	Reg	ulation 20	18		Semest	ter I		То	tal Hour	s	45				
Catego	rv	Course (ode.		Course 1	Nama		Но	urs / Wee	k	4 17 1				
	J	Course	Jour		Course	vanie		L	T	P					
C		PBA1810)1(R)		GEMEN NZATIO TOUR			3	0	0	3	3			
Course	Obje	ective (s):				this cours	se is to:					W			
1								nd its va	arious fun	ctions.		200			
2		Know the	differer	amental concept of management and its various functions. nt elements of Organizational Behaviour.											
3 Know the leade			leadersl	nip styles and control Techniques											
4 Importance of learning theories															
5 Acquire the knowledge on organizational climate															
Course	Oute	ome (s) (C	COs): A	t the end	d of this	course, le	arners w	ill be a	ble to:						
CO1		Identify th	e evolu	tion of 1	nanagem	ent thous	ghts and	roles, f	unctions	of mana	gers.				
CO2		Understan	d the st	eps invo	lved in p	lanning a	and over	view of	organizii	ıg.					
CO3		Identify th	e leadir	ng & con	ntrolling	functions	and glo	bal imp	lications	of OB.					
CO4		Exhibit the													
CO5		Know the	applica	tions of	Informat	ion Tech	nology ii	nputs in	n managei	nent					
CO-PO	Map	ping							19/61						
					P	os						PSOs			
cos	PO	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO 2			
C01	75.	2	1	2	1	1	1	2	1	I	1	2			
CO2	-	3		-	2	1		1	1	1	1	2			
C03	-	-	*	-		- 1	1	1		-	1	-			
C04	(=)	-	*			2		**	-	-	1	1			
C05		-	-	-	-		-	4	1	1	1	1			
CO (Avg)	_	2.5	1	2	1.5	1.3	1	1.3	1	1	1	1.5			

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Meaning, Definition of Management- Managerial Role - POSDCORB - Managerial Managerial Role - POSDCORB - Managerial Management Thoughts- Henry Fayol's 14 Principles- Opportunitional Principles of Planning Process - Decision - Types of Decision- Decision rocess, Decision Making under Different Conditions. Nature and Purpose of Organizing- Organizing- Organizing- Process - Pro	
Challenges in Management UNIT II PLANNING AND ORGANIZING Valuation and Purpose of Planning - Planning Process - Decision - Types of Decision - Decision rocess, Decision Making under Different Conditions. Nature and Purpose of Organizing - Organizing	
INIT II PLANNING AND ORGANIZING Value and Purpose of Planning - Planning Process Decision - Types of Decision- Decision rocess, Decision Making under Different Conditions. Nature and Purpose of Organizing- Organizing-	9
lature and Purpose of Planning - Planning Process Decision — Types of Decision- Decision rocess, Decision Making under Different Conditions. Nature and Purpose of Organizing- Organizi	9
rocess, Decision Making under Different Conditions. Nature and Purpose of Organizing- Organization	
tructure- Formal and Informal Groups -Organization Chart. Definition of Staffing-Recruits	ment and
election Process- E- Recruitment.	
THE WAY OF THE STATE OF THE STA	
UNIT III LEADING, CONTROLLING & INTRODUCTION TO ORGANISATIONAL BEHAVIOUR	9
Meaning - Importance - Leadership Styles- Theories, Meaning of Controlling - Controlling Pro	
Control Techniques. Motivation-Importance - Theories, Disciplines Contribute to OB Challen	ges -
Opportunities, Global Implications of OB	
NIT IV INDIVIDUAL BEHAVIOUR	9
ersonality: Types & Theories - MBTI- Big Five Model, Learning Theories - Process-Attitude	
haracteristics – Components – Formation-Measurement – Values-Perceptions-Importance – Fa	ictors
ifluencing Perception - Interpersonal Perception- Impression Management	
INIT V ORGANIZATIONAL CLIMATE & APPLICATIONS OF IT IN MANAGEMENT	9
Organizational Culture and Climate-Factors Affecting Organizational Climate -Job Sati	isfaction
Determinants - Measurement. Organizational Change: Process- Resistance to Change - Organ	
Conflict: Process - Resolution Techniques .Stress — Work Stressors-Prevention and Management	
tress-Balancing Work and Life.Recent Trends in Management: New role of Information Systems	ems-
nterprises Applications (CRM, SCM, and KMS) - Introduction to E- Commerce.	
leference (s)	
1. P.C.Tripathi., P.N Reddy, Principles of Management, McGraw Hill, 6 th Edition 2020.	
2. Harold Koontz, Heinz Weihrich, A Ramachandra Aryasri, Tata McGraw Hill, Principle	es
of Management, 2016	
3. Charles W Hill, Steven Mcshane, Principles of Management, Mcgraw Hill, Special Indi	an 15 th
Edition 2017.	
4. Stephen P.Robbins, Timothy A Judge, Essentials of Organizational Behaviour, Pearson	n, 13 th
Edition 2016.	



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Regi	ulatio	n 2018	4		Semest	er I		T	otal H	ours	4	5	
Category	v C	Course C	Code		Course I	Name		Н	ours / V	Week			
				Service in		B HWEST	621	L	Т	P			
C		PBA18	102		ANAGI CONO			3	0	0	3		
Course O	bjecti	ive (s):	The purp	ose of le	arning t	this cou	rse is to						
1			basic fu							Fe Cart	Labour 1		
2	de	evelopin	g individ	lual, gro	up, orga	anization	n, govei	rnment	and sc		determini onomic gi		
3	U	nderstar	ıd about	the micr	o and m	nacroecc	nomic	concep	ots.				
4	St	tudents	can under	rstand th	e vario	us types	of mar	kets.					
5 Understand the inflation and deflation and other monitory police								ces.	7				
Course O At the end				s will be	able to								
CO1			knowledg nts in a n				ls of e	conom	ics an	d the re	ole of m	arkets a	
CO2 Un		Understand the factors influencing demand, its types and production function, law returns to scale. Analyze the various types of market structure such as perfect competition, monopol											
CO3 Ar		corrib to	500.00										
CO3	Ar	nalyze t					ucture	such a	s perf	ect com	petition,	monopo	
CO3	Ar mo Kr	nalyze tonopolis	he vario stic comp	petition, pricing	oligopo	ly etc.,	Tie.		21	the II	petition,		
	Ar mo Kr dis	nalyze tonopolismow the seconon	he vario stic comp basic nies of sc	pricing cale. on and	oligopo strategi deflati	ly etc., ies, cos	t conc	epts a	nd cla	ssificati		omies a	
CO4	Ar mo Kr dis Ur int	nalyze tonopolis now the seconon nderstanternation	he vario stic comp e basic nies of sc d inflati	pricing cale. on and	oligopo strategi deflati	ly etc., ies, cos	t conc	epts a	nd cla	ssificati	on, econo	omies a	
CO4 CO5	Ar mo Kr dis Ur int	nalyze tonopolis now the seconon nderstanternation	he vario stic comp e basic nies of sc d inflati	pricing cale. on and	oligopo strategi deflati	ly etc., ies, cos	t conc	epts a	nd cla	ssificati	on, econo	omies a	
CO4 CO5 CO-PO M	Ar mo Kr dis Ur int	nalyze tonopolis now the seconon nderstanternation	he vario stic comp e basic nies of sc d inflati nal busin	pricing cale. on and	oligopo strategi deflati	ly etc., ies, cos	t conc	epts a	nd cla	ssificati	on, econo	omies a impact	
CO4 CO5 CO-PO M	Ar mo Kr dis Ur int	nalyze tonopolis now the seconon nderstan ternation	he vario stic comp e basic nies of sc d inflati nal busine	petition, pricing cale. on and ess on Ir	oligopo strategi deflati adian ec	ly etc., ies, cos on, moreonomy.	t conc	and fi	nd cla	ssification	on, econd	omies a impact	
CO4 CO5 CO-PO M COS CO1 CO2	Ar mo Kr dis Ur int Iappir	nalyze tonopolis now the seconomiderstan ternation ng	he vario stic compe basic hies of sc d inflatinal busing	pricing pricing pale. on and ess on Ir	oligopo strategi deflati adian ec	ly etc., ies, cos on, moreonomy.	t concentration	epts a and fi	scal p	ssification olicies PO10	on, econo	omies a impact PSOs PSO	
CO4 CO5 CO-PO M COS CO1	Ar mo Kr dis Ur int Iappir	nalyze tonopolis now the seconomiderstanternation ng	he vario stic compe basic hies of sc d inflatinal busing	petition, pricing ale. on and ess on Ir	deflati dian ec	ly etc., ies, cos on, moreonomy.	retary PO7	epts and fi	nd cla	PO10	on, economic and the PSO I	omies a impact PSOs PSO 2	
CO4 CO5 CO-PO M COS CO1 CO2	Ar mo Kr dis Ur int Iappir	nalyze tonopolismow the seconometernation ng PO2	he vario stic compete basic nies of scud inflational busing Pos Pos Pos 1	pricing pricing pale. on and ess on Ir	oligopo strategi deflati ndian ec	PO6	PO7	PO8	rond cla	PO10	on, econd and the PSO I	pries a impact Pries Pr	
CO4 CO5 CO-PO M COS CO1 CO2 CO3	Ar mo Kr dis Ur int Iappir	nalyze tonopolis now the seconometernation ng PO2 1 1 2	he vario stic compete basic nies of sed inflational busing Pos Pos 1 1	pricing ale. on and ess on Ir PO4 2 2 1	oligopo strategi deflati ndian ec	PO6	PO7	PO8	PO9	PO10	on, economic and the PSO I 3 3 3	PSOs PSO 2 2 2	

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2: Moderate (Medium)



UNIT I	- CHODOCHOI	0
Meaning	g and Concepts of Economics-Scope-Basic Economic Tools in Marie 118	D 1
or million	Borrai Debitolitist The Circliar Flow of Economic Activity Footog of D. 1	3-K0le rkete
and Gov	eriment in a wiodein Economy-Econometrics	INCIS
UNIT II		9
Law of I	Demand-Types of Demand-Elasticity of Demand-Demand Forecasting-Law of Supply	1
Law of F	Returns to Scale	Types
UNIT II	THE CONTENT OF ANALYSIS	9
Market-'	Types of Market-Market Structure —Perfect Competition-Monopoly and Monopsony -	
Monopor	istic Competition-Ongopoly and Oligopsony-Profit Maximization	
UNIT IN	The state of the s	9
Discrimi	Policies -Basic Pricing Strategies-Pricing Methods of Goods and Services	S-Price
Scale	nation. Cost Concept-Classifications and Determinants-Economies and Diseconomies	nies of
UNIT V	RUSINESS DECISIONS AND COMPANY	
STREET NO.	BUSINESS DECISIONS AND GOVERNMENT Income Inflation and Deflation Business decisions and Deflation a	9
Policies-I	Income-Inflation and Deflation-Business Cycle-Monetary Policy of RBI-Indian	Fiscal
Indian Ec	Balance of Payments-Unemployment and its Impact-Impact of International Busine onomy	ess on
Text Boo	k (s)	Mary I
1.	R.L. Varshney & K.L. Maheshwari, Managerial Economics, Sultant Chand & Sons. Nineteenth Revised and Enlarged Edition 2018	,
2.	Christopher R Thomas and S. Charles Maurice, Managerial Economics, Tata Megn Hill Publishing Company Limited, 9th Edition, 2011	raw
3.	Karl E.Case and Ray C.Fair, Principles of Economics, Pearson Education	
Reference	(s)	
1.	Suma Damodaran, Managerial Economics, Oxford University Press, 2012	
2.	Samuelson Nordhaus, Economics, Tata Mcgraw Hill Publishing Company Limited	, 18 th



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Re	gulation 2018	Semester I	To	otal Hou	ırs	45			
Catego	ory Course Code	Course Name	Но	urs / W	eek				
		BEALT TO SEE STATE	L	T	P	C			
C	PBA18103	BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	3	0	0	3			
Course	Objective (s): The p	urpose of learning this course is t	0:		(C. E. C.)				
1	understand the deci how those decision visionary companie	sion process one goes through in s affect professional life. Explore	determin	ing what al ethical	is right ar	nd wrong, and Global			
2	sensitize the studen	ts with understanding of ethical i	ssues at w	orkplace		DETAIL DESCRIPTION			
3	gain vivid knowled	ge on corporate social responsibiness ethics in CSR activities	lity and to	gain the	e importan	ce of ethical			
4		on different strategies for CSR an	d awarene	ess abour	CSR igen	ec			
5	build the importance	e of ethical principles and busine	ss ethics i	n CSR a	ctivities o	lobally			
Course (At the end of this course, learner							
CO1		undamentals of ethical theories a			managers				
CO2	identify the met	nodology for handling ethical dile	emma and	function	nal applica	ations of ethica			
CO3	know the environmental responsibility of business via CSR activities								
CO4	identify the strat	egies for CSR and CSR issues	2 001	. activiti	0.5				
CO5		npact of globalization and CSR i							

CO-PO	Mapping
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		Pos										
COS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO 2
CO1	2	1	2	-	-	2	2	2	2	3	2	3
CO2	2	1	2	OF IL	Walter Town	1	2	2	2	2	2	3
CO3	2		2	Aresque of Manage	mes)(E)	1	2	2	2	2	2	2
CO4	1		2019	2	13/	1	2	1	2	2	3	2
CO5	2	1	2		/.	2	2	2	2	3	2	3
CO (Avg)	1.8	1	1.8	2	-	1.4	2	1.8	2	2.4	2.2	2.6

2: Moderate (Medium)



