers – role of insurance in economic development and social security. Premium Payment, Lapse and Renewal: Premium, Surrender Values, Non- Forfeiture Options, Revival; Assignment, Nomination, Loan and Surrenders, Foreclosure. Policy Claims: Maturity Claims Survival Benefits, Death Claims, Claim Concession Presumption of Death, Accident Benefit Options, Settlement Options, Valuation and Surplus.	CO 3
UNIT IV	THE INSURANCE CONTRACT	9
	Terms of an insurance contract - principles which form the foundation of insurance - significance of the principle of insurable interest – the principle of indemnity - the principle of subrogation - the principle of contribution – disclosure of all relevant information - principle of utmost good faith - the relevance of proximate cause - the insurance contract. Reinsurance: What is reinsurance - Need for reinsurance - Functions of reinsurance - Types of reinsurance – Reinsurance.	CO 4
UNIT V	DISPUTE RESOLUTION MECHANISM	9
	Settlement of Claims, Insurance Laws and Regulations - Insurance Act 1938, Life Insurance Corporation Act 1956, IRDA Act 1999, Ombudsman Scheme Tax Benefits under Life Insurance Policies.	CO 5

TOTAL: 45 PERIODS

TEXT BOOKS

1. Mishra M.N. - Insurance Principle & Practice, (Sultan Chand & Company Ltd., NewDelhi) Rev. Edn. 2007
2. Tripathy N.P - Insurance: Theory and Practice (Prentice Hall India Learning Private Limited (2005)
3. George E. Rejda & Michael McNamara - Principles of Risk Management and Insurance, 12th Edition (Pearson Series in Finance) 2013

REFERENCE BOOKS

1. P. Periasami- Principles and Practice of Insurance (Himalaya Publications, 2012)
2. Jones H & Long D-Principles of insurance: life, health and annuities; LOMA, 1997.
3. S. Arunajatesan and T.R. Vishwanathan: Risk Management and Insurance: Macmillan publications 2009, New Delhi.

COURSE OUTCOMES:

Upon completion of the course, students will be able to

- CO1 To understand basics of insurance and its evolution in India.
- CO2 To remember the various types of insurance and the customer associated with those types.
- CO3 To understand and evaluate the risk associated with insurance.
- CO4 To understand the legal procedures related to the insurance contract and its practical issues.

CO5 To understand the post insurance activity and the governing and monitoring body related to Insurance.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	-	-	-	-	-	-	-	1	-	-	-	2	-	-
CO2	3	-	-	-	-	-	-	-	1	-	-	-	2	-	-
CO3	3	-	-	-	-	-	-	-	3	-	-	-	2	-	-
CO4	3	-	-	-	-	-	-	-	2	-	-	-	2	-	-
CO5	3	-	-	-	-	-	-	-	1	-	-	-	1	-	-

MI1607

INDUSTRIAL VISIT

L T P C

0 0 4 2

COURSE OBJECTIVE:

- To introduce the students to industries and their working style.

TOTAL: 60 PERIODS

Students are expected to go on industrial visit to at least 4 firms and submit a diary of events - of things learned at the industries.

COURSE OUTCOME:

Upon completion of the course, students will be able to

CO1 The students will be able to understand the functioning of the organizations

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-

MI1608

SEMINAR III

L T P C
0 0 2 1

COURSE OBJECTIVES

- To introduce the students to the Self Development topics.

Students are expected to prepare and present on Topics suggested below:

1. Pygmalion Effect
2. Transaction analysis
3. Strokes
4. Life Positions
5. Self-efficacy/ Confidence
6. Positive Psychology
7. Psychological Capital
8. Happiness/ Subjective well-being
9. Emotional Labour
10. Creating Rapport

TOTAL: 30 PERIODS

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 To understand the Pygmalion effect and transaction analysis.
- CO2 To understand stroke and importance of life positions.
- CO3 To understand self-efficacy/ confidence and positive psychology
- CO4 To understand psychological capital and happiness/ subjective well-being
- CO5 To understand emotional labour and creating rapport

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-

SEMESTER – VII

MI1701

FINANCIAL MANAGEMENT-II

L T P C
3 0 0 3

COURSE OBJECTIVES

- To Understand the operational nuances of a Finance Manager.
- To Comprehend the technique of making decisions related to finance functions.

UNIT I

FUNDAMENTAL VALUATION CONCEPTS

9

Time value of money – compounding and discounting techniques-valuation of Annuity – Multi period compounding – Valuation of securities – valuation of shares and bonds - Concept of risk and return – single asset and portfolio. **CO1**

UNIT II INVESTMENT DECISIONS – CAPITAL BUDGETING 9

Capital budgeting: Principles and techniques – Nature of capital budgeting – identifying relevant cash flows – Evaluation Techniques: Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index – Comparison of DCF techniques. **CO2**

UNIT III INVESTMENT DECISIONS – COST OF CAPITAL 9

Cost of Capital – Meaning, Features and Importance – Classification of Cost of Capital – Computation of Cost of Capital – Debt, Preference and Equity Shares and Retained Earnings – Weighted Average Cost of Capital. **CO3**

UNIT IV CAPITAL STRUCTURE AND DIVIDEND THEORIES 9

Capital Structure Theories – Definition and Assumptions – NI, NOI, MM and Traditional Approaches – Capital structure planning in practice – Dividend Theory and Policy – Meaning – Water, Gordon, MM Models – Rights evaluation and Effect of Bonus issue. **CO4**

UNIT V FINANCIAL MARKETS 9

Financial Markets – Capital Market – New Issues market – Secondary Market, Money Market and Government Securities Market – Asset based financing – Lease, Hire Purchase, Venture Capital Financing. **CO5**

TOTAL : 45 PERIODS

TEXT BOOKS

1. I.M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 11th edition, 2018
2. M.Y. Khan and P.K.Jain Financial management, Text, Problems and cases Tata McGraw Hill, 8th edition, 2017

REFERENCE BOOKS

1. Srivatsava, Mishra, Financial Management, Oxford University Press, 2012.
2. Prasanna Chandra, Financial Management, 9th edition, Tata McGraw Hill, 2017.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 To understand the basic concepts related to the time value of money and to evaluate risk and return.
- CO2 To analyze the cash inflow and outflow and evaluate the capital budgeting decision.
- CO3 To understand the concepts related to the cost of capital and analyze the various source of capital.
- CO4 To understand the theories of capital structure and to create the capital structure for an organization.
- CO5 To understand various aspects of the Financial Market.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	2	-	2	2	-	3	2	-	2	-	-	3	2	3
CO2	2	2	-	2	3	-	2	2	-	2	-	-	2	3	2
CO3	2	3	-	2	2	-	2	3	-	2	-	-	3	2	3

CO4	3	2	-	2	2	-	3	2	-	2	-	-	2	2	2
CO5	2	2	-	2	2	-	2	2	-	2	-	-	2	2	2

MI1702	INCOME TAX										L	T	P	C
											3	0	0	3

COURSE OBJECTIVES

- To prepare students for a professional qualification in taxation

UNIT I CONCEPTS AND DEFINITION	9
Basic concepts – Income Tax Act, 1961 – definition – previous year – assessment year – person – assessee, income, total income – casual income, capital and revenue – residential status and incidence of tax, incomes exempt under section 10 – Heads of Income.	CO1
UNIT II INCOME FROM SALARY AND HOUSE PROPERTY	9
Salary Income – basis of charge – different forms of salary, allowances, perquisites and their valuation – deduction from salary – computation of taxable salary. House Property – basis of charge – determination of annual value – GAV, NAV – Income from let – out – property – self occupied property – deductions – computation of taxable income. (Simple problems only)	CO2
UNIT III INCOME FROM BUSINESS/ PROFESSION	9
Profits and gains from business and profession – basis of charge – methods of accounting – deductions – disallowances, computation of taxable income.	CO3
UNIT IV INCOME FROM CAPITAL GAINS	9
Capital gains – basis of charge – short term and long-term capital gains – indexed cost of acquisition and improvement – exemptions – chargeability of short and long term capital gains – deduction under section 80C – introduction to direct taxes code.	CO4
UNIT V COMPUTATION OF INCOME FOR INDIVIDUALS AND FILING RETURNS	9
Preparation of return of income for individuals – PAN – Signing and Filing of Returns – Online Filings – Tax Planning – Relevant case problems. Income tax administration- penalties-when an assessee becomes liable for penalty and prosecution-Appeals-Appellate authorities-revisionary powers of commission- appeals to high court and supreme court – income tax authorities.	CO5

TOTAL: 45 PERIODS

TEXT BOOKS

1. Gaur & Narang, “Income Tax Law & Practice”, DP Kalyani Publishers, Latest Edition, New Delhi.

REFERENCE BOOKS

1. Bhagavati Prasad, ‘Income Tax’, Wishwa Prakashan, New Delhi.

COURSE OUTCOMES:

Upon completion of the course, students will be able to

- CO1 Describe about basic concepts, terminologies and residential status of an assessee
- CO2 Compute income from salary and house property by applying the provisions of income tax Act.
- CO3 To analyse the income from business and Profession
- CO4 Make use of Income tax act to assess the taxable income from capital gain
- CO5 Explain the powers and responsibility of income tax authorities and assess the role of PAN and importance of assessment procedures and methods of filling of return.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	3	-	-	-	-	-	-	-	3	3	-	3	1	3
CO2	3	3	-	-	-	-	-	-	-	3	3	-	3	1	3
CO3	3	3	-	-	-	-	-	-	-	3	3	-	3	1	3
CO4	3	3	-	-	-	-	-	-	-	3	3	-	3	1	3
CO5	3	2	-	-	-	-	-	-	-	3	2	-	3	1	3

MI1703

OPERATIONS MANAGEMENT - II

L T P C

3 0 0 3

COURSE OBJECTIVES

- To explain the concepts, strategies, tools and techniques for managing the critical decision areas in operations management.

UNIT I PROCESS STRATEGY 9

Process Structure - manufacturing, services; Process strategy decisions - customer involvement, resource flexibility, capital intensity; Strategic fit; strategies for changes - reengineering, improvement, process analysis and documentation. **CO1**

UNIT II CONSTRAINT MANAGEMENT 9

Theory of constraints - managing bottlenecks and capacity constrained resources - Drum- buffer- rope systems - Line balancing - synchronous manufacturing. **CO2**

UNIT III OPERATIONS PLANNING 9

Operations planning - Framework - Aggregate Planning – Approaches, costs, relationship to Master Production schedule. Materials requirement planning - MRP, MRP II and ERP. **CO3**

UNIT IV INVENTORY MANAGEMENT 9

Inventory – objectives, costs and control techniques - Fixed order quantity and fixed time period models; Just-in-time and lean systems; Stores Management. **CO4**

UNIT V FACILITY LOCATION AND LAYOUT 9

Location decisions – Need - Nature, factors affecting, Theories, Steps in Selection, Location Models ; Facility Layout – Principles, Types, Planning tools and techniques. **CO5**

TOTAL : 45 PERIODS

TEXT BOOKS

1.K.Asathappa, K.Shridhara Bhat, Production and Operations Management, Himalayas Publishing House.

REFERENCE BOOKS

- Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Operations and Supply Chain Management, McGraw Hill Education (India) Pvt. Ltd, 14th Edition, 2014.
- Krajewski, Lee J., Larry P. Ritzman, and Manoj K. Malhotra. Operations management: processes and supply chains. Upper Saddle River, New Jersey: Pearson, 2010.
- Mahadevan B, Operations management: Theory and practice. Pearson Education India; 2015.

4. William J Stevenson, Operations Management, Tata McGrawHill, 9th Edition, 2009.
5. Heizer, Jay H., and Barry Render. Operations management. Vol. 1. Pearson Education India, 2008.
6. Cecil C. Bozarth, Robert B. Handfield, Introduction to Operations and Supply Chain Management, Pearson, 4th Edition, 2016.

COURSE OUTCOMES:

Upon completion of the course, students will be able to

- CO1 To understand the process strategy decision, the strategic fit and strategies for changes.
- CO2 To understand theory of constraints and line balancing.
- CO3 To understand medium term operations planning.
- CO4 To understand and evaluate the different inventory control techniques. To understand stores management.
- CO5 To evaluate and apply plant location and layout decisions.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	2	-	3	3	-	3	-	-	-	-	-	2	1	2
CO2	3	3	-	3	3	-	3	-	-	-	-	-	3	1	1
CO3	3	3	-	3	3	-	3	-	-	-	-	-	2	1	2
CO4	3	3	-	3	3	-	3	-	-	-	-	-	2	1	1
CO5	3	3	-	3	3	-	3	-	-	-	-	-	3	1	2

MI1704

RESEARCH METHODOLOGY

L T P C
3 0 0 3

COURSE OBJECTIVES

- To familiarize students with basic of research and the research process.
- To help students in conducting research work and making research reports.

UNIT I INTRODUCTION

9

Business Research – Definition and Significance – the research process – Types of Research – Exploratory and causal Research – Theoretical and empirical Research – Cross –Sectional and time – series Research – Research questions / Problems – Research objectives – Research hypotheses – characteristics – Research in an evolutionary perspective – the role of theory in research.

CO1

UNIT II RESEARCH DESIGN AND MEASUREMENT

9

Research design – Definition – types of research design – exploratory and causal research design – Descriptive and experimental design – different types of experimental design –Variables in Research – Measurement and scaling – Different scales – Construction of instrument – Validity and Reliability of instrument.

CO2

UNIT III DATA COLLECTION

9

Types of data – Primary Vs Secondary data – Methods of primary data collection – Survey Vs Observation – Experiments – Construction of questionnaire and instrument – Sampling plan – Sample size – determinants optimal sample size – sampling techniques – Sampling methods. **CO3**

UNIT IV DATA PREPARATION AND ANALYSIS 9

Data Preparation – editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analyses – Applications of Bivariate and Multivariate statistical techniques, Factor analysis, Discriminant analysis, Cluster analysis, Multiple regression and Correlation – Application of statistical software for data analysis. **CO4**

UNIT V REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH 9

Research report –Types – Contents of report – need for executive summary – chapterization – contents of chapter – report writing – the role of audience – readability – comprehension – tone – final proof – report format – title of the report – ethics in research – Ethics in research – Subjectivity and Objectivity in research. **CO5**

TOTAL: 45 PERIODS

TEXT BOOKS

1. Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research methods, 12th Edition, Tata Mc Graw Hill, New Delhi, 2018.
2. Alan Bryman and Emma Bell, Business Research methods, 5th Edition, Oxford University Press, New Delhi, 2018.

REFERENCE BOOKS

1. William G Zikmund, Barry J Babin, Jon C. Carr, Atanu Adhikari, Mitch Griffin, Business Research methods, A South Asian Perspective, 8th Edition, Cengage Learning, New Delhi, 2016.
2. V K Ahuja, Law Relating to Intellectual Property Rights 3rd edition 2017, Publisher: LexisNexis, Universal bookstores, India.
3. Anil Kumar H S, Ramakrishna B, Fundamentals of Intellectual Property Rights, 2017 Notion press

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 To understand the concept of research methods and apply in problem solving.
 CO2 To apply the research design.
 CO3 To understand the guidelines for sampling design.
 CO4 To understand and acquire the knowledge on data analysis and report writing.
 CO5 To understand and acquire the knowledge on Intellectual Property Rights.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	-	3	-	-	2	3	3	-	-	-	-	-	3	2	3
CO2	-	2	-	-	2	2	1	-	-	-	-	-	2	1	2
CO3	-	3	-	-	2	3	3	-	-	-	-	-	3	3	3

CO4	-	3	-	-	3	2	3	-	-	-	-	-	2	3	2
CO5	-	3	-	-	3	3	2	-	-	-	-	-	2	2	2

RETAIL MANAGEMENT

MI1705

L T P C

3 0 0 3

COURSE OBJECTIVES

- To understand the concepts of effective retailing

UNIT I INTRODUCTION

9

An overview of Global Retailing – Challenges and opportunities – Retail trends in India – Socio economic and technological Influences on retail management – Government of India policy implications on retails.

CO1

UNIT II RETAIL FORMATS

9

Organized and unorganized formats – Different organized retail formats – Characteristics of each format – Emerging trends in retail formats – MNC's role in organized retail formats.

CO2

UNIT III RETAILING DECISIONS

9

Choice of retail locations - internal and external atmospherics – Positioning of retail shops – Building retail store Image - Retail service quality management – Retail Supply Chain Management – Retail Pricing Decisions. Merchandizing and category management – buying.

CO3

UNIT IV RETAIL SHOP MANAGEMENT

9

Visual Merchandise Management – Space Management – Retail Inventory Management – Retail accounting and audits - Retail store brands – Retail advertising and promotions – Retail Management Information Systems - Online retail – Emerging trends .

CO4

UNIT V RETAIL SHOPPER BEHAVIOR

9

Understanding of Retail shopper behavior – Shopper Profile Analysis – Shopping Decision Process - Factors influencing retail shopper behavior – Complaints Management - Retail sales force Management – Challenges in Retailing in India.

