



# DEPARTMENT OF MANAGEMENT

MBA PROGRAM
CURRICULUM AND SYLLABUS
REGULATION - 2018



# M.KUMARASAMY COLLEGE OF ENGINEERING



NAAC Accredited Autonomous Institution
Approved by AICTE & Affiliated to Anna University
ISO 9001:2015 Certified Institution
Thalavapalayam, Karur, Tamilnadu.

# MASTER OF BUSINESS ADMINISTRATION Regulation 2018 Revised

### SEMESTER - I

|                |  |              |   |              |    | Maximum Marks |  |     |       |
|----------------|--|--------------|---|--------------|----|---------------|--|-----|-------|
| Course<br>Code | Course Title   | Hours / Week |   | Hours / Week |    | Credit        | CIA                                    | ESE | Total |
| Code           |  | L            | T | P            |    |               | 50<br>50<br>50<br>50<br>50<br>50<br>50 |     |       |
|                | THEORY   |              |   |              |    |               | 50<br>50<br>50<br>50<br>50             |     |       |
| PBA18101       | Management and Organizational Behavior                 | 3            | 0 | 0            | 3  | 50            | 50                                     | 100 |       |
| PBA18102       | Managerial Economics                                   | 3            | 0 | 0            | 3  | 50            | 50                                     | 100 |       |
| PBA18103       | Business Ethics and Corporate<br>Social Responsibility | 3            | 0 | 0            | 3  | 50            | 50                                     | 100 |       |
| PMA18101       | Statistics for Management                              | 3            | 1 | 0            | 4  | 50            | 50                                     | 100 |       |
| PBA18105       | Financial and Management Accounting                    | 3            | 1 | 0            | 4  | 50            | 50                                     | 100 |       |
| PBA18106       | Legal Aspects for Business                             | 3            | 0 | 0            | 3  | 50            | 50                                     | 100 |       |
| PBA18107       | Corporate Communication                                | 3            | 0 | 0            | 3  | 50            | 50                                     | 100 |       |
|                | PRACTICAL  |              |   |              |    |               |  |     |       |
| PBA18108P      | Comprehensive Viva Voce I                              | 0            | 0 | 2            | 2  | 50            | 50                                     | 100 |       |
|                |  |              |   | Total        | 25 |               |  |     |       |

### SEMESTER - II

|                |                                   |              |   |       |        | Maxi     | mum M | larks |
|----------------|-----------------------------------|--------------|---|-------|--------|----------|-------|-------|
| Course<br>Code | Course Title                      | Hours / Week |   |       | Credit | CIA      | ESE   | Total |
| Coue           |                                   | L            | T | P     |        |          |       |       |
|                | THEORY                            |              |   |       |        |          |       |       |
| PBA18201       | Marketing Management              | 3            | 0 | 0     | 3      | 50       | 50    | 100   |
| PBA18202       | Production Management             | 3            | 1 | 0     | 4      | 50       | 50    | 100   |
| PBA18203       | Financial Management              | .3           | 1 | 0     | 4      | 50       | 50    | 100   |
| PBA18204       | Human Capital Management          | 3            | 0 | 0     | 3      | 50       | 50    | 100   |
| PMA18202       | Operations Research               | 3            | 1 | 0     | 4      | 50       | 50    | 100   |
| PBA18206       | Research Methodology              | 4            | 0 | 0     | 4      | 50       | 50    | 100   |
| PBA18207       | International Business Management | 3            | 0 | 0     | 3      | 50       | 50    | 100   |
|                | PRACTICAL                         |              |   |       |        |          |       |       |
| PBA18208P      | Business Application Software     | 0            | 0 | 4     | 200    | OLLEGE C | FENGO | 100   |
| PBA18209P      | Comprehensive Viva Voce II        | 0            | 0 | 2     | 23     | P.50     | 50    | 0080  |
|                |                                   |              |   | Total | 29     | Approve  | d By  | On    |

10 FEB 2018

### SEMESTER - III

|             |                             |              |   |              |    | Maximum Marks |     |       |
|-------------|-----------------------------|--------------|---|--------------|----|---------------|-----|-------|
| Course Code | Course Title                | Hours / Week |   | Hours / Week |    | CIA           | ESE | Total |
|             |                             | L            | T | P            |    |               |     |       |
|             | THEORY                      |              |   |              |    |               |     |       |
| PBA18301    | Strategic Management        | 4            | 0 | 0            | 4  | 50            | 50  | 100   |
|             | Elective – I                | 3            | 0 | 0            | 3  | 50            | 50  | 100   |
|             | Elective – II               | 3            | 0 | 0            | 3  | 50            | 50  | 100   |
|             | Elective – III              | 3            | 0 | 0            | 3  | 50            | 50  | 100   |
|             | Elective – IV               | 3            | 0 | 0            | 3  | 50            | 50  | 100   |
|             | Elective – V                | 3            | 0 | 0            | 3  | 50            | 50  | 100   |
|             | Elective – VI               | 3            | 0 | 0            | 3  | 50            | 50  | 100   |
|             | PRACTICAL                   |              |   |              |    |               |     |       |
| PBA18308P   | Internship Training         | 0            | 0 | 4            | 4  | 50            | 50  | 100   |
| PBA18309P   | Comprehensive Viva Voce III | 0            | 0 | 2            | 2  | 50            | 50  | 100   |
|             |                             |              | • | Γotal        | 28 |               |     |       |



### SEMESTER - IV

|             |                         | Но  | urs/W   | eek   |        | Maximum Marks |                        |       |  |
|-------------|-------------------------|-----|---------|-------|--------|---------------|------------------------|-------|--|
| Course Code | Course Title            | 110 | u15/ ** | CCR   | Credit | CIA           | 1A ESE<br>0 50<br>0 50 | Total |  |
|             |                         | L   | T       | P     |        |               |                        |       |  |
|             | THEORY                  | ы   |         |       |        |               |                        |       |  |
|             | Elective-VII            | 3   | 0       | 0     | 3      | 50            | 50                     | 100   |  |
|             | Elective-VIII           | 3   | 0       | 0     | 3      | 50            | 50                     | 100   |  |
|             | PRACTICAL               |     |         |       |        |               |                        |       |  |
| PBA18401P   | Major Project Viva Voce | 1   | 0       | 0     | 12     | 200           | 200                    | 400   |  |
|             |                         |     | 7       | Γotal | 18     |               |                        |       |  |

CIA - Continuous Internal Assessment, ESE - End Semester Examination

### **Total Credits**

| 1000         | Cituits |
|--------------|---------|
| Semester     | Credits |
| Semester-I   | 25      |
| Semester-II  | 29      |
| Semester-III | 28      |
| Semester-IV  | 18      |
| Total        | 100     |



# List of Electives Marketing

| Course<br>Code | Course Title                     | Но | urs / V | Veek | Credit |
|----------------|----------------------------------|----|---------|------|--------|
|                |                                  | L  | T       | P    |        |
|                | THEORY                           |    |         |      |        |
| PBA183M1       | Rural Marketing                  | 3  | 0       | 0    | 3      |
| PBA183M2       | Retail Management                | 3  | 0       | 0    | 3      |
| PBA183M3       | Services Marketing               | 3  | 0       | 0    | 3      |
| PBA183M4       | Consumer Behavior                | 3  | 0       | 0    | 3      |
| PBA183M5       | Brand Management                 | 3  | 0       | 0    | 3      |
| PBA183M6       | Sales and Distribution           | 3  | 0       | 0    | 3      |
| PBA183M7       | Customer Relationship Management | 3  | 0       | 0    | 3      |

### Finance

| Course Code | Course Title                                  | 1 | Hours<br>Week | Credit |   |
|-------------|---|---|---------------|--------|---|
|             |   | L | T             | P      |   |
|             | THEORY  |   |               |        |   |
| PBA183F1    | Security Analysis and Portfolio<br>Management | 3 | 0             | 0      | 3 |
| PBA183F2    | International Financial Management            | 3 | 0             | 0      | 3 |
| PBA183F3    | Commercial Banking Management                 | 3 | 0             | 0      | 3 |
| PBA183F4    | Insurance and Risk Management                 | 3 | 0             | 0      | 3 |
| PBA183F6    | Financial Markets and Services                | 3 | 0             | 0      | 3 |
| PBA183F7    | Banking Principles and Practices              | 3 | 0             | 0      | 3 |
| PBA183F7(R) | Banking Principles and Practices I            | 3 | 0             | 0      | 3 |
| PBA183F8    | Banking Principles and Practices II           | 3 | 0             | 0      | 3 |



### **Human Resource**

| Course<br>Code | Course Title                          | Hours /<br>Week |   |   | Credit |
|----------------|---------------------------------------|-----------------|---|---|--------|
|                |                                       | L               | T | P |        |
|                | THEORY                                |                 |   | - |        |
| PBA183H1       | Entrepreneurship                      | 3               | 0 | 0 | 3      |
| PBA183H2       | Training and Development              | 3               | 0 | 0 | 3      |
| PBA183H4       | Organizational Change and Development | 3               | 0 | 0 | 3      |
| PBA183H5       | Managerial Behavior and Effectiveness | 3               | 0 | 0 | 3      |
| PBA183H6       | Performance Management                | 3               | 0 | 0 | 3      |
| PBA183H7       | Strategic Human Resource Development  | 3               | 0 | 0 | 3      |

# Entrepreneurship

| Course<br>Code | Course Title                           | Hours /<br>Week |   | Credit |   |
|----------------|--|-----------------|---|--------|---|
|                |  | L               | T | P      |   |
|                | THEORY                                 |                 |   |        |   |
| PBA183E1       | Entrepreneurship And Innovation        | 3               | 0 | 0      | 3 |
| PBA183E2       | Marketing for Entrepreneurs            | 3               | 0 | 0      | 3 |
| PBA183F5       | Project Management                     | 3               | 0 | 0      | 3 |
| PBA183H3       | Industrial Relations and Labor Welfare | 3               | 0 | 0      | 3 |



# List of Electives Marketing

| Course Code | Course Title                                   | Ho | urs / W | eek | Credit |
|-------------|--|----|---------|-----|--------|
|             |  | L  | T       | P   | Credit |
| PBA183M1    | Advertising ,Sales and Distribution Management | 3  | 0       | 0   | 3      |
| PBA183M2    | Customer Relationship Management               | 3  | 0       | 0   | 3      |
| PBA183M3    | Digital and Social Media Marketing             | 3  | 0       | 0   | 3      |
| PBA183M4    | International Marketing                        | 3  | 0       | 0   | 3      |
| PBA183M5    | Marketing Analytics                            | 3  | 0       | 0   | 3      |
| PBA183M6    | Retail Management                              | 3  | 0       | 0   | 3      |
| PBA183M7    | Services Marketing                             | 3  | 0       | 0   | 3      |
| PBA183M8    | Strategic Brand Management                     | 3  | 0       | 0   | 3      |

### Finance

| Course Code | Course Title                                 | Ho | Credit |   |       |
|-------------|--|----|--------|---|-------|
|             |  | L  | T      | P | Citan |
| PBA183F1    | Banking Principles and Practices             | 3  | 0      | 0 | 3     |
| PBA183F2    | Taxation                                     | 3  | 0      | 0 | 3     |
| PBA183F3    | Behavioral Finance                           | 3  | 0      | 0 | 3     |
| PBA183F4    | Financial Analytics                          | 3  | 0      | 0 | 3     |
| PBA183F5    | Financial Markets and Services               | 3  | 0      | 0 | 3     |
| PBA183F6    | Insurance and Risk Management                | 3  | 0      | 0 | 3     |
| PBA183F7    | International Trade Finance                  | 3  | 0      | 0 | 3     |
| PBA183F8    | Investment Analysis and Portfolio Management | 3  | 0      | 0 | 3     |



DATE 22 03 2019 Time: 11 opam to 1. Pm MEETING NO: 8 VENUE : TLC Lah. Minutes of the meeting. The board has approved to introduce new subjects in the electives and all the electives have eight papers. In the marketing elective three new Subjects were introduced. They are 1. Digital and Social Nedia marketing 2. International Masketing 3. Malketing Analytics. Instead of Brand Management paper -Strategic Brand Management was introduced Consumes Behavior paper vas deleted Instead of Sales and Distribution paper. Advertising, Sales and Distribution was introduced Rusal moderating paper was deleted. In Finance electives three new subjects were introduced. 1. Behavioral Finance 2 Taxation 3. Financial Analytics Instead of Security Analysis and Postpolio management paper into Investment Analysis and Postpolio Management was added Banking Principles & pulotices I & II has been changed to Bell In Human Resource Cleetine paus now Subject were introduced. Those are 1. Human Resource Analytics 2. International Human Resource 3. caseer Management on Texanerasal Relationes and Ladion worthweek

#### **Human Resource**

| Course Code | Course Title                            | Но | urs / W | eek | Credit |
|-------------|---|----|---------|-----|--------|
|             |   | L  | Т       | P   | Creun  |
| PBA183H1    | Human Resource Analytics                | 3  | 0       | 0   | 3      |
| PBA183H2    | Industrial Relations and Labor Welfare  | 3  | 0       | 0   | 3      |
| PBA183H3    | International Human Resource Management | 3  | 0       | 0   | 3      |
| PBA183H4    | Performance Management                  | 3  | 0       | 0   | 3      |
| PBA183H5    | Career Management                       | 3  | 0       | 0   | 3      |
| PBA183H6    | Strategic Human Resource Management     | 3  | 0       | 0   | 3      |
| PBA183H7    | Training and Development                | 3  | 0       | 0   | 3      |
| PBA183H8    | Competency Mapping                      | 3  | 0       | 0   | 3      |

Entrepreneurship

| Course Code | Course Title                        | Hot | Credit |   |        |
|-------------|-------------------------------------|-----|--------|---|--------|
|             | Source Title                        | L   | T      | P | Credit |
| PBA183E1    | Business Analytics                  | 3   | 0      | 0 | 3      |
| PBA183E2    | Business Organization and Taxation  | 3   | 0      | 0 | 3      |
| PBA183E3    | Textile Management                  | 3   | 0      | 0 | 3      |
| PBA183E4    | Design Thinking                     | 3   | 0      | 0 | 3      |
| PBA183E5    | Export Management and Documentation | 3   | 0      | 0 | 3      |
| PBA183E6    | Entrepreneurial Finance             | 3   | 0      | 0 | 3      |
| PBA183E7    | Small Business Management           | 3   | 0      | 0 | 3      |
| PBA183E8    | Start-Ups and Launch Pad            | 3   | 0      | 0 | 3      |



Time: 1100am to 100pm,

4. Competency Mapping. Three papers Removed.

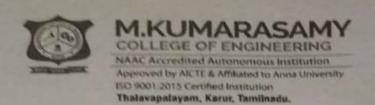
In the Entrepreneurship cloetive, Eight new
Subjects were introduced.

1. Business Analytics. 2. Business organization and Taxation 3. Textile management 4. Design Thinking 5. Export management and Documentation b. Entrepronensial financo 7. Small Business management 8. Start-ups and Launest pad.

# Open Elective Courses Offered by MBA Department for Regulation 2018

| Course Code | Course Name  | Н  |       |         |    |
|-------------|--|----|-------|---------|----|
| Course Cour | Course ryanie  | L  | T     | P       | С  |
| 18BMBO001T  | Business Ethics and Corporate Social<br>Responsibility | 3  | 0     | 0       | 3  |
| 18BMBO002T  | Human Capital Management                               | 3  | 0     | 0       | 3  |
| 18BMBO003T  | Digital and Social Media Marketing                     | 3  | 0     | 0       | 3  |
| 18BMBO004T  | Banking Principles and Practices                       | 3  | 0     | 0       | 3  |
| 18BMBO005T  | Export Management and Documentation                    | 3  | 0     | 0       | 3  |
|             |  | ** | Total | Credits | 15 |







# MASTER OF BUSINESS ADMINISTRATION Regulation 2018

|   | SEMESTER - I   |              |                |       |              | Maxi | laximum Marks |     |              |  |              |  |        |     |     |       |
|---|--|--------------|----------------|-------|--------------|------|---------------|-----|--------------|--|--------------|--|--------|-----|-----|-------|
| Course Code                                     | Course Code  | Course Title | Hours / Week C |       | Hours / Week |      | Hours / Week  |     | Hours / Week |  | Hours / Week |  | Credit | CIA | ESE | Total |
|   | PER SENSE  | L            | T              | P     |              |      |               |     |              |  |              |  |        |     |     |       |
|   | THEORY   |              |                |       |              |      |               |     |              |  |              |  |        |     |     |       |
| PBA18101  | Management and Organizational<br>Behaviour             | 3            | 0              | 0     | 3            | 50   | 50            | 100 |              |  |              |  |        |     |     |       |
| PBA18102  | Managerial Economics                                   | 3            | 0              | 0     | 3            | 50   | 50            | 100 |              |  |              |  |        |     |     |       |
| PBA18103  | Business Ethics and Corporate Social<br>Responsibility | 3            | 0              | 0     | 3            | 50   | 50            | 100 |              |  |              |  |        |     |     |       |
| PMA18101  | Statistics for Management                              | 3            | 1              | 0     | 4            | 50   | 50            | 100 |              |  |              |  |        |     |     |       |
| PBA18105  | Financial and Management<br>Accounting                 | 3            | 1              | 0     | 4            | 50   | 50            | 100 |              |  |              |  |        |     |     |       |
| PBA18106/<br>PBA18106 ( R)                      | Legal Aspects for Business                             | 3            | 0              | 0     | 3            | 50   | 50            | 100 |              |  |              |  |        |     |     |       |
| PBA18107  | Corporate Communication                                | 3            | 0              | 0     | 3            | 50   | 50            | 100 |              |  |              |  |        |     |     |       |
|   | PRACTICAL  |              |                |       |              |      | 50            | 100 |              |  |              |  |        |     |     |       |
| PBA18108P                                       | Comprehensive Viva Voce I                              | 0            | 0              | 2     | 2            | 50   | 50            | 100 |              |  |              |  |        |     |     |       |
| I LOUIS NOT | Distriction Confession                                 |              |                | Total | 25           |      |               |     |              |  |              |  |        |     |     |       |

|                         | SEMESTER-II                       |              |                 |      | Maxi   | mum M | arks     |            |
|-------------------------|-----------------------------------|--------------|-----------------|------|--------|-------|----------|------------|
| Course Code             | Course Code                       | Course Title | Hours / Week Ci |      | Credit | CIA   | ESE      | Total      |
| Course Code             |                                   | L            | T               | P    |        |       |          |            |
|                         | THEORY                            |              |                 |      |        | 50    | 50       | 100        |
| PBA18201                | Marketing Management              | 3            | 0               | 0    | 3      | 50    |          | 100        |
| PBA18202                | Production Management             | 3            | 1               | 0    | 4      | 50    | 50       | 100        |
| PBA18203/               | Financial Management              | 3            | 1               | 0    | 4      | 50    | 50       | 100        |
| PBA18203 (R)            | Human Capital Management          | 3            | 0               | 0    | 3      | 50    | 50       | 100        |
| PBA18204                | Human Capital Wallagement         | 3            | 1               | 0    | 4      | 50    | 50       | 100        |
| PMA18202                | Operations Research               | 3            | 1               | 0    | 4      | 50    | 50       | 100        |
| PBA18206                | Research Methodology              | 3            | 0               | 0    | 3      | 50    | 50       | 100        |
| PBA18207                | International Business Management | 3            | 10              | -    | -      |       |          |            |
|                         | PRACTICAL                         |              | -               |      |        |       |          |            |
| PBA18208P/<br>PBA18208P | Business Application Software     | 0            | 0               | 4    | 2      | 50    | EDE OFF  |            |
| (R)                     | Comprehensive Viva Voce II        | 0            | 0               | 2    | 2      | 13 50 | 50       | B 10       |
| PBA18209P               | Completiensive vita recon         |              |                 | Tota | 1 29   | 3/    | Managon  | aur amount |
| THE LOCAL DESIGNATION   |                                   | -            | -               | Lota | -      | 1     | A Maries | 50.77      |

| DATE 23 10 2020   | Time: 10.30 am to 1.30   |
|---|--|
| MEETING NO! 09  | TO STORY THE STATE OF THE STATE |
| VENUE : HOD CABI  |  |
|   | Through Google Meet  |
| Miontes   | of the meeting   |
| The Board has   | approved three Cono credit   |
| courses, Viz, IIMBN   | course NSE Certification   |
| course and Hindi  | Course and also suggested  |
| to have these that  | ce one credit courses ons  |
| Additional course a   | and can include in the   |
| Consolidated Mask   | Statement and not to   |
| include love CIADA  | calculation. The course  |
| one as pollows  | Caratanon. The Course  |
| 1/  | M - FOR TIMBX COURSE   |
| I I O SM A I  | M - FOX // W/SV / OI. YOU  |
| h 19 pp ===   | 145  |
| b. 18 BAX   | NSF - FOR NSE COURSE   |
| C. 18 BAX   | HIN - FOR HINDI COURSE   |
| c. 18 BAX<br>and this is applic   | HIN - FOR HINDI COURSE   |
| C. 18 BAX   | NSF - FOR NSE COURSE   |
| and this is applications on was als.  | NSF-FOR NSF Course  HIN-FOS Hindi Course  enble from 2020-2022 batch   |
| c. 18 BAX<br>and this is applic<br>onwards.<br>2. Discussed about   | HIN - FOR MSE COURSE  HIN - FOR Hindi Course  enble from 2020 - 2022 batch   |
| c. 18 BAX  and this is applic  onwards.  2. Discussed about  each course and the  | MSF-FOR NSF Course  HIN-FOR Hindi Course  enble from 2020-2022 batch  the syllabore sevision per   |
| c. 18 BAX<br>and this is applic<br>onwards.<br>2. Discussed about   | HIN - FOR MSE COURSE  HIN - FOR Hindi Course  enble from 2020 - 2022 batch   |
| c. 18 BAX  and this is applic  onwards.  2. Discussed about  each course and the  following changes.  | NSF-FOR NSF Course  HIN-FOR Hindi Course  enble from 2020-2022 batch  the syllabre sevision per  y suggested to do the   |
| c. 18 BAX  and this is applic  onwards.  2. Discussed about  each course and the  Following changes.  a. PBA1810b - Lo  | HIN - FOR MSE COURSE  HIN - FOR Hindi Course  while from 2020 - 2022 batch  the syllabore seriesion per  y suggested to do the   |
| c. 18 BAX  and this is applic  onwards.  2. Discussed about  each course and the  Following changes.  a. PBA1810b - La  Remove Salu o   | HIN - FOR Hindi Course  HIN - FOR Hindi Course  enble from 2020 - 2022 batch  the syllabre sevision per  y suggested to do the  egal Aspects par business  Mande Act and 2   |
| c. 18 BAX  C. 18 BAX  and this is applic  onwards.  2. Discussed about  each course and the  Following changes.  a. PBA1810b - La  Remove Salu o  and to include cus                              | HIN - FOR Hindi Course  HIN - FOR Hindi Course  enble from 2020 - 2022 batch  the syllabre sevision per  y suggested to do the  egal Aspects par business  Mande Act and 2   |
| c. 18 BAX  C. 18 BAX  and this is applic  onwards.  2. Discussed about  each course and the  Following changes.  a. PBA1810b - La  Remove Salu o  and to include cus                              | HIN - FOR MSE COURSE  HIN - FOR Hindi Course  while from 2020 - 2022 batch  the syllabore seriesion per  y suggested to do the   |
| c. 18 BAX  and this is applic  onwards.  2. Discussed about  each course and the  Following changes.  a. PBA1810b - La  Remove Salu o   | HIN - FOR Hindi Course  HIN - FOR Hindi Course  enble from 2020 - 2022 batch  the syllabore sevicion pers  y suggested to do the   |
| c. 18 BAX  and this is applic  onwards.  2. Discussed about  each course and the  following changes.  a. PBA1810b - La  Remove Salu o  and to include chs  Concepts and scope.                    | HIN - FOR Hindi Course  White from 2020 - 2022 batch  the syllabore servicion per  y suggested to do the  agal Aspects par business  y cropole Act and Income tox  Temportance and its   |
| c. 18 BAX  and this is applic  onwards.  2. Discussed about  each course and the  Following changes.  a. PBA 1810b - La  Remove Salu o  and to include chs  Concepts and scope.  b. PBA 18203 - F | HIN - FOR Hindi Course  HIN - FOR Hindi Course  while from 2020-2022 batch  the syllabore Revision per  y suggested to do the  gal Aspects pas business  y croods Act and Income tax  T importance and its   |
| c. 18 BAX  and this is applic  onwards.  2. Discussed about  each course and the  following changes.  a. PBA1810b - La  Remove Salu o  and to include chs  Concepts and scope.                    | HIN - FOR Hindi Course  HIN - FOR Hindi Course  while from 2020 - 2022 batch  the syllabore Sevicion per  y suggested to do the  gal Aspects par business  Toods Act and Insome tax  Timportance and its   |

### SEMESTER - III

|                          |                             |              |   |        |     | Max | imum N | <b>Iarks</b> |
|--------------------------|-----------------------------|--------------|---|--------|-----|-----|--------|--------------|
| Course Code              | Course Title                | Hours / Week |   | Credit | CIA | ESE | Total  |              |
|                          |                             | L            | Т | P      |     |     |        |              |
|                          | THEORY                      |              |   |        |     |     |        |              |
| PBA18301/<br>PBA18301(R) | Strategic Management        | 4            | 0 | 0      | 4   | 50  | 50     | 100          |
|                          | Elective – I                | 3            | 0 | 0      | 3   | 50  | 50     | 100          |
|                          | Elective – II               | 3            | 0 | 0      | 3   | 50  | 50     | 100          |
|                          | Elective – III              | 3            | 0 | 0      | 3   | 50  | 50     | 100          |
|                          | Elective – IV               | 3            | 0 | 0      | 3   | 50  | 50     | 100          |
|                          | Elective – V                | 3            | 0 | 0      | 3   | 50  | 50     | 100          |
|                          | Elective – VI               | 3            | 0 | 0      | 3   | 50  | 50     | 100          |
|                          | PRACTICAL                   |              |   |        |     |     |        |              |
| PBA18308P                | Internship Training         | 0            | 0 | 4      | 4   | 50  | 50     | 100          |
| PBA18309P                | Comprehensive Viva Voce III | 0            | 0 | 2      | 2   | 50  | 50     | 100          |
|                          |                             |              | • | Γotal  | 28  |     |        |              |



| DATE 23 10 2020   | Time: 10.30 am to 1.30 Pm  |
|-------------------|--|
| 0 Pp = 100        | V Sea Garage matter  |
| C. TBA 18208P     | - Bhsiness Application   |
| Software.         | The Committee and Charles W. The   |
| tools available   | gus Education online   |
| d. PBA18301       | - Strategie Management -   |
| Remove Bhsines    | Model convas.  |
| C. PBAI83M        | 1 - Advertising sales and  |
| DISTRIBUTION COUR | rse com be divided into  |
| three courses     | such al  |
| 1. Advesti        | sing and Salu Diomotion  |
| a Sales           | Management   |
| 3. Dieta          | ibution management under   |
| marketing Bleetin | es. I ander  |
| F. PBA 183F2      | - Taxation   |
| Include C137      | CAST in India MAT :-   |
| Tamilnudu and     | include Basics of TNUST 195  |
| 9. PBA183F3       | - Behavious al Finance -   |
| Reduce the con    | - Behavioural Finance -<br>tent of the syllabus.                                 |
| h. PBA183FA       | PBA183MS, PBA183HI   |
| FOR Financial F   | Inalytics, Human Recourse  |
| thaytics and      | modelet Analytics to alching   |
| note can be       | modified. The board of<br>ted to go with industry<br>rule these consses since it |
| members snager    | ted to go with industry  |
| People to Whar    | able these courses single  |
| ic hand someth    | STATE IT   |
|                   |  |

ij,

### SEMESTER - IV

| Course Code | Course Title            | Hours/Week |   | Hours/Week |        |         | Max | cimum N | <b>Iarks</b> |
|-------------|-------------------------|------------|---|------------|--------|---------|-----|---------|--------------|
|             | Course Title            |            |   |            | Credit | dit CIA | ESE | Total   |              |
|             |                         | L          | T | P          |        | OM.     |     |         |              |
|             | THEORY                  |            |   |            |        |         |     |         |              |
|             | Elective-VII            | 3          | 0 | 0          | 3      | 50      | 50  | 100     |              |
|             | Elective-VIII           | 3          | 0 | 0          | 3      | 50      | 50  | 100     |              |
|             | PRACTICAL               |            |   |            |        |         |     |         |              |
| PBA18401P   | Major Project Viva Voce | 1          | 0 | 0          | 12     | 200     | 200 | 400     |              |
|             |                         | ***        | 7 | otal       | 18     |         |     |         |              |

CIA - Continuous Internal Assessment, ESE - End Semester Examination

### **Total Credits**

| Credits |
|---------|
| Credits |
| 25      |
| 29      |
| 28      |
| 18      |
| 100     |
|         |



# List of Electives Marketing

| Course Code | Course Title                                   | Н | Credi |   |       |
|-------------|--|---|-------|---|-------|
|             |  |   | T     | P | Crean |
| PBA183M1    | Advertising ,Sales and Distribution Management | 3 | 0     | 0 | 3     |
| PBA183M2    | Customer Relationship Management               | 3 | 0     | 0 | 3     |
| PBA183M3    | Digital and Social Media Marketing             | 3 | 0     | 0 | 3     |
| PBA183M4    | International Marketing                        | 3 | 0     | 0 | 3     |
| PBA183M5    | Marketing Analytics                            | 3 | 0     | 0 | 3     |
| PBA183M6    | Retail Management                              | 3 | 0     | 0 | 3     |
| PBA183M7    | Services Marketing                             | 3 | 0     | 0 | 3     |
| PBA183M8    | Strategic Brand Management                     | 3 | 0     | 0 | 3     |
| PBA183M9    | Sales Management                               | 3 | 0     | 0 | 3     |
| PBA183M10   | Distribution Management                        | 3 | 0     | 0 | 3     |
| PBA183M11   | Advertising and Sales Promotion                | 3 | 0     | 0 | 3     |

### Finance

| C<br>ourse Code | Course Title                                 | H | Credit |   |       |
|-----------------|--|---|--------|---|-------|
|                 |  |   | Т      | P | Crean |
| PBA183F1        | Banking Principles and Practices             | 3 | 0      | 0 | 3     |
| PBA183F2/       |  |   |        |   |       |
| PBA183F2(R)     | Taxation                                     | 3 | 0      | 0 | 3     |
| PBA183F3/       | D. I. I. I.                                  |   |        |   |       |
| PBA183F3(R)     | Behavioral Finance                           | 3 | 0      | 0 | _ 3   |
| PBA183F4        | Financial Analytics                          | 3 | 0      | 0 | 3     |
| PBA183F5        | Financial Markets and Services               | 3 | 0      | 0 | 3     |
| PBA183F6        | Insurance and Risk Management                | 3 | 0      | 0 | 3     |
| PBA183F7        | International Trade Finance                  | 3 | 0      | 0 | 3     |
| PBA183F8/       | Investment Analysis and Portfolio Management | 3 | 0      | 0 | 2     |
| PBA183F8 (R)    | and Foldion Management                       | 3 | "      | 0 | 3     |



### **Human Resource**

| Course Code | Course Title                            | Но | Credit |   |       |
|-------------|---|----|--------|---|-------|
|             |   | L  | T      | P | Creun |
| PBA183H1    | Human Resource Analytics                | 3  | 0      | 0 | 3     |
| PBA183H2    | Industrial Relations and Labor Welfare  | 3  | 0      | 0 | 3     |
| PBA183H3    | International Human Resource Management | 3  | 0      | 0 | 3     |
| PBA183H4    | Performance Management                  | 3  | 0      | 0 | 3     |
| PBA183H5    | Career Management                       | 3  | 0      | 0 | 3     |
| PBA183H6    | Strategic Human Resource Management     | 3  | 0      | 0 | 3     |
| PBA183H7    | Training and Development                | 3  | 0      | 0 | 3     |
| PBA183H8    | Competency Mapping                      | 3  | 0      | 0 | 3     |

Entrepreneurship

| Course Code | Course Title                        | Но  | urs / W | eek | Credit |
|-------------|-------------------------------------|-----|---------|-----|--------|
|             |                                     | L   | Т       | P   | Creun  |
| PBA183E1    | Business Analytics                  | 3   | 0       | 0   | 3      |
| PBA183E2    | Business Organization and Taxation  | 3   | 0       | 0   | 3      |
| PBA183E3    | Textile Management                  | 3   | 0       | 0   | 3      |
| PBA183E4    | Design Thinking                     | . 3 | 0       | 0   | 3      |
| PBA183E5    | Export Management and Documentation | 3   | 0       | 0   | 3      |
| PBA183E6    | Entrepreneurial Finance             | 3   | 0       | 0   | 3      |
| PBA183E7    | Small Business Management           | 3   | 0       | 0   | 3      |
| PBA183E8    | Start-Ups and Launch Pad            | 3   | 0       | 0   | 3      |



| R           | egula      | tion 2018   |         |                           | Semest    | er I       |            | Tot        | al Hour    | s         | 45       | 5        |
|-------------|------------|-------------|---------|---------------------------|-----------|------------|------------|------------|------------|-----------|----------|----------|
| Categ       | IOPK/      | Course (    | ode.    |                           | Course N  | Jama       |            | Hou        | rs / Wee   | ek        |          | This.    |
| Categ       | ory        | Course      | Joue    |                           | Jourse 1  | vame       |            | L          | T          | P         | C        |          |
| C           |            | PBA1810     | 01      | MANAG<br>ORGANI<br>BEHAVI | IZATIO    |            |            | 3          | 0          | 0         | 3        |          |
| Course      | e Obje     | ective (s): | The pu  | rpose of le               | earning t | his cour   | se is to:  |            |            |           |          | THE I    |
| 1           | lea        | rn about fi | ındame  | ental conce               | ept of m  | anageme    | ent and it | ts variou  | s function | ons.      |          |          |
| 2           |            | ow the diff |         |                           |           |            |            |            |            |           |          |          |
| Course      | Outo       | come (s) (C | COs):   | At the end                | of this c | course, le | earners v  | vill be at | ole to:    |           |          |          |
| СО          | 1          | Identify th | he evol | ution of n                | nanagem   | ent thou   | ghts and   | roles, fi  | inctions   | of manas  | ers.     | 77       |
| CO          |            |             |         | steps invol               |           |            |            |            |            |           | 50101    |          |
| CO          | 3          |             |         | ing & con                 |           |            |            |            |            |           |          |          |
| CO          | 4          | exhibit th  | e indiv | idual beha                | vior ele  | ments ar   | nd its cat | egories    |            |           |          |          |
| CO.         |            |             | applica | ations of I               | nformati  | on Tech    | nology i   | nputs in   | manage     | ment      |          |          |
| CO-PC       | ) Map      | ping        |         |                           |           | 1 J. 1     |            | P. F. DAVE |            |           |          |          |
|             |            |             |         |                           | P         | os         |            |            |            |           | PS       | Os       |
| COS         | PO         | PO2         | PO3     | PO4                       | PO5       | PO6        | PO7        | PO8        | PO9        | PO10      | PSO<br>1 | PSO<br>2 |
| CO1         | -          | 2           | 1       | 2                         | 1         | 1          | 1          | 2          | 1          | 1         | 1        | 2        |
| CO2         | -          | 3           | -       |                           | 2         | 1          |            | 1          | 1          | 1         | 1        | 2        |
| CO3         | : <b>*</b> | -           |         |                           | -         |            | 1          | 1          | -          |           | 1        | -        |
| CO4         | **         | ļ -         | -       | -                         | -         | 2          | -          | -          |            | -         | 1        | 1        |
| CO5         |            |             | -       | - 100                     | -         | -          | 1-2        |            | 1          | 1         | 1        | 1_       |
| CO<br>(Avg) | -          | 2.5         | 1       | 2                         | 1.5       | 1.3        | 1          | 1.3        | 1          | 1         | 1        | 1.5      |
| 1.          | Sligh      | t (Low)     |         | 2: M                      | oderate   | (Mediu     | m)         | 3          | 3: Subst   | antial (H | ligh)    | -        |



| UNIT    | I INTRODUCTION TO MANAGEMENT PRINCIPLES  | 9                |
|---------|--|------------------|
| Meani   | ng, Definition of Management- Managerial Role - POSDCORB - Manager   | nent vs          |
| Admir   | histration- Evolution of Management Thoughts- Henry Favol's 14 Principles- Opportuniti   | es and           |
| Challe  | nges in Management   |                  |
| UNIT    |  | 9                |
| Nature  | and Purpose of Planning - Planning Process- MBO- Types of Strategies - Decision -  | Types of         |
| Decisi  | on- Decision Making Process, Decision Making under Different Conditions Nature and   | Purnose          |
| of Org  | anizing- Organization Structure- Formal and Informal Groups/ Organization - Organization   | n                |
| Chart-  | Meaning and Types of Departmentation- Definition of Staffing- Recruitment and Select   | ion              |
| Proces  | s- E- Recruitment.   |                  |
| UNIT    | ORGANISATIONAL BEHAVIOUR   | 9                |
| Meani   | ng - Importance - Leadership Styles- Theories, Meaning of Controlling - Controlling Pro  | cess-            |
| Contro  | 1 Techniques, Motivation-Importance – Theories, Disciplines Contribute to OB Challeng  | ges =            |
| Opport  | funities, Global Implications of OB  |                  |
| UNIT    | IV INDIVIDUAL BEHAVIOUR  | 9                |
| Person  | ality: Types & Theories - MBTI- Big Five Model, Learning Theories - Process-Attitudes  | -                |
| Charac  | teristics –Components – Formation-Measurement –Values- Perceptions-Importance –Fac   | ctors            |
| Influen | cing Perception - Interpersonal Perception- Impression Management  |                  |
| UNIT    | Samuel Company of the International Control o | 9                |
| Organi  | zational Culture and Climate-Factors Affecting Organizational Climate -Job Satis   | faction-         |
| Determ  | unants –Measurement. Organisational Change: Process- Resistance to Change - Organi   | sational         |
| Conflic | ct: Process - Resolution Techniques - Stress — Work Stressors-Prevention and Management  | nt of            |
| Stress- | Balancing Work and Life-Recent Trends in Management: New role of Information System  | ms-              |
| Enterp  | rises Applications (CRM, SCM, and KMS) - Introduction to E- Commerce.  |                  |
| Refere  |  |                  |
| 1.      | P.C.Tripathi., P.N Reddy, Principles of Management, Mcgraw Hill, 5th Edition 2012.   |                  |
| 2.      | Harold Koontz, Heinz Weihrich, A Ramachandra Aryasri, Tata Mcgraw Hill, Principles   | of               |
|         | Management, 2016   | 01               |
| 3.      | Charles W Hill, Stephen L Mcshane, Principles of Management, Mcgraw Hill, Special I  | ndian            |
|         | Edition 2007.  | iidiali          |
| - 4.    | Stephen P.Robbins, Timothy A Judge, Essentials of Organisational Behaviour, Pearson,   | 12 <sup>th</sup> |
|         | Edition.   | 12               |
| 5.      | Dr.S.S.Khanka, Organisational Behaviour (Text and Cases), S Chand, 2013.   |                  |
| 1-5     | (10th and 0abob), 5 Onaire, 2013.  |                  |





| Re          | egula   | atior  | 2018               |                        |           | Semes        | ter I         |           | Т      | otal H   | ours      | 4                    | 5          |
|-------------|---------|--------|--------------------|------------------------|-----------|--------------|---------------|-----------|--------|----------|-----------|----------------------|------------|
| Cotogo      | D. WOLL | C      | ourse (            | obo"                   | (         | Course       | Nama          |           | Н      | ours / ` | Week      |                      |            |
| Catego      | Jry     |        | burse (            | Jode                   |           | ourse.       | Name          |           | L      | T        | P         |                      |            |
| C           |         | F      | PBA181             | 102                    |           | ANAG<br>CONO | ERIAL<br>MICS |           | 3      | 0        | 0         |                      | 3          |
| Course      | Obj     | ecti   | ve (s):            | The purp               | ose of le | earning      | this cou      | rse is to | ):     |          |           |                      |            |
| 1           | -       | Kr     | now the            | basic fu               | ndamen    | tals of e    | economi       | cs.       |        |          |           |                      |            |
| 2           |         |        |                    |                        |           |              |               |           |        |          |           | determin<br>onomic g |            |
| 3           |         | Ur     | nderstar           | nd about               | the mici  | o and n      | nacroec       | onomic    | concep | ots.     |           |                      |            |
| 4           |         | Stı    | ıdents (           | can unde               | rstand tl | ne vario     | us types      | of mar    | kets.  |          |           |                      |            |
| 5           |         | Ur     | derstar            | nd the inf             | lation a  | nd defla     | ition and     | dother    | monito | ry poli  | ces.      |                      |            |
| Course      |         |        | , , ,              |                        |           |              |               |           | TE I   |          |           |                      |            |
| At the e    | nd o    |        |                    | e, learner             |           |              |               | 4 10      |        |          |           |                      |            |
| CO1         |         | go     | vernme             | nts in a r             | nodern e  | econom       | у.            |           |        |          |           |                      | arkets and |
| CO2         |         |        | derstan<br>urns to |                        | ctors ir  | ıfluenci     | ng dem        | and, its  | types  | and p    | oroducti  | on function          | on, law o  |
| CO3         | 2       |        |                    | he vario               |           |              |               | ructure   | such a | as perf  | ect com   | petition,            | monopoly   |
| CO4         |         |        |                    | e basic<br>nies of sc  |           | strateg      | ies, co       | st conc   | epts a | nd cla   | ssificati | on, econ             | omies and  |
| CO5         |         |        |                    | d inflati<br>nal busin |           |              |               |           | and f  | iscal p  | olicies   | and the              | impact o   |
| CO-PO       | Maj     |        |                    |                        |           |              |               | 4         |        |          | 6.        | Ye had to            | 44.54.1    |
|             |         |        |                    | Pos                    |           |              |               |           |        |          |           |                      | PSOs       |
| cos         | PC      | 01     | PO2                | PO3                    | PO4       | PO5          | PO6           | PO7       | PO8    | PO9      | PO10      | PSO 1                | PSO 2      |
| CO1         | 1       |        | 1 - 1              | 1                      | 2         | 1            | 1             | 1         | -      | -        | -         | 3                    | 2          |
| CO2         | = IK    | , IN O | 1                  | 1                      | 2         | 1            | 1             | 1         | -      | -        | 1         | 3                    | 2          |
| CO3         | 1       | 19     | 2                  | 1.5                    | 1         | 1            | 1             | 1         | •      | 2        | 1         | 3                    | 3          |
| CO4         | 2       |        | 1                  | 2                      | 2         | 2            | 2             | 2         | 19-1   | -        | 2         | 3                    | 2          |
| CO5         | 1       |        | 1                  | 1                      | 2         | 2            | 2             | 2         | •      | <u>.</u> | 2         | 3                    | 2          |
| CO<br>(Avg) | 1.2     |        | 1.2                | 1.2                    | 1.8       | 1.4          | 1.4           | 1.4       | -      | 2        | 1.5       | 3                    | 2.2        |

2: Moderate (Medium)

3: Substantial (High)

Approved By
Board of Management Studies On

FB 2018

KARUR - 639 113

| UNIT I  | INTRODUCTION   | ,                |
|---|--|------------------|
| Meaning   | g and Concepts of Economics-Scope Posic Foographic To A in No.   | 9                |
| and Gov   | vernment in a Modern Economy-Econometrics  | -Role<br>kets    |
| UNITI   | DEMAND AND SUPPLY ANALYSIS   | 9                |
|   | Demand-Types of Demand-Elasticity of Demand-Demand Forecasting-Law of Supply nation. Production Function- Cobb- Douglas Production Function. Returns to Scale-   |                  |
|   | The second secon | 9                |
| Monopo<br>UNIT IV   | Types of Market-Market Structure –Perfect Competition-Monopoly and Monopsony - listic Competition-Oligopoly and Oligopsony-Profit Maximization   |                  |
| CONTRACTOR OF THE PARTY OF THE | PRICING STRATEGY AND COST ANALYSIS  Policies -Basic Pricing Strategies-Pricing Methods of Goods and Services- pation Cost Concept Classifications 1 B  | 9                |
| Scale UNIT V National Policies-I Indian Ec  | BUSINESS DECISIONS AND GOVERNMENT Income-Inflation and Deflation-Business Cycle-Monetary Policy of RBI-Indian Balance of Payments-Unemployment and its Impact-Impact of International Business conomy  | es of            |
| Text Boo  | k (s)  |                  |
| 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 Mcgra Hill Publishing Company Limited, 9th Edition, 2011   | aw               |
| 3.  | Karl E.Case and Ray C.Fair, Principles of Economics, Pearson Education   |                  |
| Reference   | e (s)  |                  |
| 1.  | Suma Damodaran, Managerial Economics, Oxford University Press, 2012  |                  |
| 2.  | Samuelson Nordhaus, Economics, Tata Mcgraw Hill Publishing Company Limited, Edition  | 18 <sup>th</sup> |





|                                      | ulation 2018                                     | C St. Kee       |           | Semes                  | ter I                    |                       | To                | tal Hou              | rs                    |                     | 45       |
|--------------------------------------|--|-----------------|-----------|------------------------|--------------------------|-----------------------|-------------------|----------------------|-----------------------|---------------------|----------|
| Categor                              | Course C   | ode             |           | Course                 | Name                     |                       | Ho                | urs / We             | eek                   |                     |          |
|                                      |  |                 | MICINI    |                        |                          |                       | L                 | T                    | P                     |                     | C        |
| C                                    | PBA18103   | 3 (             | CORPO     |                        | HICS AN<br>SOCIAL<br>ITY |                       | 3                 | 0                    | 0                     | 7.0                 | 3        |
| Course O                             | bjective (s): T                                  | he pur          | pose of   | learning               | this cou                 | rse is to:            |                   |                      |                       | A Mai               | Harry 1  |
| 1                                    | understand the<br>now those deci                 | decisions a     | on proce  | ess one g              | oes thro                 | ugh in de             | etermini          | ng what<br>l ethical | is right a            | nd wron<br>f Global | g, and   |
| 2 8                                  | sensitize the st                                 | udents          | with un   | derstand               | ing of et                | hical iss             | ues at we         | orkplace             | T SUAL                | 302 3 10            |          |
| 3   8                                | gain vivid knov                                  | wledge          | on corp   | orate so               | cial resp                | onsibilit             | y and to          | gain the             | importar              | nce of et           | hical    |
|                                      | orincipies and                                   | busines         | ss ethics | in CSR                 | activitie                | S                     |                   |                      |                       |                     | T / U    |
| 5 H                                  | mport knowled<br>build the impor                 | rtance of       | of ethics | al princir             | les for C                | SK and                | awarene           | ss about             | CSR issu              | ies                 |          |
| Course Or                            | itcome (s) (Co                                   | De). At         | the and   | l of this              | nes anu i                | Jusiness              | etnies ir         | 1 CSR ac             | ctivities g           | lobally             | -1000 19 |
| CO1                                  | understand                                       | the fun         | doment    | ala af atl             | course, i                | earners v             | vill be at        | ole to:              |                       |                     |          |
| CO2                                  | identify the principles                          | metho           | dology    | for hand               | ling ethic               | cal dilen             | work et<br>ma and | hics for function    | managers<br>al applic | s<br>ations of      | f ethic  |
| CO3                                  | know the er                                      | vironn          | nental re | enoneih                | 1:4 01.                  |                       | · OOD             |                      |                       |                     |          |
| 001                                  |  |                 |           | $\omega$ ormaniani.    | иих от в                 | ilginegg v            | V19 ( SR          | activitie            | C                     |                     |          |
| CO4                                  | identify the                                     | strateg         | ies for ( | CSR and                | CSR iss                  | usiness v             | via CSR           | activitie            | es                    |                     |          |
| CO5                                  | understand                                       | strateg         | ies for ( | CSR and                | CSR iss                  | ues                   |                   | activitie            | es                    |                     |          |
| CO5                                  | understand                                       | strateg         | ies for ( | CSR and                | CSR iss                  | ues                   |                   | activitie            | es                    |                     |          |
| CO5                                  | understand                                       | strateg         | ies for ( | CSR and lobalizat      | CSR iss                  | ues                   |                   | activitie            | es .                  |                     |          |
| CO5                                  | understand                                       | strateg         | ies for ( | CSR and lobalizat      | CSR iss                  | ues                   |                   | activitie            | es .                  | PS                  | SOs      |
| CO5                                  | identify the understand apping                   | strateg         | ies for ( | CSR and lobalizat      | CSR iss                  | ues                   |                   | PO9                  | PO10                  | PSO 1               |          |
| CO5 CO-PO M COS PO                   | identify the understand apping  PO2              | strateg         | ies for ( | CSR and lobalizated    | CSR isstion and          | ues<br>CSR ini        | tiatives          |                      |                       | PSO                 | PSC      |
| CO5 CO-PO M COS PO                   | identify the understand apping  PO2              | strateg the imp | ies for ( | CSR and lobalization P | CSR isstion and os       | ues<br>CSR ini<br>PO7 | PO8               | PO9                  | PO10                  | PSO<br>1            | PSC<br>2 |
| CO5 CO-PO M CO1 2 CO2 2              | identify the understand apping  PO2  1  1        | PO3 2 2         | ies for ( | CSR and lobalization P | CSR iss tion and os      | PO7                   | PO8               | PO9                  | PO10<br>3             | PSO<br>1            | PSC 2    |
| CO5 CO-PO M COS PC CO1 2 CO2 2       | identify the understand apping  PO2  1  1  1     | PO3 2 2         | PO4       | CSR and lobalization P | CSR iss tion and os PO6  | PO7 2 2               | PO8 2 2           | PO9 2 2              | PO10 3 2              | PSO 1 2 2           | PSC 2 3  |
| CO5 CO-PO M COS PC CO1 2 CO2 2 CO3 2 | identify the understand tapping  PO2  1  1  1  1 | PO3 2 2 2       | PO4       | CSR and lobalization P | CSR iss tion and os PO6  | PO7 2 2 2 2           | PO8 2 2 2         | PO9 2 2 2            | PO10 3 2 2            | PSO 1 2 2 2 2       | 3<br>3   |