UNI	IT I ETHICS	
Ethi	ics – Meaning, Definition, Business Ethics – Characteristics - Ethical Theories - The Existent Making Process - Example - Process - Example - Process - Ethical Theories - The Existent - Ethical Theories - The Existence - Ethical Theories - The Existence - Ethical Theories - Ethical Theories - The Existence - Ethical Theories - Ethical	9
Deci	cision Making Process - Employee Duties and Rights - Causes of Unethical Behavior;	thical
Abu	uses; Work Ethics; Code of Conduct.	Ethical
UNI	IT II MANAGEMENT OF ETHICS	
Hand	idling Ethical Dilemmas at Work - Management of Ethics - Ethics Analysis (Hosman)	9
Lun	ics in Flactice - Professional Ethics for Managers, Role and Eunation of Ethical M.	viodeij;
Ethic	ics in Marketing, Finance and Human Resource, Challenges of Business Ethics.	gers-
UNI	II III CORPORATE SOCIAL RESPONSIBILITY	9
Mean	aning & Definition of CSR, History & Evolution of CSR, Stakeholder Management, B	1 .
DCIN	ween CSR and Corporate Governance, Models of CSR in India Drivers of CSR CSD	eiation Initiativas
in Inc	ndia.	mmanves
UNI	T IV ISSUES IN CSR	Q
UNI'	d for CSR; Role of Business in Society, Building Blocks of CSR - Stretagies for CSR.	9
UNI' Need Chall	d for CSR; Role of Business in Society, Building Blocks of CSR - Strategies for CSR; llenges and Implementation - CSR and Environmental Issues, Social Issues, Labour Issues	
UNIT Need Chall Gove	d for CSR; Role of Business in Society, Building Blocks of CSR - Strategies for CSR; llenges and Implementation - CSR and Environmental Issues, Social Issues, Labour Issuernment Issues.	
UNIT	d for CSR; Role of Business in Society, Building Blocks of CSR - Strategies for CSR; llenges and Implementation - CSR and Environmental Issues, Social Issues, Labour Issuernment Issues. TV GLOBAL CSR	sues and
UNIT Need Chall Gove UNIT Deve	d for CSR; Role of Business in Society, Building Blocks of CSR - Strategies for CSR; llenges and Implementation - CSR and Environmental Issues, Social Issues, Labour Issuenment Issues. TV GLOBAL CSR elopment of Strategic CSR Model- Current Issues in CSR- Globalization and CSR Initial Control of Strategic CSR Model- Current Issues in CSR- Globalization and CSR Initial CSR Ini	sues and
UNIT Need Chall Gove UNIT Deve	d for CSR; Role of Business in Society, Building Blocks of CSR - Strategies for CSR; llenges and Implementation - CSR and Environmental Issues, Social Issues, Labour Issuernment Issues. TV GLOBAL CSR elopment of Strategic CSR Model- Current Issues in CSR- Globalization and CSR Inject on Business - Global CSR Activities and Policies - International Standards and No.	sues and 9 tiatives -
UNIT Need Chall Gove UNIT Deve	d for CSR; Role of Business in Society, Building Blocks of CSR - Strategies for CSR; llenges and Implementation - CSR and Environmental Issues, Social Issues, Labour Issuernment Issues. TV GLOBAL CSR elopment of Strategic CSR Model- Current Issues in CSR- Globalization and CSR Inject on Business - Global CSR Activities and Policies - International Standards and No.	sues and 9 tiatives -
UNIT Need Chall Gove UNIT Deve Impac Busin	d for CSR; Role of Business in Society, Building Blocks of CSR - Strategies for CSR; llenges and Implementation - CSR and Environmental Issues, Social Issues, Labour Issuenment Issues. TV GLOBAL CSR elopment of Strategic CSR Model- Current Issues in CSR- Globalization and CSR Initial Control of Strategic CSR Model- Current Issues in CSR- Globalization and CSR Initial CSR Ini	sues and 9 tiatives -
UNIT Need Chall Gove UNIT Deve Impac Busin	d for CSR; Role of Business in Society, Building Blocks of CSR - Strategies for CSR; llenges and Implementation - CSR and Environmental Issues, Social Issues, Labour Issuerment Issues. TV GLOBAL CSR elopment of Strategic CSR Model- Current Issues in CSR- Globalization and CSR Initiat on Business - Global CSR Activities and Policies - International Standards and Noness Ethics, Corporate Governance Across the Nations - CSR Activities of Grouping Corence (s)	sues and 9 tiatives -
UNI' Need Chall Gove UNI' Deve Impac Busin Refer	d for CSR; Role of Business in Society, Building Blocks of CSR - Strategies for CSR; llenges and Implementation - CSR and Environmental Issues, Social Issues, Labour Issuernment Issues. TV GLOBAL CSR elopment of Strategic CSR Model- Current Issues in CSR- Globalization and CSR Initiation Business - Global CSR Activities and Policies - International Standards and Noness Ethics, Corporate Governance Across the Nations - CSR Activities of Grouping Corence (s) Manuel G. Velasquez, Business Ethics - Concepts and Cases, PHI, 6/e, 2009	sues and 9 tiatives - orms - countries.
UNIT Need Chall Gove UNIT Deve Impac Busin Refer	d for CSR; Role of Business in Society, Building Blocks of CSR - Strategies for CSR; llenges and Implementation - CSR and Environmental Issues, Social Issues, Labour Issuerment Issues. TV GLOBAL CSR elopment of Strategic CSR Model- Current Issues in CSR- Globalization and CSR Initiation Business - Global CSR Activities and Policies - International Standards and Noness Ethics, Corporate Governance Across the Nations - CSR Activities of Grouping Corence (s) Manuel G. Velasquez, Business Ethics - Concepts and Cases, PHI, 6/e, 2009 Sanjay K. Agarwal- Corporate Social Responsibility in India, Response book, 1st experimentation of the content of	sues and 9 tiatives - orms - countries.
UNIT Need Chall Gove UNIT Deve Impac Busin Refer 1. 2. 3.	d for CSR; Role of Business in Society, Building Blocks of CSR - Strategies for CSR; llenges and Implementation - CSR and Environmental Issues, Social Issues, Labour Issuernment Issues. TV GLOBAL CSR elopment of Strategic CSR Model- Current Issues in CSR- Globalization and CSR Initiation Business - Global CSR Activities and Policies - International Standards and Noness Ethics, Corporate Governance Across the Nations - CSR Activities of Grouping Corence (s) Manuel G. Velasquez, Business Ethics - Concepts and Cases, PHI, 6/e, 2009 Sanjay K. Agarwal- Corporate Social Responsibility in India, Response book, 1st ed William Shaw, Business Ethics, Wadsworth Publishing Company, 6/e, 2007.	sues and 9 tiatives - orms - Countries.
UNIT Need Chall Gove UNIT Deve Impac Busin Refer 1.	d for CSR; Role of Business in Society, Building Blocks of CSR - Strategies for CSR; llenges and Implementation - CSR and Environmental Issues, Social Issues, Labour Issuerment Issues. TV GLOBAL CSR elopment of Strategic CSR Model- Current Issues in CSR- Globalization and CSR Initiation Business - Global CSR Activities and Policies - International Standards and Noness Ethics, Corporate Governance Across the Nations - CSR Activities of Grouping Corence (s) Manuel G. Velasquez, Business Ethics - Concepts and Cases, PHI, 6/e, 2009 Sanjay K. Agarwal- Corporate Social Responsibility in India, Response book, 1st ed. William Shaw, Business Ethics, Wadsworth Publishing Company, 6/e, 2007. Subhabrata Bobby Banerjee, Corporate social responsibility: the good, the bad and	sues and 9 tiatives - orms - countries.
UNIT Need Chall Gove UNIT Deve Impac Busin Refer 1. 2. 3.	d for CSR; Role of Business in Society, Building Blocks of CSR - Strategies for CSR; llenges and Implementation - CSR and Environmental Issues, Social Issues, Labour Issuernment Issues. TV GLOBAL CSR elopment of Strategic CSR Model- Current Issues in CSR- Globalization and CSR Initiation on Business - Global CSR Activities and Policies - International Standards and Noness Ethics, Corporate Governance Across the Nations - CSR Activities of Grouping Corence (s) Manuel G. Velasquez, Business Ethics - Concepts and Cases, PHI, 6/e, 2009 Sanjay K. Agarwal- Corporate Social Responsibility in India, Response book, 1st ed. William Shaw, Business Ethics, Wadsworth Publishing Company, 6/e, 2007. Subhabrata Bobby Banerjee, Corporate social responsibility: the good, the bad and Edward Elgar Publishing, 2007.	sues and 9 tiatives - orms - countries.
UNIT Need Chall Gove UNIT Deve Impact Busin Refer 1. 2. 3. 4.	d for CSR; Role of Business in Society, Building Blocks of CSR - Strategies for CSR; llenges and Implementation - CSR and Environmental Issues, Social Issues, Labour Issuerment Issues. TV GLOBAL CSR elopment of Strategic CSR Model- Current Issues in CSR- Globalization and CSR Initiation Business - Global CSR Activities and Policies - International Standards and Noness Ethics, Corporate Governance Across the Nations - CSR Activities of Grouping Corence (s) Manuel G. Velasquez, Business Ethics - Concepts and Cases, PHI, 6/e, 2009 Sanjay K. Agarwal- Corporate Social Responsibility in India, Response book, 1st ed. William Shaw, Business Ethics, Wadsworth Publishing Company, 6/e, 2007. Subhabrata Bobby Banerjee, Corporate social responsibility: the good, the bad and	sues and 9 tiatives - orms - countries.





Re	gula	tion 2018	7	1.1.	Semes	ter I	HIM	Tota	al Hours		60	7			
		45.5						Hou	rs / Wee	k	С				
Catego	ory	Course	Code		Course	Name		L	T	P					
F		PMA18	3101		ISTICS IAGEM			3	1	0	4				
Course	Obje	ective (s):	The pur	pose of	learning	this cou	arse is to								
1		Understar	d the ba	sic con	cepts of	Statistics	s and kno	ow how i	t is relate	ed to mana	gement				
2		Analyze t	he vario	us data	using va	rious sta	tistical to	echnique	s and app	oly the prol	bability co	oncepts			
		to solve m				- 4				-					
Course	Out	come (s) (COs): A	At the er	nd of this	course,	learners	will be a	able to:						
CO1		come (s) (COs): At the end of this course, learners will be able to: Collect, analyze and process the data for various purposes in business Understand and apply the probabilityconcepts and techniques to solve various management													
CO2	2	Understa problems		apply th	ne probal	oilitycon	icepts an	d technic	ques to so	olve variou	s manage	ment			
CO3				ge on tes	t of hypo	thesis and	d how the	y relate to	business	and manag	gement				
CO ₂	1	Apply the													
CO:		Develop 1	the mode	l for the	given tin	ne series :	and under	stand the	tand the concepts of Index numbers						
CO-PC	401									ALL DATE OF THE PARTY OF THE PA					
0010		rr				POs	21.5	1 15	Lt.II.			PSOs			
cos	PO	1 PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO			
CO1	2	1	2	-	2	1	2	-		-	2	2			
CO2	2	1	2	-	2	1	1	-,			2	1			
CO3	2	1	2	-	2	1	2	100	- 2 1	571.107	2	2			
CO4	1	1	2		2	1	1	4			2	2			
CO5	2	1-1	2		2	1	2	114	3-1		2	2			
CO (Avg)	1.8	8 1	2	1 (2)	2	1	1.8	*	2		2	1.8			



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UNIT I	INTRODUCTION TO STATISTICS	12
	D. G. Lices Statistical Methods - Organizing Data-Measures of Central Tendency: M	ean –
r 12	Made Porgentiles Quartiles Measures of Dispersion: Range - Quartile Deviation	
Viculaii -	- Standard Deviation - Measures of Skewness: Bowley's Coefficient of Skewness - K	arl
	S Coefficient of Skewness.	
INDICE II	DROBABILITY AND RANDOM VARIABLES	12
UNII II	inition of probability - Addition law of probability - Multiplication law of probability	
Basic de	onal probability - Bayes' theorem - Random variables: Definition - Distribution	
- Conditi	s - Discrete (Binomial & Poisson) - Continuous (Normal).	
		12
UNIT II	TESTING OF HYPOTHESIS ion of Statistical Hypothesis - One Sample Test for Means and Proportions of large	
Introduc	cion of Statistical Hypothesis - One Sample Test for Means and Troportions of the	
	z test) - ANOVA (One and Two way classifications).	
Nonpar	ametric Test:	rov
Chi-squa	are Test for independence of attributes and goodness of fit - Rank sum test - Kolmogor	test.
Smirnov	test for goodness of fit - Mann Whitney U test - Kruskal Wallis Test- One sample run	12
UNIT I	CORRELATION AND REGRESSION	25.0
Correlat	ion Analysis - Types of Correlation - Methods of studying Correlation - Correlation o	1
grouped	data - Rank Correlation-Regression Analysis.	1 12
UNIT V	TIME SERIES ANALYSIS AND INDEX NUMBERS	0.00
Time se	ries analysis: Trend analysis - Cyclical variations - Seasonal variations - Irregular va	riatio
Index N	fumbers:	
Introduc	tion - Types (Laspeyre's, Paasche's, Marshal Edgeworth and Fisher's Ideal Index) -	
SAS/ST		
Referen	ace (s)	
	Levin R.I. and Rubin D.S.(2001), 'Statistics for Management' 7 th Edition, Prentice 1	-Iall c
1	India Pvt Ltd., New Delhi.	
	Srivastava T. N, Shailaja Rego (2008), 'Statistics for Management', 2 nd Edition, Tat	a
2	Director 1.11, Shareda Area	
	McGraw Hill	ng
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F	Regul	ation 2018			Semes	ter I		Tot	al Hour	s	60			
Cates	JOPV	Course C	ode.		Course l	Nama		Hou	rs / Wee	k		Ke II		
Cute	501 y	Course	Joue		Course	Name		L	T	P		C		
C		PBA181	105 N	MANAC	CIAL ANGEMENTING			3	1	0		4		
Cours	e Obj	ective (s):	The purj	pose of l	learning	this cour	se is to:							
1		Introduce	prospec	pective managers of new ventures to prepare and analyze financial statemen										
2		Emphasis	on tech	chniques, cash flows and impact of accounting principles.										
3		Acquire k reporting,						tem, inc	luding p	lanning	, budgetin	ng,		
4		Make stud	dents to	prepare	Budget	on their o	wn							
5		Can apply	applica	ation of	Margina	l costing		-						
Cours	e Out	come (s) (C	COs): A	t the end	d of this	course, le	earners w	ill be ab	le to:			THE ST		
СО	1	Identify th	e differ	ences be	etween F	inancial,	Cost and	Manag	ement A	ccounti	ng.	1		
CO	2	Interpret th	he Analy	alysis the Financial Statements										
CO	3	Can classif	fy the co	cost and able to prepare the cost sheet.										
CO	4	Understan	d the co	ncept of	Budgeti	ing and E	Budgetary	control						
CO.		Gain Pract	ical Kno	owledge	through	applicat	ion of M	arginal (Costing.					
CO-PO	O Ma	pping					T THE R		Upon a		4			
-1-1			Pos								PSOs			
COS	PC	01 PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO		
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CO2	2	3	2	Ba	3	1	2	1	2	2	3	3		
CO3)I	3	2		3	1	2	1	1	I	2	2		
CO4	I	I III	2	()I	3	3	2	1	2	2	2	2		
CO5	2	2	2	1	3	3	2	1	2	2	3	3		

