

MOHAN BABU UNIVERSITY

Sree Sainath Nagar, Tirupati – 517 102



Centre for Distance and Online Education

Bachelor of Business Administration (B.B.A)

CURRICULUM AND SYLLABUS
(From AY: 2025-26)



MOHAN BABU UNIVERSITY

Vision

To be a globally respected institution with an innovative and entrepreneurial culture that offers transformative education to advance sustainability and societal good.

Mission

- ❖ Develop industry-focused professionals with a global perspective.
- ❖ Offer academic programs that provide transformative learning experience founded on the spirit of curiosity, innovation, and integrity.
- ❖ Create confluence of research, innovation, and ideation to bring about sustainable and socially relevant enterprises.
- ❖ Uphold high standards of professional ethics leading to harmonious relationship with environment and society.

SCHOOL OF COMMERCE AND MANAGEMENT

Vision

To be the preferred choice for commerce and management education recognised for excellence, innovation, entrepreneurship and societal consciousness

Mission

- ❖ Impart relevant knowledge of commerce and management, a broad set of skills, and an inquisitive attitude to provide appropriate and distinctive solutions to serve industry and community
- ❖ Offer an experience par excellence with our state-of-the-art research, innovation, and incubation ecosystem to realise our learners' fullest entrepreneurial potential
- ❖ Provide continued education and research support to working professionals in the field of commerce and management to augment their domain expertise in the cutting-edge technologies used for business developments
- ❖ Inculcate the true spirit of societal consciousness in managers of tomorrow in solving challenges in commerce and management.

DEPARTMENT OF MANAGEMENT

Vision

To become the centre of excellence for management education and research in the country, wherein learners are empowered with the advanced management knowledge to effectively utilise their potential in their career and as entrepreneurs for betterment of the society.

Mission

- ❖ To provide management knowledge to instil the spirit of curiosity, compassion, courage and commitment through effective teaching learning process.
- ❖ To uphold the leadership excellence among the learners through research and mentoring.
- ❖ To create an effective learning environment that empowers the learners with the right blend of skills with theory and practice to build a dynamic society.

B.B.A. – Bachelor of Business Administration

PROGRAM EDUCATIONAL OBJECTIVES

After few years of graduation, the graduates of B.B.A. will:

- PEO1.** Pursue higher education in the field of management in functional areas - Marketing, Finance and Human Resources and Digital Marketing, Business Analytics, Financial Technology, E Commerce and Supply chain management, Digital Transformation, International business, Logistics and supply chain management or any other areas of their interest.
- PEO2.** Solve key challenges of management in general and functional areas in particular through professional career in industry/teaching/research.
- PEO3.** Get inspiration to engage in entrepreneurial career.
- PEO4.** Manage teams through effective leadership skills.
- PEO5.** Exhibit societal consciousness and ethical behaviour in practicing management along with learnability.

PROGRAM OUTCOMES

On successful completion of the Program, the graduates of B.B.A. will be able to:

- P01.** Gain the knowledge of management concepts relevant to corporate issues.
- P02.** Analyse the real time problems of the contemporary management.
- P03.** Develop solutions to the contemporary management challenges.
- P04.** Interpret the emerging issues in management through proper investigations and analysis.
- P05.** Utilize appropriate tools and techniques to solve managerial problems.
- P06.** Provide solutions for managerial problems with social consciousness.
- P07.** Offer sustainable and environmental friendly strategies in solving managerial issues.
- P08.** Establish highly ethical and moral standards in the given environment in solving managerial challenges.
- P09.** Lead the people and work with teams for acceptable outcomes.
- P010.** Communicate effectively in all forms to the stakeholders.
- P011.** Manage businesses effectively in a given environment.
- P012.** Learn continuously on the contemporary issues and practice in the field of management.

PROGRAM SPECIFIC OUTCOMES

On successful completion of the Program, the graduates of B.B.A. will be able to:

- PSO1.** Use fundamental knowledge of management domains to solve complex business problems.
- PSO2.** Use simulated problems, case analysis, projects, and industrial training to gain multidisciplinary knowledge
- PSO3.** Make competent management professionals through life-long learning who are ethically sound and have an understanding of societal and ecological issues relevant to their profession

B.B.A. – Bachelor of Business Administration

Course Structure

T: Theory; **T+P:** Theory with Practical; **P:** Practical; **T+PBL:** Theory with Project Based Learning
T+P+PBL: Theory with Practical and Project Based Learning

I- Semester

S. No	Course Code	Course Title	Course Type	Credits
1.	22MG101003L	BASICS OF ACCOUNTING	T	3
2.	22MG101006L	PRINCIPLES OF MANAGEMENT	T	3
3.	22MG101020L	BASICS OF HUMAN RESOURCES MANAGEMENT	T	3
4.	22MG101022L	FUNDAMENTALS OF MARKETING MANAGEMENT	T	3
5.	22MG101029L	BUSINESS MATHEMATICS	T	3
6.	22MG102001L	BASICS OF COMPUTERS	T+P	3
7.	22MG101005L	LEADERSHIP IN DYNAMIC BUSINESS ENVIRONMENT	T	3
Total Credits				21

II- Semester

S. No	Course Code	Course Title	Course Type	Credits
1.	22MG101018L	BASICS OF FINANCIAL MANAGEMENT	T	3
2.	22MG101009L	FUNDAMENTALS OF BUSINESS STATISTICS	T	3
3.	22MG101033L	ORGANISATIONAL BEHAVIOUR	T	3
4.	22MG101027L	OPERATIONS MANAGEMENT	T	3
5.	22MG101008L	EVOLUTION OF BUSINESS	T	3
6.	22MG101002L	BUSINESS ECONOMICS	T	3
7.	22MG101039L	BUSINESS RESEARCH	T	3
Total Credits				21

III- Semester

S. No	Course Code	Course Title	Course Type	Credits
1.	22MG101013L	HUMAN RESOURCE MANAGEMENT	T	3
2.	22MG101032L	FINANCIAL MARKETS & SERVICES	T	4
3.	22MG101019L	MARKETING MANAGEMENT	T	3
4.	22MG101031L	BUSINESS DECISION MAKING	T	3
5.	22MG101036L	LEADERSHIP MANAGEMENT	T	3
6.	22MG101010L	ENTREPRENEURSHIP DEVELOPMENT	T	3
7.	22CE101703L	PLANNING FOR SUSTAINABLE DEVELOPMENT	T	3
Total Credits				22

IV- Semester

S. No	Course Code	Course Title	Course Type	Credits
1.	22MG101007L	BANKING AND INSURANCE	T	3
2.	22MG101048L	CONSUMER BEHAVIOUR	T	3
3.	22MG101024L	BUSINESS LAW	T	3
4.	22MG101034L	STRATEGIC MANAGEMENT	T	3
5.	22MG101063L	INTRODUCTION TO DIGITAL MARKETING	T	3
6.	22MG101062L	PERFORMANCE MANAGEMENT	T	3
7.	22MG101023L	INTRODUCTION TO FINANCIAL TECHNOLOGY	T	3
8.	22LG101701L	PERSONALITY DEVELOPMENT	T	3
Total Credits				24

V- Semester

S. No	Course Code	Course Title	Course Type	Credits
1.	22MG111002L	INTERNSHIP	-	2
2.	22MG101021L	SECURITY ANALYSIS & PORTFOLIO MANAGEMENT	T	4
3.	22MG101041L	BRAND MANAGEMENT	T	3
4.	22MG101046L	ORGANISATIONAL CHANGE & DEVELOPMENT	T	3
5.	22MG101012L	BUSINESS INFORMATION SYSTEM	T	3
6.	22MG101045L	STRESS MANAGEMENT	T	3
7.	22MG101015L	INNOVATION AND CREATIVITY IN BUSINESS	T	3
8.	22MG101001L	CORPORATE GOVERNANCE AND BUSINESS ETHICS	T	3
Total Credits				24

VI- Semester

S. No	Course Code	Course Title	Course Type	Credits
1.	22CM108001L	CAPSTONE PROJECT	-	8
Total Credits				8

Total Credits for the award of the Degree: 120

Course Code**Course Title****22MG101003L****BASICS OF ACCOUNTING****Pre-Requisite** -**Anti-Requisite** -**Co-Requisite** -

COURSE DESCRIPTION: The course focuses on a detailed understanding of financial accounting, accounting principles, accounting process, and preparation and interpretations of the financial statements.

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

- CO1.** Understand the process and preparation of journal, ledger and trial balance.
- CO2.** Understand the process and preparation of final accounts and interpretation of the same.
- CO3.** Evaluate and apply appropriate methods of charging depreciation of the fixed assets to facilitate decision-making.
- CO4.** Analyze the financial performance of the companies using the ratios and facilitate the decision making.
- CO5.** Understand the basics of computerized accounting system and be able to integrate the accounting with IT applications.

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	-	-	1	-	-	-	-	-	-	1	1	-	-
CO2	3	1	-	1	1	-	-	-	-	-	-	1	1	-	-
CO3	3	1	1	1	1	-	-	-	-	-	-	-	-	1	-
CO4	3	1	-	1	1	-	-	-	-	-	-	1	1	-	-
CO5	3	1	1	-	1	-	-	-	-	-	-	1	-	1	-
Course Correlation Mapping	3	1	1	1	1	-	-	-	-	-	-	1	1	1	-

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT**Module 1: INTRODUCTION TO ACCOUNTING**

Nature and Scope of Accounting – Objectives of Accounting – Functions of Accounting – Advantages and Limitations of Accounting – Generally Accepted Accounting Principles [GAAP] Accounting Cycle – Accounting Standards – Journal – procedure for preparation of Journal. Ledger – Preparation of Ledger Accounts. Trial Balance – Methods and Preparation of Trial Balance (Theory and Problems).

Module 2: FINANCIAL STATEMENTS

Final Accounts – Classification of Receipts and Expenses – Preparation of Final Accounts – Trading Account – Profit & loss Account – Balance Sheet and preparation of Final Accounts with simple adjustments. (Theory and Cases)

Module 3: DEPRECIATION ACCOUNTING

Causes of depreciation - Factors affecting the depreciation - Computation of Depreciation - Methods of depreciation – Straight Line Method – Diminishing Balancing Method – Annuity Method – Accelerated Methods - Depreciation Fund Method – Insurance Policy Method - Machine hour rate method (Theory and Cases).

Module 4: RATIO ANALYSIS

Classification of Ratios – Liquidity – Asset Management Ratios – Debt Management Ratio – Profitability Ratios – Market Value Ratios – Managerial uses and Limitations of Ratio Analysis – (Theory and Simple Cases)

Module 5: COMPUTERIZED ACCOUNTING

Computerized Accounting – Meaning – Features of Computerized Accounting – Accounting Information Systems [AIS] - Accounting Software Packages – Introduction to Tally – Tally and its process.

EXPERIENTIAL LEARNING

1. Students will be given an assignment saying that enter the business transactions in Tally ERP 9
2. Collect the information from the sole trader and prepare the final accounts. Present the summary as a group presentation
3. A group discussion will be conducted for the students about their observations between the company act 1956 and 2013
Above all will be detailed in CHO.

RESOURCES

TEXT BOOKS:

1. Paul, S. K. 4th edition New Central Book Agency Pvt. Ltd. Financial Accounting For Managers.
2. Ghosh, T. P. 4th edition Taxman Allied Service Financial Accounting.
3. Mohammed Hanif, Amitabh Mukherjee, (Fully solved problems, theory questions and exercises).

REFERENCE BOOKS:

1. SP Jain, K L Narang ; Advanced Accountancy, Kalyani Publishers, New Delhi Vol-I and II.
2. S.N. Maheswari: "Financial Accounting" , Vikas Publishers
3. Jawaharlal: Accounting for Managers, Himalaya Publishing Company, New Delhi.
4. Mukharjee and Hanif (2013), Financial Accounting, Tata Mc-Graw Hill, New Delhi:

VIDEO LECTURES:

1. <http://www.digimat.in/nptel/courses/video/110106147/L01.html>
2. <https://www.digimat.in/nptel/courses/video/110101131/L25.html>

Web Resources:

1. [https://www.tgct.gov.in/tgportal/staffcollege/DR ACTOs 17.01.2020 to 18.02.2020/ February - 2020 PDF%27s/05.02.2020, 1. S.Srinivas Sir, Chartered Accountant, Accounting Fundamentals.pdf](https://www.tgct.gov.in/tgportal/staffcollege/DR%20ACTOs%2017.01.2020%20to%2018.02.2020/February%20-%202020%20PDF%27s/05.02.2020,%201.%20S.Srinivas%20Sir,%20Chartered%20Accountant,%20Accounting%20Fundamentals.pdf)
2. Accounting and Finance | Bloomberg Professional Services
3. Accounting Explained With Brief History and Modern Job Requirements (investopedia.com)

Course Code**Course Title****22MG101006L****PRINCIPLES OF MANAGEMENT****Pre-Requisite** -**Anti-Requisite** -**Co-Requisite** -

COURSE DESCRIPTION: This course enables the students to study the evolution of management, functions and principles of management, application of the principles in an organization, system and process of effective controlling in the organization.

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

- CO1.** Understand managerial functions of business organisation.
- CO2.** Understand the planning process in the organization.
- CO3.** Understand the principles of Organizing.
- CO4.** Understand the concept and process of Staffing.
- CO5.** Demonstrate the ability to direct, leadership and communicate effectively.

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	-	-	-	-	-	-	1	-	-	-	1	-	1	-
CO2	3	1	-	1	-	-	-	1	1	-	-	1	1	-	-
CO3	3	1	-	1	-	-	-	1	1	-	-	1	1	-	-
CO4	3	1	-	-	-	-	-	1	1	-	-	1	-	1	-
CO5	3	1	-	-	-	1	-	-	1	-	-	1	-	-	1
Course Correlation Mapping	3	1	-	1	-	1	-	1	1	-	-	1	1	1	1

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT**Module 1: INTRODUCTION TO MANAGEMENT**

Meaning, definition, concept, scope and principles of management; Evolution of management thought - Management theories- classical, behaviour, system, contingency and contemporary perspectives on management. Management art or science and management as profession. Process and levels of Management. Introduction to Functions (POSDCORB) of Management.

Module 2: PLANNING – IMPORTANCE:

Planning – Importance, objectives, process, policies and procedures, types of planning, Decision making - Process of decision making, Types of decision, Problems involved in decision making

Module 3: ORGANIZING:

Meaning, importance, principles of organizing, span of management, Patterns of organization – formal and informal organizations, Common organizational structures; departmentalization, Authority- delegation, centralization and decentralization, Responsibility – line and staff relationship;

Module 4: STAFFING:

Sources of recruitment, Selection process, Training, Directing, Controlling – Meaning and importance, Function, span of control, Process and types of Control, Motivation, Coordination – Need and types and techniques of co-ordination - Distinction between coordination and co-operation - Requisites for excellent co-ordination - Systems Approaches and co-ordination.

Module 5: EMERGING ISSUES IN MANAGEMENT

Total Quality management, Technology Management, Talent and Knowledge Management, Leadership, Organizational change and Development, Corporate Social responsibility.

EXPERIENTIAL LEARNING**LIST OF EXCERISES:**

1. Select students will be given a case on management theory and its relevance to contemporary business practices.
 2. Case of Amazon India on Planning and Staffing personnel for its timely delivery in rural area
 3. Students will be asked to have group discussion on Technology, Organisation and Management
- Above all will be detailed in CHO.

RESOURCES**TEXT BOOKS:**

- 1 Charles W.L. Hill and Steven L. McShane, Principles of Management, Tata Mc-craw-Hill Company, New Delhi.
- 2 Griffin, Ricky W., Management. AITBS Publishers and Distributors, New Delhi.

REFERENCE BOOKS:

- 1 Hitt, MA., J.S. Black and Porter, L.W., Management, Pearson Education, New Delhi
- 2 Laurie J. M. Management and organizational Behaviour, Pearson, New Delhi

VIDEO LECTURES:

1. NPTEL
2. NPTEL : NOC: Principles of Management (2021) (Management) (digimat.in)

WEB RESOURCES:

1. Introduction to Management – Geeks for Geeks
2. anucde.info/bba1a.pdf
3. <https://gfgc.kar.nic.in/punjalakatte/GenericDocHandler/199-b09e53be-ab6f-4952-9f51-b59b167a23ba.pdf>

Course Code	Course Title
22MG101020L	BASICS OF HUMAN RESOURCE MANAGEMENT

Pre-Requisite	-
Anti-Requisite	-
Co-Requisite	-

COURSE DESCRIPTION: This course highlights the basics of contemporary and key human resource management skills that are required by management professionals.

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

- CO1.** Understand current basic concepts in the functional areas of HRM.
- CO2.** Evaluate the concepts of Recruitment and Selection, Job Evaluation practices.
- CO3.** Evaluate the Training and Development activities and Promotion policies of the organizations.
- CO4.** Analyze the Compensation and Wage Policies, and Merit Rating of the Employees.
- CO5.** Analyze and Integrate Wage Policy and the conditions of working to retain the employees in the organization.

CO-PO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3					1		1	1			1	1		
CO2	3	1	1			1		1	1			1	1		
CO3	3	1	1			1		1	1			1		1	
CO4	3	1	1			1		1	1			1	1		
CO5	3	1	1	1		1		1	1			1	1		
Course Correlation Mapping	3	1	1	1		1		1	1			1	1	1	

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT

Module 1: Introduction

Importance of Human Resource Management – Meaning, Nature and Scope, Functions and Role of HR Manager – Advisory and service function to other department – HRM planning – objectives and process.

Module 2: Procurement and Development Functions

Job Analysis, Job description, job specification, recruitment, selection, placement and induction and socialization.

Module 3: Training & development

Types and method, job change – career planning, promotion, demotion, transfer, separations.

Module 4: Compensation Function

Job evaluation – Merit rating – Methods of wage, payment, incentive compensation – Types, advantages, perquisites. Wage system in India – Minimum wage, fair wage, living wage.

Module 5: Maintenance and Integration Functions in HRM

Administration of welfare, amenities & fringe benefits, safety & accident prevention work, accident prevention. Employee grievances and their redressal, administration of discipline.