2: Moderate (Medium)

3: Substantial (High)



| UN                       | IT I ETHICS  |      |
|--------------------------|--|------|
| Ethi                     | ics - Meaning, Definition Rusiness Ethiog Characteristic Delicity  | 9    |
| Dec                      | sision Making Process - Employee Duties and Rights - Causes of Unethical Behavior; Ethical Ses; Work Ethics: Code of Conduct   |      |
| Abu                      | ises; Work Ethics; Code of Conduct.  | al   |
| UNI                      | IT II MANAGEMENT OF ETHICS   |      |
| Han                      | dling Ethical Dilemmas at Work - Management of Ethics Ethica Analysis Ethical  | 9    |
| The second second second | The state of the s | ];   |
|                          | of in Warketing, I mance and Human Resource. Challenges of Rusiness Ethics   |      |
| OIVI                     | III CORPORATE SOCIAL RESPONSIBILITY  | 0    |
| Mea                      | ming & Definition of CSR, History & Evolution of CSP, Stakeholder M.   | 9    |
| 100000                   | Con Contraint Corporate Governance, Models of CSR in India Deivors of CGD, CGD I   | n    |
|                          |  | ives |
|                          | T IV ISSUES IN CSR   | 9    |
| Need                     | d for CSR; Role of Business in Society, Building Blocks of CSR - Strategies for CSR;   |      |
| Chai                     | longes and implementation - CSK and Environmental Issues Social Issues I -1  | nd   |
|                          | The state of the s | IIu  |
|                          | T V GLOBAL CSR   | 9    |
| Deve                     | elopment of Strategic CSR Model- Current Issues in CSR- Globalization and CSR Initiative   |      |
| шра                      | of Dusiness - Global CSR Activities and Policies - International Standards and No.   |      |
| Busir                    | ness Ethics, Corporate Governance Across the Nations - CSR Activities of Grouping Countr   | ies  |
| Refe                     | rence (s)  | les. |
| 1,                       |  |      |
| 2.                       | Manuel G. Velasquez, Business Ethics – Concepts and Cases, PHL 6/e, 2000   |      |
|                          | Manuel G. Velasquez, Business Ethics – Concepts and Cases, PHI, 6/e, 2009 Sanjay K. Agarwal- Corporate Social Responsibility in India, Response health 18 et 2009  |      |
| 3.                       | Sanjay K. Agarwal- Corporate Social Responsibility in India, Response book 1sted 2008  |      |
|                          | Sanjay K. Agarwal- Corporate Social Responsibility in India, Response book, 1st ed 2008 William Shaw, Business Ethics, Wadsworth Publishing Company, 6/e, 2007   | _    |
| 3.                       | Sanjay K. Agarwal- Corporate Social Responsibility in India, Response book, 1 <sup>st</sup> ed 2008 William Shaw, Business Ethics, Wadsworth Publishing Company, 6/e, 2007.  Subhabrata Bobby Banerjee, Corporate social responsibility: the good, the bad and the use   | _    |
| 3.                       | Sanjay K. Agarwal- Corporate Social Responsibility in India, Response book, 1 <sup>st</sup> ed 2008 William Shaw, Business Ethics, Wadsworth Publishing Company, 6/e, 2007. Subhabrata Bobby Banerjee, Corporate social responsibility: the good, the bad and the ug Edward Elgar Publishing, 2007. S. A. Sherlekar, Ethics in Management, Himalaya Publishing House, 2009.  | _    |
| 3.                       | Sanjay K. Agarwal- Corporate Social Responsibility in India, Response book, 1 <sup>st</sup> ed 2008 William Shaw, Business Ethics, Wadsworth Publishing Company, 6/e, 2007.  Subhabrata Bobby Banerjee, Corporate social responsibility: the good, the bad and the use   | _    |





| Reg         | gulat | ion 2018                | 6.3     |          | Semes           | ster I     | -          | Tot        | al Hours     |             | 60         |         |
|-------------|-------|-------------------------|---------|----------|-----------------|------------|------------|------------|--------------|-------------|------------|---------|
|             |       |                         | 1       |          | C               | NI         |            | Hou        | rs / Wee     | k           | C          |         |
| Categor     | ry    | Course Co               | ode     |          | Course          | Name       |            | L          | T            | P           |            |         |
| F           |       | PMA181                  | 01      |          | ISTICS<br>IAGEM |            |            | 3          | - 1-7        | 0           | 4          |         |
| Course (    |       | ctive (s): T            |         |          |                 |            |            |            |              |             |            |         |
| 1           | į     | Jnderstand              | the ba  | sic con  | cepts of        | Statistic  | s and kno  | ow how     | it is relate | ed to mana  | gement     |         |
| 2           |       | Analyze the o solve man |         |          |                 | rious sta  | tistical t | echnique   | s and app    | oly the pro | bability c | oncepts |
| Course (    | Outc  | ome (s) (C              | Os): A  | t the er | nd of this      | s course,  | learners   | will be    | able to:     | San His     |            |         |
| CO1         |       | Collect, ana            | lyze an | d proces | ss the dat      | a for vari | ous purp   | oses in bu | siness       | +11         | Si dimi    |         |
| CO2         |       | Understand<br>problems  | d and   | apply th | ne proba        | bilitycor  | cepts an   | d technic  | ques to so   | olve variou | is manage  | ment    |
| CO3         |       | Gain the kn             | owledg  | e on tes | t of hypo       | thesis and | d how the  | y relate t | o business   | and manag   | gement     |         |
| CO4         | rň.   | Apply the co            | oncepts | of corr  | elation ar      | nd regres  | sion in m  | anageme    | ent proble   | ems         |            |         |
| CO5         |       | Develop the             | model   | for the  | given tin       | ne series  | and under  | stand the  | concepts     | of Index n  | umbers     |         |
| СО-РО       | Map   | ping                    |         |          |                 |            |            |            |              |             |            |         |
| - 194-      | V Un  |                         |         | -        |                 | POs        |            |            |              |             |            | PSOs    |
| cos         | PO1   | PO2                     | PO3     | PO4      | PO5             | PO6        | PO7        | PO8        | PO9          | PO10        | PSO 1      | PSO 2   |
| CO1         | 2     | 1                       | 2       | 1=5      | 2               | 1          | 2          | 750        | -            | -           | 2          | 2       |
| CO2         | 2     | 1                       | 2       | -        | 2               | 1          | 1 -        |            | -            |             | 2          | 1       |
| CO3         | 2     | 1                       | 2       | -        | 2               | 1          | 2          | 1,01       |              | VI.         | 2          | 2       |
| CO4         | 1     | 1                       | 2       | -        | 2               | 1          | 1          | =          |              |             | 2          | 2       |
| CO5         | 2     | 1                       | 2       |          | 2               | 1 -        | 2          | 20-1       |              | - 14        | 2          | 2       |
| CO<br>(Avg) | 1.8   | 1                       | 2       | (4.      | 2               | 1          | 1.8        | -          | -            | •           | 2          | 1.8     |





| UNIT I  | INTRODUCTION TO STATISTICS   | 12      |
|---|--|---------|
| Statistics                                    | Definition - Statistical Methods - Organizing Data-Measures of Central Tendency: M   | ean –   |
| Modian  | Mode - Percentiles - Quartiles - Measures of Dispersion; Range - Quartile Deviation  | 777-    |
| Variance                                      | - Standard Deviation - Measures of Skewness: Bowley's Coefficient of Skewness - K  | arl     |
| Pearson's                                     | Coefficient of Skewness.   |         |
| INIT II                                       | PROBABILITY AND RANDOM VARIABLES   | 12      |
| Rasic de                                      | inition of probability - Addition law of probability - Multiplication law of probability   |         |
| - Conditi                                     | onal probability -Bayes' theorem - Random variables: Definition - Distribution   |         |
| functions                                     | - Discrete (Binomial & Poisson) - Continuous (Normal).   |         |
| HNIT II                                       | TESTING OF HYPOTHESIS  | 12      |
| Introduc                                      | ion of Statistical Hypothesis - One Sample Test for Means and Proportions of large   |         |
| sample (                                      | z test) - ANOVA (One and Two way classifications).   |         |
| Nonnar  | metric Test  |         |
| Chi-sauz                                      | re Test for independence of attributes and goodness of fit - Rank sum test - Kolmogo.  | OV      |
| Smirnov                                       | test for goodness of fit - Mann Whitney U test - Kruskal Wallis Test- One sample run   | test.   |
| UNITT   | CORRELATION AND REGRESSION   | 12      |
| Correlat                                      | on Analysis - Types of Correlation - Methods of studying Correlation - Correlation o   | f       |
| grouped                                       | data - Rank Correlation-Regression Analysis.   |         |
| UNIT V  | TIME SERIES ANALYSIS AND INDEX NUMBERS   | 12      |
|   | Tractions Irracular va   |         |
| Time se                                       | ries analysis: Trend analysis - Cyclical variations - Seasonal variations - megulai va   | iation  |
|   | ries analysis: Trend analysis - Cyclical variations - Seasonal variations - Irregular variations:  | iation  |
| Index N                                       | umbers:  | iatior  |
| Index N                                       | umbers:<br>tion - Types (Laspeyre's, Paasche's, Marshal Edgeworth and Fisher's Ideal Index) -  | iation  |
| Index N<br>Introduc                           | tion - Types (Laspeyre's, Paasche's, Marshal Edgeworth and Fisher's Ideal Index) - AT.  ce (s)   |         |
| Index N<br>Introduc<br>SAS/ST<br>Referen      | tion - Types (Laspeyre's, Paasche's, Marshal Edgeworth and Fisher's Ideal Index) - AT.  ce (s)   |         |
| Index N<br>Introduc<br>SAS/ST                 | tion - Types (Laspeyre's, Paasche's, Marshal Edgeworth and Fisher's Ideal Index) - AT.  ce (s)  Levin R.I. and Rubin D.S.(2001), 'Statistics for Management' 7 <sup>th</sup> Edition, Prentice Findia Pyt Ltd., New Delhi.   | Iall o  |
| Index N<br>Introduc<br>SAS/ST<br>Referen      | tion - Types (Laspeyre's, Paasche's, Marshal Edgeworth and Fisher's Ideal Index) - AT.  ce (s)  Levin R.I. and Rubin D.S.(2001), 'Statistics for Management' 7 <sup>th</sup> Edition, Prentice Findia Pyt Ltd., New Delhi.   | Iall o  |
| Index N<br>Introduc<br>SAS/ST<br>Referen      | tion - Types (Laspeyre's, Paasche's, Marshal Edgeworth and Fisher's Ideal Index) - AT.  ce (s)  Levin R.I. and Rubin D.S.(2001), 'Statistics for Management' 7 <sup>th</sup> Edition, Prentice Findia Pvt Ltd., New Delhi.  Srivastava T. N, Shailaja Rego (2008), 'Statistics for Management', 2 <sup>nd</sup> Edition, Tata McGraw Hill. | Iall o  |
| Index N<br>Introduc<br>SAS/ST<br>Referen<br>1 | tion - Types (Laspeyre's, Paasche's, Marshal Edgeworth and Fisher's Ideal Index) - AT.  ce (s)  Levin R.I. and Rubin D.S.(2001), 'Statistics for Management' 7 <sup>th</sup> Edition, Prentice Findia Pvt Ltd., New Delhi.  Srivastava T. N, Shailaja Rego (2008), 'Statistics for Management', 2 <sup>nd</sup> Edition, Tata McGraw Hill. | Iall o  |
| Index N<br>Introduc<br>SAS/ST<br>Referen      | tion - Types (Laspeyre's, Paasche's, Marshal Edgeworth and Fisher's Ideal Index) - AT.  ce (s)  Levin R.I. and Rubin D.S.(2001), 'Statistics for Management' 7 <sup>th</sup> Edition, Prentice Findia Pvt Ltd., New Delhi.  Srivastava T. N, Shailaja Rego (2008), 'Statistics for Management', 2 <sup>nd</sup> Edition, Tata              | Iall of |





| Regu        | lation 2018                   |                          | Semes                      | ter I      |                | Tot       | al Hou   | rs       |            | 60      |
|-------------|-------------------------------|--------------------------|----------------------------|------------|----------------|-----------|----------|----------|------------|---------|
| Category    | Course Code                   |                          | Course                     | Nama       |                | Hou       | rs / We  | ek       |            |         |
| o word or j | Course code                   |                          | Course                     | Name       |                | L         | T        | P        |            | C       |
| C           | PBA18105                      |                          | CIAL AI<br>GEMEN<br>JNTING | T          |                | 3         | 1        | 0        |            | 4       |
| Course O    | bjective (s): The p           | ourpose of               | learning                   | this cour  | se is to:      |           |          |          |            |         |
| 1           | Introduce pros                | pective ma               | nagers o                   | of new ve  | ntures to      | prepare   | and ana  | lyze fin | ancial sta | tements |
| 2           | Emphasis on te                | echniques,               | cash flo                   | ws and ir  | npact of a     | accounti  | ng princ | ciples.  |            |         |
| 3           | Acquire knowl reporting, anal | edge abou<br>ysis, and p | t manag<br>erforma         | ement co   | ntrol sysation | tem, inc  | luding p | olanning | , budgetii | ng,     |
| 4           | Make students                 | to prepare               | Budget                     | on their o | own            |           |          |          |            |         |
| 5           | Can apply appl                | lication of              | Margina                    | l costing  |                |           |          |          |            |         |
| Course O    | itcome (s) (COs):             | At the en                | d of this                  | course. le | earners w      | ill be ab | le to    |          | - 1-2      |         |
| CO1         | Identify the diff             |                          |                            |            |                |           |          | ccounti  | ng         |         |
| CO2         | Interpret the Ar              |                          |                            |            |                |           |          |          |            |         |
| CO3         | Can classify the              |                          |                            |            |                | et.       |          |          |            | -       |
| CO4         | Understand the                |                          |                            |            |                |           |          | 111,     |            |         |
| CO5         | Gain Practical I              | Knowledge                | e through                  | applicat   | ion of Ma      | arginal ( | Costing. | a II.    |            |         |
| CO-PO M     | apping                        | norte- yes               |                            | CHANG.     | AL SET         |           |          |          |            | F- 11   |
| COS         | Pos                           | 5                        |                            |            |                |           |          |          |            | PSOs    |
| COS         | PO1 PO2 PO                    | )3 PO4                   | PO5                        | PO6        | PO7            | PO8       | PO9      | PO10     | PSO 1      | PSO 2   |
| CO1 2       | 2 2 2                         | 2                        | 2                          | 1          | 1              | 1         | 1        | 1        | 2          | 2       |
| CO2         | 2 3 2                         | R.                       | 3                          | 1          | 2              | 1         | 2        | 2        | 3          | 3       |
| CO3         | 3 2                           | 51g (1) (E)              | 3                          | 1          | 2              | 1         | 1        | 1        | 2          | 2       |
| CO4         | 1 2                           | 1                        | 3                          | 3          | 2              | 1         | 2        | 2        | 2          | 2       |
| CO5 2       | 2 2                           | 1                        | 3                          | 3          | 2              | 1         | 2        | 2        | 3          | 3       |
| CO<br>(Avg) | 5 2.2 2                       | 1.3                      | 2.8                        | 1.8        | 1.8            | 1         | 1.6      | 1.6      | 2.4        | 2.4     |
| 1. 01       | oht (Low)                     |                          | 3.5                        | ata (Ma    |                |           |          | L        | al (High)  |         |

2: Moderate (Medium)

3: Substantial (High)



| UNIT           | I FINANCIAL ACCOUNTING   | 12              |
|----------------|--|-----------------|
| Princip        | nction to Financial, Cost and Management Accounting - Generally Accepted Accounting les, Concepts and Conventions. Final accounts – Preparation of Trading and Profit and Account, Balance Sheet-Basics of IFRS. |                 |
| UNIT           |  | 12              |
| Financ         | ial Statement Characteristics, Limitations - Ratio Analysis - Fund Flow Analysis.  |                 |
| UNIT           | III ANALYSIS OF FINANCIAL STATEMENTS AND COST ACCOUNTING   | 12              |
| Cost A         | sis of Financial Statements: Cash Flow Analysis (as per Accounting Standard 3).  Accounting: Cost Accounting, Meaning and Objectives - Classification and Elements of Cost Concepts- Preparation of Cost Sheet.  | of              |
|                | IV BUDGETARY CONTROL   | 12              |
|                | ting and Types of Budgets - Preparation of Master, Sales, Purchase and Production ts - Fixed and Flexible Budgets - Cash Budget.   |                 |
| UNIT           | V MARGINAL COSTING   | 12              |
| Margi<br>Assun | nal Costing Importance - Cost Volume Profit analysis - Break Even Analysis - aptions Importance of CVP Analysis - Application of Marginal Costing (Problems).  |                 |
| Refer          | ence (s)   |                 |
| 1,             | M.Y.Khan & P.K.Jain (2016), Management Accounting- Text, Problems and Cases, Edition, Tata McGraw Hill.  | 6 <sup>th</sup> |
| 2.             | R.Narayanaswamy (2017), _Financial Accounting A Managerial Perspective', 6 <sup>th</sup> Edition, PHI Learning, New Delhi.   |                 |
| 3.             | M.L. Agarwal & Dr. L. Gupta (2018), Cost Accounting, 46 <sup>th</sup> Edition, Sahitya Bhaw Publications   |                 |
| 4.             | Charles T. Horngren, Gary L. Sundem, John A. Elliott & Donna R. Philbrick (2017) - Introduction Financial Accounting Pearson Education.  |                 |
| 5.             | Jawahar Lal, Seema Srivastava, Manisha Singh (2019) -Cost Accounting 1 <sup>st</sup> Edition McGraw-Hill   | on              |



| 11 11 11 11              | Kegula      | tion 2018            |           |               | Sen                      | nester I                   |             | Т        | otal H  | ours      |          | 45               |
|--------------------------|-------------|----------------------|-----------|---------------|--------------------------|----------------------------|-------------|----------|---------|-----------|----------|------------------|
| Categ                    | gory        | Course (             | Code      |               | Cour                     | se Name                    |             | Ho       | urs / \ | Veek      |          |                  |
| L XIII                   |             |                      |           |               |                          |                            |             | L        | Т       | P         |          | C                |
| C                        |             | PBA1810              |           | BUS           | INESS                    | ECTS FO                    | The little  | 3        | 0       | 0         |          | 3                |
| Course                   | e Obje      | ctive (s): T         | he purp   | ose of        | learning t               | this course                | is to:      |          | Tang    |           |          | MOTOR E          |
| _ 1                      | 7           | Provide a Business.  | genera    | ıl intro      | duction                  | to the Leg                 | al Envir    | onment   | and i   | ts Sign   | ificance | to the           |
| 2                        |             | Make the             | Student   | under         | stand with               | n the basic                | Business    | Laws f   | or Mar  | nagers.   |          |                  |
| 3                        |             | Identify th          | e impa    | ct of la      | w in the c               | lifferent asp              | pects of l  | Busines  | S.      |           |          |                  |
| 4                        |             | Familiariz           | e the sti | udents        | with vari                | ous laws th                | at will he  | elp them | to ref  | ine the   | Rusiness |                  |
| 5                        |             | Make the contracts a | studer    | its to        | understar                | d the fund                 | damental    | legal    | princip | oles in   | developi | ng vari          |
| Course                   | Outco       | me (s) (CC           |           |               |                          |                            |             | be able  | to:     |           | E . E    | 5.36             |
| CO1                      |             | Understand           | the fur   | ıdamer        | itals of M               | ercantile la               | w and it    | s eleme  | nta     |           |          |                  |
| CO <sub>2</sub>          |             | Identify the         | proced    | lure inv      | olved in                 | the formati                | on of the   | 2 COmpo  | nv      | THE       |          | 1131             |
| CO3                      |             | Know the e           | lements   | in the        | Negotial                 | ole Instrum                | ents Act    | compa    | .II y   |           |          |                  |
| CO4                      |             | Ammler tha           | 11.00     |               | 0                        |                            | OTTED 2 TOL |          |         |           |          |                  |
|                          |             | Apply the c          | lifferent | metho         | ds of tax                | implication                | ns          |          |         |           |          |                  |
| CO5                      |             | Know the n           | nachine   | methories for | ods of tax               | implication                | ns          |          |         |           |          |                  |
|                          |             | Know the n           | nachine   | methories for | ods of tax<br>protection | implication                | ns          |          |         |           |          |                  |
| CO5                      |             | Know the n           | nachine   | methories for | protection               | implication<br>on of consu | ns          |          |         |           |          | DSO <sub>0</sub> |
| CO5                      | Mapp        | know the n           | nachine   | ries for      | protection               | implication<br>on of consu | ns          |          |         | 5 A-26,30 |          | PSOs             |
| CO5<br><b>O-PO</b>       |             | know the n           | nachine   | ries for      | protection               | implication<br>on of consu | ns          | PO8      | PO9     | PO10      | PSO 1    |                  |
| CO5<br>O-PO<br>COS       | Mapp        | ing                  | nachine   | ries for      | protection Po            | implication<br>on of consu | mers        | PO8      | PO9     | PO10      | PSO 1    | PSO              |
| CO5 O-PO COS             | Mapp<br>PO1 | ing                  | nachine   | ries for      | PO5                      | on of consu                | PO7         |          | 1       | 1         | PSO 1    | PSO              |
| CO5 O-PO COS             | POI         | PO2                  | PO3       | PO4           | PO5 PO5                  | pn of consu                | mers PO7    |          |         | PO10      | PSO 1    | PSO              |
| CO5 O-PO COS             | Mapp<br>POI | PO2                  | PO3       | PO4           | PO5                      | pn of consu                | PO7         |          | 1       | 1         | PSO 1    | PSO              |
| CO5<br><b>O-PO</b>       | POI         | PO2                  | PO3       | PO4           | PO5 PO5                  | PO6                        | PO7         |          | 1       | 1         | PSO 1    | PSO              |
| CO5 O-PO COS CO1 CO2 CO3 | POI  2  2   | PO2                  | PO3       | PO4           | PO5 PO5 2                | PO6                        | PO7         |          | 1 1 1   | 1         |          | PSO  1  1        |

2: Moderate (Medium)

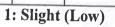
3: Substantial (High)



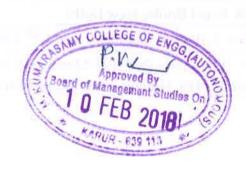
| R                      | Regulation 2018   | Semester I  | Total Hours                             | 45               |
|------------------------|---|---|---|------------------|
| UNI                    |   | TILE LAW  |   | 9                |
| THE                    | ctives, Need and S<br>INDIAN CONT<br>rmation of a Con                       | Sources of Mercantile law- Nature, Elements. <b>FRACT ACT 1872</b> : Definition of a Contract – ntract – Indemnity & Guarantee: Bailment ar f Contract – Remedies to Breach of Contract – 0 | nd Pledge. Performar                    | Contract         |
| UNIT                   |   | NY LAW AND INDUSTRIAL LAW   |   | 9                |
| and Comp               | Articles of Asso-<br>panies. INDUSRI<br>ent of Bonus Act                    | and Types of Companies —Formation of a ciation — Prospectus — Power, Duties of Di AL LAW: An Overview of Factories Act - Pay - Industrial Disputes Act  ABLE INSTRUMENTS ACT 1881           | rector - Winding                        | randum<br>up of  |
| Defin<br>Cheq<br>Liabi | ition-Types – Par<br>ue and Drafts. <b>A</b> (                              | ties to NI-Duties, Rights, Liabilities & DGENCY: Nature - Creation, Types of Agents - nd Third Party - Rights and Duties of Principal,  | Agent's authority and                   | iles for         |
| UNI                    | IV INCOME   | TAX ACT   |   | 9                |
| Good<br>Impli<br>RTI   | s and Services T<br>cations of GST.<br>ACT: Overview,<br>option from disclo | ct Tax -Corporate Tax Planning – Central Sa<br>Fax (GST) - Concept – Scope - Methods of<br>Right to Information – Types of information to<br>sure of information under RTI Act.             | GST Calculation - I be Disclosed &      | Practical        |
|                        | ctives of the Act   | IER PROTECTION ACT AND INTLAWS Rights of Consumers - Types of Consumer Refull PROPERTY RIGHTS: Introduction   | dressal Machineries an                  | d                |
|                        | - Trademarks  | TOAL FROFERT RIGHTS . Introduction  | for IFK – Patents - Cop                 | У                |
|                        | Book(s)   |   |   |                  |
| 1.                     | N. D. Kapoor, 'Reprint 2017.  | Elements of Mercantile Law", (37th ed.), Sulta  |   |                  |
| 2.                     |   | thak, Legal Aspects of Business, 7th Edition, Ta  |   |                  |
| 3.                     |   | of Business, Padhi, P.K. PHI learning India PVT   | Ltd ,2017.                              |                  |
|                        | ence (s)  |   |   |                  |
| 1,                     |   | 08), _Mercantile Law', 4th Edition, S.Chand &   |   |                  |
| 2.                     | Dr.R.Radhakrish<br>2008, Excel Boo  | nnan, Dr.S.Balasubramanian, Intellectual Proks, New Delhi   | operty Rights, 1 st Edi                 | tion,            |
| 3.                     | Ashok K Bagria  | l, Company law, 12 <sup>th</sup> Edition, 2007, Vikas Pub   | lishing House Pvt Ltd                   |                  |
| 4.                     | Edition, 2010, H  | a,Dr.Satish Mamoria, S.V.Gankar, _Dynamics o<br>imalaya Publishing House Pvt Ltd, Mumbai  |   | 13 <sup>th</sup> |
| 5.                     |   | ect Taxes Law and Practice Taxman Publicatio  | - I - I - I - I - I - I - I - I - I - I |                  |
| 6.                     | V. S. Datey, Princ  | ciples of GST & Customs Law, Taxman Publica   | ation, 2018 Edition, 20                 | 18               |



| Regulation 2018      |               |  |   | Semester I  |   |  |   | Total Hours   |             |  |  |  |
|----------------------|---------------|--|---|---|---|--|---|---|-------------|--|--|--|
| Category Course Code |               | Course Name  |   |   |   | Hot  |   |   |             |  |  |  |
| 17                   |               | Filler   |   |   | N N   | The state of   | L   | T   | P           |  | C  |  |
|                      | PBA181        | 06   | <b>BUSINE</b>   | ASPEC<br>SS   | CTS FOI   | 3  | 3   | 0   | 0           | 3  |  |  |
| e Obj                | ective (s):   | The pu   | rpose of l  | earning   | this cou  | rse is to:   |   |   |             |  |  |  |
| pı                   | ovide a ge    | eneral in  | ntroductio  | n to the  | Legal Fi  | nvironm  | ent and i   | ts Signi  | ficance to  | the  |  |  |
| e Out                | come (s) (    | COs):  | At the end  | l of this   | course. 1   | earners v  | vill be al  | ble to:   | Of Wallay   | gers   |  |  |
| 1                    | understan     | d the fi   | undament  | als of M  | ercantile   | law and  | lite alam   | onto.   |             | 7 1 15 1   |  |  |
| 2                    | identify the  | he proc  | edure inve  | olved in  | the form  | ation of   | the com   | nany  |             |  |  |  |
| 3                    | know the      | elemer   | nts in the l  | Vegotiab  | le Instru   | ments A  | ct  | puriy   |             |  |  |  |
|                      | apply the     | differe  | nt method   | ls of tax   | implicat  | ions   |   |   |             |  | 11.00  |  |
|                      | know the      | machir   | neries for  | protectio   | n of con  | sumers   |   |   |             | - SHEET  |  |  |
| ) Map                | ping          |  |   | 115-13  |   |  |   |   |             |  |  |  |
|                      | THE PARTY     |  |   | Lilborta  | E GETT  |  | THE TRUM  |   |             |  |  |  |
|                      |               |  |   | P   | os  |  |   |   |             | PSOs   |  |  |
| PO1                  | PO2           | PO3  | PO4   | PO5   | PO6   | PO7  | PO8   | PO9   | PO10        | PSO<br>1   | PSC<br>2   |  |
| 2                    | 1             | 1  | 1   | 1   | 1.  | 1  |   | 1   | 1           | 1  | 1  |  |
| 2                    | 1             | 1  | 1   | 3   | 1   | 1  | -   | 1   | 1           | 1  | 1  |  |
| 2                    | 12-1          | 1  | 1   | 2   | 1   | 1  | audio in<br>time  | 1   | 1           | 1  | 1  |  |
| 2                    | 1             | 1  | 1   | 1   | 1   | 1  | 1921  | 1   | 1           | 1  | 1  |  |
| 2                    | 1             | 1  | 1   | 2   | 1   | 1  |   | 1   | 1           | 2  | 2  |  |
| 2                    | 1             | 1  | 1   | 1.8   | 1   | 1  | 7.5   | 1   | 1           | 1.2  | 1.2  |  |
|                      | PO1 2 2 2 2 2 | PBA181  PBA181  PBA181  PODE CTIVE (s):  provide a general gen | PBA18106  PBA18106  PBA18106  PBA18106  PODJECTIVE (s): The pure provide a general in Business. Make the Coutcome (s) (COs): It understand the find identify the process know the element apply the different know the machine Mapping  PO1 PO2 PO3  2 1 1  2 1 1  2 1 1  2 1 1 | PBA18106 LEGAL BUSINE  e Objective (s): The purpose of provide a general introduction Business. Make the Student use Outcome (s) (COs): At the end in understand the fundament identify the procedure involved know the elements in the papely the different method know the machineries for outcome (s) (PO3 PO4 PO3 PO4 PO4 PO3 PO4 PO3 PO4 | PBA18106  LEGAL ASPEC BUSINESS  e Objective (s): The purpose of learning provide a general introduction to the Business. Make the Student understant of Outcome (s) (COs): At the end of this identify the procedure involved in know the elements in the Negotial apply the different methods of tax know the machineries for protection Mapping  PO1 PO2 PO3 PO4 PO5  2 1 1 1 1 3  2 1 1 1 2  2 1 1 1 1 2 | PBA18106 LEGAL ASPECTS FOIR BUSINESS  The purpose of learning this course provide a general introduction to the Legal Engusiness. Make the Student understand with the Outcome (s) (COs): At the end of this course, I understand the fundamentals of Mercantile identify the procedure involved in the form know the elements in the Negotiable Instruation apply the different methods of tax implicate know the machineries for protection of condition of the procedure involved in the form apply the different methods of tax implicate know the machineries for protection of condition of the procedure involved in the form apply the different methods of tax implicated in the procedure involved in the form apply the different methods of tax implicated in the procedure involved in the form apply the different methods of tax implicated in the procedure involved in the form apply the different methods of tax implicated in the procedure involved in the form apply the different methods of tax implicated in the procedure involved in the form apply the different methods of tax implicated in the procedure involved in the form apply the different methods of tax implicated in the procedure involved in the form apply the different methods of tax implicated in the procedure involved in the form apply the different methods of tax implicated in the procedure involved in the form apply the different methods of tax implicated in the procedure involved in the form apply the different methods of tax implicated in the procedure involved in the form apply the different methods of tax implicated in the procedure involved in the form apply the different methods of tax implicated in the procedure involved in the form apply the different methods of tax implicated in the procedure involved in the form apply the different methods of tax implicated in the procedure involved in the form apply the different methods of tax implicated in the procedure involved in the form apply the different methods of tax implicated in the procedure involved in the form apply | PBA18106 LEGAL ASPECTS FOR BUSINESS  e Objective (s): The purpose of learning this course is to:  provide a general introduction to the Legal Environmengusiness. 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Make the Student understand with the basic Business outcome (s) (COs): At the end of this course, learners will be all understand the fundamentals of Mercantile law and its elemated identify the procedure involved in the formation of the come know the elements in the Negotiable Instruments Act apply the different methods of tax implications know the machineries for protection of consumers  Pos  PO1 PO2 PO3 PO4 PO5 PO6 PO7 PO8  2 1 1 1 1 1 1 1 1 1 - 2  2 1 1 1 1 2 1 1 - 2  3 1 1 1 1 1 1 1 1 1 - 2  4 1 1 1 1 1 1 1 1 1 1 - 2  5 1 1 1 1 1 1 1 1 1 1 1 - 2  6 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 | Course Code | Course Code   Course Name   Hours / Week   L   T   P   PBA18106   LEGAL ASPECTS FOR BUSINESS   3   0   0   0   e Objective (s): The purpose of learning this course is to: | Course Code   Course Name   Hours / Week   L   T   P |  |







| R  | Regulation 2018  | Semester I  | Total Hours  | 45                |
|--|--|---|--|-------------------|
| UNI  | ΓΙ MERCANTIL   | E LAW   |  | 9                 |
| Object THE - For Control THE Guard unpaid UNIT Defin and Company Compa | ctives, Need and Source INDIAN CONTRAC rmation of a Contract ract - Discharge of Contract ract - Discha | tes of Mercantile law- Nature, Element CT ACT 1872: Definition of a Contract – Indemnity & Guarantee: Bailmentract – Remedies to Breach of Contract – Remedies to Breach of Contract – Transferin Sales Contract – Transferin Sales Contract – Performance of Sales Contract – Performance of Sales Contract – Performance of Sales Contract – Power, Duties of LAW: An Overview of Factories Act | ct – Essentials of a Valid Cont and Pledge. Performance ct – Quasi Contract.  er of Title and Risk of Loss - les Contracts - Rights of an of a Company - Memora f Director - Winding up to the contracts - Winding up to | ontract<br>e of a |
| UNI  | T III NEGOTIABL  | E INSTRUMENTS ACT 1881  |  | 9                 |
| Cheq<br>Liabi  | ue and Drafts. AGEN  | to NI-Duties, Rights, Liabilities & CY: Nature - Creation, Types of Agentification of Prince Party - Rights and Duties of Prince  | nts - Agent's authority and  |                   |
|  | IV INCOME TA   | XACT  |  | 9                 |
| Conc<br>RTI  | ept – Scope - Methods<br>ACT: Overview, Right<br>option from disclosure  | -Corporate Tax Planning – Central Sa<br>of VAT Calculation - Practical Implie<br>t to Information – Types of informatic<br>of information under RTI Act.<br>PROTECTION ACT AND  | cations of VAT. on to be Disclosed &   | 9                 |
| Foru   | ctives of the Act – Rig  | hts of Consumers - Types of Consume  L PROPERTY RIGHTS: Introduce   |  |                   |
| Text   | Book(s)  |   |  |                   |
| 1.<br>2.<br>3.   | Akhileshwar Patha  | ents of Mercantile law, Sultan Chand a<br>k, Legal Aspects of Business, 4 <sup>th</sup> Editi<br>s Law for Managers, Bizentra Publishe  | on, Tata McGraw Hill, 2007   | 25.0              |
| Refe   | rence (s)  |   |  |                   |
| 1.   |  | _Mercantile Law', 4 <sup>th</sup> Edition, S.Cha<br>Dr.S.Balasubramanian, Intellectu<br>New Delhi   |  | on,               |
| 3.   | Ashok K Bagrial, Co  | mpany law, 12 <sup>th</sup> Edition, 2007, Vikas  | Publishing House Pvt Ltd   |                   |
| 4.   | Dr.C.B.Mamoria,Dr.   | Satish Mamoria, S.V.Gankar, _Dynan<br>aya Publishing House Pvt Ltd, Mumb  | nics of Industrial Relations 1   | 3 th              |



| CO2<br>CO3<br>CO4<br>CO5<br>CO-PO Mapp<br>COS<br>PO1  | Prepare stusuits the busiles the busiles the busiles the prepare student and medium and the student and the  | he purpoundents to usiness adents to purpose the purpose to purpos | corrections of the end | unicat<br>arning the<br>tand and<br>for dome<br>nessage b<br>icate glob<br>hemselve<br>of this con<br>ation strate<br>and interest<br>ic and interest<br>on and N | is course deliver estic and is bally with the sthe formurse, learn ategies are ternational tegotiation degotiation and sin contents in contents.   | internations purpose the confider mats and principal business musiness wills          | ly oral and onal but ose, and ence dechannel be able iples to ess situation appropriate to the control of the c | lyses are leto: preparations                             | P 0 itten consituation udience, business e effective         | nmunications selecting s. ve | channe   |
|---|--|--|--|---|--|---|--|--|--|------------------------------|----------|
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| Course Outco  CO1  CO2  CO3  CO4  CO5  CO-PO Mapp  COS  PO1                                     | Apply corporation of the communical Deliver and Utilize Ana Select appromessages Effective us  | Os): At the orate continuous for effective allytical, opriate for the orate of the  | the end of  | of this con<br>ation strate<br>ic and interest<br>is present<br>on and N<br>and chann   | urse, lear<br>ategies ar<br>ternational<br>tation<br>degotiation   | ners will ad prince al busine an skills   | l be abliples to ess situation   | le to: preparations                                      | e effecti  | ve<br>s commu                | nication |
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| CO3 CO4 CO5 CO-PO Mapp COS PO1  | Utilize Ana<br>Select appromessages<br>Effective us  | llytical,<br>opriate f   | Persuasion<br>formats a  | on and N<br>and chan  | legotiationels in co   | n skills<br>mmunio  | approp   | riate to   | business   | s commu                      | nication |
| CO4 CO5 CO-PO Mapp COS PO1  | Select appromessages Effective us  | opriate f  | formats a  | and chann   | nels in co   | n skills<br>mmunio  | approp   | riate to   | business   | s commu                      | nication |
| COS PO1   | messages<br>Effective us   |  |  |   |  | mmunio  | cating a   | ınd reco   | ording th  | e hucinac                    |          |
| COS PO1   | Effective us   | se of inte   | erviewin   | 1.11  |  |   | U  | ina rece   |  | ic ousines                   | S        |
| CO-PO Mapp  | a diameter   |  | AT LYALLITIE   | g SKILLS 11   | n recruiti   | ng and  | ethics in  | n busin  | ess  |                              |          |
| PO1   | ping   | T UTES   |  | Alle Mina   |  |   |  | a stanovi  |  | HE AL                        | -,1070   |
| PO1   | Pos  |  |  |   |  |   |  |  |  | PSOs                         |          |
| COI   | PO2  | PO3  | PO4  | PO5   | PO6  | PO7   | PO8  | PO9  | PO10   | PSO 1                        | PSO 2    |
|   | 2  | 1  | -  | 1.E.  | 2  | 1   | 2  | 3  | 3  | 3                            | 2        |
| CO2 1   | 12   | -  |  | S.  |  | . <b></b>   | 3  | 3  | 3  | 3                            | 2        |
| CO3 -   | 2  | 1 1  | 1  | -   | 1  | 2   | 2  | 3  | 2  | 3                            | 2        |
| CO4 -   | 3  | #  | •  | -   | 2  | 2   | 2  | 3  | 2  | 3                            | 2        |
| CO5 -   | 1  | -  | .=1  | (m)<br>=  | (#):   | 3   | 1  | 3  | 1  | 2                            | 2        |
| CO<br>Avg)  | + TT   | - 4 -  | es.  |   |  |   |  |  |  |                              |          |

2: Moderate (Medium)

3: Substantial (High



| UNIT                                       | I COMMUNICATION  | 9                    |
|--|--|----------------------|
|  | ance – Process – Patterns – Forms – Barriers – Functions and Principles – Interpersonal unication – Intercultural Communication – Case Analysis – Cross Cultural Communication   | tion                 |
| UNIT                                       | 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 Medi  | a                    |
| Etique                                     | III IMPORTANCE OF LISTENING  | 9                    |
| Speaki                                     | ing and Reading – Verbal Communication – Making Presentation – Persuasion – Negot  |                      |
| UNIT                                       | THE PROPERTY OF THE PROPERTY O   | 9                    |
| Etique                                     | ettes, Agenda, Minutes, Sales Letters, Enquiries, Orders, Cover Letters, Letters of Comp<br>t Proposal, Reports Neutral, Positive, Negative Messages   | olaint,              |
| UNIT                                       | V GROUP DISCUSSION   | 9                    |
| Resun                                      | ne Writing – Interviewing Types, Stages, Skills for Interviewer and Interviewee – Busing Etiquettes  | ness                 |
|  | ence (s)   |                      |
| 1.   | The state of the s   | 400                  |
|  | Hory Sankar Mukerjee, Business Communication, Connecting At Work, Oxford Universes, 2nd Edition, 2016  |                      |
| 2.   | Press, 2 <sup>nd</sup> Edition, 2016  N.Gupta, K.Jain & P.Mahajan, Business Communication, Sahitya Bhawan Publication, 2018  | ons, 1 <sup>st</sup> |
|  | Press, 2 <sup>nd</sup> Edition, 2016  N.Gupta, K.Jain & P.Mahajan, Business Communication, Sahitya Bhawan Publication Edition, 2018  Herta A Murphy, Herbert W Hildebrandt, Jane P Thomas, (2017), Effective Business Communication, McGraw Hill Education, 7 <sup>th</sup> Edition  | ons, 1 <sup>st</sup> |
| 2.   | Press, 2 <sup>nd</sup> Edition, 2016  N.Gupta, K.Jain & P.Mahajan, Business Communication, Sahitya Bhawan Publication, 2018  Herta A Murphy, Herbert W Hildebrandt, Jane P Thomas, (2017), Effective Business Communication, McGraw Hill Education, 7 <sup>th</sup> Edition  Payal Mehra, Business Communication for Managers, Pearson Education India, 2 <sup>nd</sup> Edition 2016   | ons, 1 <sup>st</sup> |
| 2.   | Press, 2 <sup>nd</sup> Edition, 2016  N.Gupta, K.Jain & P.Mahajan, Business Communication, Sahitya Bhawan Publication, 2018  Herta A Murphy, Herbert W Hildebrandt, Jane P Thomas, (2017), Effective Business Communication, McGraw Hill Education, 7 <sup>th</sup> Edition  Payal Mehra, Business Communication for Managers, Pearson Education India, 2 <sup>nd</sup> Edition, 2016  Loen Cornelissen, Corporate Communication, SAGE Publications, 2017  | ons, 1 <sup>st</sup> |
| <ul><li>2.</li><li>3.</li><li>4.</li></ul> | Press, 2 <sup>nd</sup> Edition, 2016  N.Gupta, K.Jain & P.Mahajan, Business Communication, Sahitya Bhawan Publication Edition, 2018  Herta A Murphy, Herbert W Hildebrandt, Jane P Thomas, (2017), Effective Business Communication, McGraw Hill Education, 7 <sup>th</sup> Edition  Payal Mehra, Business Communication for Managers, Pearson Education India, 2 <sup>nd</sup> Edition, 2016  Joep Cornelissen, Corporate Communication, SAGE Publications, 2017  Lesikar, Raymond V., John D Pettit, and Mary E FlatlyLesikar's, Basic Business  Communication, Tata McGraw-Hill, New Delhi, 10 <sup>th</sup> Edition, 2010  | ons, 1 <sup>st</sup> |
| 2.<br>3.<br>4.                             | Press, 2 <sup>nd</sup> Edition, 2016  N.Gupta, K.Jain & P.Mahajan, Business Communication, Sahitya Bhawan Publication, 2018  Herta A Murphy, Herbert W Hildebrandt, Jane P Thomas, (2017), Effective Business Communication, McGraw Hill Education, 7 <sup>th</sup> Edition  Payal Mehra, Business Communication for Managers, Pearson Education India, 2 <sup>nd</sup> Edition, 2016  Joep Cornelissen, Corporate Communication, SAGE Publications, 2017  Lesikar, Raymond V., John D Pettit, and Mary E FlatlyLesikar's, Basic Business Communication, Tata McGraw-Hill, New Delhi, 10 <sup>th</sup> Edition, 2010  Bovee, Courtland and John V Thill, Business Communication Today, Pearson Education, 2019   | ons, 1 <sup>st</sup> |
| 2.<br>3.<br>4.<br>5.<br>6.                 | Press, 2 <sup>nd</sup> Edition, 2016  N.Gupta, K.Jain & P.Mahajan, Business Communication, Sahitya Bhawan Publication Edition, 2018  Herta A Murphy, Herbert W Hildebrandt, Jane P Thomas, (2017), Effective Business Communication, McGraw Hill Education, 7 <sup>th</sup> Edition  Payal Mehra, Business Communication for Managers, Pearson Education India, 2 <sup>nd</sup> Edition, 2016  Joep Cornelissen, Corporate Communication, SAGE Publications, 2017  Lesikar, Raymond V., John D Pettit, and Mary E FlatlyLesikar's, Basic Business Communication, Tata McGraw-Hill, New Delhi, 10 <sup>th</sup> Edition, 2010  Bovee, Courtland and John V Thill, Business Communication Today, Pearson Education New Delhi, 8 <sup>th</sup> Edition, 2008  Meenakshi Raman, Prakash Singh, (2008), Business Communication, Oxford University of the distinct Programment of the Programment o | tion,                |
| 2.<br>3.<br>4.<br>5.<br>6.                 | Press, 2 <sup>nd</sup> Edition, 2016  N.Gupta, K.Jain & P.Mahajan, Business Communication, Sahitya Bhawan Publication, 2018  Herta A Murphy, Herbert W Hildebrandt, Jane P Thomas, (2017), Effective Business Communication, McGraw Hill Education, 7 <sup>th</sup> Edition  Payal Mehra, Business Communication for Managers, Pearson Education India, 2 <sup>nd</sup> Edition, 2016  Joep Cornelissen, Corporate Communication, SAGE Publications, 2017  Lesikar, Raymond V., John D Pettit, and Mary E FlatlyLesikar's, Basic Business Communication, Tata McGraw-Hill, New Delhi, 10 <sup>th</sup> Edition, 2010  Bovee, Courtland and John V Thill, Business Communication Today, Pearson Education, 2019   | tion,                |





