



Sri

SAI RAM
ENGINEERING COLLEGE

An Autonomous Institution

West Tambaram, Chennai - 44

www.sairam.edu.in

*Approved by AICTE, New Delhi
Affiliated to Anna University*



DEPARTMENT OF MANAGEMENT STUDIES

**REGULATIONS
2020**

Academic Year 2020-21 onwards

AUTONOMOUS

**PG CURRICULUM AND
SYLLABUS
I - IV
SEMESTERS**

SRI SAIRAM ENGINEERING COLLEGE



VISION

To emerge as a "Centre of excellence " offering Technical Education and Research opportunities of very high standards to students, develop the total personality of the individual and instil high levels of discipline and strive to set global standards, making our students technologically superior and ethically stronger, who in turn shall contribute to the advancement of society and humankind.



MISSION

We dedicate and commit ourselves to achieve, sustain and foster unmatched excellence in Technical Education. To this end, we will pursue continuous development of infra-structure and enhance state-of-the-art equipment to provide our students a technologically up-to date and intellectually inspiring environment of learning, research, creativity, innovation and professional activity and inculcate in them ethical and moral values.



QUALITY POLICY

We at Sri Sai Ram Engineering College are committed to build a better Nation through Quality Education with team spirit. Our students are enabled to excel in all values of Life and become Good Citizens. We continually improve the System, Infrastructure and Service to satisfy the Students, Parents, Industry and Society.

DEPARTMENT OF MANAGEMENT STUDIES



VISION

To be a World Class Management Institution by providing an inspiring environment of learning, research, creativity, innovation and professional activity.



MISSION

- To build best professional managers for the society and industry
- To enhance managerial skills to excel in their professional life.
- To provide industry specific knowledge to the students to face the competition and adapting to the changing environment.

AUTONOMOUS CURRICULA AND SYLLABI

Regulations 2020

SEMESTER I

S. NO	COURSE CODE	COURSE TITLE		WEEK HOURS			CREDITS
				L	T	P	
THEORY							
1	20MBT101	Accounting for Decision Making	BC	4	0	0	4
2	20MBT102	Economic Analysis for Managers	BC	4	0	0	4
3	20MBT103	Organizational Behaviour	BC	3	0	0	3
4	20MBT104	Business Statistics & Analytics For Decision Making	BC	3	0	0	3
5	20MBT105	Legal & Business Environment	BC	3	0	0	3
6	20MBT106	Principles Of Management	BC	3	0	0	3
7	20MBT107	Entrepreneurship Management	BC	3	0	0	3
PRACTICAL							
8	20MBP108	Case Lab – I	SDC	0	0	2	2
9	20MBP109	Life & Managerial Skills	SDC	0	0	2	2
10	20MBP110	Immersion Project	SDC	0	0	2	2
TOTAL			29				

SEMESTER II

S. NO	COURSE CODE	COURSE TITLE		WEEK HOURS			CREDITS
				L	T	P	
THEORY							
1	20MBT201	Financial Management Decision and Application	PC	3	0	0	3
2	20MBT202	Human Resource Management	PC	3	0	0	3
3	20MBT203	Marketing Management	PC	4	0	0	4
4	20MBT204	Managing Operations	PC	3	0	0	3
5	20MBT205	Business Optimization Techniques	PC	3	0	0	3
6	20MBT206	Business Research Methods	PC	3	0	0	3
7	20MBT207	Information Systems & Business Analytics	PC	3	0	0	3
PRACTICAL							
8	20MBP208	Data Analysis Lab	BC	0	0	4	3
9	20MBP209	Summer Internship (4 weeks)	SI	0	0	2	2
10	20MBP210	Professional Skill Development	SDC	0	0	2	2
11	20MBP211	Case Lab – II	SDC	0	0	2	2
GENERAL INTEREST COURSE							
12	20MBG212	Specific Interest Course (Mandatory) ● Certification Courses (MOOC) ● Indian or Foreign Language courses	SDC	Completed/ Not Completed			
TOTAL				31			

SEMESTER III

S. NO	COURSE CODE	COURSE TITLE		WEEK HOURS			CREDITS
				L	T	P	
THEORY							
1	20MBT301	International Business Management	PC	3	0	0	3
2	20MBT302	Strategic Management	PC	3	0	0	3
3	E1	Elective 1	PE	3	0	0	3
4	E2	Elective 2	PE	3	0	0	3
5	E3	Elective 3	PE	3	0	0	3
6	E4	Elective 4	PE	3	0	0	3
7	E5	Elective 5	PE	3	0	0	3
8	E6	Elective 6	PE	3	0	0	3
PRACTICAL							
9	20MBP301	Case Lab – III	SDC	0	0	2	2
10	20MBP301	Career Enrichment Techniques	VAC	0	0	2	2
12	20MBP303	Developing Consulting/ Developing Business Model	SDC	Completed / Not Completed			
TOTAL				28			

SEMESTER IV

S. NO	COURSE CODE	COURSE TITLE		WEEK HOURS			CREDITS
				L	T	P	
THEORY							
1	20MBP401	Major Project	FP	0	0	24	12
CAREER ENRICHMENT COURSE							
2	20MBG401	Elective based certification course	SDC	Completed / Not Completed			
3	20MBG402	Career Enrichment Program	SDC	Satisfactory / Unsatisfactory			
		TOTAL		12			

ELECTIVES

1. FINANCE STREAM

S. NO	COURSE CODE	COURSE TITLE	WEEK HOURS			CREDIT
			L	T	P	
1	20MBF301	Capital Market and Financial Services	3	0	0	3
2	20MBF302	Private Equity and Venture Capital	3	0	0	3
3	20MBF303	Investment Analysis and Portfolio Management	3	0	0	3
4	20MBF304	Behavioural Finance	3	0	0	3
5	20MBF305	Merchant and Investment Banking	3	0	0	3
6	20MBF306	Enterprise Risk Management and Insurance	3	0	0	3
7	20MBF307	Merger & Acquisitions	3	0	0	3
8	20MBF308	Indian Banking and Financial System	3	0	0	3
9	20MBF309	Finance Analytics	3	0	0	3
10	20MBF310	Global Finance and Forex Management	3	0	0	3
11	20MBF311	Financial Derivates	3	0	0	3

2. MARKETING STREAM

S. NO	COURSE CODE	COURSE TITLE	WEEK HOURS			CREDIT
			L	T	P	
1	20MBM301	Services Marketing	3	0	0	3
2	20MBM302	Digital Marketing	3	0	0	3
3	20MBM303	Advertisements and Sale s Promotion	3	0	0	3
4	20MBM304	Retail Management	3	0	0	3
5	20MBM305	Marketing Analytics	3	0	0	3
6	20MBM306	Customer Relation Management and Marketing Metrics	3	0	0	3
7	20MBM307	New Product Strategies & Brand Management	3	0	0	3
8	20MBM308	Consumer Behaviour	3	0	0	3
9	20MBM309	Sales and Negotiation Management	3	0	0	3
10	20MBM310	Social Marketing	3	0	0	3
11	20MBM311	Managing Distribution Channel	3	0	0	3

3. HUMAN RESOURCE STREAM

S. NO	COURSE CODE	COURSE TITLE	WEEK HOURS			CREDIT
			L	T	P	
1	20MBHR301	Strategic Human Resource Management	3	0	0	3
2	20MBHR302	Conflict Management	3	0	0	3
3	20MBHR303	Industrial Relations and Negotiation	3	0	0	3
4	20MBHR304	Labour Legislation	3	0	0	3
5	20MBHR305	Human Resource Development	3	0	0	3
6	20MBHR306	Cross Cultural Management	3	0	0	3
7	20MBHR307	Social Psychology	3	0	0	3
8	20MBHR308	Talent Acquisition and Retention	3	0	0	3
9	20MBHR309	Competency Management	3	0	0	3
10	20MBHR310	Performance and Compensation Management	3	0	0	3
11	20MBHR311	People Analytics	3	0	0	3

4. OPERATIONS, LOGISTICS STREAM

S. NO	COURSE CODE	COURSE TITLE	WEEK HOURS			CREDIT
			L	T	P	
1	20MBO301	Supply Chain and Logistics Management	3	0	0	3
2	20MBO302	Project Management	3	0	0	3
3	20MBO303	Lean Six Sigma	3	0	0	3
4	20MBO304	Total Quality Management	3	0	0	3
5	20MBO305	Product Design	3	0	0	3
6	20MBO306	Intellectual Property Rights (IPR)	3	0	0	3
7	20MBO307	Strategic Operations and Innovation	3	0	0	3
8	20MBO308	Purchasing and Materials Management	3	0	0	3
9	20MBO309	Operations Analytics	3	0	0	3
10	20MBO310	Production Planning and Controlling	3	0	0	3
11	20MBO311	Statistical Quality Control	3	0	0	3

5. IT & ANALYTICS STREAM

S. NO	COURSE CODE	COURSE TITLE	WEEK HOURS			CREDIT
			L	T	P	
1	20MBS301	Enterprise Resource Planning	3	0	0	3
2	20MBS302	e-Commerce	3	0	0	3
3	20MBS303	Introduction to Artificial Intelligence for Technology Managers	3	0	0	3
4	20MBS304	Web Analytics	3	0	0	3
5	20MBS305	Knowledge Management	3	0	0	3
6	20MBS306	Software Project Management	3	0	0	3
7	20MBS307	Data Mining	3	0	0	3
8	20MBS308	Emerging IT Concepts	3	0	0	3
9	20MBS309	Information Systems Audit and Control	3	0	0	3
10	20MBS310	SQL & DBMS	3	0	0	3

PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

- PEO1 Professional Competency:** To attain excellence through the development of Managerial competency.
- PEO2 World-class Leaders :** To enhance and equip domain business knowledge.
- PEO3 Ethically Conscious :** To inculcate ethically conscious leadership practices.
- PEO4 Socially Conscious :** To impart leaders to be socially conscious.

PROGRAMME OUTCOMES(POs)

- PO1 Business Knowledge :** Learn business knowledge for understanding business problems and to sort out feasible solution
- PO2 Strategic Thinking and Problem Solving Skills :** Implication of theories into practicality that help in strategic planning, analysis and feasible execution.
- PO3 Communication Skill development :** Develop different forms of communication that matches modern business scenario.
- PO4 Leadership and Team building :** Unleashes the hidden leadership potentials among students and develop their qualities to be a new age leader and an effective team player.
- PO5 Entrepreneurial Skill development :** Enhances newer ways of data sourcing, risk analysis and management required for entrepreneur.
- PO6 Global Perspective:** Provides the students with the global business and cultural exposure to adopt for international business environment.
- PO7 Ethical Orientation :** Practice professional ethical principles in all spheres of business.
- PO8 Sustainable Development :** Gain functional insights that lead to sustainable development in business
- PO9 Lifelong Learning :** Nurturing individual values for self development and practices lifelong learning through competency development.

SEMESTER - I

20MBT101 SDG NO. 4	ACCOUNTING FOR DECISION MAKING	L	T	P	C
		4	0	0	4

OBJECTIVES:

- Students acquire knowledge and enable to practice in internal accounting system, cost classification, cost behavior, cost volume profit analysis, budget and variance analysis in decision making..

UNIT I MECHANICS OF FINANCIAL ACCOUNTING 12

Accounting – Meaning – Objectives - Scope of Accounting - GAAP - Introduction to Financial, Cost and Management Accounting – Preparation of Trading, Profit and Loss account and Balance sheet - Uses - Inflation Accounting - Human Resources Accounting.