EXPERIENTIAL LEARNING

1. Collect the case studies related to recent trends in HRM and other Contemporary HR Practices and Present them as a seminar.
2. Different Case Studies Will be Given to students as per the topic that will be collected and evaluated.
3. The case studies will be collected as Assignments and the same will be evaluated.

Above all will be detailed in CHO.

RESOURCES

TEXT BOOKS:

1. National. SeemaSanghi Human Resource Management 2011 Macmilan Publication
2. National V.S.P. Rao Human Resource Management 2006 Excel Books
3. Essentials of HRM and Text Cases 2011 Himalaya Publishing House

REFERENCE BOOKS:

1. National . K. Ashwathappa Human Resource Management 2007 Tata McGraw--Hill
2. International Gary Dessler, BijuVarkey Human Resource Management 2016 Pearson Publication, 12thEdition
3. Fundamentals of Human Resource Management by Dr T.Chandrasekhar Yadav 2021 by Asia Pacific Publications

VIDEO LECTURES:

<https://hbsp.harvard.edu/cases/>

<https://open.umn.edu/opentextbooks/textbooks/human-resource-management>

<https://www.google/services.com/hrm>

Course Code**Course Title****22MG101022L****FUNDAMENTALS OF MARKETING
MANAGEMENT****Pre-Requisite** -**Anti-Requisite** -**Co-Requisite** -

COURSE DESCRIPTION: This course enhances students' knowledge as regards to basics of marketing, develop practical insights into application of marketing concepts.

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

- CO1.** Understand the need and importance of marketing in the current business scenario
- CO2.** Analyze the need and importance of market segmentation, targeting and positioning.
- CO3.** Understand the steps involved in designing a marketing mix.
- CO4.** Evaluate and apply the knowledge of expanded marketing mix.
- CO5.** Understand the recent trends in marketing.

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	-	-	-	-	-	-	-	-	1	-	1	1	-	-
CO2	3	1	-	1	-	1	-	1	-	-	-	1	1	-	-
CO3	3	1	-	1	2	-	-	1	-	-	-	1	1	-	-
CO4	3	1	2	1	1	-	-	-	1	1	-	-	-	1	-
CO5	3	1	-	1	1	-	-	-	-	1	-	1	-	-	1
Course Correlation Mapping	3	1	2	1	1	1	-	1	1	1	-	1	1	1	1

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT

Module 1: INTRODUCTION TO MARKETING FUNDAMENTALS

Concept, scope, and Value of marketing, core marketing principles, Marketing and Customer Value.

Module 2: MARKET SEGMENTATION, TARGETING & POSITIONING (STP)

Market Segmentation, meaning, its benefits, Bases for segmenting Consumer market and Industrial market, Market Targeting, Product positioning concept

Module 3: MARKETING RESEARCH

Nature & Scope, Marketing Research Process, Questionnaire designing & methods of data collection.

Module 4: MARKETING MIX

Product, Price, Place, Promotion, Process, People, and Physical evidence.

Module 5: RECENT TRENDS IN MARKETING

Digital Marketing – Meaning, Importance, Green Marketing - Meaning, Importance, Use of Information Technology in marketing practices – Virtual marketing, E-buying behavior etc.

EXPERIENTIAL LEARNING

LIST OF EXERCISES:

1. Mystery Shopping in Super Markets / Malls
2. Storytelling of Customer experiences in the Purchase Process of Goods & Services
3. Field Trip/ Outdoor Learning through interaction with Marketing Executives
4. Business Plan (4Ps) Presentations.
5. Case Discussions and fish bowl exercises on Marketing issues & Challenges

Above all will be detailed in CHO.

RESOURCES

TEXT BOOKS:

1. Kotler.P, &Keller.K.L., Koshy &Jha (2020). Marketing Management, 20th edition, Pearson
2. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.

REFERENCE BOOKS:

1. Kotler & Armstrong, 15th ed., Principles of Marketing Management, Pearson publication.
2. Marshall & Johnston, Marketing Management, McGraw Hill.

VIDEO LECTURES:

1. <https://www.digimat.in/nptel/courses/video/110104068/L01.html>
2. <https://www.digimat.in/nptel/courses/video/110104070/L01.html>

WEB RESOURCES:

1. Basics of Marketing: <http://www.umsl.edu/~chewl/ba206.htm>.
2. <https://www.pdfdrive.com/principles-of-marketing-e154804.html>
3. <https://ipsedu.in/downloads/MBABooks/principles-of-marketing-philip-kotler.pdf>

Course Code**Course Title****22MG101029L****BUSINESS MATHEMATICS****Pre-Requisite** -**Anti-Requisite** -**Co-Requisite** -**COURSE DESCRIPTION:**

This course enables knowledge on various mathematical tools, techniques and models which help in dealing with real-life business problems and provide solutions.

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

- CO1.** Understand the basic concepts of indices and functions.
- CO2.** Apply the concept of matrices to solving business problem.
- CO3.** Understand the concept of Calculus and Methods of differentiations and Integration.
- CO4.** Analyze the basic concepts of economics and their importance in business decisions.
- CO5.** Apply the results of mathematical calculations to help evaluate various options in reaching financial decisions.

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	-	1	-	-	-	-	-	-	-	1	1	-	-
CO2	3	1	-	1	-	-	-	-	-	-	-	1	1	-	-
CO3	3	1	-	1	-	-	-	-	-	-	-	1	-	1	-
CO4	3	1	-	1	1	-	-	-	-	-	-	1	1	-	-
CO5	3	1	-	1	1	-	-	-	-	-	1	1	-	1	1
Course Correlation Mapping	3	1	-	1	1	-	-	-	-	-	1	1	1	1	1

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT

Module 1: BASIC MATHEMATICS

Theory of Indices: Definition, types of indices, properties of indices, basic problems on indices. Functions and its applications to business, limits of function and continuity.

Module 2: VECTORS AND MATRICES

Geometrical and physical interpretation of vectors, Introduction to Matrices Multiplication of Matrices, Inverse of a Matrix, Rank of a Matrix and Matrix applications in management.

Module 3: ELEMENTARY CALCULUS

Differentiation: Definition, rules of differentiation, logarithmic differentiation, partial differentiation of first and second order, maxima & minima. Integration: Definition, some standard rules of integration, integration by substitution.

Module 4: APPLICATION OF CALCULUS

Elasticity of demand, Average revenue, Marginal revenue, Average cost, Marginal cost, Total cost, Consumer's surplus, Supply curve of short period and long period in perfect competition, Maximum revenue, Minimum Cost.

Module 5: MATHEMATICS FOR FINANCE

Progressions: Arithmetic and Geometric progressions and their applications. Simple interest, Compound interest, Annuity, Concept of present value and amount of sum types of annuities, present value and amount of an annuity including the cases of continuous compounding, problems relating to sinking fund.

EXPERIENTIAL LEARNING

LIST OF EXPERIMENTS:

1. Select any three products observe demand and supply or Demand and Price in the market. Using the data Construct the relationship.
2. A finance company has offices located in every division, every district and every taluka in a certain state in India. Assume that there are 5 divisions, 30 districts and 200 taluka in the state. Each office has one Head Clerk, One Cashier, One Clerk and One Peon. A divisional office has, in addition, an Office Superintendent, 2 Clerks, one Typist and one Peon. A district office has in addition, one clerk and one peon. The basic monthly salaries are as follows: Office Superintendent Rs. 5000; Head Clerk Rs.2000; Cashier Rs.1750; Clerk and Typist Rs. 1500 and Peon Rs. 1000. Using matrix notations find.
 - a. The total number of posts of each kind in all the offices taken together,
 - b. The total basic monthly salary bill of each kind of office, and
 - c. The total basic monthly salary bill of all the offices taken together.
3. Identify any five products. Gather information about the price and quantity demanded. Classify them according to whether their demand is elastic or inelastic
4. Identify any two or three banks/NBFCs. Gather Information about the schemes and interest rates. Do a comparative study and summarize the report.

RESOURCES

TEXT BOOKS:

1. M. Raghavachari :Mathematics for Management An Introduction, Tata McGraw Hill
2. Dr.C.Sancheti and V.K.Kapoor,Business Mathematics, Sultan Chand & Sons.

REFERENCE BOOKS:

1. J.K Sharma, Business Mathematics Theory & Applications, Ane Books Pvt. Ltd.
2. J.K Singh, Business Mathematics, Himalaya Publishing House.
3. Dr.Amarnath Dikshit & Dr.Jinendra Kumar Jain , Business Mathematics, Himalaya Publishing House.

VIDEO LECTURES:

1. NPTEL :: Mathematics - NOC:Matrix Analysis with Applications
2. Basic Calculus - 1 - Course (nptel.ac.in)
3. NPTEL :: Mathematics - NOC:Basic Calculus 1 and 2

WEB RESOURCES:

1. ICAI - The Institute of Chartered Accountants of India
2. (PDF) An Introduction to Business Mathematics (researchgate.net)
3. [Std12-BM-EM.pdf \(tn.gov.in\)](https://textbookcorp.tn.gov.in/Books/12/Std12-BM-EM.pdf) (<https://textbookcorp.tn.gov.in/Books/12/Std12-BM-EM.pdf>)

Course Code**Course Title****22MG102001L****BASICS OF COMPUTERS****Pre-Requisite** -**Anti-Requisite** -**Co-Requisite** -

COURSE DESCRIPTION: The course consists of an introduction to basic vocabulary and terminology related to computer and word processing, Microsoft Word, the Internet, web search and email.

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

C01. Work with advanced features of MS Word, MS Excel & MS PowerPoint.

C02. Create powerpoint presentations.

C03. Be aware of mathematical calculations in MS Excel

C04. Be aware of MS Access and database

C05. Able to use basic internet & social networking tools

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
C01	3	3	3	-	-	-	-	-	-	-	-	-	3	-	3
C02	3	3	3	-	-	-	-	-	-	-	-	2	3	-	3
C03	3	3	-	-	-	-	-	-	-	-	2	-	3	-	3
C04	2	3	3	-	-	-	-	-	-	-	-	-	3	-	-
C05	2	2	1	-	-	-	-	-	-	-	1	-	3	2	1
Course Correlation Mapping	3	3	3	-	-	-	-	-	-	-	2	2	3	-	3

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT

Module 1: BASICS OF COMPUTERS

Introduction – Meaning – Characteristics – Types – Advantages and Limitations of a Computer – Computer Input Devices: Key Board – Mouse Scanners – Digital Camera – Touch Screen. Output Devices: Monitors – Printers. Storage Devices: Hard Disk – RAM – CD-ROM, Operating Systems: Windows

Module 2: MS WORD

Introduction – Menus – Shortcut menus – Tool bars Files: Creating – Opening – Saving – Renaming – Closing Documents and Text Format & Paragraph: Formatting and Paragraphs – Attributes – Moving – Copying – Pasting Bulleting: Bullet and Number lists – Nested lists – Formatting lists Tables : Draw – Insert – Rows & Columns – Moving– Resizing – Table Properties. Page Formatting: Margins Page Size & Orientation – Headers and Footers – Page Numbers –Preview and Printing-mail merge.

Module 3: MS EXCEL

Introduction to spread sheet – components of EXCEL opening screen Building worksheet. Entering data in worksheet – editing, deleting, copying and moving cells and ranges adjusting column width and row height – inserting and deleting cells, rows and columns using auto-fill – creating and working with formula – functions in EXCEL – Graphs and Charts: Types of charts – elements of a chart – creating a chart

Module 4: MS ACCESS

Introduction to Access and Database – Database objects – creating database – Creating tables: creating a table using data sheet, design view and table wizard – data types – primary key – entering and modifying data in a table – Creating forms: creating auto forms – creating forms using design view and form wizard – entering and editing records in forms – Creating queries: types of queries – creating queries using query wizard – Creating reports: creating auto reports – creating reports using report wizard.

Module 5: INTERNET

Internet – Scope – Uses and advantages - Applications of internet in business – Email - Opening an Email Account– Sending and Receiving e-mails using internet Introduction to online shopping

EXPERIENTIAL LEARNING

LIST OF EXPERIMENTS:

1. Perform MS DOS commands in command prompt.
2. Create the Resume in MS word
3. Create an advertisement in MS Word document using page and content borders, patterns, and text formatting.
4. Create organization letterhead by using of MS office
5. Perform Mail-merge in MS word
6. Apply mathematical function and generate students grade sheet in excel
7. Represent sales forecasting of a firm using charts in excel

8. Create a data base in MS Access
9. Create email id
10. Sent a formal email to multiple persons using any emailing application

RESOURCES

TEXT BOOKS:

1. Vikas Guptha, 2012, Comdex Computer Course Kit, Reprint, Wiley – Dream tech, New Delhi.
2. Sanjay Saxena, S. Mohan Naidu, Rajneesh, 2016, Computer Application In Management, Agarwal Amit K Kashyap & Vikas Publishing House, New Delhi.
3. Nasib Singh Gill Handbook of Computer Fundamentals, 2016, 1st Edition, Khanna publication, New Delhi

REFERENCE BOOKS:

1. S.V. Srinivasa Vallaban, 2006, Computer applications in Business, Third edition, Sultan Chand and Sons, New Delhi.
2. Working in Microsoft Office, Ron Mansfield - TMH

VIDEO LECTURES:

1. https://support.microsoft.com/en-us/office/create-a-document-in-word-aafc163a-3a06-45a9-b451-cb7250dcbaa1?wt.mc_id=otc_word#
2. <https://edu.gcfglobal.org/en/computerbasics/>

WEB RESOURCES:

1. https://www.tutorialspoint.com/basics_of_computers/basics_of_computers_introduction.htm
2. <https://testbook.com/learn/computer-fundamentals/>

Course Code**Course Title****22MG101018L****BASICS OF FINANCIAL MANAGEMENT****Pre-Requisite** -**Anti-Requisite** -**Co-Requisite** -

COURSE DESCRIPTION: This course provides a detailed discussion on various sources of finances for corporate and utilization of funds for taking effective decisions related to capital structure, financing and investment in order to achieve maximum business growth.

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

- CO1.** Understand the different basic concepts of Corporate Finance and practical application of time value of money concept.
- CO2.** Understand the recent trends of primary and secondary market and importance of cost of capital
- CO3.** Develop required skills to select optimal capital structure on the basis of cost of capital.
- CO4.** Provide right investment decisions based on cost- benefit analysis.
- CO5.** Develop different models for firm's optimum dividend payout.

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	-	-	-	-	-	-	-	-	2	-	-	-	-	2
CO2	3	3	-	2	3	-	-	2	-	-	-	-	-	-	3
CO3	3	2	3	-	-	-	-	-	-	2	2		-	-	3
CO4	3	3	3	-	3	-	-	-	-	-	2	-	-	-	3
CO5	3	2	3	2	3	-	-	-	-	2	2	-	-	-	3
Course Correlation Mapping	3	3	3	2	3			2	-	2	2	-	-	-	3

Correlation Levels:**3: High;****2: Medium;****1: Low**

COURSE CONTENT

Module 1: FINANCIAL MANAGEMENT FUNCTION

Introduction to Financial Management: Meaning and scope - Profit vs. Wealth maximization- Functions of Financial manager in the modern age- Time value of money-Agency problem.

Module 2: COST OF CAPITAL & LEVERAGE

Cost of capital: Sources of finance- Estimating the Cost of Capital: meaning- significance - computation of cost of specific sources of finance (cost of Debt, Equity & Preference shares & Retained earnings)- Computation of weighted average cost of capital-Marginal cost of capital (Theory and Problems)

Leverages: Meaning- Types- Financial Leverage- Operational Leverage- Composite Leverage- EBIT and EPS Analysis (Theory and Problems)

Module 3: FINANCING DECISIONS

Capital Structure: Introduction – Importance – Factors determining Capital Structure-Optimal Capital structure-Theories of Capital Structure: Relevance and Irrelevancy theories- (Theory and Problems)

Module 4 INVESTMENT DECISION

Capital Budgeting Decisions: Traditional methods, discounted cash flow methods, risk analysis in capital budgeting.

Working capital Management: Operating cycle estimation, Cash management, Inventor management, receivable management.

Module 5 DIVIDEND DECISIONS

Dividend decisions: influencing factors, forms and special dividends. Walter, Gordon and MM models Linter's model, dividend practices in India. Buy back of shares, taxation of dividends and capital gains.

EXPERIENTIAL LEARNING

1. Take Nifty 50 companies and understand their capital structure.
2. Analyze the financial statements of BSE SENSEX- 30 companies

RESOURCES

TEXT BOOKS:

1. I.M.Pandey, (2015), Financial Management, 11th edition, Vikas Publishing, India
2. James C. Van Horne, Sanjay Dhamija, (2011), Financial Management and Policy, 12th edition, Pearson Education.
3. Eugene F Brigham, Michael C. Ehrhardt, (2014), Financial Management Theory and Practice, 14th edition, Cengage Learning.

REFERENCE BOOKS:

1. Khan M.Y, Jain P.K, (2014), Financial Management- Text, Problems and Cases, 7th edition, McGraw Hill.
2. Prasanna Chandra, (2011), Financial Management : Theory and Practice, 8th edition, McGraw Hill, India

VIDEO LECTURES:

1. <https://www.digimat.in/nptel/courses/video/110107144/L01.html>
2. https://www.youtube.com/watch?v=Sx-dy96_tCQ

WEB RESOURCES:

1. https://students.icaai.org/?page_id=5210
2. <https://mdu.ac.in/UpFiles/UpPdfFiles/2020/Jan/FinancialManagement.pdf>
3. <https://backup.pondiuni.edu.in/content/study-material-question-bank>

Course Code**Course Title****22MG101009L****FUNDAMENTALS OF BUSINESS
STATISTICS****Pre-Requisite** -**Anti-Requisite** -**Co-Requisite** -

COURSE DESCRIPTION: This course makes students learn and apply statistical tools in daily life and create quantitative models to solve real-world problems in appropriate contexts. Also, able to understand the importance of Statistics in real life by providing the necessary data analysis for solving business problems

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

- CO1.** Understand the basics of statistics, tabulation, and graphical representation of data.
- CO2.** Apply Statistical tools and techniques in Decision making.
- CO3.** Examine the measures of dispersion and skewness.
- CO4.** Develop knowledge of Correlation and Regression concepts.
- CO5.** Interpret the results of statistical tests and make statistically relevant conclusions/decisions.