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| Categ       | egory Course Course Name Weel Code L T                       |  |         |           |                 |          |         |         | C           |            |            |        |  |
| C           |  | PBA18  |         |           | KETING<br>AGEME |          |         | 3       | 0           | 0          |            | 3      |  |
| Course      | e Obj  | ective (s)   | : The p | urpose    | of learn        | ing this | course  | is to:  |             |            |            |        |  |
| 1           |  |  |         |           |                 |          |         |         |             |            | ers in the |        |  |
| 2           |  | Understa   | and ho  | w to atta | ain com         | petitive | advanta | ige pos | ition u     | sing var   | ious mark  | eting  |  |
| 3           |  | techniqu<br>Identify   |         | icators   | of Mana         | gement   | Thoug   | nts and | Practi      | ces        |            |        |  |
| 4           |  | Identify the indicators of Management Thoughts and Practices.  Understand the changing business environment.   |         |           |                 |          |         |         |             |            |            |        |  |
| 5           |  |  | e stude |           |                 |          |         |         | emise ı     | ınderlyir  | ng market  | driven |  |
|             | (  | Course O   | utcom   | e (s) (C  | Os): At         | the end  | of this | course  | , learne    | ers will b | e able to: |        |  |
| 001         |  | Formula  | te a ma | rketing   | plan in         | cluding  | marketi | ng obj  | ectives     |            | ing mix,   |        |  |
| CO1         | strategies, budgetary considerations and evaluation criteria |  |         |           |                 |          |         |         |             |            |            |        |  |
| CO2         |  | Develop an ability to understand and develop the marketing concepts that are used to target and retain customers   |         |           |                 |          |         |         |             |            |            |        |  |
|             |  | Demonstrate the ability to carry out a research project that explores marketing planning   |         |           |                 |          |         |         |             |            |            |        |  |
| CO2         | di .   | and  |         |           |                 |          |         |         |             |            |            |        |  |
| CO3         |  | Strategies for a specific marketing situation and also to determine strategies for developing new products and services that are consistent with evolving market needs |         |           |                 |          |         |         |             |            |            |        |  |
| CO4         |  | Understand and develop advertising and promotional strategies  |         |           |                 |          |         |         |             |            |            |        |  |
| CO5         |  | Develop strategies for the efficient distribution of products and services and also to know the recent trends in marketing   |         |           |                 |          |         |         |             |            |            |        |  |
| CO-PC       | Maj  |  |         |           | R. Land         | I FILE I | 446     |         |             |            |            |        |  |
|             |  | POs  |         |           |                 |          |         |         |             |            | PSOs       |        |  |
| COs         | РО   | PO2  | PO3     | PO4       | PO5             | PO6      | PO7     | PO8     | PO9         | PO10       | PSO 1      | PSO 2  |  |
| CO1         | 2  | 2  | 2       | 5.        |                 | 2        | 2       | 2       |             | 3          | 2          | 3      |  |
| CO2         | 2  | 2  | 2       | -         | <u> </u>        | 1        | 2       | 2       | ·           | 2          | 2          | 3      |  |
| CO3         | 2  | 2  | 2       | -         | -               | 1        | 2       | 2       | (#):        | 2          | 2          | 2      |  |
| CO4         | . 1.   | 2  | 1       | 2         |                 | 1        | 2       | 1       | 3           | 2          | 3          | 2      |  |
| CO5         | 2  | 2  | 2       | 1-41      |                 | 2        | 2       | 2       | 3           | 3          | 2          | 3      |  |
| CO<br>(Avg) | 1.8  | 2  | 1.8     | 2         |                 | 1.4      | 2       | 1.8     | 3           | 2.4        | 2.2        | 2.6    |  |
|             |  | ht (Low)   |         |           |                 | rate (M  |         |         |             | 2 0 1      | tantial (F |        |  |

1: Slight (Low) 2: Moderate (Medium)

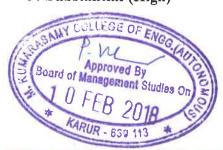


| UN             | VIT I INTRODUCTION   | 9        |
|----------------|--|----------|
| Ma             | arketing-Nature and Scope of Marketing-Marketing vs Selling-Marketing Miv 7Ds and 4A   | NI       |
| CII            | alleriges of Marketing Fleid-The Functions of Marketing Management Understanding Management  | 1        |
| IVIA           | magement in the Context of National and Global Market Environment-Social Media Marke   | ting     |
| UN             | IT II RETAINING CUSTOMER & STP   | 9        |
| Ma             | rket Segmentation: Levels – Importance – Procedures - Types of Segmentation - Market   |          |
| Pos            | geting- Procedures- Product Positioning - Objectives - Differentiating the Product - Product   | t        |
| Tra            | sitioning Strategies - Procedure for Creating Customer Relation Management Database - E-   |          |
| UN             | IT III MARKETING RESEARCH  | 9        |
| Ide            | ntifying and Solving Marketing Problems - Qualitative and Quantitative Research-Custome  | on I ifo |
| Cyc            | cle - Customer Life Time Value - Product Life Cycle - New Product Development Program  | Tho      |
| Sev            | en Steps of Marketing Research - How to Prepare Questionnaire for Conducting Market St   | irvey    |
| - D            | ackground verification   |          |
| III CONTRACTOR | IT IV MARKETING PROMOTIONAL STRATEGIES   | 9        |
| Sou            | vertising Strategies for Promoting New Product vs Existing Products - Advertising Structure  | e –      |
| _ D            | rce - Advertising Budget - Types of Advertisement - Measuring Effectiveness of Advertise   | ment     |
| Pusi           | AGMAR - Sales Promotion: Kinds of Promotion - Tools and Techniques of Sales Promotion - Pull Strategies of Promotion - Personal Selling  | n –      |
|                |  |          |
|                | THE PROPERTY OF THE PROPERTY O | 9        |
| Mea            | ine Marketing – Merits and Demerits-E-Tailer-Impact of FDI in to Indian –Cloud Sourcing aning and Purpose of Channel of Distribution-Managing Distributing Channels-Channel  | -        |
| Alte           | ernatives-Factors affecting Channel Choice-Direct Marketing and E-Commerce-Managing  |          |
| Reta           | niling-Wholesaling and Logistics, Retail Distribution System in India  |          |
|                | t Book(s)  | 0.7      |
| 1.             | Philip Kotler and Kevin Keller, Marketing Management, 15th edition, PHI, 2016  |          |
| 2.             | V.S.Ramaswamy and S.Namakumari, Marketing Management Planning Implementation   | n and    |
|                | Control, The Indian Context, 'Noida; Macmillan India, 2013   | .i aiid  |
| Refe           | erence (s)   |          |
| 1.             | Duglas, J Darymple, Marketing Management Text and Cases, John Wiley & Sons, 7 <sup>th</sup> Ed. 2017   | 1        |
| 2.             | Micheal R Czinkota& Masaaki Kotabe, Marketing Management, Vikas Thomson Learnin 2000   | g,       |
| 3.             | Marketing, Paul Baisen et al, Oxford University Press, 2008  |          |
| 4.             | Paul Baines, Chriss Fil Kelly, Marketing, Asian Edition, II Edition  |          |
|                | 10.  |          |



| Regu           | lation 2018                          |        |               | Semes     | ster II   |           |           | Total 1    | Hours          | 6           | 0        |
|----------------|--------------------------------------|--------|---------------|-----------|-----------|-----------|-----------|------------|----------------|-------------|----------|
| Category       | Course Co                            | de     |               | Course    | Name      |           | L         |            | Week           | С           |          |
| C              | PBA18202                             |        | PRODU<br>MANA |           |           |           | 3         |            | 0              | 4           |          |
| Course Ol      | jective (s): T                       | he p   | urpose o      | f learni  | ng this o | course is | to:       |            |                | mini as     |          |
| 1              | Develop ar provide a competitive     | adv    | antage in     | n the wo  | rkplace   |           |           |            |                |             |          |
| 2              | Aware about efficiency               | it vai | rious too     | ls and to | echniqu   | es used l |           |            |                |             | tional   |
| 3              | Understand                           | the 1  | elations      | hip bety  | veen op   | erations  | and oth   | er busii   | ness fur       | ctions.     |          |
| 4              | Understand capacity pla              | nnin   | g in ope      | rations i | manage    | ment.     |           |            |                |             |          |
| 5              | Understand<br>through<br>Inventory M |        |               | als Ma    | nageme    | nt funct  | ion sta   | rting 1    | from D         | emand 1     | Managem  |
| Course Ou      | tcome (s) (Co                        |        |               | nd of th  | is cours  | e, learne | rs will t | e able     | to:            |             |          |
| CO1            | Acquire kno<br>Types of pro          | wled   | lge abou      | it the ba |           |           |           |            |                | ons mana    | gement,  |
| CO2            | Understand Control tech              | the f  | actors af     |           | the loca  | tion dec  | isions, t | ypes of    | f plant l      | ayout and   | inventor |
| CO3            | Understand 1                         | MRI    | P, MRP I      | II and E  | RP, MP    | S and lo  | t sizing  | technic    | ques           |             |          |
| CO4            | Know the di ISO certifica            | imen   | sions of      | f produc  | et and s  | ervice qu | uality, p | procedu    | ire for o      | obtaining   |          |
| CO5            | Analyze the Organization             | impo   |               |           |           | ement in  | improv    | ing the    | produc         | tivity of t | he       |
| CO-PO Ma       |                                      |        |               | 100       |           |           | 1 70.5    |            | Dist.          |             |          |
|                | Po                                   | os     | 91            |           |           |           |           |            |                |             | PSOs     |
| COS            | 01 PO2                               | PO3    | PO4           | PO5       | PO6       | PO7       | PO8       | PO9        | PO10           | PSO 1       | PSO 2    |
| 001 1          | 1 -                                  | 1      | 3             |           |           | 1         | 1         |            | 2              | 3           | 2        |
| CO2 1          | 1                                    | 1      | 3             | -         | -         | 1         | 1         | ^ <u>-</u> | 2              | 3           | 2        |
| 203 1          | 1                                    | 1      | 3             | 2         |           | 1         | 1         | ¥          | 2              | 3           | 2        |
| CO4 1          | 1                                    | 1      | 3             |           |           | 1         | 1         |            | 2 .            | 3           | 2        |
| 205 2          | 2                                    | 2      | 3             | -         | 2         | 2         | 2         | ¥          | 3              | 3           | 3        |
| CO<br>Avg) 1.2 | 1.2                                  | .2     | 3             | 2         | 2         | 1.2       | 1.2       | *          | 2.2            | 3           | 2.2      |
| 1. Clia        | tht (Low)                            |        | 2.            | Modore    | 4. /N#    | <u> </u>  |           | 2          | Yan In a 4 a a | 42 - 1 /TT! |          |

2: Moderate (Medium)



| UNIT I                    | INTRODUCTION   | 12                |
|---------------------------|--|-------------------|
| System-                   | on and Operations Management-Evolution-Functions-Characteristics —Types of Produ<br>Computer Integrated Manufacturing and Service Systems-Priorities and Challenges of                                   | ection            |
| Operatio                  | ns Management-Recent Trends in POM   |                   |
| UNIT II                   |  | 12                |
| Factors A                 | Affecting Location Decisions and Techniques-Plant Layout Concepts-Types of Layou aracteristics-Inventory Functions & Types of InventoriesEOQ (Problem)-ABC Syst  | t and<br>ems      |
| UNIT II                   | I PROCESS PLANNING   | 12                |
| Process Strategie Process | Planning Characteristics and Functions-Aggregate Production Planning Framework and es-MRP, MRP-II and ERP-Master Production Schedule - Capacity Requirement Plann  | nd<br>ning        |
| UNIT I                    | V TOTAL QUALITY MANAGEMENT   | 12                |
| Procedu:<br>Manufac       | ons of Quality Management-Quality in Sales and Services-Introduction to ISO Standares for obtaining ISO Certificates-Six Sigma-KANBAN-KAIZEN-5S-JIT-Lean eturing Techniques- Waste Management-PDCA Cycle | 12                |
| UNIT V                    |  | 1 - 1 - 1 - 1 - 1 |
| Time Sto<br>Producti      | udy, Method Study, Work Measurement Methods-Using Work Measurement for Increvity-Productivity-Measuring Productivity-Methods to Improve Productivity   | easing            |
| Text Bo                   |  |                   |
| E                         | Iahadevan.B, Operations Management: Theory and Practice, Pearson Education, 2 <sup>nd</sup> dition, 2009   |                   |
|                           | orman Gaither and Greg Frazier, Operations Management, New Delhi; Thomson Leanc, 2010  | rning             |
| Referen                   |  |                   |
| 1. S                      | N.Chary, Production and Operations Management, New Delhi; Tata McGraw Hill, 20   | 009               |
| 2. H                      | leizer J and Render B, Operations Management, Prentice Hall New Jersey, 9th Edition,   | 2007              |
| 3. R                      | ichard B Chase, Ravi Shankar, F.Robert Jacobs, Nicholas J Aquilano, Operations and upply Management, Tata McGraw Hill, 12 <sup>th</sup> Edition, 2010  |                   |
| 4. K                      | anishkaBedi, Production and Operations Management, New Delhi: Oxford University  | /                 |



| Course Objective (s): The purpose of learning this course is to:    Pacilitate the students to understand the operational nuances of a Finance Manager and comprehend the technique of making decisions related to finance function.    Provide an in-depth view of the process in financial management of the firm.    Develop knowledge on the allocation, management and funding of financial resources.   |        | Kegul | ation 20           | 18                            | S                               | Semester                          | ·II                              |                                | T                  | otal H   | ours             |                         | 60           |
|---|--------|-------|--------------------|-------------------------------|---------------------------------|-----------------------------------|----------------------------------|--------------------------------|--------------------|----------|------------------|-------------------------|--------------|
| Course Objective (s): The purpose of learning this course is to:    1   | Categ  | gory  | Cours              | e Code                        |                                 | Co                                | urse Na                          | me                             |                    |          | urs / W          | eek                     |              |
| Course Objective (s): The purpose of learning this course is to:    1   | C      |       | PBA1               | 8203 ( F                      |                                 |                                   |                                  |                                |                    |          |                  | Marie III V             | C 4          |
| Facilitate the students to understand the operational nuances of a Finance Manager and comprehend the technique of making decisions related to finance function.  Provide an in-depth view of the process in financial management of the firm.  Develop knowledge on the allocation, management and funding of financial resources.  Improving students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario.  Enhancing student's ability in dealing short-term dealing with day-to-day working capital decision; and also longer-term dealing, which involves major capital investment decisions and raising long-term finance.  Course Outcome (s) (COs): At the end of this course, learners will be able to:  CO1 Get the knowledge of basic concepts of Financial Management  CO2 Students can compare Investments and Select the best investment alternative  Adele to understand the concept of Leverage and dividend  CO5 Able to prepare working capital requirements for business operations  CO60 PO Mapping  Pos  Pos  Pos  Pos  Pof  Pos  Pof  Pof  | Course | e Obj | ective (s          | ): The p                      | ourpose                         | of learni                         | ng this c                        | Ollrse is                      | to                 |          |                  |                         | 4            |
| Develop knowledge on the allocation, management and funding of financial resources.  Improving students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario.  Enhancing student's ability in dealing short-term dealing with day-to-day working capital decision; and also longer-term dealing, which involves major capital investment decisions and raising long-term finance.  Course Outcome (s) (COs): At the end of this course, learners will be able to:  CO1 Get the knowledge of basic concepts of Financial Management  Students can compare Investments and Select the best investment alternative  CO3 Acquaint Knowledge for computing cost of capital  CO4 Able to understand the concept of Leverage and dividend  CO5 Able to prepare working capital requirements for business operations  COPPO Mapping  CO8  PO1 PO2 PO3 PO4 PO5 PO6 PO7 PO8 PO9 PO10 PSO 1 PS  CO1 1 2 1 1 3 1 3 1 1 1 1 2 2  CO2 2 3 2 1 3 3 1 1 1 1 1 2  CO3 1 1 1 1 1 1 1 3 1 1 1 1 1 1 1 1 1 1 1  | 1      | T.A.  | Facilita and con   | ate the s                     | tudents d the te                | to under                          | rstand th                        | e opera                        | tional r           | 0100 4   | 4.7              |                         | ager         |
| Develop knowledge on the allocation, management and funding of financial resources.  Improving students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario.  Enhancing student's ability in dealing short-term dealing with day-to-day working capital decision; and also longer-term dealing, which involves major capital investment decisions and raising long-term finance.  Course Outcome (s) (COs): At the end of this course, learners will be able to:  CO1 Get the knowledge of basic concepts of Financial Management  Students can compare Investments and Select the best investment alternative  Acquaint Knowledge for computing cost of capital  CO3 Able to understand the concept of Leverage and dividend  CO5 Able to prepare working capital requirements for business operations  CO-PO Mapping  Pos  PO1 PO2 PO3 PO4 PO5 PO6 PO7 PO8 PO9 PO10 PSO1 PS  CO1 1 2 1 1 3 1 3 1 1 1 1 2 2 2 2 3 3 2 1 3 3 3 1 1 1 1   | 2      |       | Provide            | an in-d                       | epth vie                        | w of the                          | process                          | in finar                       | icial ma           | inagem   | ent of th        | e firm                  |              |
| Enhancing student's ability in dealing short-term dealing with day-to-day working capital decision; and also longer-term dealing, which involves major capital investment decisions and raising long-term finance.    Course Outcome (s) (COs): At the end of this course, learners will be able to:   CO1  | 3      | IJ    | Develor            | p know<br>es.                 | ledge (                         | on the                            | allocatio                        | n, mar                         | nageme             | nt and   | fundin           | g of finar              |              |
| Course Outcome (s) (COs): At the end of this course, learners will be able to:   Course Outcome (s) (COs): At the end of this course, learners will be able to:   CO1   | 4      |       |                    |                               |                                 | L LILO CUII                       |                                  | DELILIVA                       | nucina             | 70 00000 |                  |                         |              |
| CO1   Get the knowledge of basic concepts of Financial Management   |        | i     | eapital<br>nvestme | ng stud<br>decisi<br>nt decis | ent's ab<br>on; and<br>ions and | ility in a<br>l also l<br>raising | dealing<br>onger-te<br>long-teri | short-te<br>rm dea<br>n financ | rm deal<br>ling, w | ling wi  | th day-tonvolves | o-day work<br>major car | ing<br>oital |
| CO1   Get the knowledge of basic concepts of Financial Management   | Course | Oute  | ome (s)            | (COs):                        | At the e                        | nd of thi                         | s course                         | , learner                      | s will b           | e able   | to:              | al Rings                |              |
| CO3   | COI    |       | et the ki          | nowledg                       | e of bas                        | ic conce                          | pts of Fi                        | nancial                        | Managa             | amont    |                  |                         |              |
| CO4   |        | 0     | tudents            | can com                       | pare Inv                        | estment:                          | s and Sei                        | ect the                        | hest ins           | estmen   | t alterna        | tive                    |              |
| Pos   Pos |        | (1)   | .cquami            | Knowie                        | age for                         | computii                          | no cost o                        | famile                         | 1                  |          |                  |                         |              |
| COS PO1 PO2 PO3 PO4 PO5 PO6 PO7 PO8 PO9 PO10 PSO 1 PS  CO1  |        | A     | ble to un          | enare w                       | orking c                        | ncept of                          | Leverag                          | e and d                        | vidend             |          |                  |                         |              |
| Pos           Pos           PO1         PO2         PO3         PO4         PO5         PO6         PO7         PO8         PO9         PO10         PSO 1         PS           CO1         1         2         1         1         3         1         3         1         1         1         2         1           CO2         2         3         2         1         3         3         3         1         1         3         2           CO3         1         1         1         3         1         1         1         1         2           CO4         1         1         1         3         1         1         1         1         1           CO5         1         1         1         3         1         1         2         2         3           O         1.2         1.6         1.2         1         3         1.4         1.8         1.2         1.0         1.6         1.2         3         1.4         1.8         1.2         1.0         1.6         1.2         3         1.4         1.8         1.2         1.0         1.  | O-PO   | Map   | ping               | oparo n                       | orking C                        | арпат те                          | quireme                          | nts for t                      | ousiness           | operat   | ions             |                         |              |
| PO1         PO2         PO3         PO4         PO5         PO6         PO7         PO8         PO9         PO10         PS01         PS           CO1         1         2         1         1         3         1         3         1         1         1         2           CO2         2         3         2         1         3         3         3         1         1         3         2           CO3         1         1         1         3         1         1         1         1         2           CO4         1         1         1         3         1         1         1         1         1           CO5         1         1         1         3         1         1         2         2         3           O         1.2         1.6         1.2         1         3         1.4         1.8         1.2         1.2         1.6         1.2         1         3         1.4         1.8         1.2         1.2         1.6         1.2         1         3         1.4         1.8         1.2         1.2         1         3         1.4         1.8         1.2  |        |       | IIH w              | Pos                           |                                 | 17, 77,                           |                                  |                                |                    |          |                  |                         |              |
| CO1   | cos    |       |                    |                               |                                 |                                   |                                  |                                |                    |          |                  | PSC                     | )s           |
| CO2     2     3     2     1     3     3     1     1     3     2       CO3     1     1     1     1     3     1     1     1     1     1     2       CO3     1     1     1     1     1     1     1     1     1     1     1       CO4     1     1     1     1     3     1     1     1     1     1     1       CO5     1     1     1     1     3     1     1     2     2     2     3       O     1.2     1.6     1.2     1     3     14     18     12     12     10     10   |        | PO1   | PO2                | PO3                           | PO4                             | PO5                               | PO6                              | PO7                            | PO8                | PO9      | PO10             | PSO 1                   | PSO 2        |
| CO3     1     1     1     3     3     1     1     3     2       CO3     1     1     1     1     1     1     1     1     1     1     2       CO4     1     1     1     1     3     1     1     1     1     1     1       CO5     1     1     1     1     3     1     1     2     2     2     3       O     1.2     1.6     1.2     1     3     14     18     12     12     12     16   | CO1    |       |                    | 1                             | 1                               | 3                                 | 1                                | 3                              | 1                  | 1        | -1               | 2                       | 2            |
| 2004     1     1     1     3     1     1     1     1     1     1     2       2004     1     1     1     1     1     1     1     1     1     1     1       2005     1     1     1     1     3     1     1     2     2     2     3       3     1.2     1.6     1.2     1     3     1.4     1.8     1.2     1.2     1.2     1.2  | CO2    | 2     | 3                  | 2                             | 1                               | 3                                 | 3                                | 3                              | 1                  | 1        | 3                | 2                       | 3            |
| COS     1     1     1     3     1<  | 203    | 1     | 1                  | 1                             | 1                               | 3                                 | 1                                | 1                              | 1                  | 1        | 1                | 2                       | 2            |
| 200     1.2     1.6     1.2     1     3     14     18     1.2     1.2     1.2     1.2   | 04     | I     | 1                  | 1                             | 1                               | 3                                 | 1                                | 1                              | 1                  | 1        | 1                | 1                       | 1            |
|   | 05     | 1     | 1                  | 1                             | 1                               | 3                                 | 1                                | 1 _                            | 2                  | 2        | 2                | 3                       | 3            |
|   |        | 1.2   | 1.6                | 1.2                           | da.                             | 3                                 | 1.4                              | 1.8                            | 1.2                | 1.2      | 1.6              | 2                       | 2.2          |

2: Moderate (Medium)



|   | I INTRODUCTION TO FINANCIAL MANAGEMENT  | 12            |
|---|---|---------------|
| Finan   | icial Management Objectives- Functions- Scope- Structure of Finance Department in an  |               |
| Orgai   | nization-Function of Financial Manager - Time Value of Money- Compounding & Disco   | ounting       |
| Facto   |   |               |
| UNIT  | I II PRINCIPLES OF CAPITAL BUDGETING  | 12            |
| Princ   | iples and Nature of Capital Budgeting- Evaluation Techniques: Payback Period, Accour  | nting         |
| Rate  | of Return, Net Present Value, Internal Rate of Return, Profitability Index, Problem Solv  | ing           |
|   | niques, Financial Modelling.  |               |
|   | TIII CAPITAL STRUCTURE AND COST OF CAPITAL  | 12            |
| Mean  | ing of Capital structure - Theories of capital Structure - Computation of Valuation of F  | irm.          |
| Mean  | ing - Cost of Capital - Computation of Cost of Equity Shares-Preference Shares- Deben   | tures-        |
|   | ned Earnings- Weighted Average Cost of Capital.   |               |
| UNIT  | IV LEVERAGE ANALYSIS AND DIVIDEND POLICY  | 12            |
| Lever   | rage Analysis: Meaning of Leverage - Types, Computation of Leverages - EBIT -   | EPS           |
| analys  | sis- Indifference Point Analysis (Problems)   |               |
| Divid   | end Policy: Meaning of Dividend, Types/Forms of Dividends - Dividend Theories - Di  | videno        |
| Policy  | y – Walter's Model and Gordon's Model.  |               |
|   |   |               |
| UNIT  | V WORKING CAPITAL AND INVENTORY MANAGEMENT  | 12            |
|   | V WORKING CAPITAL AND INVENTORY MANAGEMENT  |               |
| Introd  | WORKING CAPITAL AND INVENTORY MANAGEMENT luction -Types of Working Capital –Estimation of Working Capital Requirements ( Prob   | olems)        |
| Introd<br>Inven   | V WORKING CAPITAL AND INVENTORY MANAGEMENT  | olems)        |
| Introd<br>Inven<br>Techr  | WORKING CAPITAL AND INVENTORY MANAGEMENT luction -Types of Working Capital –Estimation of Working Capital Requirements ( Protory Management – Kinds of Inventories, Objectives of Inventory Management, Tools a   | olems)        |
| Introd<br>Inven<br>Techr  | WORKING CAPITAL AND INVENTORY MANAGEMENT Station - Types of Working Capital - Estimation of Working Capital Requirements ( Protory Management – Kinds of Inventories, Objectives of Inventory Management, Tools and Payable Management.  Theory (s)   | olems)        |
| Introd<br>Invent<br>Techn<br><b>Refer</b><br>1.   | WORKING CAPITAL AND INVENTORY MANAGEMENT  Juction -Types of Working Capital –Estimation of Working Capital Requirements ( Probability Management – Kinds of Inventories, Objectives of Inventory Management, Tools and Payable Management.  June 1970 (Probability Management) | olems)        |
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| Course (              | )bjecti      | ive (s):          | The pur     | pose of   | learning                            | this cou  | rse is to |           |                   |                  |                           |             |
| 1                     | an           | d comp            | rehend      | the tech  | nique of                            | making    | decision  | ns relate | ed to fin         | nance fun        | nce Manag<br>ection.      | er          |
| 2                     | Pr           | ovide a           | ın in-dej   | oth view  | of the p                            | rocess in | financi   | al mana   | agemer            | nt of the f      | irm.                      |             |
| 3                     |              | evelop<br>sources |             | edge on   | the al                              | location  | mana      | gement    | and               | funding          | of financi                | al          |
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| 5                     | cap          | ital              | decisio     | n; and    | ity in de<br>also lor<br>raising lo | nger-terr | n deali   | ng, wh    | ng with<br>ich in | day-to-ovolves n | day workin<br>najor capit | ng<br>al    |
| Course (              | Outcon       | ne (s) (          | COs): A     | At the en | d of this                           | course,   | learners  | will be   | able to           | ):               |                           |             |
| CO1                   | Get          | the kno           | owledge     | of basi   | c concep                            | ts of Fin | ancial N  | /Ianagei  | nent              |                  |                           |             |
| CO2                   | Stu          | dents ca          | an comp     | are Inve  | estments                            | and Sele  | ect the b | est inve  | estment           | alternati        | ve                        |             |
| CO3                   |              |                   |             |           | omputin                             |           |           |           |                   |                  |                           |             |
| CO4                   | Abl          | le to un          | derstand    | the cor   | ncept of I                          | Leverage  | and div   | vidend    |                   |                  |                           |             |
| CO5                   | Ahi          | 4 - 4 - 4         |             | orking c  | anital rec                          |           |           |           |                   |                  |                           |             |
| COS                   | Au           | e to pre          | epare w     | Jiking C  | apriar rec                          | quiremer  | its for b | usiness   | operati           | ions             |                           |             |
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|        |  | 12    |
| Orga   | ncial Management Objectives- Functions- Scope- Structure of Finance Department in an unization-Function of Financial Manager - Time Value of Money- Compounding & Discour  |       |
| Facto  | ors. Ors.  | nting |
| UNI'   | T II PRINCIPLES OF CAPITAL BUDGETING   |       |
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| UNII   | TIV LEVERAGE ANALYSIS AND DIVIDEND POLICY  | 12    |
| Level  | rage Analysis: Meaning of Leverage - Types Computation of Leverage - Types   | 12    |
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| 2.     | Prasanna Chandra (2019), 'Financial Management', 10th Edition, McGraw-Hill   | -     |
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| 6.     | McGraw- Hill   |       |
| 7.     | Khan M Y and Jain P K, Financial Management Text, Problems and cases, 6th Edition,   |       |
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| Category    | Cours             | se Co           | de                 |               | Co                    | urse Na              | ame       |          | 101                       | ırs / W   |            |              |
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| 2           | Help the develop  | ne stu          | dents f            | ocus or       | and an                | alyze th             | ne issue  | s and st | rategi                    | es requi  | red to sel | ect and      |
| 3           | Develo            | p rele          | evant sl           | kills ne      | cessary               | for app              | lication  | in HR    | related                   | d issues  |            |              |
| 4           | Enable<br>Domai   | e the s         | student<br>cept in | s to into     | egrate tl<br>o take c | he unde<br>correct b | rstandir  | ng of va | rious i                   | HR con    | cepts alo  | ng with the  |
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| Course Ou   | tcome (           | (s) (C          | Os): A             | t the en      | d of thi              | s course             | e, learne | ers will | be abl                    | le to:    |            |              |
| CO1         | Unders            | tand t          | he basi            | c know        | ledge o               | n HRM                | concer    | ots.     |                           | HILITOGRA |            | 1000         |
| CO2         | Know a            | about           | recruit            | ment aı       | nd selec              | tion pro             | cess ca   | rried or | ut in di                  | ifferent  | types of   | concern.     |
| CO3         | Know t<br>positio | he ad<br>n to c | vantage<br>onduct  | es of trainin | aining p<br>g need    | rogram<br>analysis   | s provid  | led by   | organi                    | zation a  | nd be in   | a            |
| CO4         | Possess           | knov            | vledge             | on han        | dling gr              | ievance              | s in wo   | rking e  | nviron                    | ment.     |            |              |
|             |                   | diffe           | rentiate           | betwe         | en dom                | estic an             | d intern  | ational  | HRM                       | •         |            |              |
| CO-PO Ma    | pping             |                 |                    |               |                       |                      | - 10-4    | 16.      | 14=16                     |           |            |              |
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| UNITI             | INTRODUCTION   |        |
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|                   | g and Definition of HRM -Importance of HRM, Scope of HRM - Objectives and Funct  | 9      |
| of HRM            | , Models of HRM, Challenges to HRM- Role of HRM – Computer Application in HRI  | ions   |
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| UNIT II           | HUMAN RESOURCE PLANNING  | 9      |
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| UNITH             | I TRAINING AND DEVELOPMENT   | 9      |
| Principle         | s of Learning, Objectives, Training Need Analysis, Training Process-Types of Training Process-Ty |        |
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| Reference         | 21742 N 3 N 4 N 4 N 1 N 1 N 1 N 1 N 1 N 1 N 1 N 1  |        |
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|                   | 2017   |        |
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| 2                 | (2016).  |        |
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| 4.                | Diswaleet Pattanayak, -Human Resource Management New Delhi: Prantice Hell  | lof    |
|                   | india,4 edition 2014.  |        |
| 5.                | Seema Sanghi, "Human Resources Management", Vikas Publishing House, New Delhi,2 <sup>nd</sup> Edition, (2014).   |        |



| Re                            | egulatio   | on 2018  |                             |                     | Ser                | nester II                              |             | To       | tal Hou  | rs            | 60              |
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| Catego                        | 0.001  | ourse C  | odo                         |                     | Con                | rse Name                               |             | Ho       | urs / We | ek            |                 |
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| F                             | P  | MA1820   | 02                          | OPE                 | RATIO              | ONS RESEARC                            | CH          | 3        | 1        | 0             | 4               |
| Course                        | Object   | tive (s):  | The pur                     | pose o              | f learni           | ng this course is                      | s to:       |          |          |               |                 |
| _ 1                           | A  | cquire k   | nowled                      | ge in th            | e basic            | concepts of ope                        | erations    | s resear | ch       |               |                 |
| 2                             | C  |  |                             |                     |                    | sic concepts of<br>on business man     |             | -        | _        |               |                 |
| Course                        | Outco  | me (s) (   | COs): A                     | at the e            | nd of th           | nis course, learn                      | ers will    | l be abl | e to:    |               |                 |
| CO1                           |  | ormulate<br>orkings  | real-wo                     | orld pro            | blems              | as a linear progi                      | rammir      | ng mod   | el and d | escribe the t | heoretical      |
| CO2                           | , ,  |  |                             | - •                 |                    | dentify the direction as the ir        |             | _        |          | f change of   | a linear        |
| CO3                           |  |  |                             | _                   | _                  | heory concepts t                       |             |          |          |               |                 |
|                               | 1d   |  |                             |                     |                    | icing strategic d                      |             |          |          |               |                 |
| CO4                           | Id<br>Ui   |  | d and a                     | nalyze              |                    | icing strategic d<br>erial problems ir |             |          |          |               |                 |
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| CO4                           | U <sub>1</sub>   | nderstandsources of the course | d and and efficien          | nalyze<br>tly       | manage             | erial problems in                      | n indus     | try so t | hat they | are able to   |                 |
| CO4<br>CO5                    | Ui<br>re<br>Ui   | nderstandsources of the course | d and and efficien          | nalyze<br>tly       | manage             | erial problems in                      | n indus     | try so t | hat they | are able to   |                 |
| CO4                           | Ui<br>re<br>Ui   | nderstandsources of the course | d and and efficien          | nalyze<br>tly       | manage<br>cepts in | erial problems in                      | n indus     | try so t | hat they | are able to   | SOs             |
| CO4<br>CO5                    | University of the second of th | nderstandsources of the se Queui   | d and an efficient theo     | nalyze tly          | manage<br>cepts in | erial problems in                      | oblems      | arise i  | hat they | are able to   | use the         |
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| CO4 CO5 CO-PO COS             | Use PO1  | nderstandsources of se Queui ing PO2   | efficien ng theo            | nalyze tly ory cond | POs PO5            | PO6 PO7                                | oblems      | arise i  | hat they | PSO 1         | SOs PSO 2       |
| CO4 CO5 CO-PO COS CO1 CO2     | PO1  | nderstandsources of se Queui ing PO2 1   | PO3 2                       | PO4                 | POS POS 2 2        | PO6 PO7                                | poblems PO8 | rry so t | PO10     | PSO 1         | SOS PSO 2       |
| CO4 CO5 CO-PO COS CO1 CO2 CO3 | PO1 2 2 2  | ring  PO2  1  1  | PO3  2  2                   | PO4                 | POS POS 2 2 2      | PO6 PO7  1 1  1 2  1 2                 | poblems PO8 | PO9      | PO10     | PSO 1 2 2 2   | SOs PSO 2 2 2 2 |





| UNITI     | LINEAR PROGRAMMING  | 12       |
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| inear P   | rogramming - Formulation of LPP - Solution by Graphical and Simplex methods (Per  | nalty &  |
| Two Pha   | ase).   |          |
| DATE I    | TPANSPORTATION AND ASSIGNMENT MODELS  | 12       |
| Croneno   | etation Models - Balanced and Unbalanced Cases - Initial Basic feasible solution  |          |
| NWC       | M. I.C.M. VAM Methods) - Optimal solution by modified distribution method -   |          |
| Assignn   | nent Model – Balanced and Unbalanced cases - Solution by Hungarian Method –   |          |
|           | ng sales man problem.   |          |
| TATED T   | II INVENTORY MODELS AND GAME THEORY   | 12       |
| T         | we models FOO and FRO Models (With and Without Shortages) - Quantity D  | iscount  |
| Models    | - Game theory - Game with pure and mixed strategies - Dominance Property - Gr   | aphical  |
| Method    | for 2xn and mx2 - Decision tree.  | .,       |
| TIME      | V SEQUENCING AND PROJECT MANAGEMENT   | 12       |
| Coquen    | cing - Processing n jobs through two machines - Processing n jobs through m machine   | es -     |
| Drainet   | Management - Construction of a network - Critical Path Method - PERT Analysis   |          |
| Project   | blems - Crashing of Project Network.  |          |
| TINTED 3  | OUTPUING THEORY AND REPLACEMENT MODELS  | 12       |
| Owania    | a thoogy. Terminologies of queuing system – Queuing Models: Queue with infinite of  | capacity |
| (NA/NA/   | (N/FIFO) - Queue with finite capacity (M/M/1): (N/FIFO) - Queue with parameter  | Juanne   |
| (IVI/IVI/ | $(M/M/C)$ : $(\infty/FIFO)$ - Queue with parallel channels and limited capacity $(M/M/C)$ : $(N/M/C)$ : $($ | FIFO) -  |
| Donlag    | ement models - Individual Replacement models and Group replacement models.  |          |
| Replac    | ement models - marvidual respute marvidual respu  | a Tra    |
| Refere    | ence (s)  |          |
| 1         | Paneerselvam R (2008), 'Operations Research', 4th Edition, Prentice Hall of India.  |          |
|           | Hamdy A Taha (2009), 'Introduction to Operations Research', 8 <sup>th</sup> 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.   |          |
| U         | Maidraini D (2001), Optimions   |          |





| 8                 | ulation 2018        | 3        |                              | Semest               | er II              |               |           | Total H   | ours      |            | 60       |
|-------------------|---------------------|----------|------------------------------|----------------------|--------------------|---------------|-----------|-----------|-----------|------------|----------|
| Categor           | y Course            | Code     |                              | Course l             | Vama               | 7             | H         | lours /   | Week      |            |          |
|                   | 5 304750            | 0040     |                              | Course               | vame               |               | L         | T         | P         |            | C        |
| С                 | PBA182              | 206      | RESEAL<br>METHO              |                      | GY                 |               | 3         | 1         | 0         |            | 4        |
| Course O          | bjective (s):       | The p    | urpose of                    | learning             | this cou           | rse is to     |           |           |           | 42.43.6    | Salvel H |
| 1                 | Provide i           | nsight   | on basic o                   | f researc            | h metho            | dologies      | 3         |           |           |            | 300      |
| 2                 |                     |          | nsights or                   |                      |                    |               |           | nts       |           |            |          |
| 3                 | Create av           | varenes  | s on vario                   | us resear            | rch appr           | oaches a      | and data  | collecti  | ons       |            |          |
| 4                 | Apply sp            | ecific s | tatistical                   | techniqu             | es using           | SPSS to       | draw i    | nference  | s for dec | cision ma  | king     |
| 5                 | Present tl          | ne resul | lts of the r                 | esearch i            | in appro           | priate w      | av        |           | 2 101 40  | DIBION III | acing    |
| Course O          | utcome (s)          |          | and the second second second | CONTRACTOR OF STREET |                    | T TOTAL TOTAL |           | ble to:   | 1100      |            | IF THE   |
| CO1               |                     |          | ious elem                    |                      |                    |               |           |           |           |            | T DAY    |
| CO2               | Relate the          | diffor   | ent measu                    | rement of            | nd goal            | and its a     | ppncano   | ons in bi | usiness   |            |          |
| CO3               | Evamine             | the diff | erent met                    | had of de            | na scam            | ig teenn      | iques     |           | •         |            |          |
| CO4               | Access the          | data t   | hrough hy                    | notheria             | formula            | tion and      | u sampii  | ng techi  | iques     |            |          |
| CO5               |                     |          | e research                   |                      | Torritura          | uion and      | statistic | car techi | nques     |            |          |
| CO-PO M           | Ianning             | CIICCII  | ve researer                  | Пероп                |                    |               |           |           |           |            |          |
|                   | in plans            |          |                              |                      | THE REAL PROPERTY. | 1             |           |           |           |            |          |
|                   |                     |          |                              | Pos                  | S                  |               |           |           |           | PSC        | S        |
| cos               |                     |          |                              |                      |                    |               |           |           |           |            |          |
|                   | PO1 PO2             | PO3      | PO4                          | PO5                  | PO6                | PO7           | PO8       | PO9       | PO10      | PSO 1      | PSO 2    |
| CO1               | PO1 PO2             | PO3      | PO4                          | PO5                  | PO6                | PO7           | PO8       | PO9       | PO10      | PSO 1      | PSO 2    |
|                   |                     |          |                              |                      |                    |               |           |           |           |            | 3 2      |
| CO1               | 1 1                 | 3        | 1                            | 3                    | 1                  | 1             | 1         | 2         | 1         | 3          | 3        |
| CO1 CO2           | 1 1                 | 3 2      | 1                            | 3 2                  | 1                  | 1             | 1         | 2         | 1         | 3          | 3 2      |
| CO1<br>CO2<br>CO3 | 1 1<br>1 1<br>1 1   | 3 2 3    | 1 2                          | 3 2 3                | 1 1 2              | 1 1           | 1 1       | 2 1 2     | 1 1       | 3 3        | 3 2 2    |
| CO1 CO2 CO3 CO4   | 1 1 1 1 1 1 1 1 1 1 | 3 2 3 2  | 1 2 2                        | 3 2 3 2              | 1 2 2              | 1<br>1<br>1   | 1 1 1     | 2 1 2 1   | 1 1 1     | 3 3 3      | 2 2      |

Approved By
Board of Management Studies On

FEB 2018

KARUR - 639 113

## UNIT I INTRODUCTION

12

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

#### UNIT II RESEARCH DESIGN AND MEASUREMENT

12

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

#### UNIT III DATA COLLECTION

12

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

### UNIT IV DATA PREPARATION AND ANALYSIS

12

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

# UNIT V REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH 12

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)

1. Uma Sekaran and Roger Bougie, Research methods for Business, 5th Edition, Wiley India, New Delhi, 2012.

## Reference (s)

- 1. Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research methods, 11th Edition, Tata Mc Graw Hill, New Delhi, 2012.
- 2. Alan Bryman and Emma Bell, Business Research methods, 3rd Edition, Oxford University Press, New Delhi, 2011.
- William G Zikmund, Barry J Babin, Jon C.Carr, Atanu Adhikari, Mitch Griffin, Business Research methods, A South Asian Perspective, 8th Edition, Cengage Learning, New Delhi, 2012.





| R                    | Regulation 2018  Category Course Code | 44                          |           | Semeste                  | r II                 | 1 200             | Tot                 | al Hour                | S                    | 45            |          |          |
|----------------------|---------------------------------------|-----------------------------|-----------|--------------------------|----------------------|-------------------|---------------------|------------------------|----------------------|---------------|----------|----------|
| 0.4                  |                                       | C                           |           |                          |                      | ,                 |                     | Hou                    | rs / Wee             | k             |          |          |
| Categ                | ory                                   | Course                      | ode       |                          | Course N             | ame               |                     | L                      | T                    | P             | 3        |          |
| C                    |                                       | PBA1820                     | 17        | INTERN.<br>BUSINES       |                      |                   | ENT                 | 3                      | 0                    | 0             | 3        | 40.1     |
| Course               | e Obje                                | ective (s):                 | The pu    | rpose of le              | arning t             | his cour          | se is to:           |                        |                      |               |          |          |
| 1                    | ena<br>Glo                            | able the stu<br>obalization | dents t   | o understa<br>et awarene | nd the c<br>ss about | oncepts<br>Region | of Internal trade b | ational l<br>blocks, E | ousiness<br>Export & | &<br>Import p | rocedure | es etc.  |
| Course               | e Outo                                | come (s) (C                 | COs):     | At the end               | of this c            | ourse, le         | earners w           | ill be ab              | le to:               |               |          |          |
| CO                   |                                       | understand                  |           |                          |                      |                   |                     |                        |                      | ation.        |          | ш        |
| CO                   |                                       | know abou                   |           |                          |                      |                   | -                   |                        |                      | 1,1115        |          |          |
| CO:                  |                                       | acquire kn                  |           |                          |                      |                   |                     |                        |                      |               |          |          |
| CO4 analyze the fact |                                       |                             |           |                          |                      |                   | C's and             | export                 | mport pr             | ocedures      | 3.       |          |
| CO:                  |                                       | acquire kn                  | owled     | ge on cont               | rolling r            | nechanis          | sms                 |                        |                      |               |          | _        |
| CO-PC                | Map                                   | ping                        | HILL LAND |                          | 7711                 |                   |                     |                        |                      |               |          |          |
|                      | шш                                    |                             |           |                          | P                    |                   |                     |                        |                      | PS            | Os       |          |
| COS                  | POI                                   | PO2                         | PO3       | PO4                      | PO5                  | PO6               | PO7                 | PO8                    | PO9                  | PO10          | PSO<br>1 | PSC<br>2 |
| CO1                  | **                                    | 2                           | 1         | 2                        | 1                    | 1                 | 1                   | 2                      | 1                    | 1             | 1        | 2        |
| CO2                  | -                                     | 3                           | -         | -                        | 2                    | 1                 |                     | 2                      | 1                    | 11            | 2        | 2        |
| CO3                  | -                                     |                             | -         | -                        | 2                    | -                 | 1                   | 2                      | احتيا                |               |          | *        |
| CO4                  |                                       |                             | -         |                          | -                    | 2                 | -                   |                        | - 4                  |               | 1        | 1        |
| CO5                  | -                                     | 3                           | -         | -                        | -                    | -                 | -                   |                        | 1                    | 1             | 1        | 1        |
| CO<br>(Avg)          | -                                     | 2.6                         | 1         | 2                        | 1.6                  | 1.3               | 1                   | 2                      | 1                    | 1             | 1.25     | 1.5      |
| 1                    | : Sligl                               | ht (Low)                    |           | 2: N                     | loderate             | (Mediu            | im)                 | -                      | 3: Subsi             | antial (F     | ligh)    |          |





| UNIT I      | INTRODUCTION  | 9       |
|-------------|---|---------|
| Meaning -   | - Forms of International Business - International Orientations — International Business | ness    |
| Decisions   | - Problems in International Business - Globalization-Meaning-Drivers and Restrain       | ners of |
| Globaliza   | tion-Advantages of Globalization  |         |
| UNIT II     | INTERNATIONAL BUSINESS ENVIRONMENT  | 9       |
| Economic    | Environment- Social / Cultural Environment- Political - Technological Enviro            | nment.  |
| Internation | nal trade theories - Mercantilism Theory - Theory of Absolute Advantage & Comp          | arative |
| Advantage   | e – Heckscher – Ohlin Theory – The Product Life Cycle Theory – National Competi         | itive   |
| Advantage   | e Theory (Porter's Diamond Model). Regional Trade Blocks-Types –Advantages and          | d       |
| Disadvant   | ages.   |         |
| UNIT III    |   | 9       |
| Promotion   | of Global Business- The Role of GATT/WTO - The Uruguay Round Package -                  |         |
| Organizat   | ional Structure of WTO – WTO and Anti – Dumping Measures – WTO – The Third              | Pillar  |
| in the Glo  | bal Business- Ministerial Conferences of the WTO – India and the WTO.                   |         |
| UNIT IV     | MULTI NATIONAL CORPORATIONS   | 9       |
| Definition  | s and Concepts - Factors that Contribute for Growth of MNCs - Advantages and            |         |
| Disadvant   | ages of MNC's —Export Procedures-Import Procedures— MNCs in India.                      |         |
| UNIT V      | CONTROLLING AND EVALUATION OF INTERNATIONAL BUSINESS                                    | 9       |
| Control fo  | r MNCs - Performance Indicators - Organization Structure and Relationships - Cor        | ntrol   |
| Mechanism   | ns.   |         |
| Reference   |   |         |
| 1.          | K. Aswathappa, -International Business, Second Edition - Tata McGraw Publishing - 2013. | Hill    |
| 2.          | P.Subba Rao, -International Business Text and Cases - Himalaya Publishing House         | 20      |
| -           | Revised Edition 2013.   | SC      |
| 3.          | Francis Cherunilam – International Business Text and Cases – Prentice Hall Publi        | ishina  |
|             | - Revised Edition 2014  | oming   |
|             |   |         |
| 4.          | John D. Daniels and Lee H. Radebaugh, International Business, Pearson Education         | n       |





| Re                 | gulat | tion 2018   |               |                     | Semes      | ster II    |           | 1        | otal H      | ours       | 3          | 30    |
|--------------------|-------|---|---------------|---------------------|------------|------------|-----------|----------|-------------|------------|------------|-------|
| Catego             | rv    | Course C  | ode           |                     | Course     | Nama       | 1319      | Н        | ours / \    |            |            |       |
|                    | - J   | odarse e  |               |                     | Course     | Manie      |           | L        | T           | P          |            | C     |
| P                  |       | PBA1820   | 08P           | BUSINI              |            | PLICAT     | 'ION      | 0        | 0           | 4          | - 1        | 2     |
| Course             | Obje  | ctive (s): T  | he pu         | rpose of            | learning   | this cou   | rse is to |          |             |            |            |       |
| 1                  |       | Learn basic   |               |                     |            |            |           |          |             |            |            |       |
| 2                  | -     | Know according practical known  | nowle         | edge of S           | PSS ana    | llysis too | ls        | financia | l activi    | ties of bu | isiness Ga | ain   |
| 3                  |       | Know how  | to m          | anage the           | e data in  | SPSS so    | ftware    |          |             | 1177       |            | 7-77  |
| 4                  |       | Get more e  | xpos          | ure in SP           | SS to ap   | ply in bu  | siness 1  | esearch  | .) m./m.    | l mind     |            |       |
| 5                  |       | Know about the applications which are using for official meetings during the situations |               |                     |            |            |           |          |             |            |            |       |
| Course (           | Outco | ome (s) (CC   | <b>Os):</b> A | At the end          | d of this  | course, l  | earners   | will be  | able to:    |            | 1111       |       |
| CO1                |       | Apply the   | funda         | mentals             | of MS C    | Office Pac | kages.    |          | 110 111     |            |            | -     |
| CO2 Understan      |       | d the   | essence c     | of Tally            | and its di | fferent    | applicat  | ions.    |             | -          |            |       |
| CO3 Understand the |       | d the   | elements      | of SPSS             | Spackage   | es in bu   | siness re | esearch  |             |            |            |       |
| CO4                |       | Gain Know   | vledg         | e about a           | nalysis o  | lata by us | sing SP   | SS pack  | age.        |            |            |       |
| CO5                | Mana  | Understand  | d abo         | ut online           | Meeting    | g Applica  | tions     |          |             |            |            |       |
| CO-PO              | viap  | ping  |               |                     | Po         |            |           | 200      |             |            |            | 38.7  |
| 000                |       | PSO   | Os            |                     |            |            |           |          |             |            |            |       |
| cos                | PO1   | PO2   | PO3           | PO4                 | PO5        | PO6        | PO7       | PO8      | PO9         | PO10       | PSO 1      | PSO 2 |
| CO1                | len i | 2   | 1             | 2                   | 1          | 1          | 1         | 2        | 1           | 1          | 1          | 2     |
| CO2                | i vui | 3   | ( <b>3</b> )  |                     | 2          | = 11=1     |           | 2        | 1           | 1          | 2          | 2     |
| СОЗ                |       |   | 8.0           | im <del>i</del> sm) | 2          | ويد ندال   | 1/        | 2        | <b>=</b> -1 | de eru     | -          | 2     |
| CO4                |       | -   |               |                     |            | 2          | 14        | 20       | -           |            | I          | 2     |
| CO5                | -     | 3   |               | -                   | •          | -          | •         |          | 1           | 1          | Ĭ          | 2     |
| CO<br>Avg)         |       | 2.6   | 1             | 2                   | 1.6        | 1.3        | 1         | 2        | 1           | 1          | 1.2        | 2     |
| 1.6                | Ni.ak | t (Low)   | -             | 2.                  | Modow      | ate (Med   | 2         |          | 2.0         | ubstanti   | 1 (111 1)  |       |