UNIT II CORPORATE ACCOUNTING 12

Company Accounts – Meaning – Issue of Shares – Forfeiture – Reissue - Final Accounts of Company-Profit prior to incorporation – Employee stock option-Buy-back of securities.

UNIT III FINANCIAL STATEMENT ANALYSIS 15

Analysis of financial statements – Significance – Classifications – Comparative statement – Common size balance sheet - Ratio analysis – Uses and Abuses - Fund flow and Cash flow (as per Accounting Standard 3) statement. - Analysis of Annual Reports - Manufacturing - Trading and Service Sector – Case Study.

UNIT IV PRODUCT COST DECISION 11

Cost and costing – Elements of cost – Unit costing, Job costing – Batch costing - Process costing- Activity Based Costing - Target costing- Marginal costing – Statement - CVP- BEP – Application of decision making – Make or buy – Key factor analysis – Merger plant capacity etc., Case study.

UNIT V BUDGETARY AND VARIANCE ANALYSIS 10

Budget and Budgetary control - Features and Classification – Industry significance. Standard costing - Budgetary Control & Variance Analysis – Types of variance – Material, Labour, Overhead and Sales variances- Standard cost system - Case study.

TOTAL : 60 PERIODS

TEXT BOOKS:

1. M.Y.Khan & P.K.Jain, "Management Accounting", Tata McGraw Hill, 5th edition, 2009.
2. R.Narayanaswamy, "Financial Accounting – A managerial perspective", PHI Learning, New Delhi, 4th edition, 2011.
3. Dr. S. N. Maheshwari, CA Sharad Maheshwari & Dr. Suneel K. Maheshwari, "A Text Book of Accounting for Management", Vikas Publishing, New Delhi, 4th Edition, 2018.

REFERENCE BOOKS:

1. Jan Williams, "Financial and Managerial Accounting – The basis for business Decisions", Tata McGraw Hill Publishers, 15th edition, 2011.
2. Horngren, Surdem, Stratton, Burgstahler, Schatzberg, "Introduction to Management Accounting", PHI Learning, 16th edition, 2013.
3. Stice & Stice, "Financial Accounting Reporting and Analysis", Cengage Learning, 11th edition 2010.
4. Singhvi Bodhanwala, "Management Accounting - Text and cases", PHI Learning, 2008.
5. Ashish K. Battacharya, "Introduction to Financial Statement Analysis", Elsevier, 2007.
6. Dr. K. Maran, T.A.Tamilselvi, R.Thiyagu, "Management Accounting", Himalaya Publishing House, First Edition 2017.
7. Dr. R. Ramachandran & Dr.R.Srinivasan, "Management Accounting, Theory, Problems and Solutions", Sriram Publications, 17th Revised and Enlarged Edition, 2018.

WEB REFERENCES:

1. https://www.icaai.org/new_post.html?post_id=2805
2. <https://www.saralaccounts.com/blogs/indian-accounting-standards/>
3. <https://www.taxmann.com/blogpost/2000000574/accounting-standards.aspx>
4. <https://www.accountingverse.com/financial-accounting/introduction/accounting-standards.html>

MOOC REFERENCES:

1. https://swayam.gov.in/nd2_cec20_mg23/preview
2. https://swayam.gov.in/nd2_imb20_mg31/preview
3. <https://www.edx.org/course/management-accounting>
4. <https://www.coursera.org/learn/uva-darden-financial-accounting>

OUTCOMES:

1. Ability to learn the basic concepts of financial, cost and management accounting.
2. Understand the interpretation of various financial, cost and management accounting results.
3. Enable to enhancing Student skills in accounting decision making in management professions.
4. Students will able to apply various accounting decision skills for performance of the organisation.
5. Student gains the practical knowledge as accounting profession by using ideas and judgements.
6. Enable to design new accounting and financial strategy solutions for sustaining the business.

CO – PO, PSO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	2	2	-	3	3	-	2	3
CO2	2	1	1	-	3	-	3	3	3
CO3	1	2	-	-	3	3	-	3	3
CO4	2	2	1	-	3	-	3	3	3
CO5	1	2	2	-	3	2	3	3	3
CO6	1	2	2	-	3	2	3	3	3

SEMESTER - I

20MBT102 SDG NO. 4	ECONOMIC ANALYSIS FOR MANAGERS	L	T	P	C
		4	0	0	4

OBJECTIVES:

- To gain insights one economic concepts and its implications
- To obtain knowledge on market structures and its significance.
- To understand the Macroeconomic variables and its real time impact on economy

UNIT I INTRODUCTION**8**

Introduction to economics – scarcity and efficiency – three fundamental economic problems –society’s capability – Production possibility frontiers(PPF)– Productive efficiency Vs Economic efficiency-economic

growth and stability–Microand Macroeconomies – The role of markets and government– PositiveVsnegativeexternalities

UNIT II MICROECONOMICS

13

Demand, Law of Demand, Determinants of demand, Elasticity of demand, Law of diminishing marginal utility-Exceptions of Demand-Supply, Law of Supply, Elasticity of Supply. Consumer equilibrium – Approaches to consumer behavior - Production functions – Short and long run laws of production, law of returns to scale. Cost - types of cost, Short and long run cost output relationship, Economies and diseconomies of Scale- Case Study.

UNIT III PRODUCT AND FACTOR MARKET

13

Product market–perfect and imperfect market–different market structures–Firm's equilibrium and supply – Market efficiency – Economic costs of imperfect competition–factor market–Land, Labour and capital–Demand and supply–determination of factor price – Interaction of product and factor market – General equilibrium and efficiency of competitive markets – Case Study.

UNIT IV PERFORMANCE OF AN ECONOMY –MACROECONOMICS

13

Macro-economic aggregates – circular flow of macroeconomic activity – National income determination – Aggregate demand and supply – Macroeconomic equilibrium– Components of aggregate demand and national income – multiplier effect – Demand side management –Fiscal policy in theory–Case Study.

UNIT V AGGREGATE SUPPLY AND THE ROLE OF MONEY

13

Short-run and Long-run supply curve – Unemployment and its impact – Okun's law – Inflation and the impact–Causes for inflation–Demand Vs Supply factors–Inflation Vs Unemployment tradeoff – Phillips curve –short- run and long-run –Supply side Policy and management- Money market- Demand and supply of money – money-market equilibrium and national income – the role of monetary policy– Case Study

TOTAL : 60 PERIODS

TEXT BOOKS:

1. Geetika, Piyali Ghosh, Purba Roy Chowdhury, Managerial Economics - 3 edition, McGraw-Hill Education, 2017
2. Deviga Vengedasalam & Karunakaran Madhavan, Principles of Economics, Third Edition, Oxford University Press, New Delhi, 2013.
3. DNDiwedi, Managerial Economics – Vikas Publication, Eighth Edition, 2018.

REFERENCES:

1. Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri and Anindya Sen, Economics, 19th edition, Tata McGraw Hill, New Delhi, 2011.
2. N. Gregory Mankiw, Principles of Economics, 7th edition, Cengage, New Delhi, 2015
3. Richard Lipsey and Alec Charysal, Economics, 12th edition, Oxford, University Press, New Delhi, 2011.
4. Karl E. Case and Ray C. Fair, Principles of Economics, 12th edition, Pearson, Education Asia, New Delhi, 2014.
5. P. Saravanel, G. Kavitha, Economic Analysis for Business, Himalaya Publishing House, 2017.

WEB REFERENCES:

- 1 <https://www.rbi.org.in>
- 2 <https://data.oecd.org/economy.htm>
- 3 <https://www.focus-economics.com>
- 4 www.mospi.gov.in
- 5 <https://www.ibef.org>

MOOC REFERENCES:

1. <https://www.udemy.com/course/principles-of-microeconomics-complete-course/>
2. <https://www.udemy.com/course/mastering-foundations-in-microeconomics/>
3. https://swayam.gov.in/nd2_imb20_mg38/preview
4. https://swayam.gov.in/nd1_noc20_mg67/preview
5. <https://www.coursera.org/learn/principles-of-macroeconomics/>

OUTCOMES:

1. To Relate with principles of micro and macro economics
2. Understanding the concepts of scarcity and efficiency for resource allocation.
3. Ability to learn consumer and producer behavior
4. Applying the functioning principles of product and factor markets
5. Enhancing the economic environment for business
6. Empathizing the implications of economic policy to society as a whole

CO – PO, PSO MAPPING:

	P01	P02	P03	P04	P05	P06	P07	P08	P09
C01	3	3	1	-	1	2	1	1	-
C02	3	3	3	2	2	2	1	1	1
C03	3	3	2	2	2	3	1	1	1
C04	2	2	3	2	2	3	1	1	-
C05	3	3	3	2	2	2	1	1	1
C06	2	3	2	2	2	-	1	1	-

SEMESTER - I

20MBT103 SDG NO. 4	ORGANIZATIONAL BEHAVIOUR	L	T	P	C
		3	0	0	3

OBJECTIVES:

- To enhance the understanding of the dynamics of interactions between individual and the organization.
- To describe how people behave under different conditions and understand why people behave as they do.
- To develop practical insights and problem solving capabilities for effectively managing the organisational processes.
- To explain students, how to analyse and apply knowledge in understanding group behaviour.
- To simply in understanding leadership styles and its implications.
- To develop conceptual understanding of change and its implementation.

UNIT I FRAMEWORK OF ORGANIZATIONAL BEHAVIOUR 5

Organisational Behaviour – Nature - Need - Significance – Scope –Key Elements–Contribution of Behavioural Sciences to OB – Challenges for OB – Models of Organisational Behaviour -Case Studies.

UNIT II INDIVIDUAL BEHAVIOUR 14

Personality – Personality Traits – Factors Influencing Personality – Personality Theories – Attitudes – Components – Sources – Functions – Job Related Attitudes – Job Satisfaction – Determinants – Values – Types – Sources - Learning – Nature – Theories of Learning – Learning Curve – OB Modification – Emotional Intelligence – Managing Emotions - Perception – Sensation – Perceptual Process – Factors Influencing Perception – Interpersonal Perception – Impression Management – Case Studies.

UNIT III UNDERSTANDING GROUP DYNAMICS & BEHAVIOUR 8

Organisational Structure – Group Dynamics – Formation of Groups – Types of Groups- Stages in Group Development – Teams Vs. Groups – Group Cohesiveness – Group Norms – Enforcing Norms - Informal Leaders –Group Decision Making – Techniques of Group Decision Making – Interpersonal Relations – Johari Window. Case Studies

UNIT IV LEADERSHIP & POWER 8

Leadership – Significance of Leadership – Styles of Leaders – Theories of Leadership – Leaders vs. Managers – Power- Sources of Power – Organizational Politics – Causes for Organizational Politics– Strategies for Handling Organisational Politics – Conflicts – Types – Levels – Modes of Handling Conflicts – Case Studies.

UNIT V ORGANIZATIONAL DYNAMICS 10

Organizational Climate – Culture – Dimensions of Climate – Factors Influencing Climate and Culture – Organizational Change - Proactive Vs. Reactive Change– Reasons for Change – Resistance to Change – Overcoming Resistance to Change – Organisational Development – Characteristics – Process – OD - Interventional Strategies – Organizational Effectiveness Vs. Efficiency – Work Stress – Consequences of Stress – Types of Stressors – Managing Stress – Work Place Sensitivity – Sexual Harassment - Balance of Work Life – Case Studies.