CO-PO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3	-	-	-	-	-	-	-	-	-	3	3	-	-
CO2	3	3	3	-	-	-	-	-	-	-	2	3	3	-	-
CO3	3	3	3	-	-	-	-	-	-	-	2	3	3	-	-
CO4	3	2	3	-	-	-	-	-	-	-	2	3	3	-	-
CO5	3	3	3	-	-	-	-	-	-	-	2	3	3	-	-
Course Correlation Mapping	3	3	-	-	-	-	-	-	-	-	-	3	3	-	-

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT

Module 1: INTRODUCTION

Introduction to Statistics: Meaning, Definition, Features, Importance and limitations of statistics. Types of Statistics, Types of Variables, Data types, meaning and difference between primary and secondary data, data collection methods. Classification and tabulation of data (problems).

Module 2: MEASURES OF CENTRAL TENDENCY

Introduction to Measures of Central Tendency. Characteristics of an ideal measure of Central Tendency; Types of Measures of Central Tendency - mean, median, mode, geometric mean and harmonic mean. Merits, Limitations and Suitability of averages. Relationship between averages.

Module 3: MEASURES OF DISPERSION

Meaning and Significance. Absolute and Relative measures of dispersion Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation, Moments, Skewness, and Kurtosis.

Module 4: CORRELATION AND REGRESSION

Meaning, Definition, and Use of Correlation, Scatter diagram, Types of correlation - Karl Pearson's correlation coefficient, Spearman's Rank correlation, Probable Error. Regression-Meaning and utility of Regression analysis, Comparison between Correlation and Regression, regression lines - X on Y , Y on X , Regression Equations, and Regression Co-efficients.

Module 5: INFERENCE STATISTICS

Hypothesis-Procedure for testing hypothesis - Setting of Hypothesis, Types of errors in hypothesis testing - Level of significance, Test of significance for Large and small sample tests, Z and t-tests for mean, Chi-square test for goodness of fit and independence of attributes. Simple problems only.

EXPERIENTIAL LEARNING

1. Below is the frequency distribution

Selling Prices (Rs. thousands)	Frequency
15 up to 18	8
18 up to 21	23
21 up to 24	17
24 up to 27	18
27 up to 30	8
30 up to 33	4
33 up to 36	2
Total	80

Construct a histogram. What conclusions can you reach based on the information presented in the histogram?

- Calculate the arithmetic mean for the wages of workers in a Factory

Wages (Rs).	4 6 8 10 15 16
Workers	5 15 6 7 8 2

- Calculate the correlation coefficient between X and Y and comment on their relationship.

X	1	3	5	7	8
Y	2	5	7	9	10

- The following sample observations were randomly selected.

X	4	5	3	6	10
Y	4	6	5	7	7

- The following sample observations were randomly selected.

X	5	3	6	3	4	4	6	8
Y	13	15	7	12	13	11	9	5

- Determine the regression equation.
- Determine the value of Y' when X is 7.

RESOURCES

TEXT BOOKS:

- Lind, D. A., Marchal, W. C., & Wathen, S. A. (2021). *Basic statistics for business and economics*. McGraw-Hill.
- Sharma, J.K (2014) Business Statistics 4th edition Delhi: Vikas Publishing House
- S.P.Gupta, Statistical Methods. Sultan Chand and sons.

REFERENCE BOOKS:

- Das and Swain, Business statistics for managerial decision, HPH
- Pillai & Bagavathi (2015) Statistics, S Chand
- Levin, R. I., & Rubin, D. S. (2014). Statistics for management. Delhi: Pearson.

VIDEO LECTURES:

- <https://www.digimat.in/nptel/courses/video/110107114/L01.html>
- https://www.youtube.com/watch?v=ImpxCMX2i_k&list=PLd605q1Prvz8TlgPXANEQyuDBNb6VSYFj

WEB RESOURCES:

- <https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf>
- <https://www.ascdegreecollege.ac.in/wp-content/uploads/2020/12/Business-Statistics-by-Gupta.pdf>
- <http://web.uvic.ca/~nkarlson/col11776-1.34.pdf>

Course Code**Course Title****22MG101033L****ORGANISATIONAL BEHAVIOUR****Pre-Requisite****Anti-Requisite****Co-Requisite**

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COURSE DESCRIPTION: This course enables the students to know the principles in an organization, the system and process of effective controlling in the organization.

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

- CO1.** Interpret the scope of organizational behavior and its significance.
- CO2.** Understand the managerial strategies in achieving the organizational goals of an organization
- CO3.** Demonstrate the impact of motivation and leadership in group dynamics.
- CO4.** Solve organizational conflicts through negotiation and team building.
- CO5.** Improve the results – performance outcome through human behavior and organizational behaviour can aid them in their pursuit of the goals.

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	-	-	-	2	-	2	-	2	-	2	2	1	1
CO2	1	-	2	1	-	2	-	-	-	-	-	2	2	2	3
CO3	2	-	2	-	1	-	-	-	-	2	-	2	2	2	2
CO4	1	2	-	1	-	-	-	-	-	2	-	2	2	2	2
CO5	1	2	1	-	-	-	-	-	-	2	2	2	2	2	2
Course Correlation Mapping	2	2	2	3	2	2		2		2	2	2	2	2	2

Correlation Levels: 3: High; 2: Medium;

1: Low

COURSE CONTENT

Module 1: INTRODUCTION

Nature and scope – Linkages with other social sciences- Individual roles and organizational goals – perspectives of human behavior - Perception– perceptual process

Module 2: LEARNING

Learning - Learning Process- Theories- (Pavlov, Skinner and Thorndike) - Personality and Individual Differences - Determinants of Personality - Values, Attitudes and Beliefs .

Module 3: MOTIVATION AND LEADERSHIP

Definition and nature of motivation, Theories of Motivation (Maslow, Alderfer) - Leadership –Traits-Styles –Leadership skills– Challenges to leaders– Groups – stages formation of groups – Group Dynamics – Collaborative bargaining Processes in Work Groups - Johari -Window theory.

Module 4: ORGANIZATIONAL CONFLICTS

causes and consequences-conflict and Negotiation Team Building, Conflict Resolution in Groups and problem solving Techniques Stress, types of stress causative factors of stress in organizations, preventive measures

Module 5: ORGANIZATIONAL COMMUNICATION

Communication, types and process, importance and barriers – Organizational change - change process - resistance to change – Organizational development and OD interventions.

EXPERIENTIAL LEARNING

LIST OF EXPERIMENTS:

1. Collect the case studies related to recent topics in OB and other Contemporary OB Practices and Present them as a seminar.
2. Different Case Studies Will be Given to students as per the topic that will be collected and evaluated.
3. The case studies will be collected as Assignments and the same will be evaluated.

RESOURCES

TEXT BOOKS:

1. Robbins.P. Stephen (2006), Organizational Behaviour, Pearson Education, New Delhi.
2. Luthans Fred (1998), Organizational Behaviour, Tata Mc Graw Hill International Edition, New Delhi
3. K.Asathappa "Organisational Behaviour-Text, Cases and Games", HimalayaPublishingHouse, New Delhi, 2008.

REFERENCE BOOKS:

1. Steven L Mc Shane, Mary Ann Von Glinow, Radha R Sharma: "Organisational Behaviour", TMH Education, New Delhi, 2008
2. Pareek Udai (2007), Understanding Organizational Behaviour, Oxford University Press, New Delhi
3. Jerald Greenberg and Robert.A. Baron, (2009), Organizational Behaviour, PHI learning Private Ltd., New Delhi.

VIDEO LECTURES:

1. https://www.youtube.com/watch?v=Sg64udtQ300&list=PL3Y_p3e-Lne2no2K5cNa8y7ti1uqCjZw8
2. <https://www.youtube.com/watch?v=pHg3ZfGk5j0>

WEB RESOURCES:

1. <https://www.icmrindia.org>
2. <https://www.citeob.com/> 5 <https://www.ob-guide.com>

Course Code**Course Title****22MG101027L****OPERATIONS MANAGEMENT****Pre-Requisite** -**Anti-Requisite** -**Co-Requisite** -

COURSE DESCRIPTION: This course deals with the design and operation of the systems for production of goods and services. It will explore the approaches and analyze strategic decisions in operations management with a focus on designing products and processes, allocating scarce resources to strategic alternatives, and do long-range capacity and facility planning

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

- CO1.** Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness
- CO2.** Evaluate concepts of facilities location and maintenance in the production department
- CO3.** Analyse and evaluate Production Schedule for Competitive Advantage
- CO4.** Explain the key terms, Methods, and techniques of inventory control in the field of Production practices in the organization.
- CO5.** Assess the tools and techniques for project review and evaluation

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	1	2	1	-	-	-	-	-	-	-	-	-	-	-
CO2	1	1	2	2	-		2		1			-	-	-	-
CO3	2	2	1	2	1	-	-	1	-	-	2		-	-	-
CO4	3	1	2	2	1	-	-	-	-	-	-	2	-	-	-
CO5	2	2	1	2	1	1	-	-	-	-	-	1	-	-	-
Course Correlation Mapping	2	2	2	2	1	1	2	1	1	-	2	-	-	-	-

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT

Module 1: INTRODUCTION

Introduction to operations: Nature, scope and Importance, Evolution Scope and Development Stages of Operation Management, Operations strategy: As a competitive weapon & Concept of productivity

Module 2: PLANT LOCATION AND LAYOUT

Plant location-Plant Layout-Classification and merits. Plant Maintenance Methods-Breakdown, Preventive and Productive maintenance. Replacement Policies-Unit and Group Replacement policies

Module 3: CAPACITY PLANNING

Planning Capacity Across the Organization, Planning Long-Term Capacity, Capacity Timing and Sizing Strategies

Module 4: MATERIALS MANAGEMENT

Materials Handling, Role of purchase department, Inventory Basics, ERP, KANBAN System, Lean operations and JIT.

Module 5: PERT & CPM

Concepts of project Management, CPM, PERT and Project Network Crashing and Cost Analysis, Applications of Network techniques.

EXPERIENTIAL LEARNING

LIST OF EXPERIMENTS:

1. Give a seminar on operation strategy as a competitive tool and submit a report.
2. Generate the idea of a new product and develop a prototype product.
3. Collect any case study of material management related to manufacturing company and present a summary report.

RESOURCES

TEXT BOOKS:

1. Richard B. Chase, Ravi Shankar and F. Robert Jacobs (2014); Operations & Supply Chain Management; McGraw-Hill - 2014 (14th Edition)
2. Chary S. N. Theory and Problems in Production & Operations Mgt.; Tata McGraw Hill (14th Edition).

REFERENCE BOOKS:

1. Krajewski Lee; Operations Mgt. Process for Value Chains; Prentice Hall (8th Edition)
2. Russell S. Roberta & Taylor, Operations Mgt., Prentice Hall (4th Edition).

VIDEO LECTURES:

1. Operations Management: Understanding and Using It (investopedia.com)
2. <https://nptel.ac.in/courses/112107238>

WEB RESOURCES:

1. https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf
2. https://mrcet.com/downloads/digital_notes/ME/III year/POM NOTES.pdf
3. Operations Management - Overview, Responsibilities, Skills Required (corporatefinanceinstitute.com)

Course Code**Course Title****22MG101008L****EVOLUTION OF BUSINESS****Pre-Requisite** -**Anti-Requisite** -**Co-Requisite** -

COURSE DESCRIPTION: This course provides an in-depth understanding of the basic concepts and theories of management while exploring the manager's operational role in all types of organizations. Gain insight into the manager's responsibility in planning, organizing, leading, staffing and controlling within the workplace

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

- CO1.** Differentiate between managers and leaders
- CO2.** Explore the focus of a manager's job
- CO3.** Evaluate the required skills for a new manager's success
- CO4.** Assess the five functions of management
- CO5.** Explain the new model management operating philosophy

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	1	1	1	2	-	2	-	2	-	2	-	-	-
CO2	2	2	3	3	2	2	-	-	-	-	-	2	-	-	-
CO3	2	2	2	2	2	-	-	-	-	2	-	2	-	-	-
CO4	2	2	2	2	2	-	-	-	-	2	-	2	-	-	-
CO5	2	2	2	3	2	-	-	-	-	2	2	2	-	-	-
Course Correlation Mapping	2	2	2	3	2	2	-	2		2	2	2	-	-	-

Correlation Levels: **3: High; 2: Medium; 1: Low**

COURSE CONTENT**Module 1: INTRODUCTION TO MANAGEMENT**

Introduction to Management: Definition, Nature and Scope, Functions of Management, Managerial Roles, Theories of Management- Scientific Management, Henry Fayol's 14 principles, systems and contingency theories. Managers Vs Leaders - Managers and Leaders, Manager's Role. Organizational Behavior- Change and Transition, Behavior change, Common Reactions to change, Skills for Today's Manager.

Module 2: EVOLUTION AND FUNDAMENTALS OF BUSINESS

History of Trade and Commerce in India: Indigenous Banking System, Rise of Intermediaries, Transport, Trading Communities: Merchant Corporations, Major Trade Centers, Major Imports and Exports. Business - Meaning and Characteristics, Objectives, classification, Industry types.

Module 3: FORMS OF BUSINESS ORGANIZATION

Sole Proprietorship – merits, Limitations. Partnership – types of partners, merits, Limitations. Hindu Undivided Family Business – Concept. Cooperative Societies – concept, types, merits, Limitations. Company – types of company, merits, Limitations, Formation of Company.

Module 4 PUBLIC, PRIVATE AND GLOBAL ENTERPRISES

Public sector and private sector enterprises – Concept, Forms of public sector enterprises: Departmental Undertakings, Statutory Corporations and Government Company.

Module 5 EMERGING MODES OF BUSINESS

E-Commerce – Introduction, Meaning, features, types of e-commerce, advantages and disadvantages. Outsourcing – Introduction, Meaning, benefits and limitations of outsourcing. Social Responsibility of Business.

EXPERIENTIAL LEARNING

1. Select any popular management theory of your choice and submit a report on its relevance in real-time practice.
2. Collect an animated video of business evolution and give PPT presentation.
3. Present a case study on planning and organizing importance with role play and submit the report.

RESOURCES**TEXT BOOKS:**

1. Stephen P. Robbins (ed) Fundamentals of Management (Pearson publications:2016)
2. Bishwambhar Jha (ed) Fundamentals of Business (Novelty and Company: 2014)

REFERENCE BOOKS:

1. Douglas Haynes, Small Town Capitalism in Western India: Artisans, Merchants and the Making of the Informal Economy (CUP: 2012)
2. Claude Markovits, Merchants, traders, entrepreneurs: Indian business in the colonial era (Palgrave Macmillan: 2008)
3. Raymond A. Noe, Fundamentals of Human Resource Management (MC Graw Hill publications: 2021)

VIDEO LECTURES:

1. Business Development: From Start to Scale - Course (nptel.ac.in)
2. Evolution of Business stages of development of business b.com 1st year semester 1 tuition from home - YouTube

WEB RESOURCES:

1. Kullabs
2. Evolution of Business Organization – indiafreenotes
3. <https://www.oasis-open.org/committees/download.php/20459/06-09-00014.000.pdf>

Course Code**Course Title****22MG101005L****LEADERSHIP IN DYNAMIC BUSINESS ENVIRONMENT****Pre-Requisite** -**Anti-Requisite** -**Co-Requisite** -**COURSE DESCRIPTION:****COURSE OUTCOMES:** After successful completion of the course, students will be able to:

- CO1.** Use Leadership behavior theories, frameworks, principles, and tactics from emerging and, when problems are identified, intervene to fix them.
- CO2.** Develop greater confidence and dexterity when enacting a variety of leadership behaviors.
- CO3.** Investigate the complexities of the dynamic leadership and environment and our relationship with related to business
- CO4.** The Course highlights to Develop scientific, interpretive, and creative thinking skills.
- CO5.** Explore the problems we face in understanding the leadership and environment in living sustainability.

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	1	1	-	-	-	-	-	-	-	-	1	-	-
CO2	1	-	-	1	-	-	1	-	1	-	-	-	-	-	-
CO3	1	1	1	-	1	-	-	-	1	-	-	-	1	-	-
CO4	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-
CO5	1	1	1	-	-	-	1	-	-	-	-	-	-	1	-
Course Correlation Mapping	1	1	1	1	1	-	1	-	1	-	-	-	1	-	-

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT

Module 1: INTRODUCTION

Meaning of Business Environment, Factors affecting environment to the business, Internal and external environment, micro environment, macro environment. Types of environment

Module 2: SOCIAL ENVIRONMENT

Business and society, business and culture, language, culture and organizational behaviour, other social/cultural factors, social responsibility of business.

Module 3: ECONOMIC ENVIRONMENT

Nature of economy, structure of the economy, economic policies, economic conditions.

Module 4: LEADERSHIP

Leadership - Traits, Skills and Styles- Leadership Development - Qualities of a Good Leader.

Module 5: NOTABLE LEADERS

Profiles of a few Inspirational Leaders in Business – Jemshedji Tata - Aditya Birla - Swaraj Paul - L N Mittal - N R Narayana Murthy - Azim Premji, etc

EXPERIENTIAL LEARNING

LIST OF EXPERIMENTS:

1. Conducting Activities like Role Play and Case Analysis
2. Activities like Famous Personality Roles and provide same as Assignments

RESOURCES

TEXT BOOKS:

1. Neelmegham, Business environment, 2011, VrindaPublication
2. Aswathappa k, Essentials of Business environment, Himalaya Publishinghouse.
3. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill

REFERENCE BOOKS:

1. Andrews, Sudhir. How to Succeed at Interviews. 21st (rep.) New Delhi.Tata McGraw-Hill 1988
2. Heller, Robert.Effective leadership. Essential Manager series. Dk Publishing, 2002

VIDEO LECTURES:

1. Developing Soft Skills and Personality - Course (nptel.ac.in)
2. Business Environment Models at Modern Era

WEB RESOURCES:

1. The Leadership Psychology of Personality Formation (verywellmind.com)

Course Code**Course Title****22MG101002L****BUSINESS ECONOMICS****Pre-Requisite** -**Anti-Requisite** -**Co-Requisite** -

COURSE DESCRIPTION: The course aims to make the students aware of how the Economy deals in Micro (Small/single) market and get a better understanding of the business environment and real organizational problems.