CO5

TOTAL : 45 PERIODS

REFERENCE BOOKS

- Michael Havy ,Baston, Aweitz and Ajay Pandit, Retail Management, Tata Mcgraw Hill, Sixth Edition, 2007
- Ogden, Integrated Retail Management, Biztantra, India, 2008.
- Patrick M. Dunne and Robert F Lusch, Retailing, Thomson Learning, 4th Edition 2008.
- Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 2007.
- Swapna Pradhan, Retail Management -Text and Cases, Tata McGraw Hill, 3rd Edition, 2009.
- Dunne, Retailing, Cengage Learning, 2nd Edition, 2008
- Ramkrishnan and Y.R.Srinivasan, Indian Retailing Text and Cases, Oxford University Press, 2008
- Dr.JaspreetKaur , Customer Relationship Management, Kogent solution.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- | | |
|-----|--|
| CO1 | To provide insights on retail operation |
| CO2 | To understand effective methods and strategies required for retail management. |
| CO3 | To understand how to utilize resources and techniques used in retail management. |
| CO4 | To understand analysis of store location, merchandising, products and pricing. |
| CO5 | To gain knowledge about shopping behavior. |

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	-	2	1	3	-	-	-	-	-	-	-	2	1	1
CO2	2	-	3	2	3	-	-	-	-	-	-	-	2	1	2
CO3	1	-	2	3	2	-	-	-	-	-	-	-	1	2	2
CO4	1	-	2	2	2	-	-	-	-	-	-	-	2	1	1
CO5	2	-	1	2	1	-	-	-	-	-	-	-	1	1	1

MI1706

STRATEGIC MANAGEMENT

L T P C
3 0 0 3

COURSE OBJECTIVES

- To learn the major initiatives taken by a company' stop management on behalf of corporate, involving resources and performance in external environments. It entails specifying the organization's mission, vision and objectives, and to equip with skills required to manage business and non-business organizations at senior levels.
- The course adopts functional approach to management developing policies and plan to understand the analysis and implementation of strategic management in strategic business units.

UNIT I STRATEGY AND PROCESS

Conceptual framework for strategic management, the Concept of Strategy and the Strategy Formation Process – Stakeholders in business – Vision, Mission and Purpose – Business definition, Objectives and Goals - Corporate Governance and Social responsibility-case study.

9
CO1

UNIT II COMPETITIVE ADVANTAGE

External Environment - Porter’s Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution- Globalisation and Industry Structure - National Context and Competitive advantage Resources- Capabilities and competencies–core competencies-Low cost and differentiation Generic Building Blocks of Competitive Advantage- Distinctive Competencies- Resources and Capabilities durability of competitive Advantage- Avoiding failures and sustaining competitive advantage-Case study.

9
CO2

UNIT III STRATEGIES

The generic strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategy in the Global Environment-Corporate Strategy- Vertical Integration-Diversification and Strategic Alliances- Building and Restructuring the corporation- Strategic analysis and choice - Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis - Mc Kinsey's 7s Framework - GE 9 Cell Model - Distinctive competitiveness - Selection of matrix - Balance Score Card-case study.

10
CO3

UNIT IV STRATEGY IMPLEMENTATION & EVALUATION

9

The implementation process, Resource allocation, Designing organizational structure- Designing Strategic Control Systems- Matching structure and control to strategy- Implementing Strategic change-Politics-Power and Conflict-Techniques of strategic evaluation & control-case study **CO4**

UNIT V OTHER STRATEGIC ISSUES 8

Managing Technology and Innovation-Strategic issues for Non Profit organizations. New Business Models and strategies for Internet Economy-case study **CO5**

TOTAL : 45 PERIODS

TEXT BOOKS

1. Azhar Kazmi, Strategic Management and Business Policy, 3rd Edition, Tata McGraw Hill, 2008.
2. Hill. Strategic Management: An Integrated approach, 2009 Edition Wiley (2012).

REFERENCE BOOKS

1. Gupta, Gollakota and Srinivasan, Business Policy and Strategic Management – Concepts and Application, Prentice Hall of India, 2005.
2. John Pearce, Richard Robinson and Amitha Mittal, Strategic Management, McGraw Hill, 12th Edition, 2012

COURSE OUTCOMES: Upon completion of the course, students will be able to

- CO1** Ability to understand and analyse the concept of strategic Management process and formulations to gain knowledge about corporate governance and social Responsibility.
- CO2** To Evaluate the external environment using tools like differentiation with distinctive advantage to avoid failures and sustaining competitive advantage.
- CO3** To analyse internal business environment and create organizational level strategies
- CO4** To apply strategies in practice. To evaluate and control strategies.
- CO5** To create innovative technology and to analyze the issues of profit and nonprofit organizations.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	3	-	-	3	3	3	3	-	-	-	-	3	3	2
CO2	3	3	-	-	3	3	3	3	-	-	-	-	3	3	2
CO3	3	3	-	-	3	3	3	3	-	-	-	-	3	3	2
CO4	3	3	-	-	3	3	3	3	-	-	-	-	3	3	2
CO5	3	3	-	-	3	3	3	3	-	-	-	-	2	2	2

MI1707

DATA ANALYSIS LABORATORY - II

L T P C

0 0 4 2

COURSE OBJECTIVES

- The objective is to provide a hands-on knowledge of how to apply statistics to business situation in management functional areas using spreadsheets.

EXERCISES

Exercise 1: Portfolio selection

Exercise 2: Exercise 1 - Extension

Exercise 3: Risk Analysis

- Exercise 4: Sensitivity Analysis using Monte Carlo simulation
- Exercise 5: Exercise4 - Extension
- Exercise 6: Financial performance Analysis Using What if Analysis
- Exercise 7: Transportation problem
- Exercise 8: Exercise7 - Extension
- Exercise 9: Assignment problem
- Exercise 10: Exercise9 - Extension
- Exercise 11: Shortest path Problem
- Exercise 12: Maximum Flow Problem
- Exercise 13: Critical path Method
- Exercise 14: Queuing Model
- Exercise 15: Economic Ordering Quantity(EOQ)

TOTAL : 60 PERIODS

REFERENCES

1. David R. Anderson, et al, "An Introduction to Management Sciences: Quantitative approaches to Decision Making", (13th edition) South-Western College Pub, 2011.
2. William J. Stevenson, Ceyhun Ozgur, "Introduction to Management Science with Spreadsheet", Tata McGraw Hill, 2009.
3. Hansa Lysander Manohar, "Data Analysis and Business Modelling using Microsoft Excel" PHI, 2017.
4. David M. Levine et al, "Statistics for Managers using MS Excel" (6th Edition) Pearson, 2010.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 To understand forecasting in real time business world using analytical tools.
- CO2 To understand and Ability to conduct Risk and sensitivity analysis and portfolio selection based on business data.
- CO3 To understand and ability to conduct financial performance analysis using what-if analysis.
- CO4 To have enhanced knowledge about networking concept and its model using software.
- CO5 To understand inventory models and queuing theory using data analytical tools.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	-	-	-	3	-	2	-	-	3	-	-	-	3	3	1
CO2	-	-	-	3	-	2	-	-	2	-	-	-	3	3	1
CO3	-	-	-	2	-	1	-	-	2	-	-	-	3	3	1
CO4	-	-	-	1	-	1	-	-	1	-	-	-	3	3	1
CO5	-	-	-	3	-	2	-	-	2	-	-	-	3	3	1

COURSE OBJECTIVES

- To introduce the students to research practices and tools in Management.

Students are expected to prepare and present on Topics suggested below:

- Types of Data collection and challenges
- Exploratory research
- Regression analysis
- Sampling techniques and its limitations
- Cross sectional vs longitudinal research
- Experimental design
- Validation techniques
- Design of questionnaire
- Visualization techniques
- Descriptive statistics

TOTAL : 30 PERIODS

REFERENCE BOOKS:

- Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research methods, 12th Edition, Tata Mc Graw Hill, New Delhi, 2018.
- Alan Bryman and Emma Bell, Business Research methods, 5th Edition, Oxford University Press, New Delhi, 2018.

COURSE OUTCOMES:

Upon completion of the course, students will be able to

CO1 To understand the importance of Data collection and challenges.

CO2 To understand Regression analysis and Sampling techniques.

CO3 To Learn and apply various Research Design.

CO4 To Learn about the design of questionnaire.

CO5 To Learn the importance of Descriptive statistics.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	-	3	-	-	-	2		-	-	-	-	-	3	3	2
CO2	-	2	-	-	-	3		-	-	-	-	-	2	3	2
CO3	-	3	-	-	-	3		-	-	-	-	-	3	3	1
CO4	-	3	-	-	-	2		-	-	-	-	-	2	3	2
CO5	-	3	-	-	-	3		-	-	-	-	-	3	3	1

SEMESTER – VIII

MI1801	BUSINESS ANALYTICS	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES

- Use business analytics for decision making
- To apply the appropriate analytics and generate solutions
- Model and analyse the business situation using analytics.

UNIT I INTRODUCTION TO BUSINESS ANALYTICS (BA)	9
Business Analytics - Terminologies, Process, Importance, Relationship with Organizational Decision Making, BA for Competitive Advantage.	CO1
UNIT II MANAGING RESOURCES FOR BUSINESS ANALYTICS	9
Managing BA Personnel, Data and Technology. Organizational Structures aligning BA. Managing Information policy, data quality and change in BA.	CO2
UNIT III DESCRIPTIVE ANALYTICS	9
Introduction to Descriptive analytics - Visualising and Exploring Data - Descriptive Statistics - Sampling and Estimation - Probability Distribution for Descriptive Analytics - Analysis of Descriptive analytics	CO3
UNIT IV PREDICTIVE ANALYTICS	9
Introduction to Predictive analytics - Logic and Data Driven Models - Predictive Analysis Modeling and procedure - Data Mining for Predictive analytics, Analysis of Predictive analytics.	CO4
UNIT V PRESCRIPTIVE ANALYTICS	9
Introduction to Prescriptive analytics - Prescriptive Modeling - Non Linear Optimisation - Demonstrating Business Performance Improvement.	CO5

TOTAL : 45 PERIODS

TEXT BOOKS

1. Robert Schultheis and Mary Summer, Management Information Systems – The Managers View, Tata McGraw Hill, 2008.
2. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems – Managing the digital firm, PHI Learning / Pearson Education, PHI, Asia, 2012.

REFERENCE BOOKS

1. Marc J. Schniederjans, Dara G. Schniederjans and Christopher M. Starkey, " Business Analytics Principles, Concepts, and Applications - What, Why, and How" , Pearson Ed, 2014
2. Christian Albright S and Wayne L. Winston, "Business Analytics - Data Analysis and Decision Making", Fifth edition, Cengage Learning, 2015.
3. James R. Evans, "Business Analytics - Methods, Models and Decisions", Pearson Ed, 2012

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 Ability to understand the role of Business Analytics in decision making
CO2 Ability to identify the appropriate tool for the analytics scenario
CO3 Ability to apply the descriptive analytics tools and generate solutions
CO4 Understanding of Predictive Analytics and applications
CO5 Knowledge of Prescriptive Analytics and demonstrating business process improvement

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	-	1	-	3	-	-	-	1	1	-	-	-	1	1	1
CO2	-	2	-	3	-	-	-	1	1	-	-	-	1	1	3
CO3	-	3	-	3	-	-	-	1	3	-	-	-	2	3	1
CO4	-	3	-	3	-	-	-	1	3	-	-	-	3	3	1
CO5	-	3	-	3	-	-	-	1	3	-	-	-	3	3	1

MI1802 BUSINESS ETHICS AND CORPORATE GOVERNANCE **L T P C**
3 0 0 3

COURSE OBJECTIVES

- To provide an understanding on ethical practices in business.
- To study the business ethical behavior of an individual in the organization.
- To learn the corporate governance in the business.

UNIT I INTRODUCTION **9**

Definition & nature Business ethics, Characteristics, Ethical theories; Causes of unethical behavior; Ethical abuses; Work ethics; Code of conduct; Public good. **CO1**

UNIT II ETHICS THEORY AND BEYOND **9**

Management of Ethics - Ethics analysis [Hosmer model]; Ethical dilemma; Ethics in practice - ethics for managers; Role and function of ethical managers- Code of ethics; Business and ecological / environmental issues in the Indian context and case studies. **CO2**

UNIT III LEGAL ASPECTS OF ETHICS **9**

Political – legal environment; Provisions of the Indian constitution pertaining to Business; Political setup – major characteristics and their implications for business; Prominent features of MRTP & FERA. Social – cultural environment and their impact on business operations, **CO3**

UNIT IV CORPORATE GOVERNANCE **9**

Concept of Corporate governance – Concept of extended view of corporate citizenship, Owners and stakeholders, Types of owners, Rights and privileges of shareholders, Ownership structures and corporate governance- Need for investor protection. **CO4**

UNIT V THEORIES AND PRACTICE OF CORPORATE GOVERNANCE **9**

Theory & practices of corporate governance, corporate governance mechanism and overview – land marks in emergence of corporate governance. Perspectives on Corporate Governance- Board of Directors: Powerful Instrument of Governance - Types of Directors - Importance of Independent Directors. **CO5**

TOTAL : 45 PERIODS

TEXT BOOKS

1. W.H. Shaw, Business Ethics, Cengage Learning, 2017.

REFERENCE BOOKS

1. S.A. Sherlekar, Ethics in Management, Himalaya Publishing House, 2009.
2. Robert A.G. Monks and Nell Minow, Corporate governance, John Wiley and Sons, 2011.
3. Mandal, S.K Ethics in Business and Corporate Governance, 2/e; New Delhi: McGraw Hill Education.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 To understand the basic concepts of ethical behavior.

- CO2 To develop the knowledge on ethical theories.
 CO3 To understand the legal aspects of ethics.
 CO4 To understand the concepts of corporate governance.
 CO5 To understand the theories, practices, and the various models of corporate governance.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	-	-	-	-	3	-	-	-	-	-	3	3	3	2	1
CO2	-	-	-	-	3	-	-	-	-	-	3	3	3	2	1
CO3	-	-	-	-	3	-	-	-	-	-	3	3	2	2	1
CO4	-	-	-	-	3	-	-	-	-	-	3	3	2	2	2
CO5	-	-	-	-	3	-	-	-	-	-	3	3	2	2	2

MI1803 CREATIVITY AND INNOVATION L T P C
3 0 0 3

COURSE OBJECTIVES

- To understand the nuances involved in Creativity & Innovation.
- To get hands on experience in applying creativity in problem solving.

UNIT I INTRODUCTION	9
Need for Creative and innovative thinking for quality – components of Creativity, Methodologies and approaches, individual and group creativity, types of innovation, barriers to innovation, innovation process, establishing criterion for assessment of creativity & innovation.	CO1
UNIT II MECHANISM OF THINKING AND VISUALIZATION	9
Approaches and Actions that support creative thinking - Advanced study of visual elements and principles- line, plane, shape, form, pattern, texture gradation, color symmetry. Spatial relationships and compositions in 2 and 3 dimensional space - procedure for genuine graphical computer animation – Animation aerodynamics – virtual environments in scientific Visualization – Unifying principle of data management for scientific visualization – Visualization benchmarking	CO2
UNIT III CREATIVITY	9
Methods and tools for Directed Creativity – Basic Principles – Tools that prepare the mind for creative thought – stimulation – Development and Actions: - Processes in creativity ICEDIP – Inspiration, Clarification, Distillation, Perspiration, Evaluation and Incubation – Creativity and Motivation.	CO3
UNIT IV CREATIVITY IN PROBLEM SOLVING	9
Generating and acquiring new ideas, product design, service design – case studies and hands-on exercises, stimulation tools and approaches, six thinking hats, lateral thinking – Individual activity, group activity, contextual influences.	CO4

UNIT V INNOVATION

9

Achieving Creativity – creating and sustaining successful growth – New market disruption - Commoditization and De-commoditization – Managing the Strategy Development Process – The Role of Senior Executive in Leading New Growth. **CO5**

TOTAL : 45 PERIODS**REFERENCE BOOKS:**

1. Rousing Creativity: Think New Now Floyd Hurr, ISBN 1560525479, Crisp Publications Inc. 1999.
2. Geoffrey Petty, "howto be better at Creativity", The Industrial Society 1999
3. Clayton M. Christensen Michael E. Raynor, "The Innovator's Solution", Harvard Business School Press Boston, USA, 2003
4. Semyon D. Savransky, "Engineering of Creativity – TRIZ", CRC Press New York USA, 2000

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 Student will be equipped to apply his/her creative and innovative skills in solving complex problems.
- CO2 Students will be enriched the innovation concept theoretically and practically.
- CO3 Students will be trained to apply their knowledge to come out with innovative products or services.
- CO4 Students are encouraged to present their innovative concepts and ideas similar to a Seminar.
- CO5 Students are encouraged to interact with entrepreneurs and alumni to enhance their innovative concepts.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	1	-	1	1	-	-	1	1	1	-	-	-	1	1	-
CO2	1	-	1	1	-	-	1	1	1	-	-	-	1	1	-
CO3	1	-	1	1	-	-	1	1	1	-	-	-	1	1	-
CO4	1	-	1	1	-	-	1	1	1	-	-	-	1	1	-
CO5	1	-	1	1	-	-	1	1	1	-	-	-	1	1	-

MI1804**ENTREPRENEURSHIP DEVELOPMENT****L T P C****3 0 0 3****COURSE OBJECTIVES**

- To equip and develop the entrepreneurial skills and qualities essential to undertake business.
- To impart the entrepreneurial competencies needed for managing business efficiently and effectively.