TOTAL : 45 PERIODS

TEXT BOOKS:

1. Stephen P Robbins, Organisational Behaviour, PHI Learning / Pearson Education, Edition 17, 2016 (Global edition)
2. Fred Luthans, Organizational Behaviour, McGraw Hill, 12th Edition
3. BP Singh, TN Chabra, Organizational Theory&Behaviour, Dhanpatrai& Co, (P) Ltd. Edition Latest Revised Edition, 2018

REFERENCE BOOKS:

1. Aswathappa, Organizational Behaviour Text, Cases & Games, 13th Edition, 2020, Himalaya Publishing House
2. Udai Pareek, Understanding Organizational Behaviour, 3rd Edition, Oxford Higher Education, 2011
3. Jerald Greenberg Behaviour in Organisation, PHI Learning, 10th Edition. 2011

ONLINE RESOURCES:

1. <https://www.economicdiscussion.net/management/organisational-behaviour/31869>

2. <https://sites.google.com/site/psy130organisationalbehaviour/home/chapter-1-1/4-types-o>
3. <https://www.kbmanage.com/concept/group-dynamics>
4. <https://www.skillsyouneed.com/leadership-skills.html>
5. <https://www.igi-global.com/dictionary/organizational-dynamics/21485>

MOOCS:

1. <https://www.mooc-list.com/tags/organizational-behavior>
2. https://swayam.gov.in/nd2_cec20_mg03/preview
3. http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_pg.php/384

OUTCOMES:

1. Examine the applicability of the concept of organizational behaviour to understand the behaviour of people in the organization.
2. Analyse the complexities associated with management of individual behaviour in the organization.
3. Analyse the complexities associated with management of the group behaviour in the organization.
4. Evaluate the appropriateness of various leadership styles and conflict management strategies used in organizations
5. Exhibit how organizational change and culture affect working relationships within organizations.
6. Exhibit how the organizational behaviour can integrate in understanding the motivation behind behaviour of people in the organization

CO-PO, PSO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	3	3	3	3	2	-	1	1
CO2	1	3	3	2	2	-	3	1	1
CO3	1	2	2	2	1	1	2	2	-
CO4	3	3	3	3	2	2	3	2	3
CO5	2	2	2	1	2	1	1	2	1
CO6	2	3	3	2	2	2	2	1	2

SEMESTER - I

20MBT104 SDG NO. 4	BUSINESS STATISTICS & ANALYTICS FOR DECISION MAKING	L	T	P	C
		3	0	0	3

OBJECTIVES:

- To familiarize the students with various Statistical Data Analysis tools that can be used for effective decision making. Emphasis will be on the application of the concepts learnt to various managerial situations.
- To learn the applications of statistics and probability distributions in analysis of business decision making.

UNIT I INTRODUCTION TO STATISTICS, DATA ANALYSIS & PROBABILITY

8

Importance of Statistics in business Analysis – Organizing data - Descriptive Measures. Basic definitions and rules for probability, conditional probability independence of events, Baye's theorem, and random variables, Probability distributions: Binomial, Poisson and Normal distributions.

UNIT II SAMPLING DISTRIBUTION AND ESTIMATION

9

Introduction to sampling distributions, sampling distribution of mean and proportion, application of central limit theorem, sampling techniques. Estimation: Point and Interval estimates for population parameters of large sample and small samples, determining the sample size.

UNIT III TESTING OF HYPOTHESIS

9

Hypothesis testing: One sample and two sample tests for means and proportions of large samples (z-test), One sample and two sample tests for means of small samples (t-test), F- test for two sample standard deviations. Analysis of variance - one and two way.

UNIT IV NONPARAMETRIC TEST

10

Chi-square test for single sample standard deviation. 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 H test. One sample run test, Wilcoxon signed rank test.

UNIT V TIME SERIES ANALYSIS FOR BUSINESS FORECASTING, CORRELATION & REGRESSION

10

Importance of time series analysis for business forecasting. Cyclical variations,

Seasonal variations – method of moving average, ratio to trend. Trend analysis- linear trend, exponential trend. Correlation analysis. Estimation of regression lines.

TOTAL : 45 PERIODS

TEXT BOOKS:

1. Levin R I and Rubin D S , Statistics for Management, 8th edition, Prentice Hall of India Pvt. Ltd., New Delhi, 2001
2. Dean Foster and Robert A Stine, Statistics for Business: Decision Making and Analysis. 3rd edition, Pearson, 2017

REFERENCE BOOKS:

1. Srivatsava TN and Shailaja Rego, Statistics for Management, Tata McGraw Hill, 2008.
2. Anderson D.R., Sweeney D.J. and Williams T.A., Statistics for business and economics, 8th edition, Thomson (South – Western) Asia, Singapore, 2002.
3. Prem S Mann, Introductory Statistics, 7th Edition, Wiley India, 2016
4. N D Vohra, Business Statistics, Tata McGraw Hill, 2012.
5. Aczel A D and Sounderpandian J, Complete Business Statistics, 6th edition, Tata McGraw – Hill, 2004.

WEB REFERENCES:

1. <https://nptel.ac.in/courses/110/104/110104094/>
2. <https://nptel.ac.in/courses/110/107/110107114/>
3. <http://www.nptelvideos.in/2012/11/probability-and-statistics.html>

ONLINE RESOURCES:

1. <https://www.udemy.com/course/probability-and-statistics-for-business-and-data-science/>
2. <https://www.coursera.org/specializations/business-statistics-analysis>
3. https://media.pearsoncmg.com/ph/bp/bp_Levine_StatMan_7e/dpage/index.html

OUTCOMES:

- 1 Summarize data sets using Descriptive statistics
- 2 Analyse the relationship between two variables
- 3 Analyse trend and seasonality in a time series data
- 4 Draw conclusion about a population using testing of hypothesis
- 5 Apply statistics to different managerial situations
- 6 Apply time series to business forecasting

CO – PO, PSO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	3	-	1	-	-	3	2
CO2	3	2	1	-	-	-	-	2	3
CO3	3	2	3	-	1	-	-	2	1
CO4	3	2	1	-	-	-	-	-	1
CO5	3	2	1	1	1	-	-	-	-
CO6	3	2	-	-	-	-	-	-	-

SEMESTER - I

20MBT105 SDG NO. 4	LEGAL & BUSINESS ENVIRONMENT	L	T	P	C
		3	0	0	3

OBJECTIVES:

- To have knowledge on commercial law.
- To understand the concepts and legal formalities for forming and managing companies and debt recovery.
- To have insights into rights of intellectual property owners and to gain knowledge on ambit of cyber space.
- To understand rights of consumer and aware of environmental law and competition forum.
- To gain knowledge into corporate tax planning and GST.

UNIT I COMMERCIAL LAW AND RELEVANT CASES**13**

Introduction to Law – Object of Law – Sources of Law - Commercial Law. Indian Contract Act 1872 – Meaning and Definition – Types of Contract – Essentials of Valid Contract – Performance and Discharge of Contract – Remedies for Breach of Contract – Quasi Contract. Contract of Agency – Types of Agents - Creation and Termination of Agency – Rights, Duties and Liabilities of Agents. Negotiable Instruments Act 1881 – Types – Types of Endorsements – Discharge of Negotiable Instruments.

UNIT II – COMPANIES ACT 2013 and RDDBFI, 1993**12**

Companies Act 2013 – Definition – Characteristics – Kinds of Company – Formation of Company - Memorandum of Association and Articles of Association – Prospectus – Rights, Powers and Duties of Director – Winding up.

Amendments and impact. Recovery of Debts Due to Banks and Financial Institutions (RDDBFI) – Overview – Case Study.

UNIT III CONSUMER PROTECTION, ENVIRONMENTAL LAW AND COMPETITION ACT

6

Consumer Protection Act 1986 – Need, Rights – Consumer Grievance Redressal Forum – Complaint Procedure, Environment Law – Need, Scope – Usefulness for the Society and Corporate,. Competition Act 2002 – Competition Commission of India – Composition, Powers and Functions. Case Study.

UNIT IV CORPORATE TAX PLANNING AND GST

5

Corporate Tax – Planning, Management, Tax Evasion and Tax Avoidance – Impact of Tax Planning on New Business - Startup, The Central Goods and Services Tax Act 2017 – Overview – Impact of GST. Case Study.

UNIT V INTELLECTUAL PROPERTY RIGHTS AND CYBER LAW

5

Indian IP Systems – Introduction – IPR – Patent - Copyright – Trademark, IPR filing process.

Cyber Law – Meaning and Definition – Need - Terms in Cyber Law – Types of Cyber Crime – Information Technology Act 2000 and 2008. Case Study.

TOTAL : 45 PERIODS

TEXT BOOKS:

1. Kapoor N D, Elements of Mercantile Law, Sultan Chand & Sons. 38th Edition, 2020.
2. Mehrotra H.C, Goyal ., S.P, Corporate Tax Planning and Management, Sahitya Bhawan Publications, Agra, 18th Edition 2020.
3. Ahuja V K, Law Relating to Intellectual Property Rights, Lexis Nexis, 2017.
4. Mishra J P, An Introduction to Intellectual Property Rights, Central Law Publications, 3rd Edition, 2012.

REFERENCE BOOKS:

1. Akhileshwar Pathak, Legal Aspects of Business, Tata McGraw Hill, 7th Edition, 2018
2. Nandan Kamath – Law relating to Computer, Internet and E-Commerce (A Guide to Cyber Laws), Universal Publishing Co. Ltd, New Delhi, 2012

WEB REFERENCES:

1. <https://www.mooc-list.com/course/intellectual-property-rights-management-perspective-edx>

2. www.vakilno1.com
3. www.indiankanoon.org
4. www.sebi.gov.in/
5. www.companylawonline.com
6. www.claonline.in

MOOC REFERENCES:

1. <https://www.mooc-list.com/course/business-law-wma>

ONLINE RESOURCES:

1. <https://www.udemy.com/course/how-to-brief-a-law-school-student-casebook-court-case- opinion/>
2. <https://www.udemy.com/course/gst-returns-a-complete-study/>
3. <https://www.udemy.com/course/law-of-cyberwar/>
4. <https://www.udemy.com/course/business-law-for-entrepreneurs/>
5. <https://www.udemy.com/course/corporate-and-business-law/>

OUTCOMES:

- 1 Have knowledge on commercial law.
- 2 Understand the concepts and legal formalities pertaining to forming and managing companies and negotiable instruments.
- 3 Have insights into rights of intellectual property owners and to gain knowledge on ambit of cyber space.
- 4 Understand rights of consumer and aware of environmental law and competition forum.
- 5 Gain knowledge into corporate tax planning and GST.
- 6 Able to comply with relevant laws in order to maintain ethicality in business practices

CO – PO, PSO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	3	3	2	-	-	-	3
CO2	2	3	1	2	2	-	-	-	3
CO3	2	3	1	2	2	-	-	-	3
CO4	2	3	1	2	2	-	-	-	3
CO5	2	3	1	2	2	-	-	-	3
CO6	3	3	2	2	3	2	3	2	3

SEMESTER - I

20MBT106 SDG NO. 4	PRINCIPLES OF MANAGEMENT	L	T	P	C
		3	0	0	3

OBJECTIVES:

- To familiarize with the Concepts of Management
- To give exposure on Planning, Objectives and Decision Making Concepts
- To help in understanding Organizational Structure and staffing activities.
- To understand Organizational Communication System
- To imbibe the Techniques of Control

UNIT I INTRODUCTION TO MANAGEMENT

19

Introduction –Nature and functions of Management– Management Vs Administration – Roles, Levels and skills of Managers –Evolution and development of management thought – Pre –scientific, Scientific Management, Administrative Management, Behavioral approach, Systems approach – Contingency approach – Managers & Environment – Challenges for Managers – Social responsibility and ethics – Corporate governance – Case Study.