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

- CO1.** Understand the principles of Managerial Economics
- CO2.** Analyze the demand and supply in business
- CO3.** Apply the production and its cost elements in practice
- CO4.** Analyze the Market Structure and Pricing practices to solve business problems
- CO5.** Understand the impact of macroeconomics on business

CO-PO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	-	-	-	1	-	1	1	-	-	1	1	-	-
CO2	2	1	1	-	-	1	-	1	1	-	-	1	1	-	-
CO3	2	1	1	-	-	1	-	1	1	-	-	1	-	1	-
CO4	2	1	1	-	-	1	-	1	1	-	-	1	1	-	-
CO5	2	1	1	1	-	1	-	1	1	-	-	1	1	-	-
Course Correlation Mapping	2	1	1	1	-	1	-	1	1	-	-	1	1	1	-

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT**Module 1: INTRODUCTION TO ECONOMICS**

Introduction–Basic concepts, Economic rationale of optimization, Nature and scope of business economics, Macro and Micro economics, Basic problems of an economy, Marginalism, Equi marginalism, Opportunity cost principle, Discounting principle.

Module 2: THEORY OF UTILITY

Theory of utility, cardinal and ordinal utility theory, law of diminishing marginal utility, law of Equi marginal utility, indifference curves, consumer equilibrium, consumer surplus

Module 3: CONCEPT OF DEMAND AND SUPPLY

Different concepts of demand, demand curve, Determinants of demand, Law of demand, Demand forecasting methods, Concepts of elasticity. Concept of supply, supply curve, Conditions of supply, Elasticity of supply.

Module 4: PRODUCTION AND COST ANALYSIS

The production function, Short-run and Long-run production function, law of diminishing returns and returns to scale. Fixed, variable and other cost concepts, least cost-input combination.

Module 5: PRICING IN DIFFERENT MARKET STRUCTURES

Market – Types – Structures – Features - Price determination (long run and short run) in Perfect Competition, Monopoly, Monopolistic and Oligopoly markets, pricing strategies.

EXPERIENTIAL LEARNING

1. To expose students of under graduates in management to basic Micro Economics Concepts and inculcate the analytical approach to the subject matter.
2. To stimulate the student's interest by showing the relatable and use of various economic theories.
3. To apply economic reasoning to problems of business.

RESOURCES

TEXT BOOKS:

1. Ahuja H.L. Business Economics. S.Chand and Co.New Delhi.2009
2. Koustsoyianni. A Modern Micro Economics. Macmillan New Delhi. 2012

REFERENCE BOOKS:

1. D.M. Mithani, G.K.Murthy. Fundamentals of Business Economics, Himalaya Publishing House, New Delhi. 2009
2. R.Kaweri. Managerial Economics. S.Chand and Co.New Delhi.2010
3. G.N.Zambre. Business Economics. Pimplapure Publishers Nagpur.2011

VIDEO LECTURES:

1. <https://nptel.ac.in/courses/110101005>
2. <https://archive.nptel.ac.in/courses/110/105/110105075>

WEB RESOURCES:

1. <https://www.geektonight.com/business-economics-notes-pdf>
2. https://archive.nptel.ac.in/content/syllabus_pdf/110105075.pdf
3. <https://targetstudy.com/courses/bba-be.html>

Course Code**Course Title**

22MG101001L CORPORATE GOVERNANCE AND BUSINESS ETHICS

Pre-Requisite -**Anti-Requisite** -**Co-Requisite** -

COURSE DESCRIPTION: This course makes the student Understand ethical issues related to business and good governance necessary for long term survival of business.

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

- CO1.** Understand the importance of corporate governance in the day-to-day working of organizations
- CO2.** Understand the corporate governance practices in India.
- CO3.** To know the importance ethics in business organizations.
- CO4.** Analyze the importance of ethics in management and decision-making process.
- CO5.** Evaluate the problems and inculcate ethics in various business decisions.

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	1	1	1	-	-	3	1	-	-	-	-	1	-
CO2	2	1	1	2	2	1	-	3	-	1	-	-	-	-	1
CO3	1	1	1	-	3	-	1	3	1	1	-	-	1	-	1
CO4	2	2	2	2	3	2	-	3	-	-	-	-	1	-	-
CO5	2	1	1	1	3	1	-	3	-	-	-	-	1	-	-
Course Correlation Mapping	1	1	1	2	3	1	1	3	1	1	-	-	1	1	1

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT

Module 1: INTRODUCTION TO CORPORATE GOVERNANCE

Concept, and Need for Corporate Governance, Features of good governance, Role played by regulators to improve governance, Rights and privileges of shareholders, investor's problems and protection, Duties and responsibilities of auditors in corporate governance, Indian Perspective of Corporate Governance.

Module 2: CORPORATE GOVERNANCE & CSR

Ethical issues in Corporate Governance, Factors influencing Corporate Governance, Models of Corporate Governance (Anglo American, Japanese, German& Indian), Theories of Corporate Governance (Agency, Political, Stake holder, Legitimacy, Resource dependency, Stewardship & Social contract theory). Corporate Social Responsibility. Corporate Citizenship.

Module 3: BUSINESS ETHICS AND VALUES

Meaning, Nature of business ethics, Importance of business ethics, Factors influencing business ethics, Ethical theories, Types of ethical dilemmas. Values: Meaning, Types of values. Role of various agencies in ensuring ethics in corporation

Module 4: ETHICS IN MANAGEMENT

Ethics in HRM- Importance, Managing ethical issues in HRM; Marketing ethics- Importance, Ethical issues in marketing, Ethical behaviour in relation to suppliers, competitors; Ethics in Finance and Accounts. Business Ethics in Different Organizational Contexts.

Module 5: ETHICS IN DECISION MAKING

Nature of ethical decision making, Process- Problem identification, Factors influencing ethical decision making- Individual influences (Age & Gender, National and cultural characteristics, Education & employment, psychological factors, Personal values, Personal integrity and moral imagination); Situational influences- (Issue related factors and Context related factors).

EXPERIENTIAL LEARNING

1. Learn how to Develop Ethical Practices within Organizations and how to Apply Ethical Principles to Decision-Making.
2. Learn About Values and Ethics, Ethical Behavior, and the Role of Leadership in Promoting Ethical Behavior
3. Understand Various theories and Models for solving Ethical issues that arise in Organizations.
4. Learn About Various Ethical Issues that arise in Business, Including those in Marketing, Finance, Human Resources, and Information Technology.
5. Analyze the CSR activities of various Indian corporations

RESOURCES

TEXT BOOKS:

- 1 Business Ethics: K Aswathappa, J Usha Rani, Sunanda GundaVajhala; Himalaya Publishing house; First edition 2017
- 2 Business Ethics and Corporate Governance: Dr. S S Khanka; S Chand and Company Pvt Ltd; First edition 2014.

REFERENCE BOOKS:

- 1 M.G. Velasquez, Business Ethics, Prentice Hall India Limited, New Delhi, 2010
- 2 C.S.V. Murthy, Business Ethics, Himalaya Publishing House, 2007

VIDEO LECTURES:

- 1 <https://www.youtube.com/watch?v=t80QDkdz3DI-> You Tube
- 2 https://www.youtube.com/watch?v=HmPijVi1S_8
- 3 <https://www.youtube.com/watch?v=n0uwTBrgqxI-> YouTube

WEB RESOURCES:

- 1 <https://archive.nptel.ac.in/courses/110/105/110105079/>
- 2 <https://archive.nptel.ac.in/courses/110/105/110105079/>
- 3 <http://www.nitttrc.edu.in/nptel/courses/video/110105138/L16.html>

Course Code**Course Title****22MG101013L****HUMAN RESOURCE MANAGEMENT****Pre-Requisite** -**Anti-Requisite** -**Co-Requisite** -

COURSE DESCRIPTION: This course highlights the basics of contemporary and key human resource management skills that are required by management professionals.

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

- CO1.** Understand current basic concepts in the functional areas of HRM.
- CO2.** Evaluate the concepts of Recruitment and Manpower planning.
- CO3.** Evaluate the concepts of Selection and Performance Appraisal.
- CO4.** Evaluate the Training and Development activities and analyze the Compensation and Wage Policies of the Employees.
- CO5.** Understand the recent trends in Human Resource Management.

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	-	-	-	-	1	-	1	1	-	-	1	1	-	-
CO2	3	1	1	-	-	1	-	1	1	-	-	1	1	-	-
CO3	3	1	1	-	-	1	-	1	1	-	-	1	-	1	-
CO4	3	1	1	-	-	1	-	1	1	-	-	1	1	-	-
CO5	3	1	1	1	-	1	-	1	1	-	-	1	1	-	-
Course Correlation Mapping	3	1	1	1	-	1	-	1	1	-	-	1	1	1	-

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT

Module 1: INTRODUCTION TO HRM

Concept of Human Resource Management, Nature, Scope, Importance of HRM, Objectives of HRM, functions of HRM, Changing role of Human Resource Management, Challenges of HRM, Personnel vs Human Resource Management,

Module 2: MANPOWER PLANNING & RECRUITMENT

Introduction, Objectives of Manpower Planning, Importance of Manpower Planning, Need for Manpower Planning, Manpower Planning Process, Factors influencing Manpower Planning, Recruitment: Sources of Recruitment, methods of recruitment.

Module 3: SELECTION AND PERFORMANCE APPRAISAL

Selection: Steps in selection Process, types of interviews. Placement, induction, transfer; Performance Appraisal: Objectives of Performance Appraisal, advantages of Appraisal, Methods of Appraisal, Errors in Performance Appraisal.

Module 4: TRAINING & DEVELOPMENT AND COMPENSATION

Training and Development: Training Vs Development, Need for Training, Benefits of Training, Training Methods; Compensation: Job evaluation, Compensation management, employee benefits, employee welfare and safety.

Module 5: RECENT TRENDS IN HRM

Employee engagement, Green HRM, Employee enrichment, Employee enlargement, Quality Circles, Work Life Balance, Global HRM, Total Quality management, Hybrid Work Culture.

EXPERIENTIAL LEARNING

LIST OF EXPERIMENTS:

1. Collect the case studies related to recent trends in HRM and other Contemporary HR Practices and Present them as a seminar.
2. Different Case Studies Will be Given to students as per the topic that will be collected and evaluated.
3. The case studies will be collected as Assignments and the same will be evaluated.

RESOURCES

TEXT BOOKS:

1. National. Seema Sanghi Human Resource Management 2011 Macmilan Publication
2. National V.S.P. Rao Human Resource Management 2006 Excel Books
3. Essentials of HRM and Text Cases 2011 Himalaya Publishing House

REFERENCE BOOKS:

1. National . K. Ashwathappa Human Resource Management 2007 Tata McGraw--Hill
2. International Gary Dessler, BijuVarkey Human Resource Management 2016 Pearson Publication, 12thEdition
3. Fundamentals of Human Resource Management by Dr T.Chandrasekhar Yadav 2021 by Asia Pacific Publications

VIDEO LECTURES:

1. <https://hbsp.harvard.edu/cases/>
2. <https://www.google/services.com/hrm>

WEB RESOURCES:

1. <https://www.icmrindia.org>
2. <https://www.icmrindia.org/case%20volumes/Case%20Studies%20in%20Human%20Resource%20Management%20Vol%20I.htm>
3. <https://www.citehr.com/> 5 <https://www.hr-guide.com>

PROGRAM ELECTIVE

Course Code

Course Title

22MG101032L

FINANCIAL MARKETS & SERVICES

Pre-Requisite -

Anti-Requisite -

Co-Requisite -

COURSE DESCRIPTION: This course the course is to make students aware of how financial markets function and equip the students to realize the role played by the financial intermediaries and the challenges faced by them while rendering the financial services.

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

CO1. Understand the structure and importance of Indian financial system

CO2. Understand the recent trends of financial markets.

CO3. Develop required skills to manage merchant banking and other intermediary services

CO4. Provide insights about evaluation of leasing services

CO5. Offer different types of specialized financial services to the clients

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3	-	-	-	-	-	-	-	3	3	-	2	2	-
CO2	3	2	-	3	3	-	-	2	-	3	3	-	-	-	3
CO3	3	2	3	-	-	-	-	-	-	2	2	-	-	-	3
CO4	2	3	3	-	3	-	-	-	-	-	2	-	-	-	3
CO5	3	3	3	3	3	-	-	-	-	2	2	-	-	-	3
Course Correlation Mapping	3	3	3	3	3	-	-	2	-	2	2	-	-	-	3

Correlation Levels:

3: High;

2: Medium;

1: Low

COURSE CONTENT

Module 1: COMPONENTS OF FINANCIAL SYSTEM

(8 Periods)

Components of Financial System: Financial Markets, Financial Institutions, Financial Services and Financial Instruments- Role of financial system in the economic development-**Financial services industry:** Nature and scope of financial services- Different kinds of financial services-role of financial services in the economic

Components of Financial System: Financial Markets, Financial Institutions, Financial Services and Financial Instruments- Role of financial system in the economic development-**Financial services industry:** Nature and scope of financial services- Different kinds of financial services-role of financial services in the economic development.

Module 2: FINANCIAL MARKETS IN INDIA

Financial markets in India: Capital market: Primary and Secondary markets- Stock markets in India- Role of Securities & Exchange Board of India -SEBI guidelines on primary market- Money market and instruments.

Course Code

Module 3: MERCHANT BANKING SERVICES

Merchant Banking Services: Offer document- Issue Management- intermediaries- Responsibilities of lead managers -Underwriting Services- Role of Registrar-Stock Broking Services-Portfolio management services.

Module 4 LEASE FINANCING

Lease financing: Different types of leases-Evaluating a financial lease-Factoring- Forfeiting- Reverse Mortgage-Housing finance- Insurance Services.

Module 5 NBFCs

NBFCs: Types and Overview of regulations for NBFCs in India- **Specialized Financial Services:** Venture Capital- Depository services-NSDL & CDSL- **Credit rating:** Importance- Credit rating agencies in India-rating procedures.

EXPERIENTIAL LEARNING

1. Take the recent IPOs and understand the role played by the Merchant banker and other intermediaries.
2. Analyze the credit rating procedures adopted by ICRA, CRISIL and CARE etc.,

RESOURCES

TEXT BOOKS:

1. Frederic S Mishkin & Stanley Y. Eakins: Financial Markets and Institutions (Pearson Education)
2. MY Khan: Indian Financial System (Tata McGraw-Hill)
3. MY. Khan: Financial Services ((Tata McGraw-Hill)
4. Guruswamy S : Financial Services (Tata McGraw-Hill)

VIDEO LECTURES:

1. <https://www.digimat.in/nptel/courses/video/110105121/L01.html>
2. <https://www.digimat.in/nptel/courses/video/110105121/L33.html>
3. <https://www.digimat.in/nptel/courses/video/110105121/L48.html>

Course Title**22MG101019L****MARKETING MANAGEMENT****Pre-Requisite** -**Anti-Requisite** -**Co-Requisite** -

COURSE DESCRIPTION: course prepares the student to become skilled in marketing areas, And pricing, and promotional strategies for the effective implementation of the marketing plan

COURSE OUTCOMES: On having completed this course student should be able to:

- CO1.** Understand the concept of Marketing Management
- CO2.** understand Marketing information systems in real-time problems
- CO3.** Apply different Marketing techniques for product analysis.
- CO4.** Interpret the Marketing data for identifying target customers
- CO5.** Design contemporary issues of marketing in the present scenario.

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3	3	-	-	-	-	-	-	-	-	-	3	-	3
CO2	3	3	3	-	-	-	-	-	-	-	-	2	3	-	3
CO3	3	3	-	-	-	-	-	-	-	-	2	-	3	-	3
CO4	2	3	3	-	-	-	-	-	-	-	-	-	3	-	-
CO5	2	2	1	-	-	-	-	-	-	-	1	-	3	2	1
Course Correlation Mapping	3	3	3	-	-	-	-	-	-	-	2	2	3	2	3

Correlation Levels: **3: High; 2: Medium; 1: Low**

COURSE CONTENT**Module 1: INTRODUCTION TO MARKETING**

Definition, importance and Scope of Marketing - Company Orientation towards Marketing - Core Concepts of Marketing – Marketing Management Tasks – Indian Marketing Environment: Demographic, Economic, Socio-Cultural, Politico-Legal and Technological Environment – Marketing Research Process –Market Segmentation – Market Targeting.

Module 2: PRODUCT AND BRAND STRATEGY

Product strategy: - Product concept – product characteristics and classifications – differentiation – Product and brand relationships – packaging, labelling, warranties and guarantees. New product development process and brand Strategy.

Module 3 PRICING STRATEGY

Pricing strategy: - setting the price –adapting the price - initiating and responding to price changes. Distribution strategy: designing and managing channels, retailing, wholesaling and logistics.

Module 4 PROMOTIONAL AND MARKETING COMMUNICATION

Promotional strategy – designing and managing integrated marketing communications - managing mass communications and personal communications

Module 5 DIGITAL MARKETING

Integrating Online Communication into IMC Process – Online Advertising – Email Marketing – Viral Marketing – Affiliate Marketing – Participatory Communication Networks – Social Media Communities – Interactive Digital Networks – Led Marketing Campaigns – Legal and Ethical Aspects related to Digital Marketing.

EXPERIENTIAL LEARNING

1. Demonstrate the advanced features of Excel by DIY.
2. Prepare a template of a Word document that can be used for report writing.

RESOURCES

TEXTBOOKS:

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileswar Jha Marketing: Management – A South Asian Perspective (Pearson Education)
2. Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri & Ehsanul Haque: Marketing Management – A South Asian Perspective (Pearson Education)
3. P.K. Agarwal: Marketing Management – An Indian perspective (Pragati Prakasham)

REFERENCE BOOKS:

1. S.S. Sherlekar: Marketing Management (Himalaya)
2. William D. Perreault, Jr. E. Jerome McCarthy: Basic Marketing – A Global Management Approach (Tata McGraw Hill)
3. MC Carthy, Perreault, Quester: Basic Marketing – A Managerial Approach (IRWIN)

VIDEO LECTURES:

1. NPTEL
2. Information Technology (IT) Management - YouTube

WEB RESOURCES:

1. Information Technology & Its Uses in Business Management | Small Business - Chron.com
2. Managerial Applications of Information Technology | Bartleby

Course Code**Course Title****22MG101031L****BUSINESS DECISION MAKING****Pre-Requisite** -**Anti-Requisite** -**Co-Requisite** -

COURSE OUTCOMES: After successful completion of the course, students will be able to understanding of various decision-making models and their applications in real-world business scenarios

- CO1.** Demonstrate an understanding of various decision-making models and their applications in real-world business scenarios.
- CO2.** Apply quantitative and qualitative decision-making tools to analyse and solve complex business problems effectively.
- CO3.** Evaluate and manage risks associated with business decisions, including the identification and mitigation of potential risks.
- CO4.** Recognize and address ethical dilemmas in business decision making by applying ethical frameworks and principles.
- CO5.** Formulate strategic decisions that align with organizational goals and effectively communicate these decisions to stakeholders.

