PANIMALAR ENGINEERING COLLEGE
(An Autonomous Institution, Affiliated to Anna University,Chennai)
Bangalore Trunk Road, Varadharajapuram,
Poonamallee,Chennai –600123

Department

of

MASTER OF BUSINESS ADMINISTRATION

Curriculum and Syllabus
Regulation-2023

Vision:

Emerge as a leading business school by empowering the next generation of managers to be globally adept, innovative, and industry-ready, while fostering responsibility and contributions to the nation.

Mission:

M1: Foster critical thinking and decision-making in managerial aspirants through quality education.

M2: Cultivate industry-ready leaders, blending professional competence with intellectual acuity.

M3: Empower students to master diverse managerial skills and competencies across functional areas.

PROGRAMME EDUCATIONAL OBJECTIVES(PEOs):

MBA programme curriculumis designed to prepare the post graduates tudents

PEO1: Shall possess a robust understanding of core business practices, enabling them to adeptly analyze situations and strategize effectively in decision-making.

PEO2: Shall be well-versed in emerging technologies and will acquire the skills necessary to meet evolving industry competencies.

PEO3: Shall be equipped with a comprehensive perspective, empowering them to tackle complex business challenges through innovative solutions.

PEO4: Shall have leadership prowess, a strong ethical foundation, and a lifelong commitment to learning.

Programme Outcomes(POs):

On successful completion of the programme:

PO1: Domain Knowledge - Apply knowledge of management theories and practices to solve business problems

PO2: Problem Analysis - Foster analytical and critical thinking abilities for data-based decision making

PO3: Leadership - Ability to develop value-based leadership ability.

PO4: Environmental Sustainability - Ability to understand, analyse and communicate global, economic, legal and ethical aspects of business.

PO5: Team Collaboration - Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to team environment.

PO6: Life Long Learning - Display commitment to continuous learning in all functional management domains in a technology-based environment.

PO7: Ingenious Skills - Ability to prioritize and demonstrate resourcefulness in taking up challenging assignments in a dynamic organizational context.

PO8: Social Responsiveness and Ethics - Ability to understand the significance of social responsibility and ethics values in business for its long run sustainability in a competitive scenario

M.B.A.-MASTEROFBUSINESSADMINISTRATION CHOICE
BASED CREDIT SYSTEM (CBCS)
I-IV SEMESTER CURRICULUM AND SYLLABI (REGULATION2023)

Semester I							
S. No	COURSE CODE	COURSETITLE	Category	L/T/P	Contact Hours	Credit	Ext / Int Weightage
Theory Courses							
1.	23MA3101	Business statistics for Decision Making	PCC	3/1/0	4	4	60:40
2.	23MB3102	Management Concepts and Organizational Behavior	PCC	4/0/0	4	4	60:40
3.	23MB3103	Managerial Economics	PCC	4/0/0	4	4	60:40
4.	23MB3104	Accounting for Decision Making	PCC	3/1/0	4	4	60:40
5.	23MB3105	Legal & Business Environment	PCC	3/0/0	3	3	60:40
6.	23MB3106	Information Systems Management	PCC	3/0/0	3	3	60:40
7.	23MB3107	Marketing Management	PCC	4/0/0	4	4	60:40
Theory Cum Practical Courses							
8.	23MB3108	Spreadsheet Application Laboratory	PCC	0/0/4	4	2	40:60
9.	23MB3109	Business Communication Laboratory	EEC	0/0/4	4	2	40:60
				TOTAL	34	30	

S. No	COURSE CODE	COURSETITLE	Category	L/T/P	Contact Hours	Credit	Ext / Int Weightage
Semester II							
Theory Courses							
1.	23MB3201	Quantitative Techniques for Decision Making	PCC	3/1/0	4	4	60:40
2.	23MB3202	Financial Decisions for Managers	PCC	4/0/0	4	4	60:40
3.	23MB3203	Human Resource Management	PCC	4/0/0	4	4	60:40
4.	23MB3204	Operations Management	PCC	4/0/0	4	4	60:40
5.	23MB3205	Business Research Methods	PCC	4/0/0	4	4	60:40
6.	23MB3206	Business Analytics	PCC	4/0/0	4	4	60:40
7.		Non-Functional Elective	PCC	3/0/0	3	3	60:40
8.	23MB3220	Data Analysis and Business Modelling Laboratory	PCC	0/0/4	4	2	40:60
9.	23MB3221	CASE Laboratory	PCC	0/0/4	4	2	40:60
			TOTAL		35	31	

S. No	COURSE CODE	COURSETITLE	Category	L/T/P	Contact Hours	Credit	Ext / Int Weightage
Semester III							
Theory Courses							
1.	23MB3301	Strategic Management	PCC	4/0/0	4	4	60:40
2.	23MB3302	International Business Management	PCC	4/0/0	4	4	60:40
3.		Elective I	PEC	3/0/0	3	3	60:40
4.		Elective II	PEC	3/0/0	3	3	60:40
5.		Elective III	PEC	3/0/0	3	3	60:40
6.		Elective IV	PEC	3/0/0	3	3	60:40
7.		Elective V	PEC	3/0/0	3	3	60:40
8.		Elective VI	PEC	3/0/0	3	3	60:40
Theory Cum Practical Courses							
9.		Skill Development Laboratory	PCC	0/0/4	4	2	40:60
10.		Summer Internship	EEC	0/0/4	4	2	40:60
				TOTAL	34	31	

S.No	COURSE CODE	COURSETITLE	Category	L/T/P	Contact Hours	Credit	Ext /Int Weightage
Semester IV							
Practical Course							
1.	23MB3401	Project Work	EEC	0/0/4	24	12	40:60
				TOTAL	24	12	

23MA3101	BUSINESS STATISTICS FOR DECISION MAKING	L	T	P	C
		3	1	0	4

COURSE OBJECTIVE:

·	To introduce the basic concepts of probability and random variables
·	To provide an understanding of Estimation of parameters and analyse their application to achieve effective use of inferential Statistics using Sampling distribution.
·	To identify the various functional solutions for firms using testing of hypothesis
·	To impart the students about non-parametric hypothesis.
·	To Understand the concept of correlation and regression.

UNIT I	PROBABILITY AND DISTRIBUTIONS	12

Basic definitions and rules for probability, conditional probability, independence of events, Baye's theorem, and random variables. Probability distributions: Binomial, Poisson, Uniform, and Normal distributions.

UNIT II	SAMPLING DISTRIBUTION AND ESTIMATION	12

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

UNIT III	TESTING OF HYPOTHESIS-PARAMETIRC TESTS	12

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

UNIT IV	NON-PARAMETRIC TESTS	12

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

UNITV	CORRELATION AND REGRESSION	12

Correlation-Coefficient of determination –Rank Correlation-Regression-Estimation of Regression line–Multiple Regression– Method of Least Squares– Standard Error of estimate.

	TOTAL:60PERIODS

COURSEOUTCOME

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

CO1	Apply the basic concepts of random variables and probability theory to Solve industrial problems
CO2	Apply the concept of sampling distribution and estimation theory in industrial production and forecasting
CO3	Apply hypothesis for various research questions or business scenarios

CO4	Evaluate the principles and concepts underlying non-parametric tests.
CO5	Apply how to identify situations where non-parametric tests areappropriate.
CO6	Apply the concept of correlation, regression, time series analysis in real life situation

TEXTBOOKS

1. Richard I. Levin, David S. Rubin, Sanjay Rastogi Masood Husain Siddiqui, Statistics for Management, Pearson Education, 8th Edition, 2017.
2. Aczel A.D. and Sounder pandianJ.,"CompleteBusinessStatistics",7th edition, Tata Mc Graw Hill Publishing Company Ltd., New Delhi, 2017.

REFERENCEBOOKS

1. Prem.S.Mann, Introductory Statistics,10th Edition,WileyIndia,2020.
2. Gareth James, Daniela Witten, Trevor Hastie, Robert Tibshirani, An Introduction to Statistical Learning with Applications in R, 2nd Edition Springer, 2021.
3. Anderson D.R., Sweeney D.J. and Williams T.A., Statistics for business and economics, 13th edition, Thomson (South-Western) Asia, Singapore, 2015.
4. Srivatsava TN and ShailajaRego, Statistics for Management, 3rd Edition, Tata McGraw Hill, 2017.
5. N.D. Vohra,Business Statistics,2nd Edition,TataMcGrawHill,2021.
6. Ken Black,Applied Business Statistics,10th Edition,WileyIndiaEdition,2019.

23MA3101	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	-	-	-	-	-	-	-	-
CO2	3	2	-	-	2	-	1	-
CO3	2	3	1	2	-	1	2	-
CO4	-	-	-	-	-	-	-	-
CO5	2	3	-	3	2	2	3	2
CO6	-	-	-	-	-	-	-	-

23MB3102	MANAGEMENT CONCEPTS & ORGANIZATIONAL BEHAVIOR	L	T	P	C
		4	0	0	4

COURSEOBJECTIVE:

.	To acquaint the basic concepts of management in order to aid in understanding how an organization functions.
˙	To understand the complexity and wide variety of issues managers face in today's business firms.
˙	To make better decisions about motivating and coordinating human behaviour to achieve organisational goals
˙	To understand Individual and group behaviour at work place so as to improve the effectiveness of an organization
˙	The course will also focus on understanding the challenges, Indian experiences, approaches and cases

UNIT -I	NATURE AND THEORIES OF MANAGEMENT	11

Management- meaning, levels, management as an art or science, Managerial functions and Roles, Evolution of management thought.