2: Moderate (Medium)



UNIT I		12						
Introdu	ction to Financial, Cost and Management Accounting - Generally Accepted Accounti	ng						
Princip	les, Concepts and Conventions. Final accounts - Preparation of Trading and Profit an	d						
Loss A	count, Balance Sheet-Basics of IFRS.							
UNIT I	I ANALYSIS OF FINANCIAL STATEMENTS	12						
Financi	al Statement Characteristics, Limitations - Ratio Analysis - Fund Flow Analysis.							
UNIT	ANALYSIS OF FINANCIAL STATEMENTS AND COST ACCOUNTING	12						
Analys	is of Financial Statements: Cash Flow Analysis (as per Accounting Standard 3).							
Cost A	ccounting: Cost Accounting, Meaning and Objectives - Classification and Elements Cost Concepts- Preparation of Cost Sheet.	96						
UNIT		12						
Budget Budget	ing and Types of Budgets - Preparation of Master, Sales, Purchase and Production s - Fixed and Flexible Budgets -Cash Budget.							
UNIT	V MARGINAL COSTING	12						
Margir Assum	al Costing Importance - Cost Volume Profit analysis - Break Even Analysis - ptions Importance of CVP Analysis - Application of Marginal Costing (Problems).							
Refere	nce (s)							
1,	M.Y.Khan & P.K.Jain (2016), Management Accounting- Text, Problems and Cases, Edition, Tata McGraw Hill.	6 th						
2.	R.Narayanaswamy (2017), _Financial Accounting A Managerial Perspective', 6 th Edition, PHI Learning, New Delhi.							
3.	M.L. Agarwal & Dr. L. Gupta (2018), Cost Accounting, 46 th Edition, Sahitya Bhav Publications							
4.	Charles T. Horngren, Gary L. Sundem, John A. Elliott & Donna R. Philbrick (2017) – Introto Financial Accounting Pearson Education.							
5.	Jawahar Lal, Seema Srivastava, Manisha Singh (2019) -Cost Accounting 1 st Editi-McGraw-Hill	on						



F	legul:	atior	2018			Semo	ester I		To	tal Ho	urs		45
Categ	gory		Course C	Code		Cours	e Name		Но	urs / V	Veek		
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C			BA1810		BUS	AL ASPE INESS			3	0	0		3
Course	Obj	ectiv	re (s): T	he purp	ose of	learning th	is course	is to:					1.103
1	1	Pr Bu	ovide a isiness.	genera	l intro	duction to	the Leg	gal Envir	onment	and it	s Signi	ficance t	o the
2		M	ake the	Student	unders	stand with	the basic	Business	Laws fo	or Man	agers	Halan	
3						w in the di							
4						with vario					ne tha I	Queinosa	
5	7/10	N	Take the	studer	its to	understand	the fur	damental	legal •	ringia	log !:	Justiless.	Su I
3		con	ntracts a	nd com	mercia	l laws in th	ne busine	ss world.	regar I	листр	ies in (ievelopir	ig var
Course	Outo	ome	(s) (CC	s): At t	he end	of this co	urse, lear	ners will	be able 1	0;			7,55
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CO2		Ide	ntify the	proced	ure inv	olved in the	he format	ion of the	compa	ny			
CO3	-	Kn	ow the e	lements	in the	Negotiabl	e Instrun	nents Act					
CO5	-	Kne	ow the n	nachine	metho	ods of tax i	mplication	ons	MIT		1 × V		
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cos										ř			PSOs
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UNIT I MERCANTILE LAW Objectives, Need and Sources of Mercantile law- Nature, Elements. THE INDIAN CONTRACT ACT 1872: Definition of a Contract – Essentials of – Formation of a Contract – Indemnity & Guarantee: Bailment and Pledge. P. Contract – Discharge of Contract – Remedies to Breach of Contract – Quasi Contract UNIT II COMPANY LAW AND INDUSTRIAL LAW Definition - Nature and Types of Companies – Formation of a Company and Articles of Association – Prospectus – Power, Duties of Director – W. Companies. INDUSRIAL LAW: An Overview of Factories Act - Payment of Wage Payment of Bonus Act - Industrial Disputes Act UNIT III NEGOTIABLE INSTRUMENTS ACT 1881 Definition-Types – Parties to NI-Duties, Rights, Liabilities & Discharge. Sp. Cheque and Drafts. AGENCY: Nature - Creation, Types of Agents - Agent's authorizability of Principal and Third Party - Rights and Duties of Principal, Agents and Termination of Agency. UNIT IV INCOME TAX ACT Direct Tax and Indirect Tax -Corporate Tax Planning – Central Sales tax – Vall Goods and Services Tax (GST) - Concept – Scope - Methods of GST Calculations of GST. RTI ACT: Overview, Right to Information – Types of information to be Disclosed Exemption from disclosure of information under RTI Act. UNIT V CONSUMER PROTECTION ACT AND INTRODUCTION CYBER LAWS Objectives of the Act – Rights of Consumers - Types of Consumer Redressal Machi Forums. INTELLECTUAL PROPERTY RIGHTS; Introduction of IPR – Paterights – Trademarks Text Book(s) 1. N. D. Kapoor, "Elements of Mercantile Law", (37th ed.), Sultan Chand and Reprint 2017. 2. Akhileshwar Pathak, Legal Aspects of Business, 7th Edition, Tata McGraw Hamilton and Control of C	- Memorandinding up as Act - Decial rules writy and third party - Decial rules write and the rules write and the rules write rules wri	of a 9 dum 9 s for 9 Fax —
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Reference (s)		
1. P.P.S.Gonga,(2008), _Mercantile Law', 4th Edition, S.Chand & Co.Ltd, India		
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I	Regula	ation 2018	N. Sale		Semest	er I	St. of a let	Т	otal H	ours	4	5
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2	2	Prepare stu	udents 1	to adopt 1	for dome:	stic and i	nternati	onal bu	siness	situation	S	1111
3	3	Help stude and mediu	ents to p	olan the m	nessage b	y definin	g purpo	se, ana	lyses aı	udience,	selecting	channe
4	1	Facilities t	hem to	commun	icate glob	oally with	n confid	ence		- Pro-		
5	5	Make stud	ents to	prepare tl	nemselve	s the for	nats and	d chann	els for	business	3.	
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2: Moderate (Medium)



UNIT	COMMUNICATION	9
MENSONS.	ance – Process – Patterns – Forms – Barriers – Functions and Principles – Interpersonal unication – Intercultural Communication – Case Analysis – Cross Cultural Communication	ion
UNIT I	II IMPORTANCE OF NON-VERBAL COMMUNICATION	9
Comm	Language – Use of Charts, Diagrams & Tables – Visual & Audio Visual Aids for unication – Business Ethics and Etiquette – Role Play and Team Building, Social Media	
Etiquet UNIT	IMPORTANCE OF LISTENING	9
Speaki	ng and Reading - Verbal Communication - Making Presentation - Persuasion - Negoti	
UNIT	THE PROPERTY OF A PROPERTY OF THE MAIL WELLING	9
Project	ttes, Agenda, Minutes, Sales Letters, Enquiries, Orders, Cover Letters, Letters of Comp. t Proposal, Reports Neutral, Positive, Negative Messages	9
UNIT	V GROUP DISCUSSION	1
	Gitte C T : 1 and Interview Busine	220
Resum	he Writing – Interviewing Types, Stages, Skills for Interviewer and Interviewee – Busine Etiquettes	ess
Resum Meetin	ne Writing – Interviewing Types, Stages, Skills for Interviewer and Interviewee – Busine Etiquettes	
Resum Meetin	ewriting – Interviewing Types, Stages, Skills for Interviewer and Interviewee – Busines Etiquettes ence (s) Hory Sankar Mukerjee, Business Communication, Connecting At Work, Oxford Univ	ersity
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4	Understand th	e changi	ng busin	ess envii	ronment.	-1	ce unde	rlving	market o	driven	strategies.
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2: Moderate (Medium)



UNIT I INTRODUCTION Marketing-Nature and Scope of Marketing-Marketing vs Selling-Marketing Mix 7Ps and 4As-New Challenges of Marketing Field-The Functions of Marketing Management-Understanding Marketing Management in the Context of National and Global Market Environment-Social Media Marketing RETAINING CUSTOMER & STP Market Segmentation: Levels – Importance – Procedures - Types of Segmentation - Market Targeting- Procedures- Product Positioning - Objectives - Differentiating the Product - Product Positioning Strategies - Procedure for Creating Customer Relation Management Database - E-Trading UNIT III | MARKETING RESEARCH Marketing Information System – Market Research - Identifying and Solving Marketing Problems -Qualitative and Quantitative Research-Customer Life Cycle - Customer Life Time Value - Product Life Cycle - New Product Development Process - The Seven Steps of Marketing Research - How to Prepare Questionnaire for Conducting Market Survey - Background Verification UNIT IV | MARKETING PROMOTIONAL STRATEGIES Competitor Analysis - Advertising Strategies for Promoting New Product vs Existing Products -Advertising Structure – Source - Advertising Budget - Types of Advertisement - Measuring Effectiveness of Advertisement - DAGMAR - Sales Promotion: Kinds of Promotion - Tools and Techniques of Sales Promotion - Push - Pull Strategies of Promotion -DISTRIBUTION SYSTEM AND RECENT TRENDS IN MARKETING Online Marketing – Impact of FDI in to Indian –Cloud Sourcing- Meaning and Purpose of Channel of Distribution-Managing Distributing Channels-Channel Alternatives-Factors affecting Channel Choice-Direct Marketing and E-Commerce-Managing Retailing-Wholesaling and Logistics, Retail Distribution System in India Text Book(s) Philip Kotler and Kevin Keller, Marketing Management, 15th edition, PHI, 2016 V.S.Ramaswamy and S.Namakumari, Marketing Management Planning Implementation and Control, The Indian Context, 'Noida; Macmillan India, 2013 Reference (s) Duglas, J Darymple, Marketing Management Text and Cases, John Wiley & Sons, 7th Edition 2. Micheal R Czinkota& Masaaki Kotabe, Marketing Management, Vikas Thomson Learning, 2000 3. Marketing, Paul Baisen et al, Oxford University Press, 2008

Paul Baines, Chriss Fil Kelly, Marketing, Asian Edition, II Edition



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2: Moderate (Medium)



UNIT	1 INTRODUCTION	12
Syster	ction and Operations Management-Evolution-Functions-Characteristics —Types of Im-Computer Integrated Manufacturing and Service Systems-Priorities and Challeng tions Management-Recent Trends in POM	Production es of
UNIT		12
Factor	rs Affecting Location Decisions and Techniques-Plant Layout Concepts-Types of L Characteristics-Inventory Functions & Types of InventoriesEOQ (Problem)-ABC	ayout and Systems
UNIT	III PROCESS PLANNING	12
Proce Strate Proce	ss Planning Characteristics and Functions-Aggregate Production Planning Framewogies-MRP, MRP-II and ERP-Master Production Schedule - Capacity Requirement lass	Planning
UNIT	TIV TOTAL QUALITY MANAGEMENT Insight of Quality Management-Quality in Sales and Services-Introduction to ISO S	12
Proce Manu UNIT	dures for obtaining ISO Certificates-Six Sigma-KANBAN-KAIZEN-5S-JIT-Lean facturing Techniques- Waste Management-PDCA Cycle V WORK MEASUREMENT AND PRODUCTIVITY Study, Method Study, Work Measurement Methods-Using Work Measurement for	12
	activity-Productivity-Measuring Productivity-Methods to Improve Productivity Books(s)	MANUEL S
1.	Mahadevan.B, Operations Management: Theory and Practice, Pearson Education, Edition, 2009	
2.	Norman Gaither and Greg Frazier, Operations Management, New Delhi; Thomson Inc, 2010	Learning
Refer	rence (s)	
1,	S.N.Chary, Production and Operations Management, New Delhi; Tata McGraw H	ill, 2009
2.	Heizer J and Render B, Operations Management, Prentice Hall New Jersey, 9th Ed	ition, 2007
3.	Richard B Chase, Ravi Shankar, F.Robert Jacobs, Nicholas J Aquilano, Operation Supply Management, Tata McGraw Hill, 12 th Edition, 2010	s and
4.	KanishkaBedi, Production and Operations Management, New Delhi: Oxford Univ Press, 2011	ersity