UNIT I ENTREPRENEURIAL COMPETENCE

9

Entrepreneurship concepts – Entrepreneurship as a Career – Entrepreneurial Personality- Characteristics of Successful Entrepreneur – Knowledge and Skills of Entrepreneur.

CO1**UNIT II ENTREPRENEURIAL ENVIRONMENT**

9

Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organizational Services - Central and State Government Industrial Policies and Regulations. **CO2**

UNIT III BUSINESS PLAN PREPARATION **9**

Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital Budgeting- Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria. **CO3**

UNIT IV LAUNCHING OF SMALL BUSINESS **9**

Finance and Human Resource Mobilization - Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, IT Start-ups. **CO4**

UNIT V MANAGEMENT OF SMALL BUSINESS **9**

Monitoring and Evaluation of Business - Business Sickness - Prevention and Rehabilitation of Business Units - Effective Management of small Business - Case Studies. **CO5**

TOTAL : 45 PERIODS

TEXT BOOKS

3. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2016.
4. R.D.Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2001.
5. Rajeev Roy ,Entrepreneurship, Oxford University Press, 2nd Edition, 2011.
DonaldFKuratko,T.VRao.Entrepreneurship: A South Asian perspective.Cengage Learning, 2012.
6. Dr. Vasant Desai, “Small Scale Industries and Entrepreneurship”, HPH,2006.
7. Mathew Manimala, Entrepreneurship Theory at the Crossroads, Paradigms & Praxis, Biztrantra, 2nd Edition, 2005.

REFERENCE BOOKS

8. Arya Kumar. Entrepreneurship, Pearson,2012.
9. Prasanna Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 1996.
10. P.Saravanavel, Entrepreneurial Development, Ess Pee kay Publishing House, Chenna 1997.
11. S Anil Kumar, SC Poornima, Mini K Abraham, K Jayashree, Entrepreneurship Development, New Age International Publishers, First Edition, ISBN-10 8122414346, June 2021.
12. Entrepreneurship Development - SHARMA, SANGEETA, PHI Learning, 2nd edition, ISBN 9789390544257, February 2022.
13. Entrepreneurship Development, Nirjar A., ISBN-13: 9788123924618, CBS Publication, 1ST edition (2005).

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 The learners will understand entrepreneurial competence to run the business efficiently.
- CO2 The learners will know the entrepreneurial environment and how it will supporting a business.
- CO3 To create a capability of preparing business plans and undertake feasible projects.
- CO4 The learners to understand efficient in launching and develop their business and required resources for a successful business.
- CO5 The learners realize monitoring and evaluation of business and its growth.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)	PROGRAMME SPECIFIC OUTCOMES (PSOs)

	PO 1	P O2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	-	2	-	-	-	-	-	-	-	-	-	-	-	-
CO2	2	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO3	3	-	3	-	-	-	-	-	-	-	-	-	-	-	-
CO4	1	-	2	-	-	-	-	-	-	-	-	-	-	-	-
CO5	2	-	3	-	-	-	-	-	-	-	-	-	-	-	-

MI1805

EVENT MANAGEMENT

L T P C
3 0 0 3

COURSE OBJECTIVES

- This course is designed to provide an introduction to the principles of event management. The course aims to impart knowledge on the various events and how these events can be organized successfully.

UNIT I EVENT CONTEXT

9

Evolution – Types of events – MICE – Types of Meeting, Trade Shows, Conventions, Exhibitions- Structure of event industry – Event Management as a profession – Perspectives on event: Government, Corporate & Community – Code of Ethics

CO1

UNIT II EVENT PLANNING & LEGAL ISSUES

9

Conceptualizing the event – Host, sponsor, Media, Guest, Participants, Spectators – Crew – Design of concept – Theme and content development – Visualization – Event objectives – initial planning – Budgeting – Event design and budget checklist – Preparation of functional sheets –Timing – Contracts and Agreements – Insurance, Regulation, License and Permits – Negotiation.

CO2

UNIT III EVENT MARKETING

9

Role of Strategic Marketing Planning - Pricing – Marketing Communication Methods & Managing Marketing Communication & Elements – Sponsorship – Event sponsorship – Managing, Measuring & Evaluating.

CO3

UNIT IV EVENT OPERATION

9

Site Selection – Types of location – Venue Requirements – Room, Stage, Audio-Visual, Lighting, Performers, Decors, Caterer, Photography & Videography – Protocols – Guest list – Guest demographics – Children at event – Invitation – Media – Freelance Event Operation – Road show- Food & Beverage – Entertainment – Event Logistics– Onsite and event logistics

CO4

UNIT V SAFETY & EVENT EVALUATION

9

Risk assessment – Safety officer, Medical Manager – Venue, Structural safety – Food safety Occupational safety – Fire Prevention – Sanitary facilities – Vehicle traffic – Waste Management- Event Evaluation Process & Event control

CO5

TOTAL : 45 PERIODS

TEXT BOOKS

1. Lynn Van Der Wagen, Event Management for Tourism, Cultural Business & Sporting Events,4th Edition, Pearson Publications, 2014
2. Lynn Van Der Wagen, & Brenda R. Carlos, Successful Event Management.

REFERENCE BOOKS

1. Judy Allen, Event Planning 2nd Edition, Wiley & Sons, Canada, 2014.
2. G.A.J. Bowdin, Events Management , Elseiver Butterworth

OURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 To understand the principles of event management and their types
- CO2 To design event planning and execute various activities relating to implementing events and their budgeting.
- CO3 To design marketing mix for various types of events
- CO4 To have an understanding of various operations pertaining to event industry
- CO5 To access the various risk and safety issues associated with event industry

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	-	-	-	2	3	-	-	-	-	-	-	2	2	2
CO2	2	-	-	-	2	2	-	-	-	-	-	-	3	2	2
CO3	3	-	-	-	2	3	-	-	-	-	-	-	1	2	2
CO4	2	-	-	-	2	3	-	-	-	-	-	-	2	2	2
CO5	3	-	-	-	2	3	-	-	-	-	-	-	2	2	2

MI1806	INTERNATIONAL BUSINESS MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES

- To familiarize the students to the basic concepts of international business management.

UNIT I Overview of International Business	9
Definition – features - importance of International Business, International Business environment – Economic – Political – cultural, Country differences and attractiveness, Globalization – Effects and Benefits of Globalization.	CO1
UNIT II Theories of International Trade and Investment	9
Theories of International Trade: Mercantilism – Absolute Advantage Theory – Comparative Cost Theory – Hecksher Ohlin Theory, Theories of Foreign Direct Investment: Product Life Cycle – Eclectic – Market Power, Regional Trade Agreements – system – trade blocs.	CO2
UNIT III Global Entry and Global Monetary Systems	9
Strategies for International business, Global entry strategy, different forms of international business, Organizational structures, Global Financial Management – The Foreign Exchange Market – International Monetary System – Global Capital Market and Portfolio Management, Controlling of international business – approaches to control.	CO3
UNIT IV International Business Operations	9
Global production – Standardization Vs Differentiation – Make or Buy decisions – global supply chain issues, Globalization of markets: Marketing strategy - Challenges in product development – pricing – promotion and channel management, Global Human Resources Management – Selection of Managers – Training and development – Compensation.	CO4
UNIT V Regulation of International Business	9

Conflict in international business - Sources and types of conflict – Conflict resolutions – Negotiation – Ethical issues in international business, International Institutions: UNCTAD, IBRD, WTO – Role and Importance, Advantages and Disadvantages of international business. **CO5**

TOTAL : 45 PERIODS

TEXT BOOKS

1. Charles W. I. Hill and Arun Kumar Jain, International Business, 6th edition, Tata McGraw Hill, New Delhi, 2010
2. Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet, International Business, 7 Edition, Cengage Learning, New Delhi, 2010
3. K. Aswathappa, International Business, 5th Edition, Tata McGraw Hill, New Delhi, 2012.

REFERENCE BOOKS

1. John D. Daniels and Leeh Radebaugh, International Business, Pearson Education Asia, New Delhi, 12th edition.
2. Vyuptakesh Sharan, International Business, 3rd Edition, Pearson Education in South Asia, New Delhi, 2011
3. Rakesh Mohan Joshi, International Business, Oxford University Press, New Delhi, 2009

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 To understand the global economic, political, cultural and social environment within which firms operate
- CO2 To understand the various theories of International Trade and Investment
- CO3 To understand the importance and issues in entering Global market and global investments
- CO4 To understand the issues in Production, Marketing, HR of Global Business
- CO5 To understand the regulatory environment in International Business

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	-	-	-	2	3	-	-	-	-	-	-	-	3	1	1
CO2	-	-	-	2	2	-	-	-	-	-	-	-	3	1	1
CO3	-	-	-	3	3	-	-	-	-	-	-	-	3	1	1
CO4	-	-	-	3	3	-	-	-	-	-	-	-	3	1	1
CO5	-	-	-	3	1	-	-	-	-	-	-	-	3	1	3

MI1807	SOFT SKILLS LABORATORY			
	L	T	P	C
	0	0	4	2

COURSE OBJECTIVES

- To equip students with required soft skills and leadership skills that will build their confidence in interacting effectively in professional tasks, through activity-based learning, enable the students in developing their soft skills.

Activities need to be conducted in the below mentioned areas:

1. Leadership skills
2. Self awareness –Johari window
3. Team Building Skills

4. Problem Solving - analytical, creative and critical skills
5. Decision Making
6. Negotiation skills
7. Managing Conflicts
8. Prioritizing skills
9. Lateral thinking
10. Disruptive thinking

TOTAL : 60 PERIODS

REFERENCE BOOKS

1. Edward Holffman, “Ace the Corporate Personality”, McGraw Hill,2001
2. John Adair Kegan Page, “Leadership for Innovation” 1st ed., Kogan, 2007 .
3. K.R. Lakshminarayana & T. Murugavel, “Managing Soft Skills”, Scitech Publications. 2009.
4. Dr. S.P. Dhanvel, English and Soft Skills, Orient Blackswan, 2011
5. Rajiv K. Mishra, Personality Development-, Rupa & Co. 2004.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 Student will be equipped to apply his/her leadership skills.
- CO2 Students will be enriched with team building and problem solving kills.
- CO3 Students will be trained to apply their negotiation skills and decision making skills.
- CO4 Student will be equipped in manage conflicts.
- CO5 Students will be trained to apply their Lateral thinking and disruptive thinking.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1		-	-	3	-	2	1	-	1	-	-	-	1	1	-
CO2		-	-	3	-	3	2	-	2	-	-	-	1	1	-
CO3		-	-	2	-	2	1	-	2	-	-	-	1	1	-
CO4		-	-	3	-	3	1	-	1	-	-	-	1	1	-
CO5		-	-	2	-	2	1	-	2	-	-	-	1	1	-

MI1808

SEMINAR V

L T P C

0 0 2 2

COURSE OBJECTIVES

- To introduce the students to Corporate Social Responsibility Practices.
- To Analyse the importance and implication of CSR in Organisational Development

UNIT I INTRODUCTION

Introduction to CSR and Emergence of CSR

6

CO1

UNIT II CSR ENVIRONMENT

Stakeholders of CSR (Environments); Planning of CSR

6

CO2

UNIT III IMPLEMENTATION

Implementation of CSR; Evaluation of CSR

6

CO3

UNIT IV DEVELOPMENT

Development CSR; Corporate Governance

6

CO4

UNIT V MAINTAIN

6

TEXT BOOKS

1. Strategic Corporate Social Responsibility: Stakeholders in a Global Environment By William B Werther and David Chandler.

REFERENCE BOOKS

1. Case studies for listed private and foreign companies

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 The students will gain knowledge about Corporate Social Responsibility Practices in Business Organisations.
 CO2 The Students will learn about requirements of CSR stakeholder
 CO3 To Plan and Develop CSR Activities
 CO4 To successfully implement the CSR programme
 CO5 To understand the implication of CSR in business organization

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	-	-	-	-	-	-	-	-	-	-	-	3	2	3	1
CO2	-	-	-	-	-	-	-	-	-	-	-	3	2	3	2
CO3	-	-	-	-	-	-	-	-	-	-	-	3	2	3	1
CO4	-	-	-	-	-	-	-	-	-	-	-	3	2	3	1
CO5	-	-	-	-	-	-	-	-	-	-	-	3	2	3	1

SEMESTER – IX

MI1907

SUMMER INTERNSHIP

L T P C

0 0 4 2

COURSE OBJECTIVES

- To introduce the students to industries and their working style.

TOTAL: 60 PERIODS

Students are expected to submit the internship report - events / things learned at the industries

COURSE OUTCOME

Upon completion of the course, students will be able to

- CO1 The students will be able to understand the functioning of the organizations

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-

MI1908	PROFESSIONAL SKILL DEVELOPMENT LABORATORY	L	T	P	C
		0	0	4	2

COURSE OBJECTIVES

- To enable learners to develop professional and corporate skills

Activities need to be conducted in the below mentioned areas:

- Group Discussion
- Preparation for an Interview
- Facing Interviews
- Stress interview
- Multitasking
- Time management
- Work-life balance
- Lifelong learning
- Speed reading skills
- Organising events

TOTAL: 30 PERIODS**COURSE OUTCOMES**

Upon completion of the course, students will be able to

- CO1 Through activity based sessions students will develop various professional and employability skills

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-

MI1909

SEMINAR VI

L T P C
0 0 2 1

COURSE OBJECTIVES

- To enable the learners in understanding of the basic concepts of Indian Ethos and familiarise about ethical behavior and value systems at work.
- To enable the learners to have exposure on business ethics and ethical business perspectives.

Students are expected to prepare and present on Topics suggested below:

1. Indian Ethos
2. Work ethos
3. Indian Values, Value Systems and Wisdom for modern managers
4. Management Lessons from Thirukural
5. Spirituality in business management
6. Individual Culture and Ethics
7. Ethical codes of conduct and value Systems
8. Loyalty and Ethical Behavior
9. Ethical business issues and solutions
10. Social Responsibilities of Business

TOTAL: 30 PERIODS

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 The learners are able to apply the basic concepts of Indian ethos and value systems at work
 CO2 The learners can handle issues of business ethics and offer solutions ethical perspectives

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	-	-	-		-	-	-	-	-	-	-	1	-	-	1
CO2	-	-	-		-	-	-	-	-	-	-	1	-	-	1

SEMESTER – X

MI1100

PROJECT WORK

L T P C
0 0 24 12

COURSE OBJECTIVES

- To provide detailed knowledge regarding the various business management domains to fulfill the industry demand.

The MBA project is the culmination of MBA course. The project Work provides with an opportunity to apply the skills and knowledge that students have acquired to the resolution of a business problem, or to

investigate an area that interests to them further. Project Work can be organisation-based, desk research based or entrepreneurial in nature, depending upon students aims and ambitions.

TOTAL: 360 PERIODS

COURSE OUTCOME:

Upon completion of the course, students will be able to

- CO1 Apply knowledge of management theories and practices to solve business problems.
- CO2 Foster Analytical and critical thinking abilities for data-based decision making.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	1	1	1	1	1	1	1	1	-	-	-	2	2	1
CO2	1	3	1	1	1	1	1	1	1	-	-	-	1	3	1

MARKETING ELECTIVES

MI1M001	BRAND MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES

- To understand the methods of managing brands and strategies for brand management.

UNIT I INTRODUCTION	9
Basic understanding of Brands – Definitions - Branding Concepts – Functions of Brand – Significance of Brands – Different Types of Brands–Co branding – Store brands.	CO1
UNIT II BRAND STRATEGIES	9
Strategic Brand Management process – Building a strong brand – Brand positioning – Establishing Brand values – Brand vision – Brand Elements – Branding for Global Markets – Competing with foreign brands.	CO2
UNIT III BRAND COMMUNICATIONS	9
Brand image Building – Brand Loyalty programme – Brand Promotion Methods – Role of Brand ambassadors, celebrities– On line Brand Promotions.	CO3
UNIT IV BRAND EXTENSION	9
Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension– Re-branding and Re-launching.	CO4
UNIT V BRAND PERFORMANCE	9
Measuring Brand Performance – Brand Equity Management - Global Branding strategies – Brand Audit – Brand Equity Measurement – Brand Leverage -Role of Brand Managers– Branding challenges& opportunities	CO5

TOTAL : 45 PERIODS

TEXT BOOKS

1. Kevin Lane Keller, Strategic Brand management, Pearson Publication, India 2015
2. Lan Batey, Asian Branding–A Great way to fly, PHI, Singapore, 2002.
3. Paul Tmepoal, Branding in Asia, John Willy, 20002.

REFERENCE BOOKS

1. Ramesh Kumar, Managing Indian Brands, Vikas Publication, India, 2002.
2. Jagdeep Kapoor, Brandex, Biztranza, India, 2005.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 Developing a basic understanding of branding its functions, Significance and various types of brands.
- CO2 Highlighting the strategic issues in branding.
- CO3 Brand loyalty programmes, brand promotion, and brand personality.
- CO4 To provide an understanding of brand adoption and practices and basic issues in brand.
- CO5 Develop critical perspectives in evaluating research in branding and applying the strategic management of brands in creative industries.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	-	3	3	-	3	-	3	-	-	-	-	3	3	2
CO2	3	-	3	3	-	2	-	3	-	-	-	-	3	2	2
CO3	3	-	3	3	-	2	-	3	-	-	-	-	3	2	3
CO4	3	-	2	3	-	3	-	2	-	-	-	-	3	2	2
CO5	3	-	3	3	-	3	-	3	-	-	-	-	3	2	2

MI1M002

CONSUMER BEHAVIOR

L T P C

3 0 0 3

COURSE OBJECTIVES

- To study and understand the consumer' behavior in-order to effectively utilize the market' potential.