UNIT -II	PLANNING AND ORGANISING	14

Planning: Steps, Scope, Limitations and Types - Characteristics of a sound Plan - Management by Objectives (MBO) - Policies and Strategies – Scope and Formulation. Decision Making - Types, Techniques and Processes.
Organising: Organisation Structure and Design - Authority and Responsibility Relationships - Delegation of Authority and Decentralisation. Control: meaning, function, Process and types – **Case Studies**.

UNIT -III	FUNDAMENTALS OF OB AND INDIVIDUALBEHAVIOUR	11

Organizational Behaviour: Meaning, Importance, contributing disciplines; Perception, Learning and Personality. Motivation - Characteristic, Theories.Values, Attitudes and Beliefs. Communication - Types, Process, Barriers, Effective Communication

UNIT -IV	GROUP BEHAVIOUR	12

Groups and Teams: definition, differences, stages of group development, Group Cohesiveness, types of teams, Group Dynamics - Leadership - Styles - Approaches – Power and Politics, Organisational Climate and Culture, Conflict: concept, sources, Types,Stages, Management of conflict; Organisational Change and Development – **Case Studies**.

UNIT-V	EMERGING ASPECTS OF ORGANIZATIONAL BEHAVIOUR	12

Comparative Management Styles and approaches - Japanese Management Practices; Organizational Creativity and Innovation, Organizational behavior across cultures - Managing International Workforce, Productivity and cultural contingencies, Cross cultural communication, Management of Diversity – **Case studies**.

	TOTAL:60 PERIODS

COURSEOUTCOME(S):

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

CO1	Summarize the various management concepts and skills required in the business world

CO2	Apply the various functions of management in a real time management context.
CO3	Analyze the complexities associated with management of individual behavior in the organizations.
CO4	Evaluate the significance of employee motivation and communication in organizational productivity.
CO5	Apply the skill set to manage group behavior in Organizations.
CO6	Analyze the current trends in managing organizational behavior.

TEXTBOOKS

1. Stephen P. Robbins, David A. DeCenzo, and Mary Coulter, Fundamentals of management, Prentice Hall of India, 2012.
2. Harold Koontz and Heinz Weihrich, Essentials of Management: An International and Leadership Perspective, 9th edition, Tata McGraw-Hill Education, 2012.
3. Robbins. S. Organisational Behaviour, Xedn., Prentice-Hall, India.

REFERENCEBOOKS

1. Durai, P. (2015). Principles of Management, Text and Cases. New Delhi: Pearson Education.
2. Charles W. L Hill and Steven L McShane, „Principles of Management, McGraw Hill Education, Special Indian Edition, 2007.
3. Umasekaran, Organisational Behaviour. 6. VSP Rao, V Hari Krishna - Management: Text and Cases, Excel Books, I Edition, 2004.
4. Williams, Tripathy (2016), MGMT-Principles of Management, Cengage Learning.
5. Heinz Weihrich, Mark V Cannice, and Harold Koontz, Management-A global entrepreneurial perspective, Tata McGraw Hill, 12th edition, 2008

23MB3102	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	-	3	3	2	3
CO2	3	-	-	-	-	3	-	2
CO3	2	2	2	-	3	3	2	2
CO4	3	2	3	-	3	3	-	-
CO5	2		3	-		2	3	2
CO6	3	2	2	-	3	3	3	3

23MB3103	MANAGERIAL ECONOMICS	L	T	P	C
		4	0	0	4

COURSE OBJECTIVE:

·	To enable the students to understand the various Economic concepts and its application to business.
·	To make the students to understand consumer and producer behavior.
·	To help the students to understand the features and forms of products market and factor market.
·	To impart knowledge about Macroeconomic principles and the influence of various economic policies
·	To know the determinants of demand and supply of money.

UNIT -I	INTRODUCTION	10

Concept of Economy, Economics, Types - Microeconomics, Macroeconomics. Nature and Scope of Managerial Economics, Managerial Economics and decision-making. The themes of economics - scarcity and efficiency - three fundamental economic problems - society's capability - Production possibility frontiers (PPF) - Productive efficiency Vs economic efficiency - economic growth & stability - the role of markets and government - Externalities.

UNIT -II	CONSUMER AND PRODUCER BEHAVIOUR	15

Market -Demand and Supply-Determinants-Market equilibrium -elasticity of demand and supply-consumer behaviour: Utility - Measurement of utility, Law of diminishing marginal utility, Indifference curve, consumer equilibrium-Approaches to consumer behaviour. Production - Short-run and long-run Production Function - Returns to scale - economies Vs dis-economies of scale - Analysis of cost - computation - Short-run and long-run cost function.

UNIT -III	PRODUCT AND FACTOR MARKET	15

Product market - perfect and imperfect market - different market structures - Firms equilibrium and supply, Price Determination under Perfect Competition, Price-Output Determination under Perfect Competition, Pricing under Imperfect Competition. Factor market - Land, Labour and capital - Demand and supply - determination of factor price.

UNIT -IV	PERFORMANCE OFAN ECONOMY-MACRO ECONOMICS	10

Macro Economics -Economic aggregates and its computation - circular flow of macro economic activity -National income determination- Aggregate demand and supply-Macroeconomic equilibrium-Components of aggregate demand and national income - Multiplier, Accelerator, Multiplier effect-Fiscal policy in theory - current issues.

UNIT -V	AGGREGATE SUPPLY AND THE ROLE OF MONEY	10

Short-run and Long-run supply curve - Unemployment and its impact - Okun's law - Inflation and the impact - reasons for inflation-Inflation Vs Unemployment trade-off - Phillips curve -short- run and long-run - Money market- Demand and supply of money - money market equilibrium- the role of monetary policy and its impacts.

	TOTAL: 60PERIODS

COURSE OUTCOME(S):

	Upon completion of the course, students will be able to:
CO1	Remember the Economic concept to analyze Businesses and be familiar with micro-economics terms.
CO2	Analyse and understand the consumer and producer behavior from a managerial perspective.
CO3	Examine the forms of products market and identify the various issues in an economics context.
CO4	Summarize the features of factor market and demonstrate their significance from the perspective of business decision making.
CO5	Comprehend the knowledge about Macro economic principles and policies and its real time impact on economy.
CO6	Analyse the macroeconomics trends in business and assess their impact on business enterprises.

TEXTBOOKS

1. PaulA.Samuelson,WilliamD.Nordhaus,Sudip Chaudhuri and Anindya Sen,Economics,19th edition, Tata McGraw Hill, New Delhi, 2010.
2. William Boyes and Michael Melvin, Text book of economics,Biztantra,9th Edition,2012.
3. Managerial Economics: Concepts and Applications (SIE), THOMAS &MAURICE, McGraw Hill Education.

REFERENCEBOOKS

1. N.GregoryMankiw,PrinciplesofEconomics,7thedition,Cengage,NewDelhi,2017
2. Richard Lipsey and AlecCharystal,Economics, 12th edition,Oxford,University Press, New Delhi,2011.
3. Managerial Economics, D.N.Dwivedi, Vikas Publication.

23MB3103	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	-	3	-	-	3	3
CO2	2	3	-	3	-	-	3	3
CO3	2	2	-	3	-	-	3	3
CO4	2	3	-	3	-	-	3	3
CO5	2	2	-	3	-	-	3	3
CO6	3	3	-	3	-	-	3	3

23MB3104	ACCOUNTING FOR DECISION MAKING	L	T	P	C
		3	1	0	4

COURSE OBJECTIVE:

·	To analyse financial statements to assess the financial performance and financial position of a business.
·	To use financial ratios to assess the financial performance and financial position of a business.
·	To understand the different types of cost and to prepare a job cost sheet.
·	To analyse decision-making problems, such as make-or-buy decisions, sell-or-process decisions, and product mix decisions.
·	To prepare a cash budget, master budget, flexible budgets, and production budget to improve profitability and financial stability

UNIT -I	FINANCIAL ACCOUNTING	12

Conceptual Framework of Accounting: Users of Financial Statements; Accounting Concepts and Conventions. Accounting Records and Systems: (Journal, General Ledger, Trial Balance). Preparation of final accounts and corporate profit and loss statement with adjustments, Balance sheet.

UNIT -II	ANALYSIS OF FINANCIAL STATEMENTS	12

Financial ratio analysis, Interpretation of ratio for financial decisions - Comparative statements - common size statements. Fund flow and Cash flow analysis (as per Accounting Standard 3) and Trend Analysis.

UNIT -III	COST ACCOUNTING	12

Cost Accounts - Classification of costs - Job cost sheet - Job order costing - Process costing - Activity Based Costing, Target Costing.

UNIT -IV	MARGINAL COSTING AND DECISION MAKING	12

Marginal Costing and profit planning- Cost, Volume, Profit Analysis-Break Even Analysis-Decision making problems- Make or Buy decision, Sell or further process decision, Product decisions-product modification decision; product elimination decision, Product mix decision; product distribution decision.

UNIT -V	BUDGETING AND VARIANCE ANALYSIS	12

Budget-Budgetarycontrol-types-CashBudget,MasterBudget,FlexibleBudgets,and productionBudget.Standardcostingandanalysisofvariances:Material,Labour, Overhead and Profit.(Usage, Price, Volume & Sale Price variances

	TOTAL: 60 PERIODS

COURSEOUTCOME(S):

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

1	Apply grounding knowledge of financial accounting concepts.
2	Analyze to prepare financial statement analysis.
3	Analyze the concepts of management and cost accounting techniques.
4	Apply marginal costing and profit planning process during decision making

	analysis.
5	Assess the accountancy standards of practices across sectors.
6	Analyze managerial decision using budgetary techniques.

