

# **KNOWLEDGE INSTITUTE OF TECHNOLOGY**

**(An Autonomous Institution)**

Approved by AICTE, Affiliated to Anna University, Chennai.  
Accredited by NBA (CSE, ECE, EEE & MECH), Accredited by NAAC with 'A' Grade  
KIOT Campus, Kakapalayam (PO), Salem-637504, Tamil Nadu, India.



*Beyond Knowledge*

## **MBA Regulations 2023**

### **MASTER OF BUSINESS ADMINISTRATION**

#### **Curriculum and Syllabi**

**(For the Students Admitted from the Academic Year 2023-24 Onwards)**

**Version: 1.0**

**Date: 09/09/2023**



**KNOWLEDGE INSTITUTE OF TECHNOLOGY (AUTONOMOUS),  
SALEM-637504**

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**TABLE OF CONTENTS**

<b>S.NO</b>	<b>CONTENTS</b>	<b>PAGE NO.</b>
1	VISION, MISSION, PEOs	1
2	POs, PSOs	1-2
3	CURRICULUM STRUCTURE FOR SEMESTER I	3
4	SPECIAL ELECTIVES AND NOMENCLATURE	6
5	SEMESTER - I - (MB23MA101 & MB23GM301to MB23PT701)	7-22
6	SPECIAL ELECTIVE SUBJECTS (MB23SE601to MB23SE611)	23-44



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**MBA REGULATIONS 2023 (R2023)**

**CHOICE BASED CREDIT SYSTEM AND OUTCOME BASED EDUCATION**

**MASTER OF BUSINESS ADMINISTRATION**

**VISION OF THE INSTITUTE**

- To be a world class institution to impart value and need based professional education to the aspiring youth and carving them into disciplined world class professional who have the quest for excellence, achievement orientation and social responsibilities.

**MISSION OF THE INSTITUTE**

<b>A</b>	To promote academic growth by offering state-of art undergraduate, postgraduate and doctoral programs and to generate new knowledge by engaging in cutting –edge research
<b>B</b>	To nurture talent, Innovation entrepreneurship, all-round personality and values system among the students and to foster competitiveness among students
<b>C</b>	To undertake collaborative projects which offer opportunities for long-term interaction with academia and industry
<b>D</b>	To pursue global standards of excellence in all our endeavors namely teaching, research, consultancy, continuing education and support functions.

**VISION OF THE DEPARTMENT**

To produce global leaders to manage enterprise in a challenging and highly competitive world through incorporation of domain expertise coupled with high ethical standards.


**MISSION OF THE DEPARTMENT**

<b>M1</b>	Developing analytical, problem solving and decision making skills for managing change.
<b>M2</b>	Nurturing leadership traits through continuous industry interaction and industry sponsored centers of excellence.
<b>M3</b>	Providing best management education through domestic and international collaborations leading to better cross cultural skills
<b>M4</b>	Facilitation by faculty who are thought leaders by their indulgence in intensive research and industrial consultancy.

**PROGRAM EDUCATIONAL OBJECTIVES(PEOs)**

<b>PEO1</b>	Graduates to be imparted with fundamental and specialized skills, in order to manage Enterprises that operate in an arena of complexity.
<b>PEO2</b>	Graduates to be nurtured with good leadership and learning, through faculty who are Thought leaders and being exposed to the scope of continuous industry.
<b>PEO3</b>	Graduates to be equipped to pursue the opportunities beyond the level of resources Available, to explore, new ventures in entrepreneurship and sustainable innovation.

<b>PROGRAM OUTCOMES (POs)</b>	
<b>PO1</b>	Apply knowledge of management theories and practices to solve business problems.
<b>PO2</b>	Foster analytical and critical thinking abilities for data- based decision making.
<b>PO3</b>	Ability to develop value based leadership ability.
<b>PO4</b>	Ability to understand, analyze and communicate global, economics, legal and ethical aspects Of business.
<b>PO5</b>	Ability to lead themselves and others in the achievement of organizational goals, contributing Effectively to a team environment.
<b>PO6</b>	Ability to apply professional ethics and enhance business quality through lifelong learning.