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	-	-	-	1	-	1	1	-	-	1	1	-	-
CO2	2	3	2	1	-	1	-	1	1	-	-	1	1	-	-
CO3	3	2	2	1	-	1	-	1	1	-	-	1	-	-	-
CO4	3	2	2	1	1	1	-	1	1	-	-	1	-	1	1
CO5	3	1	2	-	1	1	-	1	1	-	-	1	1	-	-
Course Correlation Mapping	3	2	2	1	1	1	-	1	1	-	-	1	1	1	1

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT

Module 1: INTRODUCTION TO BUSINESS DECISION MAKING

The Role of Financial Reporting in Capital Markets, From Business Activities to Financial Statements - Influences of the Accounting System on Information Quality, Accrual Accounting, Accounting Conventions and Standards, Managers' Reporting Strategy, Auditing From Financial Statements to Business Analysis - Business Strategy Analysis, Accounting Analysis, Financial Analysis, Prospective Analysis.

Module 2: DECISION-MAKING MODELS AND FRAMEWORKS

Industry Analysis - Degree of Actual and Potential Competition, Bargaining Power in Input and Output Markets

Competitive Strategy Analysis - Sources of Competitive Advantage, Achieving Competitive Advantage, Sustaining Competitive Advantage, Applying Competitive Strategy Analysis

Corporate Strategy Analysis - Sources of Value Creation at the Corporate Level - Applying Corporate Strategy Analysis

Module 3: FUNDAMENTALS OF DECISION MAKING

Introduction to Business Decision Making: Understanding the importance of decision-making in business, Types of decisions in a business context, The decision-making process: Steps and stages.

Decision-Making Models and Tools: Rational decision-making model, SWOT analysis and decision Trees.

Module 4: DECISION-MAKING TECHNIQUES

Financial Decisions-making techniques: payback Period, NPV and IRR.

Quantitative Decision Making Techniques: Cost-benefit analysis, Linear programming and Statistical decision-making.

Computerised Decision-making techniques: Introduction to decision support systems (DSS) Using data analytics and AI for decision support, Benefits and challenges of DSS.

Module 5: DECISION-MAKING IN CRISIS AND UNCERTAINTY

Decision-making during crises and emergencies, Adaptive decision-making, Scenario analysis in crisis management, Sustainability in business decisions, Encouraging innovation through decision-making, Measuring the impact of sustainable decisions

EXPERIENTIAL LEARNING

LIST OF EXPERIMENTS:

1. Class participation and engagement
2. Individual and group assignments
3. Quizzes and tests
4. Case study analysis

RESOURCES

TEXT BOOKS:

1. "Business Decision Making" by John Adair, Publisher: Kogan Page India
2. "The Art of Decision Making" by Joseph Bikart

REFERENCE BOOKS:

1. "Strategic Management: Text and Cases" by Azhar Kazmi ,Publisher: McGraw-Hill Education
2. "Data Analysis for Business Decisions" by Frank S. Budnick Publisher: McGraw-Hill Education India
3. "Strategic Management: Concepts and Cases" by Fred R. David Publisher: Pearson Education
4. "Quantitative Techniques for Decision Making" by C. R. Kothari and Vikas Gupta Publisher: PHI Learning
5. "Business Analytics: Data Analysis and Decision Making" by Christian S. Albright, Wayne L. Winston, and Christopher Zappe Publisher: Cengage Learning India

VIDEO LECTURES:

1. <https://www.youtube.com/watch?v=raqi4gjMLm8&list=PLnD8JdB5BhfQAqqcyN7fe0posEQX9rvwO>
2. <https://www.youtube.com/watch?v=mdr1UHuSCGM>

WEB RESOURCES:

1. <http://196.188.170.250:8080/jspui/bitstream/123456789/225/1/A%20Handbook%20on%20the%20Interaction%20of%20information%2C%20system%20and%20optimization.Pdf>
2. <https://www.ascdegreecollege.ac.in/wp-content/uploads/2020/12/Business-Statistics- by-Gupta.pdf>
3. <http://web.uvic.ca/~nkarlson/col11776-1.34.pdf>

Course Code**Course Title****22MG101036L****LEADERSHIP MANAGEMENT****Pre-Requisite** -**Anti-Requisite** -**Co-Requisite** -

COURSE DESCRIPTION: The aim the course is to develop a knowledge on the conditions, techniques, and activities which facilitate the development of leaders and leadership

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

- CO1.** Recognize the implications of leadership style and its impact on team and organization performance
- CO2.** Identify and critically assess assumptions that influence decisions and actions on management, leadership, teamwork and relationship building
- CO3.** Evaluate your leadership capacity using an action learning approach to development
- CO4.** To increased knowledge and skills to design and change to contribute to working environments in which everyone is able to contribute to organizational learning and success.
- CO5.** To strengthen his/her leadership skills like interpersonal skills, team development, conflict management, communication and change skills.

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	-	-	-	-	1	-	1	1	-	-	1	1	-	-
CO2	3	1	1	-	-	1	-	1	1	-	-	1	1	-	-
CO3	3	1	1	-	-	1	-	1	1	-	-	1	-	1	-
CO4	3	1	1	-	-	1	-	1	1	-	-	1	1	-	-
CO5	3	1	1	1	-	1	-	1	1	-	-	1	1	-	-
Course Correlation Mapping	3	1	1	1	-	1	-	1	1	-	-	1	1	1	-

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT

Module 1: INTRODUCTION TO LEADERSHIP MANAGEMENT

Introduction to Leadership: Importance of leadership, Roles of a Leader, Overview of Organizational Leadership, Defining an Organization, Organizational Leadership, Differences between leadership and management in organizations.

Module 2: LEADERSHIP THEORIES

Theories of Leadership, Leadership Traits, Leadership Skills, Leadership Styles – Leadership Traits and Ethics

Module 3: LEADERSHIP BEHAVIOR AND MOTIVATION

Leadership Behavior, Process Theories: Reinforcement Theory, Normative leadership theory, and Maslow Theory

Module 4: LEADING WITH EFFECTIVE COMMUNICATION

Communication Process, Barriers to Effective Communication, Nonverbal Communication and Types, Ethical Communication

Module 5: LEADING HIGH-PERFORMANCE TEAMS

Difference Between —Group and —Team, Stages of Team Development, Resolving Conflict and Negotiation, Conflict Resolution Mechanism

EXPERIENTIAL LEARNING

LIST OF EXPERIMENTS:

1. Each class participant will be assigned to a leadership development group (LDG) with five other people.
2. Then discuss the kind of support network you plan to establish in the future and discover your authentic leadership.
3. The case studies will be collected as Assignments and the same will be evaluated.

RESOURCES

TEXT BOOKS:

1. Bennis, W. (1994). On becoming a leader. (Rev. ed). Reading, MA: Perseus Books
2. Bryman, A. (1996). Leadership in organizations. In Clegg S. R., Hardy, C. and Nord, W. R. (Eds). Handbook of Organization Studies, pp.276-292. London: Sage.

REFERENCE BOOKS:

- 1 French, J. R. P. Jr. and Raven, B. (1962). The bases of social power. In D. Cartwright (Ed), Group Dynamics: Research and Theory (pp. 259-269). New York: Harper and Row
2. Hersey, P. and Blanchard, P. (1969). The life cycle theory of leadership. Training and Development Journal.
3. Hersey, P. and Blanchard, P. (1969). The life cycle theory of leadership.

VIDEO LECTURES:

1. <https://hbsp.harvard.edu/cases/LTB>
2. <https://open.umn.edu/opentextbooks/textbooks/LSTB>

WEB RESOURCES:

1. <https://kpmg.com/in/en/home/services/learning-academy/course-LeadershipManagement-professionals-training.html>
2. <https://www.citehr.com/> 5 <https://www.hr-guide.com>
3. <https://www.icmrindia.org>

Course Code

Course Title

22MG101039L

BUSINESS RESEARCH

Pre-Requisite

Anti-Requisite

Co-Requisite

COURSE DESCRIPTION: The course gives an overview of the research process including research problem definition, research design, data collection, data analysis, writing of reports, and ethical issues involved. This course is also meant to be a foundation for the Business Research Projects that the students are expected to do in their 3rd year of management studies.

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

CO1. Get the foundational knowledge about business research.

CO2. develop an understanding of the basic framework of the research process

CO3. Understand the process of sampling and its methods applicable in various scenarios.

CO4. Design a survey measurement scale and questionnaire for research.

CO5. Develop a knowledge of data sources and report writing.

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes										Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	1	1	2	1	-	-	-	-	1	-	-	1	-
CO2	1	1	1	1	-	1	-	1	-	1	-	-	1
CO3	1	1	1	-	-	-	1	-	1	1	1	-	1
CO4	1	2	2	1	-	2	-	1	-	-	1	-	-
CO5	2	1	1	1	2	1	-	-	-	-	1	-	-
Course Correlation Mapping	1	1	1	1	2	1	1	1	1	1	1	1	1

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT

Module 1: INTRODUCTION TO BUSINESS RESEARCH

Definition-Types of Business Research. Scientific Investigation, Technology and Business Research: Information needs of Business - Role of Business Research in Managerial Decisions.

Module 2: RESEARCH PROCESS

Problem Identification: Broad Problem Area-Preliminary Data Gathering. Literature Survey - Hypothesis Development - Statement of Hypothesis- Procedure for Testing of Hypothesis

Module 3: SAMPLING

Sampling meaning, enumeration vs. sampling, probability and non-probability sampling, sampling techniques, sample size determination, simple problems

Module 4: SCALE MEASUREMENTS

Measurement of Variables- Operational Definitions and Scales-Nominal and Ordinal Scales- Rating Scales- Ranking Scales- Reliability and Validity

Module 5: DATA SOURCES AND SURVEY

Primary and Secondary Sources of Data - Data Collection Methods- - Observational Surveys: Questionnaire Construction: Organizing Questions- Structured and Unstructured Questionnaires, Research Reports-Components- Guidelines for Preparing a Good Research report - Oral Presentation

EXPERIENTIAL LEARNING

1. Select any case study related to sample size determination and submit an assignment
2. For each of the following situations, decide whether the research should be exploratory descriptive or casual. Elaborate briefly on the reasons for your choice.
 - a) Identify target market demographics for a shopping center.
 - b) Establishing the functional relationship between advertising and sales.
 - c) Investigate consumer reactions to the idea of new laundry detergent that prevents shrinkage in hot water.
 - d) Estimate sales potential for a new lathe machine.
3. Prepare a questionnaire on customer OTT buying behavior and collect a sample of 100 observations.

RESOURCES

TEXT BOOKS:

1. Research Methodology – methods & Techniques, C.R. Kothari, Vishwa prakashan.
2. Research Methods for Business–A Skill Building Approach, Uma Sekaran, John Wiley & Sons (Asia) Pte.Ltd, Singapore.
3. Research Methodology(Concepts and cases) Deepak Chawla Neena Sondhi-Vikas publishing
4. Business Research Methods 8e, Zikmund- Babin-Carr- Adhikari-Griffin-Cengage learning

REFERENCE BOOKS:

1. Business Research Methods, Donald R Cooper and Pamela S Schindler, 9/e, Tata McGrawHill Publishing Company Limited.
2. Methodology and Techniques of Social Science Research, Wilkinson & Bhandarkar, Himalaya Publishing House
3. Research Methodology in Management, Michael, V.P., Himalaya Publishing House.
4. Research Methodology, Dipak Kumar. Bhattacharya, Excel Books.

VIDEO LECTURES:

1. https://onlinecourses.swayam2.ac.in/cec20_mg14/preview
2. https://onlinecourses.nptel.ac.in/noc22_ge08/preview
3. <https://www.youtube.com/watch?v=FkhFSSL-AZY>

WEB RESOURCES:

1. <https://study.sagepub.com/sites/default/files/Wilson%202014%20-%20CH1.pdf>
2. <https://egyankosh.ac.in/bitstream/123456789/12267/1/Unit-1.pdf>

Course Code**Course Title****22CE101703L****PLANNING FOR SUSTAINABLE DEVELOPMENT****Pre-Requisite****Anti-Requisite****Co-Requisite**

COURSE DESCRIPTION: The objective of the course is to explore the students to understand the key challenges and pathways to sustainable development - that is, economic development that is also socially inclusive and environmentally sustainable.

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

- CO1.** To explain concept of Sustainable development and its progress
- CO2.** To interpret the role of Higher Education in Sustainable development
- CO3.** To Understand the smart infrastructure and the Urban Resilience-
- CO4.** To Apply biodiversity concept to save environment
- CO5.** To Design the principles of good governance for sustainable development goals

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	1	2	1	-	-	-	-	-	-	-	-	1	-	-
CO2	1	1	2	2	-	-	2	-	1	-	-	-	-	2	-
CO3	2	2	1	2	1	-	-	1	-	-	2	-	-	1	1
CO4	3	1	2	2	1	-	-	-	-	-	-	2	1	-	-
CO5	2	2	1	2	1	1	-	-	-	-	-	2	-	1	1
Course Correlation Mapping	2	2	2	2	1	1	2	1	1	-	2	2	1	1	1

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT**Module 1: INTRODUCTION TO SUSTAINABLE DEVELOPMENT**

Introduction to Sustainable Development –Economic Growth and Progress -Continuing Poverty Environmental Threats

Module 2: SUSTAINABLE DEVELOPMENT IN EDUCATION

Life-cycle Approach to Human Development-Early Childhood Development-The Rising Returns to Education and the Supply Response -Social Mobility -The Role of Higher Education in Sustainable Development

Module 3: SUSTAINABLE CITIES

The patterns of urbanization around the world-sustainable city-Smart Infrastructure-Urban Resilience-Planning for Sustainable Development

Module 4: SAVING BIODIVERSITY

Bio-Diversity Meaning - Biodiversity under Threat-Oceans and Fisheries -Deforestation-International Dynamics

Module 5: SUSTAINABLE DEVELOPMENT GOALS

The proposal for SDGs at Rio+20-Goal Based Development -Financing for Sustainable Development -Principles of Good Governance -Feasibility of Sustainable Development

EXPERIENTIAL LEARNING

- 1 Prepare Sustainable Development Strategies
- 2 Prepare Posters for Smart cities
- 3 Planting a sapling to protect Environment
- 4 Create a Sustainable development Goal theme

RESOURCES

TEXT BOOKS:

- 1 Manoj Kumar Karnena, "Environmental Planning and Sustainable Development", Orange Books Publication, First edition, 2021
- 2 Amitabh Shukla, "Regional planning and Sustainable Development", Kanishka Publishers, 2000

REFERENCE BOOKS:

- 1 Environment and Sustainable Development, M. H. Fulekar, Bhawana Pathak & R. K. Kale, Springer Publishers, First Edition, Springer 2013
- 2 Handbook of Sustainable Development Planning: Studies in Modelling and Decision Support, by M. A. Quaddus & M. A.B. Siddique, Second Edition 2013
- 3 Dimensions of Sustainable Development, Kamalajit S. Bawa & Reinmar Seidler, EOLSS Publishers, Volume II, 2009

VIDEO LECTURES:

- 1 https://onlinecourses.nptel.ac.in/noc22_hs61/preview
- 2 <https://www.coursera.org/lecture/sustainable-development/intro-to-sustainable-development-3KCfl>

WEB RESOURCES:

- 1 <https://www.yourarticlelibrary.com/>
- 2 <https://licchavilyceum.com/>
- 3 <https://www.lincolninst.edu/>

Course Code**Course Title****22MG101010L ENTREPRENEURSHIP DEVELOPMENT****Pre-Requisite** -**Anti-Requisite** -**Co-Requisite** -**COURSE DESCRIPTION:**

This course is to create awareness about entrepreneurship among students and focuses on motivating students for entrepreneurship. The more focus is given on creativity and innovation.

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

CO1. Understand the concepts of entrepreneurship, its need and scope

CO2. Know the Institutions for Entrepreneurial Development

CO3. Appreciate the role of institution in promoting entrepreneurship

CO4. know the criteria to be followed in project formulation

CO5. Understand the nurturing process of women entrepreneurs

CO-PO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3									1		1	1		
CO2	3	1		1		1		1				1	1		
CO3	3	1		1	2			1				1	1		
CO4	3	1	2	1	1				1	1				1	
CO5	3	1		1	1					1		1			1
Course Correlation Mapping	3	1	2	1	1	1		1	1	1		1	1	1	1

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT**Module 1: Introduction to Entrepreneurship**

Entrepreneurship - meaning, types and importance of entrepreneurship - Dimensions of entrepreneurship-Qualities of an entrepreneur, factors influencing entrepreneurship

Module 2: Institutions for Entrepreneurial Development

Agencies - commercial banks -district industries Centre - national small industries corporation -Small industries development organization -small industries service institutions -All India institutions -IDBI-IFCI-ICIIC-IRCB

Module 3: Mobilizing financial Resources

Funding new venture - requirement –availability and access to finance –marketing – technology and industrial accommodation-Role of industries-business incubators-angel investors- venture capital and private equity fund

Module 4: Business Plan Preparation

Significance of writing the business plan/ project proposal - Contents of business plan - Designing business processes — location - layout - planning & control- preparation of project report

Module 5: Women Entrepreneurship

Women Entrepreneurship – Need – Growth of women Entrepreneurship – Problems faced by Women Entrepreneurs – Development of women Entrepreneurship

EXPERIENTIAL LEARNING

- 1 Give a seminar on Entrepreneurship as a career and submit a report.
- 2 Prepare and submit the business plan for a new business.
- 3 Collect any case study related to women entrepreneurship and present a summary report.