TEXT BOOKS

1. M.Y. Khan & P.K. Jain, Management Accounting, Tata McGraw Hill, 8th edition, 2018.
2. T.S. Reddy & A. Murthy, Financial Accounting, Margham Publications, 2014.
3. Jan Williams, Susan Haka, Mark S Bettner, Joseph V Carcello, Financial and Managerial Accounting - The basis for business Decisions, 18th edition, Tata McGraw Hill Publishers, 2017.
4. Charles T. Horngren, Gary L. Sundem, David Burgstahler, Jeff Schatzberg, Introduction to Management Accounting, PHI Learning, 2014, 16th edition.
5. Earl K. Stice & James D. Stice, Financial Accounting, Reporting and Analysis, 8th edition, Cengage Learning, 2015.
6. N.M. Singhvi, Ruzbeh J. Bodhanwala, Management Accounting - Text and cases, 3rd edition, PHI Learning, 2018.
7. Ashish K. Bhattacharya, Introduction to Financial Statement Analysis, Elsevier, 2012.

REFERENCE BOOKS

1. Ashish K. Bhattacharya: Financial Accounting for Business Managers: Prentice-Hall of India Pvt Ltd.: Year of Publication 2006.

2. R. Narayanaswamy: Financial Accounting: A Managerial Perspective: Prentice-Hall of India Pvt. Ltd.: Year of Publication 2002.

3. Robert N. Anthony, David F. Hawkins, Kenneth A. Merchant: Accounting Text & Cases Tata McGraw Hill Publishing Co. Ltd.: Year of Publication 2003.

4. Horngren, Sundem, Elliott: Introduction to Financial Accounting: Pearson Education: Year of Publication 2005.

5. S.P. Jain, K.L. Narang, Simmi Agrawal: Accounting for Managers: Kalyani Publishers: Year of Publication 2006.

23MB3104	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	-	3	3	3	3
CO2	3	3	3	-	3	3	3	3
CO3	3	3	3	-	3	3	3	3
CO4	2	2	2	-	3	3	2	3
CO5	2	2	3	-	3	3	3	3
CO6	3	3	3	-	3	3	3	3

23MB3105	LEGAL & BUSINESS ENVIRONMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVE:

·	Familiarize with the laws that have an influence on business.
·	Enable the students to comprehend the basic rules of laws
·	Build an aptitude to interpret laws and legal language.
·	Apply rules of business laws to real-world conflicts and management challenges.
·	To provide a basic understanding of various statutory provisions that confronts business managers while taking decisions.

UNIT -I	COMMERCIAL LAW	9

THE INDIAN CONTRACT ACT 1872
Definition of contract, essentials elements and types of a contract, E-Contracts, Formation of a contract, performance of contracts, breach of contract and its remedies, Quasi contracts.
Contract of Agency: Nature of agency, Creation and types of agents, Authority and liability of Agent and principal: Rights and duties of principal and agents, termination of agency.

UNIT -II	SPECIAL CONTRACTS	9

THESALEOFGOODSACT1930
Nature of Sales contract, Documents of title, Risk of Loss, Guarantees and Warranties, Performance of Sales Contracts, Conditional Sales and Rights of an Unpaid Seller.
Negotiable Instruments Act 1881:
Nature and Requisites of Negotiable Instruments .Types of Negotiable Instruments, Liability of Parties, Holder in due course, Special rules for Cheque and Drafts, Discharge of Negotiable Instruments.

UNIT -III	COMPANY LAW 2013	9

Major principles – Nature and types of companies, Formation, Memorandum and Articles of Association, Prospectus, Power, Duties, and Liabilities of Directors, Winding up of Companies, Corporate Governance.

UNIT -IV	CORPORATE TAX & GST	9

Corporate Tax Planning, Corporate Taxes, and Overview of Latest Developments in Indirect tax Laws relating to GST: An introduction including constitutional aspects, Levy and collection of CGST & IGST, Basic concept of time and value of supply, Input tax credit, Computation of GST Liability, Registration, Tax Invoice, Credit & Debit Notes, Electronic Way bill, Returns, Payment of taxes including Reverse Charge.

UNIT -V	OTHER MISCELLANEOUS ACTS	9

Consumer Protection Act 2018 - Consumer rights, Procedures for Consumer grievances redressal, Types of consumer redressal Machineries and Forums- - Cybercrimes, IT Act 2000 and 2002, Cyber Laws. Indian IP Systems - Introduction - IPR -Patent - Copyright - Trademark, IPR filing process.

	TOTAL:45 PERIODS

OUTCOMES:	
Upon completion of the course, students will be able to:	
1.	Comprehend the fundamental legal principles in developing various contracts and commercial laws in the business world.
2.	Interpret the various forms of business associations and elements of Corporate Governance.
3.	Understand the laws related to industrial environment.
4.	Apply the guidelines of Corporate Tax and Goods and Services Tax.
5.	Summarize the Consumer Protection Act.
6.	Interpret Cyber Laws and Intellectual Property Rights for evolving businesses.
TEXTBOOKS:	
1.	N.D. Kapoor, Elements of Mercantile Law, Sultan Chand and Company, India, 2017.
2.	P.K. Goel, Business Law for Managers, Biztantara Publishers, India, 2017.
3.	Akhileshwar Pathak, Legal Aspects of Business, Tata McGraw Hill, 6th Edition 2018.
4.	Ravinder Kumar, Legal Aspects of Business, New Delhi: Cengage Learning, 4th edition, 2016.
5.	Sinha P.K, Dr. Vinod Singhania, Text Book of Indirect Tax, Taxman Publication, New Delhi.
6.	Taxmann, GST Manual with GST Law Guide & Digest of Landmark Rulings, 11th Edition, 2019
REFERENCE BOOKS	
1.	P.P.S. Gogna, Mercantile Law, S. Chand & Co. Ltd., India, Fourth Edition, 2015.
2.	Dr. Vinod K. Singhania, Direct Taxes Planning and Management, 11th, 2007.
3.	Richard Stim, Intellectual Property - Copyrights, Trademarks, and Patents, Cengage Learning, 15th edition 2017.
4.	Daniel Albuquerque, Legal Aspect of Business, Oxford, 2nd edition, 2017.
5.	Ravinder Kumar – Legal Aspect of Business. – Cengage Learning, 4th Edition - 2016.
6.	V.S. Datey, GST Ready Reckoner, 9th edition, 2019.
ONLINECOURSES/RESOURCES:	
1.	https://onlinecourses.nptel.ac.in/noc21_mg96/preview

23MB3105	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	-	-	-	3	1	2	2	2
CO2	3	-	-	3	-	2	2	3
CO3	2		-	3	2	2	1	3
CO4	2	-	-	3	-	2	-	2
CO5	2	-	-	3	-	2	-	2
CO6	3	-	-	3	-	-	-	3

23MB3106	INFORMATION SYSTEM MANAGEMENT	L	T	P	C
		4	0	0	4

COURSE OBJECTIVE:

·	To create awareness about data, information, and different types of information systems in business for effective decision making.
·	To understand the system development methodologies.
·	To understand database management system. To learn about the case tools and UML diagram and its types.
·	To learn the various technologies in information system and its security and control
·	To gain knowledge on new IT initiatives in business.

UNIT -I	INTRODUCTION	10

Data, Information, Information System, evolution, types based on functions and hierarchy, Enterprise and Functional Information Systems, DSS, EIS, KMS, GIS. System development methodologies: Waterfall, Spiral, Agile.

UNIT -II	SYSTEM ANALYSIS AND DESIGN	8

Systems Analysis and Design, Data Flow Diagram (DFD), Decision Table, Entity Relationship Diagram (ERD), Object Oriented Analysis and Design (OOAD), UML diagram.

UNIT -III	DATA BASE MANAGEMENT SYSTEMS	9

DBMS Evolution and Types: HDBMS, NDBMS, RDBMS, OODBMS, and RODBMS. Data Warehousing, Data Mart, and Data Mining.

UNIT -IV	INTEGRATED SYSTEMS,SECURITY AND CONTROL	9

Knowledge based Decision Support Systems, Integrating Social Media and Mobile Technologies in Information System, Security, IS Vulnerability, Disaster Management, Computer Crimes, Securing the Web

UNIT -V	NEW ITINITIATIVES	9

Introduction to Deep learning, Big Data, Pervasive Computing, Cloud Computing - Advancements in Artificial Intelligence (AI), IoT, Block Chain Technology, Crypto currency, Quantum computing, and Robotic Process Automation.

	TOTAL:45 PERIODS

COURSE OUTCOME(S):

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

CO1	Describe the basic concepts of data, types of information system & its application in Business.
CO2	Apply knowledge of the system development methodologies.
CO3	Comprehend the skill of case tools and UML diagram.
CO4	Analyze the current trends in database management system and its applications.
CO5	Analyze various technologies in information system and its security.
CO6	Evaluate the knowledge on effective application of information systems in business.

TEXTBOOKS

1. Robert Schultheis and Mary Summer, Management Information Systems - The Managers View, Tata McGraw Hill, 2008.
2. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems – Managing the digital firm, PHI Learning/ Pearson Education, PHI, Asia, 2012.
3. Panneerselvam. R, Database Management Systems, 3rd Edition, PHI Learning, 2018.
4. Ian, McLean and Wetherbe, Information Technology for Management – Transforming Organisations in the Digital Economy, John Wiley, 6th Edition, 2008.
5. James O Brien, Management Information Systems – Managing Information Technology in the E-business enterprise, Tata McGraw Hill, 2004.

REFERENCE BOOKS

1. Raplh Stair and George Reynolds, Information Systems, Cengage Learning, 10th Edition, 2012.
2. Corey Schou and Dan Shoemaker, Information Assurance for the Enterprise – A Roadmap to Information Security, Tata McGraw Hill, 2007.
3. Frederick Gallegor, Sandra Senft, Daniel P. Manson and Carol Gonzales, Information Technology Control and Audit, Auerbach Publications, 4th Edition, 2013.