UNIT I INTRODUCTION	9
Consumer behavior - Introduction – Understanding Consumers – Factors influencing - Buyers Decision making process - Market segmentation – Identifying market segments - Demographics and Economy on Consumer behavior.	CO1
UNIT II INTERNAL INFLUENCES	9
Influences on consumer behavior – motivation – perception – Attitudes and Beliefs - Learning and Experience - Personality & Self Image.	CO2
UNIT III EXTERNAL INFLUENCES	9
Environmental Influences - Socio-Cultural, Cross Culture - Family group – Reference group – Communication - Influences on Consumer behavior - and Diffusion of Innovation.	CO3
UNIT IV CONSUMER BEHAVIOR MODELS	9
Customer behavior model – Meaning – important – types of Customer behaviour – Customer behavior models - Customer behavior segmentation.	CO4
UNIT V PURCHASE DECISION PROCESS	9
Consumer purchase decision making process – Steps – Decision making process – Problem Recognition - Search and Evaluation - Purchasing Process - Post-purchase Behavior - Evolving Indian consumers – Opinion Leadership - Diffusion and Adoption.	CO5

REFERENCE BOOKS

1. RamanujMajumdar, Consumer Behavior - Insights from Indian Market, PHI, 2010.
2. Leon G.Schiffman and Leslie Lasar Kanuk, Consumer Behavior, Pearson Education, India, ninth edition, 2010.
3. Barry J.B., Eric G.H., Ashutosh M., Consumer Behavior - A South Asian Perspective, Cengage Learning, 2016.
4. Paul Peter et al., Consumer Behavior and Marketing Strategy, Tata McGraw Hill, Indian Edition, 7th Edition 2005.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 To know the introduction and understanding concepts of the Consumer behaviour.
- CO2 To know the internal influences of the consumer behavior.
- CO3 To know the external influences of the consumer behavior.
- CO4 To know the overview of Customer behavior models and its segmentation.
- CO5 To know the Consumer decision making process of the consumers.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	-	-	2	-	2	2	2	-	-	-	-	3	3	3
CO2	3	-	-	2	-	2	2	2	-	-	-	-	3	2	3
CO3	3	-	-	2	-	2	2	2	-	-	-	-	3	2	2
CO4	2	-	-	3	-	2	2	2	-	-	-	-	3	2	2
CO5	3	-	-	3	-	2	3	3	-	-	-	-	3	3	3

MI1M003

DIGITAL MARKETING

L T P C

3 0 0 3

COURSE OBJECTIVES

- The primary objective of this module is to examine and explore the role and importance of digital marketing in today’s rapidly changing business environment.
- It also focuses on how digital marketing can be utilised by organisations and how its effectiveness can have measured.

UNIT I INTRODUCTION

9

Definition of digital marketing; origin of digital Marketing, Traditional VS Digital Marketing, Benefits of Digital marketing, The internet micro- and macro-environment, Internet users in India, Online Market space- Digital Marketing Strategy- Components - Opportunities for building Brand- Website.

CO1

UNIT II SEARCH ENGINE OPTIMIZATION

9

Search Engine optimization - Keyword Strategy- SEO Strategy - SEO success factors -On-Page Techniques - Off-Page Techniques. Search Engine Marketing- How Search Engine works- SEM components- advantages and disadvantages of SEO; best practice in SEO – Paid search engine marketing - pay per click (PPC) advertising -Display Advertisement.

CO2

UNIT III E- MAIL MARKETING	9
E- Mail Marketing - Types of E- Mail Marketing - Email Automation - Lead Generation - Integrating Email with Social Media and Mobile- Measuring and maximizing email campaign effectiveness. Mobile Marketing- Mobile Inventory/channels- Location based; Context based; Coupons and offers, Mobile Apps, Mobile Commerce, SMS Campaigns- Profiling and targeting.	CO3
UNIT IV SOCIAL MEDIA MARKETING	9
Social Media Marketing - Social Media Channels- Leveraging Social media for brand conversations and buzz. Successful /benchmark Social media campaigns. Engagement Marketing- Building Customer relationships - Creating Loyalty drivers - Influencer Marketing. Digital Transformation & Channel Attribution- Analytics- Social Media, Web Analytics - Changing your strategy based on analysis.	CO4
UNIT V DESIGN DIGITAL MARKETING PLAN	9
Design digital marketing plan, SWOT, situational analysis, key performance Indicators in internet marketing, Digital Landscape, Paid, Owned, and Earned Media (P-O-E-M) Framework. Segmenting and Customizing Messages, Digital Advertising Market in India - Recent trends in Digital marketing.	CO5

TOTAL : 45 PERIODS

REFERENCE BOOKS

1. Fundamentals of Digital Marketing by Puneet Singh Bhatia;Publisher: Pearson Education; First edition (July 2017);ISBN-10: 933258737X;ISBN-13: 978-9332587373.
2. Digital Marketing by Vandana Ahuja ;Publisher: Oxford University Press (April 2015)
3. ISBN-10: 0199455449;ISBN-13: 978-0199455447
4. Marketing 4.0: Moving from Traditional to Digital by Philip Kotler;Publisher: Wiley; 1st edition (April 2017); ISBN10: 9788126566938;ISBN13: 9788126566938;ASIN: 8126566930
5. Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.
6. Pulizzi,J Beginner's Guide to Digital Marketing , Mcgraw Hill Education.
7. Barker, Barker, Bormann and Neher(2017), Social Media Marketing: A Strategic Approach, 2E South-Western ,Cengage Learning.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 To examine and explore the role and importance of digital marketing in today’s rapidly changing business environment.
- CO2 To focusses on how digital marketing can be utilised by organizations and how its effectiveness can have measured.
- CO3 To know the key elements of a digital marketing strategy.
- CO4 To study how the effectiveness of a digital marketing campaign can be measured.
- CO5 To demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Social media and Blogs.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	2	-	3	3	-	3	2	3	-	-	-	-	3	2	2
CO2	2	-	2	2	-	2	2	2	-	-	-	-	2	3	3

REFERENCE BOOKS

14. Wells, Moriarty & Burnett, Advertising, Principles & Practice, Pearson Education, 7th Edition, 2007.
15. Kenneth Clow. Donald Baack, Integrated Advertisements, Promotion and Marketing communication, Prentice Hall of India, New Delhi, 3rd Edition, 2006.
16. Terence A. Shimp and J.Craig Andrews, Advertising Promotion and other aspects of Integrated Marketing Communications, CENGAGE Learning, 9th edition, 2016
17. 4. S. H. H. Kazmi and Satish K Batra, Advertising & Sales Promotion, Excel Books, New Delhi, 3rd Revised edition edition, 2008.
18. 5. Julian Cummings, Sales Promotion: How to Create, Implement and Integrate Campaigns that Really Work, Kogan Page, London, Fifth Edition Edition ,2010.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- To review and give a general understanding of the basics of traditional communication forms, such as advertising, personal selling, sales promotion and indirect promotion within various delivery vehicles from broadcast to targeted social media.
- CO1
- CO2 This course introduces students to the essential concepts and techniques for the development and designing an effective Integrated Marketing Communication programme.
- CO3 To Know how IMC fits into the marketing mix.
- CO4 To develop an awareness about marketing communications tools, and how each can be used effectively- individually or in an integrated mix.
- CO5 To examine the process by which integrated marketing communications programs are planned, developed, executed, and measured.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	-	2	3	-	2	2	1	-	-	-	-	2	2	2
CO2	3	-	2	2	-	1	3	1	-	-	-	-	3	2	2
CO3	1	-	1	3	-	2	1	2	-	-	-	-	3	3	3
CO4	2	-	3	3	-	2	3	1	-	-	-	-	2	3	3
CO5	1	-	2	3	-	2	3	3	-	-	-	-	3	2	3

MI1M005	SALES AND DISTRIBUTION MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES

- To gain insights into the selling and distribution process.

UNIT I INTRODUCTION	9
Sales management - nature and scope. Sales management positions. Personal Selling - Scope, theories and strategies. Sales forecasting and budgeting decisions. Online selling - scope, potential, Merits and Demerits.	CO1
UNIT II PERSONAL SELLING, TERRITORIES & QUOTAS	9

Selling process and relationship selling. Designing Sales Territories and quotas. Sales organization structures.	CO2
UNIT III MANAGING THE SALES FORCE	9
Sales force - recruitment, selection, training, motivating, compensation and control.	CO3
UNIT IV MANAGING DISTRIBUTION CHANNELS	9
Distribution Management - Introduction need and scope. Channels - Strategies and levels, retailing and wholesaling. Designing channel systems and channel management.	CO4
UNIT V ELEMENTS OF SUPPLY CHAIN	9
Managing FG Inventory & warehousing. Transportation - Scope, Modes and role in Supply Chain effectiveness. Use of Information Technology in Online Selling and Goods tracking.	CO5
TOTAL :45 PERIODS	

TEXT BOOKS

Krishna K. Havaldar, Vasant M. Cavale, Sales and Distribution Management - Text and Cases, Third Edition, McGraw Hill Education, 2017

REFERENCE BOOKS

1. Gupta S.L., Sales and Distribution Management - Text and Cases - An Indian Perspective, Excel Books, 2008
2. Pingali Venugopal, Sales and Distribution Management - An Indian Perspective, Response Books from Sage Publications, 2008.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 To understand the basics of sales management, theories and strategies
- CO2 To learn the process of personal and relationship selling
- CO3 To understand the managing of sales force
- CO4 To learn the management of distribution channels
- CO5 To learn the inventory and supply chain management.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	P O5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	-	-	1	-	-	-	1	-	-	-	-	2	2	2
CO2	3	-	-	1	-	-	-	1	-	-	-	-	3	2	2
CO3	3	-	-	2	-	-	-	1	-	-	-	-	3	3	3
CO4	2	-	-	2	-	-	-	1	-	-	-	-	2	3	3
CO5	3	-	-	2	-	-	-	3	-	-	-	-	3	2	3

MI1M006

SERVICES MARKETING

L T P C

3 0 0 3

COURSE OBJECTIVES

- To appreciate the challenges involved in managing the services and analyse the strategies to deal with these challenges.
- To give insights about the foundations of services marketing, customer expectations of services and gap existing in the service delivery processes and service Quality.

UNIT I INTRODUCTION	9
Introduction– Definition– Service Economy – Evolution and growth of service sector – Nature and Scope of Services – Product - Service Continuum – Challenges and issues in Services Marketing.	CO1
UNIT II SERVICE MARKETING OPPORTUNITIES	9
Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service market segmentation, targeting and positioning.	CO2
UNIT III SERVICE DESIGN AND DEVELOPMENT	9
Service Life Cycle – New service development – Service Blue Printing – GAP model of service quality – Measuring service quality – SERVQUAL.	CO3
UNIT IV SERVICE DELIVERY	9
Positioning of services – Designing service delivery System, Service Channel — Service marketing triangle – managing Demand and Supply of Service.	CO4
UNIT V SERVICE PROMOTION	9
Integrated Service marketing communication - Challenges in Service Communication - Strategies to Match Service Promises and Delivery. Pricing of services - methods.	CO5
TOTAL :45 PERIODS	

TEXT BOOKS

1. Chiristopher H. Lovelock and Jochen Wirtz, Services Marketing: People, Technology, strategy Pearson Education, New Delhi,8th edition, 2016.
1. John.E.G.Bateson, K.Douglas Hoffman, Services Marketing, South Western Cengage learning, 4th Edition, 2011.

REFERENCE BOOKS

1. Kenneth E Clow, et al, Services Marketing Operation Management and Strategy, Biztantra, 2nd Edition, New Delhi, 2004.
2. Valarie Zeithaml, Mary Jo Bitner, Services Marketing, 5th International Edition, Tata McGraw Hill, 2007.
3. Christian Gronroos, Services Management and Marketing a CRM in Service Competition, 3rd Edition,Wiley,2007.
4. R. Srinivasan, SERVICES MARKETING, Prentice Hall of India Private Limited,4th Edition 2014, NewDelhi.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 To make students understand the evolution, growth, challenges and the characteristics of services marketing.
- CO2 To learn the service marketing opportunities in terms of marketing mix and STP
- CO3 To Demonstrate integrative knowledge of marketing issues associated with service quality, perceived quality, customer satisfaction and loyalty
- CO4 To comprehend Service delivery system using various channels.
- CO5 To understand the Integrated services marketing communication activities in service sector.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	-	-	2	3	-	1	1	-	-	-	-	2	2	2

CO2	3	-	-	2	3	-	1	1	-	-	-	-	3	2	2
CO3	3	-	-	2	1	-	3	1	-	-	-	-	3	3	3
CO4	2	-	-	1	3	-	1	1	-	-	-	-	2	3	3
CO5	3	-	-	2	1	-	1	3	-	-	-	-	3	2	3

FINANCE ELECTIVES

MI1F001	BANKING AND FINANCIAL SERVICES	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES

- Grasp how banks raise their sources and how they deploy it and manage the associated risks.
- Understand e-banking and the roles of financial institutions

UNIT I	INTRODUCTION TO INDIAN BANKING SYSTEM AND PERFORMANCE EVALUATION	9
	Overview of Indian Banking system – Structure – Functions – Key Regulations in Indian Banking sector –RBI Act, 1934/ 2006 –Banking Regulation Act, 1949– Negotiable Instruments Act 1881/ 2002 – Provisions Relating to CRR – Provision for NPA’s.	CO1
UNIT II	MANAGING BANK FUNDS/ PRODUCTS & RISK MANAGEMENT	9
	Deposit and Non-deposit sources – Designing deposit schemes and pricing of deposit sources – loan management – Investment Management – Asset and Liability Management – Financial Distress –Signal to borrowers – Prediction Models – Risk Management – Interest rate — Credit market –operational and solvency risks.	CO2
UNIT III	DEVELOPMENT IN BANKING TECHNOLOGY	9
	Payment system in India – paper based – e payment –electronic banking –plastic money – e-money –forecasting of cash demand at ATM’s –The Information Technology Act, 2000 in India – RBI’s Financial Sector Technology vision document – security threats in e-banking & RBI’s Initiative.	CO3
UNIT IV	ASSET BASED FINANCIAL SERVICES	9
	Introduction – Need for Financial Services – Financial Services Market in India –NBFC – RBI framework and act for NBFC – Leasing and Hire Purchase – Financial evaluation – underwriting – mutual funds.	CO4
UNIT V	INSURANCE AND OTHER FEE BASED FINANCIAL SERVICES	9
	Insurance Act, 1938 –IRDA – Regulations – Products and services –Venture Capital Financing –Bill discounting –factoring – Merchant Banking – Role of SEBI	CO5

TOTAL :45 PERIODS

TEXT BOOKS

1. Padmalatha Suresh and Justin Paul, “Management of Banking and Financial Services, Pearson, Delhi, 2012.

REFERENCE BOOKS

1. Meera Sharma, “Management of Financial Institutions – with emphasis on Bank and Risk Management”, PHI Learning Pvt. Ltd., New Delhi 2010.
2. Peter S. Rose and Sylvia C. and Hudgins, “Bank Management and Financial Services”, Tata McGraw Hill, New Delhi, 2012.
3. Madura, Financial Institutions & Markets, 10th edition, Cengage, 2016.

COURSE OUTCOMES

Upon completion of the course, students will be able to

CO1 Understand the overall structure and functions of Indian Financial System

- CO2 Gain knowledge about regulations governing the Indian Banking system
 CO3 Price various types of loans proposed by banks to various prospective borrowers with different risk profiles and evaluate the performance of banks
 CO4 Familiarise the students with the concept of e-banking
 CO5 In-depth understanding of fee-based and fund-based financial services in India

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	-	3	1	-	1	-	3	-	2	-	-	3	2	1
CO2	2	-	1	3	-	2	-	2	-	3	-	-	1	1	3
CO3	1	-	2	2	-	3	-	2	-	1	-	-	2	3	3
CO4	2	-	2	3	-	2	-	3	-	2	-	-	2	1	2
CO5	3	-	3	2	-	2	-	1	-	3	-	-	3	3	1

MI1F002

BEHAVIORAL FINANCE

L T P C
3 0 0 3

COURSE OBJECTIVES

- To identify and understand systematic behavioral factors that influences the investment behavior.