	<b>KNOWLEDGE INSTITUTE OF TECHNOLOGY, SALEM (AUTONOMOUS)</b>									Version: 1.0	
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	Kakapalayam (PO), Salem – 637 504					<a href="http://www.kiot.ac.in">www.kiot.ac.in</a>					
<b>MBA CURRICULUM - 2023</b> <b>CHOICE BASED CREDIT SYSTEM AND OUTCOME BASED EDUCATION</b>											
<b>Courses of Study and Scheme of Assessment</b>											
Sl. No.	Course Code	Course Title	Periods / Week						Maximum Marks		
			CAT	CP	L	T	P	C	CIA	ESE	Total
<b>SEMESTER I</b>											
<b>THEORY</b>											
1	MB23MA101	Statistics for Management	FC	4	3	1	0	4	40	60	100
2	MB23GM301	Management Concepts and Organizational Behavior	PC	3	3	0	0	3	40	60	100
3	MB23GM302	Managerial Economics	PC	3	3	0	0	3	40	60	100
4	MB23GM303	Accounting for Managerial Decisions	PC	4	3	1	0	4	40	60	100
5	MB23GM304	Business Law	PC	3	3	0	0	3	40	60	100
6	MB23GM305	Entrepreneurship Development	PC	3	3	0	0	3	40	60	100
7	MB23GM306	Universal Human Values and Ethics	MC	3	3	0	0	3	40	60	100
<b>SPECIAL ELECTIVE / EMPLOYABILITY ENHANCEMENT COURSES</b>											
8	MB23PT701	Professional Skill Development –I	EEC	4	0	0	4	2	100	0	100
9		Special Elective (Self Study*)	SE	2	2	0	0	2	40	60	100
		<b>Total</b>	<b>9</b>	<b>29</b>	<b>23</b>	<b>2</b>	<b>4</b>	<b>27</b>	<b>420</b>	<b>480</b>	<b>900</b>
<b>SEMESTER II</b>											
<b>THEORY</b>											
1	MB23MA102	Quantitative Techniques	FC	4	3	1	0	4	40	60	100
2	MB23GM307	Financial Management for Decision Making	PC	3	3	0	0	3	40	60	100
3	MB23GM308	Human Resource Management	PC	3	3	0	0	3	40	60	100
4	MB23GM309	Operations Management	PC	3	3	0	0	3	40	60	100
5	MB23GM310	Business Research Methods	PC	3	3	0	0	3	40	60	100
6	MB23GM311	Marketing Management	PC	3	3	0	0	3	40	60	100
7	MB23GM312	Business Analytics and Information Systems	PC	3	3	0	0	3	40	60	100
<b>SPECIAL ELECTIVE / EMPLOYABILITY ENHANCEMENT COURSES / PRACTICALS</b>											
8	MB23PT702	Data analysis and Business Modelling (Laboratory)	PC	4	0	0	4	2	60	40	100
9	MB23PT703	Professional Skill Development –II	EEC	4	0	0	4	2	100	0	100
10		Special Elective (Self Study*)	SE	2	2	0	0	2	40	60	100
		<b>Total</b>	<b>10</b>	<b>32</b>	<b>23</b>	<b>01</b>	<b>08</b>	<b>28</b>	<b>480</b>	<b>520</b>	<b>1000</b>
<b>SEMESTER III</b>											
<b>THEORY</b>											
1	MB23GM313	International Business Management	PC	3	3	0	0	3	40	60	100
2	MB23GM314	Strategic Management	PC	3	3	0	0	3	40	60	100
3		Elective –I	PE	3	3	0	0	3	40	60	100
4		Elective –II	PE	3	3	0	0	3	40	60	100
5		Elective –III	PE	3	3	0	0	3	40	60	100

6		Elective –IV	PE	3	3	0	0	3	40	60	100	
7		Elective –V	PE	3	3	0	0	3	40	60	100	
8		Elective –VI	PE	3	3	0	0	3	40	60	100	
<b>EMPLOYABILITY ENHANCEMENT COURSES</b>												
9	MB23PT704	Professional Skill Development – III	EEC	4	0	0	4	2	100	0	100	
10	MB23PT705	Summer Internship	EEC	0	0	0	0	2	100	0	100	
		<b>Total</b>		<b>10</b>	<b>28</b>	<b>24</b>	<b>0</b>	<b>04</b>	<b>28</b>	<b>520</b>	<b>480</b>	<b>1000</b>
<b>SEMESTER IV</b>												
<b>PRACTICALS</b>												
1	MB23PW801	Project Work	PW	24	0	0	24	12	40	60	100	
		<b>Total</b>		<b>01</b>	<b>24</b>	<b>0</b>	<b>0</b>	<b>24</b>	<b>12</b>	<b>40</b>	<b>60</b>	<b>100</b>