CO-PO MAPPING

23MB3106	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	-	-	-	-	3	-
CO2	2	3	3	-	1	3	2	-
CO3	3	1	3	-	2	3	2	-
CO4	2	-	3	-	1	3	-	-
CO5	3	3	3	-	-	3	1	-
CO6	-	1	3	-	2	2	-	-

23MB3107	MARKETING MANAGEMENT	L	T	P	C
		4	0	0	4

COURSE OBJECTIVE:

·	To introduce student about building blocks of marketing.
·	To provide students with the necessary tools and frameworks to enable them to make proactive marketing decisions.
·	To enable the student to understand the 'Marketing mix' elements and the strategies and principles underlying the modern marketing practices.
·	To make the student to establish the relevance of consumer behaviour theories and concepts to marketing decisions.
·	To integrate different promotional strategies across the spectrum of marketing platforms offered online and offline.

UNIT -I	INTRODUCTION	12

Defining Marketing − Core concepts in Marketing - Evolution of Marketing − Marketing Planning Process − Scanning Business environment: Internal and External − Value chain − Core Competencies - PESTEL − SWOT Analysis − Marketing interface with other functional areas - Production, Finance, Human Relations Management, Information System − Marketing in global environment - International Marketing − Rural Marketing − Prospects and Challenges - Marketing Myopia Refresher - Case Study

UNIT -II	MARKETING STRATEGY	12

Marketing strategy formulations - Key Drivers of Marketing Strategies - Strategies for Industrial Marketing - Consumer Marketing − Services marketing - Competition Analysis − Analysis of consumer and industrial markets − Influence of Economic and Behavioral Factors − Strategic Marketing Mix components - Content marketing and blogging - Case Study.

UNIT -III	MARKETING MIXES DECISIONS	12

Product planning and development - Product life cycle - New product Development and Management - Defining Market Segmentation - Targeting and Positioning − Brand Positioning and Differentiation - Channel Management - Managing Integrated Marketing Channels − Managing Retailing, Wholesaling and Logistics − Advertising and Sales Promotions - Pricing Objectives, Policies and Methods - Physical evidence in the marketing mix - Case Study.

UNIT -IV	CUSTOMER ORIENTED BEHAVIOUR	12

Understanding Industrial and Consumer Buyer Behaviour − Influencing factors - Buyer Behaviour Models - Online buyer behaviour − Building and measuring customer satisfaction - Customer relationships management - Customer acquisition, Retaining, Defection − Creating Long Term Loyalty Relationships - current trends in consumer behaviour around the world - Case Study.

UNIT -V	MARKETING RESEARCH & GLOBAL TRENDS IN MARKETING	12

Marketing Information System - Marketing Research Process - Concepts and applications: Product - Advertising - Promotion - Consumer Behaviour - Retail research - Customer-driven organizations - Cause-related marketing − Ethics in marketing - Online marketing trends - social media and digital marketing - Global Marketing Perspectives - Case Study

TOTAL:60PERIODS

COURSEOUTCOME(S):

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

CO1	Describe Practical application of contemporary marketing theories to the demands of business environment
CO2	Comprehend the enhancement of knowledge and understanding of marketing strategies to be implemented for consumer and industrial marketing to have a competitive edge
CO3	Apply the effective usage of the various marketing mix elements and management of integrated marketing channels.
CO4	Analyze the nature of consumer buying behaviour through the various influencing factors.
CO5	Analyze the marketing research and awareness towards the current marketing practices at the domestic.
CO6	Create the new and knowledge pertaining to the new trends in the arena of marketing.

TEXTBOOKS

1. Philip T. Kotler and Kevin Lane Keller, Marketing Management, Prentice Hall India, 15th Edition, 2017.
2. KS Chandrasekar, "Marketing management-Text and Cases", Tata McGraw Hill Education, 2012.
3. Lamb, Hair, Sharma, McDaniel – Marketing - An Innovative approach to learning and teaching A south Asian perspective, Cengage Learning, 2012.
4. Ramasamy, V.S, Nama Kumari, S, Marketing Management: Global Perspective Indian Context, Macmillan Education, New Delhi, 6th edition, 2018.
5. A. NAG, Marketing successfully - A Professional Perspective, Macmillan 2008.
6. Philip Kotler, Gay Armstrong, Prafulla Agnihotri, Principles of Marketing, 7th edition, 2018.

REFERENCEBOOKS

1. Paul Baines, Chris Fill, Kelly Page, Marketing, Asian edition, Oxford University Press, 5th edition, 2019.
2. Micheal R. Czinkota, Masaaki Kotabe, Marketing Management, Vikas Thomson Learning, 2nd edition 2006.

23MB3107	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	-	-	-	2	-	3	-
CO2	-	-	2	3	-	1	3	-
CO3	3	-	2	2	-	1	-	3
CO4	3	-	-	3	2	-	-	2
CO5	2	-	2	3	-	2	2	3
CO6	3	-	-	-	2	2	-	2

23MB3108	SPREADSHEET APPLICATION LAB	L	T	P	C
		0	0	4	2

COURSE OBJECTIVE:

- Develop proficiency in using fundamental features of the selected spreadsheet application, including navigating the interface, entering data, and formatting cells.
- Learn to organize and manage data effectively by creating, modifying, and deleting worksheets, rows, and columns.
- Explore techniques for visualizing data using charts, graphs, and conditional formatting to communicate insights effectively.
- Learn to automate repetitive tasks through the use of macros and simple scripting to enhance productivity.
- Develop the ability to analyze problems and find creative solutions using the features and functions of the spreadsheet application.

UNIT -I	SPREADSHEET ENVIRONMENT	20

Basic text and cell formatting – Selecting ranges - Freeze pane – Using comments – Text functions for purification of large dataset - Date format and conversion - Auto completion of series - Table formatting and highlighting - Conditional formatting - Visualizing data using graphs - Working with multiple worksheets.

UNIT -II	FORMULAS AND FUNCTIONS	20

Auto filter and custom filter - Auto sort and custom sort - Relative and absolute cell references – Writing formulas - Logical Operators - Lookup function - Index command - Statistical functions - Financial functions

UNIT -III	ADVANCED FUNCTIONS	20

Scenario manager - Goal seek – Sensitivity analysis - Data table - Solver, Analysis Tool Pak-Data mining using Pivot Tables-Data validation–Working with validation formula -Sharing workbooks: Highlighting changes, Reviewing changes Security features : Unlocking cells, Worksheet protection, Workbook protection.

	TOTAL:60 PERIODS

COURS EOUTCOME(S):

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

CO1	Apply font styles, sizes, colors, and text alignment to enhance readability.
CO2	Create structured tables for better data organization and apply table formatting options.
CO3	Design custom filters to refine data based on complex criteria.
CO4	Analyze financial functions (e.g., PMT, FV, NPV) to perform calculations related to investments, loans, and financial planning.
CO5	Understand and utilize the Scenario Manager to create, manage, and compare different scenarios in a spreadsheet
CO6	Apply workbooks with others and enable change tracking to highlight modifications made by different users.

TEXTBOOKS

1. Arora Ritu,"Advance excel 2016 training guide", BP Publications,2017
2. David,M., Levine,S., David,F.S.,& Kathryn, A.," Statistics for Managers Using Microsoft Excel", Pearson Education Limited, 2016

3.John Walkenbach, "Microsoft Excel2016 Bible:The Comprehensive Tutorial Resource", Wiley Publications, 2015

REFERENCEBOOKS

1. Michael Alexander, "Microsoft Excel Power Pivot & Power Query For Dummies", Wiley Publications, 2016
2. WayneL.Winston,"MicrosoftExcel2016 –Data Analysis and Business Modeling", PHI Learning, 2017

23MB3108	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	-	1	-	2	1	1
CO2	3	1	-	1	-	1	1	1
CO3	1	1	-	3	-	1	1	2
CO4	3	2	-	3	-	1	2	2
CO5	3	1	-	2	-	1	1	-
CO6	2	1	-	1	-	1	-	1

23MB3109	BUSINESS COMMUNICATION LABORATORY	L	T	P	C
		0	0	4	2

COURSE OBJECTIVE:

·	To help the students to acquire some of the necessary skills to handle day-to-day managerial roles and responsibilities.
·	To empower learners to acquire the proficiency in verbal & non-verbal communication to meet out the industry standards.
·	To inculcate learners to master in the art of written communication
·	To train learners to speak fluently and flawlessly in all kinds of communicative contexts with all nationalities.
·	To use technology to facilitate the communication process

UNIT -I	INTRODUCTION AND TYPES OF BUSINESS COMMUNICATION	12

Introduction to Business Communication: Principles of effective communication, Barriers of Communication - Principles of Nonverbal Communication: Professional dressing and body language. Role Playing, Debates and Quiz -Presentations and Extempore -speech of introduction, speech of thanks, occasional speech, theme speech. - Group communication: Meetings, group discussions - Cross Cultural Dimensions of Business Communication.

UNIT -II	BUSINESS COMMUNICATION WRITING MODELS AND TOOLS	12

The strategies to learn the art of writing E-mails, Minutes, Circulars, Agenda, Notices, Reports of different kinds, Proposals, Memorandums, Responding to enquiries, complaints & applications. Business letters, Resume/CV, job application letters, Case Studies. Exercises on Corporate Writing, Executive Summary of Documents, Creative Writing, Poster Making, Framing Advertisements, Slogans and Captions.

UNIT -III	EFFECTIVE PRESENTATION	12

Principles of Effective Presentations, Principles governing the use of audio visual media

UNIT -IV	INTERVIEW SKILLS	12

Mastering the art of giving interviews in - selection or placement interviews, discipline interviews, appraisal interviews, exit interviews, web/video conferencing. Skill set required for a successful employer, Interpersonal Personal Relationship, Emotional Intelligence, Stress Management, Time Management – Group Discussion, Structure & process of GD, Successful GD Techniques.