UNIT I INTRODUCTION: WHY BEHAVIORAL FINANCE 9

The role of security prices in the economy – EMH – Failing EMH – EMH in supply and demand framework – Equilibrium expected return models – Investment decision under uncertainty – Introduction to neoclassical economics and expected utility theory – Return predictability in stock market - Limitations to arbitrage **CO1**

UNIT II DECISION AND BEHAVIORAL THEORIES 9

Nash Equilibrium: Keynesian Beauty Context and The Prisoner’s Dilemma - The Monty Hall Paradox - The St. Petersburg Paradox - The Allais Paradox - The Ellsberg Paradox - Prospects theory – CAPM - behavioral portfolio theory – SP/A theory – brief history on rational thought – pascal – Fermat to Friedman - savage **CO2**

UNIT III DECISION MAKING BIASES 9

Information screening bias - Heuristics and behavioral biases of investors – Bayesian decision making – cognitive biases – forecasting biases – emotion and neuroscience – group behaviour – investing styles and behavioral finance **CO3**

UNIT IV ARBITRAGEURS 9

Definition of arbitrageur - Long-short trades - Risk vs. Horizon - Transaction costs and short-selling costs - Fundamental risk - Noise-trader risk - Professional arbitrage - Destabilizing informed trading **CO4**

UNIT V MANAGERIAL DECISIONS 9

Supply of securities and firm investment characteristics (market timing, catering) by rational firms - Associated institutions - Relative horizons and incentives - Biased managers **CO5**

TOTAL : 45 PERIODS

TEXT BOOKS

1. Prasanna Chandra, Behavioural Finance, Mc Graw Hill Publication
2. Shuchita Singh, Shilpa Bahi, Behavioural Finance, Vikas Publication

REFERENCE BOOKS

1. Shleifer, Andrei (2000). Inefficient Markets: An Introduction to Behavioral Finance. Oxford, UK: Oxford University Press.
2. Daniel Kahneman, Paul Slovic, and Amos Tversky (eds.). (1982) Judgment under Uncertainty: Heuristics and biases, Oxford; New York: Oxford University Press.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 To Understand the need of behavioral finance.
- CO2 To Know about various decision and behavioral theories
- CO3 To learn about heuristic and behavioral biases of investors
- CO4 To Analyse and understand about arbitragers and managerial decision
- CO5 To understand about the price discovery in markets

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	2	-	3	2	-	1	-	3	-	-	-	-	3	3	2
CO2	3	-	3	3	-	2	-	3	-	-	-	-	3	2	2
CO3	2	-	2	3	-	3	-	3	-	-	-	-	3	3	3
CO4	3	-	3	3	-	3	-	3	-	-	-	-	3	2	2
CO5	2	-	3	3	-	3	-	3	-	-	-	-	3	2	3

MI1F003

FINANCIAL DERIVATIVES

L T P C
3 0 0 3

COURSE OBJECTIVES

- To understand the nuances involved in derivatives and to understand the basic operational mechanisms in derivatives.
- This course aims at providing an in-depth understanding of financial derivatives in terms of concepts, structure, instruments and trading strategies for profit and risk management.

UNIT I INTRODUCTION

9

Derivatives – Definition – Types – Forward Contracts – Futures Contracts – Options – Swaps – Differences between Cash and Future Markets – Types of Traders – OTC and Exchange Traded Securities – Uses and Advantages of Derivatives – Risks in Derivatives.

CO1

UNIT II FUTURES CONTRACT

9

Specifications of Futures Contract - Margin Requirements – Marking to Market – Hedging uses Futures – Types of Futures Contracts – Securities, Stock Index Futures, Currencies and

CO2

Commodities – Delivery Options – Relationship between Future Prices, Forward Prices and Spot Prices.

UNIT III OPTIONS 9

Definition – Exchange Traded Options, OTC Options – Specifications of Options – Call and Put Options – American and European Options – Intrinsic Value and Time Value of Options – Option payoff, options on Securities, Stock Indices, Currencies and Futures – Options pricing models – Differences between future and Option contracts. CO3

9

UNIT IV SWAPS

Definition of SWAP – Interest Rate SWAP – Currency SWAP – Role of Financial Intermediary – Warehousing – Valuation of Interest rate SWAPs and Currency SWAPs Bonds and FRNs – Credit Risk. CO4

UNIT V DERIVATIVES IN INDIA 9

Evolution of Derivatives Market in India – Regulations - Framework – Exchange Trading in Derivatives – Commodity Futures – Contract Terminology and Specifications for Stock Options and Index Options in NSE – Contract Terminology and specifications for stock futures and Index futures in NSE – Contract Terminology and Specifications for Interest Rate Derivatives. CO5

TOTAL :45 PERIODS

TEXT BOOKS

1. David Dubofsky – ‘Option and Financial Futures – Valuation and Uses, McGraw Hill International Edition.
2. Don M. Chance, Robert Brooks, An Introduction to Derivatives and Risk Management, 9th edition, Cengage, 2015.

REFERENCE BOOKS

1. John. C. Hull, Options, Futures and Other Derivative Securities’, PHI Learning, 9th Edition, 2012
2. Keith Redhead, ‘Financial Derivatives – An Introduction to Futures, Forwards, Options and SWAPs’, PHI Learning, 2011.
3. S. L. Gupta, Financial Derivatives- Theory, Concepts and Practice, Prentice Hall of India, 2011.
4. Stulz, Risk Management and Derivatives, Cengage, 2nd Edition, 2011.
5. Varma, Derivatives and Risk Management, 2nd Edition, 2011.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 Possess good skills in hedging risks using derivatives
- CO2 Understand about future contract and options
- CO3 Learning in depth about options and swaps
- CO4 Knowing about the evolution of derivative markets
- CO5 Develop in depth knowledge about stock options and index futures in NSE

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	-	3	3	-	-	-	1	-	-	-	-	3	2	3
CO2	3	-	2	2	-	-	-	3	-	-	-	-	3	2	3
CO3	1	-	2	1	-	-	-	2	-	-	-	-	2	3	1

CO4	2	-	1	2	-	-	-	3	-	-	-	-	1	3	2
CO5	2	-	2	2	-	-	-	2	-	-	-	-	2	2	2

MI1F004

FINANCIAL MARKETS

L T P C

3 0 0 3

COURSE OBJECTIVES

- To understand the types and functions of the various financial markets in India, its instruments and Regulations.

UNIT I FINANCIAL MARKETS IN INDIA

9

Indian financial system and markets – structure of financial markets in India –Types-Participants in financial Market – Recent Developments in the financial market - Capital market – Evolution and growth of capital market - Significance and functions of capital market - Capital market instruments

CO1

UNIT II INDIAN CAPITAL MARKET- PRIMARY MARKET

9

Primary Market - Primary market system - Types of scripts - Issue of capital: process, regulation pricing of issue, – Methods of floating new issues, Book building- Primary markets intermediaries: commercial banks, development banks, Merchant banker, issue managers, rating agencies etc – Role of primary market

CO2

UNIT III SECONDARY MARKET

9

Stock exchanges in India - History and development -listing - Depositories - Stock exchange mechanism: Trading, Settlement, risk management, Basics of pricing mechanism - Player and stock exchange - Regulations of stock exchanges –Role of SEBI – BSE, OTCEI, NSE, ISE, - Stock market indices.

CO3

UNIT IV DEBT MARKET AND FOREX MARKET

9

Bond markets in India: Government bond market and its interface with capital market - Components of bond market - G-Sec, T-Bills, Corporate Bonds, Yield conventions, Role of primary dealers, Auction Markets - Pricing of Bonds. Introduction to Forex markets, basics in exchange rates theory - Forex risk exposures and basics of corporate Forex risk management.

CO4

UNIT V MUTUAL FUNDS AND VENTURE CAPITAL

9

Mutual funds institutions in India. Types of mutual funds, Basics in portfolio management, Metrics of performance for fund manager - Venture capital.

CO5

TOTAL : 45 PERIODS

TEXT BOOKS

- E.Gordon., K.Natarajan, Financial Markets and Services, S. Himalaya Publishing House
- Bimal Jaiswal, Dr.Bhuvana Venkatraman, Dr.Richa Banerjee,Financial Markets,Institutions and Financial Services, Sahitya Bhawan Publications.

REFERENCE BOOKS

- Christopher Viney and Peter Phillips, Financial Institutions, Instruments and Markets (2015), 8th Edition published by McGraw Hill.
- Pathak, Bharati V., Indian Financial System: Markets, Institutions and Services, Pearson education (Singapore), New Delhi, Fourth edition, 2014.
- Bhole, L.M, Financial institutions and Markets: Structure, Growth and Innovations, McGraw Hill, New Delhi, Sixth edition, 2017.
- Saunders, Anthonu and Cornett, Marcia Millon, Financial markets and Institutions: An Introduction to the risk management approach, McGraw Hill, Irwin, New York, 3rd Edition,2017.

COURSE OUTCOMES

Upon completion of the course, students will be able to

CO1 To Understand the basic concepts of the finance markets in India

CO2 To identify the underlying structure and functions of Indian financial markets

- CO3 To familiarise the methods of issuing shares and the role of intermediaries in the primary market
 CO4 To learn about the trading mechanism in stock market
 CO5 To describe the instruments, participants and trading in debt market

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	-	2	3	-	1	-	3	-	-	-	-	3	2	3
CO2	3	-	3	3	-	3	-	3	-	-	-	-	3	3	3
CO3	3	-	2	3	-	3	-	3	-	-	-	-	3	3	3
CO4	2	-	3	3	-	2	-	3	-	-	-	-	3	2	2
CO5	3	-	3	3	-	3	-	3	-	-	-	-	3	3	3

MI1F005

INTERNATIONAL FINANCE

L T P C

3 0 0 3

COURSE OBJECTIVES

- To understand the International Financial Environment, Management and Risks involved.

UNIT I INTERNATIONAL TRANSACTIONS

9

Overview and Evolution of International Finance –Institutions for International Finance – Internationalization process –International Monetary and Financial System – Balance of Payments – Exchange rate and money supply – International parity relations – Purchasing power parity – interest rate parity – Forward rate parity.

CO1

UNIT II MULTINATIONAL FINANCIAL MANAGEMENT

9

Process of overseas expansion – Reasons for cross-border investing – The theory of investment – techniques of project evaluation - Approaches for investment under uncertainty - FDI – Measuring and Managing Risk – International M&A – Financial Techniques in M&A – Regulations of M&A in major countries.

CO2

UNIT III INTERNATIONAL MONETARY SYSTEM

9

Introduction to Institutions of the Foreign Exchange Interbank Market - Foreign Exchange Spot Transactions – forward market — Hedging and Speculation - Hedging FX Transaction Exposure - The Eurocurrency market – international banking – structure and instruments.

CO3

UNIT IV BORROWING AND LENDING: INTERNATIONAL SOURCES OF FINANCE

9

Bond Markets of various countries – Fixed and floating rate notes - Syndicate loans – Syndicated Euro credits – ADR – GDR – Managing interest rate risk – Bond prices and yields – Bond Management – tools and techniques.

CO4

UNIT V INTERNATIONAL RISK ASSESSMENT AND OTHER INTERNATIONAL MARKETS

9

Country and political risk analysis – benefits and risks of international portfolio investment – assessing country creditworthiness – futures markets and instruments – option markets and instruments – option pricing – option pricing theory in financial risk assessment

CO5

TOTAL : 45 PERIODS

TEXT BOOKS

- 1.Apte P.G., International Financial Management, Tata McGraw Hill, 2011.

2. Jeff Madura, International Corporate Finance, Cengage Learning, 9th Edition, 2011.

REFERENCE BOOKS

1. Alan C. Shapiro, Multinational Financial Management, PHI Learning, 5th Edition, 2010.
2. Eunand Resnik, International Financial Management, Tata McGraw Hill, 5th Edition, 2011.
3. Website of Indian Government on EXIM policy

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 To gain the conceptual clarity of the theoretical aspects of international trade and Transactions
- CO2 To understand international investment, risk, Mergers and acquisitions.
- CO3 To analyse the nature and functioning of foreign exchange markets, determination of exchange rates and interest rates and the forecasting.
- CO4 To understand the international sources of finance.
- CO5 To analyze the international risk and various Markets and instruments.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	-	3	2	3	-	-	3	-	3	-	-	3	1	3
CO2	3	-	2	3	3	-	-	3	-	3	-	-	3	1	3
CO3	3	-	2	3	3	-	-	3	-	3	-	-	3	1	3
CO4	3	-	3	3	3	-	-	3	-	3	-	-	3	1	3
CO5	3	-	3	3	3	-	-	3	-	3	-	-	3	1	3

MI1F006	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES

- Understand the nuances of stock market operations.
- Understand the techniques involved in deciding upon purchase or sale of securities.

UNIT I INVESTMENT SETTING

9

Financial and economic meaning of Investment – Characteristics and objectives of Investment – Types of Investment – Investment alternatives – Choice and Evaluation – Risk and return concepts.

CO1

UNIT II FUNDAMENTAL ANALYSIS

9

Economic Analysis – Economic forecasting and stock Investment Decisions – Forecasting techniques. Industry Analysis : Industry classification, Industry life cycle – Company Analysis

CO2

UNIT III TECHNICAL ANALYSIS

9

Fundamental Analysis Vs Technical Analysis -- Dow theory – Charting methods - Chart Patterns Trend – Trend reversals – Market Indicators -Moving Average – Exponential moving Average Oscillators -RSI -ROC - MACD. Efficient Market theory - Forms of market efficiency -weak, semi-strong, strong form.

CO3

UNIT IV PORTFOLIO CONSTRUCTION AND SELECTION

9

Portfolio analysis - Reduction of portfolio risk through diversification – Portfolio risk - Portfolio Selection - Feasible set of portfolios - Efficient set - Markowitz model - Single index model - Construction of optimum portfolio - Multi-index model. **CO4**

9

UNIT V PORTFOLIO MANAGEMENT

Capital Asset Pricing model - Lending and borrowing - CML - SML - Pricing with CAPM - Arbitrage pricing theory– Portfolio Evaluation - Sharpe's index Treynor's index, Jensen's index – Mutual Funds – Portfolio Revision. **CO5**

TOTAL :45 PERIODS

TEXT BOOKS

1. Donald E.Fischer & Ronald J.Jordan, Security Analysis & Portfolio Management, PHI Learning., New Delhi, 8th edition, 2011.

REFERENCE BOOKS

1. Prasannachandra, Investment analysis and Portfolio Management, Tata McGraw Hill, 2011.
2. Reilly & Brown, Investment Analysis and Portfolio Management, Cengage, 10th edition, 2016.
3. S. Kevin , Securities Analysis and Portfolio Management , PHI Learning , 2012.
4. Punithavathy Pandian, Analysis & Portfolio Management, Vikas publishing house PVT LTD, second edition, 2013.

COURSE OUTCOMES:

Upon completion of the course, students will be able to

- CO1 Understand the concept of investment and identify the investment alternatives to investors
- CO2 Learn the nuances of fundamental analyses and technical analyses
- CO3 Analyse and evaluate the value of securities
- CO4 Explain how to construct an efficient portfolio
- CO5 Explore the various methods through which portfolio evaluation could be done

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	-	2	3	3	-	-	2	-	1	-	-	3	3	3
CO2	2	-	3	2	1	-	-	2	-	3	-	-	3	2	3
CO3	2	-	3	2	2	-	-	1	-	3	-	-	2	3	2
CO4	1	-	2	1	1	-	-	2	-	2	-	-	3	1	3
CO5	2	-	1	3	3	-	-	3	-	1	-	-	2	3	2

HUMAN RESOURCE MANAGEMENT ELECTIVES

MI1H001 INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS L T P C
3 0 0 3

COURSE OBJECTIVES

- To explore contemporary knowledge and gain a conceptual understanding of industrial relations.

- To have a broad understanding of the legal principles governing the employment relationship at individual and collective level.

UNIT I INDUSTRIAL RELATIONS	9
Concept, scope- objectives- Importance - Approaches to IR- Industrial relations system in India. Trade Unions Act 1926.	CO1
UNIT II INDUSTRIAL CONFLICTS AND LABOUR WELFARE	9
The Industrial Disputes Act, 1947– Impact – Causes – Strikes – Prevention – Industrial Peace – Conciliation – Arbitration – Adjudication. Labour welfare- statutory-Voluntary welfare funds.	CO2
UNIT III LABOUR LEGISLATIONS I	9
Factories Act 1948 - Minimum Wages Act, 1948- Payment of Wages Act, 1936- Payment of Bonus Act, 1965	CO3
UNIT IV LABOUR LEGISLATIONS II	9
The Apprentices act, 1961-The Equal Remuneration act, 1976- Payment of Gratuity act 1972- Employee compensation act in 2013	CO4
UNIT V LABOUR LEGISLATIONS-III	9
Employees’ Provident fund and Miscellaneous provisions act, 1952- Employees’ state insurance (ESI) Act, 1948- Maternity Benefit Act, 1961- Contract Labour Regulations and Abolition Act, 1970	CO5

TOTAL : 45 PERIODS

REFERENCE BOOKS

- Mamoria C.B. and Sathish Mamoria, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2016.
- Kapoor N. D , Elements of Mercantile Law, Sultan Chand, 2014.
- Arun Monappa, Ranjeet Nambudiri, Patturaja Selvaraj. Industrial relations & Labour Laws. Tata McGraw Hill. 2012
- P.K. Padhi, Industrial Laws, PHI, 2017.
- P.R.N Sinha, Indu Bala Sinha, Seema Priyadarshini Shekhar. Industrial Relations, Trade Unions and Labour Legislation. Pearson. 2017
- Tax Mann, Labour Laws, 2018.
- Srivastava, Industrial Relations and Labour laws, Vikas, 2015.
- P.N.Singh, Neeraj Kumar. Employee relations Management. Pearson. 2011.
- Ratna Sen, Industrial Relations in India, Shifting Paradigms, Macmillan India Ltd., New Delhi, 2007.
- C.S.VenkataRatnam, Globalisation and Labour Management Relations, Response Books, 2007.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 Industrial relations system and Trade unions
- CO2 Industrial Disputes and labour welfare measures
- CO3 Labour legislation introduction and legal provisions for factory workers, wages and Bonus
- CO4 Legal provisions for equal remuneration, gratuity, compensation, industrial employment and Apprenticeship
- CO5 Legal provisions for EPF, ESI, Maternity, contract labours, and child labour prevention.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	1	-	3	3	2	-	-	2	-	-	1	-	2	3	-

CO2	1	-	3	3	2	-	-	2	-	-	1	-	2	3	-
CO3	1	-	3	3	2	-	-	2	-	-	1	-	2	3	-
CO4	1	-	3	3	2	-	-	2	-	-	1	-	2	3	-
CO5	1	-	3	3	2	-	-	2	-	-	1	-	2	3	-

MI1H002 INTERNATIONAL HUMAN RESOURCE MANAGEMENT L T P C
3 0 0 3

COURSE OBJECTIVES

- The course aims to provide students insights to HR practices followed in Global organizations.