UNIT II PLANNING

9

Planning – Nature – Types – Planning Premises- Objectives – MBO, MBE - Strategic Planning- Policies - Decision making – Process –Approaches and techniques of decision making– Decision Tree – Decision Making under Different Conditions – Case Study.

UNIT III ORGANIZING

11

Concept and Nature of Organizing - Organization Structure - Formal and informal organizations - Line and staff organization – Forms of organization structure - Departmentation - Bases for Departmentation. – Delegation of Authority – Centralization and Decentralization – Organization chart – Span of Supervision – Staffing – HRP – Recruitment – Selection – Training – Performance Appraisal –Case study.

UNIT IV DIRECTING

8

Fundamentals, principles and techniques of directing – Motivation – Types of Motivation – Theories of Motivation –Leadership – Theories and leadership styles - Communication– Process – Communication Network – Communication Barriers - Overcoming Barriers - Case study.

UNIT V CONTROLLING

7

Concept of Control – Steps in Control - Budgetary and Non-Budgetary Control Techniques – Managing Productivity – Cost Control – Maintenance Control – Purchase Control – Quality Control –Case study.

TOTAL : 45 PERIODS

TEXT BOOKS

1. Heinz Weihrich, Mark V Cannice, Harold Koontz, "Management: A Global, Innovative and Entrepreneurial Perspective", 15th Edition, McGraw Hill, 2019.
2. Robbins. S, Coulter. M and Fernandez. A. "Management", 14th Edition, Pearson, 2019.
3. L.M.Prasad, "Principles and Practice of Management", Sultan Chand & Sons, 2019.

REFERENCE BOOKS

1. Stoner, Freeman & Gilbert Jr. "Management", 6th Edition, Pearson, 2018.
2. Tripathi & Reddy: Principles of Management, 6th Edition, Tata McGraw-Hill Publications, 2017.

MOOC REFERENCES:

1. <https://nptel.ac.in/courses/110/105/110105146/>
2. <https://www.udemy.com/course/new-manager/>
3. <https://www.udemy.com/course/the21principles/>
4. <https://www.udemy.com/course/the-complete-communication-skills-master-class-for-life/>
5. <https://www.udemy.com/course/leadership-and-lean-management-masterclass/>

WEB REFERENCES:

1. <https://medium.com/@Yva.ai/5-major-challenges-that-managers-face-today-12c3928e33a1>
2. <https://www.financialexpress.com/industry/three-trends-that-will-re-define-indian-businesses/1456640/>
3. <https://www.toppr.com/guides/fundamentals-of-economics-and-management-cma/organising/process-of-organizing/>
4. <https://corporatefinanceinstitute.com/resources/careers/soft-skills/leadership-theories/>
5. <https://www.toppr.com/guides/business-studies/controlling/techniques-of-managerial-control/>

OUTCOMES:

1. Understanding of Management Concepts and management functions.
2. Analyze the global situation including decision making and environment that will impact the management of Organization.
3. Ability to integrate management principles into management practices.
4. Evaluate managerial approaches to address organizational issues.
5. Knowledge on critical management theories and concepts and apply in an organizational context.
6. Understanding the communication system and its significance.

CO-PO, PSO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	1	-	1	2	3	3	2
CO2	3	2	-	2	1	3	-	1	1
CO3	3	1	-	1	1	1	1	-	1
CO4	3	2	-	1	1	1	-	-	1
CO5	3	1	-	1	-	-	1	-	1
CO6	1	1	3	1	-	-	-	-	1

SEMESTER - I

20MBT107 SDG NO. 4	ENTREPRENEURSHIP DEVELOPMENT	L	T	P	C
		3	0	0	3

OBJECTIVES:

- To understand the concepts and techniques from functional areas of management in the context of entrepreneurial ventures.
- Identify many contexts in which entrepreneurship manifests, including start-up, corporate, social, and public sector.
- To impart the fundamentals of launching and growing a venture.

UNIT I DYNAMICS OF ENTREPRENEURIAL DEVELOPMENT 6

Fundamentals of entrepreneurship, Entrepreneurial mindset, Facets of Entrepreneurship, Myths and Challenges. Economic wealth creation & Entrepreneurship development – the role of the government schemes & clusters- Global/Indian Entrepreneurs- Case Study

UNIT II CREATIVITY AND BUSINESS IDEAS

9

Generation of a New Entry Opportunity - Creativity and entrepreneurship- Idea generation and evaluation- Opportunity recognition and steps in tapping the opportunity- Launching a venture – steps involved in launching a business, types of business models - Understanding the market and the team, managing cash, Implementation plan - Case Study.

UNIT III BUSINESS PLAN & FINANCING VENTURES

9

Business Plan – Purpose, content; Marketing plan, Operations and production plan- Venture team and organizational plan, financial statements, Risk evaluation; Financing ventures – sources of raising capital, seed funding, venture capital funding, angel investors ; Start-ups -eligibility, policies and procedure, funding opportunities for start-ups in India - Case Study.

UNIT IV DIMENSIONS OF ENTREPRENEURSHIP

9

Women Entrepreneurship -Concept, Growth, Problems; Rural Entrepreneurship – Need, Problems, Developing Rural Entrepreneurship; Technopreneurship- Meaning & importance; Agri-preneurship- Need , Opportunities and Challenges ; Social Entrepreneurship – Meaning, Perspective - Case Study.

UNIT V ENTREPRENEURSHIP DEVELOPMENT

12

MSME – Categories , Registration procedure, Ancillary units; Supporting agencies for Entrepreneurship guidance, Training and Registration, Technical consultation, Technology transfer and quality control, Domestic and export marketing assistance and support ; Growth strategies in Small scale Industries-Objectives, Stages and types; E-Commerce suitability for small enterprises-Prospective areas, Registration procedure, Challenges; Sickness in Small scale Industries , Government Policies on Industrial sickness - Case study.

TOTAL : 45 PERIODS

TEXT BOOKS:

1. Entrepreneurship 11th Edition by Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd McGraw Hill Education, 2020.
2. The Dynamics of Entrepreneurial Development & Management by Desai, Vasant , Himalaya Publishing House, Delhi
3. Justin G. Longenecker, J. William Petty , Leslie E. Palich , Frank Hoy 17th Edition, Small Business Management, Cengage Learning, India Edition, 2014.
4. Donald F Kuratko, Entrepreneurship – Theory, Process and Practice, 9th Edition, Cengage Learning, 2014.

5. Khanka. S.S., Entrepreneurial Development S.Chand and Co. Ltd., Ram Nagar, New Delhi, 2013.

REFERENCE BOOKS:

1. Rajshankar, Entrepreneurship Theory and practice, Vijay Nicole Imprints Private limited, 2015.
2. Rajeev Roy, Entrepreneurship, Oxford University Press, 2011
3. Jayshree Suresh, Entrepreneurial Development, Margam Publications, 2015
4. Poornima M Charantimath, Entrepreneurship Development Small Business Enterprises, Pearson Education, 2006.

MOOC RESOURCES:

1. <https://www.coursera.org/learn/entrepreneurship-development?>
2. <https://www.coursera.org/specializations/wharton-entrepreneurship>
3. <https://www.coursera.org/learn/wharton-entrepreneurship-opportunity>
4. <https://www.coursera.org/learn/entrepreneurship-strategy>
5. <https://www.edx.org/course/entrepreneurship-in-emerging-economies6>
6. <https://nptel.ac.in/courses/110/106/110106141/>
7. <https://nptel.ac.in/courses/110/107/110107094/#>

WEB REFERENCES:

1. <https://www.startupindia.gov.in/content/sih/en/government-schemes.html>
2. <https://inc42.com/buzz/startup-scheme-indian-government-startups/>

OUTCOMES:

- 1 Defining and recalling the basic concepts and fundamentals of entrepreneurship
- 2 Ability to interpret on the ideas and provide appropriate suggestions on business decisions
- 3 Capability to construct new paradigms by applying the acquired knowledge
- 4 Proficiency in interpreting information and reasoning out evidence to support efficiency
- 5 Appraising judgements and opinions for assigned task based on the information
- 6 Proposing a model or new pattern of solution for the future and present pressing issues.

CO-PO, PSO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	2	2	3	3	3	3	-	3
CO2	2	2	2	3	3	2	2	-	3
CO3	2	2	-	3	3	3	2	3	2
CO4	3	2	-	2	3	-	2	2	2
CO5	1	3	2	2	3	3	3	2	3
CO6	3	2	2	2	3	2	1	1	2

SEMESTER - I

20MBP108 SDG NO. 4	CASE LAB - I	L	T	P	C
		0	0	2	2

OBJECTIVES:

- To thoroughly understand the case and the implications of the decision they make
- To allow students with real expertise and understanding, as well as judgment to excel.
- To analyze what course of action the organization should pursue.
- To propose and select from multiple possible options, none of which may be right or wrong.

AN ILLUSTRATIVE LIST OF AREAS (SUBJECT-WISE):

- Introduction to case method of teaching (What and Why)
- Types of Cases ; How to read, analyze and write a Case report
- Identification of case problem/Situation
- Analyzing the case - Approaches
- Participating in classroom case discussion
- Model Case presentation (In team)

Minimum of 5 cases from all 1st Semester subjects except Business Statistics & Analytics for Decision Making

Total Cases: 30

TOTAL SESSIONS: 28

EVALUATION PARAMETER:

1. Sequence, Clarity, Team Participation, Smooth change over from one speaker to another
2. Content and Time Management.
3. Communication Skills, Confidence Level, Quality of visuals.
4. Special Features (Creativity) in presentation.
5. Coordinating & Organizing skills.

OUTCOMES:

1. Ability to ask the right questions, in a given problem situation
2. Grasping of management theory, by providing real-life examples of the underlying theoretical concepts.
3. Understand the exposure to the actual working of business and other organizations in the real world.
4. Reflect the reality of managerial decision-making in the real world
5. Understand the ambiguity and complexity that accompany most management issues
6. Exhibit the concepts gained to solve the real time issues

SEMESTER - I

20MBP109 SDG NO. 4	LIFE AND MANAGERIAL SKILLS	L	T	P	C
		0	0	2	2

OBJECTIVES:

- Identify self and introspect for holistic development.
- Imbibe individual and group attitude behaviour
- Develop a positive attitude for effective outcome.
- Inculcating the managerial skills from the real leaders

AN ILLUSTRATIVE LIST OF AREAS:**LIFE**

- Understanding self-concept and personal values
- Understanding others and interpersonal relationships
- Attitude and its assessment process
- Analyze the individual and group behaviour

MANAGERIAL SKILLS

- Planning and Goal Setting
- Decision making in uncertain situations
- Effective Problem solving skills

- Communication, Presentation and Body Language
- Current Affairs in Business environment

TOTAL SESSIONS: 28

EVALUATION PARAMETER:

1. Presentation Skills
2. Communication Skills
3. Business and Current Affairs
4. Quizzes
5. Journal Keeping
6. Coordinating & Organizing skills

OUTCOMES:

1. Demonstrate individual behavioral and interpersonal skills.
2. Establish the life & managerial skills learning into practical applications
3. Improve personal skills (attitudinal and behavioural)
4. Create a better personal and professional environment by applications of these skills.
5. Demonstrate out-of-box problem solving skills
6. Application of the skills for professional and personal advancement.