UNIT -V	REPORT WRITING	12

Objectives of report, types of report, Report Planning, Types of Reports, Developing an outline, Nature of Headings, Ordering of Points, Logical Sequencing, Graphs, Charts, Executive Summary, List of Illustration, Report Writing. Features of publication (Newspaper, Magazines, Newsletters, Notice- board).

	TOTAL:60PERIODS

COURS EOUTCOME(S):

Upon completion of the course, students will be able to:	
CO1	Develop good managerial communication skills.
CO2	Summarize different forms of written communication required in a business context.

CO3	Develop good presentation skills.	
CO4	Create in-depth understanding of interview skills.	
CO5	Comprehend the ability to prepare business reports.	
CO6	Develop the learners to speak fluently and flawlessly in all kinds of communicative contexts with all nationalities.	

TEXTBOOKS

1. E.H. McGrath, S.J. 2012, Basic Managerial Skills for All. 9th edition. Prentice-Hall of India, New Delhi.
2. Josh Sreedharan. 2014, The Four Skills of Communication, Cambridge University Press, India.
3. Sanjay Kumar & Pushpalatha, 2018 Communication Skills - A Workbook. Oxford University Press.
4. Rajendra Pal, J.S. Korlahalli, Essentials of Business Communication by, Sultan Chand & Sons, 13th Edition.
5. C.S. Rayadu, Communication by, HPH, 2015.
6. R.C. Sharma, Krishna Mohan, Business Correspondence & Report Writing, Tata McGraw Hill, 5th Edition, 2017.

REFERENCEBOOKS

1. Raymond V. Lesikar, Flatley, Basic Business Communication Skills for Empowering the Internet Generation by, M.E., TMGH, New Delhi, 10th edition, 2004
2. Ludlow R, Panton, The Essence of Effective Communications, Prentice Hall of India Pvt. Ltd. 2, 1995
3. Malcolm Goodale, Developing Communication Skills, 2nd Edition Professional Presentations, Cambridge University Press
4. Supplementary Reading Material Business Communication-Harvard Business Essentials Series, HBS Press
5. Excellence in Business Communication by Thill, J. V. & Bovee, G. L, McGraw Hill, New York.
6. Business Communications: From Process to Product by Bowman, J.P. & Branchaw, P.P., Dryden Press, Chicago

23MB3109	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	-	2	2	3	1	3	2
CO2	1	2	3	1	-	2	3	1
CO3	2		2	2	2	2	2	1
CO4	3	2	2	3	1	1	2	1
CO5	1	2	2	-	2	1	1	2
CO6	2	2	2	1	-	3	2	2

23MB3201	QUANTITATIVE TECHNIQUES FOR DECISION MAKING	L	T	P	C
		3	1	0	4

COURSE OBJECTIVE:

- Explain the importance of quantitative techniques in decision-making processes.
- Formulate linear programming problems and apply graphical and simplex methods for optimization.
- Apply decision analysis methods (decision matrices, pay-off tables) to make decisions involving multiple criteria.
- Optimize inventory levels considering costs, demand, and lead time.
- Model and analyze queuing systems to optimize service levels and reduce waiting times.

UNIT -I	INTRODUCTION TO LINEAR PROGRAMMING (LP)	12

Relevance of quantitative techniques in management decision making. Linear Programming formulation, solution by graphical and simplex methods (Primal - Penalty, Two Phase), Special cases. Sensitivity Analysis.

UNIT -II	LINEAR PROGRAMMING EXTENSIONS	12

Transportation Models (Minimising and Maximising Problems) – Balanced and unbalanced Problems – Initial Basic feasible solution by N-W Corner Rule, Least cost, and Vogel's approximation methods. Check for optimality. Solution by MODI/Stepping Stone method. Case of Degeneracy. Transhipment Models. Assignment Models (Minimising and Maximising Problems) – Balanced and Unbalanced Problems. Solution by Hungarian and Branch and Bound Algorithms. Travelling Salesman problem. Crew Assignment Models.

UNIT -III	DECISION AND GAME THEORIES	12

Decision making under risk - Decision trees - Decision making under uncertainty. Game Theory-Two-person Zero sum games-Saddle point, Dominance Rule, Convex Linear Combination (Averages), methods of matrices, graphical and LP solutions.

UNIT -IV	INVENTORY AND REPLACEMENT MODELS	12

Inventory Models – EOQ and EBQ Models (With and without shortages), Quantity Discount Models. Replacement Models - Individual replacement Models (With and without time value of money) – Group Replacement Models.

UNIT -V	QUEUING THEORY AND SIMULATION	12

Queuing Theory - single and multi-channel models - infinite number of customers and infinite calling source. Monte Carlo simulation – use of random numbers, application of simulation techniques

	TOTAL:60 PERIODS

COURSEOUTCOME(S):

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

CO1	Comprehend the principles of Linear programming in product mix decisions
CO2	Apply transportation networks factors such as costs, Capacities, constraints and demands.
CO3	Apply assignment models optimization techniques such as Hungarian algorithm to solve assignment problems efficiently and effectively.

CO4	Analysis various techniques such as Game theory and decision making under risk and certainty, uncertainty.
CO5	Solutions of various s job sequencing techniques and apply in real time decision making.
CO6	Evaluate the allocation of scarce resources using Queuing and replacement theories in real time scenario.

TEXTBOOKS

1. Quantitative techniques for Decision Making – Anand Sharma, Himalaya publishing house.
2. Quantitative Techniques for Decision Making – M.P. Gupta and R.B. Sharma 4th Edition, Prentice Hall India Private Limited.

REFERENCEBOOKS

1. N.D Vohra, Quantitative Techniques in Management, Tata McGraw Hill, 2010.
2. G. Srinivasan, Operations Research – Principles and Applications, 2nd edition, PHI, 2011.
3. Paneerselvam R., Operations Research, Prentice Hall of India, Fourth Print, 2008.
4. Hamdy A Taha, Introduction to Operations Research, Prentice Hall India, Tenth Edition, Third Indian Reprint 2019.
5. Bernard W. Taylor III, Introduction to Management Science, 9th Edition, Pearson Ed.

23MB3201	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	-	2	-	-	2	2
CO2	2	3	-	2	-	-	2	2
CO3	2	3	-	2	-	-	3	2
CO4	2	3	-	2	-	-	3	2
CO5	2	3	-	2	-	-	3	2
CO6	2	3	-	2	-	-	2	2

23MB3202	FINANCIAL DECISIONS FOR MANAGERS	L	T	P	C
		4	0	0	4

COURSE OBJECTIVE:

- To educate the concept of finance and its concern with investment, financing, and dividend decision.
- To provide the concepts of capital budgeting, the appraisal of capital budgeting decisions, and the role of cost of capital in it.
- To explain various sources of finance, dividend policy, and capital structure.
- To impart knowledge on working capital management and enable them to forecast.
- To explain various sources of finance and basic knowledge about capital markets.

UNIT -I	FOUNDATIONS OF FINANCE	12

Introduction to finance - Financial Management – Nature, scope, and functions of Finance, Role of finance manager - Major financial decisions - Time value of money - Valuation of securities. **Case study**

UNIT -II	COST OF CAPITAL & INVESTMENT DECISION	12

Concept and measurement of the cost of capital - Specific cost - overall cost of capital – Computation of WACC, Capital Budgeting: Principles and techniques - Nature of capital budgeting -Identifying relevant cash flows -Evaluation Techniques: Payback, Accounting rateofreturn,NetPresentValue,InternalRateofReturn,ProfitabilityIndex -Comparison
Of DCF techniques. **Case study**

UNIT -III	FINANCING AND DIVIDEND DECISION	12

Leverages - Operating and Financial leverage - measurement of leverages - degree of Operating& Financial leverage - Combined leverage, EBIT -EPS Analysis -Indifference point, Dividend decision-Factors determining dividend policy-Types of dividend policies - forms of dividend. Walter's Model, Gordon's model, and MM model. **Case study**

UNIT -IV	WORKING CAPITAL MANAGEMENT	12

Meaning of working capital: Determinants and estimation of working capital-Working capital finance: Trade credit, Bank finance, and Commercial paper. **Case study**

UNIT -V	LONG TERM SOURCES OF FINANCE	12

Sources of Long-term finance: Shares, debentures, and term loans, lease Finance, hire purchase, venture capital financing. **Case study**

	TOTAL:60PERIODS

COURSEOUTCOME(S):

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

CO1	Comprehend the basic concepts of Financial management and applying to take managerial decisions making.
CO2	Apply the various techniques of Managing finance in an organization and explore certain issues in Capital budgeting.
CO3	Evaluate the relationship between capital structure and cost of capital
CO4	Comprehend the aspects of dividend decision and determinants of appropriate Dividend Policy

CO5	Analyze the importance of working capital management and forecast the Requirements of working capital.
CO6	Summarize the characteristics of various sources of long-term financing.

TEXTBOOKS
1. Khan, M.Y. and P.K. Jain, Financial Management – Text and Problems, 8th Edition., Tata McGraw Hill Publishing Co., New Delhi, 2017. 2. Srivastava. R.M., Financial Management, Himalaya Publication House, Mumbai, 2016.
REFERENCE BOOKS
1. Eugene F. Brigham & Michael C. Ehrhardt, Financial Management: Theory and Practice, Cengage Publication, 2015. 2. James C Van Horne, Fundamentals of Financial Management, 13th Edition, PHI Learning Publisher, New Delhi, 2015. 3. Kuchhal, S.C., Financial Management, Allahabad, Chaitanya Publishing House, 2014. 4. Pandey, I.M., Financial Management, (10th Edition), Vikas Publishing House, 2018, New Delhi. 5. Prasanna Chandra, Financial Management: Theory and Practice, Tata McGraw Hill, 2014.