UNIT I INTRODUCTION TO IHRM 9

Definition – Evolution of HRM- Importance of IHRM, Models of IHRM – Matching Model, Harvard Model, European Model, IHRM policies, Standardization and Localization of HRM practices **CO1**

UNIT II IHRM STRATEGIES 9

Internationalization and world business – Strategic orientation, IHRM in cross border Mergers and Acquisitions, International Alliances – IHRM & Competitive advantage- Cultural context of IHRM **CO2**

UNIT III RECRUITMENT AND SELECTION 9

International Managers staffing – Approaches to staffing – Role of Expatriates – Role of impatriate – Role of Non expatriates- recruitment and selection methods- Current practices. **CO3**

UNIT IV TRAINING AND DEVELOPMENT, PERFORMANCE APPRAISAL 9

Expatriate training program, types, effectiveness measures, HCN training- Trends in international training and development – repatriation process and training. International performance Management methods & issues. **CO4**

UNIT V INTERNATIONAL COMPENSATION 9

Components of international compensation-Approaches to international compensation – Challenges and choices -International Labor Standards – emerging Issues. **CO5**

TOTAL : 45 PERIODS

REFERENCE BOOKS

5. Chris Brewster Paul Sparrow Guy Vernon & Elizabeth Houldsworth, International Human Resource Management, Viva Books Private Limited, 2017.
6. Peter J. Dowling, Marion Festing, Allen D. Engle, International Human Resource Management, Cengage India, 2017.Peter J Dowling & D E. Welch: International Human Resource Management, Cengage Learning 7th Edition IE.,2017
7. Monir H. Tayeb: International Human Resource Management, A Multinational Company Perspective Oxford University Press, IE
8. Ibraiz Tarique, Dennis Briscoe & Randall, International Human Resource Management- Policies and practices for Multinational Enterprises, Routledge, 5th edition
9. Anne- WilHarZing, Ashly Pinnington, International human Resource Management, 3rd edition, Sage Publication
10. P L Rao, International Human resource Management- Text and Cases, Excel Books
11. Christopher Brewster, Guy Vernon, Paul Sparrow, Elizabeth Houldsworth – International Human Resource Management, Kogan Page Publishers

COURSE OUTCOMES

Upon completion of the course, students will be able to

2. Eirene Rout, Nelson Omika, Corporate Conflict Management - concepts & skills, PHI, 2007
3. Michael Spangle, Negotiation- Communication for diverse settings-, Sage Publication, 2008
4. B.D. Singh, Managing conflict and negotiation, 1st edition, Excel books, 2008.
5. Barbara A Budjac Corvette Conflict Management: Practical guide to develop negotiation strategies, , Pearson Prentice Hall, 2006, ISBN: 8174466428, 9788174466426
6. M. Afzalur Rahim, Managing Conflict in Organizations, Transaction Publishers, 2011.
7. David Oliver How to negotiate effectively, The Sunday Times, Kogan Page, 2010
8. Subbulakshmi, Conflict Resolution Techniques, ICFAI University press, 2005
9. Andrew.J Dubrin Negotiation And Conflict Resolutions In Organisation, Academic Media Solutions, 2020

COURSE OUTCOMES

Upon completion of the course, students gets to learn about

CO1 The fundamentals of Negotiation, Types, process and techniques

CO2 Strategies and tactics in Negotiation

CO3 The basics of Conflict management, models, approaches and process

CO4 Managing interpersonal, group and organizational conflict

CO5 Conflict resolution models and cost of workplace conflict

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	1	-	3	2	-	1	-	2	-	-	-	-	2	1	-
CO2	1	-	2	2	-	-	-	2	-	-	-	2	2	1	2
CO3	1	-	2	2	-	2	-	2	-	-	-	-	2	1	-
CO4	1	-	2	2	3	2	-	2	-	-	-	-	2	1	-
CO5	3	-	2	2	-	2	-	2	-	-	-	-	2	1	-

MI1H004	ORGANIZATIONAL DESIGN, CHANGE AND DEVELOPMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES

- To help the students to gain knowledge about the concepts of change management and to acquire the skills required to manage any change effectively
- To understand the concept and techniques of OD and to enable the skills for the application of OD in organizations.

UNIT I ORGANIZATIONAL DESIGN 9

Organizational Design – Components – Basic Challenges of design – Differentiation, Integration, Centralization, Decentralization, Standardization, Mutual adjustment -Mechanistic and Organic Structures- Importance of Design – Success and Failures in design. **CO1**

UNIT II ORGANIZATIONAL CHANGE 9

Meaning, Nature, Forces for change- change agents- Change process-Types and forms of change- Models of change- Resistance to change – individual factors – organizational factors – techniques to overcome change. **CO2**

UNIT III ORGANIZATIONAL DEVELOPMENT 9

Introduction- Process of OD- managing the phases of OD- Organizational diagnosis-Process-stages- Techniques-Questionnaire, interview, workshop, task-force- collecting, analysing- feedback of diagnostic information. **CO3**

UNIT IV OD INTERVENTION **9**

Human process interventions-Individual, group and inter-group human relations- structure and technological interventions- strategy interventions – sensitivity training – survey feedback, process consultation – team building – inter-group development. **CO4**

UNIT V ORGANIZATIONAL EVOLUTION AND SUSTENANCE **9**

Organizational life cycle – Models of Organizational Decision making – Organizational Learning – Innovation, Intrapreneurship and Creativity. **CO5**

TOTAL : 45 PERIODS

REFERENCE BOOKS

1. French & Bell: Organisational Development, McGraw-Hill, 2005
2. Wendell L. French, Cecil H. Bell, Jr, Veena Vohra - Organization Development : Behavioural Science Interventions for Organizational Improvement, Sixth Edition 2017
3. Rajiv Shaw: Surviving Tomorrow: Turnaround Strategies in Organisational Design and Development, Vikas Publishing House.
4. Thomas G. Cummings, Christopher G. Worley: Organisation Development and Change, Thomson Learning.
5. S. Ramnarayan, T. Venkateswara Rao, Kuldeep Singh: Organization Development: Interventions And Strategies, Sage Publications
6. Wendell French, Cecil H.Bell, Veena, Jr Organization Development, behavioral science interventions for Organization Improvement, , Pearson, PHI
7. R.L. Nandeshwar, Bala Krishna Jayasimha Change & Knowledge Management-, Excel Books, 1st Ed.
8. K Harigopal, Management of Organizational Change– Response BOOKS, 2nd editon,2006
9. Gareth R. Jones, Organizational, Design, and Change-, Pearson Education, 7th edition, 2021.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 The fundamentals of organizational design and structure
- CO2 Change process, types, and models of change in organizations
- CO3 The fundamentals of organizational development
- CO4 Organizational development Interventions
- CO5 Organizational evolution and sustenance

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	2	-	1	2	1	-	-	1	-	-	-	-	1	1	-
CO2	2	-	2	2	1	-	-	2	-	-	-	-	1	1	-
CO3	2	-	3	2	-	-	-	2	-	-	-	-	1	1	-
CO4	2	-	2	2	-	-	-	2	-	-	-	-	1	1	-
CO5	2	-	2	2	-	-	-	2	-	-	-	-	1	1	-

MI1H005	REWARD AND COMPENSATION MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES

- To impart skills in designing analysing and restructuring reward management systems, policies and strategies.
- To understand the various dimensions of Compensation Management.

UNIT I INTRODUCTION	9
Compensation - Definition - objectives- principles of compensation formulation- Compensation Design and strategy- Wage Structure -types of wages- compensation trends and reward system in India.	CO1
UNIT II EMPLOYEE COMPENSATION AND LABOUR MARKET	9
Macroeconomics of Labour markets- Unemployment and its impact on labour market- Implications on employee compensation- valuation of employee compensation.	CO2
UNIT III MANAGING EMPLOYEE BENEFITS AND REWARDS	9
Nature and types of employee benefits- statutory employee benefits in India- Non-monetary benefits. Reward - Meaning, Elements, Types- Basic concepts of reward management - Approaches to reward system.	CO3
UNIT IV PERFORMANCE RELATED COMPENSATION	9
Performance management system (PMS)-performance objectives - indicators- standards and metric - competency based pay. Team Compensation – Gain Sharing Incentive Plan – Enterprise Incentive Plan – Profit Sharing Plan- ESOPs.	CO4
UNIT V EXECUTIVE AND SALES COMPENSATION PLAN	9
Executive Compensation – Components - Relationship between Fixed and variable pay-Executive Incentive Programmes. Sale Compensation plan- design and administration- sales incentives and motivations.	CO5

TOTAL : 45 PERIODS

REFERENCE BOOKS

1. B. D. Singh , Compensation and Reward Management, Excel Books, 2017.
2. Richard.I. Henderson: Compensation Management In A Knowledge Based World – Prentice Hall, 2007.
3. Richard Thrope& Gill Homen: Strategic Reward Systems- Prentice-Hall, 2000
4. Armstrong, Michael and Marlis, Reward Management: A Handbook of salary administration,, Kogan page business books, 2005
5. Michael Armstrong & Helen Murlis: Hand Book of Reward Management – Crust Publishing House.
6. Joseph.J. Martocchio: Strategic Compensation – A Human Resource Management Approach – Prentice-Hall, 2014
7. Edwarde .E.Lawler III, Rewarding Excellence (Pay Strategies for the New Economy) – Jossey-Bass, 2020

COURSE OUTCOMES

Upon completion of the course, students gets to learn about

- CO1 The basics of Compensation Management and Reward system, Theories and strategies
- CO2 Macro and micro economics of labour market and employee compensation
- CO3 Managing employee benefits and rewards
- CO4 Performance related compensation
- CO5 Executive and sales compensation plans, theories and design

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	1	-	3	2	-	1	-	2	-	-	-	-	2	1	-
CO2	1	-	2	2	2	2	-	2	-	-	-	1	2	1	1
CO3	1	-	2	2	-	2	-	2	-	-	-	-	2	1	-
CO4	1	-	2	2	-	2	-	2	-	-	-	-	2	1	-
CO5	1	-	2	2	-	2	-	2	-	-	-	-	2	1	-

MI1H006 STRATEGIC HUMAN RESOURCE MANAGEMENT L T P C
3 0 0 3

COURSE OBJECTIVES

- To help students understand the transformation in the role of HR functions from being a support function to strategic function.

UNIT I CONTEXT OF SHRM	9
SHRM - SHRM models - Strategic HRM vs Traditional HRM - Barriers to Strategic HR- Understanding and Measuring Human capital –Human side of corporate strategies - Strategic work redesign - Strategic Capability - Bench Marking.	CO1
UNIT II HUMAN RESOURCE DEVELOPMENT	9
Strategic framework for HRM and HRD– Importance – Challenges to Organisations – HRD Functions - Roles of HRD Professionals - HRD Needs Assessment - HRD practices –HRD Program Implementation and Evaluation – Recent trends –HRD Audit.	CO2
UNIT III E-HRM	9
e- Employee profile– e- selection and recruitment - e - training and development – e-learning strategies- e- Performance management - and Compensation design - Use of mobile applications in HR functions– Development and Implementation of HRIS.	CO3
UNIT IV CAREER & COMPETENCY DEVELOPMENT	9
Career Concepts – Roles – Career stages – Career planning and Process –Career Motivation and Enrichment –Managing Career plateaus– Competencies and Career Management – Competency Mapping Models – Equity and Competency based Compensation.	CO4
UNIT V EMPLOYEE COACHING & COUNSELING	9
Need for Coaching – Role of HR in coaching –Coaching Effectiveness– Need for Counselling – Role of HR in Counselling - Counselling Effectiveness – Employee Health and Welfare Programs.	CO5
TOTAL : 45 PERIODS	

REFERENCE BOOKS

1. Pulak Das. Strategic Human Resource Management- A Resource Driven Perspective- Cengage Learning 4th Indian Reprint- 2013.
2. Feza Tabassum Azmi, Strategic Human Resource Management Text and Cases, Cambridge University Press, 2019
3. Karen Beaven, Strategic Human Resource Management: An HR Professional's Toolkit, Kogan Page, 2019

4. Strategic HRM and Performance: A Conceptual Framework, Red Globe Press; 2019.
5. Randy L. Desimone, Jon M. Werner – David M. Mathis, Human Resource Development, Cengage Learning, 7th edition, 2016.
6. Jeffrey A Mello, Strategic Human Resource Management, Cengage Learning, 3rd edition, 2011.
7. Paul Boselie. Strategic Human Resource Management. Tata McGraw Hill. 2011
8. Michael Armstrong, Armstrong's Handbook of Strategic Human Resource Management, Kogan Page, 7th edition, 2020

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 Understand the SHRM models, Strategic HRM vs Traditional HRM and Barriers
 CO2 Know the HRD Functions, HRD Needs Assessment, HRD practices and Recent trends in HRD
 CO3 To design and develop E-HRM.
 CO4 To evaluate career roles, career motivation, competency mapping models and equity and competency based compensation
 CO5 To evaluate coaching, counselling and employee health & welfare programs.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
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CO3	2	-	2	3	-	-	-	2	-	-	-	-	2	2	-
CO4	2	-	2	3	-	-	-	2	-	-	-	-	2	2	-
CO5	2	-	2	3	-	-	-	2	-	-	2	-	2	2	-

OPERATIONS MANAGEMENT ELECTIVES

MI10001	LOGISTICS MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To learn the need and importance of logistics in product flow.

UNIT I INTRODUCTION	9
Definition and Scope of Logistics – Functions & Objectives – Customer Value Chain – Service Phases and attributes – Value added logistics services – Role of logistics in Competitive strategy – Customer Service.	CO1
UNIT II DISTRIBUTION CHANNELS AND OUTSOURCING LOGISTICS	9
Distribution channel structure - channel members, channel strategy, role of logistics and support in distribution channels. Logistics requirements of channel members; Logistics outsourcing – catalysts, benefits, value proposition, . 3PL, 4PL, 5PL, 6PL.	CO2
UNIT III TRANSPORTATION AND PACKAGING	9
Transportation System – Evolution, Infrastructure and Networks. Freight Management – Vehicle Routing – Containerization; Modal Characteristics - Inter-Modal Operators and Transport Economies; International Logistics -objectives, importance in global economy,	CO3

Characteristics of global supply chains, Incoterms. Selection of service provider; Packaging-Design considerations, Material and Cost. Packaging as Unitisation. Consumer and Industrial Packaging.

UNIT IV PERFORMANCE MEASUREMENT AND COSTS 9

Performance Measurement–Need, System, Levels and Dimensions. Internal and External Performance Measurement. Logistics Audit. Total Logistics Cost – Concept, Accounting Methods: Cost – Identification, Time Frame and Formatting. **CO4**

UNIT V CURRENT TRENDS 9

Logistics Information Systems – Need, Characteristics and Design. E-Logistics –Structure and Operation. Logistics Resource Management eLRM. Automatic Identification Technologies; Reverse Logistics – Scope, design and as a competitive tool. Global Logistics –Operational and Strategic Issues, ocean and air transportation. Strategic logistics planning; Green Logistics. **CO5**

TOTAL : 45 PERIODS

TEXT BOOKS

1. Bowersox Donald J, Logistics Management – The Integrated Supply Chain Process, Tata McGraw Hill, 2010
2. Ronald H. Ballou, Business Logistics and Supply Chain Management, Pearson Education, 5th Edition, 2007

REFERENCE BOOKS

1. Sople Vinod V, Logistics Management: The Supply Chain Imperative, Pearson Education, 3rd Edition, 2012.
2. Coy leetal, The Management of Business Logistics, Thomson Learning, 7th Edition, 2004.
3. Ailawadi C Sathish & Rakesh Singh, Logistics Management, PHI, 2005.
4. Bloomberg David Jetal., Logistics, Prentice Hall India, 2005.
5. Pierre David, International Logistics, Biztantra, 2003.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 To understand the basics of logistics, customer value chain and the importance of logistics in strategy formulation.
- CO2 To understand distribution channels, its structure and functions and how logistics function can be outsourced.
- CO3 To evaluate the influencing characteristics for efficient transportation and packaging.
- CO4 To analyse and evaluate the performance measurement and cost of logistics.
- CO5 To understand and evaluate the current trends in logistics management

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PS O2	PSO 3
CO1	2	-	3	-	-	-	-	-	-	-	-	-	2	3	1
CO2	1	-	3	-	-	-	-	-	-	-	-	-	2	3	2
CO3	3	-	2	-	-	-	-	-	-	-	-	-	2	2	1

CO4	2	-	3	-	-	-	-	-	-	-	-	-	2	3	2
CO5	2	-	3	-	-	-	-	-	-	-	-	-	3	3	1

MI10002 MATERIALS MANAGEMENT L T P C
3 0 0 3

COURSE OBJECTIVES

1. To understand why materials management should be considered for profit in operations.
2. To realize the importance of materials both in product and service.