SEMESTER - I

20MBP110 SDG NO. 4	IMMERSION PROJECT	L	T	P	C
		0	0	2	2

OBJECTIVES:

- Provide an extensive exposure to the student and hands-on experience of the functional areas of management in a corporate environment.
- Undertake simple assignments in the area of specialization so that there is a mutual benefit for the corporate and the intern.
- Provide a platform for the corporate to test the reliability, quality and performance of the student and make a match for major project later, if they so deem fit.

IMMERSION PROJECT ASSESSMENT OUTLINE

The project will be carried out during the 1st semester in association with Startups / SME / NGOs for a period of 1 week (40 hours) on Individual basis.

EVALUATION PARAMETER:

1. Significance and impact of the project
2. Sensitization of key issues
3. Exhibiting Managerial skills
4. Sustainability of the project & the plans for sustainability
5. Report presentation
6. Oral Presentation or Viva - Voce

OUTCOMES:

1. Develop the civic responsibility in improving the society.
2. Better team work and learning to understand the organizations.
3. Understanding the functions of the departments of an organization
4. Identify the entrepreneurial traits and challenges
5. Describe the business model of an entrepreneurial venture
6. Implementation of the overall internship exposure for the practical professional life

SEMESTER - II

20MBT201 SDG NO. 4	FINANCIAL MANAGEMENT DECISION AND APPLICATION	L	T	P	C
		3	0	0	3

OBJECTIVES:

- To understand various financial management concept for making financial decision.
- To learn and evaluate various project proposals and feasibility.
- To gain knowledge for select and determine the cost of capital of the firm.
- To design and construct the appropriate capital structure for business viability.
- To gain knowledge about the short term and long term sources of funds.

UNIT I FINANCIAL MANAGEMENT – AN OVERVIEW 9

Finance – Objectives, Goals and Scope of Financial Management; Organization of Finance Function and Role of Finance Managers in Emerging Business Scenario. Time Value of Money. Concept of Risk and Return, Option valuation.

UNIT II CAPITAL EXPENDITURE DECISIONS 9

Capital Budgeting: Principles and Techniques, Nature of Capital Budgeting, Evaluation Techniques – Traditional and Modern Techniques - DCF techniques, Cost of Capital -Measurement of cost of capital – Importance and Classification, Specific costs and overall cost of capital - Case Study.

UNIT III FINANCIAL PLANNING & DECISIONS 9

Capital Structure – Meaning, Pattern of Capital Structure, Optimum Capital Structure, Factors of Capital Structure – Financial Decision, Capital Structure Theories. Leverages-Financial and Operating Leverage, Dividend Policy, Forms of Dividends, Theories of Dividend Policy, Dividend Policy Practices in Indian and MNC's, Bonus Issue, Right Issue, Share splits. Case Study.

UNIT IV SOURCES AND APPLICATIONS OF LIQUIDITY FINANCE 9

Principles of Working Capital - Concepts, Types, Need, Factors and Estimation of Working Capital. Accounts Receivables Management – Factoring - Inventory management - Cash Management. Management of Working Capital Finance: Trade credit, Bank finance and Commercial paper, T-Bills, Certificate of Deposits etc., - Case Study.

UNIT V SOURCES OF LONG-TERM FINANCE 9

Indian Capital and Stock Market, New Issues Market. Long term finance:

Shares, debentures and Term Loans, Lease, Hire Purchase, Project Financing, Venture Capital Financing, International Sources – EURO Equity, Bond - ADR- GDR - Case Study

TOTAL : 45 PERIODS

TEXT BOOKS

1. Vanhorne, James C: Financial Management and Policy; Prentice Hall of India, New Delhi, 2008.
2. Pandey, I. M.: Financial Management; Vikas Publishing House, New Delhi, 2015.
3. Khan, M.Y & Jain, P.K.: Financial Management; Tata McGraw Hill, New Delhi, 2017.
4. Chandra, Prasanna: Financial Management; Tata McGraw Hill, New Delhi, 2017.
5. Vyuptakesh Sharan: International Financial Management, PHI Learning, 6th Edition, 2012
6. K. Maran: Financial Management, Sahara Publications, 1st Edition, 2017.

REFERENCE BOOKS

1. Maheshwari.S.N: Financial Management – Principles and practice, Sultan Chand & sons, New Delhi, 2019.
2. Kishore Ravi, M: Financial Management; Taxman, 2019.

ONLINE RESOURCES:

1. http://vcmdrp.tums.ac.ir/files/financial/istgahe_mali/moton_english/financial_management_%5Bwww.accfile.com%5D.pdf
2. https://www.researchgate.net/publication/252931751_Financial_Management_Practices_Theory_and_Application

WEB REFERENCES:

1. <https://www.managementstudyguide.com/financial-management.htm>
2. <https://icmai.in/upload/Students/Syllabus-2008/Study Material Final/P-12.pdf>
3. <https://www.oreilly.com/library/view/fundamentals-of-financial/9789332508170/>

MOOC:

1. <https://nptel.ac.in/courses/110/107/110107144/>
2. <https://nptel.ac.in/courses/110/106/110106147/>

3. <https://www.coursera.org/specializations/financial-management>
4. <https://www.coursera.org/learn/finance-for-non-finance>
5. <https://www.udemy.com/course/financial-management-a-complete-study/>
6. <https://www.udemy.com/course/acca-financial-management-fm-business-valuations/>

COURSE OUTCOME(s):

1. Enable to learn and gain basic concepts of financial management,
2. Understand the role of financial management for performing business
3. Gain knowledge for financial oriented problem solving in an organization
4. Enable to identify causes and make inferences for financial feasibility
5. Able to enhancing, evaluating and making judgment skills based on financial information.
6. Students to gain comparative analysis skills and able to predict the future financial results of the organization.

CO-PO, PSO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	1	1	3	2	1	2	2
CO2	3	3	-	2	2	2	1	1	1
CO3	3	2	-	-	2	3	1	2	2
CO4	2	3	1	1	3	2	1	2	2
CO5	3	2	1	3	2	1	1	2	2
CO6	3	2	2	-	2	2	1	3	2

SEMESTER - II

20MBT202 SDG NO. 4	HUMAN RESOURCE MANAGEMENT	L	T	P	C
		3	0	0	3

OBJECTIVES:

- To understand the basic concepts, functions and processes of human resource management
- To enable students to learn the skills of talent acquisition practices
- To describe corporate training & development methods
- To develop conceptual understanding of compensation management system and career concepts
- To develop practical insights and problem solving capabilities for effectively managing the organisational appraisal and control practices
- To integrate the knowledge of HR concepts to take correct business decisions

UNIT I INTRODUCTION TO HRM

8

HRM –Definition - Objectives - Evolution of HRM – Functions –Roles – Human Capital –HR Policy - Meaning –Nature of HR policies – Types of HR policies – Process - Challenges to HR – HR Audit – HR Accounting – Overview of SHRM – Case Studies

UNIT II TALENT ACQUISITION

8

Human Resource Planning – Significance – Factors Affecting HRP – Measures for Effective Planning – Recruitment – Selection – Psychological Tests – Interviews – Types – Induction - Types and Socialization Process – Benefits - Case Studies

UNIT III TRAINING AND DEVELOPMENT OF EMPLOYEES

9

Training – Need – Benefits –Methods - Process – Training Effectiveness – Cost Benefit Analysis for Training and Development - Executive Development Programme – Need – Methods of EDP – Knowledge Management – Self Development – Employee Empowerment – Employee Engagement – HR Skills -Case Studies

UNIT IV MANAGING COMPENSATION AND CAREERS

10

Compensation Management – Objectives – Compensation Types – Factors Affecting Wage and Salary Administration- Concept of Wages – Executive Compensation – Incentives – Fringe Benefits – Career – Career Planning –

Stages – Process - Succession Planning – Career Development - Employee Morale – Mentoring - Case Studies

UNIT V EMPLOYEE APPRAISAL & CONTROL

10

Performance Appraisal – Objectives – Methods – Limitations – 360 & 720 Degree Performance Appraisal – Performance Management - Job Changes – Promotion – Demotion – Transfers – Discipline - Grievances – Causes – Model Grievance Procedure – Separations – Resignation – Layoff – Retrenchment - Dismissal – Retirement- Case Studies

TOTAL : 45 PERIODS

TEXT BOOKS:

1. Edwin B. Flippo, Principles of Personnel Management (McGraw-Hill International Editions: Management Series) March, 1984
2. Mamoria CB. Gankar S V, Personnel Management, Himalaya Publishing House, January, 2011
3. Guptha, CB. Human Resource Management Sultan Chand & Sons Educational Publications, New Delhi, Reprint, 2019
4. L M Prasad Human Resource Management, Sultan Chand & Sons Educational Publications, New Delhi, 2018

REFERENCE BOOKS:

- 1) Pravin Durai, Human Resource Management, Pearson India Education Services, 2016
- 2) Nipun Sharma, Human Resource Management Theory and Practice, R.C. Sharma, Sage Publications India PVT., Ltd., 2018

ONLINE RESOURCES:

1. <https://recruiterbox.com/blog/11-must-have-recruitment-practices-for-hr-managers-startup-found>
2. <https://www.vskills.in/certification/blog/training-development-hr-practices/>
3. <https://peopletopayroll.com/wage-salary-administration/>
4. <http://www.ijnrd.org/papers/IJNRD1705028.pdf>

MOOCS:

1. https://swayam.gov.in/nd1_noc20_mg15/
2. http://ugcmoocs.inflibnet.ac.in/ugcmoocs/moocs_courses.php
3. <https://www.classcentral.com/course/swayam-human-resource-development-14113>

COURSE OUTCOMES

1. Demonstrate a basic understanding of different tools used in forecasting and planning human resource needs
2. Design and formulate various HRM processes such as recruitment, selection, training and development,
3. Analyse the key issues related to administering the human elements such as motivation, appraisal and career planning
4. Apply rational design of compensation and salary administration
5. Demonstrate the knowledge of HR concepts to take appropriate business decisions
6. Ability to handle employee issues and evaluate the new trends in HRM

CO – PO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	2	2	3	2	2	2	2
CO2	2	2	-	2	1	2	2	2	2
CO3	2	3	2	3	3	2	2	2	2
CO4	2	2	1	2	2	-	2	1	2
CO5	2	2	2	2	2	1	2	2	2
CO6	2	2	1	3	2	-	2	1	3

SEMESTER - II

20MBT203 SDG NO. 4	MARKETING MANAGEMENT	L	T	P	C
		4	0	0	4

OBJECTIVES:

- To familiarize the core marketing concepts, principles and techniques for analyzing marketing situations.
- To illustrate with various methodologies for marketing mix decisions and marketing strategies.
- To provide insight on consumer behavior, marketing research and latest trends in marketing.

UNIT I INTRODUCTION

10

Marketing – Definitions – Evolution and Conceptual Framework of Marketing
- Defining and delivering customer value and satisfaction - Marketing

environment: Internal and External- Marketing interface with other functional areas – Role and functions of Marketing Manager - Social, ethical and legal aspects of marketing. Case Study.

UNIT II MARKETING MIX DECISIONS

15

Marketing mix - Marketing of services - Product and its Classification - Product life cycle – New product development - Pricing – objectives- Pricing Decision methods- Advertising and Promotions – Channel Management and Distribution system - Nature, functions, and types of distribution channels .Case Study.