23MB3202	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	-	-	2	3	3	3
CO2	2	3	3	-	-	1	2	-
CO3	-	3	1	-	-	2	3	3
CO4	2	-	-	-	1	3	-	-
CO5	-	3	-	-	-	-	2	-
CO6	1	1	-	-	3	2	3	2

23MB3203	HUMAN RESOURCE MANAGEMENT	L	T	P	C
		4	0	0	4

COURSE OBJECTIVE:

·	To familiarize the students about the concepts, methods, techniques, and issues involved in managing human resources and the challenges in the current scenario.
·	To introduce students to the various practices pertaining to human resource planning in organizations.
·	To create awareness among the students regarding the various development programmes available for managers and the compensation pattern in organizations.
·	To keep the students abreast about the significance and various methods of performance appraisal carried out in organizations.
·	To help employees to know the significance of career management, thereby helping them to choose their career paths.

UNIT -I	PERSPECTIVES IN HRM	12

Evolution of HRM, Concept, Nature, Scope, Objectives and Functions of Human Resource Management - Role of HR manager - HR policies - Challenges of HRM in a globalized economy and cross cultural environment.

UNIT -II	HR PLANNING	12

HR Planning: Importance of HRP, Job analysis, Job evaluation, Job design - Forecasting human resource requirement - matching supply and demand - Internal and External sources - Talent Acquisition: Recruitment Sources & objectives – Selection Concept and Procedure –Selection Tests and Interviews - Induction - Socialization - benefits - Case Study - Prevailing Practices

UNIT -III	TRAINING AND EXECUTIVE DEVELOPMENT	12

Training: Types of training methods, purpose, benefits, and resistance. Executive development: Executive development programme - Common practices - Benefits, Self-development - Knowledge management, Case Study - Current Practices.

UNIT -IV	COMPENSATION & PERFORMANCE EVALUATION	12

Compensation: Concepts, Types, Factors determining compensation, Compensation plan, and Reward. Performance evaluation: Methods of performance evaluation, Feedback, Industry practices- Human Resource Mobility - Promotion, Demotion, Transfer and Separation, **Case Study**

UNIT -V	NAVIGATING HUMAN RESOURCE LAND SCAPE	12

Career management - Development of mentor - Protégé relationships –Employee Engagement - Employee Grievances - Grievance Handling Procedures - Redressal of Grievances - Emerging Trends in HR: CSR, Green HR, Work Life Balance (WLB), Computer applications in HRM, HR and Artificial Intelligence (AI).

TOTAL:60PERIODS

COURSEOUTCOME(S):

	Upon completion of the course, students will be able to:
CO1	Students will gain knowledge and skills needed for success as a HR professional.
CO2	Students would understand the significance of talent acquisition in organizations and the need to enhance individual talent.
CO3	Enhance knowledge and influence of training and development towards workplace productivity.
CO4	Expose the students to understand the various areas of self-development.
CO5	Students would have understood how performance is evaluated in organizations and the issues related to putting up theory into practice in the workplace.
CO6	Students would be aware of the emerging concepts in the field of HRM.

TEXTBOOKS

1. Decenzo and Robbins, Fundamentals of Human Resource Management, Wiley, 11th Edition, 2013.
2. Gary Dessler, Human Resource Management, Pearson Education Limited, 14th Edition, 2015.
3. Uday Kumar Haldar, Juthika Sarkar. Human Resource Management. Oxford. 2012.
4. Durai, P. (2016). Human Resource Management. New Delhi: Pearson Education.
5. Aswathappa, K. (2010). Human Resource Management - Text & Cases. New Delhi: Tata McGraw Hill.
6. David A. DeCenzo & Stephen P. Robbins, Personnel/Human Resource Management, Third edition, PHI/Pearson, 2006.
7. V.S. P. Rao, Human Resource Management: Text and cases, 3rd Edition, Excel Books, New Delhi - 2010.

REFERENCE BOOKS

1. Luis R. Gomez-Mejia, David B. Balkin, Robert L Cardy. Managing Human Resource. PHI Learning. 2012.
2. Bernardin, Human Resource Management, Tata McGraw Hill, 8th Edition 2012.
3. Wayne Cascio, Managing Human Resource, McGraw Hill, 2007.
4. Ivancevich, Human Resource Management, McGraw Hill 2012.
5. Dr. R. Venkatapathy & Assissi Menacheri, Industrial Relations & Labour Welfare, Adithya Publications, CBE, 2001.
6. Robert L. Gibson and Marianne H. Mitchell, Introduction to Counseling and Guidance, VI Edition, PHI, 2005.
7. John Bernardinl, Human Resource Management: An experiential approach, Special Indian Edition, 2007, Tata McGraw Hill, New Delhi.
8. Deepak Kumar Bhattacharya, Human Resource Management, 2nd Edition, 2006, Excel Books, New Delhi.

23MB3203	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	-	-	-	3	2	1	-
CO2	2	-	2	1	2	2	-	-
CO3	-	-	1	-	3	2	2	-
CO4	2	-	2	2	2	-	1	-
CO5	-	-	2	2	3	2	-	-
CO6	2	-	1	1	1	-	2	-

23MB3204	OPERATIONS MANAGEMENT	L	T	P	C
		3	1	0	4

COURSE OBJECTIVE:

·	To provide awareness on the roles and responsibilities of operations managers in different organizational contexts and understand drivers of operational performance for gaining competitive advantage.
·	Acquire knowledge of production planning and resource management.
·	Develop capabilities for designing production/service systems.
·	Learn to plan, control operations and manage operations.
·	To appreciate the prominence of quality to attain global competitive advantage.

UNIT -I	INTRODUCTION TO OPERATIONS MANAGEMENT	8

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

UNIT -II	OPERATIONS AND THE VALUE CHAIN	13

Capacity Planning – Long range, Types, Developing capacity alternatives, tools for Capacity planning. Facility Location - Theories, Steps in Selection, Location Models. Sourcing and procurement - Strategic Sourcing, Make or Buy decision, procurement process, Managing vendors. Supply Chain Management. case study.

UNIT -III	DESIGNING OPERATIONS	15

Product Design - Criteria, Approaches. Product development process - stage-gate approach - tools. Process design, strategy, types, analysis. Facility Layout – Principles, Types, Planning tools and techniques. case study.

UNIT -IV	PLANNING AND CONTROL OF OPERATIONS	15

Demand Forecasting – Need, Types, Objectives and Steps - Overview of Qualitative and Quantitative methods. Operations planning- Resource planning - Inventory Planning and Control. Operations Scheduling- problems and discussions.

UNIT -V	QUALITY MANAGEMENT	9

Definitions of quality, The Quality revolution, quality gurus; TQM philosophies; Quality management tools, certification and awards. Lean Management-philosophy, elements of JIT manufacturing, continuous improvement, Six sigma- **case study.**

TOTAL:60PERIODS

COURSEOUTCOME(S):

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

CO1	Comprehend the strategic importance of operations function leading to competitive advantage.
CO2	Understand facility alternatives (location and layout) and the capacity decisions.
CO3	Apply the various methods of Designing products and processes.
CO4	Deduce different plans for the operations

CO5	Apply techniques for forecasting and scheduling of jobs and services.
CO6	Comprehend OM practices to comply with quality standards.

TEXTBOOKS
• Panneer selvam. R, Production and Operations Management, 3rd Edition, PHI Learning, 2012. • Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Operations and Supply Chain Management, McGraw Hill Education (India) Pvt. Ltd, 14th Edition, 2014.
REFERENCEBOOKS
• Mahadevan B, Operations Management: Theory and practice. Pearson Education India; 2015. • William J Stevenson, Operations Management, Tata McGraw Hill, 9th Edition, 2009. • Russell and Taylor, Operations Management, Wiley, 5th Edition, 2006. • Norman Gaither and Gregory Frazier, Operations Management, SouthWestern Cengage Learning, 9th edition, 2015. • Cecil C. Bozarth, Robert B. Handfield, Introduction to Operations and Supply Chain Management, Pearson, 4th Edition, 2016.

23MB3204	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	-	-	2	-	1	-
CO2	2	3	-	-	-	-	2	-
CO3	-	3	-	-	-	-	3	-
CO4	-	-	-	-	-	-	2	-
CO5	2	3	-	-	-	-	-	-
CO6	1	1	-	-	2	-	3	-

23MB3205	BUSINESS RESEARCH METHODS	L	T	P	C
		4	0	0	4

COURSE OBJECTIVE:

- To develop understanding of the basic framework of research process.

- To comprehend and apply effective research techniques to solve organization problems.

- To identify various sources of information for literature review and data collection.
- To be equipped with scientific methodology in business inquiry and develop analytics skill in Business Research.
- To present the findings and results for managerial action to gain competitive advantage and stay ahead of competition.

UNIT -I	INTRODUCTION	10

Business Research - Definition and Significance - the research process - Types of Research - Exploratory and causal Research - Theoretical and empirical Research - Cross - Sectional and time - Series Research - Research questions/Problems - Research objectives - Research hypotheses - Characteristics - the role of theory in research.