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3		Develoresourc	p know es.	ledge c	on the	allocatio	n, man	agemen	t and	funding	of finan	
4		or a milai	iciai ma	nager in	the curr	ent comi	etitive	husines	s scena	rio	t and the	
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CO4	A	ble to u	nderstan	d the co	ncept of	Leverag	e and di	vidend			- 15	
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2: Moderate (Medium)



	I INTRODUCTION TO FINANCIAL MANAGEMENT	12
Finan	cial Management Objectives- Functions- Scope- Structure of Finance Department in an	
Organ	nization-Function of Financial Manager - Time Value of Money- Compounding & Disc	ounting
Factor	rs.	
UNIT		12
Princi	ples and Nature of Capital Budgeting- Evaluation Techniques: Payback Period, Accour	nting
Rate c	of Return, Net Present Value, Internal Rate of Return, Profitability Index, Problem Solv	ing
	iques, Financial Modelling.	
UNIT		12
Meani	ing of Capital structure – Theories of capital Structure – Computation of Valuation of F	irm.
	ing - Cost of Capital - Computation of Cost of Equity Shares-Preference Shares- Deben	tures-
	ned Earnings- Weighted Average Cost of Capital.	
UNIT	21,122,121,221	12
Lever	age Analysis: Meaning of Leverage - Types, Computation of Leverages - EBIT -	EPS
	is- Indifference Point Analysis (Problems)	
Divide	end Policy: Meaning of Dividend, Types/Forms of Dividends - Dividend Theories - Di	viden
	- Walter's Model and Gordon's Model.	
	V WORKING CAPITAL AND INVENTORY MANAGEMENT	12
Introdu	uction Types of Working Conital Estimation of Working Conital Descriptions of Dual	
	uction -Types of Working Capital -Estimation of Working Capital Requirements (Prob	olems)
Invent	ory Management - Kinds of Inventories, Objectives of Inventory Management, Tools a	olems) and
Invent	ory Management – Kinds of Inventories, Objectives of Inventory Management, Tools a iques of Inventory Management. (Theory). Receivables and Payable Management.	olems) and
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60% Theory and 40% Problem



Reg	gulatio	n 2018	3	1	Ser	nester	II		To	tal Hou	irs	45
Category	Com	rse Co	de		Co	urse Na	ame		Hou	ırs / W	eek	1-21-0
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С	PB	A1820	4 (R)		HUMA MAN	N CAI		3	0	0		3
Course Ol	jectiv	e (s):	The pur	pose of	f learnin	g this c	ourse is	to:			J = 200	
1	Enab	ole the	student in certa	s to un	derstand	the HI	R Manag	gement nization	and s	ystem a	t various	levels in
2	devel	op ma	npower	resour	rces						red to sel	ect and
3	Deve	lop rel	evant sl	kills ne	cessary	for app	lication	in HR	related	d issues		
4	Enab Doma	ole the	student icept in	s to int	egrate tl to take c	ne unde orrect l	rstandin ousiness	ng of va	rious l	HR con	cepts alo	ng with the
5	Unde that c	rstand omply	the issu with H	ies and RM	process	of reci	uitment	, Select	tion, T	raining	, PA and	other factor
Course Ou	tcome	(s) (C	COs): A	t the en	nd of thi	s cours	e, learne	ers will	be abl	le to:		
CO1	Under	rstand	the basi	ic knov	vledge o	n HRM	I concer	ots.	-	-		
CO2									ıt in d	ifferent	types of	concern.
CO3	Know	the ac	lvantag	es of tr	aining p	rogram	s provid	ded by o	organi	zation a	and be in	a
CO4	Posse	ss kno	wledge	on han	dling gr	ievance	es in wo	rking e	nviron	ment.		
CO5	Able t	o diffe	erentiate	e betwe	een dom	estic an	ıd intern	ational	HRM			
СО-РО Ма	apping	ŗ.			100							
cos					Pos	Ŷ					PSC)s
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO 2
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CO3	•	-	55.30				1	1 -	*	1	1	:#:
CO4	-/					2	(4)	#	-	1	1	1
CO5				PHO:	1	,	•	÷	1	1	1	1
	100	2.5	i la	2	1.5	1.3	1	1.3	1	1	1	1.5



UNIT I INTRODUCTION Meaning and Definition of HRM - Importance of HRM, Scope of HRM - Objectives and Functions of HRM, Models of HRM, Challenges to HRM- Role of HRM - Computer Application in HRM - HR Accounting and Audit UNIT II HUMAN RESOURCE PLANNING Importance of Human Resource Planning- Forecasting Human Resource Requirement- Matching

Supply and Demand- Source of Recruitment, Selection Process - Induction, Placement- Talent Management-Employee Retention. – Socialization Benefits

UNIT III | TRAINING AND DEVELOPMENT

9

Principles of Learning, Objectives, Training Process-Types of Training Methods-Purpose-Benefits. Management Development: Meaning, Scope-Objectives - Methods. Executive Development Programmes - Benefits - Self development - Knowledge Management.

UNIT IV PERFORMANCE MANAGEMENT

9

Performance Management Cycle- Performance Appraisal Process- Methods - Factors that Distort Appraisal, Wage and Salary Administration- Principles and Techniques of Wage Fixation. Job Evaluation- Incentive Schemes-Compensation Plan — Reward - Grievance Handling- Trade Unionism and Collective Bargaining. Career Management: Career Planning and Development.

UNIT V INTERNATIONAL HRM

9

Perspective and Practices of International Human Resource Management- Competencies Required for International Managers. HR Challenges & Opportunities: Domestic & MNC Perspectives-Careers in International Business – Technology and HR-Happiness Index-Human Capital Index.

Referen	ce (s)
1.	K. Aswathappa "Human Resource Management, Text & Cases", Tata McGraw Hill, 8 th edition, 2017
2.	Biswajeet Pattanayak, "Human Resources Management", PHI Learning, Delhi, 5 th edition, (2018).
3.	Gary Dessler and Biju Varkkey "Human Resource Management", Pearson, 15th edition, 2016.
4.	Biswajeet Pattanayak, -Human Resource Managementl, New Delhi: Prentice Hall of India,4 th edition 2014.
5.	Seema Sanghi, "Human Resources Management", Vikas Publishing House, New Delhi,2 nd Edition, (2014).



Regul	ation 2018			Sem	ester II			Tot	al Houi	·s	60
								Hou	rs / We	ek	
Category	Course Co	ode		Cour	se Name			L	T	P	C
F	PMA1820	2	OPER	RATIO	NS RES	EARCI	H	3	1	0	4
Course Ob	jective (s): T	The purp	pose of	learnir	ng this co	urse is t	o:				
1	Acquire kn	owledg	e in the	basic	concepts	of opera	ations	researc	ch		
2	Understand Controls ar resources	d how to	o <mark>apply</mark> uing Th	the baseory or	sic conce n busines	pts of L s manag	inear I gemen	Prograr t activi	nming I ties witl	Problems, n least util	Inventory ization of
Course Ou	tcome (s) (C										La B
COI	workings						(4)				theoretical
CO2	Perform se programmi	ing mod	del's op	timal s	olution as	s the inp	out dat	a chan	ge	4	
	Apply the	knowle	dge of	game th	eory con	cents to	articu	ilate re	al-work	d decision	situations for
CO3	identifying	, analyz	zing and	d pract	icing strat	tegic de	cision	s to co	unter th	e conseque	ences
CO3	identifying Understand resources	, analyz d and ar	zing and nalyze i	d pract	icing strat	tegic de	cision	s to co	unter th	e conseque	ences
N-VA	identifying Understand	, analyz d and ar efficient	zing and nalyze i tly	d pract manage	icing straterial prob	tegic de lems in	cision indust	s to cor ry so tl	anter they	e conseque are able to	ences
CO4	identifying Understand resources 6 Use Queui	, analyz d and ar efficient	zing and nalyze i tly	d pract manage	icing straterial prob	tegic de lems in	cision indust	s to cor ry so tl	anter they	e conseque are able to	ences
CO4	identifying Understand resources 6 Use Queui	, analyz d and ar efficient	zing and nalyze i tly	d pract manage	icing straterial prob	tegic de lems in	cision indust	s to cor ry so tl	anter they	e conseque are able to	ences
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CO4 CO5 CO-PO M COS P CO1	identifying Understand resources of Use Queui Capping O1 PO2 2 1	e, analyzed and are efficient ng theo	zing and nalyze itly ry conce	eepts in POs PO5 2	PO6	real prol	cision indust blems	s to corry so the	nat they n indust	e conseque are able to ry PSO 1	PSOs PSO 2
CO4 CO5 CO-PO M COS P CO1 CO2	identifying Understand resources of Use Queui apping O1 PO2 1 1	e post	ry conc	POS POS 2 2	PO6	real prol	cision indust	s to corry so the arise in	rolo	PSO 1	PSOs PSO 2 2
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UNIT I	LINEAR PROGRAMMING	12
inear Pr	ogramming - Formulation of LPP - Solution by Graphical and Simplex methods (Per	nalty &
Two Pha		
DATES II	TRANSPORTATION AND ASSIGNMENT MODELS	12
Fuer an or	totion Models - Balanced and Unbalanced Cases - Initial Basic feasible solution	
NUMBER	I CM VAM Methods) - Optimal solution by modified distribution method -	
A ssignm	ent Model – Balanced and Unbalanced cases - Solution by Hungarian Method –	
Travellir	ng sales man problem.	1
VINITE VI	INVENTORY MODELS AND GAME THEORY	12
	weetala EQQ and EBQ Models (With and Without Shortages) - Quantity D	iscoun
Models	- Game theory - Game with pure and mixed strategies - Dominance Property - Gr	aphica
Method	for 2xn and mx2 - Decision tree.	
LIMIT I	SEQUENCING AND PROJECT MANAGEMENT	12
Sequenc	ing - Processing n jobs through two machines - Processing n jobs through m machine	es -
Project 1	Management - Construction of a network - Critical Path Method - PERT Analysis	
and prol	plems - Crashing of Project Network.	
TINITED S	OUTTING THEORY AND REPLACEMENT MODELS	12
0	theory. Terminologies of queuing system — Queuing Models: Queue with milling	capacit
(N. A./N. A./1) · (co/FIFO) - Queue with finite capacity (M/M/I) : (N/FIFO) - Queue with parameter	Chaime
evetem	$(M/M/C)\cdot(\infty/FIFO)$ - Queue with parallel channels and limited capacity($(M/M/C)\cdot(N/M/C)$).	FIFO)
Replace	ement models - Individual Replacement models and Group replacement models.	THE SALE OF
Refere	nce (s)	
1	Paneerselvam R (2008), 'Operations Research', 4th Edition, Prentice Hall of India.	
- 1	Hamdy A Taha (2009), 'Introduction to Operations Research', 8 th Edition, Pearson	
2	Education	
	Donald Gross & Carl M.Harris (2012), 'Fundamentals of Queuing Theory', 4th	
3	Edition Wiley India Pyt. Ltd.	
4	Sankara Iver P (2008) 'Operations Research', 2nd Edition, Tata McGraw Hill.	
	Frederick & Mark Hillier (2005), 'Introduction to Management Science - A Model	ing and
5	case studies approach with spreadsheets', 3rd Edition, Tata McGraw Hill.	
6	Kalavathy S (2004), 'Operations Research', 2nd Edition, Vikas Publishing House.	





Regu	lation	2018		S	emester	· II	-	To	otal Hou	irs	60	
								Но	urs / W	eek	1	
Category	Co	urse Co	de	Co	urse Na	ame		L	T	P	C	
С	F	PBA1820		RESEARC METHOD		Y		3	1	0	4	
Course Ol	bjecti		he pu	rpose of le	arning tl	his cour	se is to:					West.
1	Dro	vide insi	ight or	hasic of	research	method	ologies	e III	ugalen La	U - U		
2	Duo	vida pro	nor in	eighte on o	lifferent	scales a	and meas	suremen	ts			-
3	- 0				a rocour	h onnro	aches at	าด ดลเล เ	юнесио	for doc	eion mak	ing
4	Ap	nly spec	ific sta	atistical te	chnique	s using	SPSS to	draw in	terences	for deci	SIOH HIAK	ang
5	Pre	sent the	result	s of the res	search in	ı approp	riate wa	у		XX PARKE	MUR SURVI	OTHER SE
Course O	utcon	ie (s) (C	Os): A	At the end	of this c	ourse, le	earners v	will be a	ble to:		98 401	
CO1	Ava	are of th	e vari	ous eleme	nts of re	search a	ind its ap	plicatio	ns in bu	siness	سم تب	
CO2	Dal	ate the	liffere	nt measure	ement ar	id scalir	ig techni	ques		and the same	-	-
CO3	Ew	mina th	a diffe	rent meth	od of da	ta collec	ction and	sampli	ng techn	iques		-
CO4	Ass	sess the (data th	rough hyp	othesis	formula	tion and	statistic	ai tecnn	iques		
CO5			fectiv	e research	report		11 /11	W.	Land Street	-	7 2 m	TEXASE !
CO-PO M	Iappi	ng						7			PSO	c
					Pos	3				- 177	130	3 T
cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO 2
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CO2	1	1	2	1	2	1	1	1	1	1	3	2
CO3	1	1	3	2	3	2	-1-1	1	2	1	3	2
CO4	1	1	2	2	2	2	1	1	1	1	3	2
CO5	1	1	2	1	2	1	1	1	1	1	3	2
CO (Avg)	1	großig.	2.4	1.4	2.4	1.4	1		1.4	1	3	2.2