2: Moderate (Medium)



| UNIT I      | MS OFFICE   | 7       |
|-------------|---|---------|
| MS Word     |   |         |
| Create, Ap  | ply and Edit Styles- Insert Comments, Footnote- Endnote & Bookmarks- Merge  |         |
|             | s- Mail Merge, and Labels.  |         |
|             | Point Presentation  |         |
|             | ign Template-Slide Transitions- Custom Animation- Hyperlink- Speaker Notes- Pr  | int     |
|             | and Screen Navigation Tools- Movie Maker.   |         |
| MS Excel    |   |         |
| Formattin   | g Techniques: Conditional Formatting, Naming Ranges and Cells & Auto-Filter a   | nd      |
|             | Data Filtering.   |         |
| UNIT II     | TALLY   | 7       |
| of ERP and  |   | Basics  |
| UNIT III    | SPSS (STATISTICAL PACKAGE FOR SOCIAL SCIENCES)  | 7       |
| Tools for   | Exploring Data- Creating and Editing a Data File. Listing Cases, Replacing  | Missing |
| Values, Co  | omputing New Variables, Recording Variables, Exploring Data, Selecting Cases,   | Sorting |
| Cases, Mer  |   |         |
|             | TOOLS FOR ANALYSIS  | 7       |
| and Editing | Descriptive Statistics - Tools for Parametric and Non Parametric Tests, Graphs: Creg Graphs and Charts Frequencies: Frequencies, Bar Charts, Histograms, Percentiles llation and Chi-Square Analysis. The MEANS Procedure. Bivariate Correlation, |         |
| UNIT V      | ONLINE MEETING APPLICATION  | 7       |
|             | eeting Application Tools: Google Hangouts – Microsoft Team – Zoom Meeting - Cisco WebEx - Skype   | ing –   |
| Reference   | (s)   |         |
| 1,          | Joyce Cox, -The 2007 Microsoft Office System Step by Stepl, Microsoft Press, 20   | 07.     |
| 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, Delhi: Tata Mc Graw Hill, 2008.   |         |
| 4,          | Kogent Learning Solutions Inc., -TALLY.ERP 9 in Simple Stepsl, New Delhi: W 2012.   | iley,   |
| 5.          | Carver and Nash, -Data Analysis with SPSS Version 17l, New Delhi: Ceng Learning, 2011.  | gage    |



|                    | Regul            | ation 2018                            |                  |  | Semest               | ter II             |                      | То                   | tal Hou  | rs                     | 35                    |          |  |  |  |
|--------------------|------------------|---------------------------------------|------------------|--|----------------------|--------------------|----------------------|----------------------|----------|------------------------|-----------------------|----------|--|--|--|
| Cate               | gory             | Course                                | Code             |  | Course               | Name               |                      | Hou                  | ırs / We | ek                     |                       |          |  |  |  |
|                    |                  |                                       |                  |  | li li li li          |                    |                      | L                    | T        | P                      |                       | C        |  |  |  |
| F                  | 2                | PBA182                                | 208P             | BUSINE<br>SOFTW                              |                      | LICAT              | ION                  | 0                    | 0        | 4                      | 2                     | 2        |  |  |  |
| Cours              | se Obj           | ective (s):                           | The pu           | rpose of l                                   | earning              | this cour          | se is to:            |                      |          |                        |                       | mil I    |  |  |  |
| 1                  | lea<br>an<br>res | arn basics of<br>d to know<br>search. | of MS-<br>accoun | Word, MS<br>ting softw                       | S-Excel,<br>vare and | MS-Pow<br>to get m | verPoint<br>ore expo | sure in S            | SPSS to  | ly in busi<br>apply in | ness reso<br>business | earch    |  |  |  |
| Cours              | e Out            | come (s) (                            | COs):            | At the end                                   | l of this            | course, le         | earners v            | vill be at           | ole to:  | 12.5                   |                       |          |  |  |  |
| CO                 | 1                | apply the                             | fundan           | nentals of                                   | MS Off               | ice Pack           | ages.                |                      |          |                        | THE REAL PROPERTY.    |          |  |  |  |
| CO                 |                  | understan                             | d the es         | ssence of                                    | Tally an             | d its diff         | erent an             | olication            | s.       |                        |                       |          |  |  |  |
| CO                 |                  | understan                             | d the el         | ements of SPSS packages in business research |                      |                    |                      |                      |          |                        |                       |          |  |  |  |
| CO4 understand the |                  |                                       |                  | nplication                                   | is of mai            | naging da          | ata.                 |                      |          |                        |                       |          |  |  |  |
| СО                 |                  | understan                             | d the de         | escriptive                                   | statistic            | s and its          | applicati            | ions.                |          |                        |                       |          |  |  |  |
| CO-P               | ) Maj            | pping                                 |                  |  |                      |                    |                      |                      | Bullet   | A Book - I             |                       | aller I  |  |  |  |
| ginna              |                  |                                       |                  |  | P                    | os                 | O less               | P <sub>e</sub> m F I |          | - 1014                 | PS                    | SOs      |  |  |  |
| COS                | PO               | PO2                                   | PO3              | PO4  | PO5                  | PO6                | PO7                  | PO8                  | PO9      | PO10                   | PSO<br>1              | PSC<br>2 |  |  |  |
| CO1                | e it             | 2                                     | 1                | 2  | 1                    | 1-1-               | 1                    | 2                    | 1        | 1                      | 1                     | 2        |  |  |  |
| CO2                | •                | 3                                     | -                | -  | 2                    | 1                  | -                    | 2                    | 1        | 1                      | 2                     | 2        |  |  |  |
| CO3                |                  | -                                     |                  | -  | 2                    |                    | 1                    | 2                    |          | -                      | -                     | 2        |  |  |  |
| CO4                | -                |                                       |                  |  |                      | 2                  | 1-11                 |                      |          |                        | 1                     | 2        |  |  |  |
| CO5                | -                | 3                                     |                  |  | •                    | •                  |                      |                      | 1        | 1                      | 1                     | 2        |  |  |  |
|                    | <b>4</b> 0       | 2.6                                   | (17)             | 2  | 1.6                  | 1.3                | 1                    | 2                    | 1        | 1                      | 1.2                   | 2        |  |  |  |
| CO<br>Avg)         |                  | - ' ' ^                               |                  |  |                      |                    |                      |                      |          |                        |                       |          |  |  |  |



| UNIT I  | MS OFFICE  | 7         |
|---|--|-----------|
| MS Word   |  |           |
| Create, Ap  | oply and Edit Styles- Insert Comments, Footnote- Endnote & Bookmarks- Merge  |           |
| Document  | s- Mail Merge, and Labels.   |           |
|   | rPoint Presentation  |           |
| Apply Des   | sign Template-Slide Transitions- Custom Animation- Hyperlink- Speaker Notes- Prin  | nt        |
|   | and Screen Navigation Tools- Movie Maker.  |           |
| MS Excel  | Tophniques, Conditional Formatting Namina Danas 1 C 11 0 4 1 Elle  | 1         |
| Advanced  | <b>Ig Techniques</b> : Conditional Formatting, Naming Ranges and Cells & Auto-Filter and Data Filtering.   | d         |
| UNIT II   | TALLY  | 7         |
|   | ompany- Masters-Ledgers- Vouchers- Recording Transaction- Report Generation. B   |           |
| of ERP and  | d SAP.   | asics     |
| UNIT III  | SPSS (STATISTICAL PACKAGE FOR SOCIAL SCIENCES)   | 7         |
| Tools for F   | Exploring Data- Tools for Descriptive Statistics- Tools for Parametric and Non Param   | netric    |
| TOOIS TOT L   |  |           |
| Tests.  |  |           |
| Tests. UNIT IV  | MANAGING DATA  | 7         |
| Tests.  UNIT IV  Creating ar  | nd Editing a Data File. Listing Cases, Replacing Missing Values, Computing New   |           |
| Tests.  UNIT IV  Creating ar  Variables,  | nd Editing a Data File. Listing Cases, Replacing Missing Values, Computing New Recording Variables, Exploring Data, Selecting Cases, Sorting Cases, Merging Files  |           |
| Tests.  UNIT IV  Creating ar  Variables, 1  Graphs: Cr  | and Editing a Data File. Listing Cases, Replacing Missing Values, Computing New Recording Variables, Exploring Data, Selecting Cases, Sorting Cases, Merging Files reating and Editing Graphs and Charts Frequencies: Frequencies, Bar Charts, Histographs   |           |
| Tests.  UNIT IV  Creating ar  Variables,  | and Editing a Data File. Listing Cases, Replacing Missing Values, Computing New Recording Variables, Exploring Data, Selecting Cases, Sorting Cases, Merging Files reating and Editing Graphs and Charts Frequencies: Frequencies, Bar Charts, Histographs   |           |
| Tests.  UNIT IV  Creating ar  Variables,  Graphs: Cr  Percentiles  UNIT V   | nd Editing a Data File. Listing Cases, Replacing Missing Values, Computing New Recording Variables, Exploring Data, Selecting Cases, Sorting Cases, Merging Files reating and Editing Graphs and Charts Frequencies: Frequencies, Bar Charts, Histogram.  DESCRIPTIVE STATISTICS   | ams,      |
| Tests.  UNIT IV  Creating ar  Variables,  Graphs: Cr  Percentiles  UNIT V  Measures of  | nd Editing a Data File. Listing Cases, Replacing Missing Values, Computing New Recording Variables, Exploring Data, Selecting Cases, Sorting Cases, Merging Files reating and Editing Graphs and Charts Frequencies: Frequencies, Bar Charts, Histogram DESCRIPTIVE STATISTICS  of Central Tendency, Variability, Deviation from Normality, Size and Stability, Cross  | ams,      |
| Tests.  UNIT IV  Creating ar  Variables,  Graphs: Cr  Percentiles  UNIT V  Measures of  Tabulation                            | nd Editing a Data File. Listing Cases, Replacing Missing Values, Computing New Recording Variables, Exploring Data, Selecting Cases, Sorting Cases, Merging Files reating and Editing Graphs and Charts Frequencies: Frequencies, Bar Charts, Histogram DESCRIPTIVE STATISTICS  of Central Tendency, Variability, Deviation from Normality, Size and Stability, Cross and Chi-Square Analysis. The MEANS Procedure. Bivariate Correlation: Bivariate   | ams,      |
| Tests.  UNIT IV  Creating ar  Variables,  Graphs: Cr  Percentiles  UNIT V  Measures of  Tabulation                            | nd Editing a Data File. Listing Cases, Replacing Missing Values, Computing New Recording Variables, Exploring Data, Selecting Cases, Sorting Cases, Merging Files reating and Editing Graphs and Charts Frequencies: Frequencies, Bar Charts, Histogram DESCRIPTIVE STATISTICS  of Central Tendency, Variability, Deviation from Normality, Size and Stability, Cross  | ams,      |
| Tests.  UNIT IV  Creating ar  Variables,  Graphs: Cr  Percentiles  UNIT V  Measures of  Tabulation                            | nd Editing a Data File. Listing Cases, Replacing Missing Values, Computing New Recording Variables, Exploring Data, Selecting Cases, Sorting Cases, Merging Files reating and Editing Graphs and Charts Frequencies: Frequencies, Bar Charts, Histogram DESCRIPTIVE STATISTICS  of Central Tendency, Variability, Deviation from Normality, Size and Stability, Cross and Chi-Square Analysis. The MEANS Procedure. Bivariate Correlation: Bivariate as, Partial Correlations, and the Correlation Matrix.   | ams,      |
| Tests.  UNIT IV  Creating ar  Variables, Creatines  Graphs: Creentiles  UNIT V  Measures of  Tabulation  Correlation          | nd Editing a Data File. Listing Cases, Replacing Missing Values, Computing New Recording Variables, Exploring Data, Selecting Cases, Sorting Cases, Merging Files reating and Editing Graphs and Charts Frequencies: Frequencies, Bar Charts, Histogram DESCRIPTIVE STATISTICS  of Central Tendency, Variability, Deviation from Normality, Size and Stability, Cross and Chi-Square Analysis. The MEANS Procedure. Bivariate Correlation: Bivariate as, Partial Correlations, and the Correlation Matrix.   | rams,     |
| Tests.  UNIT IV  Creating ar Variables, Graphs: Cr Percentiles  UNIT V  Measures of Tabulation Correlation  Reference         | And Editing a Data File. Listing Cases, Replacing Missing Values, Computing New Recording Variables, Exploring Data, Selecting Cases, Sorting Cases, Merging Files reating and Editing Graphs and Charts Frequencies: Frequencies, Bar Charts, Histogram DESCRIPTIVE STATISTICS  Of Central Tendency, Variability, Deviation from Normality, Size and Stability, Cross and Chi-Square Analysis. The MEANS Procedure. Bivariate Correlation: Bivariate as, Partial Correlations, and the Correlation Matrix.  (s)  Joyce Cox, -The 2007 Microsoft Office System Step by Stepl, Microsoft Press, 2007  | rams,     |
| Tests.  UNIT IV Creating ar Variables, Graphs: Cr Percentiles UNIT V Measures of Tabulation Correlation Reference 1.          | And Editing a Data File. Listing Cases, Replacing Missing Values, Computing New Recording Variables, Exploring Data, Selecting Cases, Sorting Cases, Merging Files reating and Editing Graphs and Charts Frequencies: Frequencies, Bar Charts, Histogram DESCRIPTIVE STATISTICS  Of Central Tendency, Variability, Deviation from Normality, Size and Stability, Cross and Chi-Square Analysis. The MEANS Procedure. Bivariate Correlation: Bivariate as, Partial Correlations, and the Correlation Matrix.  (s)  Joyce Cox, -The 2007 Microsoft Office System Step by Stepl, Microsoft Press, 2007. Curtis D. Frye, Microsoft Office Excel 2007 Step by Step, Microsoft Press, 2007.  | rams,     |
| Tests.  UNIT IV  Creating ar Variables, Graphs: Cr Percentiles  UNIT V  Measures of Tabulation Correlation  Reference  1. 2.  | And Editing a Data File. Listing Cases, Replacing Missing Values, Computing New Recording Variables, Exploring Data, Selecting Cases, Sorting Cases, Merging Files reating and Editing Graphs and Charts Frequencies: Frequencies, Bar Charts, Histogram DESCRIPTIVE STATISTICS  Of Central Tendency, Variability, Deviation from Normality, Size and Stability, Cross and Chi-Square Analysis. The MEANS Procedure. Bivariate Correlation: Bivariate as, Partial Correlations, and the Correlation Matrix.  (s)  Joyce Cox, -The 2007 Microsoft Office System Step by Stepl, Microsoft Press, 2007  | rams,     |
| Tests.  UNIT IV  Creating ar Variables, Graphs: Cr Percentiles  UNIT V  Measures of Tabulation Correlation  Reference  1. 2.  | Ad Editing a Data File. Listing Cases, Replacing Missing Values, Computing New Recording Variables, Exploring Data, Selecting Cases, Sorting Cases, Merging Files reating and Editing Graphs and Charts Frequencies: Frequencies, Bar Charts, Histogram Descriptive Statistics  Descriptive Statistics  of Central Tendency, Variability, Deviation from Normality, Size and Stability, Cross and Chi-Square Analysis. The MEANS Procedure. Bivariate Correlation: Bivariate as, Partial Correlations, and the Correlation Matrix.  (s)  Joyce Cox, -The 2007 Microsoft Office System Step by Stepl, Microsoft Press, 2007. Curtis D. Frye, Microsoft Office Excel 2007 Step by Step, Microsoft Press, 2007. Frederick S Hiller and Mark S Hiller, -Introduction to Management Sciencel, N Delhi: Tata Mc Graw Hill, 2008.  Kogent Learning Solutions Inc., -TALLY.ERP 9 in Simple Stepsl, New Delhi: Wile | rams, 7 s |
| Tests.  UNIT IV Creating ar Variables, Graphs: Cr Percentiles UNIT V Measures of Tabulation Correlation Reference 1, 2, 3, 4. | And Editing a Data File. Listing Cases, Replacing Missing Values, Computing New Recording Variables, Exploring Data, Selecting Cases, Sorting Cases, Merging Files reating and Editing Graphs and Charts Frequencies: Frequencies, Bar Charts, Histogram Descriptive Statistics  Descriptive Statistics  of Central Tendency, Variability, Deviation from Normality, Size and Stability, Cross and Chi-Square Analysis. The MEANS Procedure. Bivariate Correlation: Bivariate as, Partial Correlations, and the Correlation Matrix.  (s)  Joyce Cox, -The 2007 Microsoft Office System Step by Stepl, Microsoft Press, 2007. Curtis D. Frye, Microsoft Office Excel 2007 Step by Step, Microsoft Press, 2007. Frederick S Hiller and Mark S Hiller, -Introduction to Management Sciencel, N Delhi: Tata Mc Graw Hill, 2008.  | rams, 7 s |
| Tests.  UNIT IV Creating ar Variables, Graphs: Cr Percentiles UNIT V Measures o Tabulation Correlation Reference  1. 2. 3.    | Ad Editing a Data File. Listing Cases, Replacing Missing Values, Computing New Recording Variables, Exploring Data, Selecting Cases, Sorting Cases, Merging Files reating and Editing Graphs and Charts Frequencies: Frequencies, Bar Charts, Histogram Descriptive Statistics  Descriptive Statistics  of Central Tendency, Variability, Deviation from Normality, Size and Stability, Cross and Chi-Square Analysis. The MEANS Procedure. Bivariate Correlation: Bivariate as, Partial Correlations, and the Correlation Matrix.  (s)  Joyce Cox, -The 2007 Microsoft Office System Step by Stepl, Microsoft Press, 2007. Curtis D. Frye, Microsoft Office Excel 2007 Step by Step, Microsoft Press, 2007. Frederick S Hiller and Mark S Hiller, -Introduction to Management Sciencel, N Delhi: Tata Mc Graw Hill, 2008.  Kogent Learning Solutions Inc., -TALLY.ERP 9 in Simple Stepsl, New Delhi: Wile | rams, 7 s |





| Catego            | Regulation 2018  Category Course Code |  |          |  | Semeste   | er III    |           |          | Total         | 60        |           |         |  |  |  |
|-------------------|---------------------------------------|--|----------|--|-----------|-----------|-----------|----------|---------------|-----------|-----------|---------|--|--|--|
|                   | ry                                    | Course C   | Code     | (  | Course    | Name      |           |          | Hours<br>Week | (         |           |         |  |  |  |
|                   |                                       | PBA1830  |          | STRATE   | CIC       |           |           | L        | Т             | P         |           |         |  |  |  |
| C                 |                                       | (R)  |          | MANAG  | 0         |           | 4         |          |               |           |           |         |  |  |  |
| Course            | Objec                                 | tive (s):  | The pu   | rpose of l   | earning   | this cou  | rse is to | );       |               |           |           |         |  |  |  |
| 1                 | U                                     | nderstan   | d the v  | arious str   | ategies 1 | used by   | various   | indust   | ries acı      | ross the  | globe.    | ili oli |  |  |  |
| 2                 | С                                     | urrent su  | ccess a  | of the stra<br>and failure   | case st   | udies.    |           |          |               |           |           |         |  |  |  |
| 3                 | to                                    | Specify the organization's mission, vision and objectives, and to equip with stomanage business and non-business organizations.  Adopt a functional approach to management developing policies and plan to |          |  |           |           |           |          |               |           |           |         |  |  |  |
| 4                 |                                       |  |          |  |           |           |           |          |               |           |           |         |  |  |  |
| 5                 |                                       |  |          | implementation of strategic management in strategic Business Units. s into various corporate and business level strategies.  |           |           |           |          |               |           |           |         |  |  |  |
| Course (          | Outco                                 | me (s) (C  | COs):    | At the end   | of this   | course,   | learners  | will be  | e able t      | to:       |           |         |  |  |  |
| CO1               |                                       | Inderstan<br>nd object   |          | trategic m   | anagem    | ent pro   | ess and   | d devel  | oping s       | strategic | vision, m | ission  |  |  |  |
| CO2 Know the meth |                                       |  |          | The second secon |           |           |           |          |               |           |           |         |  |  |  |
| CO3               |                                       |  |          | Perent types of strategies and its applications.  design and establishing strategic control system.  |           |           |           |          |               |           |           |         |  |  |  |
| CO4               |                                       |  |          | iesign and<br>nt strategi  |           |           |           |          |               |           | novotion  |         |  |  |  |
| CO-PO             |                                       |  | e rece   | nt strategn  | es and n  | is irchus | , manaş   | ging tec | JIIIOIO       | gy anu n  | movanon.  | No.     |  |  |  |
|                   |                                       |  |          |  | Pos       |           |           |          |               |           | PSO       | S       |  |  |  |
| cos               | -                                     | r - 1  |          |  |           |           |           |          |               |           |           |         |  |  |  |
|                   | PO1                                   | PO2  | PO3      | PO4  | PO5       | PO6       | PO7       | PO8      | PO9           | PO10      | PSO 1     | PSO 2   |  |  |  |
| CO1               | 11-1-14                               | 2  | 1        | 2  | 1         | 1         | 1         | 2        | 1             | 1         | 1         | 2       |  |  |  |
| CO2               | 12                                    | 3  | 329      |  | 2         | 1         |           | 2        | 1             | 1         | 2         | 2       |  |  |  |
| СОЗ               | •                                     | D#E  | <b>₩</b> | -  | •         | 2         | 1         | 2        | *             |           | -         | -       |  |  |  |
| CO4               | ( <del>*</del>                        | S#   |          |  |           | 2         | •         |          | •/            |           | 1         | 1       |  |  |  |
| CO5               | •                                     |  | -        |  |           |           |           |          | 1             | HOI III   | 1-1       | 1       |  |  |  |
| CO<br>Avg)        | •                                     | 2.5  | 1        | 2  | 1.5       | 1.3       | 1         | 2        | 1             | 1         | 1.2       | 1.5     |  |  |  |

2: Moderate (Medium)



| U        | NIT I                             | CONCEPTUAL FRAMEWORK OF STRATEGIC MANAGEMENT  | 12   |
|----------|-----------------------------------|---|------|
|          | rategy, S<br>dented a<br>esponsib | Strategic Management Process-Developing a Strategic Vision, Mission, Setting Objund Emergent Strategies-Stakeholders Role in Business - Corporate Government  |      |
|          | NIT II                            | INDUSTRY ENVIRONMENTAL SCANNING   | 12   |
| Av<br>Pe | oiding l                          | nvironmental 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-Conce Model- Real Time Failure Business Case Analysis | of   |
|          | III TIN                           | TYPES OF STRATEGIES   | 12   |
| -V       | nctional<br>ertical<br>alysis-B   | Level Strategy-Business Level Strategy-Building Competitive Advantage th Level Strategies-BCG Matrix-ETOP Analysis-GE 9 Cell Matrix- Disruptive Strate Integration-Diversification and Strategic Alliances- Merger and Acquisitional alance Score Card- McKinsey's 7S Framework.            |      |
|          | IIT IV                            | STRATEGIC IMPLEMENTATION AND EVALUATION   | 12   |
| ou.      | alegie C                          | Organizational Structure-Strategy Implementation Process-Designing and Establish ontrol System- Responsibility Centres -Strategic Change-Strategic Leadership.  | ing  |
| UN       | ITV                               | RECENT TRENDS   | 12   |
| Bus      | aniology                          | g Strategy-Blue Ocean Strategy-Defensive Strategies-Website Strategies-Managing and Innovation- Strategic Issues for Non Profit Organizations -Real Time Successive Analysis.   | ful  |
| 1.       | Ellia III                         |   |      |
| 2.       | Lanto                             | chilling, Jones, Strategic Management: An Integrated Approach- Theory & Cases- n, Cengage.  |      |
|          | Trair II                          |   |      |
| 3,       | oncy.                             | L. Wheelmen and J. David Hunger, "Concepts in Strategic Management and Busin Toward   | ness |
| 4.       | Global                            | Sustainability", (14th ed.), Pearson Education, 2016.   |      |
|          | 2016                              | c Management The Indian Context, 5 <sup>th</sup> Edition, R. Srinivasan, PHI Learning Pvt Lt  | d.   |
| Refe     | erence (s                         |   |      |
| 1.       | John A<br>McGra                   | Pearce, Richard Robinson, Amita Mital, "Strategic Management", (12th ed.), Tata w-Hill, 2016.   |      |
| 2.       | 11a11, 21                         |   |      |
| 3.       | 2000.                             | A Pitts and David Lei Thomson, Strategic Management, South Western Publishers:  | 1    |
| 4.       | John A<br>Hill, 20                | Pearce and Richard B Robinson, Strategic Management, New Delhi: Tata McGraw 08.   |      |
| 5.       | Busines<br>Publica                | tions 2009  | aya  |
|          |                                   | Saint COLLEGE OF ENGO. (4)  |      |

| Re                    | Regulation 2018 |                                      |          | S  | Semester   | ·III      |           | Tot      | al Hour  | s                      | 60                       |                  |  |  |  |  |
|-----------------------|-----------------|--------------------------------------|----------|--|------------|-----------|-----------|----------|----------|------------------------|--------------------------|------------------|--|--|--|--|
| 0.4.                  |                 | Corres C                             | ada      | (  | course N   | omo       |           | Hou      | rs / We  | ek                     | C 4                      |                  |  |  |  |  |
| Catego                | ory             | Course Co                            | oue      |  | ourse in   | anie      |           | L        | T        | P                      |                          |                  |  |  |  |  |
| C                     |                 | PBA18301                             |          | TRATE  |            |           | 4         | AL E     | 0        | 0                      | 4                        |                  |  |  |  |  |
| Course                | Obje            | ective (s): T                        | he pur   | pose of le   | earning tl | nis cours | se is to: |          |          |                        |                          |                  |  |  |  |  |
| 1                     | imj             | derstand the pacts and ge e studies. | et an ur | nique idea   | as throug  | th analyz | zing vari | ous past | and cui  | globe and<br>rent succ | d discussi<br>cess and f | ng its<br>ailure |  |  |  |  |
| Course                | Outo            | come (s) (C                          |          |  |            |           |           |          |          | i.                     |                          |                  |  |  |  |  |
| CO1                   |                 | understand objectives.               |          |  |            |           | in all    |          | 411-4    | gic visio              | n, missio                | n and            |  |  |  |  |
| CO2                   |                 |                                      |          | edology of industry environmental scanning.  Ferent types of strategies and its applications.                        |            |           |           |          |          |                        |                          |                  |  |  |  |  |
| CO3 identify the diff |                 |                                      |          | ent types  | of strate  | gies and  | its appli | ications |          |                        |                          |                  |  |  |  |  |
| CO4 understand the    |                 |                                      |          | lesign and establishing strategic control system. ent strategies and its trends, managing technology and innovation. |            |           |           |          |          |                        |                          |                  |  |  |  |  |
| CO:                   |                 |                                      | e recen  | t strategie  | es and its | trends,   | managin   | ig techn | ology ar | ia innova              | ition.                   |                  |  |  |  |  |
| CO-PC                 | ) Maj           | pping                                |          | 8 4  |            |           |           | - 5-     |          |                        |                          | 100              |  |  |  |  |
|                       |                 |                                      |          |  | P          | os        |           |          |          |                        | PS                       | Os               |  |  |  |  |
| COS                   | PO              | PO2                                  | PO3      | PO4  | PO5        | PO6       | PO7       | PO8      | PO9      | PO10                   | PSO<br>1                 | PSO<br>2         |  |  |  |  |
| CO1                   | -               | 2                                    | 1        | 2  | 1          | 1         | 1         | 2        | 1        | 1                      | 1                        | 2                |  |  |  |  |
| CO2                   | -               | 3                                    | -        | -  | 2          | 1         | -         | 2        | 1 =      | 1                      | 2                        | 2                |  |  |  |  |
| CO3 -                 |                 |                                      |          | # 1 m  | -          | -         | 1         | 2        | •        |                        |                          | (% <b>#</b> 2    |  |  |  |  |
| CO4                   | 4               | 181181                               | Inte-    | in le # "I   |            | 2         |           | <u> </u> |          | -                      | 1                        | 1                |  |  |  |  |
| CO5                   |                 |                                      | 5.00     | -  | 2-4        | -         | -         | •        | 1        | 1                      | 1                        | 1                |  |  |  |  |
| CO<br>(Avg)           | •               | 2.5                                  | 1        | 2  | 1.5        | 1.3       | 1         | 2        | 1        | 1                      | 1.2                      | 1.5              |  |  |  |  |



|               | UNIT I                                   | CONCEPTUAL FRAMEWORK OF STRATEGIC MANAGEMENT   |                       |
|---------------|--|--|-----------------------|
| I             | Strategy, St<br>ndented ar<br>Responsibi | trategic Management Process-Developing a Strategic Vision, Mission, Setting Ob<br>ad Emergent Strategies-Stakeholders Role in Business –Corporate Governance an<br>lity-Business Model Canvas.   | jectives-<br>d Social |
| U             | JNIT II                                  | INDUSTRY ENVIRONMENTAL SCANNING  | 12                    |
| A<br>P        | voiding Fa                               | avironmental Factor Analysis-Porter's Five Forces Model-Generic Building Block<br>e Analysis-IFE Matrix, SWOT Matrix-Competitive Changes During Industry Life<br>ailures and Sustaining Competitive Advantage- VRIO Framework- Structure-Con-<br>e Model- Real Time Failure Business Case Analysis | s of                  |
| U             | NIT III                                  | TYPES OF STRATEGIES  | 12                    |
| Fr<br>-V<br>A | ertical                                  | Level Strategy-Business Level Strategy-Building Competitive Advantage the Level Strategies-BCG Matrix-ETOP Analysis-GE 9 Cell Matrix- Disruptive Strate Integration-Diversification and Strategic Alliances- Merger and Acquisition lance Score Card- McKinsey's 7S Framework.                     |                       |
|               | NIT IV                                   | STRATEGIC IMPLEMENTATION AND EVALUATION  | 12                    |
|               |  | rganizational Structure-Strategy Implementation Process-Designing and Establish ntrol System- Responsibility Centres -Strategic Change-Strategic Leadership.   | ing                   |
| UI            | VII V                                    | RECENT TRENDS  | 12                    |
| Bu            |  | Strategy-Blue Ocean Strategy-Defensive Strategies-Website Strategies-Managing and Innovation- Strategic Issues for Non Profit Organisations -Real Time Successive Analysis.  | ful                   |
| 1             |  | hilling, Jones, Strategic Management: An Integrated Approach- Theory & Cases-  |                       |
| 2.            |  |  |                       |
| 3,            | Azhar K                                  | azmi, Strategic Management & Business Policy, 3 <sup>rd</sup> Edition, 2011, Tata Mc Graw  | T T:11                |
| Ref           | erence (s)                               | Jy Latton, 2011, Tata We Graw  | rin.                  |
| 1.            |  | arles, Hill & Gareth and R. Jones, Strategic Management-An Integrated Approach   | 1,                    |
| 2.            | Thomas Hall, 201                         | L Wheelen and J. David Hunger, Essentials of Strategic Management, Prentice 10.  | 1-27                  |
| 3.            |  | Pitts and David Lei Thomson, Strategic Management, South Western Publishers:   |                       |
| 4.            |  |  |                       |
| 5.            | Business<br>Publication                  | Policy and Strategic Management-M.Jayarathnam-3 <sup>rd</sup> Edition-Himalons, 2009.  | aya                   |



| Regulat         | tion 2                | 018                                    |                   | LECTIV<br>(ARKE)   |           |             | Т               | otal Ho    | urs                   |           | 45        |          |  |  |  |  |
|-----------------|-----------------------|--|-------------------|--|-----------|-------------|-----------------|------------|-----------------------|-----------|-----------|----------|--|--|--|--|
|                 |                       |  |                   |  | D.T.      |             |                 | Hour       | s / Wee               | k         |           | Hi       |  |  |  |  |
| Catego          | ory                   | Course C                               | ode               | C  | ourse N   | ame         |                 | L          | T                     | P         | С         |          |  |  |  |  |
| E               |                       | PBA183                                 | M1 A              | DVERT<br>ND DIS<br>MANAGI  | TRIBUT    | <b>TION</b> |                 | 3          | 0                     | 0         | 3         |          |  |  |  |  |
| Course          | Obje                  | ctive (s): 7                           | he purp           | pose of le   | arning th | nis cours   | se is to:       |            |                       | 112       |           |          |  |  |  |  |
| 1               | sale                  | uaint the stees and distrell marketing | ibution<br>channe | policy ar els.   | nd in org | anizing a   | and man         | aging eff  | tective a             | dvertisi  | ng, sales | force    |  |  |  |  |
|                 |                       | come (s) (C                            |                   |  |           |             |                 |            |                       | tions     |           |          |  |  |  |  |
| COI             |                       | understand                             | the co            | nceptual   | tramewo   | of soles    | manager         | g and its  | implica<br>entify the | e stens a | nd strate | ries     |  |  |  |  |
| involved in Per |                       |  |                   | anctions, structure of sales management, Identify the steps and strategies onal Selling. |           |             |                 |            |                       |           |           |          |  |  |  |  |
| CO3             | 3                     | know the                               | various           | categorie  | s of man  | aging th    | e sales f       | orce.      |                       |           |           |          |  |  |  |  |
| CO <sup>4</sup> |                       | identify th                            | e partic          | inants an  | d enviro  | nment of    | f Physica       | al Distrib | oution C              | hannels.  | els.      |          |  |  |  |  |
| COS             |                       | know the                               | selection         | n and app  | ointmen   | t of deal   | ers and         | importan   | ce of Fr              | anchisir  | ng.       |          |  |  |  |  |
| CO-PC           | ) Maj                 | pping                                  |                   |  |           |             |                 |            |                       |           | DS        | Os       |  |  |  |  |
|                 |                       | tri grantim                            | MIT -             |  | P         | os          |                 |            |                       |           | 10        | 108      |  |  |  |  |
| COS             | PO                    | PO2                                    | PO3               | PO4  | PO5       | PO6         | PO7             | PO8        | PO9                   | PO10      | PSO<br>1  | PSO<br>2 |  |  |  |  |
| CO1             | 3                     | 2                                      | 2                 | 2  | 2         | -           | in <u>F</u> .ió | 2          | 2                     | 1         |           | 1        |  |  |  |  |
| CO2             | 3                     | 2                                      | 2                 | 2  | 2         | 11.         |                 | 2          | 2                     | 170       | - 4       | 1        |  |  |  |  |
| CO3             | 2                     | 2                                      | 2                 | 2  | 2         | -           | -               | 2          | 2                     | 1         | •         | 1        |  |  |  |  |
| CO4             | 3                     | 2                                      | 2                 | 2  | 2         |             | -               | 2          | 2                     | 1         | 1         | 1        |  |  |  |  |
| CO5             | 2                     | 2                                      | 2                 | 2  | 2         |             | -               | 2          | 2                     | 1         | 1-3-5     | 1        |  |  |  |  |
| CO<br>(Avg)     | 2.60 2.00 2.00 2.00 - |  | *                 | 2.00   | 2.00      | 1.00        |                 | 1.00       |                       |           |           |          |  |  |  |  |
| 1               | : Slig                | ht (Low)                               | ·                 | 2: N   | Ioderat   | e (Medi     | um)             |            | 3: Subs               | tantial   | (High)    |          |  |  |  |  |



|              | NIT I                                   | INTRODUCTION TO ADVERTISING  |       |
|--------------|---|--|-------|
| Co           | ncept an                                | d Definition of Advertisement Invest.  | 9     |
|              |   |  | £     |
|              |   |  | 4     |
|              |   | mi i id voi tioling.   | d     |
|              | NIT II                                  | SALES MANAGEMENT & PERSONAL SELLING  | 9     |
| IVIE<br>Ct   | aning &                                 | Uplectives- Types & Functions of Color M.  |       |
| Dur          | ucture &                                | rushums- interdepartmental Relations Estimating Manager 1 and 1  | ilont |
|              |   | Types, Colectives & Steps, Strategies, Roles & Desponsibilities  |       |
| OIV          | 111111111111111111111111111111111111111 | MANAGEMENT OF SALES FORCE  | 9     |
| Tar          | oets & T                                | g Sales Force Size- Selection & Training- Motivation- Determining Sales Buc<br>erritories.   | lget- |
| TIN          | IT IV                                   | PHYSICAL DISTRIBUTION  | Ü     |
| Part         | icinante                                | and Environment of Physical Division   | 9     |
| Cha          | nnels - D                               | and Environment of Physical Distribution Channel Strategies, Levels of Distribution Design & Policies- Warehousing and Inventory Decisions.  | n     |
| 1 Control of | USER CANADA                             | CHANNEL MEMBERS  |       |
| Dec          | iding the                               | Number and Locations of Chamaland  | 9     |
| Fran         | chising-                                | Number and Locations of Channel Members- Selection & Appointment of Dealers Telemarketing, e-marketing & Teleshopping-Logistics and Supply C   | -     |
|              | agement                                 | The state of the s | hain  |
| Text         | Books (                                 | (s)  |       |
| 1.           | S.A.CI                                  | hunawalla and K.C.Sethia, Foundations of Advertising Theory and Practice, Himala   |       |
| 1.           |   |  |       |
| 2.           | Louis '                                 | W. Stern, Adel El. Ansary and Anne T Coughlan Montretine Cl. 11 51 511   |       |
| 4,           | Prentic                                 | be Hall of India, New Delhi, 1996.   | 1,    |
| Refe         | rence(s)                                |  | 11.3  |
| 1.           | Parame                                  | eswaran, Brand Building Advertising: Concepts and Cases, Tata Mc Graw Hill, Nev  | 11.1  |
| 1.           | Delhi.                                  | Building Mevertising. Concepts and Cases, Tata Mc Graw Hill, Nev   | V     |
| 2.           | Ingram                                  | (2007), Sales Management: Analysis and Decision Making', Cengage Learnings.  |       |
| 3.           | Krishna                                 | a.K. Havaldhar and Vasant. M. Cavall (2007), _Sales and Distribution Management  |       |
|              |   |  | ,     |
| 4.           | Ramnee                                  | ek Kapoor (2007), Fundamentals of Sales Management, Macmillan.   |       |
|              |   | and the state of t |       |





| COS         PO1         PO2         PO3         PO4         PO5         PO6         PO7         PO8         PO9         PO10         PSO 1           CO1         -         2         1         2         1         1         2         1         1         2           CO2         -         3         -         -         2         1         -         1         1         1         2           CO3         -         -         -         -         -         1         1         -         -         -           CO4         -         -         -         -         2         -         -         -         1  | 5         | 45         | ours      | tal Ho   | То       |           |          |           | ELECT<br>MARK |          | tion 2018   | egulat | R      |
|---|-----------|------------|-----------|----------|----------|-----------|----------|-----------|---------------|----------|-------------|--------|--------|
| Course Objective (s): The purpose of learning this course is to:  1   |           |            | Week      | lours /  | Н        | i sen bi  | Nama     | Course    |               |          | Course      | OFW    | Cated  |
| Course Objective (s): The purpose of learning this course is to:  1   |           | C          | P         | T        | L        |           | Name     | Course    |               |          |             | July   | Categ  |
| Learn Customer Relationship Management concepts, techniques and strategies  |           | 3          | 0         | 0        | 3        |           | 1)       | TIONSI    | RELAT         | 3M2      | PBA18       |        | E      |
| Understand how to build strong relationship with customers and learn how to resame.  To examine and explore the role and importance of Customer Relationship Management in today's rapidly changing business environment.  Focus on how Customer Relationship Management can be utilized by organization and how its effectiveness can measured.  Know the key elements Customer Relationship Marketing strategy.  Course Outcome (s) (COs): At the end of this course, learners will be able to:  Acquire knowledge on how to use CRM as a strategic marketing tool and develop CRM strategy.  CO2 Gain knowledge on methods of selecting profitable customer segments.  CO3 Understand how to acquire and retain customers.  CO4 Understand the strategy to generate sales leads.  CO5 Gain knowledge on basic concepts of data warehousing, data mining and other CRM software packages.  CO-PO Mapping  Pos PO5 PO6 PO7 PO8 PO9 PO10 PSO1  CO1 - 2 1 2 1 1 1 1 2 1 1 2  CO2 - 3 - 2 1 2 1 1 1 1 2  CO3 - 1 2 1 2 1 1 1 1 2  CO3 - 3 - 2 1 1 1 1 1 2  CO3 - 3 - 1 2 1 1 1 1 1 2  CO3 - 3 - 1 2 1 1 1 1 1 2  CO3 - 3 - 1 2 1 1 1 1 1 2  CO3 - 3 - 1 2 1 1 1 1 1 2  CO3 - 3 - 1 2 1 1 1 1 1 2  CO4 - 3 - 1 1 1 1 1 2  CO5 - 3 - 1 1 1 1 1 1 1 1 2  CO6 - 3 - 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 |           |            |           |          | s to:    | course i  | ng this  | of learni | urpose        | : The p  | ective (s): | Obje   | Course |
| Same.   To examine and explore the role and importance of Customer Relationship Management in today's rapidly changing business environment.  |           |            |           |          |          |           |          |           |               |          |             |        | 1      |
| Management in today's rapidly changing business environment.  Focus on how Customer Relationship Management can be utilized by organizated and how its effectiveness can measured.  Know the key elements Customer Relationship Marketing strategy.  Course Outcome (s) (COs): At the end of this course, learners will be able to:  CO1  | etain the | n how to r | and lear  | omers    | th cust  | ship w    | relation | d strong  | to buil       | nd how   |             |        | 2      |
| and how its effectiveness can measured.  Know the key elements Customer Relationship Marketing strategy.  Course Outcome (s) (COs): At the end of this course, learners will be able to:  CO1   |           | onship     |           |          |          |           |          |           |               |          | Го ехаті    | 1      | 3      |
| Course Outcome (s) (COs): At the end of this course, learners will be able to:   CO1  | ations    | y organiza |           |          |          |           | easured  | s can m   | ctivenes      | its effe | and how     | 8      |        |
| Acquire knowledge on how to use CRM as a strategic marketing tool and develop CRM strategy.   CO2   |           |            | rategy.   | eting st | Marke    | tionship  | er Relat | Custom    | lements       | key e    | Know the    |        | 5      |
| CO2   Gain knowledge on methods of selecting profitable customer segments.  |           |            | ole to:   | ll be at | ners wi  | se, learr | nis cour | end of tl | At the        | (COs):   | come (s)    | Outc   | Course |
| CO3   |           | l and      | eting too | marke    | trategic | A as a st | ise CRN  | how to ı  |               |          |             |        | СО     |
| CO4   |           | nts.       | r segmer  | istome   |          |           |          |           |               |          |             |        |        |
| CO5   |           |            |           |          |          |           |          |           |               |          |             | 7      |        |
| CO3   | r         | and other  | a mining  | ıg, data |          |           |          |           |               |          |             |        | 131    |
| Pos   |           |            |           |          |          |           |          |           |               |          |             |        |        |