RESOURCES

TEXTBOOKS:

- 1 Clifford M.Baumbach & Joseph R.Mancuso, Entrepreneurship And Venture Management, *Prentice Hall*
2. Kumar A., S.C. Poornima, M.K. Abraham, K. Jayashree (2011); Entrepreneurship Development; New Age International Publishers, 1st Edition.

REFERENCE BOOKS:

- 1 R.K.R. Kummitha (2016); Social Entrepreneurship: Working towards Greater Inclusiveness; Sage Publications, 1st Edition.
- 2 A.Sahay, M. S. Chhikara (2007); New Vistas of Entrepreneurship: Challenges & Opportunities; Excel Books, 1st Edition.
- 3 Kumar A (2012); Entrepreneurship; Pearson, 3rd Edition.

VIDEO LECTURES:

https://onlinecourses.swayam2.ac.in/cec20_mg19/preview

<https://www.udemy.com/courses/business/entrepreneurship/>

Web Resources:

1. <https://www.studocu.com/row/document/comsats-university-islamabad/physiology-b/entrepreneurship-development-notes-sem-1/14595226>
2. <https://www.edx.org/learn/entrepreneurship>

Course Code**Course Title****22MG101007L****BANKING AND INSURANCE****Pre-Requisite****Anti-Requisite****Co-Requisite**

COURSE DESCRIPTION: Introduction to Banking; Bank-Customer Relationship; Electronic Payment System and Business Models; Introduction to Risk and Insurance; Insurance Overview.

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

- CO1** Demonstrate the importance of Banking and functions of the Reserve Bank of India and its role in the country's sustainable development.
- CO2** Demonstrate the role, relationships, and operations between Banker and Customer.
- CO3** Demonstrate the Online Banking system, various types of Electronic Payments, and Business models.
- CO4** Demonstrate the concept of risk and principles, functions, and, types of Insurance companies.
- CO5** Understand the principles of insurance and its functions.

CO-PO Mapping Table

Course Outcomes	Program Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	-	-	-	-	-	-	2	-	-	-	1
CO2	3	-	-	-	-	-	-	2	-	-	-	1
CO3	3	-	-	-	-	-	-	2	-	-	-	1
CO4	3	-	-	-	-	-	-	2	-	-	1	1
CO5	3	-	-	-	-	-	-	2	-	-	1	1
Course Correlation Mapping	3	-	-	-	-	-	-	2	-	-	1	1

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT**Module 1: INTRODUCTION TO BANKING**

Meaning - Importance of banking- Functions of banking - Reserve Bank of India: Functions – Role of RBI in sustainable development.

Module 2: BANK-CUSTOMER RELATIONSHIP

Debtor-creditor relationship, deposit products or services, payment, and collection of cheques. Accounts – Types of accounts, the procedure for opening and closing an account - Loans and Advances- principles of lending.

Module 3 ELECTRONIC PAYMENT SYSTEM&BUSINESS MODELS

Introduction to Online Banking - types of e-payment system, e-cash, NEFT, RTGS, Credit cards, Electronic Wallet and Debit cards. **Business models-** B2B, B2C, C2C, and B2G.

Module 4 INTRODUCTION TO RISK AND INSURANCE

Insurance: Definition, Insurance as risk mitigation mechanism, elements of insurance. Concept of risk, risk Vs uncertainty.

Module 5 INSURANCE OVERVIEW

Principles of insurance - insurance types - LIC & GIC - insurance functions, IRDA - Insurance Players in India.

EXPERIENTIAL LEARNING

1. Make a PowerPoint presentation on the banking system in India.
2. Submit a report on the working of insurance companies.
3. Prepare a report on the functions of RBI & IRDA in India.
4. Submit a report on electronic banking facilities provided by Indian banks.

(Note: It's an indicative one. The course instructor may change the activities and the same shall be reflected in course handout.)

RESOURCES

TEXT BOOKS:

1. RanganadhaChary, A.V. and Paul, R.R., *Banking and Financial system*, Kalyani Publisher, New Delhi, 3rd edition, 2016.
2. Sharma, R.K., Shashi K. Gupta and Jagwant Singh, *Banking and Insurance*, Kalyani Publishers, New Delhi, 17th edition, 2014

REFERENCES BOOKS:

1. *Indian Institute of Banking & Finance, Digital Banking*, Taxman Publications Pvt. Ltd., 2016 edition, 2016.
2. Jyotsna Sethi and Nishwan Bhatia, *Elements of Banking and Insurance*, PHI Learning Pvt. Ltd., 2nd edition, 2012.

VIDEO LECTURES:

1. https://www.youtube.com/watch?v=a1_p8zhbAfE
2. https://www.youtube.com/watch?v=bxNw9VB5Y_0

WEB RESOURCES:

1. <https://unacademy.com/content/railway-exam/study-material/economics/importance-of-banking-sector-in-the-country/>
2. <https://www.geeksforgeeks.org/life-insurance-meaning-elements-and-types-of-life-insurance-policies/>

Course Code**Course Title****22MG101048L****CONSUMER BEHAVIOUR****Pre-Requisite** -**Anti-Requisite** -**Co-Requisite** -

COURSE DESCRIPTION: This course enhances students' knowledge as regards to develop an understanding of underlying concepts and issues in Consumer behaviour in marketing

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

- C01.** Understand the need of consumer behavioural study, differences between organizational buying behaviour and consumer buying behaviour
- C02.** Define Social Class and its impact on consumer decisions
- C03.** Analyze the role of motivation in consumption behaviour
- C04.** Study the role of marketing communication in consumer behaviour
- C05.** Understand the consumer behaviour in the new millennium

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
C01	3	-	-		-	-	-	-	-	1	-	1	1	-	-
C02	3	1	-	1	-	1	-	1	-	-	-	1	1	-	-
C03	3	1	-	1	2	-	-	1	-	-	-	1	1	-	-
C04	3	1	2	1	1	-	-	-	1	1	-	-	-	1	-
C05	3	1	-	1	1	-	-	-	-	1	-	1	-	-	1
Course Correlation Mapping	3	1	2	1	1	1	-	1	1	1	-	1	1	1	1

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT**Module 1: INTRODUCTION TO CONSUMER BEHAVIOUR**

Consumer behaviour – Meaning, Definition – Scope and Application of consumer behaviour – Consumer Involvement – Nature and Characteristics of Indian Consumers –Introduction to Industrial Buying behaviour.

Module 2: ENVIRONMENTAL INFLUENCES ON CONSUMER BEHAVIOUR

Environmental influences on consumer behaviour – cultural influences – social class, reference group and family influence – opinion leadership – marketing implication.

Module 3: CONSUMER BUYING BEHAVIOUR

Consumer buying behaviour - Marketing implications - Consumer perceptions – Learning and attitudes - Motivation and personality – Psychographics - Values and Lifestyles.

Module 4: MARKETING COMMUNICATION

Strategic marketing applications - Market segmentation strategies - Positioning strategies-- Marketing Communication -Communications strategy

Module 5: GLOBAL CONSUMER BEHAVIOUR

The Global consumer behaviour and online buying behaviour – Consumer buying habits and perceptions – Issues of privacy and ethics.

EXPERIENTIAL LEARNING

- 1 Storytelling of Customer experiences in the Purchase Process of FMCG
- 2 Field Trip/ Outdoor Learning through interaction with Online Marketing Executives
- 3 Collect the case relating to the online buying behaviour of the consumer
- 4 Different Case Studies Will be Given to students as per the topic that will be collected and evaluated.

RESOURCES**TEXTBOOKS:**

- 1 Loudon and Della Bitta: Consumer Behaviour: Concepts and Application, Tata Mc-Graw Hill, 2010
- 2 Michael R. Solomon, consumer behaviour, PHI Learning Private Limited, New Delhi, 2011

REFERENCE BOOKS:

- 1 Paul Green Berg-Customer Relationship Management -Tata McGraw Hill, 2002
- 2 Barry Berman and Joel R Evans — Retail Management — A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006
- 3 Gibson G Vedamani — Retail Management — Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004

VIDEO LECTURES:

1. https://onlinecourses.nptel.ac.in/noc20_mg14/preview
- 2 <https://www.udemy.com>

WEB RESOURCES:

- 1 <https://www.studocu.com>
- 2 <https://www.scribd.com>
- 3 <https://www.tutorialsduniya.com>

Course Code**Course Title****22MG101024L****BUSINESS LAWS****Pre-Requisite** -**Anti-Requisite** -**Co-Requisite** -

COURSE DESCRIPTION: It is that branch of law that consists of laws relating to trade, industry, and commerce. Business laws also encompass the law governing contracts, sales, agency and employment law, business organizations, property and bailments.

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

- CO1.** Students will be able to understand different types of Agreements and Contracts, and different modes of discharge of Contracts.
- CO2.** Learn and adopt the rules regarding the Contract of Sale.
- CO3.** Understand the concept of partnership deeds and rights and liabilities of partners
- CO4.** Develop knowledge of laws related to the Company Act
- CO5.** Understand laws relating to the Consumer and Environmental Protection Act.

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	1	1	-	1	-	-	-	1	-	-	1	1	-	-
CO2	1	2	1	-	-	1	-	1	-	1	1	2	1	-	-
CO3	1	1	-	1	-	-	1	-	1	-	1	-	1	-	-
CO4	1	-	2	-	-	1	-	-	1	1	1	-	1	-	-
CO5	1	1	-	1	1	2	1	1	1	2	1	-	1	-	-
Course Correlation Mapping	1	1	1	1	1	1	1	1	1	1	1	1	1	-	-

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT**Module 1: THE LAW OF CONTRACT**

Agreement and contract; void and void-able contracts; Capacity of parties; free consent; legality of object and consideration; performance and discharge of contracts; indemnity and guarantee; bailment and agency

Module 2: THE LAW RELATING TO SALE OF GOODS

Sale and agreement to sell, conditions and warranties, transfer of property doctrine of caveat emptor, auction sale; unpaid seller; The Laws Relating to Carriage of Goods – Introduction, carriage of goods by land; carriage by sea; carriage by air

Module 3 THE LAWS RELATING TO PARTNERSHIP

The Partnership Act; Nature, test and types of partnership; partnership deed, right and liabilities of partners; registration; dissolution

Module 4 THE LAWS RELATING TO COMPANIES

The Companies – Definition and types of companies, promotion and incorporation; memorandum and articles of association and prospectus; Shares and debentures, borrowing powers, directors, meeting and resolutions, Winding up

Module 5 THE LAWS OF CONSUMER PROTECTION AND ENVIRONMENT PROTECTION (09 Periods)

Consumer Protection Act. , 1986; Environment Protection Act., 1986

EXPERIENTIAL LEARNING

- 1 Collect a case study on labour contract laws and submit the summary report
- 2 Demonstrate the types of partnership in a role play and discuss the agenda points
- 3 Give a PPT presentation on laws relating to companies and their establishments in India Vs USA

RESOURCES

TEXTBOOK:

1. Indrajeet Dagar and Anurag Agnihotri, Business laws: Test and Problems, Sage Texts, 2020.
2. Satish B Mathur, Business Law, Tata McGraw Hill. K.R. Bulchandani, Business Law for Management, Himalya Pulications, 4e.

REFERENCE BOOKS:

1. S.N. Maheshwari and S.K. Maheshwari, A Manual of Business Law, Himalaya
2. Dr. B. K. Singh, Dr. Angad Tiwary, Business Law, SBPD Publications, 2021

VIDEO LECTURES:

1. <https://www.youtube.com/watch?v=HrF9D2V8Ixx>
2. <https://www.youtube.com/watch?v=DhrUKluIkOM>

WEB RESOURCES:

1. <https://www.mca.gov.in/Ministry/pdf/CompaniesAct2013.pdf>
2. <https://consumeraffairs.nic.in/acts-and-rules/consumer-protection>

Course Code**Course Title****22MG101034L****STRATEGIC MANAGEMENT****Pre-Requisite** -**Anti-Requisite** -**Co-Requisite** -

COURSE DESCRIPTION: This course enhances students' knowledge on Strategic management is a comprehensive and dynamic field that focuses on the formulation, implementation, and evaluation of strategies to help organizations achieve their long-term objectives and gain a sustainable competitive advantage

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

- CO1.** To understand the Strategic Management Process
- CO2.** To apply analytical tools for Strategic decision-making
- CO3.** To formulate effective Business strategies
- CO4.** To implement and align strategies within the organizations
- CO5.** To evaluate and adapt Strategies in dynamic environments

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	3	-	1	2	-	3	2	1	3	-	2	-	-
CO2	-	3	-	-	3	2	-	2	-	-	-	-	3	-	-
CO3	-	3	3	2	2	2	-	-	3	-	-	-	1	3	-
CO4	-	-	-	-	-	2	2	2	3	2	3	3	-	2	3
CO5	1	1	-	1	2	-	2	1	2	3	3	3	-	1	3
Course Correlation Mapping	2	2	3	2	2	2	2	2	2	2	3	3	2	2	3

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT**Module 1: INTRODUCTION TO STRATEGIC MANAGEMENT**

Introduction- Definition, Strategic Management process –Developing a strategic vision, Mission, Objectives, Policies – Factors that shape a company's strategy – Environmental Scanning -Concepts of Core Competence.

Module 2: STRATEGIC ANALYSIS AND CHOICE

Strategic Analysis and Choice: Tools and techniques- Porter's Five Force Model, BCG Matrix, GE Model, SWOT Analysis and TOWS Matrix,. Market Life Cycle Model - and the Experience Curve

Module 3: STRATEGY FORMULATION

Strategy Formulation: Formulation of strategy at corporate, business and functional levels. Strategy Alternatives:- Stability Strategy, Growth Strategy, Retrenchment Strategy, and Combination Strategy

Module 4: STRATEGY IMPLEMENTATION

Types of Strategies: Offensive strategy, Defensive strategy, vertical integration, horizontal strategy; Tailoring strategy to fit specific industry and company situations, – Planning systems for implementation

Module 5: STRATEGY EVALUATION AND CONTROL

Establishing strategic controls - Role of the strategist - benchmarking to evaluate performance - strategic information systems – Guidelines for proper control- Strategic surveillance -strategic audit

EXPERIENTIAL LEARNING

1. Prepare a brief report of SWOT analysis of any company.
2. Prepare a case study analysis for class room presentation.

REFERENCES

TEXTBOOKS:

- 1 P. SubbaRao, Strategic Management, Himalaya,2010
- 2 Azar Kazmi, Strategic Management and Business Policy, Tata McGraw Hill Education, 2009

REFERENCE BOOKS:

- 1 V.S.P. Rao, Strategic Management – Text and Cases, Excel books,2009
- 2 Fred R. David, Strategic Management A competitive approach Concepts and Cases , Pearson, 16th edition,2019

VIDEO LECTURES:

1. <https://youtu.be/ZmRK9wc3hjI?si=uxWxBM2TAyzNfGuJ>.
2. <https://youtu.be/d2GoZDOXzzw?si=-Ax6n42txJ7cFwwi>

WEB RESOURCES:

- 1 <https://study.sagepub.com/lynch9e>
- 2 <https://str.aom.org/teaching/all-levels>

Course Code**Course Title****22MG101063L INTRODUCTION TO DIGITAL MARKETING****Pre-Requisite** -**Anti-Requisite** -**Co-Requisite** -

COURSE DESCRIPTION: This course is designed to provide the student with a good understanding of the concepts, strategies, and trends associated with digital marketing and provide insights into key strategies using Internet-based platforms. It helps the students to explore the skills in technological based marketing approaches.

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

CO1. Understand basic knowledge about Digital marketing.

CO2. Know various Digital marketing tools used for Business.

CO3. Understand the social media marketing strategies

CO4. Analyze E mail and mobile marketing strategies

CO5. Understand the various data analytics and measurement tools in digital marketing

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	-	-	-	-	-	-	-	-	1	-	1	1	-	-
CO2	3	1	-	1	-	1	-	1	-	-	-	1	1	-	-
CO3	3	1	-	1	2	-	-	1	-	-	-	1	1	-	-
CO4	3	1	2	1	1	-	-	-	1	1	-	-	-	1	-
CO5	3	1	-	1	1	-	-	-	-	1	-	1	-	-	1
Course Correlation Mapping	3	1	2	1	1	1	-	1	1	1	-	1	1	1	1

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT**Module 1: INTRODUCTION TO DIGITAL MARKETING**

Origin and Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges- Online Marketing Mix

Module 2: DIGITAL MARKETING TOOLS

Content Marketing – Content creation process – Content pillar - Types – A/B Testing – Display Advertising – Search Engine Marketing –Search Engine Optimization (On page & Off page optimization) - Email Marketing, – Mobile Marketing

Module 3: SOCIAL MEDIA MARKETING

Introduction, Types of Social Media/Key Terms to Understand, How Social Media Influences Audience and Google, integrating social media into your Website and Blogs, How to Choose Right social media for your Business/Brand

Module 4: EMAIL MARKETING VS MOBILE MARKETING

Introduction, email marketing process, design and content, delivery, discovery. Concept and Process of mobile marketing: goals, setup, monitor, analyze; Enhancing Digital Experiences with Mobile Apps.

Module 5: DIGITAL ANALYTICS & MEASUREMENT

Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Google Analytics structure – Conversion tracking – Digital Engagement funnel

EXPERIENTIAL LEARNING

- 1 Presentations on digital media tools
- 2 Collect and present the case studies relating to digital marketing

RESOURCES

TEXTBOOKS:

- 1 Digital Marketing current trends ,vandanahuja,7th edition2015 Oxford University press
- 2 Understanding Digital Marketing,Damian ryan,4th Edition 2017 publisher

REFERENCE BOOKS:

- 1 Digital Marketing essentials you always wanted to know,7th edition, Vibrant publishers
- 2 Journal of Digital & Social Media Marketing

VIDEO LECTURES:

- 1 https://onlinecourses.swayam2.ac.in/ugc19_hs26/preview
- 2 https://onlinecourses.swayam2.ac.in/cec19_mg23/preview

WEB RESOURCES:

- 1 <https://www.scribd.com/document/513372531/Digital-marketing-notes>
- 2 <https://kamarajcollege.ac.in/wp-content/uploads/Core-14-Digital-Marketing.pdf>
- 3 https://baou.edu.in/assets/pdf/PGDM_203_slm.pdf
- 4 https://www.tutorialsduniya.com/notes/digital-marketing-notes/#google_vignette

Course Code**Course Title****22MG101062L****PERFORMANCE MANAGEMENT****Pre-Requisite** -**Anti-Requisite** -**Co-Requisite** -

COURSE DESCRIPTION: This course identifies the knowledge and skills needed for effective management of individual and team performance and examines the design of performance management systems that aim to transform organizational objectives into performance outcomes.