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2: Moderate (Medium



INTRODUCTION UNIT I Business Research - Definition and Significance - The Research Process - Types of Research -Exploratory and Causal Research - Theoretical and Empirical Research - Cross - Sectional and Time - Series Research - Research Questions / Problems - Research Objectives - Research Hypotheses - Characteristics - Research in an Evolutionary Perspective - The Role of Theory in Research 12 RESEARCH DESIGN AND MEASUREMENT UNIT II Research Design - Definition - Types of Research Design - Exploratory and Causal Research Design - Descriptive and Experimental Design - Different Types of Experimental Design - Validity of Findings - Internal and External Validity - Variables in Research - Measurement and Scaling -Different Scales - Construction of Instrument - Validity and Reliability of Instrument 12 UNIT III DATA COLLECTION Types of Data - Primary vs Secondary Data - Methods of Primary Data Collection - Survey vs Observation - Experiments - Construction of Questionnaire and Instrument - Validation of Questionnaire - Sampling Plan - Sample Size - Determinants Optimal Sample Size - Sampling Techniques - Probability vs Non-Probability Sampling Methods DATA PREPARATION AND ANALYSIS Data Preparation - Editing - Coding - Data Entry - Validity of Data - Qualitative vs Quantitative Data Analyses - Bivariate and Multivariate Statistical Techniques - Factor Analysis - Discriminant Analysis - Cluster Analysis - Multiple Regression and Correlation - Multidimensional Scaling -Conjoint Analysis - Application of Statistical Software for Data Analysis. Non -Parametric Test: Comparisons between Mean and Variance. REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH UNIT V Research Report - Different Types - Contents of Report - Need of Executive Summary -Chapterization - Contents of Chapter - Report Writing - The Role of Audience - Readability -Comprehension - Tone - Final Proof - Report Format - Title of the Report - Ethics in Research -Ethical Behaviour of Research - Subjectivity and Objectivity in Research. Text Book (s) Uma Sekaran and Roger Bougie, Research methods for Business, 5th Edition, Wiley India, New Delhi, 2012. Reference (s) Donald R. Cooper, Pamela S, Schindler and J K Sharma, Business Research methods, 11th Edition, Tata Mc Graw Hill, New Delhi, 2012. Alan Bryman and Emma Bell, Business Research methods, 3rd Edition, Oxford University 2. Press, New Delhi, 2011. William G Zikmund, Barry J Babin, Jon C.Carr, Atanu Adhikari, Mitch Griffin, Business 3. Research methods, A South Asian Perspective, 8th Edition, Cengage Learning, New



Delhi, 2012.



R	egulat	ion 2018			Semeste			45				
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Catego	bry	Course C	oue		ourse iv	anic		L	T	P	C	
C		PBA1820		INTERN. BUSINES			ENT	3	0	0	3	T L
Course	Obje	ctive (s):	The pur	pose of le	arning t	his cours	se is to:					
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Course	Oute	ome (s) (C	COs): A	at the end	of this c	ourse, le	arners w	ill be ab	le to:			
COI		understand	d the ba	sic conce	pts of in	ternation	nal busin	ess and g	globaliza	ation.		
CO2	2	know abou	ut inter	national ti	ade thec	ries and	regional	l trade bl	ocks.			
CO3	3 1	acquire kn	iowledg	ge on orga	nization	al struct	ure and f	functions	of GA	ΓT and W	TO.	
CO	1	analyze th	e factor	rs that cor	tribute f	or grow	th of MN	IC's and	export	import pr	ocedures	5.
COS		acquire kn	owl e dg	ge on cont	rolling r	nechanis	sms	111		100		
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CO5	-2-	3	1.5		•		-		1	1	1	1
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1	: Sligh	nt (Low)		2: N	loderate	(Medi	im)		3: Subs	tantial (I	High)	



UNIT I	INTRODUCTION	9
Decisions	Forms of International Business – International Orientations — International Busin – Problems in International Business – Globalization-Meaning-Drivers and Restrain ion-Advantages of Globalization	ess ers of
UNIT II	INTERNATIONAL BUSINESS ENVIRONMENT	9
Internation Advantage	Environment- Social / Cultural Environment- Political — Technological Environment trade theories — Mercantilism Theory — Theory of Absolute Advantage & Compact — Heckscher — Ohlin Theory — The Product Life Cycle Theory — National Competite Theory (Porter's Diamond Model). Regional Trade Blocks-Types — Advantages and the second se	arative tive
UNIT III	WTO and GATT	9
Organizati	of Global Business- The Role of GATT/WTO – The Uruguay Round Package – onal Structure of WTO – WTO and Anti – Dumping Measures – WTO – The Third bal Business- Ministerial Conferences of the WTO – India and the WTO.	Pillar
UNIT IV	MULTI NATIONAL CORPORATIONS	9
Definitions Disadvanta	s and Concepts – Factors that Contribute for Growth of MNCs – Advantages and ages of MNC's —Export Procedures-Import Procedures— MNCs in India.	HXX
UNIT V	CONTROLLING AND EVALUATION OF INTERNATIONAL BUSINESS	9
Control for Mechanism	MNCs – Performance Indicators – Organization Structure and Relationships – Conns.	trol
Reference	(s)	10
1.	K.Aswathappa, -International Business, Second Edition – Tata McGraw Publishing – 2013.	Hill
2.	P.Subba Rao, -International Business Text and Cases – Himalaya Publishing Hous Revised Edition 2013.	e –
3.	Francis Cherunilam – International Business Text and Cases – Prentice Hall Publi – Revised Edition 2014	shing
4.	John D. Daniels and Lee H. Radebaugh, International Business, Pearson Education Asia, New Delhi, 2000.	1





R	Regulat	ion 2018	119		Semest	er II		T	otal Ho	ours	30)		
Categ	orv	Course (ode.		Course	Nama		Н	ours / V	Veek				
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Course	e Obje	ctive (s):	Γhe pu	rpose of l	earning	this cour	se is to:							
1		Learn bas research	sics of	MS-Wor	d, MS-E	xcel, MS	-Power	Point to	enable	to apply	in busine	SS		
2	i mai	Know according practical	knowl	edge of S	PSS anal	ysis tool	ls	inancia	l activit	ies of bu	siness Ga	in		
3		Know ho	w to m	nanage the	data in	SPSS so	ftware							
4		Get more									-61 mil 15	-1,13		
5		Know about situations		ut the applications which are using for official meetings durin							the emer	ging		
Course	Outco	ome (s) (C	COs):	At the end	l of this	course, l	earners	will be	able to:		7 9 5			
СО	1	Apply the	e fund	amentals	of MS O	ffice Pac	kages.							
CO				essence o				1 1			W-27	THE		
CO:			and the elements of SPSS packages in business research. nowledge about analysis data by using SPSS package.											
CO								SS pack	age.		المحال	- 1		
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CU-PC	Map	ping						a veri			Dog of			
000					Po	S				PSOs				
COS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO		
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CO3	•		u(+)r	jill-mi	2	J 12	glu b/g	2		-	-	2		
CO4	-	-		-	-1	2	-	-	-		1	2		
CO5	-:	3					-	•	1	1	1	2		
CO (Avg)	16	2.6	1	2	1.6	1.3	1	2	1	1	1.2	2		
	107	t (Low)			Modera					Substanti	L			

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UNIT I	MS OFFICE 7
MS Word	
	oply and Edit Styles- Insert Comments, Footnote- Endnote & Bookmarks- Merge
	s- Mail Merge, and Labels.
	rPoint Presentation
	sign Template-Slide Transitions- Custom Animation- Hyperlink- Speaker Notes- Print
	and Screen Navigation Tools- Movie Maker.
MS Excel	The state of the s
	g Techniques: Conditional Formatting, Naming Ranges and Cells & Auto-Filter and
	Data Filtering.
UNIT II	TALLY 7
Creating C	company- Masters-Ledgers- Vouchers- Recording Transaction- Report Generation. Basic
of ERP and	
UNIT III	SPSS (STATISTICAL PACKAGE FOR SOCIAL SCIENCES) 7
	Exploring Data- Creating and Editing a Data File. Listing Cases, Replacing Missi
	omputing New Variables, Recording Variables, Exploring Data, Selecting Cases, Sorti.
	rging Files.
UNIT IV	TOOLS FOR ANALYSIS 7
	Descriptive Statistics - Tools for Parametric and Non Parametric Tests, Graphs: Creating
	g Graphs and Charts Frequencies: Frequencies, Bar Charts, Histograms, Percentiles.
	ulation and Chi-Square Analysis. The MEANS Procedure. Bivariate Correlation,
Regression	
UNIT V	ONLINE MEETING APPLICATION 7
Online Mo	eeting Application Tools: Google Hangouts - Microsoft Team - Zoom Meeting -
GoToMeet	ing - Cisco WebEx - Skype
Reference	(s)
1.	Joyce Cox, -The 2007 Microsoft Office System Step by Stepl, Microsoft Press, 2007.
2.	Curtis D. Frye, Microsoft Office Excel 2007 Step by Step, Microsoft Press, 2007.
3.	Frederick S Hiller and Mark S Hiller, -Introduction to Management Sciencel, New
	Delhi: Tata Mc Graw Hill, 2008.
4.	Kogent Learning Solutions Inc., -TALLY.ERP 9 in Simple Stepsl, New Delhi: Wiley,
	2012.
5,	Carver and Nash, -Data Analysis with SPSS Version 17l, New Delhi: Cengage
	Learning, 2011.



Re	gulat	ion 2018			Semeste	er III			Total I	Hours	60	0			
Catego	ory	Course C	ode	(Course 1	Name			Hours / Veek		C				
								L	T	P					
С		PBA1830 (R)		STRATE MANAG		Т		4	0	0		1771			
Course	Objec	ctive (s): T	he pu	rpose of le	earning	this cou	rse is to								
1	τ	Understand	l the v	arious stra	ategies 1	used by	various	indust	ries acr	oss the	globe.	of our			
2		Discuss im					ique id	eas thre	ough a	nalyzing	y various 1	past and			
3	1	Specify the to manage	busin	ess and no	n-busin	ess orga	nizatio	ns.		V					
4	1	Adopt a fu the analysi	s and	implemen	tation o	f strateg	ic mana	agemer	it in str	ategic B					
5	I	Provides insights into various corporate and business level strategies.													
Course	Outco	ome (s) (C	Os): /	At the end	of this	course, l	learners	will be	e able t	ю;					
CO1 Understand the				trategic m	anagen	nent prod	ess and	l devel	oping s	trategic	vision, m	ission			
CO2		Know the methodology of industry environmental scanning.													
CO3				ferent types of strategies and its applications.											
CO4				design and establishing strategic control system. Sent strategies and its trends, managing technology and innovation.											
CO5			e recei	nt strategi	es and i	ts trends	, manag	ging tec	chnolog	gy and in	movation.				
CO-PO	Map	ping				I STATE	NEW-			Anna Carlo					
61.9			die		Pos	,					PSO	S			
cos	PO1	PO2	РО3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO 2			
CO1		2	1	2	1	1	1	2	1.	1	1	2			
CO2	-	3			2	115		2	1	1	2	2			
соз	•	-	•		•		1	2	•						
CO4	•	•	•	•		2	•	-			1	1			
CO5	•		·				-	-	1	4001 -013001	10,	1			
CO (Avg)	-	2.5	1	2	1.5	1.3	1	2	1	1	1.2	1.5			
		The second									-0.1				

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2: Moderate (Medium)



	NIT I	CONCEPTUAL FRAMEWORK OF STRATEGIC MANAGEMENT	12
	rategy, l dented a esponsib	Strategic Management Process-Developing a Strategic Vision, Mission, Setting Objected Emergent Strategies-Stakeholders Role in Business - Corporate Covernment	
	NIT II	INDUSTRY ENVIRONMENTAL SCANNING	12
A	oiding	Environmental Factor Analysis-Porter's Five Forces Model-Generic Building Blocks ve Analysis-IFE Matrix, SWOT Matrix-Competitive Changes During Industry Life Failures and Sustaining Competitive Advantage- VRIO Framework- Structure-Condice Model- Real Time Failure Business Case Analysis	a 1
UN	III TIV	TYPES OF STRATEGIES	12
-Ve	nctional ertical	Level Strategy-Business Level Strategy-Building Competitive Advantage th Level Strategies-BCG Matrix-ETOP Analysis-GE 9 Cell Matrix- Disruptive Strategies Integration-Diversification and Strategic Alliances- Merger and Acquisition-Balance Score Card- McKinsey's 7S Framework.	gies
100	IT IV	STRATEGIC IMPLEMENTATION AND EVALUATION	12
Out	alegie C	Organizational Structure-Strategy Implementation Process-Designing and Establish ontrol System-Responsibility Centres -Strategic Change-Strategic Leadership.	ing
UN	ITV	RECENT TRENDS g Strategy-Blue Ocean Strategy-Defensive Strategies-Website Strategies-Managing	12
Dus	t Books		
1.	Hill, S Edition	Schilling, Jones, Strategic Management: An Integrated Approach- Theory & Caseson, Cengage.	13 th
2.	Fred.I Hall I	R.David (2011), -Strategic Managementl -Concepts and Casesl, 13 th Edition, Prent ndia.	
3.	oney.	s L. Wheelmen and J. David Hunger, "Concepts in Strategic Management and Busin Toward	ness
4.	Globa	Sustainability", (14th ed.), Pearson Education, 2016.	
	2016	e Management The Indian Context, 5th Edition, R.Srinivasan, PHI Learning Pvt Li	td.
Refe	erence (s)	
1.	MICOIS	Pearce, Richard Robinson, Amita Mital, "Strategic Management", (12th ed.), Tata	
2.	11411, 2		GEI
3.	2000.	A Pitts and David Lei Thomson, Strategic Management, South Western Publishers:	
4.	11111, 20		
5.	Busine Publica	ss Policy and Strategic Management-M.Jayarathnam-3 rd Edition-Hima	laya
		160/1	