UNIT I INTRODUCTION 9

Operating environment-aggregate planning-role, need, strategies, costs techniques, approaches -master scheduling - manufacturing planning and control system - manufacturing resource planning enterprise resource planning-making the production plan. **CO1**

UNIT II MATERIALS PLANNING 9

Materials requirements planning-bill of materials-resource requirement planning-manufacturing resource planning-capacity management-scheduling orders-production activity control-codification. **CO2**

UNIT III INVENTORY MANAGEMENT 9

Policy Decisions-objectives-control -Retail Discounting Model, News vendor Model; EOQ and EBQ models for uniform and variable demand with and without shortages -Quantity discount models. Probabilistic inventory models. **CO3**

UNIT IV PURCHASING MANAGEMENT 9

Establishing specifications-selecting suppliers - price determination-forward buying-mixed buying strategy-price forecasting-buying seasonal commodities-purchasing under uncertainty-demand management - price forecasting-purchasing under uncertainty-purchasing of capital equipment international purchasing. **CO4**

UNIT V WAREHOUSE MANAGEMENT 9

Warehousing functions – types - Stores management-stores systems and procedures-incoming materials control-stores accounting and stock verification - Obsolete, surplus and scrap-value analysis-material handling-transportation and traffic management -operational efficiency-productivity -cost effectiveness. **CO5**

TOTAL : 45 PERIODS

TEXT BOOKS

1. J.R.Tony Arnold, Stephen N. Chapman, Lloyd M. Clive, Materials Management, Pearson, 2012.
1. 2. P. Gopalakrishnan, Purchasing and Materials Management, Tata McGraw Hill, 2012

REFERENCE BOOKS

1. A.K.Chitale and R.C.Gupta, Materials Management, Text and Cases, PHI Learning, 2nd Edition, 2006
2. A.K.Datla, Materials Management, Procedure, Text and Cases, PHI Learning, 2nd Edition, 2006
2. 3. Ajay K Garg, Production and Operations Management, Tata McGraw Hill , 2012

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1** To Understand the planning horizons and activities of scheduling.
CO2 To understand materials planning with respect to the available capacity.
CO3 To understand and evaluate inventory models.
CO4 To understand and evaluate the planning for the purchasing function in an organization.
CO5 To understand and evaluate the warehouse requirement and analyze the efficiency.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
CO1	2	-	-	-	3	-	-	-	-	-	-	-	2	3	1
CO2	1	-	-	-	3	-	-	-	-	-	-	-	2	3	1
CO3	3	-	-	-	2	-	-	-	-	-	-	-	2	3	1
CO4	2	-	-	-	3	-	-	-	-	-	-	-	2	3	1
CO5	2	-	-	-	3	-	-	-	-	-	-	-	3	3	1

MI10003

PROJECT MANAGEMENT

L T P C
3 0 0 3

COURSE OBJECTIVES

- To learn the fundamental principles and practices of managing projects.
- To create and execute an integrated project plan

UNIT I INTRODUCTION TO PROJECT MANAGEMENT	9
Project Management – Definition –Goal - Lifecycles. Project Environments. Project Manager – Roles- Responsibilities and Selection - Project Teams.	CO1
UNIT II PLANNING, BUDGETING AND RISK MANAGEMENT	9
The Planning Process – Work Break down Structure. Cost Estimating and Budgeting - Process, Summaries, schedules and forecasts. Managing risks - concepts, identification, assessment and response planning.	CO2
UNIT III SCHEDULING & RESOURCE ALLOCATION	9
PERT & CPM Networks - Project durations and floats - Crashing – Resource loading and leveling. Simulation for resource allocation. Goldratt’s Critical Chain.	CO3
UNIT IV PROJECT ORGANIZATION & CONFLICT MANAGEMENT	9
Formal Organization Structure – Organization Design – Types of project organizations. Conflict – Origin & Consequences - Managing conflict – Team methods for resolving conflict.	CO4
UNIT V CONTROL AND COMPLETION	9
Project Control – Process, Monitoring, Internal and External control, Performance analysis, Performance Index Monitoring. Project Evaluation, Reporting and Termination. Project success and failure - Lessons.	CO5

TOTAL : 45 PERIODS

TEXT BOOKS

- John M. Nicholas, Project Management for Business and Technology - Principles and Practice, Second Edition, Pearson Education, 2006.

1. Clifford Gray and Erik Larson, Project Management, Tata McGraw Hill Edition, 2005.

REFERENCE BOOKS

1. Gido and Clements, Successful Project Management, Second Edition, Thomson Learning, 2003.
2. Samuel J.M., Jack R.M., Scott M.S., Margaret M.S., and Gopalan M.R., Project Management, First Indian edition, Wiley-India, 2006.
2. Harvey Maylor, Project Management, Third Edition, Pearson Education, 2006.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 Ability to understand and analyze process of project management and project teams effectively
- CO2 To plan for the effective use of resources and to estimate budgets for the implementation
- CO3 Understand and analyze the ways of completing projects on time and scheduling resources effectively
- CO4 To understand the organization structure & critically analyse conflicts and ways of resolving conflicts
- CO5 To understand reporting and control methods

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	-	3	-	1	-	-	-	-	-	-	-	2	3	1
CO2	3	-	2	-	2	-	-	-	-	-	-	-	2	3	2
CO3	3	-	3	-	3	-	-	-	-	-	-	-	2	3	1
CO4	3	-	3	-	3	-	-	-	-	-	-	-	2	3	1
CO5	3	-	2	-	2	-	-	-	-	-	-	-	2	3	1

MI10004	SERVICES OPERATIONS MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES

- To help understand how service performance can be improved by studying services operations management

UNIT I INTRODUCTION	9
Services – Importance, role in economy, service sector – nature, growth. Nature of services - distinctive characteristics, Service Package, Service classification, service - dominant logic, open-systems view. Service Strategy –Strategic service vision, competitive environment, generic strategies, winning customers; Role of information technology; stages in service firm competitiveness.	CO1
UNIT II SERVICE DESIGN	9
New Service Development – Design elements – Service Blue-printing - process structure – generic approaches. Service Encounter – triad, creating service orientation, service profit	CO2

chain; Front-office Back-office Interface– service decoupling. Technology in services – self-service, automation, ecommerce, e-business, technology innovations.

UNIT III SERVICE QUALITY	9
Service Quality- Dimensions, Service Quality Gap Model; Measuring Service Quality – SERVQUAL, Walk-through Audit, Quality service by design, Service Recovery, Service Guarantees. Process Improvement –productivity improvement - DEA, quality tools, benchmarking, Quality improvement programs.	CO3
UNIT IV SERVICE FACILITY	9
Supporting facility – Services capes, Facility design – nature, objectives, process analysis, Service facility layout. Service Facility Location – considerations, facility location techniques – metropolitan metric, Euclidean, centre of gravity, retail outlet location, location set covering problem. Vehicle routing and Scheduling.	CO4
UNIT V MANAGING CAPACITY AND DEMAND	9
Managing Demand – strategies; Managing capacity – basic strategies, supply management tactics, operations planning and control; Yield management; Inventory Management in Services – Retail Discounting Model, Newsvendor Model; Managing Waiting Lines – Queuing systems, psychology of waiting; Managing for growth- expansion strategies, franchising , globalization.	CO5

TOTAL :45 PERIODS

TEXT BOOKS

3. James A. Fitzsimmons, Mona J, Fitzsimmons, Sanjeev Bordoloi, Service Management – Operations, Strategy, Information Technology, McGraw-Hill Education – 8th Edition 2018.

REFERENCE BOOKS

4. Richard D. Metters, Successful Service Operations Management, Cengage Learning, 2nd Edition, 2012.
5. CengizHaksever, Barry Render, Service Management, Pearson Education, 2013.
6. Robert Johnston, Graham Clark, Service Operations Management, Pearson Education, 2ndEdition, 2005.
7. Bill Hollins and Sadie Shinkins, Managing Service Operations, Sage, 2006

COURSE OUTCOMES

Upon completion of the course, students will be able to

CO1	To familiarize the concept of Services and its role in economy. To understand the service strategies, Service vision, Generic strategy and its competitive environment. To understand the role of Information Technology in Service firm competitiveness.
CO2	To understand the concept of new service development. To explain the retail design strategies and value to customer. To analyse the network configuration and key dimensions in service. To Study the concept of vehicle routing.
CO3	To explain the different dimension of service quality and service quality gap. To understand the concept of SERVQUAL and Walk- through. To familiarize the concept of quality service by design and service encounter.
CO4	To Understand the concept of Servicescape framework and its environmental dimensions. . To explain the process analysis and its steps. To familiarize the concept of Service facility Location and its techniques.
CO5	To explain the concept of strategies of managing demand and capacity. To analyze the concept of yield management. To understand the role of inventory management in services. To study the concept of Queuing system.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	-	1	-	3	-	-	-	-	-	-	-	3	1	3
CO2	1	-	1	-	2	-	-	-	-	-	-	-	3	1	1
CO3	1	-	1	-	2	-	-	-	-	-	-	-	2	1	1
CO4	2	-	1	-	3	-	-	-	-	-	-	-	2	2	2
CO5	1	-	2	-	3	-	-	-	-	-	-	-	2	2	3

MI10005	SUPPLY CHAIN ANALYTICS	L	T	P	C	
		3	0	0	3	
COURSE OBJECTIVES						
<ul style="list-style-type: none"> To understand the subject in depth by emphasizing on the advanced quantitative models and methods in logistics and supply chain management and its practical aspects and the latest developments in the field. 						
UNIT I	INTRODUCTION					9
Introduction to analytics – Importance of supply chain analytics – descriptive, predictive and prescriptive analytics, Data Driven Supply Chains – Basics, transforming supply chains, Barriers to implementation, Road Map.					CO1	
UNIT II	FOUNDATION OF BUSINESS ANALYTICS					9
Mathematical Programming Models - P-Median Methods - Guided LP Approach - Balmer – Wolfe Method, Greedy Drop Heuristics, Dynamic Location Models, Space Determination and Layout Methods					CO2	
UNIT III	INVENTORY MANAGEMENT					9
Inventory aggregation Models, Dynamic Lot sizing Methods, Multi-Echelon Inventory models, Aggregate Inventory system and LIMIT, Risk Analysis in Supply Chain - Measuring transit risks, supply risks, delivering risks, Risk pooling strategies.					CO3	
UNIT IV	TRANSPORTATION AND NETWORK MODELS					10
Notion of Graphs, Minimal Spanning Tree, Shortest Path Algorithms, Maximal Flow Problems, Multistage Transshipment and Transportation Problems, Set covering and Set Partitioning Problems, Traveling Salesman Algorithms, Advanced Vehicle Routing Problem Heuristics, Scheduling Algorithms-Deficit function Approach and Linking Algorithms.					CO4	
UNIT V	MCDM MODELS					8
Analytic Hierarchy Process(AHP), Data Envelopment Analysis (DEA), Fuzzy Logic and Techniques, the analytical network process (ANP), TOPSIS-Application in SCM.					CO5	
TOTAL : 45 PERIODS						
TEXT BOOKS						
<ol style="list-style-type: none"> Nada R. Sanders, Big data driven supply chain management: A framework for implementing analytics and turning information into intelligence, Pearson Education, 2014. Michael Watson, Sara Lewis, Peter Cacioppi, Jay Jayaraman, Supply Chain Network Design: Applying Optimization and Analytics to the Global Supply Chain, Pearson Education, 2013. 						
REFERENCE BOOKS						

1. Anna Nagurney, Min Yu, Amir H. Masoumi, Ladimer S. Nagurney, Networks against Time: Supply Chain Analytics for Perishable Products, Springer, 2013.
2. Muthu Mathirajan, Chandrasekharan Rajendran, Sowmya Narayanan Sadagopan, Arunachalam Ravindran, Parasuram Balasubramanian, Analytics in Operations/Supply Chain Management, I.K. International Publishing House Pvt. Ltd., 2016.

COURSE OUTCOMES

Upon completion of the course, students will be able to

CO1	Understand the basics of analytics and its application in supply chain management
CO2	Understand the different business analytical models
CO3	Understand the management of inventory
CO4	Understand the analytical models for transportation and distribution network
CO5	Understand the different Multi-Criteria Decision Making Models

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	-	3	-	2	-	-	-	-	-	-	-	-	1	3	1
CO2	-	3	-	3	-	-	-	-	-	-	-	-	2	3	1
CO3	-	3	-	2	-	-	-	-	-	-	-	-	3	3	1
CO4	-	1	-	3	-	-	-	-	-	-	-	-	1	2	1
CO5	-	3	-	2	-	-	-	-	-	-	-	-	2	2	1

MI10006	SUPPLY CHAIN MANAGEMENT	L	T	P	C	
		3	0	0	3	
COURSE OBJECTIVE:						
<ul style="list-style-type: none"> To help understand the importance of and major decisions in supply chain management for gaining competitive advantage. 						
UNIT I	INTRODUCTION					9
Supply Chain – Fundamentals, Evolution, Supply chain processes and decisions, Enablers & Drivers of Supply Chain Performance; Supply chain strategy; Supply Chain Performance Measures.					CO1	
UNIT II	STRATEGIC SOURCING					9
Outsourcing – Make or buy decisions – Strategic Outsourcing – Vendor assessment tools – Supplier selection - Supply chain Contract and Negotiations. Creating a world class supply base- Supplier Development - World Wide Sourcing.					CO2	
UNIT III	DISTRIBUTION NETWORK DESIGN					9
Distribution Network Design – Role in supply chain, influencing factors, e-business and distribution network, Distribution Strategies, Models for facility location and capacity allocation; Models for network optimization, Impact of uncertainty on network design.					CO3	
UNIT IV	INVENTORY AND WAREHOUSING					9
Managing supply chain cycle inventory and safety inventory, Bullwhip Effect, Managing inventory for short life-cycle products, Warehouse operations and management, Vendor Managed Inventory.					CO4	
UNIT V	SUPPLY CHAIN INNOVATIONS					9

IT in Supply Chain; Agile Supply Chains, Green Supply Chain, Reverse Supply chain; Supply chain technology trends – AI, Predictive analytics and SC Intelligence, Internet of Things, Block chain.	CO5
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TOTAL : 45 PERIODS

TEXT BOOKS

1. Sunil Chopra, Peter Meindl and Dharam Vir Kalra, Supply Chain Management-Strategy Planning and Operation, Pearson Education, Sixth Edition, 2016.
2. Ballou Ronald H, Business Logistics and Supply Chain Management, Pearson Education, 5th Edition, 2007.

REFERENCE BOOKS

1. Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 2009
2. David Simchi-Levi, Philip Kaminsky, Edith Simchi-Levi, Designing and Managing the SupplyChain: Concepts, Strategies, and Cases, Tata McGraw-Hill, 2005.
3. Pierre David, International Logistics, Biztantra, 2011.

COURSE OUTCOMES

Upon completion of the course, students will be able to

CO1	Understand the fundamentals of supply chain
CO2	Understand the importance of outsourcing
CO3	Ability to design supply chain networks to enhance supply chain performance
CO4	Understand inventory and warehousing for supply chain
CO5	Awareness of innovations for sustainable supply chains

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	2	-	-	-	-	2	-	-	-	-	-	-	3	1	1
CO2	3	-	-	-	-	2	-	-	-	-	-	-	2	1	1
CO3	3	-	-	-	-	3	-	-	-	-	-	-	3	1	1
CO4	3	-	-	-	-	3	-	-	-	-	-	-	3	1	1
CO5	3	-	-	-	-	2	-	-	-	-	-	-	3	3	1

BUSINESS ANALYTICS ELECTIVES

MI1B001

CLOUD COMPUTING

L T P C

3 0 0 3

COURSE OBJECTIVES

- To know how to derive meaning form huge volume of data and information
- To understand how knowledge discovering process is used in business decision making.

UNIT I INTRODUCTION

9

History of Centralized and Distributed Computing - Overview of Distributed Computing, Cluster computing, Grid computing. Technologies for Network based systems- System models for Distributed and cloud computing- Software environments for distributed systems and clouds.