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

CO1. To understand the concept of Performance Management.

CO2. To understand the Communication of Performance Management for enhancing employee performance.

CO3. To acquire the knowledge of Appraisal methods and reward system.

CO4. To determine performance management and development of employees.

CO5. To develop a thorough understanding of relevant performance-related concepts

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	1	1	1	2	-	2	-	2	-	2	3	1	1
CO2	2	2	3	3	2	2	-	-	-	-	-	2	2	2	3
CO3	2	2	2	2	2	-	-	-	-	2	-	2	2	2	2
CO4	2	2	2	2	2	-	-	-	-	2	-	2	2	2	2
CO5	2	2	2	3	2	-	-	-	-	2	2	2	2	2	2
Course Correlation Mapping	2	2	2	3	2	2	-	2	-	2	2	2	2	2	2

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT**Module 1: INTRODUCTION TO PERFORMANCE MANAGEMENT**

Scope and Significance, Advantages of Performance Management, Performance management process, Performance Planning, Performance Appraisal, Performance Mentoring, Performance Management Strategic Planning.

Module2: COMMUNICATION OF PERFORMANCE EXPECTATIONS

Job Description Defining Performance and Choosing a measurement approach measuring results and Behaviors. Gathering performance Information – Presentation, Information and Taking Corrective action. Metrics- Types of Metrics - Critical Success Factors Indicators.

Module3: PERFORMANCE APPRAISAL METHODS & REWARD SYSTEM

Traditional methods -Ranking, Grading, paired comparison, critical incidents method. Modern Methods -MBO, 360-degree appraisal, HRA, Assessment Centers. Job evaluation, Techniques of Job evaluation, salary and wage fixation methods –Fringe benefits -Incentives and bonus systems –Maintenance of pay roll system.

Module4: PERFORMANCE MANAGEMENT AND EMPLOYEE DEVELOPMENT

Performance Management Skills, performance Management Framework, Employee Assessment system, Role of HR Professionals in Performance management.

Module5: RELEVANT PERFORMANCE RELATED CONCEPTS

Benchmarking, Six Sigma, Competency Mapping, Balance Scorecard, Coaching, Job Analysis, High Performance Work Teams, Steps for Building High Performance Work Teams.

EXPERIENTIAL LEARNING

LIST OF EXPERIMENTS:

1. Present the seminar on different methods of Performance Appraisal.
2. Different Case Studies Will be Given to students as per the topic that will be collected and evaluated.

RESOURCES

TEXT BOOKS:

1. Michael, Armstrong, "*Performance Management*". Kogan Page. London, 1999.
2. Chadha, P. "*Performance Management: It's About Performing – Not Just Appraising*". McMillan India Ltd. 2003.
3. Boyett.J.H and conn H.P "*Maximizing performance Management*", Glenbrdige publishing , oxford, 1995.

REFERENCE BOOKS:

1. Herman Aguinis, "*Performance management*", 3e, Pearson, 2014.
2. Prem Chadha, "*Performance Management*," Macmillan, 2012.
3. Soumendra Narian Bagchi, "*Performance Management*", 2e, Cengage Learning 2013.

VIDEO LECTURES:

1. <https://www.youtube.com/watch?v=OFwFznQ2e6w>
2. <https://youtu.be/REO6glkSdjg>

WEB RESOURCES:

1. www.cipd.org > Knowledge hub > Factsheets
2. www.recruiterslineup.com > top-10-online-employee-perf..

Course Code**Course Title****22MG101023L****INTRODUCTION TO FINANCIAL
TECHNOLOGY****Pre-Requisite** -**Anti-Requisite** -**Co-Requisite** -

COURSE DESCRIPTION: This course helps students to understand the introduction to methods and tools useful in decision-making in the financial industry, which may from time to time include: Bank tech, Data tech, and Reg Tech and Eco system of Fintech Applications in real time scenario.

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

- CO1** Demonstrate competencies in financial analysis and decision making
- CO2** Pursue a career in the field of Risk management, Investment banking and allied professions in the field of Finance and Accounting
- CO3** Gain experiential learning through well-structured internships and live-projects.
- CO4** to analyses and learn about Banking operations through Fintech applications.
- CO5** To Understand Survival analysis and Fin tech application

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	-	-	-	1	-	-	-	-	2	-	2	3	2	-
CO2	3	-	-	-	1	-	-	-	-	2	-	2	3	2	-
CO3	3	-	2	-	2	-	-	-	-	2	-	2	3	-	2
CO4	3	1	2	-	2	-	-	-	-	2	-	2	3	-	2
CO5	3	-	2	-	2	-	-	-	-	2	1	2	3	-	2
Course Correlation Mapping	3	1	2	-	2	-	-	-	-	2	1	2	3	2	2

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT:

Module 1: INTRODUCTION TO FINTECH

Introduction to the Fintech -FinTech Architecture-FinTech Technologies-Latest Trends and future of FinTech-Applications of FinTech-Use cases of FinTech in banks-Fintech startups-Fintech unicorns and business models

Module 2: PREDICATIVE ANALYTICS

Predicative Analysis: Simple linear regression, Multiple linear regression- logistic and Multinomial regression- Forecasting Techniques: Application of Predicative Analytics.

Module 3: DIGITAL FINTECH

Digital Finance-Introduction – Brief History of Financial Innovation – Digitization of Financial Services -Popular Payments Technologies- Payment Stacks in India- B2B & B2B2C solutions- Innovative Products in Mobile based, Credit Cards, POS based ecosystem- Blockchain and Cryptocurrencies and its Applications.

Module 4: REGTECH ECOSYSTEM

Evolution of RegTech- RegTech Ecosystem: Financial Institutions- RegTech Ecosystem Startups - Challenges- Regulators- Use Case of AI in Smart Regulation and Fraud Detection- Regulatory Sandboxes- Smart Regulation- New Challenges of AI and Machine Learning.

Module 5: DATA TECH

Data Tech - Introduction - History of Data Regulation – Data in Financial Services –Application of Data Analytics in Finance - Methods of Data Protection: GDPR Compliance and Personal Privacy- Robo Advisory- and business models- Business aspects of FinTech in Capital Markets

EXPERIENTIAL LEARNING:

1. Assign projects that involve collecting and analyzing financial data. Students can use tools like Excel, SPSS, to gain practical experience in data analysis and financial modeling.
2. Facilitate internships or industry projects where students can work with financial analysts or in finance-related roles.
3. Develop real-life financial case studies for Analyzing actual business situations helps students apply theoretical concepts to practical problems.
4. Encourage students to undertake research projects on current financial trends, market behavior, or the impact of economic policies. This can enhance their analytical and research skills.

RESOURCES

TEXT BOOKS:

1. Sheeba Kapil, Financial Valuation and Modelling, Wiley, 1e,2022.
2. R. Narayanaswamy, Financial Accounting-Managerial Perspective, PHI,7e,2022.
3. Timothy Mayes, Financial Analysis with MS Excel, Cengage, 7e, 2013.
4. Agustin Rubini, "Fintech in a Flash: Financial Technology Made Easy", Zaccheus, 3rd Edition, 2018.

REFERENCE BOOKS:

1. Simon Bennings, Financial Modelling-Using Excel, MIT Press, Cambridge, 3e
2. Cairns, A.J. G (2004), "Interest Rate Models: An Introduction", Princeton University Press, ISBN: 9780691118949
3. Theo Lynn, John G. Mooney, Pierangelo Rosati, Mark Cummins, "Disrupting Finance: FinTech and Strategy in the 21st Century", Palgrave, 1st edition, 2018 4.
4. Abdul Rafay, "FinTech as a Disruptive Technology for Financial Institutions", IGI Global, January, 2019 5.

VIDEO LECTURES:

1. https://www.youtube.com/watch?v=k_pVXpX-X38
2. <https://www.youtube.com/watch?v=kJy3NOpCbWc>
3. <https://www.udemy.com/course/financial-analytics-in-practice/>
4. <https://www.caclubindia.com/coaching/professional-analysis-of-financial-statements-3685.asp>

WEB RESOURCES:

1. Students have to bring their laptops installed with R and R Studio. Download R from <http://cran.rproject.org/> and R Studio from <http://www.rstudio.com/products/rstudio/download/>
2. Brealey, et al.] Richard Brealey, Stewart Myers, and Franklyn Allen, 2015. Principles of Corporate Finance, various editions, McGraw-Hill.
3. [Foote] William G. Foote. 2017. Financial Engineering Analytics: A Topical Manual Using R. Manuscript available here.
4. https://personal.ntu.edu.sg/nprivault/MH8331/financial_risk_analytics.pdf
5. <https://online-execed.wharton.upenn.edu/financial-analytics>

Course Code	Course Title
22LG101701L	PERSONALITY DEVELOPMENT

Pre-Requisite -

Anti-Requisite -

Co-Requisite -

COURSE DESCRIPTION: This course gives awareness to students about the various dynamics of personality development.

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

CO1. Demonstrate knowledge in Self-Management and Planning Career

CO2. Analyze the functional knowledge in attitudes and thinking strategies

CO3. Learn and apply soft skills for professional success.

CO4. Function effectively as an individual and as a member in diverse teams

CO5. Communicate effectively in public speaking in formal and informal situations.

CO-PO Mapping Table

Course Outcomes	Program Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	-	-	-	-	-	-	-	-	-	-
CO2	2	3	-	-	-	-	-	-	-	-	-	-
CO3	2	2	-	-	3	-	-	-	-	2	-	-
CO4	1	1	-	-	-	-	-	-	3	3	-	-
CO5	-	-	-	-	-	-	-	-	-	3	-	-
Course Correlation Mapping	2	2	3	-	3	-	-	-	3	3	-	-

Correlation Levels: **3: High; 2: Medium; 1: Low**

COURSE CONTENT

Module 1: SELF-ESTEEM & SELF-IMPROVEMENT

Know Yourself – Accept Yourself; Self-Improvement: Plan to Improve - Actively Working to Improve Yourself- Exercises- case studies

DEVELOPING POSITIVE ATTITUDES

Module 2:

How Attitudes Develop – Attitudes are Catching – Improve Your Attitudes – Exercises- case studies

Module 3 SELF-MOTIVATION & SELF-MANAGEMENT

Show Initiative – Be Responsible Self-Management; Efficient Work Habits – Stress Management – Employers Want People Who can Think – Thinking Strategies- Exercises- case studies

Module 4 GETTING ALONG WITH THE SUPERVISOR

Know your Supervisor – Communicating with your Supervisor – Special Communication with your Supervisor – What Should you Expect of Your Supervisor? – What your Supervisor expects of you – Moving Ahead Getting Along with your Supervisor- Exercises- case studies

Module 5 WORKPLACE SUCCESS

First Day on the Job – Keeping Your Job – Planning Your Career – Moving Ahead- Exercises- case studies

EXPERIENTIAL LEARNING

1. List out the self-improvements in you on the charts and explain in detail.
2. Discuss different famous personalities and their attitudes.
3. Describe different personalities with respect to self-motivation and self-management.
4. Imagine you are a supervisor and illustrate different special communications.
5. Assume and Interpret different experiences on the first day of your job.

(Note: It's an indicative one. Course instructor may change the activities and the same shall be reflected in course handout)

RESOURCES

TEXTBOOK:

1. Harold R. Wallace and L. Ann Masters, *Personal Development for Life and Work*, Cengage Learning, Delhi, 10th edition Indian Reprint, 2011. (6th Indian Reprint 2015)
2. Barun K. Mitra, *Personality Development and Soft Skills*, Oxford University Press, 2011.

REFERENCE BOOKS:

1. K. Alex, *Soft Skills*, S. Chand & Company Ltd, New Delhi, 2nd Revised Edition, 2011.
2. Stephen P. Robbins and Timothy A. Judge, *Organizational Behaviour*, Prentice Hall, Delhi, 16th edition, 2014

VIDEO LECTURES:

1. <https://www.youtube.com/watch?v=6Y5VWBLi1es>
2. <https://www.youtube.com/watch?v=H9qA3inVMrA>

WEB RESOURCES:

1. <https://www.universalclass.com/.../the-process-of-personality-development>
2. <https://www.ncbi.nlm.nih.gov/pubmed/25545842>
3. <https://www.youtube.com/watch?v=Tuw8hxrFBH8>

Course Code
22MG111002L

Course Title
INTERNSHIP

Pre-Requisite
Anti-Requisite
Co-Requisite

COURSE DESCRIPTION: The course gives an idea of the research project, identify the research problem, review of literature, give idea about data collection and understating the knowledge on statistical tools.

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

- C01.** Gained knowledge about research project
- C02.** Increased knowledge on research problem
- C03.** Improved practice in review of literature
- C04.** Well versed in data collection
- C05.** Implement knowledge on statistical tools and Proficiency in project preparation

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes									Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
C01	1	1	2				3	1		3		2
C02	1	1	2				3	1		3		2
C03	1	1	2				3	1		3		2
C04	1	1	2				3	1		3		2
C05	1	1	2				3	1		3		2
Course Correlation Mapping	1	1	2				3	1		3		2

Course Code**Course Title****22MG101021L****SECURITY ANALYSIS AND PORTFOLIO
MANAGEMENT****Pre-Requisite** -**Anti-Requisite** -**Co-Requisite** -

COURSE DESCRIPTION: This course develops an understanding of what is security and Portfolio Management and Phases of Portfolio Management. Financial Markets - Investment - Securities Market. Bond Evaluation - Risk and Return Analysis of stocks. Fundamental Analysis and Technical Analysis. Portfolio Risk and return and portfolio selection - Portfolio Evaluation and Revision.

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

CO1 understand basic Knowledge on Financial Markets and various investment avenues.

CO2 examine bond evaluation process

CO3 Analyze the stock market by Fundamental Analysis and Technical Analysis

CO4 Evaluate the Portfolio Selection

CO5 Appraise the evaluation of mutual funds and Revision

CO-PO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	-	-	-	1	-	-	-	-	2	-	2	3	2	-
CO2	3	-	-	-	1	-	-	-	-	2	-	2	3	2	-
CO3	3	-	2	-	2	-	-	-	-	2	-	2	3	-	2
CO4	3	1	2	-	2	-	-	-	-	2	-	2	3	-	2
CO5	3	-	2	-	2	-	-	-	-	2	1	2	3	-	2
Course Correlation Mapping	3	1	2	-	2	-	-	-	-	2	1	2	3	2	2

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT**Module 1: INTRODUCTION**

Investment: Meaning - Features - Speculation and Gambling - Financial Markets - Money Market - Capital Market - Investment objectives - Investment Process - Investment avenues - Real Assets - Financial Assets - GDR - ADR- IDR.

Module 2: RISK AND RETURN AND BOND EVALUATION

Risk - Return Framework: Meaning of Risk and Return - Measurement of Return - Risk Systematic and Unsystematic Risk - Risk Measurement (Theory and Case Studies)

Bond Characteristics, Prices, Yields, Yield Curve - Determinants of interest Rates, Interest Rate Risk - Duration of the Bond and Immunization (Theory and Case Studies)

Module 3: FUNDAMENTAL AND TECHNICAL ANALYSIS

Fundamental Analysis: Meaning – Importance – Objectives – Economic Analysis – Industry Analysis – Company Analysis. Technical Analysis – Meaning – Dow Theory – Gaps – Difference between fundamental analysis and technical analysis. (Theory and Case Studies)

Module 4: PORTFOLIO ANALYSIS

Portfolio – Approaches in construction of portfolio – determination – portfolio risk and return analysis – Reduction of portfolio Risk Through Diversification. Portfolio with more than two Assets. selection – Markowitz Model – simple diversification – The Markowitz Model – Efficient Frontier – Capital Asset Pricing Model – CAPM theory – Capital Market Line – Security Market Line (Theory and Case Studies).

Module 5: PERFORMANCE EVALUATION

Mutual Funds – Meaning – Structure of mutual funds – Classification of Mutual Funds – Exchange traded funds – Evaluation of portfolios – Sharpe – Treynor and Jensen. Portfolio Revision (Theory and Case Studies).

EXPERIENTIAL LEARNING

LIST OF EXPERIMENTS:

1. Present a case summary report on Bond evaluation of a bank.
2. Present a TED talk on trends in security analysis and portfolio management
3. Write an assignment on governing body role in security analysis and portfolio management

RESOURCES

TEXTBOOKS:

1. Bodie, Kane, Marcus, Mohanty. Investments. McGraw Hill, 2019
2. Kannadhasan. Fixed Income Securities, Valuation and Risk Management. 2022. Cengage

REFERENCE BOOKS:

1. Chandra Prasanna, Investment Analysis and Portfolio Management, Tata McGrwahill Publishing company Ltd.,
2. Punithavathy Pandian, Security Analysis and Portfolio Management, Vikas Publishing House Pvt. Ltd.,
3. Kevin, S., Security Analysis and Portfolio Management, PHI Publishers.

VIDEO LECTURES:

1. <https://www.youtube.com/watch?v=o5Y3Mrsaw&list=PLEC357A2BC142F57E>
2. <https://www.youtube.com/watch?v=tzasFmP1CpA>

WEB RESOURCES:

1. [https://kanchiuniv.ac.in/coursematerials/IM%20UNIT-%20I%20\(2\).pdf](https://kanchiuniv.ac.in/coursematerials/IM%20UNIT-%20I%20(2).pdf)
2. <https://josephscollege.ac.in/lms/uploads/pdf/material/IAPM.pdf>
3. <https://backup.pondiuni.edu.in/sites/default/files/investment%26portfolio-260214.pdf>

Course Code**Course Title****22MG101041L****BRAND MANAGEMENT****Pre-Requisite** -**Anti-Requisite** -**Co-Requisite** -

COURSE DESCRIPTION: This course highlights the basics of contemporary and key brand management skills that are required by management professionals.