2: Moderate (Medium)



| Definitions - Concepts and Context of Relationship Management - Evolution - Transactional Vs Relationship Approach - CRM as a Strategic Marketing Tool - CRM Significance to the Stakeholders.  UNIT II UNDERSTANDING CUSTOMERS  Customer Information Database - Customer Profile Analysis - Customer Perception, Expectations Analysis - Customer Behavior in Relationship Perspectives - Individual and Group Customer's - Customer Life Time Value - Selection of Profitable Customer Segments.  UNIT III MANAGING CUSTOMER RELATIONSHIPS  Greating and Managing Networks - Creating Value for Customers - Zone of Tolerance- |
|--|
| Customer Information Database – Customer Profile Analysis - Customer Perception, Expectations Analysis – Customer Behavior in Relationship Perspectives - Individual and Group Customer's - Customer Life Time Value – Selection of Profitable Customer Segments.  UNIT III MANAGING CUSTOMER RELATIONSHIPS  9   |
| Analysis – Customer Behavior in Relationship Perspectives - Individual and Group Customer's - Customer Life Time Value – Selection of Profitable Customer Segments.  UNIT III MANAGING CUSTOMER RELATIONSHIPS  9   |
| Constitute 1 M 1 N 1 N 1 C 1 C 1   |
| Creating and Managing Networks- Creating Value for Customers- Zone of Tolerance-   |
| Managing the Customer Lifecycle: Customer Acquisition- Strategies for Profitable Dialog with Customers- Customer Retention and Development- Customer Loyalty and Involvement- Role of CRM Managers.  |
| UNIT IV DEVELOPING CRM STRATEGY 9  |
| Sales-force Automation-Marketing Automation-Service Automation - Call Center Management-Big Data Analysis- Management of Big Data - Sales force.com-Lead Generations Strategy.   |
| UNIT V TRENDS IN CRM 9   |
| e-CRM Solutions – Data Warehousing – Design Considerations, Approaches, Architecture- Data Mining for CRM – Techniques, Tools & Platform, Data Mining Best Practices- Click Stream Analysis- An Introduction to CRM Software Packages- Siebel, Oracle, People soft, My SAPCRM.   |
| Text Books (s)   |
| 1. Buttle, F. (2014), Customer Relationship Management (Concept and Tools), Elsevier Butterworth- Heinemann, Oxford, UK.   |
| 2. Customer Relationship Management, Concept, Strategy and Tools ,3 <sup>rd</sup> Edition,   |
| V. Kumar & Werner Reinartz, Springer Texts in Business and Economics, 2018.  |
| Reference(s)   |
| 1. G.Shainesh, Jagdish, N.Sheth, Customer Relationships Management- Strategic Perspective, Mac millan, 2013.   |
| 2. H.Peeru Mohamed and A.Sahadevan, Customer Relations Management, Vikas Publishing, 2014.   |
| 3. Francis Buttle, Customer Relationship Management: Concepts & Tools, Elsevier, 2012.   |
| 4. Zikmund. Customer Relationship Management, Wiley, 2012.   |
| 5. Anil Maheswari, Data Analytics, Mc Graw Hill Education (India) Private Limited, 2014.   |



|                       | Regul       | ation 2018  |                                      | ELECT<br>MARKI                                       |  |   |   | То                                    | tal H         | ours | 4         | 15    |
|-----------------------|-------------|---|--------------------------------------|--|--|---|---|---------------------------------------|---------------|------|-----------|-------|
| Categ                 | gory        | Course (  | Code                                 |  | Course                                     | Name  |   |                                       | Iours<br>Veek | 1    |           |       |
| E                     |             | PBA183  | вмз                                  | DIGITA<br>MEDIA                                      |  |   |   | 3                                     | <b>T</b> 0    | P 0  | 3         |       |
| Course                | e Obj       | ective (s):                                       | The pu                               | rpose of le  | earning                                    | this cou                                      | rse is to:                                      |                                       |               |      | 10        |       |
| 1<br>2<br>3<br>4<br>5 |             | Familiariz<br>Equip the<br>Enable the<br>Know the | e e the<br>studen<br>stude<br>key el | e students of<br>ts on designts to deve<br>ements of | on digitagning co<br>clop and<br>a digital | al marke<br>ontent fo<br>l implen<br>l market | ting con<br>r digital<br>nent digi<br>ing strat | cepts.<br>marketi<br>tal mark<br>egy. | eting         |      |           |       |
| Course                | e Out       | come (s) (C                                       |                                      |  |  |   |   |                                       |               |      |           |       |
| CO:                   | 1<br>2<br>3 | Summariz<br>Develop t<br>Apply the                | the the the disp                     | oasic digita<br>olay ads an<br>l marketing           | l marke<br>d impla<br>g strateg            | eting cor<br>nt with<br>gies for a            | ncepts ar                                       | nd chanr                              | nels          |      |           |       |
| CO                    |             |   |                                      | ital analyti   |  |   |   |                                       |               |      |           |       |
| CO:<br><b>CO-P</b> (  |             | Apply the   | social                               | media ma   | rketing                                    | strategie                                     | es in bus                                       | iness or                              | ganiza        | tion | myser 7 T | 72.18 |
| CO-FC                 | J IVIA      | oping   |                                      |  | Pos  | named to                                      |   |                                       | 3 10 17       |      | PS        | Os    |
| COS                   | POI         | PO2   | PO3                                  | PO4  | PO5  | PO6   | PO7   | PO8                                   | PO9           | PO10 | PSO<br>1  | PSO 2 |
| CO1                   | 2           | 2   | 1                                    | 2  |  | 1   | 2   | -                                     | 2             | 1    | 3         | 3     |
| CO2                   | 2           | 2   | 1                                    | 2  | X .  | 1   | 2   | -                                     | 3             | 1    | 3         | 3     |
| CO3                   | 2           | 2   | -1                                   | 2  |  | - 1   | 3   |                                       | 3             | 1    | 3         | 3     |
| CO4                   | 3           | 2   | 3                                    | 2  | •  | 3   | 3   | 2                                     | 2             | 3    | 3         | 3     |
| CO5                   | 2           | 2   | 1                                    | 2  | S#:  | 1   | 3   | ·                                     | 3             | 1    | 3         | 3     |
| CO<br>(Avg)           | 2.2         | 2   | 1.4                                  | 2  | T.W.                                       | 1.4   | 2.6   | 2                                     | 2.6           | 1.4  | 3         | 3     |

2: Moderate (Medium)



| UNIT I        | INTRODUCTION TO DIGITAL MARKETING  | 9        |
|---------------|--|----------|
| Concepts,     | Key Elements, Social Media Networking Sites, Characteristics, & L. 11                | oital    |
| Marketing     | Scale Eligille Optimization: Concepts Renefits of SEO Search Dehaviour               | gnai     |
| Optimizati    | on Frocess, Analysis and Review  |          |
| UNIT II       | DIGITAL DISPLAY ADVERTISING  | 9        |
| Concepts,     | Advantages & Disadvantages of Digital Display, Ad For                                |          |
| Campaign      | Planning and Budget, Campaign Tracking and Ontimization, Ecomparate Portals as       | nd       |
| Community     | ies – Tie ups  |          |
| UNITIII       | MOBILE AND EMAIL MARKETING   | 9        |
| Mobile Ma     | arketing: Concepts, SMS content, SMS Strategy, Mobile App, Mobile Advertising        |          |
| THEFAT INTELL | Reing: Data Email Marketing Process, Design and Content Delivery and Discovery       | v        |
| UNITIV        | DIGITAL ANALYTICS  | -0       |
| Dashboards    | s, Bounce Rate, Site Speed, Site Search, Conversions, Real Time Reporting, Intellige | ence     |
| reporting,    | Customized Reporting   | onec     |
| UNIT V        | TRENDS IN SOCIAL MARKETING   | 9        |
| Future of So  | ocial Marketing - Setting Priorities in Social Marketing - Repositioning Strategies- |          |
| ruture of Pi  | ublic Sector - NGO - Private Sector Social Marketing Social Media Marketing          |          |
| miportance    | - Big Brands & Small Business - Social Media Tools - Marketing with Social Nature    | ork      |
| Sites, Blogg  | ging, Micro Blogging, Podcasting with Podomatic                                      |          |
| Text Books    | (s)  |          |
| 1.            | Ian Dodson, The Art of Digital Marketing: The Definitive Guide to CreatingStrateg    | 1.       |
| 1.            | Targeted, and Measurable Online Campaigns, New Jerssey, John Wiley & Sons, 20        | 16,      |
| 2.            | Alan R. Andreasen, Social Marketing in the 21st Century, Sage Publication, 2012      | 10       |
| Reference(s   | s)   | 781      |
| . 1           | Bell, David R., The Surprising Influence of the Real World on How we Search, Sho     | voli ili |
| 1.            | and Sell in the Virtual One, Boston, New Harvest, 2014                               | pp,      |
| 2             | Kaufman, Ira and Chris Horton, Digital Marketing: Integrating Strategy and Tactics   |          |
| 2.            | with Values, New York, Routledge, 2014   |          |
| 2             | Stokes, Rob and the Minds of Quirk, eMarketing: The Essential guide to Marketing     | in a     |
| 3.            | Digital World, Quirky Education (Pty.) Ltd., 5th Edition, 2013                       | m a      |
| 4.            | Miller, Michael. The ultimate web marketing guide. Pearson Education, 2010           |          |
|               | 2010 and a contracting guide. I carson education, 2010                               |          |



| F               | Regul | lation 2018             |         | ELECT<br>MARK    |          |           |                 | 1        | otal H       | lours     |                | 15       |
|-----------------|-------|-------------------------|---------|------------------|----------|-----------|-----------------|----------|--------------|-----------|----------------|----------|
| Categ           | ory   | Course C                | Code    |                  | Course   | Name      |                 | L        | Hour<br>Week |           | (              |          |
| E               |       | PBA183                  | M4      | INTERI<br>MARKI  |          |           |                 | 3        | 0            | 0         |                | 3        |
| Course          | Obj   | ective (s):             | The pur | pose of le       | earning  | this cou  | ırse is t       | 0:       |              |           | il tale in the |          |
| 1               |       | Understand              | the pr  | inciples &       | & conce  | pts in in | nternati        | onal.    |              |           |                |          |
| 2               |       | Provide the             | knowl   | ledge of r       | narketii | ng mana   | agemen          | t in the | interna      | ational p | erspective     | <b>.</b> |
| 3               |       | Develop m               |         |                  |          |           |                 |          |              |           |                |          |
| 4               |       | Explore the             |         |                  | ance of  | Interna   | tional N        | Marketi  | ng in t      | oday's r  | apidly cha     | nging    |
| 5               |       | business en Know the k  |         |                  | digita   | l markat  | ting etre       | togy     |              |           | -              | -        |
| -               | Ont   |                         |         | Internal Control |          |           |                 |          | a abla       | 401       |                | N. H     |
| Course          | Out   | come (s) (C             |         |                  |          | A SELLE   | TATE CONTRACTOR |          |              |           |                |          |
| CO <sub>1</sub> |       | Bring the booperating a |         | arning of        | tne opp  | ortuniti  | es and j        | probler  | ns tnat      | race a n  | iarketer w     | nen      |
| CO2             | 2     | Summarize               |         | ategies fo       | or produ | uct adap  | tation i        | n interi | nationa      | l market  | ing enviro     | nment.   |
| CO3             | 3     | Impart kno in internati | wledge  | about po         |          |           |                 |          |              |           |                |          |
| CO4             | 25    | Impart kno<br>Marketing |         |                  | rategies | s, appro  | aches a         | nd Frar  | neworl       | k for Int | ernational     |          |
| COS             |       | Application branding de |         |                  | l marke  | eting mi  | x for pr        | oduct c  | liversit     | ication a | and intern     | ational  |
| CO-PO           | Maj   | pping                   |         | la my sa         |          |           | JUN DE          |          |              |           |                |          |
|                 |       |                         | Pos     |                  |          |           |                 |          |              |           | PSC            | S        |
| COS             | POI   | PO2                     | PO3     | PO4              | PO5      | PO6       | PO7             | PO8      | PO9          | PO10      | PSO 1          | PSO 2    |
| CO1             | 1     | 1                       | 1       | 2                |          | 1         | 1               | 1        |              | 1         | 3              | 2        |
| CO2             | 2     | 2                       | 2       | 2                |          | 2         | 3               | 2        |              | 1         | 3              | 2        |
| CO3             | 1     | 1                       | 1       | 2                | 1        | 1         | 1               | 1        |              | 2         | 3              | 2        |
| CO4             | 2     | 2                       | 2       | 2                | 846      | 2         | 3               | 2        | (44)         | 2         | 3              | 2        |
| CO5             | 2     | 3                       | 2       | 1                |          | 2         | 2               | 2        | 2            | 3         | 3              | 3        |
| CO<br>(Avg)     | 1.6   | 1.8                     | 1.6     | 1.8              | 1        | 1.6       | 2               | 1.6      | 2            | 1.8       | 3              | 2.2      |

2: Moderate (Medium)



|  | TI INTRODUCTION  |       |
|--|--|-------|
| Interna  | ational Markets - Definition - Basic Moder of F  | 9     |
| Benefi   | ts of International Marketing— International Marketing Task— World Trade— India's Fo - Characteristics of MNCs - Global and Domestic Marketing Task— World Trade— India's Fo   | eting |
| Trade -  | - Characteristics of MNCs - Global and Domestic Marketing - International Product Life   | reign |
| Cycle -  | - EPRG Framework - Institutional set up Advis Build Product Life   |       |
| Service  | EPRG Framework - Institutional set up – Advisory Bodies – Commodity Organizations EINSTITUTE DAY AND ADVISORY BODIES – Commodity Organizations   | -     |
| UNIT   | II INTERNATIONAL MARKETING ENVIRONMENT   |       |
| Busines  | os Culture around the World- I anguage Custom Aut. 1   | 9     |
|  |  |       |
| Enviror  | nment - Import Quotas - Tariffs - Customs Restrictions - Required Licenses - Registration.  Development and Scope of International Law - DICOTERNAGE - Witnesses - Registration  | al    |
| Permits  | Development and Scope of International Law Proceeding Required Licenses - Registration   | ns –  |
| Econom   | Development and Scope of International Law – INCOTERMS – WTO – GATT - Curre  | nt    |
| Buyer/S  | nic Conditions of the Country or Countries Involved - Credit Worthiness of the International Economic Groupings its Influences in Market   | nal   |
|  | III POLICY FRAMEWORK AND PROCEDURAL ASPECTS  |       |
| India's 1  | Export - Import Policy - Export Policy - P   | 9     |
| Deemed   | Export – Import Policy – Export Policy – Promotional Measures - Export Oriented Units  Exports - Export - Import Documentation - Kind - GP   | _     |
|  |  |       |
|  |  |       |
| UNIT I   | - I Toutell Consumer Larget Market Consumer Larget   |       |
| Control of the Park of the Par | THE PART OF THE PA | 9     |
| Internati  | Unai Warket Selection - Factors Influencing D  |       |
| Competi  | tion-International Marketing Research – Global Scene- International Marketing Research – Techniques – Survey – Interview Techniques  | S =   |
|  |  |       |
|  | Transcribe I fallille alle Control - Bromovious Manier's Control   |       |
|  |  | trol  |
| UNIT V   | The same of the sa | 0     |
| Developi   | ng an International Product Line Foreign Product Di  | 9     |
|  |  |       |
| Strategy   | - International Promotion Strategies- Promotion Mix-International Sales Negotiations of Global Advertising Global Advertising Regulations  | ng    |
| Patterns c   | of Global Advertising Global Advertising Personal Mix-International Sales Negotiations   | S -   |
| Channels   | of Global Advertising, Global Advertising Regulations, Advertising Media, International of Distribution- Retailing in International Security International   | - 1   |
| Technolo   | of Distribution- Retailing in International Scenario, International Physical Distribution-   |       |
| Text Boo   | Morketing Current Trends in International Marketing  |       |
|  |  |       |
| 1.   | Warren J. Keegan and Mark C. Green, Global Marketing, Prentice Hall, Third Edition   |       |
|  | Timp it. Cateora, John L. Granam Praganth Salvon International No. 1   | -     |
| 2.   | Mcgraw Hill,13 th edition, (2008)  |       |
|  |  |       |
|  |  | TO I  |
| Reference  |  |       |
|  | Onkvisit, Sak., and John J.Shaw., International Marketing, Prentice Hall of India, New Delhi   |       |
| Reference  | Onkvisit, Sak., and John J.Shaw., International Marketing, Prentice Hall of India, New Delhi  Ashok Korwar, Creating Markets across the Globe, Tata McGray, Uill No. 2011  |       |
| Reference  | Onkvisit, Sak., and John J.Shaw., International Marketing, Prentice Hell of L. N.  |       |



|             | Regul | ation 2018           |                  | ELECT:<br>MARKE |                           |              |            | To   | otal Ho | ours      |                      | 15     |  |  |
|-------------|-------|----------------------|------------------|-----------------|---------------------------|--------------|------------|--|---------|-----------|----------------------|--------|--|--|
| Categ       | gory  | Course C             | Code             |                 | Course I                  | Vame         |            | L  | lours / | Week      |                      |        |  |  |
| E           |       | PBA183               | M5               | MARKI           | MARKETING ANALYTICS       |              |            | 3  |         |           | e PSOs  PSO 1  PSO 3 |        |  |  |
| Course      | e Obj | ective (s):          | The pu           | irpose of       | learning                  | this cou     | rse is to  |  |         |           |                      |        |  |  |
| 1           |       |                      |                  |                 |                           |              |            |  | out the | concept   | of market            | ting   |  |  |
| 2           |       | Provide in marketing | nsights<br>analy | on the pra      | actical as                | spects an    | d to ide   | entify n   | nethods | s need to | perform              |        |  |  |
| 3           |       | making.              |                  |                 |                           |              |            |  |         |           |                      |        |  |  |
| 4           |       | Help stud            | ents de          | velop ana       | lytic con                 | npetenci     | es perta   | aining s   | olving  | of mark   | eting pro            | blems. |  |  |
| 5           |       | Understan            | nd the r         | ecent prac      | ctices sci                | entific a    | nd emp     | irical a   | pproac  | h by cas  | e studies.           |        |  |  |
| STATISTICS. | e Out | come (s) (           | COs):            | At the end      | l of this o               | course, 1    | earners    | will be  | able to | 0:        |                      |        |  |  |
| СО          |       |                      |                  |                 | DITTLE TO                 | 11100 11 0.4 |            |  |         |           |                      |        |  |  |
| CO          | 2     |                      |                  |                 |                           |              |            |  |         |           |                      |        |  |  |
| CO.         | 3     |                      |                  |                 |                           |              |            |  |         | uisition  |                      |        |  |  |
| CO          |       | Understar            | nd the l         | orand anal      | ytics and                 | l evalua     | te it wit  | h custo  | mer pr  | eference  |                      |        |  |  |
| CO:         |       |                      | a cam            | paign plar      | ı, apply,                 | analyze      | and eva    | aluate i   | n busir | ness envi | ronment              |        |  |  |
| CO-PC       | ) Ma  | pping                | 1 112 0          |                 | FIRE CONT                 |              |            | YEAR TO SERVE  |         |           | el mastel y          |        |  |  |
|             |       |                      |                  |                 | Pos                       |              |            |  |         |           | PSC                  | S      |  |  |
| COS         | PO1   | PO2                  | PO3              | PO4             | PO5                       | PO6          | PO7        | PO8  | PO9     | PO10      | PSO 1                | PSO 2  |  |  |
| CO1         | 3     | 2                    | 3                | 2               | _                         | 3            | 3          | 2  | -       | 3         | 3                    | 3      |  |  |
| CO2         | 3     | 2                    | 3                | 2               | -                         | 3            | 3          | 2  | (14)    | 3         | 3                    | 3      |  |  |
| СОЗ         | 2     | 3                    | 2                | 3               | ē                         | 2            | 2          | 2  | 3       | 2         | 3                    | 3      |  |  |
| CO4         | 2     | 3                    | 2                | 3               | -                         | 3            | 2          | 2  | Æ       | 2         | 3                    | 3      |  |  |
| CO5         | 3     | 2                    | 3                | 2               | -\ <u>`</u> -\ <u>`</u> - | 3            | 3          | 3  | 3       | 3         | 3                    | 3      |  |  |
| CO<br>(Avg) | 2.6   | 2.4                  | 2.6              | 2.4             | 3 mg                      | 2.8          | 2.6        | to identify methods need to perform  analytical approach to marketing decision- spertaining solving of marketing problems. dempirical approach by case studies.  The marketing decision arketing |         |           |                      |        |  |  |
|             | ~**   | ht (Low)             |                  |                 | Lodorate                  | /2 = 24      | لـــــِــا |  | -       |           |                      |        |  |  |

2: Moderate (Medium)



| UNIT I   | INTRODUCTION TO MARKETING METRICS  | 9               |
|--|--|-----------------|
| Introducti   | on to Marketing Metrics, Linking Marketing to Financial Consequences, Share of He  | eart,           |
|  | Mind and Share of Market, Role and Importance of Marketing Metrics in Strategic  |                 |
| UNIT II  | Decisions  MARKET ANALYTICS  | 9               |
|  | Profits and Customer Profitability, Selling Price, Variable Cost, Average Variable   |                 |
|  | pending, Breakeven Point and Target Volume   | COSI,           |
| UNIT III   |  | 9               |
|  | , Recency, Retention, Customer Life Time Value, Prospect Life Time Value, Acquis   | ition           |
|  | etention Spending  |                 |
|  | BRAND ANALYTICS  | 9               |
| Trail, Rep   | peat, Penetration, Volume, CAGR, Fair Share Draw, Cannibalization Rate, Brand Equ  | uity            |
|  | Conjoint Utilities: Segmentation, Customer Preference and Volume Projection  | 0               |
|  | MARKETING CAMPAIGN MANAGEMENT  | 9               |
| Application Framework  | g Campaign Management: Types Of Campaigns, Campaign Design, Business Rules, ons of Predictive Models, Next Best Action, Design of Experiment, Test & Amp; Corrk, A/B Testing, Campaign List Generation, Campaign Quality Check, Campaign Romarking   | ntrol<br>llout, |
| Application Framework  | ons of Predictive Models, Next Best Action, Design of Experiment, Test & Amp; Corrk, A/B Testing, Campaign List Generation, Campaign Quality Check, Campaign Ron Tracking  ks (s)  | llout,          |
| Application Framework Campaign                                 | ons of Predictive Models, Next Best Action, Design of Experiment, Test & Amp; Corrk, A/B Testing, Campaign List Generation, Campaign Quality Check, Campaign Rona Tracking  ks (s)  Wayne Winston, Marketing Analytics Data Driven Techniques with Microsoft Experiment, Test & Amp; Correct C | llout,          |
| Application Framework Campaign Text Boo                        | ons of Predictive Models, Next Best Action, Design of Experiment, Test & Amp; Corrk, A/B Testing, Campaign List Generation, Campaign Quality Check, Campaign Ron Tracking  ks (s)  | llout,          |
| Application Framework Campaign Text Boo                        | ons of Predictive Models, Next Best Action, Design of Experiment, Test & Amp; Corrk, A/B Testing, Campaign List Generation, Campaign Quality Check, Campaign Rona Tracking  ks (s)  Wayne Winston, Marketing Analytics Data Driven Techniques with Microsoft Ex John Wiley & Sons Inc  Marketing Analytics, A practical guide to real Marketing Science, Mike  | ccel,           |
| Application Framework Campaign Text Boo  1.                    | ons of Predictive Models, Next Best Action, Design of Experiment, Test & Amp; Corrk, A/B Testing, Campaign List Generation, Campaign Quality Check, Campaign Romarketing  ks (s)  Wayne Winston, Marketing Analytics Data Driven Techniques with Microsoft Ex John Wiley & Sons Inc  Marketing Analytics, A practical guide to real Marketing Science, Mike Grigsby, Kogan Page Limited, 2015.  Philip Kotler & Ned Roberto, Marketing Metrics: 103 Key Metrics Every Market Needs, John Wiley & Sons Inc, December 2016  e(s)   | ccel,           |
| Application Framework Campaign Text Boo 1.                     | ons of Predictive Models, Next Best Action, Design of Experiment, Test & Amp; Corrk, A/B Testing, Campaign List Generation, Campaign Quality Check, Campaign Ron Tracking  ks (s)  Wayne Winston, Marketing Analytics Data Driven Techniques with Microsoft ExJohn Wiley & Sons Inc  Marketing Analytics, A practical guide to real Marketing Science, Mike Grigsby, Kogan Page Limited, 2015.  Philip Kotler & Ned Roberto, Marketing Metrics: 103 Key Metrics Every Market Needs, John Wiley & Sons Inc, December 2016  e(s)  Stephan Sorger, Marketing Analytics – Strategic Models and Metrics, Admiral Pr 2016  | er ess,         |
| Application Framework Campaign Text Boo  1.  2.  3.  Reference | ons of Predictive Models, Next Best Action, Design of Experiment, Test & Amp; Corrk, A/B Testing, Campaign List Generation, Campaign Quality Check, Campaign Romark, A/B Testing, Campaign List Generation, Campaign Quality Check, Campaign Romarks (s)  Wayne Winston, Marketing Analytics Data Driven Techniques with Microsoft Exponential John Wiley & Sons Inc  Marketing Analytics, A practical guide to real Marketing Science, Mike Grigsby, Kogan Page Limited, 2015.  Philip Kotler & Ned Roberto, Marketing Metrics: 103 Key Metrics Every Market Needs, John Wiley & Sons Inc, December 2016  e(s)  Stephan Sorger, Marketing Analytics – Strategic Models and Metrics, Admiral President American Science, Marketing Analytics – Strategic Models and Metrics, Admiral President American Science, Marketing Analytics – Strategic Models and Metrics, Admiral President American Science, Marketing Analytics – Strategic Models and Metrics, Admiral President American Science (s)  | er ess,         |



| Regu      | lation 2018                      | ELECTIVE –<br>MARKETING                     | To       | otal H        | ours      | 45                |
|-----------|----------------------------------|---|----------|---------------|-----------|-------------------|
| Category  | Course Code                      | Course Name                                 |          | Hours<br>Week | e Frue    | C                 |
|           |                                  |   | L        | T             | P         |                   |
| ${f E}$   | PBA183M6                         | RETAIL MANAGEMENT                           | 3        | 0             | 0         | 3                 |
| Course Ob | jective (s): The p               | urpose of learning this course is to        | ):       |               |           |                   |
| 1         | Know the essen                   | tial of Retail management.                  |          |               |           |                   |
| 2         |                                  | growth in Indian market.                    |          |               | 100       |                   |
| 3         | Understand the                   | retail customer needs and wants.            |          |               |           |                   |
| 4         | Learn promotion                  | nal and distribution strategies in sp       | ecific   | to reta       | il market | ing.              |
| 5         | Show the benefit decision-making | its of using a systematic and analy<br>g.   | tical a  | pproac        | h in Reta | il Marketing      |
| Course Ou | tcome (s) (COs):                 | At the end of this course, learners         | will b   | e able        | to:       |                   |
| CO1       | Understand the                   | functions, challenges and trends in         | retail   | manag         | gement.   |                   |
| CO2       | Know various re                  | etail formats.                              |          |               | TIK T     |                   |
| CO3       | Know the role o                  | f MNC's in organized retail forma           | at.      |               |           |                   |
| CO4       | Understand the setting up retail | shopping behavior of customer and business. | d the in | nporta        | nce of re | tail location in  |
| CO5       | Know the recent in Retailing.    | trend in retail market for setting u        | up succ  | essful        | retail bu | siness and issues |
| CO-PO Ma  | ipping                           |   |          |               |           |                   |
|           |                                  | Pos   |          |               |           | PSOs              |

| _ | - | - | ~      | Tirebbing. |
|---|---|---|--------|------------|
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|   |   |   | - 1    |            |
|   |   |   |        |            |

|             |     |     |     |             | Pos    |     |     |     |     |      | PSO   | S     |
|-------------|-----|-----|-----|-------------|--------|-----|-----|-----|-----|------|-------|-------|
| COS         | PO1 | PO2 | PO3 | PO4         | PO5    | PO6 | PO7 | PO8 | PO9 | PO10 | PSO 1 | PSO 2 |
| C01         | -   | 2   | 1   | 2           | 1      | 1   | 1   | 2   | 1   | 1    | 1     | 2     |
| CO2         | -   | 2   | -   | (#A)        | 2      | 1_  |     | 2   | 1   | 1    | 2     | 2     |
| CO3         | -   | (4) | -   | 900         | (#E #) |     | 1   | 1   |     | -    |       | -     |
| CO4         | -   | -   | -   | <b>74</b> 0 |        | 2   |     |     | *:  | -    | 1     | 1     |
| CO5         | -   |     | -   | -           |        | -   | >=0 | -   | 1   | 1    | 1     | 1     |
| CO<br>(Avg) |     | 2   | 1   | 2           | 1.5    | 1.3 | 1   | 1.6 | 1   | 1    | 1.2   | 1.5   |

2: Moderate (Medium)



|  | NIT I   | INTRODUCTION   |            |
|--|---|--|------------|
| Intr                                       | oductio   | on to Retailing - Changing Retail Scene - Characteristics of Retailing - Functions of Retail Theories - Wheel of Retailing - Trends in Retail Retailing - Functions of Retailing - Trends in Retailing | 9          |
|  |   |  |            |
|  | allenges<br>NT II   |  |            |
|  |   | RETAIL FORMATS & RETAIL MARKETING MIX  | 9          |
| Eac  | h Form  | and Unorganized Formats – Different Organized Retail Formats – Characteristics of at – Emerging Trends in Retail Formats – ANICLE Retail Formats   |            |
| Ama  | azon's  | at – Emerging Trends in Retail Formats - MNC's Role in Organized Retail Formats-Model-Virtual Marketing. Introduction to Retail Marketing Mix.   |            |
|  | IT III  | UNDERSTANDING CUSTOMER   |            |
| Shop                                       | pping B   | Behavior, Profile of Indian Shoppers, Shopping P.  | 9          |
|  |   |  |            |
|  |   | SETTING UP UP RETAIL RESINESS O MAINTAGES  |            |
|  |   |  | 9          |
|  |   |  |            |
| Intor                                      | mation  | Systems. Systems.  | ıt         |
| UN   | ITV   | RECENT TRENDS IN RETAIL MARKET & ISSUES IN RETAILING   | 9          |
|  |   |  |            |
|  | 14112001  | Trotaining ill illula L.K.W. in Refalling Intermedian 1 D. 111   | IDM        |
| in Re                                      | tailing-  | FDI in Retailing- Complaints Management Section in Retailing- H  | IRM        |
| in Re<br>Ethic                             | tailing-<br>al Issue  | FDI in Retailing- Complaints Management System in Retailing- MIS in Retailing- Hes in Retailing- Social Issues and es in Retailing.  | IRM        |
| in Re<br>Ethic                             | etailing-<br>al Issue<br>Books  | FDI in Retailing- Complaints Management System in Retailing- Social Issues and sin Retailing.  (s)   |            |
| in Re<br>Ethic                             | tailing-<br>al Issue<br>Books<br>Cheta  | FDI in Retailing- CRM in Retailing- International Retailing- MIS in Retailing- He FDI in Retailing- Complaints Management System in Retailing- Social Issues and es in Retailing.  (s)  n Bajaj, Rajni Tulsi and Nandhi V Sriyastaya, Retail Management Nand |            |
| in Re<br>Ethic<br>Text                     | etailing-<br>al Issue<br>Books<br>Cheta<br>Unive  | FDI in Retailing- CRM in Retailing- International Retailing- MIS in Retailing- He FDI in Retailing- Complaints Management System in Retailing- Social Issues and es in Retailing.  (s)  n Bajaj, Rajni Tulsi and Nandhi V Srivastava, Retail Management, New Delhi: Oxforsity Press, 2010.   |            |
| in Re<br>Ethic<br>Text<br>1.               | tailing-<br>al Issue<br>Books<br>Cheta<br>Unive   | FDI in Retailing- Complaints Management System in Retailing- MIS in Retailing- Hes in Retailing- Complaints Management System in Retailing- Social Issues and es in Retailing.  (s)  In Bajaj, Rajni Tulsi and Nandhi V Srivastava, Retail Management, New Delhi: Oxforsity Press, 2010.  In Swapna, Retailing Management, New Delhi: Tata McGray, Hill, 2010.   |            |
| in Re<br>Ethic<br>Text                     | Books Cheta Unive Pradha  | FDI in Retailing- Complaints Management System in Retailing- MIS in Retailing- Hes in Retailing- Complaints Management System in Retailing- Social Issues and es in Retailing.  (s)  In Bajaj, Rajni Tulsi and Nandhi V Srivastava, Retail Management, New Delhi: Oxforsity Press, 2010.  In Swapna, Retailing Management, New Delhi: Tata McGraw Hill, 2010.  Management A Strategic Approach (13th Edition, by Pages P. 10.)   |            |
| in Re Ethic Text  1. 2. 3.                 | ctailing-<br>al Issue<br>Books<br>Cheta<br>Unive<br>Pradha<br>Retail<br>Evans   | FDI in Retailing- Complaints Management System in Retailing- MIS in Retailing- Hes in Retailing- Complaints Management System in Retailing- Social Issues and es in Retailing.  (s)  In Bajaj, Rajni Tulsi and Nandhi V Srivastava, Retail Management, New Delhi: Oxforsity Press, 2010.  In Swapna, Retailing Management, New Delhi: Tata McGraw Hill, 2010.  Management A Strategic Approach (13th Edition, by Barry Berman & Joel R., Pearson Publishers, 2018.   |            |
| in Re Ethic Text  1. 2. 3.                 | ctailing-<br>al Issue<br>Books<br>Cheta<br>Unive<br>Pradha<br>Retail<br>Evans   | FDI in Retailing- Complaints Management System in Retailing- MIS in Retailing- Hes in Retailing- Complaints Management System in Retailing- Social Issues and es in Retailing.  (s)  In Bajaj, Rajni Tulsi and Nandhi V Srivastava, Retail Management, New Delhi: Oxforsity Press, 2010.  In Swapna, Retailing Management, New Delhi: Tata McGraw Hill, 2010.  Management A Strategic Approach (13th Edition, by Barry Berman & Joel R., Pearson Publishers, 2018.   |            |
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| in Re Ethic Text  1. 2. 3. Refer  1. 2.    | Cheta<br>Unive<br>Pradha<br>Retail<br>Evans<br>Micha<br>Sixth I<br>Swapn<br>2009.   | Arctaning in India- CRM in Retailing- International Retailing- MIS in Retailing- H. FDI in Retailing- Complaints Management System in Retailing- Social Issues and es in Retailing.  (s)  In Bajaj, Rajni Tulsi and Nandhi V Srivastava, Retail Management, New Delhi: Oxforsity Press, 2010.  In Swapna, Retailing Management, New Delhi: Tata McGraw Hill, 2010.  Management A Strategic Approach (13th Edition, by Barry Berman & Joel R., Pearson Publishers, 2018.  In Hotaling- International Retailing- MIS in Retailing- H.  Retailing- H.  Retailing- MIS in Retailing- H.  Retailing- MIS in Retailing- MIS in Retailing- H.  Retailing- H.  Retailing- MIS in Retailing- MIS in Retailing- H.  Retailing- MIS in Retailing- MIS in Retailing- H.  Retailing- H.  Retailing- MIS in Retailing- MIS in Retailing- H.  Retailing- H.  Retailing- MIS in Retailing- H.  Retailing- MIS in Retailing- MIS in Retailing- H.  Retailing- H.  Retailing- MIS in Retailing- MIS in Retailing- H.  Retailing- H.  Retailing- H.  Retailing- MIS in Retailing- MIS in Retailing- H.  Retailing- H.  Retailing- H.  Retailing- MIS in Retailing- MIS in Retailing- H.  Retailing- H.  Retailing- MIS in Retailing- M.  Retailing- H.  Retailing- M.  Retailing- Retailing- Retail Management, New Delhi: Oxfor | ord        |
| in Re Ethic Text  1. 2. 3. Refer  1. 2. 3. | Retail Evans, Sixth I Swapn, 2009.  | Arctaining in India-CRM in Retailing- International Retailing- MIS in Retailing- H. FDI in Retailing- Complaints Management System in Retailing- Social Issues and es in Retailing.  (s)  In Bajaj, Rajni Tulsi and Nandhi V Srivastava, Retail Management, New Delhi: Oxforsity Press, 2010.  In Swapna, Retailing Management, New Delhi: Tata McGraw Hill, 2010.  Management A Strategic Approach (13th Edition, by Barry Berman & Joel R. Pearson Publishers ,2018.  In Horacompletic in Retailing- MIS in Retailing- H. Retailing- MIS in Retailing- MIS in Retailing- MIS in Retailing- MIS in Retailing- H. Retailing- MIS in Retail | ord<br>on, |
| in Re Ethic Text  1.                       | ctailing-<br>al Issue<br>Books Cheta<br>Unive Pradha Retail Evans ence(s) Micha-<br>Sixth I Swapn 2009. Dunne, Ramkri 2008.     | FDI in Retailing- Complaints Management System in Retailing- MIS in Retailing- Hos in Retailing- Complaints Management System in Retailing- Social Issues and in Retailing.  (s)  In Bajaj, Rajni Tulsi and Nandhi V Srivastava, Retail Management, New Delhi: Oxforsity Press, 2010.  In Swapna, Retailing Management, New Delhi: Tata McGraw Hill, 2010.  Management A Strategic Approach (13th Edition, by Barry Berman & Joel R., Pearson Publishers, 2018.  In Holding Min Retailing Management, New Delhi: Tata McGraw Hill, 2010.  Management A Strategic Approach (13th Edition, by Barry Berman & Joel R., Pearson Publishers, 2018.  In Holding Min Retailing Management, New Delhi: Oxform Mill, 2010.  Management A Strategic Approach (13th Edition, by Barry Berman & Joel R., Pearson Publishers, 2018.  In Holding Min Retailing Management, New Delhi: Oxform Mill, 2010.  Management A Strategic Approach (13th Edition, by Barry Berman & Joel R., Pearson Publishers, 2018.  In Holding Management, New Delhi: Oxform Mill, 2010.  Management A Strategic Approach (13th Edition, by Barry Berman & Joel R., Pearson Publishers, 2018.  In Holding Management, New Delhi: Oxform Mill, 2010.  Management A Strategic Approach (13th Edition, by Barry Berman & Joel R., Pearson Publishers, 2018.  In Holding Management, New Delhi: Oxform Mill, 2010.  Management A Strategic Approach (13th Edition, by Barry Berman & Joel R., Pearson Publishers, 2018.  In Holding Management, New Delhi: Oxform Mill, 2010.  Management A Strategic Approach (13th Edition, by Barry Berman & Joel R., Pearson Publishers, 2018.  In Holding Management, New Delhi: Oxform Mill, 2010.  Management A Strategic Approach (13th Edition, by Barry Berman & Joel R., Pearson Publishers, 2018.  In Holding Management, New Delhi: Oxform Mill, 2010.  Management A Strategic Approach (13th Edition, by Barry Berman & Joel R., Pearson Publishers, 2018.  In Holding Management A Strategic Approach (13th Edition, by Barry Berman & Joel R., Pearson Publishers, 2018.  In Holding Management A Strategic Approach  | ord<br>on, |
| in Re Ethic Text  1. 2. 3. Refer  1. 2. 4. | ratailing-<br>al Issue<br>Books Cheta Unive Pradha Retail Evans Cence(s) Michal Sixth I Swapn 2009. Dunne, Ramkri 2008. Sinha F | Arctaining in India-CRM in Retailing- International Retailing- MIS in Retailing- H. FDI in Retailing- Complaints Management System in Retailing- Social Issues and es in Retailing.  (s)  In Bajaj, Rajni Tulsi and Nandhi V Srivastava, Retail Management, New Delhi: Oxforsity Press, 2010.  In Swapna, Retailing Management, New Delhi: Tata McGraw Hill, 2010.  Management A Strategic Approach (13th Edition, by Barry Berman & Joel R. Pearson Publishers ,2018.  In Horacompletic in Retailing- MIS in Retailing- H. Retailing- MIS in Retailing- MIS in Retailing- MIS in Retailing- MIS in Retailing- H. Retailing- MIS in Retail | ord<br>on, |



| Regulation 2018 |             |   |                      | ELECTIVE – MARKETING |                   |        |     |              | Total Hours |          |           | 45       |  |
|-----------------|-------------|---|----------------------|----------------------|-------------------|--------|-----|--------------|-------------|----------|-----------|----------|--|
| Categor         | v (         | Course Code   | Course Name          |                      |                   |        |     | Hours / Week |             |          |           |          |  |
| Categor         | y           | Course Code   |                      | Course Hame          |                   |        |     | L            | TP          |          | С         | С        |  |
| E PBA18         |             | BA183M7   | 7 SERVICES MARKETING |                      |                   |        | NG  | 3            | 0           | 0        | 3         |          |  |
| Course (        |             | ive (s): The p  | N I                  |                      |                   |        |     |              |             |          |           |          |  |
| 1               | ser<br>se   | Assist the students to take active role and lead as executives in service organization as service sector generates more revenue than manufacturing sector and acts as indispensable position in today's competitive scenario. |                      |                      |                   |        |     |              |             |          |           |          |  |
| 2               | A           | Appreciate the challenges involved in managing the services and analyze the Strategies to deal with these challenges.   |                      |                      |                   |        |     |              |             |          |           |          |  |
| 3               | se          | Give insights about the foundations of services marketing, customer expectations of services and gap existing in the service delivery processes and service Quality.  |                      |                      |                   |        |     |              |             |          |           |          |  |
| 4               | ac          | Develop and justify marketing planning and control systems appropriate to service-based activities  Identify the challenges faced in services delivery as outlined in the services gap model.                                 |                      |                      |                   |        |     |              |             |          |           |          |  |
| 5               | THE RESERVE |   |                      |                      |                   |        |     |              |             |          | s gap mod | iel.     |  |
|                 |             | ne (s) (COs)  |                      |                      |                   |        |     |              |             |          | ing.      | min=     |  |
| CO1             |             | Understand and implement the basic concept and trend in services marketing.  Know the customer requirements in service marketing.   |                      |                      |                   |        |     |              |             |          |           |          |  |
| CO3             |             | Know the customer requirements in service marketing.  Know on how to build relationships with customers.  |                      |                      |                   |        |     |              |             |          |           |          |  |
| CO4             |             | Develop effective communication, pricing and distribution strategies.   |                      |                      |                   |        |     |              |             |          |           |          |  |
| CO5             |             | Improve service quality and productivity.   |                      |                      |                   |        |     |              |             |          |           |          |  |
| CO-PO           |             |   | III A P              |                      |                   |        |     |              |             |          |           |          |  |
|                 | Pos         |   |                      |                      |                   |        |     |              | to V        | PSOs     |           |          |  |
| cos             | PO1         | PO2 F   | 03                   | PO4                  | PO5               | PO6    | PO7 | PO8          | PO9         | PO10     | PSO 1     | PSO<br>2 |  |
| CO1             | -4          | 2   | Hà                   | 2                    | 1                 | 1      | 1   | 2            | 1           | 1        | 1 -       | 2        |  |
| CO2             | -           | 3   | •8                   | Ħ                    | 2                 | 1      | 4   | 2            | 1           | 1        | 2         | 2        |  |
| СОЗ             | *           | Ø#: :   | -2                   | *                    | (=                |        | 1   | 2            | 7.55        |          | Ħ         | •        |  |
| CO4             | <b>20</b>   |   |                      |                      | 3. <del>=</del> 3 | 2      | -   | т.           | :#:         | -        | 1         | 1        |  |
| CO5             | 10          |   |                      | 100                  | (7 <b>₩</b> )     | -      |     | -            | 1           | 1        | 1         | 1        |  |
| CO<br>(Avg)     |             | 2.5   | 1                    | 2                    | 1.5               | 2      | 1   | 2            | 1           | 1        | 1.25      | 1.5      |  |
| 1:              | Slight      | (Low)   |                      | 2: M                 | oderate           | (Mediu | m)  |              | 3: Su       | bstantia | ıl (High) |          |  |



| UNIT I                                | BASIC CONCEPTS OF SERVICES   | 9                |
|---------------------------------------|--|------------------|
| Organizati                            | on to Services Marketing-Characteristics-Comparison of Goods and Services in  - Unique Characteristics of Services-Classification of Services-Role of Service Sections in Developing Indian Economy - Services Marketing Challenges and Tourist Indian |                  |
| Sectors in                            | India.   | ndia -<br>rvices |
| UNIT II                               | UNDERSTANDING CUSTOMER REQUIREMENTS  | 9                |
| Quality in Quality.                   | g Services in Competitive Markets - Listening to Customers through Research - Buil Relationships - Service Marketing Process-Market Segmentation-Impact of Seservices-SERQUAL and RATER Dimensions- Blueprinting-GAP Model in Service                  | ding             |
| UNIT III                              | CUSTOMER RELATIONS   | 9                |
| Recovery S                            | efits, Life Time Value of a Customer, Factors, Estimation, Retention Strategies. Ser Triangle- Service Recovery: Impact of Service Failure, Response of Customers, Strategies, Service Guarantees.   | vice             |
| UNIT IV                               | MANAGING SERVICE PROMISES  | 9                |
| Physical an                           | Services Marketing Communications-Pricing of Services - Distributing Services thro<br>d Electronic Channels - Improving Service Quality and Productivity.  | ugh              |
| UNITV                                 | SERVICE STRATEGIES   | 9                |
| Service Ma<br>Logistics -<br>Quality. | rketing Strategies for Health – Hospitality – Tourism – Financial –Transportation-<br>Educational – Entertainment & Public Utility Information Technique Services-IT Se  | ervice           |
| Text Books                            | (s)  | _                |
| 1,                                    | R. Srinivasan, Services Marketing – The Indian Context, New Delhi: Prentice Hall   |                  |
|                                       | India, 2012.   |                  |
| 2.                                    | Services Marketing: Integrating Customer Focus Across the Firm, 7 <sup>th</sup> Edition Vala   |                  |
| 2.                                    | Services Marketing: Integrating Customer Focus Across the Firm, 7 <sup>th</sup> Edition, Vala Zeithaml & Dwayne D. Gremler & Mary Jo Bitner, 2018.   |                  |
| 2.                                    | Services Marketing: Integrating Customer Focus Across the Firm, 7 <sup>th</sup> Edition, Vala Zeithaml & Dwayne D. Gremler & Mary Jo Bitner, 2018.   |                  |
| 2.<br>Reference(s                     | Services Marketing: Integrating Customer Focus Across the Firm, 7 <sup>th</sup> Edition, Vala Zeithaml & Dwayne D. Gremler & Mary Jo Bitner, 2018.  Halen Woodroffe, Services Marketing, MacMillan, 2003.  |                  |
| 2. Reference(s                        | Services Marketing: Integrating Customer Focus Across the Firm, 7 <sup>th</sup> Edition, Vala Zeithaml & Dwayne D. Gremler & Mary Jo Bitner, 2018.   |                  |



| Re         | gulatio | n 2018  | . 11            | ELECTIV<br>MARKET     |                      |                             |  | Tot        | al Hour   | S         | 45       |        |
|------------|---------|---|-----------------|-----------------------|----------------------|-----------------------------|--|------------|-----------|-----------|----------|--------|
| C-4        |         | anna Ca   | la la           |                       | ourse N              | ama                         |  | Hou        | rs / Wee  | k         |          |        |
| Catego     | ry C    | ourse Co  | 1e              |                       | ourse in             | ame                         |  | L          | T         | P         | C        |        |
| E          | F       | PBA183M   | 100             | STRATE<br>MANAGI      |                      |                             |  | 3          | 0         | 0         | 3        |        |
| Course (   | Objecti | ve (s): Th  | e pur           | pose of le            | arning tl            | his cours                   | se is to:  |            |           |           |          |        |
| 1          |         | arn variou  |                 |                       |                      |                             |  |            |           |           |          |        |
| 2          | Lea     | arn how to  | man             | age existi            | ng and n             | ew bran                     | d in the   | market.    |           |           | ,        |        |
| 3          | Stu     | dy how to   | buile           | d and anal            | ysis the             | brand in                    | the mar  | ket.       |           |           |          |        |
| 4          | Ex      | amine the   | impa            | ct of Bran            | d Positio            | oning in                    | Marketi  | ng.        |           |           |          |        |
| 5          | Fai     | niliarize tl  | ne stu          | idents wit            | h Brandi             | ng Chal                     | lenges.  |            |           |           |          |        |
|            |         | ne (s) (CC  |                 |                       |                      | and the same of the same of | THE RESERVE OF THE PARTY OF THE | vill be ab | le to:    |           |          |        |
|            |         |   |                 |                       |                      |                             |  |            |           | rmag of b | rand     |        |
| CO1        | Ac      | quire kno   | wledg           | ge about the          | ne basic             | concepts                    | s of bran  | id and di  | nerent t  | ypes of t | ranu     |        |
| CO2        | Ur      | derstand t  | he el           | ements of             | a brand,             | , brand p                   | ositionii  | ng, code   | s and pro | omises    | 1'       |        |
| CO3        | Br      | alyze the anding etc  |                 |                       |                      |                             |  |            |           |           |          |        |
| CO4        | Or      | Know the global branding strategies, the role of brand managers, branding chopportunities |                 |                       |                      |                             |  |            |           |           |          |        |
| CO5        | Ur      | derstand teliminate   | he co<br>a brai | ncepts of nd from the | brand ex<br>ne marke | xtension<br>t               | , brand 1  | icensing   | and por   | tfolio ma | magement | t, how |
| CO-PO      |         |   |                 |                       | 1 1 1 m/             |                             |  |            |           |           | The City |        |
|            |         |   |                 | 7-                    | P                    | os                          |  |            |           |           | PSO      | s      |
| cos        | PO1     | PO2   | PO3             | PO4                   | PO5                  | PO6                         | PO7  | PO8        | PO9       | PO10      | PSO 1    | PSO 2  |
| CO1        | 1       | 1   | 1               | 3                     | -                    | 1                           | 1  |            | -         | 1         | 3        | 2      |
| CO2        | 1       | 1   | 1               | 3                     | -                    | 1                           | 1  | P          | -         | 1         | 3        | 2      |
| CO3        | 1       | 2   | 1               | 2                     | -                    | 1                           | 2  | [.         | -         | 3         | 3        | 3      |
| CO4        | 1       | 1   | 1               | 3                     | -                    | 1                           | 2  | 1          | 1         | 1         | 3        | 2      |
| CO5        | 1/13    | 1   | 1               | 3                     | (#.)                 | 1                           | 1  | 1.0        |           | . 1       | 3        | 2      |
| CO<br>(Av) | 1 .     | 1.2   | 1               | 2.8                   | :•::                 | 1                           | 1.4  | 1          | 1         | 1.4       | 3        | 2,2    |