Regu	llati	on 2018		ELECT MARKI				Tot	al Hou	ırs	45	
Catagora		Course			Course	Nome		н	ours /	Week		
Category		Course Code			Course	Name		L	Т	P	C	
E		PBA18		CUSTO RELAT MANA	TONSE			3	0	0	3	
Course O	bje	ctive (s)	: The j	ourpose o	of learni	ng this o	course i	s to:				
1	I	earn Cu	stome	r Relatio	nship M	Ianagem	ent con	cepts, t	echniq	ues and	strategies	100
2			nd hov	v to build	d strong	relation	ship wi	th custo	omers	and learn	n how to r	etain th
3	7	ame. To exami Managen	ine and	d explore today's	the role	e and im	portanc g busin	e of Cu	istome ironme	r Relatio	onship	
4	F	ocus on	how (Customer	Relation	onship N	1anager	nent ca	an be u	tilized b	y organiza	ations
				ectivenes				Mouleo	ting at	rotogy		18
5				elements				THE STATE OF THE S				
Course O												180
CO1		levelop (CRM:							1811		136
CO2	(Gain kno	wledg	e on met	hods of	selectin	g profit	able cu	stome	segmer	its.	
CO3 CO4				w to acquestrategy								
CO5	-	Gain kno	wledg	ge on bas	ic conce	epts of d	ata war	ehousir	ng, data	n mining	and other	
CO-PO N			tware	package			1119	1				
		16			Pos		- N	Live			PSO	S
cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO 2
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CO2	-	3			2	Hu	8	1	(1,	1	2	2
СОЗ	H		-				1	1 1	147		und .r	
CO4	-					2	11-4-11				1	1
CO5	-	**	-				-	-	1	1	1	1
CO (Avg)		2.5	1	2	1.5	1.3	1	1.3	1	1	1.5	1.5

2: Moderate (Medium)



UNIT I		9
Definition Relations Stakehold	ns - Concepts and Context of Relationship Management – Evolution - Transactional hip Approach – CRM as a Strategic Marketing Tool – CRM Significance to the lers.	Vs
UNIT II		9
Analysis-	Information Database – Customer Profile Analysis - Customer Perception, Expectate Customer Behavior in Relationship Perspectives - Individual and Group Customer's Life Time Value – Selection of Profitable Customer Segments.	ions
UNIT II	MANAGING CUSTOMER RELATIONSHIPS	9
Managing Customer CRM Ma		g with
UNIT IV		9
Big Data	re Automation-Marketing Automation-Service Automation - Call Center Management Analysis- Management of Big Data - Sales force.com-Lead Generations Strategy,	1t-
UNIT V		9
Mining for	olutions – Data Warehousing – Design Considerations, Approaches, Architecture- Dor CRM – Techniques, Tools & Platform, Data Mining Best Practices- Click Stream Introduction to CRM Software Packages- Siebel, Oracle, People soft, My SAPC	ım
1 Butt	le, F. (2014), Customer Relationship Management (Concept and Tools), Elsevier erworth- Heinemann, Oxford, UK.	
2 Custo	omer Relationship Management, Concept, Strategy and Tools ,3 rd Edition, mar & Werner Reinartz,Springer Texts in Business and Economics,2018.	·
Reference		
	nainesh, Jagdish, N.Sheth, Customer Relationships Management- Strategic pective, Mac millan, 2013.	
2. H.Pe	eeru Mohamed and A.Sahadevan, Customer Relations Management, Vikas Publishin 4.	g,
3. Fran	cis Buttle, Customer Relationship Management: Concepts & Tools, Elsevier, 2012.	
	nund. Customer Relationship Management, Wiley, 2012.	
5. Anil	Maheswari, Data Analytics, Mc Graw Hill Education (India) Private Limited, 2014.	
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	Regul	ation 2018		ELECT MARKE				То	tal Ho	ours	4	5
Categ	gory	Course (Code		Course I	Name		Hours / Week			C	
				DICITAL	LAND	COCIA	A China and	L	T	P		
E	na r	PBA183		DIGITAI MEDIA				3	0	0	3	
Cours	e Obj	ective (s):	The pur	pose of le	arning t	his cou	rse is to:		N avia			
1		Familiariz	e e the	students o	n digita	l marke	ting con	cepts.	- X		MODELL CO.	
2		Equip the										
3		Enable the							eting i	initiative	s.	Y.Y
4		Know the										
5		Study how		United Street Street		č na					ured.	
Course	e Out	come (s) (C	COs): A	at the end	of this c	course, l	earners	will be a	able to			
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CO		Develop the										
CO	-	Apply the					mobiles a	and vari	ous di	splays		
CO		Evaluate t							1144		101 /	
CO		Apply the	social 1	media mai	rketing s	strategi	es in bus	iness or	ganiza	ition	N N	1172
CO-PC) Maj	pping			1 - E - 1 - E		No.		Mr GAN	Ball Serv		
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CO2	2	2	1	2		1	2		3		3	3
соз	2	2		2		1	3		3	1 1	3	3
CO4	3	2	3	2		3	3	2	2	3	3	3
CO5	2	2	1	2	*	1	3		3	1,	3	3
CO (Avg)	2.2	2	1.4	2	38.	1.4	2.6	2	2.6	1.4	3	3

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2: Moderate (Medium)



UNIT I	INTRODUCTION TO DIGITAL MARKETING	0
Concepts	Key Elements, Social Media Networking Sites, Characteristics & Implications of D	9
Marketin	g. Search Engine Optimization: Concepts, Benefits of SEO, Search Behaviour,)igital
Optimiza	tion Process, Analysis and Review	
UNIT II		0
Concepts	Advantages & Di-1	9
	Advantages & Disadvantages of Digital Display, Ad For Planning and Budget, Campaign Tracking and Optimization Ecommerce: Portals a	ormats
Commun	ities – Tie ups	and
UNIT III		9
Mobile N	larketing: Concepts, SMS content, SMS Strategy Mobile App. Mobile Advertising	
Email M.	rketing: Data Email Marketing Process, Design and Content, Delivery and Discovery	erv/
UNITIV	DIGITAL ANALYTICS	0
Dashboar	ds, Bounce Rate, Site Speed, Site Search, Conversions, Real Time Reporting, Intellig	Tence
Reporting	, Customized Reporting	gence
UNIT V	TRENDS IN SOCIAL MARKETING	9
Future of	Social Marketing - Setting Priorities in Social Marketing - Repositioning Strategies-	
Future of	Public Sector – NGO – Private Sector Social Marketing. Social Media Marketing -	
Importanc	e - Big Brands & Small Business - Social Media Tools - Marketing with Social Network	
Sites, Blo	gging, Micro Blogging, Podcasting with Podomatic	vork
Text Bool		
	Ian Dodson, The Art of Digital Marketing: The Definitive Guide to CreatingStrate	
1.	Targeted, and Measurable Online Campaigns, New Jerssey, John Wiley & Sons, 2	gic,
2.	Alan R. Andreasen, Social Marketing in the 21st Century, Sage Publication, 2012	010
Reference		
1.	Bell David R The Surprising Influence of the Pool World on House C. 1 of	
	Bell, David R., The Surprising Influence of the Real World on How we Search, Sl and Sell in the Virtual One, Boston, New Harvest, 2014	nop,
	and Sell in the Virtual One, Boston, New Harvest, 2014	
2.	and Sell in the Virtual One, Boston, New Harvest, 2014 Kaufman, Ira and Chris Horton, Digital Marketing: Integrating Strategy and Taction	
	Kaufman, Ira and Chris Horton, Digital Marketing: Integrating Strategy and Tactic with Values, New York, Routledge, 2014	es
3.	and Sell in the Virtual One, Boston, New Harvest, 2014 Kaufman, Ira and Chris Horton, Digital Marketing: Integrating Strategy and Taction	es



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Reg	gulat	tion 2018		ELECTI MARKE				Tot	al Hou	irs		15
Categor	v	Course C	ode	(Course N	Vame		Но	urs / V	Veek		
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E	A S	PBA183	M10	DISTRIB MANAG			- 12 - 12 - 12	3	0	0		3
Course C)bje	ctive (s):	The pu	rpose of le	earning t	his cour	se is to:			9-6-4		
1100				students v	vith the	concept	s which	h are l	nelpful	in dev	eloping	a sounc
-1		listributio	_	•					Y		1	
2				Students in							inneis.	34,11
3				ng a suppl					petitive	€.		
4				atest scena								177
- 5	- 1 of 5 mg	Contract of the Contract of th	711111111111	rategies ad	J.C. Williams	THE RESERVE TO SERVE THE PARTY OF THE PARTY			STATE OF THE PARTY OF		MEUS. 2711	THE REAL PROPERTY.
Course C				At the end								
CO1				ire of Disti								
CO2		Recognize	linka	ge betweer	Channe	el Design	n and C	hannel	Object	ives.	ne.	
CO3]	Identify th	e relat	ionship be	tween cl	hannel se	election	and co	ntrol.			In and
CO4				role of log					1104	7-30		
CO5		Acquainte	d with	the impac	t of supp	oly chair	manag	ement	in char	nel stra	itegies.	
CO-PO I	Map	ping			1 - 5 3				Reflex			
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cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO 2
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CO2	3	2	2	2	2	-6		2	2	1.1		1
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CO4	3	2	2	2	2	Takin	, ₩8	2	2	1		i
CO5	2	2	2	2	2	1	1.4	2	2	1		
CO (Avg)	2.60	2.00	2.00	2.00	2.00	1.	-	2.00	2.00	1.00	-	1.00

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2: Moderate (Medium)

3: Substantial (High)