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

- C01** To understand concept of branding
- C02** To understand the dimensions of brand identity
- C03** To assess the brand positioning and repositioning strategies
- C04** To develop the idea of building Brand in various sectors
- C05** To evaluate the different brand promotion methods

CO-PO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
C01	3	-	-	-	-	1	-	1	1	-	-	1	1	-	-
C02	3	1	1	-	-	1	-	1	1	-	-	1	1	-	-
C03	3	1	1	-	-	1	-	1	1	-	-	1	-	1	-
C04	3	1	1	-	-	1	-	1	1	-	-	1	1	-	-
C05	3	1	1	1	-	1	-	1	1	-	-	1	1	-	-
Course Correlation Mapping	3	1	1	1	-	1	-	1	1	-	-	1	1	1	-

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT**Module 1: Introduction to branding**

Brand – Meaning, Definition, Functions of Brand ,Role of Brand, Concept of branding , Types of Branding, Advantages of Branding ,Significance of branding ,Strategic brand Management Process , Branding challenges and opportunities

Module 2: Brand identity

Brand Identity: concept, elements ,brand identity prism, benefits of brand identity, brand building , Steps involved in Building Brands , Brand loyalty, brand failures, co-brands, store brands

Module 3: Brand Positioning and brand equity

Brand positioning-Meaning, Brand positioning and repositioning strategies, Brand Equity-Meaning, Sources, , types of brand equity: cost based, price brand and customer-based brand equity, Need for measuring brand equity, Keller's CBBE Model

Module 4: Building brands in different sectors

Branding in the Industrial sector, Retail Sector, Service sector, Banking Sector and Insurance Sector.

Module 5: Brand Communication & extension

Advertising and brand building, Brand promotion methods, Brand extension - Different types of brand extension – Factors influencing Decision for extension – Re-branding and re-launching

EXPERIENTIAL LEARNING

1. Pick any brand, identify all its elements and assess their ability to contribute to brand equity according to the choice criteria.
2. Identify any two brands of same category and Evaluate the positioning of each brands, its target market
3. Analyze the impact of celebrities on brand promotion and their successes and failures.

RESOURCES**TEXTBOOKS:**

1. Strategic Brand Management: Building, Measuring, and Managing Brand Equity, by Kevin lane Keller;Ambi M. G. Parameswaran ,Fourth edition; Pearson Education India, 2015
2. Product and Brand Management-Tapan K. Panda Paperback: 888 pages Publisher: Oxford University Press; First edition ,January 2016

REFERENCE BOOKS:

1. Product & Brand Management – Text & Cases, Prof.K. Venugopal Rao, Himalaya, 2015
2. Product and brand management by U C Mathur;Publisher: Excel Books (December 2012)
3. David Aaker,Managing BrandEquity,FreePress,2009

VIDEO LECTURES:

<https://www.digimat.in/nptel/courses/video/110107161/L10.html>

<http://www.infocobuild.com/education/audio-video-courses/business-management/MarketingManagement2-IIT-Kanpur/lecture-38.html>

Web Resources:

1. <https://www.icmrindia.org/>
2. <https://hbr.org/topic/subject/brand-management>
3. <https://www.udemy.com/course/brand-management>

Course Code**Course Title****22MG101046L****ORGANIZATIONAL CHANGE AND DEVELOPMENT****Pre-Requisite** -**Anti-Requisite** -**Co-Requisite** -

COURSE DESCRIPTION: This course emphasizes the theories and practices of managing change and the Organizational development Process. This course examines the forces that have been driving organizations to change and development, explore the dimensions of change and the approaches of the developmental process.

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

CO1. Understand organizational change and resistance to change at various levels

CO2. Provide knowledge of the theories and models of organizational changes

CO3. Understand the organizational development and various theories of OD

CO4. Develop intervention strategies

CO5. Develop skills in organizational analysis through different diagnostic approaches

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	1	1	-	-	-	-	1	1	1	1	1	-	-
CO2	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
CO3	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
CO4	-	1	-	-	2	1	-	-	-	1	1	1	-	-	-
CO5	-	1	2	-	-	-	-	-	1	-	1	1	1	-	-
Course Correlation Mapping	1	1	2	1	2	1	-	-	1	1	1	1	1	-	-

Correlation Levels:**3: High;****2: Medium;****1: Low****COURSE CONTENT****Module 1: ORGANIZATION CHANGE**

Introduction to Organization Change: meaning and nature of Organization Change. Forces change, types of organizational change, Resistance to Change at individual and organization level.

Module 2: MODELS OF ORGANIZATIONAL CHANGE

Lewin Model of Organization change, McKinsey 7 S Model, Kotter's Model, Burke – Litwin Model, Work Redesign Model, ADKAR Model, Bridges' Transition Model and Grief Model

Module 3: ORGANIZATION DEVELOPMENT

Concept, Nature and Scope of O.D.; Process of O.D.; Underlying Assumptions & Values; Foundations of OD: Action Research, Survey Feedback, Systems Theory, Participation and Empowerment.

Module 4: O.D. INTERVENTIONS

Team Interventions, Inter-group Interventions, Personal, Interpersonal and group process interventions, Structural Interventions.

Module 5: IMPLEMENTATION AND ASSESSMENT OF O.D

Implementation – conditions for failure and success in O.D. Efforts. Some key considerations and issues in OD.

EXPERIENTIAL LEARNING

- 1 Case Studies on Organization change and development, Teamwork.
- 2 Presentations on various interventions by the students, Quiz after every module.
- 3 PPT on Different models of Organizational change in different companies.

RESOURCES**TEXTBOOKS:**

- 1 Marketing Management –Philip Kotler, Kevin Lane Keller, 15th Edition, Pearson, 2010.
- 2 Product & Brand Management – Text & Cases, Prof.K.Venugopal Rao,Himalaya, 2015

REFERENCE BOOKS:

- 1 Product Management in India, Ramanuj Majumdar, PHI 2010
- 2 Compendium of Brand Management, Chunawalla. S.A, Himalaya 2014
- 3 Brand Management – Text & Cases , Harsh V Verma , Excel 2000

VIDEO LECTURES:

- 1 https://onlinecourses.nptel.ac.in/noc22_mg82/preview
- 2 <https://archive.nptel.ac.in/courses/110/107/110107161/>

WEB RESOURCES:

- 1 https://ebooks.lpude.in/management/mba/term_4/DMGT508_PRODUCT_AND_BRAND_MANAGEMENT.pdf
- 2 <https://www.ddegjust.ac.in/studymaterial/mba/mm-408.pdf>
- 3 <https://www.studocu.com/in/document/xim-university/business-management/product-brand-management-notes-for-management-students/25175362>

Course Code**Course Title****22MG101012L****BUSINESS INFORMATION SYSTEMS****Pre-Requisite** -**Anti-Requisite** -**Co-Requisite** -

COURSE DESCRIPTION: This course is designed to provide the student with a good understanding of the concepts, strategies, and trends associated with Information System. It provides various support systems that can be used for business decisions and to sustain competitive advantage in business world

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

CO1. Understand the overview of Business Information System

CO2. Know the structure of Business Information System

CO3. Apply the functions of BIS

CO4. Analyze the controlling mechanism of BIS

CO5. Understand the concept of ERP

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	-	-		-	-	-	-	-	1	-	1	1	-	-
CO2	3	1	-	1	-	1	-	1	-	-	-	1	1	-	-
CO3	3	1	-	1	2	-	-	1	-	-	-	1	1	-	-
CO4	3	1	2	1	1	-	-	-	1	1	-	-	-	1	-
CO5	3	1	-	1	1	-	-	-	-	1	-	1	-	-	1
Course Correlation Mapping	3	1	2	1	1	1	-	1	1	1	-	1	1	1	1

Correlation Levels:**3: High;****2: Medium;****1: Low****COURSE CONTENT****Module 1: INTRODUCTION TO BIS**

Information Systems in Organizations, Characteristics of MIS, Components of MIS, Benefits of MIS, Example of different Information Systems

Module 2: STRUCTURE OF BIS

Basic structural concepts, formal and informal information systems - Public and private information systems - MIS Office automation - Decision Support System - Expert system- Knowledge Work Systems - Artificial Intelligence - Group Decision Support Systems (GDSS).

Module 3: BIS DEVELOPMENT AND FUNCTIONS

Overview of System Development –System development methodologies; SDLC approach, prototyping approach and user development approach- Creating a database environment, data mining and data warehouses.

Module 4: IMPLEMENTATION, EVALUATION, MAINTENANCE AND CONTROL OF BIS

software life cycle models – verification and validation, Testing security –coding techniques – detection of error – software metrics, software quality assurance –cost benefit analysis – Types of information system Control.

Module 5: ENTERPRISE RESOURCE PLANNING

Introduction, objectives - Difference between ERP and Conventional Packages - Modules of ERP - Customer Expectation from ERP packages - Suggestions to an ERP vendor - Customer Relationship Management- Supply Chain Management.

EXPERIENTIAL LEARNING

- 1 Collect and present the case studies on Information System
- 2 Present the TED talk video on Management Information System

RESOURCES

TEXTBOOKS:

- 1 James A O „Brien, Management Information Systems, Economy Edition, Tata McGraw Hill, 2017
- 2 CSV Murthy, Management Information Systems, 1 st Edition, Himalaya Publishing House, 2010.

REFERENCE BOOKS:

- 1 C Laudon and Jane P.Laudon, Management Information Systems, et al, Pearson Education, 15th edition, 2018.
- 2 W S Jawadekar, Management Information Systems Text & Cases, 4th Edition, Tata McGraw-Hill, 2013.
- 3 Ellen F. Monk & Bret J. Wagner, Concept in Enterprise Resources Planning, Fourth Edition, Cengage learning, 2018.

VIDEO LECTURES:

- 1 https://onlinecourses.nptel.ac.in/noc20_mg60/preview
- 2 https://onlinecourses.swayam2.ac.in/cec21_ge05/preview

WEB RESOURCES:

- 1 <https://www.scribd.com/document/487456192/unit01-Business-Information-Systems-pdf>
- 2 <https://nou.edu.ng/coursewarecontent/LIS%20217%20BUSINESS%20INFORMATION%20SYSTEMS%20AND%20SERVICES.pdf>
- 3 https://nitsri.ac.in/Department/Electronics%20&%20Communication%20Engineering/MIS-Notes_New_-word.pdf

Course Code

Course Title

22MG101045L

STRESS MANAGEMENT

Pre-Requisite -

Anti-Requisite -

Co-Requisite -

COURSE DESCRIPTION: The student can able to understand the nature and consequences of stress and also the impact of stress on work

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

CO1. Understand personal, environmental, and organizational causes of stress

CO2. Analyze the stress issues related to diverse ethnic populations

CO3. Understand the Behavioural aspects of the stress

CO4. Understand the relationship of stress and Work performance

CO5. Evaluate the strategies of stress management and career counseling

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	2	1	-	-	-	1	-	-	1	-	1	-	-
CO2	1	1	1	1	-	1	-	1	-	1	-	-	-	1	-
CO3	1	2	1	1	2	1	-	1	-	1	-	1	-	-	1
CO4	1	2	1	1	2	1	1	1	-	1	-	1	1	-	-
CO5	1	1	1	1	2	1	1	1	1	-	1	-	1	1	-
Course Correlation Mapping	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT

Module 1: INTRODUCTION TO STRESS MANAGEMENT

Meaning and nature of stress, Sources of stress (Neuro-endocrinology, personality, environment, intrapersonal and interpersonal sources of stress), Stressful Behaviour and Health Status- somatic and anxiety problems, Theoretical models of Stress

Module 2: COGNITIVE APPRAISAL OF STRESS

General adaptation to stress; Consequences of stress; Physiological and psychological changes associated with the stress response. Stress and Memory; Stress and Other Cognitive Variables; Stressful environmental conditions on performance.

Module 3: BEHAVIORAL ASPECTS OF STRESS

Behavioural aspects of Stress: Adaptive and Maladaptive Behaviour; Individual and Cultural Differences: Across the Lifespan; College and Occupational Stress

Module 4: STRESS AND WORK PERFORMANCE

Role of communication in managing stress and work performance: Emotional regulation and coping; Emotional intelligence and conflict management: Emotional Basis and Stress; Stress and Conflict in Relationships.

Module 5: STRESS AND COPING, ASSESSMENT MANAGEMENT AND COUNSELING TECHNIQUES

Prevention of stress Challenging Stressful Thinking; Problem Solving; Strategies of Synthesis and Prevention: Resilience and Stress; Optimal functioning; Making changes last; Small changes and large rewards.

EXPERIENTIAL LEARNING

1. Collect a case study on Work Place Stress and Present a PPT
2. Write an assignment on Stress coping strategies in health care center
3. Discuss a situation wherein emotional stress is involved and submit a report

RESOURCES

TEXT BOOKS:

1. Bramer, L.M. and Shostrom, E.L. (1982). Therapeutic Psychology. Fundamentals of Counseling and Psychotherapy. New Jersey Prentice Hall
2. Barlow, Rapee, and Perini(2014), 10 Steps to Mastering Stress: A Lifestyle Approach, USA
3. Chen, D.D. (2017). Stress Management and Prevention: Applications to Daily Life, Taylor and Francis, 3rd Edition.

REFERENCE BOOKS:

1. Clayton,M, (2011).Brilliant stressmanagement How to manage stress in any situation's 1st edition, Greart Britain Pearson Education
2. Roy,S (2012) Managing stress, Sterling Publication

VIDEO LECTURES:

- 1 https://onlinecourses.nptel.ac.in/noc19_ge26/preview
- 2 <https://archive.nptel.ac.in/courses/121/105/121105009/>

WEB RESOURCES:

- 1 <https://www.uakron.edu/armyrotc/MS1/14.pdf>
- 2 <http://www.gov.pe.ca/photos/original/StressManage.pdf>
- 3 <https://apps.who.int/iris/bitstream/handle/10665/331901/9789240003910-eng.pdf>

Course Code

Course Title

22MG101015L

**INNOVATION AND CREATIVITY IN
BUSINESS**

Pre-Requisite -

Anti-Requisite -

Co-Requisite -

COURSE DESCRIPTION:

Innovation and creativity are paramount in today's competitive business landscape. This course delves into the fundamental principles, processes, and strategies essential for fostering innovation and nurturing creativity within organizational contexts.

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

- CO1.** Understand different perspectives on why creativity matters
- CO2.** Analyze cognitive aspects of creativity and how personality and individual differences might contribute
- CO3.** Describe ways in which individuals can enhance their own creative potential
- CO4.** Understand the factors such as culture, leadership, diversity and structure can both help and hinder creativity and innovation
- CO5.** Evaluate creativity and innovation, including the use of creative swiping and other practices.

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	1	1	-	-	1	-	-	1	-	-	-	1	-	-
CO2	1	-	2	1	1	1	-	-	-	1	-	1	-	1	1
CO3	1	2	1	1	1	1	1	-	1	-	1	1	1	1	1
CO4	2	1	1	1	1	2	1	1	-	1	-	1	-	1	-
CO5	1	1	1	1	1	1	1	2	1	-	-	1	1	1	1
Course Correlation Mapping	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT

Module 1: FOUNDATIONS OF INNOVATION AND CREATIVITY

Defining and concept Innovation and Creativity in the context of business, importance of innovation and creativity, distinguish between innovation and creativity, different types of innovation.

Module 2: OVERVIEW OF CREATIVITY

Meaning and concept of Creativity, Creativity process, factors affecting on Creativity, utilizing team creativity tools, barriers to creativity in business environments.

Module 3: DESIGN THINKING FOR INNOVATION

Understanding the human-centred design process (Empathize, Define, Ideate, Prototype, and Test), Tools and Techniques for Design Thinking: Brainstorming techniques, user empathy exercises, prototyping tools.

Module 4: MEASURING AND SUSTAINING INNOVATION

Creating a systematic approach to capturing, managing, and developing new ideas. Evaluating the return on investment (ROI) of innovation initiatives, Strategies for sustaining a culture of innovation over the long term.

Module 5: MANAGING AND IMPLEMENTING INNOVATION

The role of innovation and creativity in driving growth and competitiveness, The role of leadership in fostering innovation and managing change, Building cross-functional teams for innovation and collaboration.

EXPERIENTIAL LEARNING

1. Innovation vs. Creativity Debate Description: Divide students into small groups and assign each group to research and present arguments on whether innovation and creativity are synonymous or distinct concepts within the business context.
2. Create a simulated business scenario where students act as innovation managers tasked with implementing and measuring the ROI of various innovation initiatives.
3. Assign students to analyze case studies of successful innovation leaders who have effectively managed and implemented innovation within organizations.

RESOURCES

TEXTBOOKS:

1. Business Creativity and Innovation: Perspectives and Best Practices-Len ferman
2. Advanced MIS and Digital Transformation for Increased Creativity and Innovation in Business (Advances in Business Strategy and Competitive Advantage (Absca)) by Gülay Ekren (Editor), Alptekin Erkollar (Editor), Birgit Oberer.

REFERENCE BOOKS:

1. Innovation and Entrepreneurship, Peter F. Drucker
2. The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business, Clayton M. Christensen
3. Mapping Innovation: A Playbook for Navigating a Disruptive Age, Greg Satel

VIDEO LECTURES:

1. https://onlinecourses.nptel.ac.in/noc21_mg63/preview
2. https://onlinecourses.nptel.ac.in/noc22_de08/preview

WEB RESOURCES:

WWW.Creativity & Innovation at Work | PPT (slideshare.net)

WWW.426483-chapter-4-innovation-and creativity.pdf(cambridgeinternational.org)

Course Code
22MG108001L

Course Title
CAPSTONE PROJECT

Pre-Requisite

Anti-Requisite

Co-Requisite

COURSE DESCRIPTION: The course gives an idea of the research project, identify the research problem, review of literature, give idea about data collection and understating the knowledge on statistical tools.

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

- CO1.** Gained knowledge about research project
- CO2.** Increased knowledge on research problem
- CO3.** Improved practice in review of literature
- CO4.** Well versed in data collection
- CO5.** Implement knowledge on statistical tools and Proficiency in project preparation

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes									Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
CO1	1	1	2				3	1		3		2
CO2	1	1	2				3	1		3		2
CO3	1	1	2				3	1		3		2
CO4	1	1	2				3	1		3		2
CO5	1	1	2				3	1		3		2
Course Correlation Mapping	1	1	2				3	1		3		2