2: Moderate (Medium)



|                                    | Reg                      | ulation 2018   | ELECTIVE –<br>MARKETING   | Total Hours  | 45                        |
|------------------------------------|--------------------------|--|---|--|---------------------------|
| UNI                                |                          | INTRODUCTION   |   |  | 9                         |
| Strate<br>Co bra                   | gic Branding             | rand Management Pr<br>g – Store Brands                       | -Evolution-Functions- Significan<br>rocess-Building Strong Indian Bra | ce of Brands-Product V<br>ands- Different Types of | Vs Brand -<br>of Brands – |
| UNI                                |                          | CONSTITUENTS   |   |  | 9                         |
| Promi                              | ises-B                   | rand Positioning-PC  |   | and DNA-Kernel-Code                                | es and                    |
|                                    |                          | BRANDING DEC   |   |  | 9                         |
| Range                              | Bran                     | ding, Endorsement l  |   | ella Branding, Double                              | Branding,                 |
|                                    |                          | BRAND PERFOR   | RMANCE<br>- Brand Equity Management – Gl                              |  | 9                         |
| Challe<br>UNIT<br>Brand<br>Strates | Enges V Extending Issued | & Opportunities STRATEGY IN B asion-Brand Licensin           | ng-Brand Architecture and Portforgement-Re Branding and Re-Laun       | lio Management-Branc                               | 9<br>d Transfer-          |
| Text I                             | Books                    | (s)  |   |  |                           |
| 1.                                 | Kev<br>Equ               | in Lane Keller – Stra<br>ity, 5 <sup>th</sup> Edition, Pears | ategic Brand Management, Buildi<br>son Education-2013                 | ng Measuring & Mana                                | iging Brand               |
| 2.                                 | Kap                      | ferer J.N, Strategic I                                       | Brand Management, Kogan Press,  | Fourth Edition, 2008                               |                           |
| Refere                             | ence(s                   | )  |   |  |                           |
| 1.                                 | Pres                     | s Revised Edition, 2   |   |  | Ť                         |
| 2.                                 | 2013                     |  | Brand Management for B2B Mark   |  | Publications,             |
| 3.                                 | Moo                      | rthi YLR, Brand Ma   | nagement, Vikas Publishing Hou  | se, I edition,                                     |                           |
| 4.                                 | Ram                      | esh Kumar, Managi  | ng Indian Brands, Vikas Publicati                                     | on, India, 2012                                    |                           |



| Re          | gulati | on 2018   | 11 2 01   | ELECTI<br>MARKE          | TIONATE:   |           |            | То        | tal Ho   | urs             | 4           | 5         |  |
|-------------|--------|---|-----------|--------------------------|------------|-----------|------------|-----------|----------|-----------------|-------------|-----------|--|
| Categor     | T Co   | urso Co   | do        | (                        | ourse N    | Jama      |            | Н         | ours / \ | Veek            | C           |           |  |
| Categor     | уС     | Course Code Course Name  Hours / Week  L T P  PBA183M9 SALES MANAGEMENT 3 0 0 |           |                          |            |           |            |           |          |                 |             |           |  |
| E           | P      | BA183N  | 19        | SALES MANAGEMENT 3 0 0 3 |            |           |            |           |          |                 |             |           |  |
| Course (    | Object | ive (s): 7  | The purp  | oose of lea              | arning th  | nis cours | se is to:  | Helenal   |          |                 |             |           |  |
| 1           | То     | know the  | e profici | ent sales                | process    | and sale  | s force    | manage    | ement.   |                 | Les Lillion |           |  |
| 2           |        | _   |           | of currentles force.     | t sales r  | nanager   | nent pra   | ctices a  | and rele | evant ma        | magerial i  | ssues an  |  |
| 3           | Bui    | ld aware  | ness of   | current sa               | ales man   | agemen    | t praction | es and    | relevar  | nt manag        | gerial issu | es.       |  |
| 4           |        |   |           | ge and mo                |            |           |            | les forc  | e.       |                 |             |           |  |
| 5           | 100    |   |           | ce of sale               |            |           |            |           | Saulia   |                 |             |           |  |
| Course (    | Outcor | ne (s) (C   | COs): A   | t the end o              | of this co | ourse, le | arners v   | vill be a | able to: |                 |             |           |  |
| CO1         |        |   |           | ctions, str              |            |           |            |           |          |                 |             |           |  |
| CO2         | Ide    | ntify The   | e role of | Sales Ma                 | anageme    | ent in St | rategic 1  | Plannin   | g.       |                 |             |           |  |
| CO3         | sele   | ect and tr  | cain the  | categories<br>sales peo  | ple.       |           |            |           |          | identify        | the ways    | to recrui |  |
| CO4         |        |   |           | nd strateg               |            |           |            |           |          |                 |             |           |  |
| CO5         |        |   | nd perta  | in the way               | ys to cor  | itrol the | sales po   | ersons e  | effort.  | I Market Market |             | -         |  |
| CO-PO       | viappi | ng  |           |                          |            |           |            |           | District |                 | Page        |           |  |
| gos.        |        |   |           |                          | Pos        |           |            |           |          |                 | PSC         | S         |  |
| cos         | PO1    | PO2   | PO3       | PO4                      | PO5        | PO6       | PO7        | PO8       | PO9      | PO10            | PSO 1       | PSO 2     |  |
| CO1         | 3      | 2   | 2         | 2                        | 2          |           | -          | 2         | 2        | 1               |             | 1         |  |
| CO2         | 3      | 2   | 2         | 2                        | 2          |           | -          | 2         | 2        | 1               |             | 1         |  |
| CO3         | 2      | 2   | 2         | 2                        | 2          |           |            | 2         | 2        | 1               |             | 1         |  |
| CO4         | 3      | 2   | 2         | 2                        | 2          | 4         | •          | 2         | 2        | 1               | - 120       | 1         |  |
| CO5         | 2      | 2   | 2         | 2                        | 2          | -         |            | 2         | - 2      | 1               |             | 1         |  |
| CO<br>(Avg) | 2.60   | 2.00  | 2.00      | 2.00                     | 2.00       |           |            | 2.00      | 2.00     | 1.00            | -           | 1.00      |  |

2: Moderate (Medium)



# UNIT I SALES MANAGEMENT

9

Introduction to Sales Management: Meaning & Objectives- Types & Functions of Sales Management- Sales Management Structure & Positions- Interdepartmental Relations. Estimating Market and Sales Potentials – Functions of a Sales manager, Sales management skills.

# UNIT II STRATEGIC ROLE OF SALES MANAGEMENT

9

Organizational Strategies and Sales Function - Organizational Strategy Levels- Corporate strategy-Business strategy- Marketing strategy-Sales Strategy- Integrating Organizational Strategies- Role of SBU in Sales Function- Purpose of Sales Organization, Setting up a Sales Organization, Types of Sales Organization Structure,

### UNIT III | MANAGEMENT OF SALES FORCE

9

Determining Sales Force Size-- Determining Sales Budget- Recruitment and selection of sales force, Training, motivating and compensating the sales force, controlling the sales force, - Case Analysis.

## UNIT IV PERSONAL SELLING AND SALES FORECASTING

9

Personal Selling- Types, Objectives & Steps, Strategies, Roles & Responsibilities. Prospecting, Sales Resistance, Closing Sales, Selling Objectives, Analyzing Market Potential, Sales Forecasting Methods: Qualitative Methods, Quantitative Methods

### UNIT V | CONTROLLING THE SALES EFFORT

9

Purpose of Sales Budget, Objective in Using Quotas, Procedure of Setting Quota, Limitations of Quota System, Concept of Sales Territory, Need for Establishment and Revision, of Sales Territory, Assignment of Sales Personnel to Territories, Importance of Customer Feedback By Sales Personnel.

# Text Books (s)

- 1. Sales Management, Richant.R.Still, Edward.W .Gundiff and Norman.A.P.Govoni, Prentice Hall of India.
- 2. Charles M. Futrell, "Fundamentals of Selling: Customers for life through service", (12th ed.), Tata McGraw Hill, New Delhi, 2014.

# Reference(s)

- 1. Sales Management: In the Indian Perspective, "Vaswar DasGupta", PHI.
- 2. Krishna.K. Havaldhar and Vasant. M. Cavall (2007), \_Sales and Distribution Management', TMH.
- 3. Ramneek Kapoor (2015), Fundamentals of Sales Management, Macmillan.
- 4. Sales Management: Analysis and Decision Making, Sixth Edition ,Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, Charles H. Schwepker, Jr., Michael R. Williams, Thomson South-Western





| Reg         | ulation 2018   |                                     | ELECTI<br>MARKE |           |            |           | То             | tal Ho  | urs      | 45               |         |
|-------------|--|-------------------------------------|-----------------|-----------|------------|-----------|----------------|---------|----------|------------------|---------|
| Category    | Course   | 'oda                                |                 | Tourse N  | Jama       |           | Н              | ours /  | Week     |                  |         |
| Category    | Course   | Course Name    Hours / Week   L T P |                 |           |            |           |                |         |          |                  | C       |
| E           | PBA183   |                                     |                 |           |            |           | 3              | 0       | 0        |                  | 3       |
| Course O    | bjective (s):  | The pu                              | rpose of le     | earning t | this cour  | se is to: |                | ii aa   | VI ALL   |                  |         |
| 1           | Familiariz<br>distributio  | n polic                             | y.              |           |            |           |                |         |          |                  | a sound |
| 2           | Familiariz   |                                     |                 |           |            |           |                |         |          | nnels.           | 2       |
| 3           | Identify in  |                                     |                 | -         |            |           |                | petitiv | e.       |                  |         |
| 4           | Understan  |                                     |                 |           |            |           |                |         |          |                  |         |
| 5           | Recognize  |                                     |                 |           |            |           | HICKORY STREET |         | 10 50    | WHILE IS A PARTY |         |
| Course O    | utcome (s) (   | COs): A                             | At the end      | of this c | course, le | earners   | will be        | able to | ):       |                  |         |
| CO1         | Understar  | nd Natu                             | re of Dist      | ribution  | Manage     | ment an   | d its L        | evels.  |          |                  |         |
| CO2         | Understand Nature of Distribution Management and its Levels.  Recognize linkage between Channel Design and Channel Objectives. |                                     |                 |           |            |           |                |         |          |                  |         |
| CO3         | Identify th  | ne relati                           | ionship be      | tween c   | hannel se  | election  | and co         | ntrol.  |          |                  |         |
| CO4         | Know abo   |                                     |                 |           |            |           |                |         |          |                  |         |
| CO5         | Acquainte  |                                     |                 |           |            |           |                | in char | nel stra | ategies.         |         |
| CO-PO M     | apping   |                                     |                 | 100       |            | e della   |                |         | V II a   |                  |         |
| 1           |  |                                     |                 | Pos       | v.         |           |                |         |          | PSC              | s       |
| COS         | O1 PO2   | PO3                                 | PO4             | PO5       | PO6        | PO7       | PO8            | PO9     | PO10     | PSO 1            | PSO 2   |
| CO1         | 3 2  | 2                                   | 2               | 2         |            |           | 2              | 2       | 1        |                  | 1       |
| CO2         | 3 2  | 2                                   | 2               | 2         | -          | •         | 2              | 2       | - 1      |                  | 1       |
| СОЗ         |  |                                     |                 |           |            |           | 2              | 2       | 1        |                  | 1       |
| CO4         | 3 2  | 2                                   | 2               | 2         | 1-         | •         | 2              | 2       | 1        | •                | 1       |
| CO5         | 2 2  | 2                                   | 2               | 2         | ÷          | -         | 2              | 2       | 1        |                  | 1       |
| CO (Avg) 2. | 60 2.00  | 2.00                                | 2.00            | 2.00      | -          | -         | 2.00           | 2.00    | 1.00     |                  | 1.00    |

2: Moderate (Medium)



| UNIT I DISTRIBUTION MANAGEMENT 9   |
|--|
| Introduction need and scope of distribution management, levels of channels, and institutions for   |
| channels- Retailing, Wholesaling, Designing Channel Systems, and Channel Management. Physical  |
| Distribution- Participants and Environment of Physical Distribution Channel Strategies, Design &   |
| Policies- Warehousing and Inventory Decisions.   |
| UNIT II CHANNEL DESIGN & MEMBERS 9   |
| Steps in Channel Design, Selection of Appropriate Channel, Channel Motivation. Marketing Channel,  |
| Function of Marketing Channel, Objective of Marketing Intermediaries Channel, Types of   |
| Intermediaries, and Contemporary Channel Scenario in India. Deciding the Number and Locations of   |
| Channel Members- Selection & Appointment of Dealers- Franchising-Telemarketing, e-marketing &  |
| Teleshopping.  |
| UNIT III DISTRIBUTION PLANNING AND CONTROL 9   |
| Selection and Motivation of Intermediaries, Channel Dynamics – Vertical Marketing Systems and  |
| Horizontal Marketing Systems, Multichannel Marketing Systems, Channel Conflict and   |
| Management, Evaluation and Control.  |
| UNIT IV PHYSICAL DISTRIBUTION AND LOGISTICS 9  |
| Issues in Physical Distribution, Distribution Channels for FMCG and Industrial Products, Sales   |
| Planning for Industrial Distributors, Logistics Integration for Customer Satisfaction, Integration of  |
| Sales and Distribution Strategy.   |
| UNIT V SUPPLY CHAIN MANAGEMENT 9   |
| Supply Chain Designs and Synchronization, Supply Chain Relationships and Supply Chain Strategies,  |
| Supply Chain Performance Measurements, Service Supply Chains, Retail Logistics and Reverse   |
| Logistics. Smart practices in SCM: 21st century Supply Chains.   |
| Text Books (s)   |
| Sales and Distribution Management, Krishna K Havaldhar and Vasant M Cavale Tata Mcgraw   |
| Hill.  |
| 2. Sales and Distribution Management, An Indian Perspective, Pingali Venugopal, Sage   |
| 2. Publications.   |
| Reference(s)   |
| 1. Basics of Distribution Management A Logistical Approach, Sathish K Kapoor & Purvakansal, PHI Learning.  |
| The state of the s |
| 2. Logistics & Supply Chain Management 5 <sup>th</sup> Edition, Martin Christopher, FT Publications.   |





| R      | egul   | ation 2018              |                                    | ELECT:<br>MARKE |           |            |           | То       | tal Ho  | urs       | 45        |            |
|--------|--|-------------------------|------------------------------------|-----------------|-----------|------------|-----------|----------|---------|-----------|-----------|------------|
| Categ  | orv  | Course C                | ode                                |                 | Course N  | Name       |           | Н        | ours /  | Week      |           | C          |
|        | J  |                         |                                    |                 |           | 100 13 K   |           | L        | T       | P         |           | C          |
| E      | ADVERTISING AND SALE PROMOTION  Se Objective (s): The purpose of learning this course is |                         |                                    |                 |           |            | ALES      | 3        | 0       | 0         |           | 3          |
| Course | Obj  | ective (s): 7           | The pu                             | rpose of l      | earning t | his cour   | se is to: |          | M       |           | n Highly  |            |
| 1      |  | Acquaint advertising    |                                    |                 | ith the   | concept    | s whic    | h are    | helpfu  | l in d    | eveloping | a sound    |
| 2      |  | Organize a              | nd ma                              | nage effec      | ctive adv | ertising   | and Sal   | les Proi | notion  | activiti  | es.       | - 11.      |
| 3      | D II   | Introduces designing of |                                    |                 |           |            |           | and te   | chniqu  | ies for   | the deve  | lopment ar |
| 4      |  | Familiarize             |                                    |                 |           |            |           |          | nal To  | ols.      | . 41      |            |
| 5      |  | Know how                | OH HILLS                           |                 |           |            |           |          |         | 1         |           |            |
| Course | Out  | come (s) (C             | COs): A                            | At the end      | of this c | course, le | earners   | will be  | able to | o:        |           |            |
| CO1    |  | Understand              | d the co                           | onceptual       | framew    | ork of A   | dvertisi  | ing and  | its imp | plication | ns.       |            |
| CO2    |  | Recognize               |                                    |                 |           |            |           |          |         |           |           |            |
| CO3    |  | Identify the            |                                    |                 |           |            |           |          |         | ool.      |           |            |
| CO4    |  | Evaluate th             |                                    |                 |           |            | _         |          |         | ATV A     | 11 17     |            |
| CO5    |  | Know the                | various                            | s tools and     | i techniq | ues used   | i in saie | s prom   | otion.  | e dire    |           |            |
|        | 1724   | , p.m.g                 |                                    | The Carles      | Pos       |            |           |          |         |           | PSC       | )s         |
| COS    | PO   | 01 PO2                  | PO3                                | PO4             | PO5       | PO6        | PO7       | PO8      | PO9     | PO10      | PSO 1     | PSO 2      |
| CO1    | 3  | 2                       | 2                                  | 2               | 2         |            |           | 2        | 2       | 1         | -         | 1          |
| CO2    | 3  | 2                       | 2                                  | 2               | 2         | - 18       | ¥         | 2        | 2       | 1         |           | 71         |
| CO3    | 2  | 2                       | 2 2 2 - 2 2                        |                 |           |            |           |          |         |           |           | <u> </u>   |
| CO4    | 3  | 2                       | 2                                  | 2               | 2         |            | *         | 2        | 2       | 76Û j     | *-        | 1          |
| CO5    | 2  | 2                       | 2                                  | 2               | 2         |            | -         | 2        | 2       | 1         |           | 1          |
| со     | 2.60   | 2.00                    | 00 2.00 2.00 2.00 2.00 2.00 1.00 - |                 |           |            |           |          |         | 1.00      |           |            |



|   | INIT I INTRODUCTION TO ADVERTISING   | 0                |
|---|--|------------------|
| Ad<br>Ap                                | Incept and Definition of Advertisement - Importance - Objectives - Communication livertising and Publicity - Classification of Advertising - Social and Economic Implications of Vertisements - Setting Advertisement Objectives-Benefits of Advertising, DAGMA proach-Recent Trends and Relevant Case Studies in Advertising  |                  |
| U                                       | MILLI MEDIA PLANNING AND STRATECY  | 9                |
| and e                                   | ertising planning - Media plan - Type and choice criteria - Reach and frequent extisements - Cost of advertisements - related to sales - Media strategy and scheduling. Execution of advertisements - Message development - case studies.    ADVERTISEMENT TYPES   |                  |
|   |  | 9                |
| Relia                                   | erent types of advertisements – Layout – Design appeal – Copy structure – Advertisement – Print – Radio. T.V. and Web advertisements – Media Research – Testing validity of ads – Measuring impact of advertisements – Case Studies.   | sement<br>ty and |
| Advis                                   | ertising Copy -elements of a copy - essentials of a good copy - objectives of copy - Adve  | 9                |
| UN<br>Scope<br>techni<br>Desig<br>Prome | cy - The Ad Agency's Role - Types of Ad Agencies- Evaluating Agencies- Structure and R fledge service Ad agency-Case Studies.  IIT V   SALES PROMOTION   e and role of sale promotion - Definition - Objectives of sales promotion - sales promiques - Trade oriented and consumer oriented Sales promotion - Requirement identification of sales promotion campaign - Involvement of salesmen and dealers - Out sourcing sales or on - National and international promotion strategies-Case Studies . | 9<br>notion      |
| Text                                    | t Books (s)  | E Ha             |
| <u>1.</u>                               | S.A.Chunawalla and K.C.Sethia, Foundations of Advertising Theory and Practice, Himals Publishing House, New Delhi.   |                  |
| 2,                                      | George E Belch and Michel A Belch, Advertising & Promotion, Tata McGraw Hill, edition, 2014  | 10th             |
| Refe                                    | rence(s)   |                  |
| 1.                                      | Parameswaran, Brand Building Advertising: Concepts and Cases, Tata Mc Graw Hill, Delhi.  |                  |
| 2.                                      | Terence A. Shimp and J.Craig Andrews, Advertising Promotion and other aspects of Integr Marketing Communications, CENGAGE Learning, 9th edition, 2016  |                  |
| 3.                                      | Julian Cummings, Sales Promotion: How to Create, Implement and Integrate Campaigns th Really Work, Kogan Page, London, Fifth Edition, 2010   | at               |





|        | Regula | tion 2018                        |                    | ELECT                   | VE – F    | INANCI           | E          | Tot        | tal Hour  | rs                       | 4                    | 5      |
|--------|--------|----------------------------------|--------------------|-------------------------|-----------|------------------|------------|------------|-----------|--------------------------|----------------------|--------|
| Cates  | gory   | Course                           | Code               |                         | Course 1  | Name             |            | Hou        | rs / We   | ek                       |                      |        |
|        |        |                                  |                    |                         |           |                  | L          | T          | P         |                          |                      |        |
| E      |        | PBA18                            | 3F1                |                         |           | UNCIPI<br>CTICES |            | 3          | 0         | 0                        | 3                    | 3      |
| Cours  | e Obje | ective (s):                      | The pur            | pose of l               | earning   | this cour        | se is to:  |            |           |                          |                      |        |
| 1      | day    | oviding reannology, or to day ba | ustome<br>inking o | r relation<br>perations | s, basic  | accounta         | ncy and    | legal ası  | pects nec | ervices, I<br>cessary fo | Banking<br>or carryi | ng out |
| Course | e Outc | ome (s) (                        | COs): A            | t the end               | of this   | course, le       | earners v  | vill be at | ole to:   |                          |                      |        |
| CO     |        | identify th                      | ne regula          | atory pro               | visions g | governin         | g Banks    | and Eler   | nents of  | Banc ass                 | surance              |        |
| CO     | 2      | understan                        | d the K            | YC Guid                 | elines an | d Duties         | and Res    | ponsibil   | ities of  | Bankers                  |                      |        |
| CO     | 3      | know the                         | Differen           | nt Docum                | nentation | Procedu          | ire and E  | Elements   | of Fina   | ncial Incl               | usion                |        |
| CO     |        | identify th                      | ne Bank            | ing Tech                | nology I  | mplication       | ons and S  | Supporti   | ng Servi  | ces for B                | ank Pro              | ducts  |
| CO. PC |        | understan                        | d the Va           | irious Su               | pporting  | Service          | s in Banl  | cing       |           | 1-3-1-1                  |                      |        |
| CO-PC  | Map    | ping                             |                    |                         | 55.5      |                  | 23,7501116 | N. A. A.   |           |                          |                      | Mr.    |
|        |        |                                  |                    |                         | P         | os               |            |            |           |                          | PS                   | Os     |
| COS    | PO1    | PO2                              | PO3                | PO4                     | PO5       | PO6              | PO7        | PO8        | PO9       | PO10                     | PSO<br>1             | PSC    |
|        | -      | 2                                | 1                  | 2                       | 1         |                  |            |            |           |                          |                      | 2      |
| CO1    |        |                                  |                    |                         | The last  | 1                | 1          | 2          | 1         | 1                        | 2                    | 2      |
| CO1    |        | 3                                |                    | Towns                   | 2         | 1                | 1          | 2          | 1         | 1                        | 2                    |        |
|        |        |                                  | Mi zau             | A. Sala                 |           | H-SLAT           | 1          |            |           |                          |                      | 2      |
| CO2    |        |                                  |                    |                         | 2         | 1                |            | 1          | 1         | 1                        | 2                    | 2      |
| CO2    |        |                                  |                    |                         | 2         | 1                | 1          | 1          | 1         | 1                        | 2                    | 2      |

2: Moderate (Medium)





| UNI  | The state of the s |   | 9            |
|--|--|---|--------------|
| Gov  | Developments in the Indian Financial System - Market Structure and Financia ajor Functions, Role and Functions of Banks - Regulatory Provisions / Enactme ing Banks - Whole Sale Banking - Retail Banking - International Banking, Insinies, Banc assurance.   |   | on,          |
| UNI  | The state of British   |   | 9            |
| Set C<br>Resp  | of Accounts for Various Types of Customers –Banker Customer Renes - Different Deposit Products - Mandate and Power of Attorney, Banker's - Garnishee Order, Attachment Order etc Payment of Collection of Cheque - sibilities of Paying and Collecting Banker - Protection Available to them under the sments, Forged Instruments - Bouncing of Cheques and their Implications   | Lien, Rig   | KY(          |
|  |  |   | 9            |
| Lend   | at Types of Documents - Documentation Procedure, Stamping of Documents - at Modes of Charging - Types of Collaterals and their Characteristics - Priority - Targets, Issues, Problems - Financial Inclusion  | Securities<br>Sector  | -            |
| UNI  | The state of the s |   | 9            |
| Elect  | ng - Core Banking - Electronic products - Electronic Payment System - Onl  | ine Banki   |              |
| trends<br>Audit<br>UNIT<br>Mark  | ng of Banking Services Products - Marketing Management - Marketing of Sarv   | ogy - Cur<br>System   | -7.0         |
| trends<br>Audit<br>UNIT<br>Marke<br>Produ<br>Factor<br>Tele M          | Global developments in Banking Technology - Computer Audit - Information S  SUPPORT SERVICES  In g of Banking Services Products - Marketing Management - Marketing of Services Cycle, New Product Development - Diversification - Pricing of Bank Producting - Direct and Indirect Channels of Bank Products-Selling Function in the Keting / Mobile Phone Banking.  | ogy - Cur<br>System   | ng -         |
| trends<br>Audit<br>UNIT<br>Marke<br>Produ<br>Facto:                    | Global developments in Banking Technology - Computer Audit - Information S  SUPPORT SERVICES  In g of Banking Services Products - Marketing Management - Marketing of Services Cycle, New Product Development - Diversification - Pricing of Bank Producting - Direct and Indirect Channels of Bank Products-Selling Function in the Keting / Mobile Phone Banking.  | ogy - Cur<br>System   | ng -         |
| trends<br>Audit<br>UNIT<br>Marke<br>Produ<br>Factor<br>Tele N<br>Refer | Global developments in Banking Technology - Computer Audit - Information S  SUPPORT SERVICES  In g of Banking Services Products - Marketing Management - Marketing of Services Cycle, New Product Development - Diversification - Pricing of Bank Producting - Direct and Indirect Channels of Bank Products-Selling Function in the service in the service of Banking.  See (s)  Trinciples and Practices of Banking -, author by IIBF, 3rd Edition, 2015 by Macrobilication  | ogy - Cur<br>System<br>rices -<br>ducts -<br>n a Bank-                          | ng -         |
| trends Audit UNIT Marke Produ Factor Tele M                            | Global developments in Banking Technology - Computer Audit - Information S  SUPPORT SERVICES  In g of Banking Services Products - Marketing Management - Marketing of Serve Life Cycle, New Product Development - Diversification - Pricing of Bank Production in Influencing - Direct and Indirect Channels of Bank Products-Selling Function in Interesting / Mobile Phone Banking.  See (s)  Trinciples and Practices of Banking -, author by IIBF, 3rd Edition, 2015 by Macrable Bank Regulatory Aspects of Banking - JAIIB, author by IIBF, 3rd Edition, 2nd Edition, 2nd Edition, 2nd Edition.   | ogy - Cur<br>System  vices - ducts - n a Bank- millan                           | ng -<br>rent |
| trends<br>Audit<br>UNIT<br>Marke<br>Produ<br>Factor<br>Tele N<br>Refer | Global developments in Banking Technology - Computer Audit - Information S  SUPPORT SERVICES  In g of Banking Services Products - Marketing Management - Marketing of Services Cycle, New Product Development - Diversification - Pricing of Bank Producting - Direct and Indirect Channels of Bank Products-Selling Function in the string / Mobile Phone Banking.  See (s)  Trinciples and Practices of Banking -, author by IIBF, 3rd Edition, 2015 by Macrable Bank Products - Selling Function in the string of Banking - JAIIB, author by IIBF, 3rd Edition, 2015 and 2015 a | ogy - Cur<br>System<br>rices -<br>ducts -<br>n a Bank-<br>millan                | ng -         |
| trends Audit UNIT Marke Produ Factor Tele N Refer 1.                   | Global developments in Banking Technology - Computer Audit - Information S  SUPPORT SERVICES  ag of Banking Services Products - Marketing Management - Marketing of Services Cycle, New Product Development - Diversification - Pricing of Bank Producting - Direct and Indirect Channels of Bank Products-Selling Function in the setting / Mobile Phone Banking.  Trinciples and Practices of Banking -, author by IIBF, 3rd Edition, 2015 by Macrublication  egal and Regulatory Aspects of Banking - JAIIB, author by IIBF, 3rd Edition, 2015 and Practices of Banking 3rd Edition, Indian Institute Of Banking and I rinciples and Practices of Banking -, author by IIBF, 3rd Edition, 2015 by Macrublication  | ogy - Cur<br>System  rices - ducts - n a Bank- millan  2015 by  Finance. millan | ng -         |
| trends Audit UNIT Marke Produ Factor Tele M Refer  1.  2.  3.  4.      | Global developments in Banking Technology - Computer Audit - Information S  SUPPORT SERVICES  ag of Banking Services Products - Marketing Management - Marketing of Services Cycle, New Product Development - Diversification - Pricing of Bank Producting - Direct and Indirect Channels of Bank Products-Selling Function in the setting / Mobile Phone Banking.  See (s)  Trinciples and Practices of Banking -, author by IIBF, 3rd Edition, 2015 by Macrable Banking - JAIIB, author by IIBF, 3rd Edition, 2nd | ogy - Cur<br>System  rices - ducts - n a Bank- millan  2015 by  Finance. millan | ng -         |



|                   | Regul               | ation 2018  |  | ELECT      | IVE – F  | INANC    | E         | To        | otal Hou | ırs             | 45       |       |  |
|-------------------|---------------------|---|--|------------|----------|----------|-----------|-----------|----------|-----------------|----------|-------|--|
| Cate              | Category Course Cod |   |  |            | Course   | Name     |           | Но        | urs / W  | eek             | C        |       |  |
|                   |                     |   |  | 1-13-11    |          |          |           | L         | T        | P               |          | C     |  |
|                   |                     | (R  | )  | TAXAT      |          | 0.100    |           | 3         | 0        | 0               |          | 3     |  |
| Cours             | se Ob               | jective (s):  | The pu   | rpose of   | learning | this cou | rse is to |           |          |                 |          | Har   |  |
| 1                 |                     | Understa  | Understand the basics of taxation  |            |          |          |           |           |          |                 |          |       |  |
| 2                 |                     | Know the  | 7  |            | 112      |          |           |           |          |                 |          |       |  |
| 3                 |                     | Indirect t  | Know the various Direct Taxation Schemes  Indirect tax and its implications and learn the future trends in GST |            |          |          |           |           |          |                 |          |       |  |
| 4                 |                     | Study the   |  |            |          | -        |           |           |          |                 |          |       |  |
| 5                 | 21.002              | Know the  | 3  |            |          | et.      |           |           |          | Tay of          |          |       |  |
| Cours             | e Out               | come (s) (C   |  |            |          |          | earners   | will be a | ble to:  |                 |          | 11000 |  |
| СО                |                     | Understan   |  |            |          | 1/4      | 1000      |           |          |                 |          |       |  |
| СО                | 2                   | Comprehend the direct tax principles and overview of various heads of sources of income |  |            |          |          |           |           |          |                 |          | come. |  |
| СО                | 3                   | Understand the conceptual framework of indirect tax and its implications.               |  |            |          |          |           |           |          |                 |          |       |  |
| СО                | 4                   | Know the  | service  | tax appl   | ications | and over | view of   | CENVA     | T.       |                 | TIE      |       |  |
| CO                | 5                   | Understan   | d the p  | rinciples  | and prac | tices of | Custom    | s Act-19  | 52.      | 3 7 7 7         |          |       |  |
| CO-P              | ) Maj               | pping   |  |            |          | l Call   |           |           |          | TEST CONTRACTOR |          |       |  |
| cos               |                     |   | 718  | III. I Inc | P        | os       | THE T     | my maji   | Fri bu   |                 | PS       | Os    |  |
| COS               | PO1                 | PO2   | PO3  | PO4        | PO5      | PO6      | PO7       | PO8       | PO9      | PO10            | PSO<br>1 | PSO 2 |  |
| CO1               | 1                   | 1   | 1  | 1          | 3        | 1        | 1         | 1         | 2        | 1               | 3        | 3     |  |
| CO2               | 1                   | 1   | 1  | 1          | 2        | 1        | 1         | 1         | 1        | 1               | 3        | 2     |  |
|                   | 1                   | 1   | 1  | 1          | 3        | 2        | 11-       | 11 -1     | 2        | uul-,I          | 3        | 2     |  |
| CO3               |                     |   |  |            |          |          |           |           |          | 100             |          |       |  |
|                   | 1                   | 1   | 1  | 1          | 2        | 2        | 1         | 1         | 1        | 1               | 3        | 2     |  |
| CO3<br>CO4<br>CO5 | 1                   | 1   | 1  | 1          | 2        | 1        | 1         | 1         | 1        | 1               | 3        | 2     |  |

2: Moderate (Medium)



| UNI                    |   |
|------------------------|---|
| Basi                   | cs of Taxation - Principles and Cannons - Differences of Direct Tax and Indirect Tax - Status-  |
| Tax                    | Planning – Exempted Incomes – Filing of Returns.  |
| UNI                    | T II INTRODUCTION TO DIRECT TAX   |
| Dire                   | et Taxation- Overview Income From Salaries, House Property, Business and Profession -   |
| Inco                   | me From Capital Gains and Income From Other Sources – Basic Provisions and Exemption.   |
| UNI                    | T III INTRODUCTION TO GOODS AND SERVICES TAX 9  |
| imple<br>UTG<br>IGST   | es of TNGST — Methodology of GST- Subsuming of taxes- constitutional background - Benefits ementing GST- Structure of GST- Central Goods and Services Tax - State Goods and Services Tax - Integrated Goods and Services Tax - Important concepts and definitions under CGST Act at Act GSTN - HSN Code - SAC code - GST council — Structure, Power and Functions. Future Trend exation - GST.                          |
| UNI                    | T IV THE SERVICE TAX 9  |
| Regi:<br>Abat          | ce Tax - Introduction, Nature of Service Tax, Service Provider and Service Receiver stration Procedure, Records to be Maintained - Negative List of Services, Exemptions are ements - Valuation of Taxable Services - Exemptions and Abatements - Payment of Services Return - CENVAT Credit Rules - Export and Import of Services.   |
| UNI                    | TV THE CUSTOMS ACT-1962   |
| Custo<br>Good<br>Trans | Customs Act, 1962 - Details of Procedure in Relation to Levy, Collection and Exemption Froms Duties - Documents to be Prepared and Presented to Customs Authorities; Valuation of s; Clearance of Imported and Exported Goods - Procedure -Detailed Procedure in Relation portation and Warehousing - Relevant Rules and Regulations - Drawback of Customs Duties - Preparation and Submission of Drawback Claim Forms. |
|                        | Books (s)   |
| 1                      | V.S. Datey, Indirect Taxes –Law & Practice, Revised Edition (as per latest Assessment B.Com (PA)), Taxmann Publications Pvt Ltd.  |
| 2                      | Income Tax Law and Practice; Year 2015 – VP Gaur, Kalyani Publishers.   |
| Refer                  | ence (s)  |
|                        | Dr. V. Balachandran, Indirect Taxation, Revised Edition (as per latest Assessment B.Com (PA), Sultan Chand & Sons.  |
| 2                      | Dinkar Pagare and Dr. V. Balachandran, Business Taxation, Revised Edition (as per latest Assessment B.Com (PA)), Sultan Chand & Sons.   |
| 3                      | Business Taxation by T.S.Reddy & Dr.Y.Hari Prasad Reddy, Margham  |



| Course Cod PBA183F2 Djective (s): The      | TAXAT  | Course N  | lame   |  | Hou   | rs / Wee   | k   |   |  |
|--|--|---|--|--|---|--|---|---|--|
| PBA183F2 Djective (s): The                 | TAXAT  |   | Tallie I   |  |   |  | CAR.  |   |  |
| pjective (s): The                          |  | ION   |  |  | L   | T  | P   |   |  |
|  |  | 1011  |  |  | 3   | 0  | 0   | 3   |  |
|  | purpose of   | learning t  | his cour   | se is to:  |   |  |   |   |  |
| understand the income, indicate of Customs | ect tax and  | taxation, j   | principle<br>ations, s   | es of dire   | ect tax, v<br>x and co  | arious h   | eads of se  | ources o  | f<br>iples   |
| itcome (s) (COs                            | ): At the end  | d of this c   | ourse, le  | earners w  | ill be at   | le to:   | U Last  |   |  |
| understand th                              | e basics of ta   | axation.  |  | al al  | المعرياد  | فلنمر  |   |   |  |
| comprehend t                               | ne direct tax  | principle   | es and ov  | verview  | of variou   | s heads  | of source   | es of inc   | ome.   |
| understand the                             | conceptual   | framewo   | ork of in  | direct tax   | and its   | implicat   | ions.   |   |  |
| know the serv                              | ice tax appli  | ications a  | nd overv   | iew of C   | CENVA   | Г.   |   |   |  |
| understand the                             | principles   | and practi  | ices of C  | Customs .  | Act-1962  | 2.   |   | -   |  |
| apping                                     |  |   |  | Ma.  |   | 102 E.S  |   |   | 15   |
|  |  | Pe  | os   |  | •   |  |   | PSOs  |  |
| D1 PO2 P                                   | D3 PO4   | PO5   | PO6  | PO7  | PO8   | PO9  | PO10  | PSO<br>1  | PSO<br>2   |
| 1  | 1  | 3   | 1  | 1 -  | 10 1  | 2  | 1   | 3   | 3  |
| 1  | 1  | 2   | 1  | 1  | 1   | 1  | 1   | 3   | 2  |
| 1  | 1  | 3   | 2  | 1  | 1   | 2  | 1   | 3   | 2  |
| 1  | . 1  | 2   | 2  | 1  | 1   | 1  | 1_1   | 3   | 2  |
| 1  | 1  | 2   | -1-  | 1  | 1   | 1  | 1   | 3   | 2  |
| 1  | ol ali   | 2.4   | 1.4  | 1  | 1   | 1.4  | 1   | 3   | 2.2  |
|  | understand the comprehend the understand the know the serv understand the apping  O1 PO2 PO1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 | understand the basics of tale comprehend the direct tax understand the conceptual know the service tax applies understand the principles appling  O1 PO2 PO3 PO4  1 1 1 1 1  1 1 1 1 1 1  1 1 1 1 1 1  1 1 1 1 1 1 1  1 1 1 1 1 1 1  1 1 1 1 1 1 1 1  1 1 1 1 1 1 1 1  1 1 1 1 1 1 1 1 1  1 | understand the basics of taxation.  comprehend the direct tax principle understand the conceptual framework know the service tax applications a understand the principles and practical principles a | understand the basics of taxation.  comprehend the direct tax principles and over understand the conceptual framework of incomprehend the service tax applications and over understand the principles and practices of Capping  Pos  Pos  Pos  1 | understand the basics of taxation.  comprehend the direct tax principles and overview of understand the conceptual framework of indirect tax know the service tax applications and overview of understand the principles and practices of Customs.  apping  Pos  Pos  Pos  Pos  Pos  Pos  Pos  Po | understand the basics of taxation.  comprehend the direct tax principles and overview of various understand the conceptual framework of indirect tax and its know the service tax applications and overview of CENVAT understand the principles and practices of Customs Act-1962 apping  Pos  Pos  Pos  1 1 1 1 1 3 1 1 1 1 1 1 1 1 1 1 1 1 1 | understand the basics of taxation.   comprehend the direct tax principles and overview of various heads   understand the conceptual framework of indirect tax and its implicate   know the service tax applications and overview of CENVAT.   understand the principles and practices of Customs Act-1962.   apping   Pos   Pos | Introduction   Internation   Internation | Introduction   COs   C |





|   | IIT I   | INTRODUCTION   | T                     |
|---|---|--|-----------------------|
| Bas<br>Tax                                      | sics of T<br>x Planni   | Caxation - Principles and Cannons - Differences of Direct Tax and Indirect Tax - St<br>ng - Exempted Incomes - Filing of Returns.  | atus-                 |
| UN  | IT II   | INTRODUCTION TO DIRECT TAX   |                       |
| Dire<br>Inco                                    | ect Taxa<br>ome Fro   | ation- Overview Income From Salaries, House Property, Business and Profession -  | 9                     |
| UN  | IT III  | INTRODUCTION TO INDIRECT TAX   | on.                   |
|   |   | kation - Basics of TNGST - CST, Cess, VAT - Excise Duty, Customs Duty - Princ<br>Exemptions- Regulations - Future Trends in Taxation - GST.  | ciples                |
|   | ITIV  | THE SERVICE TAX  - Introduction, Nature of Service Tax, Service Provider and Service Rece  Procedure, Records to be Maintained - Negotive List 6.5 minus for the service Rece  | 9                     |
| Tax,  | Return  | Procedure, Records to be Maintained - Negative List of Services, Exemption - Valuation of Taxable Services - Exemptions and Abatements - Payment of Services.  | ervice                |
|   | TV  | THE CUSTOMS ACT-1062   | 0                     |
| The Custo<br>Good<br>Frans<br>Paid              | Custom oms Du ls; Clea sportatio - Prepar   | THE CUSTOMS ACT-1962  S Act, 1962 - Details of Procedure in Relation to Levy, Collection and Exemption ties - Documents to be Prepared and Presented to Customs Authorities; Valuation of an and Exported and Exported Goods - Procedure - Detailed Procedure in Relation and Warehousing - Relevant Rules and Regulations - Drawback of Customs Exation and Submission of Drawback Claim Forms.   | of                    |
| The Custo<br>Good<br>Frans<br>Paid              | Custom<br>oms Du<br>ds; Clea<br>sportation  | THE CUSTOMS ACT-1962  S Act, 1962 - Details of Procedure in Relation to Levy, Collection and Exemption ties - Documents to be Prepared and Presented to Customs Authorities; Valuation of an and Exported and Exported Goods - Procedure - Detailed Procedure in Relation and Warehousing - Relevant Rules and Regulations - Drawback of Customs Exation and Submission of Drawback Claim Forms.   | of                    |
| The Custo<br>Good<br>Frans<br>Paid              | Custom oms Du ds; Clea sportatio - Prepar Books V.S.  | THE CUSTOMS ACT-1962  S Act, 1962 - Details of Procedure in Relation to Levy, Collection and Exemption ties - Documents to be Prepared and Presented to Customs Authorities; Valuation of an and Exported and Exported Goods - Procedure - Detailed Procedure in Relation and Warehousing - Relevant Rules and Regulations - Drawback of Customs Exation and Submission of Drawback Claim Forms.   | of                    |
| The Custo<br>Good<br>Frans<br>Paid<br>Fext      | Custom oms Du ds; Clea sportatio - Prepar Books V.S. 1 B.Cor                                | THE CUSTOMS ACT-1962  s Act, 1962 - Details of Procedure in Relation to Levy, Collection and Exemption ties - Documents to be Prepared and Presented to Customs Authorities; Valuation of the contract of Imported and Exported Goods - Procedure - Detailed Procedure in Relation and Warehousing - Relevant Rules and Regulations - Drawback of Customs Detailed Procedure in Relation and Submission of Drawback Claim Forms.  (s)  Datey, Indirect Taxes – Law & Practice, Revised Edition (as per latest Assessment on (PA)), Taxmann Publications Pvt Ltd.                                 | of                    |
| The Custo<br>Good<br>Frans<br>Paid<br>Fext      | Custom oms Du ds; Clea sportatio - Prepar Books V.S. 1 B.Cor                                | THE CUSTOMS ACT-1962  s Act, 1962 - Details of Procedure in Relation to Levy, Collection and Exemption ties - Documents to be Prepared and Presented to Customs Authorities; Valuation of an and Exported Goods - Procedure - Detailed Procedure in Relation and Warehousing - Relevant Rules and Regulations - Drawback of Customs Drawback of Customs Drawback Claim Forms.  (s)  Datey, Indirect Taxes – Law & Practice, Revised Edition (as per latest Assessment of (PA)), Taxmann Publications Pvt Ltd.  The Tax Law and Practice; Year 2015 – VP Gaur, Kalyani Publishers.                | of                    |
| The Custo<br>Good<br>Frans<br>Paid<br>Fext      | Custom oms Duds; Clea sportation Prepar Books V.S. 1 B.Con Incommence (s)                   | THE CUSTOMS ACT-1962  s Act, 1962 - Details of Procedure in Relation to Levy, Collection and Exemption ties - Documents to be Prepared and Presented to Customs Authorities; Valuation of an and Exported Goods - Procedure - Detailed Procedure in Relation and Warehousing - Relevant Rules and Regulations - Drawback of Customs Drawback of Customs Drawback Claim Forms.  (s)  Datey, Indirect Taxes – Law & Practice, Revised Edition (as per latest Assessment of (PA)), Taxmann Publications Pvt Ltd.  The Tax Law and Practice; Year 2015 – VP Gaur, Kalyani Publishers.                | of<br>on to<br>Outies |
| The Custo<br>Good<br>Frans<br>Paid<br>Fext<br>1 | Custom oms Duds; Clea sportation Prepar Books V.S. I B.Con Incommence (s) Dr. V (PA), Dinka | THE CUSTOMS ACT-1962  S Act, 1962 - Details of Procedure in Relation to Levy, Collection and Exemption ties - Documents to be Prepared and Presented to Customs Authorities; Valuation of transported and Exported Goods - Procedure - Detailed Procedure in Relation and Warehousing - Relevant Rules and Regulations - Drawback of Customs Exation and Submission of Drawback Claim Forms.  (s)  Datey, Indirect Taxes – Law & Practice, Revised Edition (as per latest Assessment on (PA)), Taxmann Publications Pvt Ltd.  The Tax Law and Practice; Year 2015 – VP Gaur, Kalyani Publishers. | of on to Outies       |



| Regul     | ation 2018         | ELECTIVE - FINANCE   | To          | tal Hou    | rs           | 45             |
|-----------|--------------------|--|-------------|------------|--------------|----------------|
| Catagory  | Course Code        | Course Name  | Но          | urs / We   | eek          |                |
| Category  | Course Code        | Course Name  | L           | T          | P            | C              |
| E         | PBA183F3<br>(R)    | BEHAVIORAL FINANCE   | 3           | 0          | 0            | and investment |
| Course Ob | jective (s): The p | surpose of learning this course is to                                | o:          |            |              |                |
| 1         | management, a      | the peculiarities of human behavious well as corporate and risk mana | gement      |            | inancial ar  | nd investment  |
| 2         | Introduce the b    | pasics of behavioral finance and fi                                  | nancial m   | arkets     | . 3. HT      |                |
| 3         |                    | pehavioral mechanisms into more as of information perception, emot   |             |            |              |                |
| 4         |                    | havioral factors influencing financi                                 |             |            |              |                |
| 5         | Import vivid u     | nderstanding on financial decision                                   | n making    | in relatio | on to risk t | aking          |
| Course Ou | tcome (s) (COs):   | At the end of this course, learners                                  | s will be a | able to:   |              |                |
| CO1       | Aware of huma      | in preferences nationality in relation                               | on with m   | arket eft  | ficiency     |                |
| CO2       | Identify persist   | ent or systematic behavioral factor                                  | rs that inf | luence in  | nvestment    | behavior       |
| CO3       | Identify persist   | ent or systematic external factors                                   | that influe | ence inve  | estment be   | havior         |
| CO4       | Understand hov     | w behavioral factors influencing th                                  | ne financi  | al marke   | ets          |                |
| CO5       |                    | ancial decision making errors that neuro economics                   | can be av   | oided by   | y understa   | nding neuro    |
| CO-PO Ma  | pping              |  |             |            |              |                |
|           |                    | Dog  |             |            |              | PSOc           |

|             |     |     |     |     | P   | os  |     |     |     |       | PS       | Os    |
|-------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|----------|-------|
| COS         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10  | PSO<br>1 | PSO 2 |
| CO1         | 1   | 1   | 3   | 1   | 3   | 1   | 1   | 1   | 2   | 1     | 3        | 3     |
| CO2         | 1   | 1   | 2   | 1   | 2   | 1   | 1   | 1   | 1   | 1     | 3        | 2     |
| CO3         | 1   | 1   | 3   | 2   | 3   | 2   | 1   | 1   | 2   | 1     | 3        | 2     |
| CO4         | 1   | 1   | 2   | 2   | 2   | 2   | 1   | 1   | 1   | 1-1-4 | 3        | 2     |
| CO5         | _ 1 | 1   | 2   | 1   | 2   | 1   | 1   | 1   |     | 1     | 3        | 2     |
| CO<br>(Avg) | 1   | 1   | 2.4 | 1.4 | 2.4 | 1.4 | 1   | 1   | 1.4 | 1     | 3        | 2.2   |