UNIT III MARKETING STRATEGY

13

Strategies for Consumer and Industrial Marketing - Marketing strategy formulations – Key Drivers of Marketing Strategies - Market Segmentation – Targeting and Positioning – Competitor analysis – Competencies – Differentiation – Strategic Marketing Mix components. Case Study.

UNIT IV CONSUMER BEHAVIOUR

12

Customer Relationship Management – Consumer Acquisition, Retention and Churn – Industrial and Individual Buyer Behavior, Influencing factors, Process and Models – Online Buyer Behaviour - Theories of Consumer Decision Making. Case Study.

UNIT V MARKETING RESEARCH & TRENDS IN MARKETING

10

Marketing Information System – Marketing Research – Process, Types & Techniques of Marketing Research - Managements use of Marketing Research – Social Media Marketing – Types – Trends in Social Media Marketing - Digital Marketing - Cause Related Marketing – Marketing Ethics. Case Study.

TOTAL : 60 PERIODS

TEXT BOOKS:

1. Philip Kotler and Kevin Keller, Marketing Management, 15th edition, PHI, 2016.
2. KS Chandrasekar, “Marketing Management Text and Cases”, McGrawHill, 2010.
3. Marketing Management: A South Asian Perspective, Philip Kotler, Abraham Koshy, Mithileswar Jha, Kevin Lane Keller, 14th edition Pearson 2008.
4. Ramaswamy and Namakumari, Marketing Management, 6e edition, AGE Publications India Pvt Ltd, 2018.

REFERENCE BOOKS:

1. S. A. Sherlekar, Marketing Management, Himalaya Publishing House, 2010
2. Micheal R. Czinkota & Masaaki Kotabe, Marketing Management, Vikas Thomson Learning, 2000
3. Paul Baines, Chriss Fill Kelly Pagb, Marketing, II Edition, Asian Edition
3. Duglas, J. Darymple, Marketing Management, John Wiley & Sons, 7th edition, 2008.
4. NAG, Marketing successfully- A Professional Perspective, Macmillan 2008.

WEB REFERENCES:

1. http://dl.ueb.edu.vn/bitstream/1247/2250/1/Marketing_Management_-_Millenium_Edition.pdf
2. <https://open.umn.edu/opentextbooks/textbooks/principles-of-marketing>
3. <https://open.umn.edu/opentextbooks/textbooks/introducing-marketing>

MOOC REFERENCES:

1. https://swayam.gov.in/nd1_noc20_mg68/preview
2. <https://www.coursera.org/learn/marketing-management>
3. <https://www.coursera.org/learn/marketing-management-two>

OUTCOMES:

1. Familiarize with tools essential to creating, rolling out, and evaluating marketing activities
2. Demonstrating the key techniques used for marketing, including social media marketing
3. Developing the process of strategic decision-making for effective marketing research
4. Examine to plan and prepare timely recommendations that support the alignment of marketing strategies
5. Defending and selecting the right marketing channels in order to meet strategic objectives
6. Developing a holistic pattern for different marketing landscape

CO-PO, PSO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	2	-	2	3	-	1	3
CO2	3	2	3	-	-	3	1	-	-
CO3	2	3	2	3	3	2	2	-	2
CO4	3	2	2	2	2	-	-	3	3
CO5	2	3	2	-	-	2	3	3	-
CO6	3	-	3	2	2	-	3	3	3

SEMESTER - II

20MBT204 SDG NO. 4	MANAGING OPERATIONS	L	T	P	C
		3	0	0	3

OBJECTIVES:

- To provide insights on the concepts, techniques of operations management
- To gain basic knowledge of problem solving techniques in the field of operations management.
- To understand the role of Operations management functions and its interface with other functional areas.

UNIT I INTRODUCTION TO OPERATIONS MANAGEMENT 9

Operations Management – Nature, Importance, Historical Development, Transformation Processes, Difference between Services and Goods, A System Perspective, Functions, Challenges, Current Priorities, Recent Trends; Operations Strategy – Strategic Fit, Framework; Supply Chain Management.

UNIT II FORECASTING, CAPACITY AND SCHEDULING 9

Purpose and Application of Forecasts, Types of Forecasts, Delphi and Market Surveys, Moving Average and Exponential Smoothing Methods, Linear Regression, Monitoring of Forecasts. Facility Location – Theories, Steps in Selection, Location Models. Facility Layout – Principles, Types, Planning Tools and Techniques. Aggregate Planning, Capacity Requirement Planning, Capacity Planning and Control, MRPI, MRPII, ERP, JIT. Case Study.

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 Study – Objectives, Procedure. Method Study and Motion Study. Work Measurement and Productivity – Measuring Productivity and Methods to Improve Productivity – Case Study

UNIT IV MATERIALS MANAGEMENT 9

Materials Management-Objectives,-Planning, Budgeting and Control. Purchasing – Objectives, Functions, Policies, Vendor Rating and Value Analysis. Stores Management –Nature, Layout, Classification and Coding. Inventory Classification and Analysis, Basic Inventory Systems, Deterministic and Probability Models – Case Study

UNIT V PROJECT MANAGEMENT & FACILITY DESIGN 9

Project Management – Scheduling Techniques - PERT, CPM, Crashing Network - Flow Shop and Job Shop Scheduling Basic Models; Johnson's Algorithm – Problems, Project Management Software - Case Study

TOTAL : 45 PERIODS

TEXT BOOKS:

1. R.Paneerselvam, Production and Operations Management, 3rd Edition, PHI, 2012.
2. Mahadevan B, “Operations Management -Theory and Practice”, 3rd Edition, Pearson Education, 2018.

REFERENCE BOOKS:

1. Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Nicholas J. Aquilano, Operations and Supply Management, McGraw hill (Special Indian), 15th Edition, 2018.
2. Norman Gaither and Gregory Frazier, Operations Management, South Western Cengage Learning, 2002
3. Martand T Telsang, Production Management, 1/e, s.chand Publishing 2005, ISBN:9788121924627
4. Dr. K. Aswathappa, Production and Operations Management, Himalaya Publishing House, 2009
5. E.S.Buffa Modern Production Operations *management 6th edition, Wiley series, 2007

WEB REFERENCES:

1. <https://nptel.ac.in/courses/112/107/112107238/#>
2. <https://nptel.ac.in/courses/110/107/110107141/>
3. <https://nptel.ac.in/courses/110/106/110106045/>

MOOC REFERENCES:

1. <https://www.udemy.com/course/the-operations-management-training-program/>
2. <https://www.udemy.com/course/operations-and-supply-chain-management/>
3. <https://www.coursera.org/learn/wharton-operations>
4. <https://alison.com/course/diploma-in-operations-management-ops>

OUTCOMES:

1. Recalling the core concepts of operations management and productivity
2. Interpreting the key concepts in manufacturing and service organizations
3. Applying the learned concepts to resolve the operational issues in order to enhance the productivity
4. Inferring the causes or motives of operational issues
5. Justifying the rank capacity locations, plan and schedule production by solving the problems.
6. Compiling the insights on projects management techniques for effective resource allocations

CO-PO, PSO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	-	-	-	-	-	3	3
CO2	2	3	2	-	2	2	-	2	3
CO3	2	3	-	2	2	3	2	2	2
CO4	2	3	3	2	3	-	-	-	-
CO5	3	2	-	2	2	3	3	2	1
CO6	3	3	2	3	2	-	3	2	2

SEMESTER - II

20MBT205 SDG NO. 4	BUSINESS OPTIMIZATION TECHNIQUES	L	T	P	C
		3	0	0	3

OBJECTIVES:

- Identify and apply important quantitative methods developed in the field of optimization that are commonly used to solve business problems.
- Utilize appropriate methods of optimization on data for the analysis of decision outcomes in business environments.

UNIT I INTRODUCTION TO LINEAR PROGRAMMING 9

Introduction to applications of Optimization techniques in functional areas of management and business. Linear Programming and formulation - Simplex method, Graphical solution, Big-M method, Two phase method, Duality, Dual simplex method. Sensitivity analysis. Applications of LP.

UNIT II LINEAR PROGRAMMING EXTENSIONS 9

Transportation Model – 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. Assignment Models – Balanced and Unbalanced Problems. Solution by Hungarian and Branch and Bound Algorithms. Travelling Salesman problem. Crew Assignment Models.

UNIT III GAME THEORY AND SEQUENCING PROBLEM 9

Game Theory-Two person Zero sum games-Saddle point, Dominance Rule, Convex Linear Combination (Averages), methods of matrices, graphical and LP solutions. Sequencing Problem: Johnsons Algorithm for n Jobs and Two machines, n Jobs and Three Machines, Two jobs and m Machines Problems.

UNIT IV INVENTORY MODELS, SIMULATION AND DECISION THEORY 9

Inventory Models – EOQ and EBQ Models (With and without shortages), Quantity Discount Models. Decision making under risk – Decision trees – Decision making under uncertainty. Monte-carlo simulation.

UNIT V QUEUING THEORY AND REPLACEMENT MODELS 9

Queuing Theory - single and Multi-channel models – infinite number of customers and infinite calling source. Replacement Models-Individuals

replacement Models (With and without time value of money) – Group Replacement Models.

TOTAL : 45 PERIODS

TEXT BOOKS:

1. Hamdy A Taha, "Operations Research –An Introduction", Prentice Hall India, 2003.
2. Wagner, H. M., "Principles of Operations Research with Applications to Managerial Decisions", 2nd Edition, Prentice Hall, New Delhi, 1998.

REFERENCE BOOKS

1. N D Vohra, 'Quantitative Techniques in management', Tata McGraw Hill, 2002
2. J K Sharma, 'Operations Research Theory and Applications', MacMillan India Ltd.
3. Frederick S. Hillier and Gerald J. Lieberman, "Introduction to Operation Research", Tata McGraw-Hill, 2nd Edition, 2000.
4. Gupta P.K, Hira D.S, Problem in Operations Research, S.Chand and Co, 2010.
5. Natarajan AM, Balasubramani P and Tamilarasi A, Operations Research, Pearson Education, First Indian Reprint, 2012.
6. Paneerselvam R, Operations Research, Prentice Hall of India, Fourth Print, 2008.
7. Swarup K, Gupta P K and Manmohan, "Operations Research", Sultan Chand & Sons, 2010.

WEB REFERENCES:

1. <https://nptel.ac.in/courses/112/106/112106134/>
2. <http://www.nptelvideos.in/2012/12/advanced-operations-research.html>
3. <https://nptel.ac.in/courses/111/107/111107128/>

MOOC REFERENCES:

1. <https://www.udemy.com/course/operations-research-intro/>
2. https://swayam.gov.in/nd1_noc20_ma23/preview
3. <https://freevideolectures.com/course/2365/fundamentals-of-operations-research>
4. <https://freevideolectures.com/course/2678/advanced-operations-research>.