UNIT -II	RESEARCH DESIGN	10

Research design - Definition - types of research design - exploratory and causal research design - Descriptive and experimental design - Types - Validity of findings - internal and external validity - Variables in Research - Measurement and scaling - Different scales - Construction of instrument - Validity and Reliability of instrument - Case studies

UNIT -III	DATA COLLECTION	10

Types of data - Primary Vs Secondary data - Methods of primary data collection - Survey Vs Observation - Experiments - Construction of questionnaire and instrument - Types of Validity - Sampling plan - Sample size - Determinants of optimal sample size - Sampling techniques - Selection of simple and Random Sampling design - Case studies

UNIT -IV	DATA PREPARATION AND ANALYSIS	15

Types of data - Primary Vs Secondary data - Methods of primary data collection - Survey Vs Observation - Experiments - Construction of questionnaire and instrument - Types of Validity - Sampling plan - Sample size - Determinants of optimal sample size - Sampling techniques - Selection of simple and Random Sampling design - Case studies

UNIT -V	REPORT WRITING AND ETHICS IN BUSINESS RESEARCH	15

Report Writing - Types of Report, Layout of Report, Contents of Report - Communication of Research findings - Referencing Format - Reference Management Softwares - Software for paper Formatting, Footnote, - Layout of a Research Paper - Ethics in research - Ethical behaviour of research - Plagiarism check - Plagiarism Deduction - Ethical issues related to publishing Plagiarism - the role of the audience. - Case studies.

TOTAL:60PERIODS

COURSE OUTCOME(S):

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

CO1	Explain the various stages of research process and types to solve business problems
CO2	Apply appropriate research design to address a specific research problem
CO3	Apply various measurement scales and instrument construction for a given business situation.
CO4	Analyze appropriate methods to collect qualitative and quantitative data for analysis.
CO5	Application of appropriate statistical tools for managerial decision making and hypothesis testing.
CO6	Design and present the business research report and acknowledge the ethical implications of the research.

TEXTBOOKS

1. Donald R. Cooper, Pamela S. Schindler, and JK Sharma, Business Research methods, 11th Edition, Tata Mc Graw Hill, New Delhi, 2012.
2. Uma Sekaran and Roger Bougie, Research methods for Business, 5th Edition, Wiley India, New Delhi, 2012.
3. Kothari CR, Research Methodology Methods and Techniques, New Age International Publishers, 2nd revised Edition, 2004.

REFERENCE BOOKS

1. Alan Bryman and Emma Bell, Business Research methods, 3rd Edition, Oxford University Press, New Delhi, 2011.
2. William G Zikmund, Barry J Babin, Jon C. Carr, Atanu Adhikari, Mitch Griffin, Business Research methods, A South Asian Perspective, 8th Edition, Cengage Learning, New Delhi, 2012.
3. Panneerselvam R, Research Methodology, 2nd Edition, PHI Learning, 2014.
4. Robert I. Kabacoff, R in Action - Data Analysis and Graphics with R, Manning Publication Company, New York, 2011.

23MB3205	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	-	-	-	-	-	-
CO2	3	-	-	-	3	2	-	2
CO3	3	3	-	-	2	2	-	3
CO4	3	3	-	-	2	3	-	-
CO5	-	2	-	-	-	2	-	-
CO6	3	-	-	-	3	-	-	2

23MB3206	BUSINESS ANALYTICS	L	T	P	C
		4	0	0	4

COURSE OBJECTIVE:

·	To Understand the basic concept/fundamentals of business analytics.
·	To understand the purpose of using business analysis tools, personnel, data, and technology are needed in starting up a business analytics program within an organization.
·	To Understand the importance of measures of Descriptive analytics which includes measures of central tendency, Measures of Dispersion and their implication on Business performance, use the concept of Probability and its usage in various business applications.
·	To Understand the practical application of predictive analytics concepts and their uses for Business Analytics.
·	To understand the concept of prescriptive analytics allocate resources optimally to take advantage of predictive trends or future opportunity.

UNIT -I	INTRODUCTION TO BUSINESS ANALYTICS(BA)	12

Business Analytics-Terminologies, Process, Importance, Evolution of Business Analytics – Scope of Business Analytics, Relationship with Organizational Decision Making, BA for Competitive Advantage. Applications of Business Analytics in functional areas.

UNIT -II	MANAGING RESOURCES FOR BUSINESS ANALYTICS	12

Managing BA Personnel, Data and Technology. Organizational Structures aligning BA. Management Issues, Managing Information policy, Outsourcing Business Analytics, Managing Change, data quality and change in BA- case study analysis.

UNIT -III	DESCRIPTIVE ANALYTICS	12

Introduction to Descriptive analytics - Data Warehouse - Dashboard -Data Visualization and Exploring Data - Reporting - Descriptive Statistics using excel solver - Sampling and Estimation-Probability Distribution for Descriptive Analytics - case Analysis of Descriptive analytics

UNIT -IV	PREDICTIVE ANALYTICS	12

Introduction to Predictive analytics -Logic and Data Driven Models - Predictive Analysis Modeling and procedure using SPSS software - Time Series Analysis and Forecasting - Learning methods - Data Mining- data mining tasks(descriptive and predictive)–case Analysis of Predictive analytics.

UNIT -V	PRESCRITIVE ANALYTICS	12

Introduction to Prescriptive analytics-Optimization-Classification of optimization problems
- Operations Research Techniques for Analytics, Prescriptive Modeling - Non Linear
Optimization – Linear programming – Transportation Problems. LINGO – basics of LINGO –
LINGO using prescriptive models – Demonstrating Business Performance Improvement.

TOTAL:60 PERIODS

COURSE OUTCOME(S):

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

CO1	Ability to understand the role of business analytics in decision making and problem solving to achieve the organizational goal.
CO2	Ability to use analytical tools and technology for to identify business opportunity.
CO3	Ability to apply descriptive analytics for to find new opportunities in organization and solve operational problem.
CO4	Understand predictive analytics and its application for finding future opportunities.
CO5	Knowledge of prescriptive analytics and demonstrating business process improvement and to understand optimal resource allocation for to increase business performance.
CO6	Ability to comprehend the application of business analytics process to identify new opportunity and driving organization decision.

TEXTBOOKS:

James R. Evans, "Business Analytics - Methods, Models and Decisions", Pearson Ed, 2012.

REFERENCEBOOKS

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

23MB3206	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	-	1	-	1	-	2
CO2	-	3	-	2	-	1	-	1
CO3	1	2	-	-	-	-	-	2
CO4	1	2	-	2	-	1	-	2
CO5	1	2	-	1	-	1	-	2
CO6	2	2	-	1	-	2	-	1

23MB3220	DATA ANALYSIS AND BUSINESS MODELING	L	T	P	C
		0	0	4	2

COURSE OBJECTIVE:

·	To have hands-on experience on decision modeling, Spreadsheet Software and Data Analysis Tools.
·	To develop students' proficiency in utilizing software tools such as SPSS, Excel, and POM (Production and Operations Management) for conducting data analysis and building business models.
·	The laboratory aims to provide hands-on experience and practical skills in data analysis and business modeling, enabling students to effectively analyze data, derive insights, and make informed business decisions.
·	Investigate data to establish new relationships and patterns.
·	To explore and investigate business problems or opportunities through a course of scientific inquiry.

S.No.	Exp.No.	Details of experiments Name	Duration
1	1	Descriptive Statistics	4
2	2	Hypothesis-Parametric	4
3	3	Hypothesis-Non-parametric	4
4	4	Correlation & Regression	4
5	5	Forecasting	4
6		- ExtendedExperiment-1	4
7	6	Financial Formulae	4
8	7	Transportation & Assignment	4
9	8	Networking Models	4
10		- Extended Experiment-2	4
11	9	Factor Analysis-EFA&CFA	4
12	10	Structured Equation Modelling	4
13	11	Linear Programming	4
14	12	Inventory Models	4
15		- Extended Experiments-3	4

TOTALHOURS:60

COURSE OUTCOME(S):

CO1	Comprehend the nature of data and conducting hypothesis testing using various data analysis techniques.
CO2	Analyze and identify the relationship between variables using data analytical tools.

CO3	Apply the forecasting in real-time business world using analytical tools.
CO4	Analyze to conduct Risk and sensitivity analysis based on business data.
CO5	Ability to conduct portfolio selection based on business data.
CO6	Apply networking, inventory models, and queuing theory using data analytical tools.

TEXTBOOKS

1. David M. Levine et al, "Statistics for Managers using MS-Excel " (6th Edition) Pearson, 2010.
2. David R. Anderson, An Introduction to Management Sciences: Quantitative approaches to Decision Making, (13th edition) South-Western College Pub, 2011.
3. Hansa Lysander Manohar, "Data Analysis and Business Modeling using MS-Excel", PHI Learning private Ltd, 2017.
4. William J. Stevenson, Ceyhun Ozgur, Introduction to Management Science with Spreadsheet ", Tata McGraw Hill, 2009.
5. Wayne L. Winston, Microsoft Excel 2010: Data Analysis & Business Modeling, 3rd edition, Microsoft Press, 2011.
6. Discovering Statistics using IBM SPSS Statistics Fifth Edition by Andy Field.
7. Product Management for Dummies 1st edition (January 5, 2017) by Brian Lawley and Pamela Schure.
8. Kiran Pandya and Smriti Bulsari, SPSS in simple steps, Dreamtech, 2011. Barbara M. Byrne, Structural Equation Modeling with AMOS – Basic Concepts, Applications, and Programming, Third Edition, Routledge, T&F Group, 2016.

23MB3220 CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	3	-	2	-	3	-	-
CO2	1	-	-	-	-	3	-	2
CO3	-	3	-	1	-	3	-	2
CO4	-	1	-	-	-	2	-	-
CO5	2	1	-	-	-	3	-	-
CO6	3	2	-	1	-	3	-	2

23MB3221	CASE LABORATORY	L	T	P	C
		0	0	4	2

AN ILLUSTRATIVE LIST OF AREAS (SUBJECT-WISE):

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

Minimum of5 cases from all 1st & II Semester subjects expect Business Statistics& Analytics for Decision-Making& Quantitative Techniques for Decision Making

EVALUATION PARAMETER:

- Sequence, Clarity, Team Participation, Smooth change over from one speaker to another
- Time Management
- Communication Skills, Confidence Level, Quality of visuals
- Special Features(Creativity)in presentation
- Coordinating & Organizing skills

TOTALCASES:30   TOTALHOURS:60

COURSEOUTCOME(S):

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

CO1	Ability to ask the right questions, in a given problem situation.
CO2	Grasping of management theory, by providing real-life examples of the underlying theoretical concepts
CO3	Understand the exposure to the actual working of business and other organizations in the real-world.
CO4	Reflect the reality of managerial decision-making in the real-world.
CO5	Understand the ambiguity and complexity that accompany most management issues
CO6	Exhibit the concepts gained to solve the real-time issues.