2: Moderate (Medium)



| Cognitive Information Perception. Weber Law. Subjective Probability. Representativeness Anchoring, Asymmetric Perception of Gains and Losses, Framing and Other Behavioral Effects. Decision-Making Under Risk and Uncertainty. Expected Utility as a Basis for Decision-Making. The Evolution of Theories Based on Expected Utility Concept. Decision-Making in Historical Prospective, Allais and Elsberg's Paradoxes. Rationality from an Economics and Evolutionary Prospective.  UNIT II BEHAVIOURAL FACTORS AND FINANCIAL MARKETS  Empirical Data That Challenge The Efficient Markets Hypothesis. Fundamental Information and Financial Markets. Information Available for Markets Provided Programment Pro |   |  |
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| Cognitive Information Perception. Weber Law. Subjective Probability. Representativeness Anchoring, Asymmetric Perception of Gains and Losses, Framing and Other Behavioral Effects. Decision-Making Under Risk and Uncertainty. Expected Utility as a Basis for Decision-Making. The Evolution of Theories Based on Expected Utility Concept. Decision-Making in Historical Prospective, Allais and Elsberg's Paradoxes. Rationality from an Economics and Evolutionary Prospective.  UNIT II BEHAVIOURAL FACTORS AND FINANCIAL MARKETS 9  Empirical Data That Challenge The Efficient Markets Hypothesis. Fundamental Information and Financial Markets. Information Available for Market Participants and Market Efficiency. Market Predictability. The Concept of Limits of Arbitrage and Model by Shleifer and Vishny. Asset UNIT III EXTERNAL FACTORS AND INVESTOR BEHAVIOUR 9  Weather, Emotions, and Financial Markets: Sunshine, Geomagnetic Activity. Mechanisms of The External Factor Influence on Risk Perception and Attitudes. Connection to Human Influence. Emotional Content of News Articles and Their Correlation with Market Dynamics.  UNIT IV BEHAVIOURAL CORPORATE FINANCE 9  Behavioural Factors and Corporate Decisions on Capital Structure and Dividend Policy. Timing of Good and Bad Corporate News Announcement. Mergers and Acquisitions and The Winner's Curse. IPO Underpricing. Systematic Excessive Optimism and Overconfidence in Managers 'Decisions. Sunk Costs and Mental Accounting. Evolutionary Explanations for Behavioral Effects.  UNIT V EMOTIONS AND DECISION-MAKING, THE SCIENCE OF 9  Experimental Measurement of Risk-Related Preferences: Measuring Risk Through Probabilistic Set of Gambles, Through Questionnaire. Emotional Mechanisms in Modulating Risk-Taking Attitude. Neurophysiology of Risk-Taking. Personality Traits and Risk Attitudes in Different Domains. Neurophysiology of Risk-Taking. Personality Traits and Risk Attitudes in Different Domains. Neurophysiology of Decision-Making, The Role of Hormones and Neurotransmitters.  Text Books (s)  1 B |   | The state of the s |
| Empirical Data That Challenge The Efficient Markets Hypothesis. Fundamental Information and Financial Markets. Information Available for Market Participants and Market Efficiency. Market Predictability. The Concept of Limits of Arbitrage and Model by Shleifer and Vishny. Asset Management and Behavioral Factors.  UNIT III EXTERNAL FACTORS AND INVESTOR BEHAVIOUR 9  Weather, Emotions, and Financial Markets: Sunshine, Geomagnetic Activity. Mechanisms of The External Factor Influence on Risk Perception and Attitudes. Connection to Human Psychophysiology and Emotional Regulation. Misattribution as a Mechanism for Externals Factors Influence. Emotional Content of News Articles and Their Correlation with Market Dynamics.  UNIT IV BEHAVIOURAL CORPORATE FINANCE 9  Behavioural Factors and Corporate Decisions on Capital Structure and Dividend Policy. Timing of Good and Bad Corporate News Announcement. Mergers and Acquisitions and The Winner's Curse, IPO Underpricing. Systematic Excessive Optimism and Overconfidence in Managers 'Decisions. Sunk Costs and Mental Accounting. Evolutionary Explanations for Behavioral Effects.  UNIT V EMOTIONS AND DECISION-MAKING, THE SCIENCE OF NEUROPHONOMICS 9  Experimental Measurement of Risk-Related Preferences: Measuring Risk Through Probabilistic Set of Gambles, Through Questionnaire. Emotional Mechanisms in Modulating Risk-Taking Attitude. Neurophysiology of Risk-Taking. Personality Traits and Risk Attitudes in Different Domains. Neurophysiology of Decision-Making, The Role of Hormones and Neurotransmitters.  Text Books (s)  1. Pompian, Michael M. Behavioral Finance and Wealth Management. Wiley: New Jersey.  Reference (s)  1. Behavioral Corporate Finance, Hersh Shefrin, Tata Mc Graw Hill Irwin Publishers The Psychology of Investing (4th Edition), Pearson Prentice Hall, John R. Nofsinger 15 Processes 15 Process | Anchori<br>Decision<br>The Evo  | ng, Asymmetric Perception of Gains and Losses, Framing and Other Behavioral Effects, and Under Risk and Uncertainty. Expected Utility as a Basis for Decision-Making.  |
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| UNIT V  EMOTIONS AND DECISION-MAKING, THE SCIENCE OF NEUROECONOMICS  Experimental Measurement of Risk-Related Preferences: Measuring Risk Through Probabilistic Set of Gambles, Through Questionnaire. Emotional Mechanisms in Modulating Risk-Taking Attitude. Neurophysiology of Risk-Taking. Personality Traits and Risk Attitudes in Different Domains. Neurophysiology of Decision-Making, The Role of Hormones and Neurotransmitters.  Text Books (s)  1. Pompian, Michael M. Behavioral Finance and Wealth Management. Wiley: New Jersey.  Reference (s)  1. Behavioral Corporate Finance, Hersh Shefrin, Tata Mc Graw Hill Irwin Publishers The Psychology of Investing (4th Edition), Pearson Prentice Hall, John R. Nofsinger What Investors Really Want, Learn the Jessons of behavioral Filescone (5)  | Psychoph<br>Influence<br>UNIT IV<br>Behaviour<br>Good and<br>IPO Unde | ysiology and Emotional Regulation. Misattribution as a Mechanism for Externals Factors. Emotional Content of News Articles and Their Correlation with Market Dynamics.  BEHAVIOURAL CORPORATE FINANCE  ral Factors and Corporate Decisions on Capital Structure and Dividend Policy. Timing of Bad Corporate News Announcement. Mergers and Acquisitions and The Winner's Curse.   |
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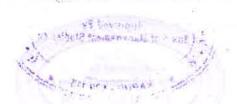


| Regula     | ation 2018        | ELECTIVE - FINANCE  | To          | otal Hou   | irs          | 45            |
|------------|-------------------|---|-------------|------------|--------------|---------------|
| Category   | Course Code       | Course Name   | Но          | urs / W    | eek          |               |
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| E          | PBA183F3          | BEHAVIORAL FINANCE  | 3           | 0          | 0            | 3             |
| Course Obj | ective (s): The p | urpose of learning this course is to                                | ):          | 10-211     |              |               |
| 1          | link between the  | ne peculiarities of human behaviors well as corporate and risk mana | ur and asp  | pects of   | financial ar | nd investmen  |
| 2          | introduce the b   | asics of behavioural finance and t                                  | inancial    | markets    |              |               |
| 3          | puts various -b   | ehavioural mechanismsl into more s of information perception, emot  | basic ps    | vcholog    | ical framev  | vork spanning |
| 4          | focused on beh    | avioural factors influencing finan                                  | cial mark   | ets and    | corporate v  | vorld         |
| 5          | import vivid ur   | nderstanding on financial decision                                  | making      | in relatio | n to risk ta | king          |
| Course Out |                   | At the end of this course, learners                                 | 2           |            |              |               |
| CO1        | aware of human    | preferences nationality in relation                                 | n with ma   | arket effi | ciency       |               |
| CO2        | identify persiste | nt or systematic behavioral factor                                  | s that infl | uence in   | vestment h   | ehavior       |
| CO3        | identify persiste | nt or systematic external factors t                                 | hat influe  | nce inve   | stment beh   | avior         |
| CO4        | understand how    | behavioral factors influencing the                                  | financia    | l market   | S            | 141           |
| CO5        |                   | ncial decision making errors that                                   |             |            |              | nding neuro   |

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| COS         | PO1    | PO2         | PO3 | PO4 | PO5 | PO6 | PO7   | PO8  | PO9 | PO10 | PSO<br>1 | PSO<br>2 |
| CO1         | - 1-   | 1           | 3   | 1   | 3   | 1   | 1     | 1    | 2   | 1    | 3        | 3        |
| CO2         | 1      | 1           | 2   | 1   | 2   | 1   | 1     | 1    | 1   | 1    | 3        | 2        |
| CO3         | 1 1    | Line Parker | 3   | 2   | 3   | 2   | 1-1-2 | 1    | 2   | 1_1_ | 3        | 2        |
| CO4         | 1      | - 1         | 2   | 2   | 2   | 2   | 1 1   | - 1- | 1   | 1-1- | 3        | 2        |
| CO5         | 1      | 1           | 2   | 1   | 2   | 1   | 1     | _ 1  | - 1 | 1    | 3        | 2        |
| CO<br>(Avg) | 1      | 1           | 2.4 | 1.4 | 2.4 | 1.4 | 1     | 1    | 1.4 | 1    | 3        | 2.2      |

2: Moderate (Medium)





#### PERCEPTION, HUMAN PREFERENCES, RATIONALITY, UNIT I AND MARKET EFFICIENCY

Cognitive Information Perception. Weber Law. Subjective Probability. Representativeness, Anchoring, Asymmetric Perception of Gains and Losses, Framing and Other Behavioral Effects. Decision-Making Under Risk and Uncertainty. Expected Utility as a Basis for Decision-Making. The Evolution of Theories Based on Expected Utility Concept. Decision-Making in Historical Prospective, Allais and Elsberg's Paradoxes. Rationality from an Economics and Evolutionary Prospective. Different Ways to Define Rationality Why Humans Often Act Outside of the Economic Rationality Framework. Herbert Simon and Bounded Rationality. Investor Rationality and Market Efficiency. Empirical Data That Questions Market Efficiency

### UNIT II BEHAVIOURAL FACTORS AND FINANCIAL MARKETS

Empirical Data That Challenge The Efficient Markets Hypothesis. Fundamental Information and Financial Markets. Information Available for Market Participants and Market Efficiency. Market Predictability. The Concept of Limits of Arbitrage and Model by Shleifer and Vishny, Asset Management and Behavioural Factors. Active Portfolio Management: Return Statistics and Sources of Systematic Underperformance. Fundamental Information, Technical Analysis, and Behavioural Factors

### UNIT III EXTERNAL FACTORS AND INVESTOR BEHAVIOUR

Weather, Emotions, and Financial Markets: Sunshine, Geomagnetic Activity. Mechanisms of The External Factor Influence on Risk Perception and Attitudes. Connection to Human Psychophysiology and Emotional Regulation. Misattribution as a Mechanism for Externals Factors Influence. Emotional Content of News Articles and Their Correlation with Market Dynamics. Social Trends and Market Dynamics: Music, Fashion, Demographics

# BEHAVIOURAL CORPORATE FINANCE

Behavioural Factors and Corporate Decisions on Capital Structure and Dividend Policy. Timing of Good and Bad Corporate News Announcement. Mergers and Acquisitions and The Winner's Curse. IPO Underpricing. Systematic Excessive Optimism and Overconfidence in Managers' Decisions. Sunk Costs and Mental Accounting. Evolutionary Explanations for Behavioural Effects. Evidence from Behavioural Game Theory. Systematic Approach to Using Behavioural Factors in Corporate Decision-Making

### EMOTIONS AND DECISION-MAKING, THE SCIENCE OF UNIT V NEUROECONOMICS

Experimental Measurement of Risk-Related Preferences: Measuring Risk Through Probabilistic Set of Gambles, Through Questionnaire. Emotional Mechanisms in Modulating Risk-Taking Attitude. Neurophysiology of Risk-Taking. Personality Traits and Risk Attitudes in Different Domains. Neurophysiology of Decision-Making, The Role of Hormones and Neurotransmitters. How Tools from Cognitive Neuroscience can Aid in Understanding the Basics of The Economic Behavior. Introduction to The Science of Neuroeconomics. Neuromarketing

# Text Books (s)

Pompian, Michael M. Behavioral Finance and Wealth Management. Wiley: New 1. Jersey.

# Reference (s)

- Behavioral Corporate Finance, Hersh Shefrin, Tata Mc Graw Hill Irwin Publishers 1 The Psychology of Investing (4th Edition), Pearson Prentice Hall, John R. Nofsinger 2 What Investors Really Want, Learn the lessons of behavioral Finance, Meir Statman,
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|            | 1       | provide     |           |            |           |                       |  |          |          |            |          | -        |  |  |  |
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| CO1        | 2       | 2           | 2         | 2          | 2         | 1                     | 1  | 1        | 1        | 1          | 2        | 2        |  |  |  |
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| CO3        | 1       | -3          | 2         | -          | 3         | 1                     | 2  | 1        | 1        | 1          | 2        | 2        |  |  |  |
| CO4        | 1       | 1           | 2         | 1          | 3         | 3                     | 2  | 1        | 2        | 2          | 2        | 2        |  |  |  |
| CO5        | 2       | 2           | 2         | 1          | 3         | . 3                   | 2  | 1        | 2        | 2          | 3        | 3        |  |  |  |
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|              | UNIT I   | INTRODUCTION TO RISK  | 9  |
|--------------|--|---|--|
|              | derstanding Ris<br>nagement - Ri<br>erational Risk a | sk- Nature of Risk -Source of Risk - Need for Risk Management - Benefit<br>isk Management Approaches - Risk Classification - Credit Risk - Mark<br>and Other Risk |  |
|              | UNIT II  | RISK MEASUREMENTS   | 9  |
| Mea<br>Mea   | asurement of R<br>asurement - Ass                    | isk – Credit Risk Measurement - Market Risk Measurement - Interest Rate F<br>set Liability Management - Measurement of Operational Risk                           |  |
|              | UNIT III   | RISK MANAGEMENT   | 9  |
| Risk<br>– In | Management surance                                   | - Managing Credit Risk - Managing Operational Risk - Managing Market Ri   | isk  |
|              | UNIT IV  | RISK IN INSTRUMENTS   | 9  |
| Too!<br>Vola | ls for Risk Man<br>atile Strategies                  | nagement – Derivatives - Combinations of Derivative Instruments - Neutral a<br>- Credit Derivatives - Credit Ratings - Swaps                                      | Control of the Contro |
|              | UNIT V   | REGULATION AND OTHER ISSUES   | 9  |
| Othe<br>Acco | er Issues in Risk<br>ounting Issues -                | Management – Regulatory Framework - Basel Committee - Legal Issues - Tax Issues - MIS and Reporting - Integrated Risk Management                                  |  |
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| 1            | Financial Ris  | sk Management by Dun & Bradstreet, TMH  |  |
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| 3     |        | Expose 1     | the proc | edures in  | volved i   | n handlii          | ng financ  | cial servi | ces      | ot .    | m ni     |          |
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| CO    | 1      | get Practi   | cal Kno  | wledge o   | hout vor   | iona fina          | carners v  | viii be ai | ole to.  |         |          | SE T     |
| CO    |        | identify the | he tradi | or eveten  | in the   | took Eve           | incial ins | strument   | S.       | d with  |          | W        |
| CO    |        | services o   | one in   | ndian fin  | ancial S   | vetem              | manges.    | Tree-      |          |         |          |          |
| CO    |        | identify the | ne overv | iew of L   | easing a   | ystem<br>nd Hire l | Purchase   |            |          |         | Limit    |          |
| CO.   | 5      | understan    | d the va | rious oth  | er Fund  | Based S            | ervices    |            |          | - Lames |          |          |
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| CO2   |        | 3            | 2        | <u> </u>   | 2  | 1                  |            | 2          | 1        | 1       | 2        | 1        |
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| CO4   |        |              | 2        |            | - (*44)  | 2                  | 0.1        | n ijo      |          |         | 1 1      | 1        |
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| CO    | mi     | 2.5          | 1.5      | 2          | 1.6  | 1.3                | 1          | 2          |          | 1       | 1.3      | 1.3      |

2: Moderate (Medium)





| UNIT I     | INDIAN FINANCIAL SYSTEM  | 9     |
|------------|--|-------|
| Function   | s of the Financial System – Financial Concepts– Financial Assets – Financial   |       |
| intermed   | laries - Financial Markets Classification - Financial Rates of Return - Financial  |       |
| mstrume    | its - Development of Financial System in India - Legislative Support - Weakness of   |       |
| mulan Fi   | nanciai System   |       |
| UNIT II    | NEW ISSUE MARKET   | 9     |
| Meaning    | and Advantages – New Issue Market and Stock Exchange – Functions – General   |       |
| Guidellile | S 101 New Issue - Methods of Floating - Players - Pegent Trands  |       |
| Secondar   | y Market: Stock Exchanges - Listing of Securities - Pagistration of Start D. 1   |       |
| Wicthou o  | 1 Hading III Stock Exchange – Defects of Capital Market – Recent Developments  |       |
| UNII III   | MERCHANT BANKING & MUTUAL FUND   | 9     |
| Merchan    | t Banking  | 021   |
| Definition | , Origin of Merchant Banking – Merchant Banking in India - Services of Merchant Bankin | anks  |
| Trouteni   | s and Scope of Merchant Banking in India.  | anks  |
| Mutual fu  |  |       |
| Mutual Fu  | and - Meaning, Types, Functions, Advantages, Private and Public Sector Mutual Fund   | S     |
| Olowill of | Mutual Funds in India.   | ,     |
| UNIT IV    | LEASING & HIRE PURCHASE  | 9     |
| Meaning of | of Leasing, Types, History and Development of Lease Finance – Legal Aspects – Cont   | tanta |
| of Lease F | Agreement – Structure of Leasing Industry, Problem and Prospects of Leasing Industry   | ,     |
| Hire Purch | hase: Features - Legal Position - Hire Purchase and Installment Sale - Hire Purchase a   | nd    |
| Leasing –  | Banks and Hire Purchase Business – Bank Credit.  | ina   |
| UNIT V     | Other Fund Based Services  | 9     |
|            | Credit - Credit Cards-Real Estate Financing-Bill Discounting - Credit Rating -   | 9     |
| Mechanism  | n, Role of CRISIL. Forfeiting: Definition – Types, of forfeiting- Benefits-Drawbacks.  |       |
| Factoring  | Vs forfeiting.   |       |
| Reference  |  |       |
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|            | House. 10th edition  |       |
| 2.         | Vasant Desai, the Indian Financial System, Himalaya Publishing House, 5th Edition  |       |
|            | 2017   |       |
| 3.         | Jeff Madura, 2001 Financial Markets and Institutions, 12th Ed., South-Western Coll   |       |
|            | Publishing.  | ege   |
| 4.         | a storestiment   | - 1   |
|            |  |       |
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| 5.         |  | ıs,   |



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| 2                     |        | acquire the                           | knov                      | vledge of                     | various                   | insuran                           | ce and ri  | sk factor | S.       |            |           | -          |
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| CO                    | )]     | understand t                          | the co                    | ncept of                      | Insurance                 | e and th                          | e types o  | of Insura | nce      |            |           | dimite     |
| CO                    |        | acquaint the                          | knov                      | vledge of                     | Medicla                   | im Poli                           | cies and   | Reinsur   | ance.    | 3010       |           |            |
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| CO                    | 14     | able to gain                          | practi                    | ical know                     | vledge ho                 | ow to ha                          | ndle risk  |           |          |            |           |            |
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| CO-P(COS              | PO1    | develop prac<br>practicum in<br>oping | etical i                  | skills thr                    | ough pro<br>isk Man<br>Po | ofessiona<br>agement<br>os<br>PO6 | PO7        | PO8       |          |            | PSO PSO   | SOs PSO 2  |
| CO-PC                 | PO1    | develop prac<br>practicum in<br>oping | etical i                  | skills thr<br>ce and R<br>PO4 | ough pro<br>isk Man<br>Po | ofessiona<br>agement<br>os<br>PO6 | PO7        | PO8       |          |            | PSO 1     | SOs PSO 2  |
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2: Moderate (Medium)



| UNIT I   | INSURANCE IN INDIA   | 0      |
|--|--|--------|
| Principles   | and Practices of Insurance-Nature of Insurance Contracts   | 9      |
| moutance i   | III IIIuia – INDA – Dulles, Powers and Functions of IDDA Indian Inc.   | 10     |
| -And Over  | rview-Privatization of Insurance – Public and Private Insurance - Recent   | y      |
| Developme  | ent in Insurance sector.   |        |
| UNIT II  | LIFE AND HEALTH INSURANCE  | 9      |
| Life insura  | nce- Nature- Classification of Policies - Annuities, Surrender Value-Calculation of  |        |
| 1 Tellifulli- I  | ricalli Hisurance - Product Design - Mediclaim Policies in Public and Drivete Control  |        |
| Insurance-   | Life Insurance Product – Assignment and Nomination- Re- Insurance - Nature and   | r      |
| Types of Re  | e- insurance.  |        |
| UNIT III   | ALIN MARKET CL   | 9      |
| General In   | Surance - Liability Insurance Progression of Line I  |        |
|  |  | 'ance  |
| Kinds of P   | Policies, Payment of Claims – Progress of Fire Insurance Marine Insurance - Progress of Fire Insurance Marine Insurance - Progress of Fire Insurance - Fire Insurance - Progress of Fire Insurance - | arice, |
| Killus of P  | oncles, Payment of Claims - Progress of Fire Insurance Marine Insurance Del  | icies, |
| Policy Cond  | dition Marine Losses – Motor Insurance: Kinds of Policies – Procedure of Motor   | icies, |
| Policy Cond<br>Insurance -   | dition Marine Losses – Motor Insurance: Kinds of Policies – Procedure of Motor Difference between Life and General Insurance, Rural Insurance.   | icies, |
| Policy Cond<br>Insurance -   | dition Marine Losses – Motor Insurance: Kinds of Policies – Procedure of Motor Difference between Life and General Insurance, Rural Insurance.  INTRODUCTION TO RISK MANAGEMENT  | icies, |
| Policy Cond<br>Insurance -<br>UNIT IV<br>The Concer  | dition Marine Losses – Motor Insurance: Kinds of Policies – Procedure of Motor Difference between Life and General Insurance, Rural Insurance.  INTRODUCTION TO RISK MANAGEMENT of of Risk – Risk Vs. Uncertainty – Types of Risk – Risk Identification - Risk   | icies, |
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| UNITI  | INTRODUCTION TO FOREIGN EXCHANGE MARKET & FOREIGN TRADE POLICY  | 9     |
|--|---|-------|
| Foreign E  | xchange Markets - Structure - Market Players - Determination of Foreign Exchange - Overview of Foreign Trade Policy of India - DOFT | 9     |
| - FEMA -   |   | Rates |
| UNITI  | INTERNATIONAL MONETADY SYSTEM & FESTADY XX  | 0     |
| Internation  | iai Monetaly System - Gold Standard Gold Eyebens and 1 1 Tr   | 9     |
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| UNIT III   | FOREX MANAGEMENT  | 9     |
| Foreign Ex   | schange Markets – Spot Prices and Forward Prices – Factors Influencing Exchange I   |       |
|  |   | Rate  |
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| UNIT IV  | INTERNATIONAL CREDIT POLICY AGENCIES & ITS OPERATIONS   | 9     |
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| UNIT V   | 25 ECCDs and onle Types Of Bonds etc. Syndication of Leans  |       |
| CITAL  | DERIVATIVE MARKETS & EXPORT PROMOTION   | 9     |
|  | change Exposure and Risk Management- Hedging- Overview- Techniques- Forward Swaps.  |       |
| Governmen  | t Organizations Promoting Exports   Export Incention B  |       |
| Concession   | - Marketing Assistance - EPCG, DEPB - Advance License - Export Promotion - E. and Export House                                      | - IT  |
| EQU - SEZ  | and Export House.   | PZ –  |
| Text Book  | (s)   |       |
| 1.   | Apte P.G., 2011, Tata McGraw Hill, International Financial Management,  | 15 5  |
| 2.   | Jeff Madura, 2011, Cengage Learning, 9th Edition International Corporate Finance.   |       |
| 3.   | Eun and Resnik, 2011, Tata Mcgraw Hill, 5th Edition, International Financial  |       |
|  | Management,   | ш     |
|  | Alan C. Shapiro, 2010, PHI Learning, 5th Edition, Multinational Financial Management,   |       |
| Reference(s  |   |       |
| 1.   | Thummuluri Siddaih (2010), International Financial Management, New Delhi, Pears   |       |
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2: Moderate (Medium)





|             | Regula | tion 2018               |          | ELECTI                    | VE – FII   | NANCE      |           | Tot       | tal Hour  | 'S         | 4:        | 5       |
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| Cours       | e Obje | ective (s): T           | he pur   | pose of lea               | arning th  | is course  | is to:    | # 700     |           |            |           |         |
| 1           | 1      | Introduce<br>on risk an | the cond | ncept of ir               | vestmen    | t, invest  | ment alte | ernatives | with cho  | oice and e | evaluatio | n based |
| 2           | 2      |                         |          | echniques                 |            | d in deci  | ding upo  | n purcha  | se or sal | e of secu  | rities    |         |
| 3           | 3      |                         |          | t fundame                 |            |            |           |           |           |            |           |         |
| 4           | 1      | Get an ide              | ea abou  | t technica                | 1 security | analysi    | S         |           |           |            |           | -71     |
| 5           | 5      | Provide p               | erspect  | ive on por                | tfolio se  | lection, e | evaluatio | n and re  | vision    |            |           |         |
| Cours       | e Outo | come (s) (C             | Os): A   | t the end o               | of this co | urse, lea  | rners wil | l be able | to:       |            |           |         |
| CC          | )1     | Identify th             | e differ | ent invest                | ment op    | ortuniti   | es availa | ble       |           |            |           |         |
| CC          | )2     | Understand              |          |                           |            |            |           |           |           |            |           | 17.5    |
| CC          | )3     | Analyze th              | ne share | price usi                 | ng differ  | ent techn  | igues of  | fundame   | ental ana | lysis      | THE THE   | 100     |
| CO          | )4     | Analyze th              |          |                           |            |            |           |           |           |            | cal chart |         |
| CO          | )5     | Understand              | d the pr | rocess of a               | nalysis,   | selection  | , revisio | n and ev  | aluation  | of Portfo  | lio       |         |
| CO-P        | O Map  | ping                    |          |                           |            |            |           |           |           |            |           |         |
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2: Moderate (Medium)





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| Types   | of Investment – Investment Alternatives – Choice and Evaluation Pills  | nt              |
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|   | 11 SECURITES WARKETS   | 9               |
| Enviro  | ial Market - Segments - Types Participants in Financial Market - Regulatory  | 9               |
| Market  | nment, Primary Market – Methods of Floating New Issues, Book Building – Role of Pr<br>Regulation of Primary Market, Stock Exchanges in India – DSE OTGRY – Role of Pr  | ******          |
| Regula  | - Regulation of Primary Market, Stock Exchanges in India – BSE, OTCEI, NSE, ISE, tions of Stock Exchanges – Trading System in Stock Exchanges, SERI,   | rımaı           |
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| Magan   | jues. Industry Analysis: Industry Classification, Industry Life Cycle – Company Analysis Earnings – Forecasting Earnings – Applied Valuation Technic   |                 |
| Investor  | ing Earnings – Forecasting Earnings – Applied Valuation Techniques – Graham and Do   | sis             |
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2: Moderate (Medium)





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| 1.             | S. Kevin, Securities Analysis and Portfolio Management, PHI Learning, 2012   |      |
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| 1.             | Donald E.Fischer & Ronald J.Jordan, Security Analysis & Portfolio Management, PH   |      |
|                | Learning., New Delhi, 8th edition, 2011.   | II   |
| 2.             | Prasannachandra, Investment analysis and Portfolio Management, Tata McGraw Hill  |      |
|                | 2011.  | ,    |
| 3.             | Reilly & Brown, Investment Analysis and Portfolio Management, Cengage, 10th  | -    |
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| 2        |        | Gain knowled                     | ge on Empl       | oyee Eng  | gagemen   | t Measu   | rement I   | rocess     |                 |           |          |
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| CO4      |        | Gain practical                   |                  |           |           |           | actice a   | ild TIIC 7 | luait           |           |          |
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| Captu                                  | tory. Developing performance metrics/Predicting future 'performance' Developing metrics are the Fallouts of HR Policies.   | e to  |
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| UNIT I                  | INDUSTRIAL RELATIONS  | 9     |
|-------------------------|---|-------|
| Concepts,               |   | ution |
| Condition               | s for Successful Industrial Relations, National Commission on Industrial Relations  | =     |
| Causes of               | Poor Industrial Relations—Industrial Relations Problems in the Public Sector.   |       |
| UNIT II                 | TRADE UNIONS ACT 1926   | 9     |
| Trade Uni               | ons Act 1926, Registration of Trade Union, Duties and Liabilities of Registered Trad  | le    |
| Union, Ri               | ghts and Privileges of Registered Trade Unions, Amalgamation and Dissolution  |       |
| Submissio               | n of Returns, Penalties and Fines, Power to Make Regulations.   |       |
| UNIT III                | INDUSTRIAL CONFLICTS  | 9     |
| Disputes -<br>Machinery | Impact – Causes – Strikes – Types- Prevention – Industrial Peace – Government – Conciliation – Arbitration – Adjudication.  |       |
| <b>UNIT IV</b>          | INDUSTRIAL SAFETY & LABOUR WELFARE  | 9     |
| Industrial              | Safety and Labour Welfare- Welfare Officer in Indian Industry - Occupational Health   | n and |
| Hazards-C               | ounseling- Contract Labour (Regulation and Abolition) Act, 1970- Employees State  | i and |
| Insurance               | Act, 1948. Payment of Gratuity Act, 1972, Workmen Compensation Act, 1923.   |       |
| UNIT V                  | WELFARE OF SPECIAL CATEGORIES OF LABOUR   | 9     |
| The Mater               | nity Benefit Act- Recommendations Welfare of Special Categories of Labour-Contra  | act   |
| Rules and               | Enforcement.  | 101   |
| Text Book               |   |       |
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| 201. D                  | Industrial Jurisprudence & Labour Legislations, A.M.Sarma, 9th Revised Edition, Himalaya Publishing House.  | T     |
| 1.<br>2.                | Industrial Jurisprudence & Labour Legislations, A.M.Sarma, 9th Revised Edition, Himalaya Publishing House.  | T     |
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| 2.<br>Reference         | Industrial Jurisprudence & Labour Legislations, A.M.Sarma, 9 <sup>th</sup> Revised Edition, Himalaya Publishing House.  Handbook of Industrial Law, N.D.Kapoor 12 <sup>th</sup> Edition, S. Chand & Sons.  (s)  |       |
| 2.                      | Industrial Jurisprudence & Labour Legislations, A.M.Sarma, 9th Revised Edition, Himalaya Publishing House.  Handbook of Industrial Law, N.D.Kapoor 12th Edition, S. Chand & Sons.  (s)  C.B. Mamoria and Sathish Mamoria, Dynamics of Industrial Relations, New Delhi   |       |
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| CO2             |         | able to differentiate between Domestic and International HRM, estimate factors driving standardization and localization.                  |           |  |           |            |           |               |         |            |           |          |
| CO3             |         | design the roles of an expatriate.  |           |  |           |            |           |               |         |            |           |          |
| CO4             |         | appraise employees working as an expatriate using performance standards. sort out issues related to international industrial assignments. |           |  |           |            |           |               |         |            |           |          |
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#### **UNIT I** INTRODUCTION

Defining International HRM-Differences between Domestic and International HRM, Variables that Moderate Differences between Domestic and International HRM, Extent of Reliance of the Multinational on its Home-Country Domestic Market, Attitudes of Senior Management to International Operations, Applying a Strategic View of IHRM and the Changing Context of IHRM

#### UNIT II CULTURAL CONTEXT

The Cultural Context of IHRM-The Development of Cultures, the Organizational Context-Standardization and Localization of HRM Practices, Factors Driving Standardization, Factors Driving Localization, the Path to Global Status & Control Mechanisms.

# UNIT III | CROSS BORDER M & A

IHRM in Cross-Border Mergers & Acquisitions, , Cross-Border Alliances, Cross-Border Mergers and Acquisitions, Sourcing Human Resources for Global Markets - Staffing, Recruitment and Selection, Approaches to Staffing, Transferring Staff for International Business Activities The Roles of an Expatriate, the Roles of Non-Expatriates, Recruitment and Selection of International Managers, Expatriate Failure and Success, Selection Criteria, Expatriate Selection Processes in Practice.

# UNIT IV INTERNATIONAL PERFORMANCE MANAGEMENT

International Performance Management-Multinational Performance Management, Control and Performance Management, Performance Appraisal of International Employees. International Training, Development and Careers- Components of Effective Pre-Departure Training Programs, the Effectiveness of Pre-Departure Training, Developing Staff Through International Assignments, Trends in International Training and Development, Designing a Repatriation Program.

# UNIT V INTERNATIONAL COMPENSATION

International Compensation- Key Components of an International Compensation Program for Expatriates, Approaches to International Compensation of Expatriates and Tentative Conclusions: Patterns in Complexity, Challenges and Choices. International Industrial Relations and the Global Institutional Context- Key Issues in International Industrial Relations, Trade Unions and International Industrial Relations.

## Text Book (s)

- Dowling, P. (2008). International Human Resource Management: Managing people in a 1. Multinational Context. Cengage Learning.
- Aswathappa, K., & Dash, S. (2013). International Human Resource Management: Text 2. and Cases. Tata-McGraw Hill, New Delhi.

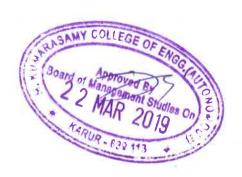
### Reference (s)

- Briscoe, DR, Shculer, R & Tarique, I 2012, International Human Resource 1. Management, 4 th edition, Prentice-Hall, Englewood Cliffs.
- Deresky, H 2006, International Management: Managing across Borders and Cultures, 5 2. th edition, Harper Collins, New York.
- Dessler, G & Huat, TC 2006, Human Resource Management. An Asian Perspective, 3. Prentice-Hall, Singapore.
- Edwards, T & Rees, C 2006, International Human Resource Management, Prentice-4. Hall, Harlow.
- Hodgetts, RM & Luthans, F 2003 International Management: Culture, Strategy and 5. Behaviour, 4 th edition, Irwin McGraw-Hill, Boston.
- Briscoe, DR, Shculer, R & Tarique, I 2012, International Harran Resort 6. Management, 4 th edition, Prentice-Hall, Englewood

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|   | INTRODUCTION  | 9                  |
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| and Deve  | - III D 1 Douformance engraise  |                    |
| UNIT II   | PERFORMANCE MANAGEMENT PROCESS  | 9                  |
| Definition<br>Setting,<br>Performan                               | , Performance Management Process, Performance Planning - Theories of Principles and Process of Setting Performance Criteria- Methodologies are Criteria -Performance Dimensions- Approaches to Measure Performance: and Results.  |                    |
| IINIT III   | APPROACHES IN MEASURING PERFORMANCE   | 9                  |
| Approach<br>Performa  | es in Measuring Performance- Determining Accountabilities, Objectives nce Standards, Methods of Measuring Results, Methods of Measuring Behavioursive System, Absolute System, Developing Appraisal Forms   |                    |
| UNIT IV   | PERFORMANCE REVIEW  | 9                  |
| Discussion Affecting  | a hadinating individual religionality. Different memory   | actors             |
| and Coac  | Appraisal Errors Giving Feedback, Development Plans, Supervisors Role, Counselinhing-Coaching Styles Process.   |                    |
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| 2           |       | Demonstr<br>own skills   | s and in          | iterests m      | atch up   | to a chos | en majo  | r/career   | path.     |          |           | their    |  |  |
| 3           |       | Assist students in learning about job opportunities in their intended career path  |                   |                 |           |           |          |            |           |          |           |          |  |  |
| 4           |       | Understand of how their academic learning and career development are intertwined inseparable elements of the student experience. |                   |                 |           |           |          |            |           |          |           |          |  |  |
| - 5         |       | To manag   | ge care           | er related      | issues    |           |          |            | ų T       |          |           |          |  |  |
| Course      | Outo  | come (s) (C  | Os): A            | t the end       | of this c | ourse, le | arners v | vill be al | ole to:   |          |           |          |  |  |
| CO1         |       | Gain Knowledge on career management and Talent Management.   |                   |                 |           |           |          |            |           |          |           |          |  |  |
| CO2         | 2     | Acquaint   |                   |                 |           |           |          | -          |           |          |           |          |  |  |
| CO3         |       | Students of  |                   |                 |           |           |          |            |           | eer.     |           |          |  |  |
| CO4         |       | Able to un   | nderstar          | nd the cor      | ncept of  | the big p | icture a | nd caree   | r chart.  |          |           |          |  |  |
| CO5         |       | It provide   | a fram            | ework for       | student   | s to man  | age care | eer relate | ed issues | s in the | organizat | tion     |  |  |
| Co-Po       | mapp  | ing  |                   |                 |           |           |          |            |           | 212      |           |          |  |  |
| 15          |       |  |                   |                 | Pos       | S         |          |            |           |          | PS        | Os       |  |  |
| cos         | PO1   | PO2  | PO3               | PO4             | PO5       | PO6       | PO7      | PO8        | PO9       | PO10     | PSO<br>1  | PSO 2    |  |  |
| CO1         | *     | -  | -                 | 1               | •         | 1         | -        | 12         | 1         | 1        | 2         | 2        |  |  |
| CO2         | *     | 4-1  | -                 | 1               |           | 1         | •        | (*)        | *         | *        | -         | -        |  |  |
| CO3         |       | 4  | A.).              | and to the      | 31:-      | 1         | 1        | -          | •         |          | 1         | 1        |  |  |
| CO4         | 1     | - (10)   | (D) estima        | " (1927)        |           | 1         | -        | •          | 1         | 1        | 1         | 1        |  |  |
| CO5         | 1     | 1  |                   | 1               |           | 1         | •        | -          |           | (₩)      | 1         | 1        |  |  |
| CO<br>(Avg) | 1     | 1  | 1                 | 1               |           | 1         | t        | 0.=0       | 1         | 1        | 1.2       | 1.2      |  |  |

manage samples

1: Slight (Low)

2: Moderate (Medium)



| UNIT I      | INTRODUCTION   | 9       |
|-------------|--|---------|
| Career Mar  | nagement and Talent Management – Basic Concepts and Differences - Components of Personal Career Management                                   | nts -   |
| UNITH       | CAREER PLANNING  | 9       |
| Career Lite | racy - Career Anchors - Methods of Career Planning - Self-Assessment - Person<br>Personal and Professional Talents                           | ality - |
| UNIT III    | CAREER RESEARCH  | 9       |
| Setting Ob  | jectives - Identifying Domain, Job and Career Planning Barriers  |         |
| UNITIV      | CAREER MAPPING   | 9       |
| Planning C  | Checklist - Designing Career Chart - The Big Picture - Review and Adjust   |         |
| UNITV       | CAREER MANAGEMENT AND DECISION MAKING  | 9       |
| Aligning v  | rith Organization Goals – Handling Performance Review – Continuous Learning Career Progression – Career Plateauing - Managing Career Change. | -       |
| Reference   |  | - The   |
| 1           | Jeffrey.H Greenhaus, Gerard A. Callanan, Veronica M. Godshalh, Career Mana, Thomson South Western, e/3,ISBN:981-254-895-5                    |         |
| 2           | Jeffrey.H Greenhaus, Gerard A. Callanan, Veronica M. Godshalh, Career Mana for life 5 <sup>th</sup> Edition 2019                             | gement  |



|            | Regul  | ation 201              | 8                      | ELECT<br>RESOU | TIVE -H<br>JRCE | IUMAN      |            | To         | otal Hou  | ırs        |                | 45              |  |  |  |
|------------|--------|------------------------|------------------------|----------------|-----------------|------------|------------|------------|-----------|------------|----------------|-----------------|--|--|--|
| Cate       | egory  | Course                 | Code                   |                | Course          | Name       |            | Но         | urs / W   | eek        |                |                 |  |  |  |
|            | E      | PBA18                  | 83Н6                   |                | ATEGIO<br>RESOU | JRCE       |            | <b>L</b> 3 | 0         | 0          |                | C<br>3          |  |  |  |
| Cour       | se Obj | jective (s)            | : The pu               |                |                 |            |            |            |           |            |                | - Collection of |  |  |  |
|            | 1      |                        |                        | rends of       |                 | tino cou   | 130 13 10  |            |           |            |                |                 |  |  |  |
|            | 2      | evaluate               | the imp                | ortance        | of E- HR        | RM conc    | ents       |            |           |            |                |                 |  |  |  |
|            | 3      | help stu               | dents un               | derstand       | the imp         | ortance o  | of cross   | cultural   | educatio  | n and trai | ning pro       | (TEO PO C       |  |  |  |
|            | 4      | anaryze                | men bo                 | Stuon the      | ey occup        | v in their | r career   | stage      |           |            | 17137          | grams           |  |  |  |
|            | 5      | enhance                | them w                 | ith the k      | nowledge        | e of the   | tools, tec | chniques   | and met   | thods in S | HRD            |                 |  |  |  |
| Cours      | se Out | come (s) (             | (COs): A               | At the end     | d of this       | course, l  | earners    | will be a  | ble to:   | nell ul e  |                |                 |  |  |  |
| CC         |        | have atta              | ined bas               | ic knowl       | edge on         | HRD co     | ncepts a   | nd acqui   | red basi  | c knowle   | dge abou       | ıt              |  |  |  |
| CO         | )2     | should be              | e aware                | of E- HR       | M conce         | epts and   |            |            |           |            |                |                 |  |  |  |
| СО         | )3     | should be<br>knowledg  | e able to<br>ge on rep | different      | tiate betw      | veen don   | nestic ar  | nd intern  | ational I | IRD and    | attained basic |                 |  |  |  |
| СО         | 4      | should at competer     | tain kno               | wledge o       | n career        | develop    |            |            |           |            |                |                 |  |  |  |
| СО         |        | should be<br>western p | aware o                | of coachi      | ng conce        | epts and   | be able t  | to differe | ntiate be | etween ea  | stern an       | d               |  |  |  |
| CO-PC      | ) Mar  | pping                  |                        | X E III        |                 |            | WIN.       |            |           | diam'r.    | AUL C          | 201.1           |  |  |  |
|            |        |                        |                        |                | P               | os         |            |            |           |            | PS             | Og.             |  |  |  |
| COS        | PO1    | PO2                    | PO3                    | PO4            | PO5             | PO6        |            |            | DOG       |            | A              | 03              |  |  |  |
|            |        |                        |                        |                |                 | 100        | PO7        | PO8        | PO9       | PO10       | PSO<br>1       | -               |  |  |  |
| CO1        | 3      | 2                      | 2                      | 2              | 2               | -          | PO7        | PO8 2      | 2         | PO10       |                | PSO             |  |  |  |
| CO1        | 3      | 2 2                    | 2 2                    | 2 2            | 2               | 25-1       |            |            |           | 1          | 1              | PSO<br>2        |  |  |  |
| _          |        |                        |                        |                |                 |            |            | 2          | 2         | 1          | 1              | PSO 2           |  |  |  |
| CO2        | 3      | 2                      | 2                      | 2              | 2               |            | 6          | 2 2        | 2         | 1          | 1              | PSO 2           |  |  |  |
| CO2<br>CO3 | 3 2    | 2 2                    | 2                      | 2              | 2 2             |            |            | 2 2 2      | 2 2 2     | 1 1 1      | 1              | PSO 2 1 1 1 1   |  |  |  |

2: Moderate (Medium)