OUTCOMES

1. Formulate business problems as a linear programming model and solve using graphical or simplex method, explain the relationship between a linear program and its dual and perform sensitivity analysis.
2. Find the optimal solution to the transportation and assignment problems
3. To solve two-person zero-sum games using graphical and LP methods and to determine the optimal allocation of jobs to machines by minimizing total elapsed time for the problems of multiple jobs and machines
4. Understand the various selective inventory control techniques and its applications.
5. Understand and compute quantitative metrics of performance for queuing systems and use Monte-Carlo simulation techniques.
6. Apply resource management and optimization techniques in business

CO-PO, PSO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	-	-	1	-	1	2	2
CO2	3	2	1	-	2	-	1	-	1
CO3	3	2	-	1	1	-	-	-	1
CO4	3	1	1	-	-	-	-	1	1
CO5	3	-	1	1	1	-	-	-	-
CO6	3	2	1	1	-	-	-	-	-

SEMESTER - II

20MBT206 SDG NO. 4	BUSINESS RESEARCH METHODS	L	T	P	C
		3	0	0	3

OBJECTIVES:

- To understand the complexities of Business Research Process.
- To know the different alternatives of research design and to use the appropriate research design.
- To understand the measurement scales in research studies.
- To learn various data collection and acquire knowledge in applying appropriate analysis tool.
- To know the content and rules pertaining to report preparation in research.

- To know the content and rules pertaining to report preparation in research.

UNIT I INTRODUCTION AND ETHICS IN RESEARCH 8

Research – Definition, Need for Research, Research Process, Characteristics of Good Research, Types of Research. Research Questions, Business Research Problems – Identification of Problem, Criteria for Selection of Problem, - Research Objectives formulation. Research Hypothesis – Meaning, Sources, Steps, Role of Theory in Research, Good Theory Building – Steps. – Case Study.

UNIT II RESEARCH DESIGN AND MEASUREMENT 9

Research Design – Definition, Components, Types – Exploratory, Descriptive, Causal, Experimental Research Design – Types, Variables – Definition – Types, Validity – Internal Validity and External Validity – Threats, Measurement – Meaning and Definition – Test of Sound Measurement, Measurement Errors. Scaling – Scaling Techniques, Different Scales, Validity and Reliability of an Instrument – Methods to determine Validity and Reliability. Case Study

UNIT III DATA COLLECTION AND SAMPLING 8

Data – Primary Data, Secondary data – Sources – Pros and Cons, Data collection Methods – Observations, Survey, Interview and Questionnaire design, Qualitative Techniques of data collection. Sampling – Definition, Steps in Sampling process, Types of Sampling - Probability and non probability Sampling Techniques, Errors in sampling, Case Study.

UNIT IV DATA ANALYSIS 13

Data Preparation – Editing – Objectives – Guidelines – Types – Stages, Coding – Types, Rules, Coding of Unstructured Questionnaire, Tabulation of Data – Types. Data Entry – Validity of Data, Data Processing - Problems in Processing, Data Transformation, Qualitative Data analysis vs Quantitative Data Analysis, Descriptive vs Inferential Analysis, Selection of Statistical test.

Univariate Analysis, Bivariate Analysis – Parametric vs Non-Parametric test, Multivariate Analysis – Factor Analysis, Discriminant Analysis, Cluster Analysis, Multiple Regression, Multi-Dimensional Scaling, Correspondence Analysis, Canonical Analysis, MANOVA, Application of statistical software for data analysis.

UNIT V REPORT WRITING AND ETHICS IN RESEARCH 7

Report Writing – Introduction – Precautions and Criteria for Good Research report – Types of Report, Layout and format of Report, Contents of Report. Interpretation – Meaning, Techniques, Findings, Suggestions and

Recommendations, Conclusion --Referencing Format, Index, Footnote, Appendices– Layout of a Research Paper, Journals in Business & Management, Impact factor of Journals. Ethics in research – ethical behaviour of research – subjectivity and objectivity in research, Ethical issues related to publishing, Plagiarism.

TOTAL : 45 PERIODS

TEXT BOOKS:

1. Deepak Chawla, NeenaSondhi, Research Methodology: Concepts & Cases, Vikas Publication, 2nd Edition, 2016
2. Donald R Cooper and Pamela S Schindler, Business Research Methods, Tata McGraw Hill, 11th Edition, 2012
3. Naval Bajpai, Business Research Methods, Pearson Education, 2011

REFERENCE BOOKS:

1. Kothari C R, Research Methodology Methods and Techniques, New Age International Publishers, 2nd Revised Edition, 2004
2. William G Zikmund, Barry J Babin, Jon C Carr, Mitch Griffin, Business Research Methods, Cengage Learning, 8th Edition, 2010
3. Anil Kumar Mishra, A Handbook on SPSS for Research Work, 2nd Revised Edition, Himalaya Publishing House, 2016.

WEB REFERENCES:

1. www.socialresearchmethods.net

MOOC REFERENCES:

1. <https://www.edx.org/course/scientific-methods-and-research>
2. <https://www.edx.org/course/social-work-research>
3. <https://www.udemy.com/course/research-methods/>
4. <https://www.udemy.com/course/research-methods-for-business-students/>
5. <https://www.coursera.org/learn/research-methods>
6. https://swayam.gov.in/nd2_ntr20_ed30/preview

OUTCOMES:

1. Able to understand the complexities of business problem and convert it into research problem.
2. Recognize the importance of ethical conduct in undertaking research
3. Identify and apply the appropriate research approaches and techniques for a research problem.

4. Demonstrate the ability to construct the instrument and carry out qualitative as well as quantitative data collection.
5. Demonstrate the ability to analyze quantitative data.
6. Develop the ability to present research findings.

CO-PO, PSO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	-	2	2	3	-	-	2
CO2	3	3	-	-	2	-	3	-	2
CO3	3	2	-	2	2	-	-	-	3
CO4	3	2	-	2	2	-	-	-	3
CO5	3	2	-	2	2	-	-	2	3
CO6	3	2	3	2	2	-	-	-	3

SEMESTER - II

20MBT207 SDG NO. 4	INFORMATION SYSTEMS & BUSINESS ANALYTICS	L	T	P	C
		3	0	0	3

OBJECTIVES:

- To understand the concepts and applications of Information system in business world
- To Study basic techniques on data retrieval, analysis and mining
- To understand the purpose of using business analysis tools within an organization

UNIT I INFORMATION SYSTEMS: AN OVERVIEW

9

Data, Information, Intelligence, Knowledge - Systems: Meaning, Elements, Types - System Stakeholders - System Development Methodologies - IS: Nature and Characteristics, Framework, IS Pyramid and Types.

UNIT II DATABASE MANAGEMENT, DATA SECURITY AND CONTROL

9

Database Management - Challenges, Data Independence - Data Redundancy- Data Consistency- Data Access - Data Administration - Managing Concurrency - Managing Security. Database - Principles and Types, Data Models - Types, DBMS and Types - Data Warehouses and Data Mart. Data Security – Firewalls, Network Security. Cloud computing - Case study

UNIT III INTRODUCTION TO BUSINESS ANALYTICS AND BIGDATA 9

Business Analytics – Definition - Need – Scope - Analytics in action – Big data – Business analytics in practice – Types of data – Data mining – market basket – Creating Distributions from data– measures of location - case study.

UNIT IV APPLICATION OF BUSINESS ANALYTICS 9

Machine Learning - Introduction and Concepts - Differentiating algorithmic and model based frameworks, Decision analytics. Descriptive analytics - Predictive analytics - Prescriptive analytics. Optimization – methods, Web analytics - Case study.

UNIT V DATA VISUALIZATION 9

Visual analysis: Data concepts – Data Dashboards - Data exploration & visualization – Scorecard. Role of business analytics in decision making and business development. Case studies in Insurance, health care, operations and banking

TOTAL : 45 PERIODS

TEXT BOOKS:

1. Ramesh Behl, James A. O'Brien, George Marakas, Management Information Systems, 11th edition, Tata McGraw Hill, January 10, 2019
2. Majid Nabavi, David L.Olson, Introduction to Business Analytics, Business Expert Press, 2018.

REFERENCE BOOKS:

1. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems – Managing the digital firm, PHI Learning / Pearson Education, PHI,, Asia, 2014.
2. Rahul de, MIS in Business, Government and Society, Wiley India Pvt Ltd, 2ed, 2018
3. Jeffery D.Camm, James J. Cochran, Michael J. Fry, Jeffrey W. Ohlmann, David R. Anderson, Essentials of Business Analytics, Cengage Learning, 2015
4. Sandhya Kuruganti, Business Analytics: Applications To Consumer Marketing, McGraw Hill, 2015

WEB REFERENCES:

1. <https://study.com/academy/lesson/what-are-information-systems-definition-types-quiz.html>
2. <https://www.sciencedirect.com/topics/economics-econometrics-and-finance/information-system>

3. <https://www.xplenty.com/blog/data-warehouse-vs-database>
4. <https://futureoflife.org/background/benefits-risks-of-artificial-intelligence/?cn-reloaded=1>
5. <https://emerj.com/ai-sector-overviews/artificial-intelligence-the-internet-of-things-iot-3-examples-worth-learning-from/>
6. <https://data-flair.training/blogs/data-analytics-tutorial/>
7. <http://people.stern.nyu.edu/padamopo/blog/DataScienceTeaching/>

MOOC REFERENCES:

1. <https://www.coursera.org/courses?query=information%20systems>
2. <https://www.edx.org/course/introduction-to-management-information-systems-mis>
3. <https://www.classcentral.com/course/independent-information-systems-11923>
4. <https://www.coursera.org/learn/business-analytics-r>
5. <https://www.udemy.com/course/business-analytics/>
6. https://swayam.gov.in/nd1_noc20_mg66/preview

OUTCOMES:

1. Understand the role and importance of information in business
2. Understand the significance of database management system
3. Critically analyze the business problems and apply basic analytical knowledge in big data
4. Recognize and understand the theory and models in the field of business analytics
5. Ability to explore and visualise data for meaningful insights
6. Able to comprehend the applications of business analytics

CO-PO, PSO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	1	2	2	1	1	1	1
CO2	1	2	1	1	1	-	1	1	1
CO3	1	1	2	2	1	-	1	-	-
CO4	1	1	1	1	1	-	-	1	-
CO5	1	1	1	1	1	-	-	1	-
CO6	-	1	1	1	-	+	-	1	1

SEMESTER - II

20MBP208 SDG NO. 4	DATA ANALYSIS LAB	L	T	P	C
		0	0	4	3

OBJECTIVES:

- To have hands on experience on data analysis and decision modeling

LAB EXERCISES :

Sl.No.	Name of the Experiment	Duration
1	Introduction to MS Excel, SPSS and R. Preparing the data files –uploading, imputation of missing data and transforming using MS Excel, SPSS and R	9
2	Descriptive Analysis <ul style="list-style-type: none"> • Central tendency measures • Creating Frequency table • Data Visualization 	8
3	Parametric Statistics <ul style="list-style-type: none"> • t-test (1-sample, k-sample and paired) • ANOVA- One-way & Two way • Pearson rank correlation 	8
4	Non Parametric Statistics <ul style="list-style-type: none"> • Chi-square test • Wilcoxon's matched pair • Mann-Whitney tests • Kruskal-Wallis tests 	8
5	Forecasting <ul style="list-style-type: none"> • Regression • Simple Moving average • Smoothing Moving average 	6

6	Multivariate <ul style="list-style-type: none"> Factor Analysis Discriminant Analysis Multi-Dimensional Scaling 	11
7	Transportation	2
8	Assignment Problem	2
9	Linear Programming	2
10	Risk and Sensitivity Analysis	2
11	Revenue Management	2

TOTAL : 60 PERIODS

Requirements for a batch of 30 students

1. Personal Computers – 30Nos.
2. Any Spreadsheet, analysis software like Microsoft Excel, SPSS and R-Software (freeware) with R-Studio.