	IIT I DISTRIBUTION MANAGEMENT	9
Introd	luction need and scope of distribution management, levels of channels, and institution	is for
chann	nels- Retailing, Wholesaling, Designing Channel Systems, and Channel Management. Ph	ysical
	bution- Participants and Environment of Physical Distribution Channel Strategies, Desi	gn &
	es- Warehousing and Inventory Decisions.	0
	IT II CHANNEL DESIGN & MEMBERS	9
Steps	in Channel Design, Selection of Appropriate Channel, Channel Motivation. Marketing Channel Channel Motivation.	annel,
Funct	ion of Marketing Channel, Objective of Marketing Intermediaries Channel, Type	es of
Intern	nediaries, and Contemporary Channel Scenario in India. Deciding the Number and Location	ons or
	nel Members- Selection & Appointment of Dealers- Franchising-Telemarketing, e-market	ing &
Teles	hopping.	9
UNI	IT III DISTRIBUTION PLANNING AND CONTROL	
	ction and Motivation of Intermediaries, Channel Dynamics - Vertical Marketing Systems	and
	zontal Marketing Systems, Multichannel Marketing Systems, Channel Conflict	and
	agement, Evaluation and Control.	
	IT IV PHYSICAL DISTRIBUTION AND LOGISTICS	9
Issue	es in Physical Distribution, Distribution Channels for FMCG and Industrial Products,	Sales
	ning for Industrial Distributors, Logistics Integration for Customer Satisfaction, Integration	on of
	s and Distribution Strategy.	
UN	IT V SUPPLY CHAIN MANAGEMENT	9
Suppl	ly Chain Designs and Synchronization, Supply Chain Relationships and Supply Chain Strat	egies,
Suppl	ly Chain Performance Measurements, Service Supply Chains, Retail Logistics and Re	everse
Logis	tics. Smart practices in SCM: 21st century Supply Chains.	
Text	t Books (s)	
1,	Sales and Distribution Management, Krishna K Havaldhar and Vasant M Cavale Tata Mo Hill.	egraw
2.	Sales and Distribution Management, An Indian Perspective, Pingali Venugopal, Sage Publications.	
Refe	erence(s)	T. C.
1,	Basics of Distribution Management A Logistical Approach, Sathish K Kapoor & Purvak PHI Learning.	ansal,
2.	Logistics & Supply Chain Management 5 th Edition, Martin Christopher, FT Publications.	
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Re	egulat	ion 2018		ELECTI MARKET				Tot	al Hou	rs		45
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E	LUST	PBA183		DVERT PROMO		AND SA	LES	3	0	0	L IA III	3
Course		etive (s):										
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2	(rganize a	and <mark>man</mark>	age effec	tive adv	ertising :	and Sal	es Pron	notion	activitie	es.	
3	I	ntroduces esigning	studen of effec	ts about tive Prom	the esse notional	ential co Strategy	ncepts	and te	chniqu	es for	the devel	opment a
4	I	amiliariz	e the stu	idents abo	out the v	arious S	ales Pro	motion	nal Toc	ols.	C. UT.	
5		Cnow hov										
Course	Outce	me (s) (0	COs): A	t the end	of this c	ourse, le	arners	will be	able to			
CO1	Ţ	Jnderstan	d the co	nceptual	framewo	ork of A	dvertisi	ng and	its imp	lication	ıs.	Thirt.
CO2	1	Recognize	the Ad	vertiseme	ent Medi	a Planni	ng and	its imp	act.			
CO3	I	dentify th	e differ	ent types	of Adve	rtisemer	it as a P	romoti	onal T	ool.		
CO4		Evaluate t	he role	of Advert	ising Ag	ency in	Market	ing Mi	X	(A) (A) (A)	1 81	DELCAS -
CO5		Cnow the	various	tools and	techniq	ues usec	l in sale	s prom	otion.	57 50		LIFE STATE OF THE
CO-PO	Map	ping				- Fill . :						38.1
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cos	POI	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO 2
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Concept and Definition of Advertisement - Importance - Objectives - Communication Mix Advertising and Publicity - Classification of Advertising - Social and Economic Implications of Advertisements - Setting Advertisement Objectives-Benefits of Advertising, DAGMAR Approach-Recent Trends and Relevant Case Studies in Advertising. UNIT II MEDIA PLANNING AND STRATEGY 9 Advertising planning - Media plan - Type and choice criteria - Reach and frequency of advertisements - Cost of advertisements - related to sales - Media strategy and scheduling. Design and execution of advertisements - Message development- case studies. UNIT III ADVERTISEMENT TYPES 9 Different types of advertisements - Layout - Design appeal - Copy structure - Advertisement production - Print - Radio. T.V. and Web advertisements - Media Research - Testing validity and Reliability of ads - Measuring impact of advertisements - Case Studies. UNIT IV COPY DECISION AND ADVERTISING AGENCY 9 Advertising Copy - elements of a copy - essentials of a good copy- objectives of copy - Advertising agency - The Ad Agency's Role - Types of Ad Agencies- Evaluating Agencies- Structure and Role of a full fledge service Ad agency-Case Studies. UNIT V SALES PROMOTION 9 Scope and role of sale promotion - Definition - Objectives of sales promotion - sales promotion techniques - Trade oriented and consumer oriented Sales promotion - Requirement identification - Designing of sales promotion campaign - Involvement of salesmen and dealers - Out sourcing sales Promotion - National and international promotion strategies-Case Studies. Text Books (s) 1. S.A.Chunawalla and K.C.Sethia, Foundations of Advertising Theory and Practice, Himalaya Publishing House, New Delhi. George E Belch and Michel A Belch, Advertising & Promotion, Tata McGraw Hill, New Delhi. Parameswaran, Brand Building Advertising: Concepts and Cases, Tata Mc Graw Hill, New Delhi. Parameswaran, Brand Building Advertising: Oncepts and Cases, Tata Mc Graw Hill, New Marketing Communications, CENGAGE Learning			0
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Reg	gulation 2018	E	LECTI	VE – FII	NANCE		Tota	l Hour	s	45	
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Course (Objective (s): The	e purp	ose of le	arning t	his cours	e is to:					
1	Providing req	ustom	er relatio	ons.					15 49		
2	Provide basic day banking of	perati	ons.						ALC: N		day to
3	Gain Knowle Inclusion.							100	ents of fi	nancial	
4	Acquire Know	wledge	e about	Recent t	rends in	Banking	g Techno	logy	er Imi		15
5	Know about o	liffere	nt Servi	ces prov	ided in t	ne Bank	ing Indu	stry			UZE
Course (Outcome (s) (CO	s): At	the end	of this c	ourse, le	arners v	ill be ab	le to:			
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CO2	Understand the	he KY	C Guide	lines an	d Duties	and Res	sponsibil	ities of	Bankers	3.1.	
CO3	Know the Di										lucata
CO4	Identify the E Understand the							ig Servi	ces for B	ank Proc	lucts
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UNI		INDIAN FINANCIAL SYSTEM	9
Regu	tet Stru Ilatory	stem – Recent Development in Banking System – New Age Marketing and its Type acture and Financial Innovation, RBI Major Functions, Role and Functions of Banks Provisions / Enactments Governing Banks - Whole Sale Banking - Retail Banking -	es.
meri	nationa	Il Banking, Insurance Companies, Banc assurance.	
UNI	ГII	FUNCTIONS OF BANK	9
Set O Respo	off - Ga onsibil rsemen	Accounts for Various Types of Customers –Banker Customer Relations, Different Deposit Products - Mandate and Power of Attorney, Banker's Lien, Rigarnishee Order, Attachment Order etc Payment of Collection of Cheque - Duties a lities of Paying and Collecting Banker - Protection Available to them under NI Act - tts, Forged Instruments - Bouncing of Cheques and their Implications	ght of
UNIT		DOCUMENTS AND PROCEDURES	9
Lendi	rent Mo ing - Ta	pes of Documents - Documentation Procedure, Stamping of Documents - Securities odes of Charging - Types of Collaterals and their Characteristics - Priority Sector argets, Issues, Problems - Financial Inclusion	S -
UNIT		BANKING TECHNOLOGY Core Banking - Electronic products - Electronic Payment System - Online Bank	9
Audit		oal developments in Banking Technology - Computer Audit - Information System SUPPORT SERVICES	9
Factor Tele N	eting of	f Banking Services Products - Marketing Management - Marketing of Services - Cycle, New Product Development - Diversification - Pricing of Bank Products -	
Kerer	Marketi	encing - Direct and Indirect Channels of Bank Products-Selling Function in a Banking / Mobile Phone Banking.	
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1	127 128	To provi	ide an u	inderstand	ling of v	arious fi	nancial s	ervices				
2		To unde	rstand i	egulatory	framew	ork gove	erning th	e financi	al mark	et	11.0	
3		Expose t	he proc	edures in	volved i	n handli	ng financ	cial servi	ces	u 17	de gols	
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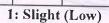
UNIT I	INDIAN FINANCIAL SYSTEM	9
Functions Intermedia	s of the Financial System – Financial Concepts– Financial Assets – Financial aries – Financial Markets Classification – Financial Rates of Return – Financial	
Instrumer	nts – Development of Financial System in India – Legislative Support – Weakness of	C
Indian Fin	nancial System	İ
UNIT II	NEW ISSUE MARKET	9
Meaning	and Advantages- New Issue Market and Stock Exchange - Functions - General	, ,
Guideline	s for New Issue – Methods of Floating – Players – Recent Trends	
Secondar	y Market: Stock Exchanges – Listing of Securities – Registration of Stock Brokers	
Method o	I Trading in Stock Exchange – Defects of Capital Market – Recent Developments	
UNIT III	MERCHANT BANKING & MUTUAL FUND	9
	t Banking	
-Problem	, Origin of Merchant Banking – Merchant Banking in India - Services of Merchant l s and Scope of Merchant Banking in India.	Banks
Mutual fu		
Mutual Fu	and - Meaning, Types, Functions, Advantages, Private and Public Sector Mutual Fun	ıds.
Growth of	Mutual Funds in India.	
	LEASING & HIRE PURCHASE	9
of Lease A Hire Purch	of Leasing, Types, History and Development of Lease Finance – Legal Aspects – Congreement – Structure of Leasing Industry, Problem and Prospects of Leasin	rv
UNIT V	Other Fund Based Services	9
Mechanisr	Credit –Credit Cards-Real Estate Financing-Bill Discounting - Credit Rating - n, Role of CRISIL. Forfeiting: Definition – Types, of forfeiting- Benefits-Drawback Vs forfeiting.	s.
Reference	(s)	
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2.	Vasant Desai, the Indian Financial System, Himalaya Publishing House, 5th Editio 2017	
3.	Jeff Madura, 2001 Financial Markets and Institutions, 12th Ed., South-Western Co Publishing.	
4.	Varshney P.N., and D.K. Mittal, 2000 Indian Financial System, Sultan Chand & S 2 nd Edition	ons,
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	Regul	ation 2018		ELECT	IVE – F	INANC	E	To	tal Hou	ırs	4	15
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2		acquire the	knov	wledge of	various	insuran	e and ri	sk factor	rs.			****
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СО	4	able to gain p	oract	ical knov	vledge h	ow to ha	ndle risk	(5 10
CO	5	develop prac	tical	skills thr	ough pro	ofessiona	al develo	pment s	eminars	, internsh	ips, and	or a
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UNITI	INSURANCE IN INDIA	9
Principles	s and Practices of Insurance-Nature of Insurance Contracts – History and Evolution	n of
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-And Ove	erview- Privatization of Insurance – Public and Private Insurance - Recent	sti y
Developn	nent in Insurance sector.	
UNIT II	LIFE AND HEALTH INSURANCE	9
Life insur	ance- Nature- Classification of Policies - Annuities, Surrender Value-Calculation of	£
Premium-	Health Insurance - Product Design - Mediclaim Policies in Public and Private Sec	2404
insurance	Life Insurance Product - Assignment and Nomination - Re- Insurance - Nature on	d
Types of l	Re- insurance.	u
	GENERAL INSURANCE	9
General I	nsurance - Liability Insurance - Prospectus of Liability Insurance- Fire Insurance	,
V:	January Historian Carrier Institution	surance
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1	127 128	To provi	ide an u	inderstand	ling of v	arious fi	nancial s	ervices				
2		To unde	rstand i	egulatory	framew	ork gove	erning th	e financi	al mark	et	11.0	
3		Expose t	he proc	edures in	volved i	n handli	ng financ	cial servi	ces	u 17	10 4015	
Course	e Out	come (s) (COs):	At the end	of this	course, l	earners v	vill be al	ole to:			
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CO	2	identify t	he tradi	ng system	in the s	tock Exe	changes	su unicii	S.		100	
CO.		services d	lone in	Indian fin	ancial S	vstem	Beb.					
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CO-PC) Map	ping			T L S							100
h = 1					P	'os	6.44	total is o	vel a	urgalii -	PS	SOs
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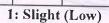


UNIT I		9
Functions	s of the Financial System – Financial Concepts– Financial Assets – Financial	
Intermedi	aries — Financial Markets Classification — Financial Rates of Return — Financial	
Instrumer	nts – Development of Financial System in India – Legislative Support – Weakness of	
indian Fil	nancial System	
UNIT II		9
Meaning	and Advantages- New Issue Market and Stock Exchange - Functions - General	
Guiaeiine	s for New Issue – Methods of Floating – Players – Recent Trends	
Secondar	y Market: Stock Exchanges – Listing of Securities – Registration of Stock Brokers	
Memod o	Trading in Stock Exchange – Defects of Capital Market – Recent Developments	
UNIT III	MERCHANT BANKING & MUTUAL FUND	9
	t Banking	
Definition	, Origin of Merchant Banking - Merchant Banking in India - Services of Merchant E	Ranks
–Problem:	s and Scope of Merchant Banking in India.	Juliks
Mutual fu	and	
Mutual Fu	and - Meaning, Types, Functions, Advantages, Private and Public Sector Mutual Func	ds.
Growth of	Mutual Funds in India.	,
	LEASING & HIRE PURCHASE	9
		9 ntents
Meaning o	of Leasing, Types, History and Development of Lease Finance – Legal Aspects – Con	ntent
Meaning of Lease A	of Leasing, Types, History and Development of Lease Finance – Legal Aspects – Conagreement – Structure of Leasing Industry, Problem and Prospects of Leasing Industry	ntent
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	Regul	ation 2018		ELECT	IVE – F	INANC	E	To	tal Hou	ırs	4	15		
Cate	gory	Course Co	ode		Course	Name		Hours / Week		eek				
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F		PBA183F6		INSURA MANA(EMEN	T		3	0	0	3			
Cours	se Obj	jective (s): Tl	he pu	rpose of l	learning	this cou	ese is to:		100	A men	art Egy			
1		examine the transfer rise management	ie wa k. It i nt.	y in whic is designe	h busine d for the	ess and so	ociety m with no	ake an a previou	s knowl	nt of, cor	ntrol and isk			
2		acquire the	knov	wledge of	various	insuran	e and ri	sk factor	·s.			****		
Cours	e Out	come (s) (CC)s): /	At the end	l of this	course, le	earners v	vill be a	ble to:			THE P		
CO	1	understand t	the co	oncept of	Insuran	ce and th	e types o	of Insura	nce			THE PARTY OF		
СО		acquaint the	kno	wledge of	Medicl	aim Poli	cies and	Reinsur	ance.					
CO		able to gain	Kno	wledge or	n genera	l insuran	ce							
СО	4	able to gain	pract	tical knowledge how to handle risk I skills through professional development seminars, internships, and/or a										
CO	5	develop prac	etical	skills thr	ough pro	ofessiona	ıl develo	pment s	eminars	, internsh	ips, and	or a		
CO-PC) Mar	practicum in	isurai	nce and R	isk Man	agement						(Ignati		
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Principles and Practices of	of Insurance-Nature of Insurance Contracts – History and Evolution	of
msurance in maia – IRD	A - Duties, Powers and Functions of IRDA Indian Ingurance Indust	rv
-And Overview- Privatiz	ation of Insurance – Public and Private Insurance - Recent	1 y
Development in Insurance	e sector.	
	HEALTH INSURANCE	9
Life insurance- Nature- C	Classification of Policies - Annuities, Surrender Value-Calculation of	,
Premium- Health Insuran	ce – Product Design – Mediclaim Policies in Public and Private Sect	
Insurance-Life Insurance	Product – Assignment and Nomination- Re- Insurance - Nature and	or
Types of Re- insurance.	and routination. Re- insurance - Nature and	
UNIT III GENERAL	INSURANCE	9
General Insurance - Lia	ability Insurance - Prospectus of Liability Insurance- Fire Insurance	,
Kinds of Policies Paym	ent of Claims – Progress of Fire Insurance-Marine Insurance: Po	urance
Policy Condition Marine	Losses – Motor Insurance: Kinds of Policies – Procedure of Motor	olicies
roney condition what the	Lusses – Motor Insurance: Kings of Policies – Procedure of Motor	
Insurance - Difference bet	tween Life and Consul Language B.	
insurance - Difference bet	tween Life and General Insurance, Rural Insurance.	W.
UNIT IV INTRODUC	tween Life and General Insurance, Rural Insurance. TION TO RISK MANAGEMENT	9
UNIT IV INTRODUC The Concept of Risk –Ris	tween Life and General Insurance, Rural Insurance. TION TO RISK MANAGEMENT k vs Uncertainty – Types of Risk – Risk Identification – Risk	9
UNIT IV INTRODUC The Concept of Risk –Ris Management in Life and (tween Life and General Insurance, Rural Insurance. TION TO RISK MANAGEMENT k vs Uncertainty – Types of Risk – Risk Identification – Risk	9
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	Regula	ation 2018		ELECT RESOU		UMAN		То	tal Hou	rs	45	
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E	C	PBA18	3Н2	INDUST AND I	FRIAL I LABOR			3	0	0	-hill g	3
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1		make the	e studer	its unders	tand Ind	ustrial R	elations	and Trac	de Unio	1		
Cours	e Out	come (s) (COs):	At the end	of this	course, I	earners v	vill be a	ble to:		1 101	-391
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CO		know the	elemen	its of trad	e union i	formatio:	n, power	s and pr	ivileges.	File of		U.O.
CO CO		exhibit th	e Indus	trial Disp	utes Act	and mad	chinery t	o settle t	he same			
CO		understan	d the v	arious Ac	ts releva	nt to ind	ustrial a	pplicatio	ns.			
CO-PO		know the	uniere	it weirare	measur	es of spe	cial cate	gories o	f labour.			
		16			D							
COS		Pos								PS	SOs	
cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSC 2
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UNIT I	INDUSTRIAL RELATIONS	9
Concepts,	i jest to magning (clanons, i	Evolution
Condition	s for Successful Industrial Relations, National Commission on Industrial Relations	ons -
Causes of	Poor Industrial Relations – Industrial Relations Problems in the Public Sector.	
UNIT II	TRADE UNIONS ACT 1926	9
Trade Uni	ions Act 1926, Registration of Trade Union, Duties and Liabilities of Registered	Гrade
Union, Ri Submissio	ghts and Privileges of Registered Trade Unions, Amalgamation and Dissolution, on of Returns, Penalties and Fines, Power to Make Regulations.	
UNIT III	INDUSTRIAL CONFLICTS	9
Disputes -	Impact - Causes - Strikes - Types - Prevention - Industrial Peace - Government	
Machiner	y – Conciliation – Arbitration – Adjudication.	
UNIT IV	- The state of the Endock WEEFARE	9
Industrial	Safety and Labour Welfare-Welfare Officer in Indian Industry - Occupational He	ealth and
Hazards-C	Counseling- Contract Labour (Regulation and Abolition) Act, 1970- Employees St	ate
Insurance	Act, 1948. Payment of Gratuity Act, 1972, Workmen Compensation Act, 1923.	ate
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Course	e Obje	ective (s):	The purpo	se of l	earning	this cour	se is to					
1		Understa	nd the con	cept a	nd impo	rtance of	Perfor	mance	Manag	gement		
2			and the prance apprai		, metho	d and p	ootentia	l of e	mploy	ees du	ring the	
3			es the impo organizatio								ystem in	
4		helping organizations define and achieve short and long term goals Emphasizes the importance of measuring the effectiveness of human resource activities that are designed to enhance individual and organizational performance										
5		Know the	e purpose o	of tean	n perform	nance M	anagen	nent				
Course	Outo	come (s) (COs): At the	he end	of this	course, le	earners	will be	able t	o:	1	
CO			nd the proc									
CO		Identify 1	the method	ologie	s for per	formanc	e criter	ion and	d its ap	proache	es	
CO:		Exhibit t	he methods	s of me	easuring	behavio	r's and	develo	ping a	ppraisa	l forms	
CO ₂			e methods									
CO-PC			end the pu	rpose	and chai	renge or	team p	eriorin	ance n	ianager	nent	
	/ Iviap	hing	Pos								pac	
cos			POS								PSC)s
cos	PO1	PO2	PO3	PO 4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO 2
CO1	18/	2	1	2	1	1	1	2	1	1	2	2
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CO4	96		i ijo stali.		×."	2	(%)	-		- 30	. 1	1
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) 2: Moderate (Medium)