23MB3221	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	-	-	1	2	2	3	1
CO2	2	1	1	3	2	3	3	2
CO3	2	3	2	2	2	2	2	3
CO4	2	-	2	3	3	-	2	-
CO5	1	2	3	2	3	1	1	-
CO6	2	1	2	1	-	3	2	3

23MB3210	ENTREPRENEURSHIP DEVELOPMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVE:

·	To equip and develop the learners with entrepreneurial skills and qualities essential to undertake business
·	To impart the learners entrepreneurial competencies needed for managing business efficiently and effectively.
·	To make them aware of the various support services offered by the government and the prevailing industrial policies and regulations.
·	To make the learners identify the source of product for business and to carry out feasibility studies and to prepare a business plan.
·	To create confidence in the learners to have effective management of small business.

UNIT -I	ENTREPRENEURAL COMPETENCE	9

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

UNIT -II	ENTREPRENEURAL ENVIRONMENT	9

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

UNIT -III	BUSINESS PLAN PREPARATION	9

Sources of Product for Business - Pre-feasibility Study - Criteria for Selection of Product - Ownership - Capital Budgeting - Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria - Product Launching – Incubation, Venture capital, Start-ups.

UNIT -IV	DIMENSIONS OF ENTREPRENEURSHIP	9

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

UNIT -V	MANAGEMENTOFSMALLBUSINESS	9

Monitoring and Evaluation of Business - Business Sickness - Prevention and Rehabilitation of Business Units - Effective Management of Small Business – Case Study

	TOTAL:45 PERIODS

COURSE OUTCOME(S):

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

CO1	Comprehend the entrepreneurial competence to run the business efficiently.
CO2	Ability to analyze the various environmental factors influencing business orgnaization
CO3	Ability to prepare business plan based on comprehensive knowledge gained

CO4	Ability to evaluate feasibility of business projects and pertaining to various functional areas.
CO5	To analyze the impact of various dimensions of entrepreneurship prevailing in the current scenario
CO6	To monitor and evaluate business performance and construct new paradigms

TEXTBOOKS

1. S.S. Khanka, Entrepreneurial Development, S. Chand and Company Limited, New Delhi, 2016.
2. R.D. Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2018.

REFERENCEBOOKS

1. Rajeev Roy, Entrepreneurship, Oxford University Press, 2nd Edition, 2011.
2. Donald F Kuratko, T.V Rao. Entrepreneurship: A South Asian perspective. Cengage Learning, 2012.
3. Dr. Vasant Desai, "Small Scale Industries and Entrepreneurship", HPH, 2006.
4. Arya Kumar. Entrepreneurship, Pearson, 2012.
5. Prasanna Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 8th edition, 2017.

23MB3210	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	2	-	-	2	2	2	3
CO2	-	3	-	-	-	-	-	2
CO3	3	-	3	2	3	-	-	-
CO4	-	-	-	-	-	2	3	-
CO5	1	2	2	3	3	2	-	2
CO6	-	2	-	2	-	2	3	-

23MB3211	EVENT MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVE:

- To provide an introduction to the principles of event management.
- To impart knowledge on the various events and how these events can be organized successfully.
- Learn the process of conceptualizing and designing successful events, including determining event objectives, target audience, themes, and aesthetics.
- Explore event marketing techniques, promotional strategies, and public relations to attract attendees and create buzz around events.
- Gain proficiency in creating and managing event budgets, financial planning, and cost-effective strategies for successful event execution.

UNIT -I	EVENT CONTEXT	9

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

UNIT -II	EVENT PLANNING & LEGAL ISSUES	9

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

UNIT -III	EVENT MARKETING	9

Role of Strategic Marketing Planning – Pricing – Marketing Communication Methods & budget – Elements of marketing communication – Managing Marketing Communication- Role of Internet- Sponsorship – Event sponsorship – Strategy – Managing Sponsorships – Measuring & Evaluating sponsorship.

UNIT-IV	EVENT OPERATION	9

Site Selection – Types of location – Venue Requirements - Room, Stage, Audi-Visual, Lighting, Performers,Decors,Caterer,Photography&Videography-Protocols-Guestlist-Guestdemographics-Childrenatevent-Invitation-Media-FreelanceEventOperation-Roadshow- Food&Beverage-Entertainment-EventLogistics-Supplyoffacilities-Onsitelogistics- Control of event logistics – Evaluation & Logistics.

UNIT -V	SAFETY & EVENT EVALUATION	9

Risk assessment – Safety officer, Medical Manager – Venue, Structural safety – Food safety – Occupational safety – Fire Prevention – Sanitary facilities – Vehicle traffic – Waste Management. Event Impact – Event Evaluation Process – Service Quality – Customer Satisfaction.

TOTAL:45PERIODS

COURSEOUTCOME(S):

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

CO1	Comprehend to Learn about structure and code of ethics of events.
CO2	Exploring and getting to know about event planning and regulations.
CO3	Develop an understanding of functional sheets and their importance in project planning and execution.
CO4	Understand about event marketing, planning, and strategies.
CO5	Evaluate professional skills in event management.
CO6	Analyze the safety measure of event management.

REFERENCEBOOKS

1. Lynn Van Der Wagen, Event Management for Tourism, Cultural Business & Sporting Events, 4th Edition, Pearson Publications, 2014.
2. Lynn Van Der Wagen, & Brenda R. Carlos, Successful Event Management.
3. Judy Allen, Event Planning 2nd Edition, Wiley & Sons, Canada, 2014.
4. G.A.J. Bowdin, Events Management, Elsevier Butterworth.
5. John Beech, Sebastian Kaiser & Robert Kaspar, The Business of Events Management, Pearson Publication, 2014.
6. Judy, Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management, 2014.
7. Shannon Kilkenny, The complete guide to successful event planning.
8. Julia Rutherford Silvers, Professional Event Coordination, The Wiley Event Management Series. Allison, The Event Marketing Handbook: Beyond Logistics & Planning.

23MB3211	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	3	-	2	2	1	1
CO2	3	1	1	-	2	1	1	1
CO3	1	1	3	-	2	1	1	2
CO4	3	2	3	-	3	1	2	2
CO5	3	1	1	-	1	1	1	-
CO6	2	1	2	-	2	1	-	1

23MB3212	SUSTAINABLE MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVE:

·	To provide students with fundamental knowledge of the notion of corporate sustainability.
·	To determine how organizations impacts on the environment and socio-technical systems, the relationship between social and environmental performance and competitiveness, the approaches and methods.
·	Examine the importance of social responsibility in sustainable management, encompassing ethical practices, stakeholder engagement, and community involvement.
·	Embrace innovation and technology as tools to drive sustainability, such as green product development and clean technologies.
·	Introduce sustainability metrics, standards, and reporting frameworks to assess and communicate the performance of sustainable management practices.

UNIT -I	MANAGEMENT OF SUSTAINABILITY	9

Management of sustainability - rationale and political trends: An introduction to sustainability management, International and European policies on sustainable development, theoretical pillars in sustainability management studies.

UNIT -II	CORPORATE SUSTAINABILITY AND RESPONSIBILITY	9

Corporate sustainability perimeter, corporate sustainability institutional framework, integration of sustainability into strategic planning and regular business practices, fundamentals of stakeholder engagement.

UNIT -III	SUSTAINABILITYMANAGEMENT:STRATEGIESAND APPROACHES	9

Corporate sustainability management and competitiveness: Sustainability-oriented corporate strategies, markets and competitiveness, Green Management between theory and practice, Sustainable Consumption and Green Marketing strategies, Environmental regulation and strategic postures; Green Management approaches and tools; Green engineering: clean technologies and innovation processes; Sustainable Supply Chain Management and Procurement.

UNIT-IV	SUSTAINABILITYANDINNOVATION	9

Socio-technical transitions and sustainability, Sustainable entrepreneurship, Sustainable pioneersin green market niches, Smart communities and smart specializations

UNIT -V	SUSTAINABLE MANAGEMENT OF RESOURCES,COMMODITIES AND COMMONS	9

Energy management, Water management, Waste management.

	TOTAL:45PERIODS

COURSE OUTCOME(S):

Upon completion of the course, students will be able to:	
CO1	Comprehend sustainability management as an approach to aid in evaluating and minimizing environmental impacts while achieving the expected social impact.

CO2	Analyze the corporate sustainability and responsible Business Practices.	
CO3	Knowledge and skills to understand, to measure, and interpret sustainability performances	
CO4	Comprehend green engineering principles and practices.	
CO5	Summarize the Knowledge of innovative practices in sustainable business and community Management.	
CO6	Analyze sustainable management of resources and commodities.	

REFERENCEBOOKS

1. Daddi, T., Iraldo, F., Testa, Environmental Certification for Organizations and Products: Management, 2015.
2. Christian N. Madu, Handbook of Sustainability Management, 2012.
3. Petra Molthan-Hill, The Business Student's Guide to Sustainable Management: Principles and Practice, 2014.
4. Margaret Robertson, Sustainability Principles and Practice, 2014.
5. Peter Rogers, An Introduction to Sustainable Development, 2006.

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