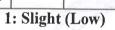


| UNIT   |  |                      |
|--|--|----------------------|
| Progran and HR                               | ts- Scope- Significance- Features — HRD Functions - Roles of HRD Professionals - phy- Strategic Framework for HRM and HRD — Vision, Mission and Values — Implementation and Evaluation - Recent trends of HRD in Indian context - Bench MD Audit.  | HRD<br>HRD<br>arking |
| UNIT   |  |                      |
| Impleme<br>Surveys                           |  | aining<br>at and     |
| UNITI  | II CROSS CULTURAL HRM  | 0                    |
| Domesti                                      | c Vs International HRD - Cultural Dynamics C. I.   | 9                    |
| Assignm<br>Multi Cu                          | ents – Current Challenges in Outsourcing, Cross Border M&A, Repatriation – Building  | g                    |
| Career                                       | CAREER AND COMPETENCY DEVELOPMENT  | 9                    |
| Career Do<br>Models –                        | Concepts – Roles – Career Stages – Career Planning and Process – Career Development – Career Motivation and Enrichment – Managing Career Plateaus – Designing Effective evelopment Systems – Competencies and Career Management – Competency Mapping Equity and Competency Based Compensation.   |                      |
| UNITY  | EMPLOYEE COACHING AND COUNSELING   | 9                    |
| Coaching<br>Compone<br>Programs<br>Western P | Coaching – Role of HR in Coaching – Coaching and Performance – Skills for Effective – Coaching Effectiveness - Need for Counseling – Role of HR in Counseling to f Counseling Programs – Counseling Effectiveness – Employee Health and Welfa – Work Stress – Sources – Consequences – Stress Management Techniques – Eastern Practices – Self Management and Emotional Intelligence   | ctive                |
| Reference                                    | e (s)  | 380. 3               |
| 1.   | Tanuja Agarwala, -Strategic Human Resource Managementl, Oxford University Pres<br>New Delhi, 2012.   |                      |
| 2.   | Charles R. Greer, -Strategic Human Resource Management – A General Management Approach! (2 <sup>nd</sup> Edition), Pearson Education (p) Ltd., New Delhi 2001.   | nt                   |
| 3.   | Monir Tayeb. International Human Resource Management. Oxford. 2007   | I I                  |
| 4.   | R.V. Rao, HRD Experiences, Intervention State of |                      |
| 5.   | R.V. Rao, HRD Experiences, Intervention Strategies, Saga Publications, 2009  Paul Boselie, Strategic Human Pagarras M.   |                      |
|  | Paul Boselie. Strategic Human Resource Management. Tata McGraw Hill. 2011.   |                      |





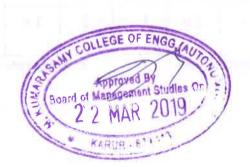
| I          | Regula       | tion 2018   |          | ELECTI<br>RESOU |           | UMAN       |           | Tot        | tal Houi | 's    | 45       |       |  |  |
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| Cate       | gorv         | Course      | Code     |                 | Course I  | Vame       |           | Hou        | irs / We | ek    |          |       |  |  |
|            | 5,           |             |          |                 |           |            |           | L          | T        | P     | (        |       |  |  |
| E          |              | PBA18       | 3H7      | TRAINI DEVELO   |           |            |           | 3          | 0        | 0     | 3        | er i  |  |  |
| Cours      | e Obj        | ective (s): | The pu   | urpose of l     | earning   | this cour  | se is to: |            |          |       |          |       |  |  |
| Cours      | e Outo       | come (s) (  | COs):    | At the end      | of this   | course, le | earners v | vill be al | ole to:  |       |          |       |  |  |
| 1          | 7            |             |          | ents to un      |           |            |           | HISO -     |          |       |          | 1000  |  |  |
| 2          | - шп         | Help then   | n undei  | rstand the      | differen  | ce betwe   | en traini | ng and d   | levelopn | nent. |          |       |  |  |
| 3          |              | Familiariz  | ze train | ing metho       | ds, desig | gn, evalu  | ation.    |            |          |       |          |       |  |  |
| CO-P       | O Map        | ping        | 2015-1   |                 |           |            | ny symp   |            | E INS    |       |          | 100   |  |  |
|            | L -          |             | النظالا  | mildig fi       | P         | os         |           | - 1111     | l va j   |       | PS       | SOs   |  |  |
| COS        | PO1          | PO2         | PO3      | PO4             | PO5       | PO6        | PO7       | PO8        | PO9      | PO10  | PSO<br>1 | PSO 2 |  |  |
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| CO2        | +1           | 3           |          | - 465           | 2         | 1 1        | nur-l_    | 2          | 1        | 1     | 2        | 2     |  |  |
| CO3        | -            |             |          |                 | 2         | -          | 1         | 2          | -        |       | -        |       |  |  |
| CO4        |              |             | 540      | . In 164 + 1    | e - e (i  | 2          |           | Halling    |          | - 12  | 1        | 1     |  |  |
| CO5        | <b>E</b> .v  | 3           | -        | -               | -         | -          | S=1       | -          | 1        | 1     | 1        | 1     |  |  |
| CO<br>Avg) | =            | 2.6         | 1        | 2               | 1.6       | 1.3        | 1         | 2          | 1        | 1     | 1.2      | 1.5   |  |  |



2: Moderate (Medium)



| UNIT I                               | INTRODUCTION   | 9               |
|--------------------------------------|--|-----------------|
| Meaning,<br>level - Org<br>Analysis. | Definition, Objectives, benefits, Training Process, Need Assessment Proganizational Analysis, Person Analysis and Task Analysis. Context Analysis and Ski                          | ocess,<br>llGap |
| UNIT II                              | DESIGNING TRAINING PROGRAMME   | 9               |
| Effective                            |  | ng              |
| UNIT III                             |  | 9               |
| Virtual lea                          | Principles of Learning, Learning Curve, Learning Theories, Competency Mappingand talent development strategies- Learning Process - Different models – Learning management Systems. | odel-           |
|                                      | TRANSFER OF TRAINING   | 9               |
| and practic                          |  |                 |
| UNIT V                               | TRAINING AUDIT   | 9               |
| Training Developme Developme         | Audit- Management Development Programme- Strategies for progent- Employee Empowerment- Challenges and Opportunities in Trainingent. Use of Technology in E-Learning.               | viding<br>and   |
| Reference                            | (s)  |                 |
| 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.   | Γext            |
| 3.                                   | P Nick Blanchard and James W Thacker, Effective Training -Systems, Strategies and Practices, New Delhi: Pearson Education, 5th Edition 2012.                                       | 100             |



|                | Regu     | lation 20          | 18         | ELEC<br>RESO | TIVE -1<br>URCE | HUMAN              |            |           | Total Hours |            |                 |        |  |  |  |
|----------------|----------|--------------------|------------|--------------|-----------------|--------------------|------------|-----------|-------------|------------|-----------------|--------|--|--|--|
| Cat            | tegory   | Cours              | e Code     |              | Course          | e Name             | 5 W        | Н         | ours / W    | eek        |                 |        |  |  |  |
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| 0              | E        |                    | 83H8       |              | ETENC           |                    |            | 3         | 0           | 0          |                 | 3      |  |  |  |
| Cou            |          | jective (s         |            |              |                 |                    |            |           |             |            |                 | 46     |  |  |  |
|                | I must   | Memor              | rize the p | process o    | of compe        | tency ma           | apping a   | nd profil | ling.       |            |                 |        |  |  |  |
| 2              | 2        | Learn t            |            |              |                 |                    |            |           | 1           |            |                 |        |  |  |  |
|                |          |                    |            | n and in     |                 |                    |            | / [+]     |             |            |                 |        |  |  |  |
| -3             | 3        | Aware              | of the in  | nplement     | tation pro      | e-requisi          | tes and s  | trategie  | S.          |            |                 |        |  |  |  |
| 4              | 1        | Compe              | tency As   | sessmen      | ts and C        | ompeten            | су Марр    | oings.    | 1.          |            |                 |        |  |  |  |
| 5              | 5        | llustrate          | the inte   | gration o    | of compe        | etency pr          | ofiling t  | o other I | HR appli    | cations    |                 | 1112   |  |  |  |
| Cour           | se Out   | come (s)           | (COs): A   | At the en    | d of this       | course             | learners   | will be   | bla to      | cations.   |                 | 1000   |  |  |  |
|                |          |                    |            |              |                 |                    |            |           |             | various i  |                 |        |  |  |  |
|                | 1        | in moder           | n corpor   | ate life.    | , anderst       | and com            | petency    | irame w   | ork and     | various i  | mpleme:         | ntatio |  |  |  |
| 2              |          | Students           | would a    | lso be at    | ole to rec      | ognize v           | vhy to pr  | omote t   | he comp     | atanar a   | ltrus :         | 41     |  |  |  |
|                |          | modern o           | organizat  | tions.       |                 |                    | 2= 1       |           | ne comp     | etericy et | nture in        | the    |  |  |  |
| 3              |          | Students           | would b    | e able to    | illustrat       | e the inte         | egration   | of the H  | R Funct     | ion and h  | and how the How |        |  |  |  |
|                |          | THE Proce          | oscs are   | connect      | ea with t       | ne organ           | lization s | strategy. |             |            |                 |        |  |  |  |
| 4              |          | The stude competer | ents wou   | ld be abl    | e to diffe      | erentiate          | the vari   | ous type  | s of com    | petencie   | s i.e. tear     | m      |  |  |  |
| 5              |          |                    |            |              |                 | ···· 1 · · · ·     | 1.1        |           |             |            |                 |        |  |  |  |
|                | O Map    | The stude          | anto wou   | iu aiso b    | e able to       | understa           | and the p  | rocess o  | of compe    | tency As   | sessmen         | t.     |  |  |  |
|                |          |                    |            | (            | P               | os                 |            |           |             |            |                 | 48 /   |  |  |  |
| os             |          |                    | 78         |              |                 | 03                 |            |           |             |            | PS              | Os     |  |  |  |
|                | PO1      | PO2                | PO3        | PO4          | PO5             | PO6                | PO7        | PO8       | PO9         | PO10       | PSO             | PSC    |  |  |  |
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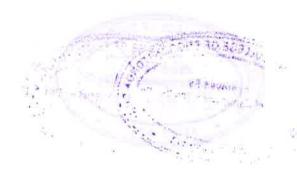
Board of Management Studies On

| Competency – Concept, Meaning, Types/Classification and usage of competencies at entry and mic career level.  UNIT II PROCESS OF COMPETENCY MAPPING  Process of Competency Mapping – Identifying competency requirement for various sectors of employment / various jobs IT, ITeS, Insurance, Banking and other Financial Service, Entertainment Health Service, Private Education and Training, defining competency requirements - skills, tasks, activities and technologies / techniques used for various types of jobs in Service Sector  UNIT III HUMAN RESOURCE MANAGEMENT AND CAREER PLANNING  9  Human Resource Management and Career Planning: Human resource Planning, Man power demand, forecasting Analysis of performance and productivity, recruitment: function, policies and sources, screening of applicants, Testing attitudes, induction and its steps, Training and Development: Need for training, performance appraisal and standards.  UNIT IV COMPETENCY MAPPING  Competency Mapping – Meaning, purpose and Benefits, Competency mapping at different levels – Corporate companies/institutions, HR interview and Individual level. Methods of Competency Mapping – Assessment Centre, Critical Incident Techniques, Questionnaire method, Payahometric   | UNIT   |  | 0       |
|---|--|--|---------|
| UNIT IV PROCESS OF COMPETENCY MAPPING Process of Competency Mapping – Identifying competency requirement for various sectors of employment / various jobs IT, ITeS, Insurance, Banking and other Financial Service, Entertainment Acativities and technologies / techniques used for various types of jobs in Service Sector UNIT III HUMAN RESOURCE MANAGEMENT AND CAREER PLANNING PHUMAN RESOURCE MANAGEMENT AND CAREER PLANNING PURITY COMPETENCY MAPPING PHUMAN RESOURCE MANAGEMENT AND CAREER PLANNING PURITY COMPETENCY MAPPING PHUMAN RESOURCE MANAGEMENT AND CAREER PLANNING PURITY COMPETENCY MAPPING PHUMAN RESOURCE MANAGEMENT AND CAREER PLANNING PURITY COMPETENCY MAPPING PHUMAN RESOURCE MANAGEMENT AND CAREER PLANNING PURITY COMPETENCY MAPPING PHUMAN RESOURCE MANAGEMENT AND CAREER PLANNING PURITY COMPETENCY MAPPING | Compete  | ency - Concept, Meaning, Types/Classification and usage of compatencies at automore  | nd mid  |
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| CO3         | 2     | 3                 | 1               | 1                          | Sar <b>u</b> | 1                       | 3             | 2           | 3        | 2          | 3         | 2        |  |  |  |
| CO4         | 2     | 3                 | 2               | 2                          | -            | 1                       | 2             | -           | -        | 2          | 3         | 2        |  |  |  |
| CO5         | 2     | 3                 | 2               | -                          | -            | 2                       | 2             | 2           | 3        | 1          | 2         | 3        |  |  |  |
| CO<br>(Avg) | 2.2   | 2.8               | 2               | 1.6                        |              | 1.4                     | 2.4           | 2           | 3        | 2.2        | 2.8       | 2.6      |  |  |  |

2: Moderate (Medium)





| UNIT I                 | ANALYTICAL DECISION MAKING   | 9      |
|------------------------|--|--------|
| embedding analytics, l | e of emerging business environment- Data as a strategic asset- analytical compete analytic in business process- Reporting / Descriptive Analytics, Modelling or Pred Data-Driven Strategies- analytics and business performance- building analytical cuends in analytics-review techniques and tools | ictive |
| UNIT II                | DATA WAREHOUSING   | 9      |
| OLAP Dat tools-Data    | epts of database-Introduction to data warehouse- Characteristics of DWH- OLTP Vs abases- Fact Table Vs Dimension Table- Concepts of Schemas- ETL and Reporting Cleaning, Data Integration and Transformation, Data Reduction-implementing for data warehouse- data marts-case studies                | 3      |
| UNIT III               | TRANSLATING BUSINESS CONTEXT   | 9      |
| defining m             | d science of understanding business contexts-stages of enhanced analytics capabilitie etrics- categories and levels of metrics- defining KPIs- linking the strategic outcome of KPI directories for different industry segments- aligning technologies in the analyses studies.                      | s and  |
| UNIT IV                | DATA ANALYSIS AND INTERPRETATION   | 9      |
| hybrid mod             | core KPIs- Review of data analytics techniques choice of techniques- developing a del with specific tools- sourcing data-validating data and models- using high-level and integrating with tools- case studies   | × 11   |
| UNIT V                 | ANALYTICS DELIVERY   | 9      |
|                        | core card and other performance management systems - Report design and developm lization -Dashboard - Business Activity Monitoring- case studies   | nent-  |
| Text Book              | (s)  |        |
| 1                      | Thomas H. Davenport; Jeanne G. Harris, Competing on Analytics: The New Science Winning, 2007   | ce of  |
| 2                      | Turban, Aronson, King, Sharda "Business Intelligence", Pearson Publications, 200   | 8      |
| Reference              | (s)  |        |
| 1                      | Analytics at Work: Smarter Decisions, Better Results Tom Davenport, Jeanne G. Harris, Robert Morison (February 2010)   |        |



|            | Regul | ation 2018  | 3        |                  | TVE –<br>PRENE<br>OPMEN |            |            | Т          | otal Hou | ırs    |         | 15     |
|------------|-------|-------------|----------|------------------|-------------------------|------------|------------|------------|----------|--------|---------|--------|
| Cate       | gory  | Course      | Code     |                  | Course                  | Name       |            | Но         | urs / We | eek    |         |        |
| F          | E     | PBA18       | 33E2     | BUSINE<br>AND TA |                         |            | TION       | <b>L</b> 3 | 0        | P 0    |         | C<br>3 |
| Cours      | e Obj | ective (s): | The pu   |                  |                         |            | e is to:   |            |          |        | 67      |        |
| 1          |       |             |          | rious forn       |                         |            |            |            |          |        |         |        |
| 2          |       | To prom     | ote an   | enterprise       | and sele                | ction of s | suitable f | orm of o   | rganizat | ion    |         |        |
| 3          | 5     |             |          | evant law        |                         |            |            |            |          |        |         | mo     |
| 4          |       |             |          | related as       |                         |            |            | - 4150 Oup | ,itui    |        |         |        |
|            | o Ont |             |          |                  |                         |            |            | 22011      |          | 1-1-1  | 0.01.40 |        |
|            | e Out | Clear le    |          |                  |                         |            | rners wi   | ll be able | e to:    |        | 1172-14 | Y BILL |
| 1          |       |             |          | of form o        |                         | zation     |            |            |          |        |         |        |
| 2          |       | Promotion   | n and re | gistration       |                         |            |            |            |          |        |         |        |
| 3          |       | Taxation :  | knowle   | dge in bus       | siness                  |            |            |            | 11.17    |        |         |        |
| 4          | 4.0   | Managing    | the fire | m properly       | y                       | ין כערום   | ne - ne    | 10 11      | مرطاط    |        |         |        |
| 5          | 2011  | Application | on of di | fferent tax      | in busin                | ness       |            |            |          |        |         |        |
| CO-PC      | ) Map |             | NV train |                  |                         |            | J.JET      |            |          |        | T ZES   |        |
| COS        |       |             |          |                  | P                       | os         |            | ileasti/ea |          | 112011 | PS      | Os     |
| COS        | PO1   | PO2         | PO3      | PO4              | PO5                     | PO6        | PO7        | PO8        | PO9      | PO10   | PSO1    | PSO2   |
| CO1        | 1     | 2           |          | 3                | -                       | 1          | 1.         | 2          | 3        | 2      | 3       | 3      |
| CO2        | 1     | 2           | 1        | 2                | -                       | 2          | 1          | 2          | 3        | -      | 3       | 3      |
| CO3        | 1     | 2           |          | 1                | 3                       | 2          | 3          | _          | _        | 2      | 3       | 2      |
| CO4        | 1     | 2           | 1        |                  | -                       | 1          | 1          | 3          | 3        | 2      | 3       | 3      |
| CO5        | 1     | 2           | 1        | -                | 3                       | 1          | 2          | 2          | 4115     |        |         |        |
|            |       | _           | -        |                  |                         | 1          |            | 2          | -        | 1      | 3       | 3      |
| CO<br>Avg) | 1     | 2           | 1        | 2                | 3                       | 1.4        | 1.6        | 2.2        | 3        | 1.7    | 3       | 2.8    |

2: Moderate (Medium)





| UNIT I  | FORMS OF BUSINESS ORGANISATION  | 9             |
|---|---|---------------|
| Nature and Companies  | l scope of Business, Forms of Business Organisation – Sole Trader, Partnership firms and Co-operative Societies – Public Enterprise.  | ıs,           |
| UNIT II   | LOCATION OF BUSINESS AND RAISING FUNDS  | 9             |
| Location o<br>Sources of<br>Merits and  | f Business – Factors influencing location, localization of industries- Size of forms, Finance – Shares, Debentures, Public Deposits, Bank Credit and Trade Credit – Re Demerits   | lative        |
| UNIT III  | STOCK EXCHANGE FUNCTIONS – EQUITY AND DEBT MANAGEMENT   | 9             |
| Stock Excl<br>Equity and  | nange - Functions — Procedure of Trading — Functions of SEBI — DEMAT of shares debt management - Trade Association-Chamber of Commerce  | -             |
| UNIT IV   | TAXATION I  | 9             |
|   | es – Deduction in total income. Wealth Tax Act – Definitions – Valuation of various   |               |
|   | es – Deduction in total income. Wealth Tax Act – Definitions – Valuation of various omputation of net wealth (Problems) – Exempted wealth  TAXATION II  | 9             |
| Assets – Co UNIT V VAT (Valu Identification Tax Act, Co Excisable g Prohibition               | TAXATION II  Le Added Tax) Meaning, Applicability, Coverage of goods under VAT, Tax Payers on Number (TIN) – Modes of charging sales tax – Levy of purchase tax. Central Salentral Excise Act, 1944 – Levy and Collection – Purpose of charging excise duty – goods – Concepts of manufacturer – Customs Act, 1962- Definitions, -Types of duty on importation and exportation of goods – Dutiable Goods U/S 26   | 9<br>s<br>les |
| Assets – Co UNIT V VAT (Valu Identification Tax Act, Co Excisable g Prohibition               | TAXATION II  Te Added Tax) Meaning, Applicability, Coverage of goods under VAT, Tax Payers on Number (TIN) – Modes of charging sales tax – Levy of purchase tax. Central Sa entral Excise Act, 1944 – Levy and Collection – Purpose of charging excise duty – goods – Concepts of manufacturer – Customs Act, 1962- Definitions, -Types of duty on importation and exportation of goods – Dutiable Goods U/S 26  (s)  | 9<br>s<br>les |
| Assets – Co UNIT V VAT (Valu Identification Tax Act, Co Excisable g Prohibition               | TAXATION II  Le Added Tax) Meaning, Applicability, Coverage of goods under VAT, Tax Payers on Number (TIN) – Modes of charging sales tax – Levy of purchase tax. Central Salentral Excise Act, 1944 – Levy and Collection – Purpose of charging excise duty – goods – Concepts of manufacturer – Customs Act, 1962- Definitions, -Types of duty on importation and exportation of goods – Dutiable Goods U/S 26   | 9<br>s<br>les |
| Assets – Co UNIT V VAT (Valu Identificatio Tax Act, Co Excisable g Prohibition                | TAXATION II  Te Added Tax) Meaning, Applicability, Coverage of goods under VAT, Tax Payers on Number (TIN) – Modes of charging sales tax – Levy of purchase tax. Central Sa entral Excise Act, 1944 – Levy and Collection – Purpose of charging excise duty – goods – Concepts of manufacturer – Customs Act, 1962- Definitions, -Types of duty on importation and exportation of goods – Dutiable Goods U/S 26  (s)  | 9<br>s<br>les |
| Assets – Co UNIT V VAT (Valu Identification Tax Act, Co Excisable g Prohibition Text Book 1 2 | TAXATION II  Te Added Tax) Meaning, Applicability, Coverage of goods under VAT, Tax Payers on Number (TIN) – Modes of charging sales tax – Levy of purchase tax. Central Salentral Excise Act, 1944 – Levy and Collection – Purpose of charging excise duty – goods – Concepts of manufacturer – Customs Act, 1962- Definitions, -Types of duty on importation and exportation of goods – Dutiable Goods U/S 26  (s)  Y.K.Bhushan – Business Organisation and Management – Sultan chand& sons  Shukla - Business Organisation and Management – S.Chand& Company Ltd., | 9<br>s<br>les |
| Assets – Co UNIT V  VAT (Valu Identificatio Tax Act, Co Excisable g Prohibition Text Book     | TAXATION II  Te Added Tax) Meaning, Applicability, Coverage of goods under VAT, Tax Payers on Number (TIN) – Modes of charging sales tax – Levy of purchase tax. Central Salentral Excise Act, 1944 – Levy and Collection – Purpose of charging excise duty – goods – Concepts of manufacturer – Customs Act, 1962- Definitions, -Types of duty on importation and exportation of goods – Dutiable Goods U/S 26  (s)  Y.K.Bhushan – Business Organisation and Management – Sultan chand& sons  Shukla - Business Organisation and Management – S.Chand& Company Ltd., | 9<br>s<br>les |



| Re          | gulat | ion 2018     |         | ELECTIVE ENTREP DEVELO | RENEU      |           |           | То         | tal Hour  | 'S         | 45         |      |
|-------------|-------|--------------|---------|------------------------|------------|-----------|-----------|------------|-----------|------------|------------|------|
| Catego      | rv    | Course C     | ode     |                        | Course N   | Vame      |           | Hou        | ırs / We  | ek         | _          |      |
| Cutego      | J     | Course C     |         |                        |            |           |           | L          | T         | P          | C          |      |
| E           |       | PBA183       | E3      | TEXTILI                | E MANA     | AGEME     | NT        | 3          | 0         | 0          | 3          |      |
| Course (    | Obje  | ctive (s): T | he pu   | rpose of lea           | arning th  | is course | is to:    |            |           |            |            |      |
| 1           |       | Know the     | busin   | ess skills th          | nat are ne | eeded to  | manage    | the texti  | le indust | ry.        |            |      |
| 2           |       | Learn abo    | ut ana  | lyzing prol            | blems in   | the texti | le Indust | try        |           |            |            |      |
| 3           |       | Manage 1     | orand   | ownership              |            |           |           |            |           |            |            |      |
| 4           |       | Design, m    | arket   | campaigns              | s, control | l and ma  | rketing s | trategy    |           |            |            |      |
| 5           |       | Gain prac    | tical k | nowledge a             | about Te   | xtile Ind | ustry, Fa | shion In   | dustry aı | nd Appare  | el industr | У    |
| Course (    | Outco | ome (s) (C   | Os): A  | At the end o           | of this co | urse, lea | rners wil | ll be able | e to:     |            |            |      |
| 1           |       | Understar    | nd the  | overview o             | of textile | industry  |           |            |           |            |            |      |
| 2           |       | Knows at     | out th  | ne segment             | of textile | e industr | y         |            |           |            |            |      |
| 3           |       | Gains kno    | owled   | ge about ap            | parel inc  | lustry    |           |            |           |            |            |      |
| 4           |       | Gains kno    | owled   | ge about fa            | shion inc  | dustry    |           |            |           |            |            |      |
| 5           |       | Practical    | expos   | ure about h            | ow to tra  | ade in ap | parel ind | lustry an  | d fashio  | n industry |            | -    |
| CO-PO N     | Mapp  | ing          |         |                        | -200       |           |           |            |           |            | Hall       |      |
| cos         |       |              |         |                        | P          | os        |           |            |           |            | PS         | Os   |
|             | PO1   | PO2          | PO3     | PO4                    | PO5        | PO6       | PO7       | PO8        | PO9       | PO10       | PSO1       | PSO2 |
| CO1         | 1     | 2            |         | 3                      |            | 1         | 1         | 2          | 3         | 2          | 3          | 3    |
| CO2         | 1     | 2            | 1       | 2                      |            | 2         | 1         | 2          | 3         | -          | 3          | - 3  |
| CO3         | 1     | 2            | (=      | 1                      | 3          | 2         | 3         | (*)        |           | 2          | 3          | 2    |
| CO4         | 1     | 2            | 1       | 9                      |            | 1         | 1         | 3          | 3         | 2          | 3          | 3    |
| CO5         | 1     | - 2          | 1       | -                      | 3          | 1         | 2         | 2          | -         | 1          | 3          | 3    |
| CO<br>(Avg) | 1     | 2            | _1_     | 2                      | 3          | 1.4       | 1.6       | 2.2        | 3         | 1.7        | 3          | 2.8  |
|             |       | l 4 (I arri) |         |                        | /Lodowat   |           | L         |            | 1 0 1     | tantial (H |            |      |

2: Moderate (Medium)



#### UNIT I OVERVIEW OF THE TEXTILES INDUSTRY

9

Overview of the textiles industry- Overview of global and Indian textile industry -Nature, size, structure and trade of various sectors of the industry - Evolution and Growth - Employment prospects-supporting institutions and organizations-Trade promotion services (AEPC, CMAI, PEXCIL, etc.)- Handloom and Handicrafts Development Corporation, Silk Board, KVIC, CCIC, NIFT, IIT, NID -Textile research associations- Textile Committee, etc.

#### UNIT II | SEGMENTS OF THE TEXTILE INDUSTRY

C

Major segments of the Textile industry-Organized textile sector- Decentralized sector Handloom and power loom sector- Cotton and man-made filament yarn industry-Woolen textile industry-Sericulture-Other fibers

# UNIT III APPAREL INDUSTRY

9

Apparel industry in India-Overview of global and Indian apparel industry-History and its development in recent years- Size and nature of the industry-Regional features and structure of the industry-Small and medium scale enterprises- design studios, organized sector.

#### UNIT IV FASHION INDUSTRY

9

Fashion Industry-Fashion overview- Fashion trade-Nature and sectoral overview of the fashion industry- Fashion retailing- retail stores, Department stores, boutiques, chain stores, discount stores, factory outlets, e-tailing etc- Role of professionals in the fashion industry.

#### UNIT V TRADE IN APPAREL AND TEXTILES

9

Trade in Apparel and Textiles-Opportunities and Challenges- Export and Import- Indian apparel export and important product category- Domestic market and domestic brands-Export Promotion Councils of India.

| Reference | ce (s)  |
|-----------|---|
| 1         | Compendium of Textiles Statistics, Textile Commissioner, Govt. of India.  |
| 2         | Jung E. Ha-Brookshire, Global Sourcing In The Textile And Apparel Industry, 2017  |
| 3         | Han, H. and the Staff of Vault, Vault Career Guide to the Fashion Industry: Step into a fashionable career with insider advice, 2nd Edition, Vault Inc., USA, 2003. |
| 4         | Jarnow, J. A., Guerreiro, M. & Judelle, B., Inside the Fashion Business, John Wiley, USA, 1981.   |



| Re       | egula | tion 2018     | F        | ELECTI<br>ENTREP<br>DEVELO | PRENEU       |             |            | Tota       | al Hour    | S         | 4:    | 5      |
|----------|-------|---------------|----------|----------------------------|--------------|-------------|------------|------------|------------|-----------|-------|--------|
| Catego   | rv    | Course C      | Code     |                            | Course I     | Name        |            | Hou        | rs / Wee   | k         |       | r Fr   |
|          | - J   |               |          |                            |              |             |            | L          | T          | P         | C     |        |
| E        |       | PBA183        | E4 I     | DESIGN                     | THINK        | ING         |            | 3          | 0          | 0         | 3     | Y      |
| Course   | Obje  | ective (s): T | he purp  | ose of lea                 | arning th    | is course   | is to:     |            |            |           |       |        |
| 1        |       | Introduce     | key ten  | ets of des                 | sign thin    | king        |            |            |            |           |       |        |
| 2        |       | Involve st    | udents i | n researc                  | h to und     | erstand tl  | ne users i | for the de | esigned e  | environm  | ent   |        |
| 3        |       | Involve st    | udents i | n researc                  | h to und     | erstand tl  | ne proble  | m for the  | e design   | ed enviro | nment |        |
| 4        |       | Build a rig   | gorous a | ınd idea a                 | and conc     | epts for d  | lesign     |            |            |           |       |        |
| 5        | l e   | Involve st    | udents i | n testing                  | and resu     | ılts interp | retation   | for attain | ing the e  | end goal  |       |        |
| Course ( | Outo  | come (s) (C   | Os): At  | the end                    | of this co   | ourse, lear | ners will  | be able    | to:        |           |       | i i a  |
| 1        |       | Know the      | concept  | t and imp                  | ortance      | of design   | thinking   |            |            |           |       | EIO II |
| 2        |       | Understan     | d the cu | stomers                    | and gain     | deep ins    | ights abo  | ut users   |            |           |       |        |
| 3        |       | Identify do   | efine an | d reframe                  | e probler    | ns          |            |            |            |           |       |        |
| 4        |       | Generate i    | deas an  | d concep                   | ts that ar   | e more e    | ffective t | han those  | e that alr | eady exi  | st    |        |
| 5        |       | Conduct u     |          |                            |              |             |            |            |            |           |       |        |
| CO-PO    | Man   | 1             | SCI TOST | and rosa                   | its interp   |             |            | ing the ci | на дош     |           |       | 100    |
|          |       | p.m.g         |          |                            | F            | os          |            | E B L - II |            |           |       | PSOs   |
| cos      | PO    | 1 PO2         | PO3      | PO4                        | PO5          | PO6         | PO7        | PO8        | PO9        | PO10      | PSO1  | PSO2   |
| CO1      |       | 3             | -,       | 3                          |              | -,          |            | . 1        |            | 2         | 3     | 2      |
| CO2      | 1     | 3             | 1        | 2                          |              | 1           | 2          | 2          | 1          | 3         | 3     | 3      |
| CO3      | 3     | 3             | 3        | 2                          | -            | 3           | 3          | 3          |            | 3         | 3     | 3      |
| CO4      | 3     | 3             | 3        | 2                          | N <b>=</b> : | 3           | 3          | 3          |            | 3         | 3     | 3      |
| CO5      | 3     | 3             | 3        | 2                          |              | 3           | 3          | 3          | 3          | 3         | 3     | 3      |
| CO (Avg) | 2.5   | 5 3           | 2.5      | 2.2                        |              | 2.5         | 2.7        | 2.7        | 2          | 2.8       | 3     | 2.8    |

2: Moderate (Medium)

3: Substantial (High)

| UNIT I                    | AN INTRODUCTION TO THE DESIGN THINKING  | 9        |
|---------------------------|---|----------|
|                           | for Creative and Design Thinking, Mental Models of Creativity- Creating Better Buble Loop Framework   | usiness  |
| UNIT II                   | HUMAN- CENTERED DESIGN & ACHIEVING DEEP CUSTOMER UNDERSTANDING  | 9        |
| Identify an<br>Understand | d Understand What Customers -Target Users- Techniques for Achieving Deep Culing   | stomer   |
| UNIT III                  | IDENTIFYING OPPORTUNITY AREAS: PROBLEM FRAMING & DEFINITION   | 9        |
| Customer 1                | Powerful Cognitive Mechanism- Problem Frames and Informed by Insights —Dee Understanding, Reshape Problem Frames to Open Up New Paths for Thinking, Reand Identify Areas of Opportunity |          |
| UNIT IV                   | IDEA GENERATION & CONCEPT DEVELOPMENT   | 9        |
| UNIT V                    | TEST STAGE IN DESIGN PROCESS  | 9        |
| Results, No<br>Solution.  | on to Testing, Conducting a User Test - Guidelines for Test Planning, Improving Tegative Feedback and Interpretation, The End Goal- Desirable, Feasible and Viable                      | est<br>e |
| Reference                 |   |          |
| 1                         | Nigel Cross, Design Thinking, BERG Publishing, 2011   |          |
| 2                         | Brown Tim, Change By Design, 2018   |          |
| 3                         | Patrick Van Der Pijl, Justin Lokitz, Lisa Kay Solomon Design a Better Busines Tools, Skills, and Mindset for Strategy and Innovation, Wiley, 2016                                       | s: New   |
| 4                         | Tim Brown, Change by Design: How Design Thinking Transforms Organization Inspires Innovation, Harper Collins, 2009  | ns and   |



|                        | Regi        | lation 20   | 18              | ENTR      | TIVE –<br>EPREN<br>LOPMI | EURSH           | IP          |            | Fotal Ho | ours      |            | 45       |
|------------------------|-------------|-------------|-----------------|-----------|--------------------------|-----------------|-------------|------------|----------|-----------|------------|----------|
| C                      | ategory     | Cours       | e Code          |           | Cours                    | e Name          |             | H          | ours / V | Veek      |            |          |
|                        | E           | DDA         | 183E5           | EXPO      |                          | NAGEM           | <b>ENT</b>  | L          | Т        | P         |            | C        |
| Con                    |             |             |                 | AND       | OCUM                     | ENTAT           | ION         | 3          | 0        | 0         |            | 3        |
| Cot                    |             | jective (s) |                 |           |                          |                 |             |            |          |           |            |          |
|                        | 1           | Acqua       | int the st      | udent wi  | th the Ex                | xport and       | Import      | policies a | and proc | edures    |            |          |
|                        | 2           | Highli      | ght about       | various   | authorit                 | ioc of the      |             |            |          | nization, | commod     | ity, Bo  |
|                        | 3           | Unders      | stand the       | various   | incentive                | es and fac      | cilities of | ffered to  | exporter | S         |            | +=       |
|                        | 4           |             | arize with      |           |                          |                 |             |            |          |           | 1          |          |
|                        | 5           |             | tand the        |           |                          |                 |             |            |          |           |            |          |
| Cour                   | se Out      | come (s) (  | COs): A         | t the end | of this                  | Pource le       | ases        |            |          |           |            |          |
|                        | 1           | Understa    | and the in      | nternatio | nal tradi                | ng envire       | arners w    | III be abl | e to:    |           |            |          |
| 2                      |             |             | export an       |           |                          |                 | nment a     | nd practi  | ces      |           |            |          |
| 3                      |             |             |                 |           |                          |                 |             |            |          |           |            |          |
| J                      |             | Ondersia    | and the pr      |           |                          | zing exp        | ort proce   | eeds       |          |           |            |          |
|                        |             | -           |                 |           |                          |                 |             |            |          |           |            |          |
| 4                      |             | Impleme     | nt the ex       | port forn | nalities                 |                 |             |            |          |           |            | -        |
| 5                      |             | To differ   |                 |           |                          | types of 6      |             | ouses      |          |           |            |          |
| 5                      | О Мар       | To differ   |                 |           |                          | types of e      |             | ouses      |          |           |            |          |
| 5                      |             | To differ   |                 |           | ifferent 1               | types of e      |             | ouses      |          |           | PS         | Oe.      |
| 5<br><b>O-P</b>        |             | To differ   |                 |           | ifferent 1               |                 |             | ouses PO8  | P09      | PO10      | PSO        |          |
| 5<br><b>O-P</b>        | О Мар       | To differ   | entiate be      | etween d  | ifferent                 | Pos             | export ho   |            | PO9      | PO10      | PSO1       | PSO2     |
| 5<br>O-P               | O Map       | To differ   | PO3             | PO4       | ifferent                 | Pos PO6         | PO7         | PO8        | -        | 1         | PSO1       | PSO2     |
| 5<br>O-P<br>OS         | O Map       | To differ   | PO3             | PO4       | PO5 2                    | Pos Po6 1 2     | PO7         | PO8        |          | 2         | PSO1 3     | PSO2     |
| 5 O-P(O-P) OS O1 O2 O3 | PO1         | PO2 1 2     | PO3 1 3         | PO4       | PO5 2 2                  | Pos Pos 1 2 1   | PO7         | PO8        | -        | 1         | PSO1       | PSO2     |
| 5 O-Pe cos             | PO1 1 2 1 2 | PO2 1 2 1 2 | PO3  1  3  1  2 | PO4       | PO5 2                    | Pos Pos 1 2 1 1 | PO7         | PO8        |          | 2         | PSO1 3     | PSO2 2 3 |
| 5 O-P(O-P) OS O1 O2 O3 | PO1 1 2 1   | PO2 1 2     | PO3 1 3         | PO4       | PO5 2 2                  | Pos Pos 1 2 1   | PO7         | PO8        | -        | 2         | PSO1 3 3 3 | PSO2 2 3 |

2: Moderate (Medium)



#### UNIT I PRELEMINARIES FOR EXPORTS AND IMPORTS Definition of Export - Classification - Strategy and Preparation for Export Marketing - An Overview: Nature, importance and scope; Environmental analysis - economic, geographic, sociocultural, commercial, legal and political environments.- Export Marketing Organizations -Registration Formalities - IEC, RCMC, EPC, Central Excise - Categories of Export- Export Licensing - Selection of Export Product - Identification of Markets - Methods of Exporting -Pricing Quotations - Payment Terms - Letter of Credit- Foreign Trade Policy - Highlights - Special Focus Initiatives - Liberalization of Imports - Negative List for Imports - Categories of Importers -Special Schemes for Importers **EXPORT IMPORT DOCUMENTATION** UNIT II Aligned Documentation System - Commercial Invoice - Shipping Bill - Certificate of Origin -Consular Invoice - Mate's Receipt - Bill of Lading - GR Form - ISO 9000 - Procedure for obtaining ISO 9000 - BIS 14000 Certification - Types of Marine Insurance Policies. Import Documents - Transport Documents - Bill to Entry - Certificate of Inspection - Certificate of Measurements - Freight Declaration UNIT III **EXPORT PROCEDURE** Steps in Export Procedure -Shipment & Transport - Sea, Air, Rail, Road, Pipeline - Export Contract - Forward Cover - Export Finance - Institutional framework for Export Finance - Excise Clearance - Pre-shipment Inspection - Methods of Pre-shipment Inspection - Marine Insurance - Role of Clearing and Forwarding Agents - Shipping and Customs Formalities - Customs EDI System -Negotiation of Documents - Realization of Exports Proceeds- Excise clearance Benefit / Rebate-Income Tax Benefit UNIT IV IMPORT PROCEDURE Pre-Import Procedure - Steps in Import Procedure - Legal Dimensions of Import Procedure -Customs Formalities for Imports - Warehousing of Imported goods - Exchange Control Provisions for Imports - Retirement of Export Documents UNIT V INSTITUTIONAL FRAMEWORK FOR EXPORTS AND IMPORTS 9 Overview of various export promotion schemes - Duty Drawback- Advance License - Remission Scheme - DEPB Scheme - Export Promotion Capital Goods Scheme - Diamond & Jewellery, Agricultural & Pharmaceutical product exports promotion scheme - Export of Principal Commodities in India - SEZ, EHTP,STP & EOU's, Types of Export Houses - Deemed Exports -ASIDE - MAI & MDA - Star Export Houses - Town of Export Excellence - EPCG Scheme -Incentives for Exporters. Export Promotion Councils-Commodity Boards - FIEO - IIFT - ITPO -Text Book (s) Handbook of Import-Export Procedures - Ministry of Commerce, -, Government of 1 India, New Delhi Francis Cherunilam, International Business: Text and Cases (English) 5th Edition, PHI 2 Learning Pvt ltd, New Delhi Reference (s) Nabhi'S New Import Export Policy & Procedures Vol 2 EXIM Policy & Handbook of EXIM Procedure - Vol I & II 2 Mahajan M.I., Exports - Do it Yourself, Snow White Publications, New Delhi, 2015 3 4 GOPAL C RAMA, EXPORT IMPORT, New Age International Pvt. Ltd. 2019 Hill and Jain, International Business - SIE (English) 6th Edition Tata Niegraw Hill 5 **Education Private Limited**

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| 4          |        | Create th  | e value   | for the sh              | areholde  | ers and of   | ther stake | e holders  |            |           |           |      |
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| CO4        | 1      | 1          |           |                         |           | 1            | 2          | 2          |            | 2         | 3         | 3    |
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2: Moderate (Medium)



| UNIT I     | INTRODUCTION TO FINANCIAL REPORT  | 9      |
|------------|---|--------|
| Sheet - I  | on - Annual Report - Contents - Chairman and Director Speech - Preparation of Encome Statement - Annexure to Income Statement and Balance Sheet - Se (IAS 14) - International Financial Reporting Standards (IFRS)                        |        |
| UNIT II    | READING THE REPORTS   | 9      |
| Intra firm | nd Income Statement and Balance Sheet - Comparative Statement Analysis - Intanalysis - Common Size Statements - Computation and Interpretation of According to the window dressing - Source of finance analysis                           |        |
| UNIT III   | BUSINESS PERFORMANCE ANALYSIS   | 9      |
| Earnings F | of Performance — Operating Performance — ROI, ROE, ROTA, Operating Profit Mo<br>Per Share — Corporate liquidity — Cash Cycle — Measures of liquidity - Short term —<br>strength — Cash flow statement                                     | odel,  |
| UNIT IV    | CORPORATE VALUE ANALYSIS  | 9      |
| - Growth   | Valuation – Share Value – Financial leverage – Market to Book ratio – Growth Anequilibrium – Application to acquisitions – Investment Ratios – Present Value and ate of Return – Shareholder Value Added (SVA) - Market Value Added (MVA) | alysis |
| UNIT V     | REPORTING TO MANAGEMENT   | 9      |
| Balance So | of a Good Report – Classification of Reports – Guiding Principles for three level – core Card – a performance measure – Analysis of Fixed Assets – Historical Cost g and Current Cost Accounting  |        |
| Text Book  | x (s)   |        |
| 1          | Khan, Jain, Management accounting: Text, Problems and Cases, Tata McGraw H 2010   | ill,   |
| 2          | PeddinaMohana Rao, Financial Statement Analysis and Reporting, PHI,2011   |        |
| Reference  | (s)   |        |
| 1          | S.N. Maheshwari, Accounting for Management, Vikas Publication, 2018   |        |
| 2          | Srinivasan N.P & Sakthivel Murugan. M, Accounting for Management, S Chand Company, New Delhi, 2010  | &      |
| 3          | Sharma Shashi K Gupta, Management Accounting: Principles and Practice, Kaly Publishers, New Delhi, 2017   | ani    |



|            | Regu     | lation 201 | 8         | ELECT<br>ENTRI<br>DEVEI | TIVE –<br>EPRENE<br>LOPME | EURSHI<br>NT | P          | 1          | otal Ho    | urs            |      | 45         |
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| 3          |          | Analyze    | on differ | ent impor               | rt proced                 | ures         |            |            |            | -              |      |            |
| 4          | -        | Evaluate   | different | funding                 | source                    |              |            |            |            |                |      |            |
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|  | INTRODUCTION TO SMALL BUSINESS AND MANGEMENT   | 9            |
|--|--|--------------|
| Evolution<br>Importanc   | and development of Small Business, Definition and concept of Small Business, e of Small Business, Small business   | 9            |
| UNIT II  | MANAGERIAL ASPECTS OF SMALL BUSINESS   | 9            |
|  | es to marketing, Core concept of marketing, Assessment of needs & wants of custoding buyer behaviour, Competitor analysis, Marketing strategy, Market segment analysis, Pricing strategies, Marketing channels, advertising & sales promotion  | omers,       |
| UNIT III   | TECHNICAL ASPECTS OF SMALL BUSINESS  | 9            |
| for Imports  | Procedure – Steps in Import Procedure – Legal Dimensions of Import Procedure – crmalities for Imports – Warehousing of Imported goods – Exchange Control Provis – Retirement of Export Documents  FINANCIAL ASPECTS OF SMALL BUSINESS  | UJIPE 5.     |
| strategies. I  | funding, Cost and benefits of various funding options, Assessment of investment  | 9            |
| funds flow   | entory, receivables management, Financial statement - balance sheet, profit & loss A & cash flow statements. Financial statement analysis, Strategicians   | ment<br>A/c, |
| funds flow   | entory, receivables management. Financial statement of the statement of th | ment A/c,    |
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| 5<br>CO-PO Mapp  | Know the  |  |  |   |  |  |  | equity                           | mms and            | d venture | capita |
| 5<br>CO-PO Mapp  |   | e concep   | ot and imp   | portance  | of busine  | ess mode   | el   |                                  |                    |           |        |
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## UNIT I STARTUP VENTURES - AN OVERVIEW Entrepreneur vs Startup Founder - Startups - Definition - Evolution - Startup Culture - Startup Business Partnering - Co-founders - Startup Investing - Crowd Funding - Seed invest - Circle up -Internal Startups - Restarters - Famous Indian Start-ups: Snapdeal - Ola - Flip cart - Big basket -Paytm - Quikr - Nearby - Smart Air Trip - Loginext **UNIT II** FUNDING OF STARTUP VENTURES Private Equity - Meaning - Private Equity Investment Process - Private Equity Firms in India -Angel Investors - How to Approach Angel Investor - Angel Investment Funding Process - Top Angel Investors on India: Sunil Karla - Sharad Sharma - Rajan Anandan - Krishnan Ganesh -Anupa Mittal - Online Crowd Funding Platforms in India - Ketto - Start51 - Wishberry - Bit Giving – The Hot Start – Fund Dreams India UNIT III LEGAL ASPECTS OF STARTUPS FUNDING 9 Private Equity Investment in India - Legal Framework - Provisions of FEMA, 1999 - SEBI Act, 1992 - SEBI (AIF) Regulation 2012 - FDI Policy of FIPB - Constitution of PE Firms: Trust - LLP - Company Exist Route for PE Firms - SEBI Guidelines for Angel Investments in India UNIT IV | INTRODUCTION TO BUSINESS LAUNCH PAD Business Model Generation - 9 Building Blocks - Business Model Canvas - Hypotheses -Minimum Feature Set - Constituents of Successful Business Model Value Proposition and Customer Segments: Identified Product/ Service, its Need, Competition, Market Type-Assumptions- Customers and Means Of Reaching them **UNIT V** BUILDING BLOCKS OF BUSINESS MODEL CANVAS 9 Market Test and Experimentation: Creating End User Demand - Evangalism vs Existing Need -Marketing Channel - Direct and Indirect - OEM - B to B Vs B To C - Minimum Viable Business -Revenue Model - Revenue Streams - Partners - Strategic Alliances - Joint Ventures Buyers and Suppliers - Resources and Cost Structure - Pitch Clinic Text Book (s) Sharma J.C, Venture Capital Financing in India, Sage Publications, 2013 Jeff Madura, Financing Markets and Institutions, Cengage Learning, 2008 2 Peter Ryan, How Venture Capital Work, Rosen Publishing Group, 2012 3 Reference (s) Eric Ries, The Lean Startup, Penguin, 2011 Steve Black and Bob Dorf, The Startup Owner's Manual, K&S Ranch, 2012 2 Saras D. Sarasvathy, Effectuation: Elements of Entrepreneurial Expertise (New Horizons in Entrepreneurship Series), Edward Elgar, 2009 3 Stuart Read, Saras Sarasvathy, Nick Dew and Robert Wiltbank, Effectual 4 Entrepreneurship, 2<sup>nd</sup> Edition, Routledge, 2016

Approved By Board of Management Studies

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