TEXT BOOKS:

1. William J. Stevenson, Ceyhun Ozgur, "Introduction to Management Science with Spreadsheet", Tata McGraw Hill, 2009
2. Kiran Pandya and Smriti Bulsari, "SPSS in simple steps", Dreamtech, 2011.
3. Eric Pimpler, "Introduction to Data Visualization and Exploration with R", Geo Spatial Training Services, 2017 Edition.

REFERENCE BOOKS:

1. Winston, Wayne L , "Microsoft Excel 2019 Data Analysis and Business Modeling" , PHI learning Pvt. Ltd.
2. Douglas A. Lind, William G. Marchal, Samuel A. Wathen, " Basic Statistics Using Excel 2010 for: Statistical Techniques in Business & Economics", McGraw-Hill/Irwin 15th edition.
3. Keith McCormick, Jesus Salcedo , "SPSS Statistics for Data Analysis and Visualization", Wiley , 2017 Edition.
4. Bishnu, Partha Sarathi Bishnu & Vandana Bhattacharjee , Bhattacharjee , "Data Analysis : Using Statistics and Probability With R Language" , PHI learning Pvt. Ltd, 2018 Edition.
5. Nicholas J. Horton, Ken Kleinman Using R and RStudio for Data Management, Statistical Analysis, and Graphics , CRC Press, 2nd Edition.

WEB REFERENCES:

1. <https://spreadsheeto.com/how-to-use-excel/>
2. <https://stats.idre.ucla.edu/spss/modules/an-overview-of-statistical-tests-in-spss/>
3. <https://cran.r-project.org/doc/manuals/r-release/R-intro.pdf>
4. <https://www.udemy.com/course/research-methods-for-business-students/>
5. <https://www.coursera.org/learn/excel-essentials>
6. <https://www.coursera.org/specializations/data-collection>
7. <https://www.coursera.org/learn/r-programming>

MOOC REFERENCES:

1. <https://www.edx.org/course/scientific-methods-and-research>
2. <https://www.edx.org/course/introduction-to-r-for-data-science-2>

OUTCOMES :

1. Understand the basic features of spreadsheet functions
2. Analyse and provide optimal solutions for management problems
3. Understand the basics on preparing data files
4. Analyse and interpret bivariate and multivariate statistics
5. Understand data exploration and visualization using r-programming language
6. Application of the concepts for the live projects.

CO-PO, PSO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	-	3	2	-	2	3	3
CO2	3	3	-	3	3	2	-	2	3
CO3	3	2	-	3	2	-	2	2	3
CO4	2	2	-	3	3	2	2	2	2
CO5	2	2	-	3	3	3	-	3	3
CO6	3	3	-	3	3	2	-	2	3

SEMESTER - II

20MBP209 SDG NO. 4	SUMMER INTERNSHIP (4 WEEKS)	L	T	P	C
		0	0	2	2

The students shall undertake research projects/internship work which shall address the problems in a sector/ industry/ company with an aim of identifying solutions to these problems or implementing the learning. The project carried out during the second semester shall be considered as a practical course. Students shall undertake projects as a team of three members or two members or individually.

The project emphasizes on the identifying the research problem, identifying the appropriate methodologies to carry-out the research and the precision of implementable suggestions / recommendations. The Assessment for the Summer Internship shall be through Project report and a presentation.

OBJECTIVES:

- Approaches available to take up Business Research systematically
- Create awareness on various research approaches
- Apply specific analytical tools using SPSS to draw inferences for decision making
- Present the results of the research

SUMMER INTERNSHIP ASSESSMENT OUTLINE

S.No	Contents
1	Introduction to Research - Identifying of the problem – Formulating research questions
2	Review of Literature – Significance and Reporting
3	Research Designs – Types – Choosing an appropriate design for the project – Sampling Design
4	Formulation of a Research Instrument – Role of Validated Instruments
5	Data Collection Methods
6	Analysis using SPSS
7	Univariate and Bivariate Analysis using SPSS
8	Multivariate Analysis – Multiple Linear Regression, Factor Analysis, Cluster Analysis, Discriminant Analysis
9	Reporting the Research Results – Format of Project Reports

TEXT BOOKS:

1. Business Research Methods, 11/eDonald R. Cooper and Pamela S. Schindler, McGrawhill Publications
2. Bishnu, Partha Sarathi Bishnu & Vandana Bhattacharjee , Bhattacha , “Data Analysis : Using Statistics and Probability With R Language” , PHI learning Pvt. Ltd, 2018 Edition.

REFERENCE BOOKS:

1. William J. Stevenson, Ceyhun Ozgur, “Introduction to Management Science with Spreadsheet”, Tata McGraw Hill, 2009

OUTCOMES :

1. Understanding the fundamentals of base and professional subjects.
2. Utilizing the subject knowledge to identify the problems in organizations.
3. Design and Carryout a Business research project.
4. Ability to do Statistical analysis and interpret the findings out of it.
5. Communicating the finding to support decision making.

SUMMER INTERNSHIP PROJECT ASSESSMENT
(Internal – 50 Marks)

S.No	Contents	Marks
1	First Gate Review - Problem Identification and Review of Literature-Submission	5
2	Second Gate Review- Instrument Design and Methodology - Submission	5
3	Third Gate Review – Preparation of Proposal - Submission	5
4	Project Report	20
5	Qualifying Viva Voce (Includes Peer Assessment of 5% in Case of Team projects)	15
	Total	50

**GLOSSES FOR END SEMESTER PRESENTATION
AND VIVA (EXTERNAL – 50 MARKS)**

S.No	Contents	Marks
1	Project background, problem statements -Novelty	10
2	Methodology Concept and Research Design	20
3	Analysis and Interpretation	25
4	Suggestions and Recommendations - Implimentability	25
5	Answers to Questions raised	20
	Total	100 (to be converted for 50 marks)

OUTCOMES :

1. Understanding the fundamentals of organizational functions
2. Utilizing the subject knowledge to identify the problems in organizations
3. Design and Carryout to study and observation of day-to-day organization functions
4. Ability to enhance knowledge and skills about organizational functions
5. Understanding the hierarchical structure of various functional areas
6. Implementation of the overall internship exposure for the practical professional life.

CO – PO, PSO MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	-	3	2	-	2	3	3
CO2	3	3	1	3	2	2	-	2	2
CO3	3	2	1	3	2	-	-	-	3
CO4	3	2	-	3	3	2	-	2	-
CO5	3	2	-	3	3	3	-	3	3
CO6	3	2	-	3	2	-	2	3	3

SEMESTER - II

20MBP210 SDG NO. 4	PROFESSIONAL SKILL DEVELOPMENT	L	T	P	C
		0	0	2	2

OBJECTIVES:

- Identify own professional skills and potentials for holistic development.
- Imbibe team working skill & Familiarize events in business/Industry/Current Affairs.
- Recognize Verbal and non-verbal communication and its influence on interpersonal relationships.
- Practice numerical, logical, verbal and reasoning skills.

AN ILLUSTRATIVE LIST OF AREAS (SUBJECT-WISE):

- Team Building
- Effective Professional Communication
- Environmental Adoptability
- Updation of Current and Business Affairs
- Negotiation and Conflict Management Skills
- Impression Formation
- Self Branding
- Building Business Model

TOTAL SESSIONS: 28

SUGGESTED REFERENCES:

1. Bovee, Thill & Schatzman, Business Communication Today, 13th edition, Pearson
2. Nageshwar Rao and Rajendra Das, Business skills, HPH
3. Lesikar, R.V. & Flatley, M.E. Basic Business Communication – Connecting in a digital world, 13th Edition, McGraw Hill Publishing Company Ltd.
4. John Seely, Oxford Guide to Effective Writing and Speaking, 3rd edition, Oxford Publishing.
5. M Ashraf Rizvi, Effective Technical Communication, 2nd Edition, TMH.
6. Meenakshi Raman and Sangeeta Sharma, Technical Communication, 3rd Edition, Oxford Publishing.
7. Reading Business Journals & Business Newspapers

EVALUATION PARAMETER:

S.NO	CONTENTS
1	Presentation Skills
2	Communication Skills
3	Business and Current Affairs Quizzes
4	Journal Keeping
5	Coordinating & Organizing skills

OUTCOMES:

1. Demonstrate Team working skills and recognize team members strengths and weaknesses
2. Discuss current happenings, practices, and issues in business environment
3. Improve Professional communication
4. Identify behaviors to enhance relationships.
5. Demonstrate increased proficiency in presentation skills
6. Exhibit the imbibed skills to get employed.

SEMESTER - II

20MBP211 SDG NO. 4	CASE LAB – II	L	T	P	C
		0	0	2	2

OBJECTIVES:

- To thoroughly understand the case and the implications of the decision they make
- To allow students with real expertise and understanding, as well as judgment to excel.
- To analyze what course of action the organization should pursue.
- To propose and select from multiple possible options, none of which may be right or wrong.

AN ILLUSTRATIVE LIST OF AREAS (SUBJECT-WISE):

- Introduction to case method of teaching (What and Why)
- Types of Cases ; How to read, analyze and write a Case report
- Identification of case problem/Situation

- Analyzing the case - Approaches
- Participating in classroom case discussion
- Model Case presentation (In team)

Minimum of 5 cases from all 1st & 2nd Semester subjects expect Business Statistics and Analytics for Decision Making and Business Optimization Techniques.

Total Cases: 30

TOTAL : 28 SESSIONS

EVALUATION PARAMETER

S.No	Contents
1	Sequence, Clarity, Team Participation, Smooth change over from one speaker to another
2	Time Management
3	Communication Skills, Confidence Level, Quality of visuals
4	Special Features (Creativity) in presentation
5	Coordinating & Organizing skills

OUTCOMES:

1. Ability to ask the right questions, in a given problem situation
2. Grasping of management theory, by providing real-life examples of the underlying theoretical concepts.
3. Understand the exposure to the actual working of business and other organizations in the real world.
4. Reflect the reality of managerial decision-making in the real world
5. Understand the ambiguity and complexity that accompany most management issues
6. Exhibit the concepts gained to solve the real time issues

Imagine the Future and Make it happen!



1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



Together let's build a better world where there is **NO POVERTY** and **ZERO HUNGER**.

We have **GOOD HEALTH AND WELL BEING**, **QUALITY EDUCATION** and full **GENDER EQUALITY** everywhere.

There is **CLEAN WATER AND SANITATION** for everyone. **AFFORDABLE AND CLEAN ENERGY**

which will help to create **DECENT WORK AND ECONOMIC GROWTH**. Our prosperity shall be fuelled

by investments in **INDUSTRY, INNOVATION AND INFRASTRUCTURE** that will help us to

REDUCE INEQUALITIES by all means. We will live in **SUSTAINABLE CITIES AND COMMUNITIES**.

RESPONSIBLE CONSUMPTION AND PRODUCTION will help in healing our planet.

CLIMATE ACTION will reduce global warming and we will have abundant,

flourishing **LIFE BELOW WATER**, rich and diverse **LIFE ON LAND**.

We will enjoy **PEACE AND JUSTICE** through **STRONG INSTITUTIONS**

and will build long term **PARTNERSHIPS FOR THE GOALS**.



For the goals to be reached,
everyone needs to do their part:
governments, the private sector,
civil society and **People like you.**

Together we can...

Sai Prakash Leo Muthu

CEO - Sairam Institutions

We build a Better nation
through Quality education.



Sri

SAI RAM ENGINEERING COLLEGE

An Autonomous Institution

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