	I INTRODUCTION	9
	mance Management – Danger of Poorly Implemented PMS- Integrating with other HR	
	Development Activities- KRA and KPI - Performance Improvements - Implement Management System	enting
UNIT	II PERFORMANCE MANAGEMENT PROCESS	9
Setting	ion, Performance Management Process, Performance Planning - Theories of Principles and Process of Setting Performance Criteria- Methodologies nance Criteria - Performance Dimensions.	Goa s fo
UNIT	III APPROACHES IN MEASURING PERFORMANCE	9
	in Measuring Performance- Determining Accountabilities, Objectives	and
	nance Standards, Methods of Measuring Results, Methods of Measuring Behaviors- rative System, Absolute System, Developing Appraisal Forms	
UNIT]		9
	tudy, Monitoring, Methods of Monitoring, Significance of Performance Review and Sion Evaluating Individual Performance. Different Methods of Appraisal F	actors
Discuss Affecti		
Discuss Affecti	sion Evaluating Individual Performance, Different Methods of Appraisal, Fing Appraisal Errors Giving Feedback, Development Plans, Supervisors Role, Counseling Coaching Styles Process.	
Affection Affection and Control UNIT Reward Perform Feam Feam Feam Feam Feam Feam Feam Fea	sion Evaluating Individual Performance, Different Methods of Appraisal, Fing Appraisal Errors Giving Feedback, Development Plans, Supervisors Role, Counseling Coaching Styles Process.	ıg
Affection and Control UNIT Reward Perform team Fe	sion Evaluating Individual Performance, Different Methods of Appraisal, Fing Appraisal Errors Giving Feedback, Development Plans, Supervisors Role, Counseling aching- Coaching Styles Process. V REWARDS AND RECOGNITION Is and Recognition, Traditional Pay Plans, Contingent Pay Plans, Managing Team mance — Definition- Importance- Types and Implication- Purpose and Challenge of performance Management- Rewarding Team Performance - Pay for Performance- rison of Pay Plans — Simulators of Overall Performance Management Systems.	
Discuss Affection and Converte Perform Fee Comparison Referent 1. If	sion Evaluating Individual Performance, Different Methods of Appraisal, Fing Appraisal Errors Giving Feedback, Development Plans, Supervisors Role, Counseling Appraisal Errors Giving Feedback, Development Plans, Supervisors Role, Counseling aching- Coaching Styles Process. V REWARDS AND RECOGNITION Is and Recognition, Traditional Pay Plans, Contingent Pay Plans, Managing Team mance — Definition- Importance- Types and Implication- Purpose and Challenge of Performance Management- Rewarding Team Performance - Pay for Performance-rison of Pay Plans — Simulators of Overall Performance Management Systems. Ince (s)	ng 9 Globa
Discuss Affecting and Converted Perform team Fee Companies Referent 1. Fee Converted Perform team Fee Companies Referent 1. Fee Converted Perform team F	Sion Evaluating Individual Performance, Different Methods of Appraisal, Fing Appraisal Errors Giving Feedback, Development Plans, Supervisors Role, Counseling Appraisal Errors Giving Feedback, Development Plans, Supervisors Role, Counseling aching- Coaching Styles Process. V REWARDS AND RECOGNITION Is and Recognition, Traditional Pay Plans, Contingent Pay Plans, Managing Team mance — Definition- Importance- Types and Implication- Purpose and Challenge of Performance Management- Rewarding Team Performance - Pay for Performance- rison of Pay Plans — Simulators of Overall Performance Management Systems. Performance Management and Appraisal Systems — HR tools for Counseling	g 9 Globa
Discuss Affecting and Converted Perform team Fee Comparing Performance Team Fee Comparing Per	sion Evaluating Individual Performance, Different Methods of Appraisal, Fing Appraisal Errors Giving Feedback, Development Plans, Supervisors Role, Counseling Appraisal Errors Giving Feedback, Development Plans, Supervisors Role, Counseling aching- Coaching Styles Process. V REWARDS AND RECOGNITION Is and Recognition, Traditional Pay Plans, Contingent Pay Plans, Managing Team mance — Definition- Importance- Types and Implication- Purpose and Challenge of Performance Management- Rewarding Team Performance — Pay for Performance- rison of Pay Plans — Simulators of Overall Performance Management Systems. Performance Management and Appraisal Systems — HR tools for Competitiveness — by T.V. Rao, Response Books, A division of Sage Publications, 2004	g 9 Globa I. 2,





	Regul	ation 2018		ELECT RESOU		UMAN		То	tal Hou	rs	4	5
Cate	gory	Course	Code		Course	Name		Hou	ırs / We	ek		
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E	C	PBA18	3Н6		ATEGIO RESOU ANAGE		IN	3	0	0		3
Cours	se Obj	ective (s):	The pur	rpose of	learning	this cou	se is to:	dia II green		HERE INC.		THE I
1		_				10				17	E All ICE	119 1
2	2		identify recent trends of HRD evaluate the importance of E- HRM concepts									
3		help stud	help students understand the importance of cross cultural education and train									aroma
4		analyze	their pos	sition the	y occupy	y in their	career s	tage	JA 17 BA		Mr. Table - 1	grams
5		enhance	them w	ith the kr	owledge	of the t	ools, tec	hniques	and met	hods in S	HRD	
Cours	e Out	come (s) (COs): A	t the end	l of this	course, l	earners v	vill be al	ole to			10.1
СО		have attai	ined bas	ic knowl	edge on	HRD co				c knowled	dge abou	ıt
CO	2	should be privacy.					n dealin	g with is	sues rela	ated to en	nployee	
CO	3	should be knowledg	able to	different atriation	iate betv	veen don	nestic an	d interna	ational H	IRD and	attained	basic
CO	4	should att	ain kno	wledge o	n career	develop	ment and	d should	be able	to incorp	orate	
CO:	5	should be		f coachi								
		western p	ractices.			epts and l		o differe	ntiate be	etween ea	stern an	d
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CO-PC) Maj	western p	ractices.			epts and l		o differe	ntiate be	etween ea		d Os
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		pping	ractices.		P	os	oe able t			// 10 m	PSO PSO	Os PSO
cos	POI	PO2	PO3	PO4	PO5	os	oe able t	PO8	PO9	PO10	PSO PSO	Os PSO 2
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2: Moderate (Medium)



UNIT	I HUMAN RESOURCE DEVELOPMENT	
		9
Philosor	s- Scope- Significance- Features – HRD Functions - Roles of HRD Professionals -	HRD
and HRI	Implementation and Evaluation - Recent trends of HRD in Indian context - Bench M. Audit.	arking
UNIT I	I E-HRM	
e- Emplo	oyee profile— e- Selection and Recruitment - Virtual Learning and Orientation — e — Triellopment — e-Performance Management and Course in Recruitment	9
		aining
		nt and
Surveys	Online Online Employee Privacy – Employee	
UNIT II		•
Domestic	e Vs International HRD - Cultural Dynamics - Culture Assessment - Cross Cultural	9
	Tulling I lugidills - Leaderonin and Strotogic IID I.	
- 2001611111	one Current Chancinges in Chilsonirging Cross Dondon Mo. A. D.	1
	international Compensation	3
UNITIV	CAREER AND COMPETENCY DEVELOPMENT	9
Career C	oncepts - Roles - Career Stages - Carear Planning 1 P	
_	The principal of the pr	
	This competency Dased Compensation	;
UNITY	EMPLOYEE COACHING AND COUNSELING	9
Need for	Coaching - Role of HR in Coaching Coaching and B. C.	
0	TOTAL DIVIDED TO DIVIDENCE STRONG MANAGEMENT AT 1	re
Western P	ractices – Self Management and Emotional Intelligence.	and
Reference		MAL O
1.	Tanuja Agarwala, -Strategic Human Resource Managementl, Oxford University Pres	100
	2014, 2014.	0.07
2.	Charles R. Greer, -Strategic Human Resource Management – A General Management	
	1 - Producting 2 Edition), rearson Education (n) 1 td New Doll; 2001	nt
3.	Wolff Tayeo, International Human Resource Management, Oxford 2007	1111
4.	R. v. Rao, HRD Experiences, Intervention Strategies, Saga Publications, 2000	-
5.	Paul Boselie. Strategic Human Resource Management. Tata McGraw Hill. 2011.	
	to be strong than ageneric. Tata wicoraw Hill. 2011,	





	Regula	tion 2018	8	ELECT RESOU		IUMAN		Tot	tal Houi	rs	45	
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	E 	PBA18		DEVEL	OPME]	NT		3	0	0		3
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	1			lents to ui					211			
	2	Help the	m unde	rstand the	differer	nce betwe	en traini	ng and d	evelopn	nent.		
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CO-P	O Mar	ping					5					
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COS	POI	PO2	PO3	PO4	PO 5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO
CO1	-	2	1	2	1	1	1	2	1	1	1	2
CO2	-	3	-	•	2	1	i i	2	1	1	2	2
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CO4	-	(=	-	-	•	2	-	360		-	1	1
	-	3	-	-	41	, e	-	-	1	1	1	1
CO5												

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UNIT I	INTRODUCTION	9
Meaning, level - Org Analysis.	Definition, Objectives, benefits, Training Process, Need Assessment Pro	
UNIT II	DESIGNING TRAINING PROGRAMME	9
Litective I	Training Programme - Training Methods - Train the Trainer Programme- Developing Trainers.	ng
	LEARNING	9
Virtual lear	Principles of Learning, Learning Curve, Learning Theories, Competency Mapping- nd talent development strategies- Learning Process - Different models – Learning management Systems.	nodel-
UNITIV	TRANSFER OF TRAINING	9
and practic		
	TRAINING AUDIT	9
Training Developme Developme	Audit- Management Development Programme- Strategies for program. Employee Empowerment- Challenges and Opportunities in Training ent. Use of Technology in E-Learning.	viding
Reference		
1.	Raymond A Noe, Employee Training and Development, New Delhi: Tata McGrav Education Private Limited, 5th Edition, 2012.	v Hill
2.	Dr.B.Janakiram, (2008), _Training & Development', Biztantra Publishers, Indian Edition, New Delhi.	Гехt
3,	P Nick Blanchard and James W Thacker, Effective Training -Systems, Strategies and Practices, New Delhi: Pearson Education, 5th Edition 2012.	



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