CO1

UNIT II INTRODUCTION TO CLOUD COMPUTING	9
Introduction to Cloud Computing- Cloud issues and challenges - Properties - Characteristics - Service models, Deployment models. Cloud resources: Network and API - Virtual and Physical computational resources - Data-storage. Virtualization concepts - Types of Virtualization- Introduction to Various Hypervisors - High Availability (HA)/Disaster Recovery (DR) using Virtualization, Moving VMs .	CO2
UNIT III CLOUD COMPUTING APPLICATIONS	9
Cloud Programming and Software Environments – Parallel and Distributed Programming paradigms – Overview on Amazon AWS and Microsoft Azure – Overview on Google App Engine – Emerging Cloud software Environment.	CO3
UNIT IV CLOUD SECURITY	9
Cloud Access: authentication, authorization and accounting - Cloud Provenance and meta-data - Cloud Reliability and fault-tolerance - Cloud Security, privacy, policy and compliance- Cloud federation, interoperability and standards.	CO4
UNIT V GOVERNANCE AND THE FUTURE OF CLOUD	9
Organizational Readiness and Change Management in the Cloud Age, Legal Issues in Cloud Computing, Achieving Production Readiness for Cloud Services, How Cloud Will Change Operating Systems, Future of Cloud TV & Cloud-Based Smart Devices, Cloud and Mobile, Home-Based Cloud Computing.	CO5

TOTAL : 45 PERIODS

REFERENCE BOOKS

1. Kai Hwang, Geoffrey C. Fox and Jack J. Dongarra, Distributed and cloud computing from Parallel Processing to the Internet of Things, Morgan Kaufmann, Elsevier, 2012
2. RajkumarBuyya, James Broberg and Andrzej Goscinski, Cloud Computing – Principles and Paradigms, John Wiley & Sons, 2011
3. Kris Jamsa, Cloud Computing, Jones & Bartlett Learning, 2013
4. Kumar Saurabh, Cloud Computing – Insights into new era infrastructure, Wiley India, 2nd Edition, 2012
5. Barrie Sosinsky, “ Cloud Computing Bible” John Wiley & Sons, 2011
6. Tim Mather, Subra Kumaraswamy, and Shahed Latif, Cloud Security and Privacy An Enterprise Perspective on Risks and Compliance, O'Reilly 2009

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 Students will get to know the history of cloud computing.
- CO2 Identify the architecture and infrastructure of cloud computing, including SaaS, PaaS, IaaS, public cloud, private cloud, hybrid cloud, etc.
- CO3 Provide the appropriate cloud computing solutions and recommendations according to the applications used.
- CO4 Understand the core issues of cloud computing such as security, privacy.
- CO5 Students will get the idea about the future of cloud computing.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)	PROGRAMME SPECIFIC OUTCOMES (PSOs)

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	2	-	3	-	3	-	-	1	-	-	-	2	1	2
CO2	1	2	-	2	-	2	-	-	2	-	-	-	1	2	1
CO3	3	1	-	3	-	2	-	-	3	-	-	-	2	1	2
CO4	2	3	-	2	-	1	-	-	2	-	-	-	2	1	3
CO5	1	2	-	1	-	2	-	-	1	-	-	-	2	1	2

MI1B002 DATA MINING FOR BUSINESS INTELLIGENCE L T P C
3 0 0 3

COURSE OBJECTIVES

- To know how to derive meaning form huge volume of data and information
- To understand how knowledge discovering process is used in business decision making.

UNIT I INTRODUCTION	9
Data mining, Text mining, Web mining, Spatial mining, Process mining, Data ware house and datamarts.	CO1
UNIT II DATA MINING PROCESS	9
Data mining process – KDD, CRISP-DM, SEMMA and Domain-Specific, Classification and Prediction performance measures -RSME, MAD, MAP, MAPE, Confusion matrix, Receiver Operating Characteristic curve & AUC; Validation Techniques - hold-out, k-fold cross-validation, LOOCV, random subsampling, and bootstrapping.	CO2
UNIT III PREDICTION TECHNIQUES	9
Data visualization, Time series – ARIMA, Winter Holts, Vector Autoregressive analysis, Multivariate regression analysis.	CO3
UNIT IV CLASSIFICATION AND CLUSTERING TECHNIQUES	9
Classification- Decision trees, k nearest neighbour, Logistic regression, Discriminant analysis; Clustering; Market basket analysis;	CO4
UNIT V MACHINE LEARNING AND AI	9
Genetic algorithms, Neural network, Fuzzy logic, Support Vector Machine, Optimization techniques – Ant Colony, Particle Swarm, DEA.	CO5

TOTAL : 45 PERIODS

REFERENCE BOOKS

1. Jaiwei Ham and Micheline Kamber, Data Mining concepts and techniques, Kauffmann Publishers 2006
2. Efraim Turban, Ramesh Sharda, Jay E. Aronson and David King, Business Intelligence, Prentice Hall, 2008.
3. W.H.Inmon, Building the Data Warehouse, fourth edition Wiley India pvt. Ltd. 2005.
4. Ralph Kimball and Richard Merz, The data warehouse toolkit, John Wiley, 3rd edition,2013.
5. Michel Berry and Gordon Linoff, Mastering Data mining, John Wiley and Sons Inc, 2nd Edition, 2011
6. Michel Berry and Gordon Linoff, Data mining techniques for Marketing, Sales and Customer support, John Wiley, 2011
7. G. K. Gupta, Introduction to Data mining with Case Studies, Prentice hall of India, 2011
8. Giudici, Applied Data mining – Statistical Methods for Business and Industry, John Wiley. 2009
9. Elizabeth Vitt, Michael LuckevichStaciaMisner, Business Intelligence, Microsoft, 2011

10. Michalewicz Z., Schmidt M. Michalewicz M and Chiriach C, Adaptive Business Intelligence, Springer – Verlag, 2007
11. GalitShmueli, Nitin R. Patel and Peter C. Bruce, Data Mining for Business Intelligence – Concepts, Techniques and Applications Wiley, India, 2010. 4. Enterprise Resource Planning - Murthy CSV, Himalaya Publishing House Pvt. Ltd., 2012.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 Learn to apply various data mining techniques into various areas of different domains.
- CO2 Be able to interact competently on the topic of data mining for business intelligence.
- CO3 Know the basics of data mining processes, algorithms, & systems well enough to interact with CTOs, expert data miners, consultants, etc.
- CO4 Apply various prediction techniques.
- CO5 Learn about supervised and unsupervised learning techniques.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	-	3	2	1	-	1	-	1	-	-	-	-	2	2	2
CO2	-	1	1	2	-	2	-	3	-	-	-	-	3	1	1
CO3	-	2	3	3	-	3	-	2	-	-	-	-	2	2	3
CO4	-	1	2	2	-	2	-	3	-	-	-	-	2	1	1
CO5	-	1	1	1	-	1	-	2	-	-	-	-	3	1	1

MI1B003 DEEP LEARNING AND ARTIFICIAL INTELLIGENCE **L T P C**
3 0 0 3

COURSE OBJECTIVES

- To expose various algorithms related to Deep Learning and Artificial Intelligence.
- To prepare students to apply suitable algorithm for the specified applications.

UNIT I DEEP NETWORKS	9
Deep Networks: Modern Practices: Deep Forward Networks: Example: Learning XOR - Gradient-Based Learning - Hidden Units - Architecture Design - Regularization for Deep Learning.	CO1
UNIT II MODELS	9
Optimization for Training Deep Models: How Learning Differs from Pure Optimization - Challenges in Neural Network Optimization - Basic Algorithms - Parameter Initialization Strategies - Algorithms with Adaptive Learning Rates - Approximate Second-Order Methods - Optimization Strategies and Meta Algorithms.	CO2
UNIT III INTELLIGENT SYSTEMS	9

Introduction to Artificial Intelligence: Intelligent Systems - Foundations of AI - Applications - Tic-Tac-Toe Game Playing - Problem Solving: State-Space Search and Control Strategies: Introduction - General Problem Solving - Exhaustive Searches - Heuristic Search Techniques. **CO3**

UNIT IV KNOWLEDGE REPRESENTATION 9

Advanced Problem-Solving Paradigm: Planning: Introduction - Types of Planning Systems - Knowledge Representation: Introduction - Approaches to Knowledge Representation - Knowledge Representation using Semantic Network - Knowledge Representation using Frames. **CO4**

UNIT V APPLICATIONS 9

Expert Systems and Applications: Blackboard Systems - Truth Maintenance Systems - Applications of Expert Systems - Machine-Learning Paradigms: Machine-Learning Systems - Supervised and Unsupervised Learnings. **CO5**

TOTAL : 45 PERIODS

REFERENCE BOOKS

1. Jared P.L., R for Everyone - Advanced Analytics and Graphics, Addison Wesley Data and Analytics series, 2015.
2. SandipRakshit, R Programming for Beginners, McGraw Hill Education, 2017

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 Learn the modern practices on deep forward networks, Architecture designs and regularization for deep learning.
- CO2 Build models to optimize and solve challenges in Neural network optimization, Approximate Second order models and meta algorithms.
- CO3 Learn about the foundations of the AI applications, Tic-tac-toe Game playing, Problem solving: state-space search, Exhaustive searches and heuristic search techniques.
- CO4 Learn about advanced problem solving paradigm, types of planning systems, knowledge representation using semantic network and frames.
- CO5 Learn about expert systems and applications like Blackboard systems, machine learning paradigms, supervised and unsupervised learnings.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	3	1	-	3	-	3	-	3	-	-	-	-	3	3	1
CO2	2	3	-	2	-	3	-	1	-	-	-	-	-	2	-
CO3	1	2	-	1	-	2	-	1	-	-	-	-	3	-	2
CO4	3	1	-	3	-	2	-	2	-	-	-	-	2	2	-
CO5	2	3	-	2	-	1	-	3	-	-	-	-	-	3	3

COURSE OBJECTIVES

- To understand the practices and technology to start an online business.

UNIT I INTRODUCTION TO E-BUSINESS

9

E-business, e-business vs e-commerce, Economic forces – advantages – myths – e-business models, design, develop and manage e-business, Web 2.0 and Social Networking, Mobile Commerce, S-commerce

CO1

UNIT II BUSINESS APPLICATIONS

9

Internet and World Wide Web, internet protocols - FTP, intranet and extranet, information publishing technology- basics of web server hardware and software.

CO2

UNIT III BUSINESS APPLICATIONS

9

Consumer oriented e-business – e-tailing and models - Marketing on web – advertising, e-mail marketing, affiliated programs - e-CRM; online services, Business oriented e-business, e-governance, EDI on the internet, Delivery management system, Web Auctions, Virtual communities and Web portals – social media marketing

CO3

UNIT IV e-BUSINESS PAYMENTS AND SECURITY

9

E-payments - Characteristics of payment of systems, protocols, e-cash, e-cheque and Micro payment systems- internet security – cryptography – security protocols – network security.

CO4

UNIT V LEGAL AND PRIVACY ISSUES

9

Legal, Ethics and privacy issues – Protection needs and methodology – consumer protection, cyber laws, contracts and warranties, Taxation and encryption policies.

CO5

TOTAL : 45 PERIODS**TEXT BOOKS**

- Harvey M.Deitel, Paul J.Deitel, Kate Steinbuhler, e-business and e-commerce for managers, Pearson, 2011.
- Efraim Turban, Jae K. Lee, David King, Ting Peng Liang, Deborrah Turban, Electronic Commerce –A managerial perspective, Pearson Education Asia, 2010.

REFERENCE BOOKS

- Parag Kulkarni, Sunita Jahirabadkao, Pradeep Chande, e business, Oxford University Press, 2012.
- Bharat Bhasker, Electronic Commerce – Frame work technologies and Applications, 3rd Edition. Tata McGrawHill Publications, 2009
- Kamlesh K.Bajaj and Debjani Nag, Ecommerce- the cutting edge of Business, Tata McGrawHill Publications, 7th reprint, 2009.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 To understand basic concepts of e-Business
 CO2 To understand the tools and applications of e-Business with the tools and techniques
 CO3 To understand the business process used in e-Business
 CO4 To understand the different payment systems used in e-Business
 CO5 To understand the legal formalities attached with the e-Business

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	2	-	-	3	3	-	-	2	-	-	-	-	1	2	2
CO2	-	-	-	2	1	-	-	1	-	-	-	-	1	2	1
CO3	2	-	-	3	2	-	-	3	-	-	-	-	2	1	1
CO4	3	-	-	1	3	-	-	3	3	-	-	-	3	3	2
CO5	3	-	-	2	3	-	-	3	3	-	-	-	3	3	2

MI1B005

R PROGRAMMING

L T P C

3 0 0 3

COURSE OBJECTIVES

- To study the fundamentals of R programming to apply in quantitative analysis.

UNIT I GETTING STARTED WITH R 9

Installing R - The R environment - R packages - Basics of R - Data Structures - Reading data into R - Graphics in R **CO1**

UNIT II FUNCTIONS AND STATEMENTS 9

Writing R functions - Control Statements (if and else, switch, ifelse, compound tests) - Loops in R (for, while, controlling loops) - Applications using the functions and loops. **CO2**

UNIT III DATA MANIPULATION AND ANALYSIS 9

Group manipulation - Data Reshaping - Manipulating Strings - Basic Statistics using R (Summaries, Correlation, t-tests, ANOVA) **CO3**

UNIT IV LINEAR MODELS USING R 9

Linear Models - Simple and Multiple regression, GLM - Logit Regression, Model diagnostics - Residuals, Cross validation, Boot strapping. **CO4**

UNIT V NON-LINEAR MODELS, TIME SERIES AND CLUSTERING USING R 9

Nonlinear Models - Non-Linear least square, Splines, Generalized Additive Models, Decision trees, Random forests. Time Series - Autoregressive moving average, VAR, GARCH. **CO5**

Clustering - K means, PAM and Hierarchical Clustering.

TOTAL : 45 PERIODS

REFERENCE BOOKS

- Jared P.L., R for Everyone - Advanced Analytics and Graphics, Addison Wesley Data and Analytics series, 2015.
- Sandip Rakshit, R Programming for Beginners, McGraw Hill Education, 2017

COURSE OUTCOMES

Upon completion of the course, students will be able to

CO1 Explore R language fundamentals, including basic syntax, variables, and types.

CO2 How to create functions and use control flow.

CO3 Work with data in R.

CO4 Understand the liner models using R.

CO5 The student will learn to use R programming to solve decision models.

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	2	-	-	3	-	3	-	2	-	-	-	-	1	-	2
CO2	-	-	-	2	-	1	-	1	2	-	-	-	1	-	1
CO3	2	-	-	3	-	2	-	3	-	-	-	-	2	1	-
CO4	3	-	-	1	-	3	-	3	3	-	-	-	3	3	2
CO5	3	-	-	2	-	3	-	3	3	-	-	-	3	3	2

MI1B006	SOCIAL MEDIA AND WEB ANALYTICS	L	T	P	C
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COURSE OBJECTIVES

- To understand the practices and technology involved in web marketing in real time business environment.

UNIT I INTRODUCTION TO WEB AND SOCIAL MEDIA **9**

Introduction - Web and social media - Website, Web apps - Social Media, Usability - User friendliness - Customer Experience - Web marketing, Competitive analysis - Web analytics framework - Analytics and outcomes, Competitive analysis.

CO1**UNIT II BUSINESS ENVIRONMENT** **9**

Data - Types of Data, primary data, secondary, Big Data - Data Analysis - tools used for analysis - descriptive statistics, comparing means, correlations, nonparametric tests

CO2**UNIT III MEASURING USER EXPERIENCE** **9**

Usability metrics - performance metrics, issues-based metrics, self-reported metrics - Planning and performing a usability study - study goals, user goals, metrics and evaluation methods, participants, data collection, data analysis, comparing alternative designs, comparing with competition, completing a task or transaction

CO3**UNIT IV WEB ANALYSIS AND METRICS** **9**

PULSE metrics on business and technical issues - Page views, Uptime, Latency, Seven-day active users HEART metrics - Happiness, Engagement, Adoption, Retention, and Task success on user behavior issues - On-site web analytics, off-site web analytics, the goal-signal-metric process

CO4**UNIT V SOCIAL MEDIA ANALYTICS** **9**

Social media analytics - Reasons for the growth - Social media KPIs - reach and engagement, Performing social media analytics - Business goal, KPIs, data gathering, analysis, measure and feedback

CO5**TOTAL :45 PERIODS****TEXT BOOKS**

1. Avinash Kaushik, Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity, John Wiley & Sons
2. Tom Tullis, Bill Albert, Measuring the User Experience: Collecting, Analyzing, and Presenting Usability Metrics, Morgan Kaufmann
- 3.

REFERENCE BOOKS

1. Jim Sterne, Social Media Metrics: How to Measure and Optimize Your Marketing Investment, John Wiley & Sons.
2. Brian Clifton, Advanced Web Metrics with Google Analytics, John Wiley & Sons; 3rd Edition edition
- 3.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 To understand the introduction and its impact in business process
- CO2 To understand the tools and applications of data analysis
- CO3 To understand the impact of data analysis and measuring in business process
- CO4 To understand the different analysis metrics used to measure business process
- CO5 To understand the various KPI to analyze the use and to achieve business goals

MAPPING OF COs WITH POs AND PSOs

COs	PROGRAMME OUTCOMES (POs)												PROGRAMME SPECIFIC OUTCOMES (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO1 2	PSO 1	PSO 2	PSO 3
CO1	2	-	-	3	-	3	-	2	-	-	-	-	2	2	2
CO2	3	-	-	2	-	2	-	2	-	-	-	-	2	1	1
CO3	2	-	-	3	-	2	-	3	-	-	-	-	2	2	1
CO4	3	-	-	2	-	3	-	3	-	-	-	-	3	3	2
CO5	3	-	-	2	-	3	-	3	-	-	-	-	3	3	2