<b>SUMMARY</b>							
Si. No.	Course Category	Credits per Semester				Credits	Credit %
		I	II	III	IV		
1	FC	4	4	0	0	8	8.42
2	MC	3	0	0	0	3	3.15
3	PC	15	21	6	0	42	44.21
4	PE	0	0	18	0	18	18.96
5	SE	2	2	0	0	04	04.21
6	EEC	2	2	4	0	8	8.42
7	PW	0	0	0	12	12	12.63
<b>Total Subjects</b>		<b>09</b>	<b>10</b>	<b>10</b>	<b>01</b>	<b>95</b>	<b>100</b>
<b>Total Credits</b>		<b>26</b>	<b>29</b>	<b>28</b>	<b>12</b>		

Master of Business Administration (MBA)											
Courses of Study and Scheme of Assessment (Regulations 2023)											
Sl. No	Course Code	Course Title	Periods / Week						Maximum Marks		
			CAT	CP	L	T	P	C	CIA	ESE	Total
<b>SEMESTER III ( Professional Electives – Marketing )</b>											
<b>THEORY</b>											
1	MB23MM501	Consumer Behaviour	PE	3	3	0	0	3	40	60	100
2	MB23MM502	Brand Management	PE	3	3	0	0	3	40	60	100
3	MB23MM503	Retail Management	PE	3	3	0	0	3	40	60	100
4	MB23MM504	Customer Relationship Management	PE	3	3	0	0	3	40	60	100
5	MB23MM505	Integrated Marketing Communication	PE	3	3	0	0	3	40	60	100
6	MB23MM506	Business to Business Marketing	PE	3	3	0	0	3	40	60	100
<b>SEMESTER III ( Professional Electives – Finance )</b>											
1	MB23FM501	Security Analysis and Portfolio Management	PE	3	3	0	0	3	40	60	100
2	MB23FM502	Financial Markets	PE	3	3	0	0	3	40	60	100
3	MB23FM503	Banking and Financial Services	PE	3	3	0	0	3	40	60	100
4	MB23FM504	Financial Derivatives	PE	3	3	0	0	3	40	60	100
5	MB23FM505	Financial Modelling	PE	3	3	0	0	3	40	60	100
6	MB23FM506	International Finance	PE	3	3	0	0	3	40	60	100
<b>SEMESTER III ( Professional Electives – Human Resource Management )</b>											
1	MB23HR501	Strategic Human Resource Management	PE	3	3	0	0	3	40	60	100
2	MB23HR502	Industrial Relations and Labour Legislations	PE	3	3	0	0	3	40	60	100
3	MB23HR503	Organizational Design, Change and Development	PE	3	3	0	0	3	40	60	100
4	MB23HR504	Negotiation and conflict Management	PE	3	3	0	0	3	40	60	100
5	MB23HR505	Reward and Compensation Management	PE	3	3	0	0	3	40	60	100
6	MB23HR506	International Human Resource Management	PE	3	3	0	0	3	40	60	100
<b>SEMESTER III ( Professional Electives – Operations Management )</b>											
1	MB23OM501	Lean Six Sigma	PE	3	3	0	0	3	40	60	100
2	MB23OM502	Project Management	PE	3	3	0	0	3	40	60	100
3	MB23OM503	Services Operations Management	PE	3	3	0	0	3	40	60	100
4	MB23OM504	Supply Chain and Logistics Management	PE	3	3	0	0	3	40	60	100
5	MB23OM505	Supply Chain Analysis	PE	3	3	0	0	3	40	60	100
6	MB23OM506	Total Quality Management	PE	3	3	0	0	3	40	60	100
<b>SEMESTER III ( Professional Electives – Business Analytics)</b>											
1	MB23BA501	Data Mining for Business Intelligence	PE	3	3	0	0	3	40	60	100
2	MB23BA502	Deep Learning and Artificial Intelligence	PE	3	3	0	0	3	40	60	100
3	MB23BA503	Social Media Web Analytics	PE	3	3	0	0	3	40	60	100
4	MB23BA504	E-Business Management	PE	3	3	0	0	3	40	60	100
5	MB23BA505	Enterprise Resource Planning	PE	3	3	0	0	3	40	60	100
6	MB23BA506	Information Security Management / Software Project Management	PE	3	3	0	0	3	40	60	100

Special Electives*											
			CAT	CP	L	T	P	C	CIA	ESE	Total
1	MB23SE601	Fundamentals of Marketing	SE	2	2	0	0	2	40	60	100
2	MB23SE602	Social Media Marketing	SE	2	2	0	0	2	40	60	100
3	MB23SE603	Project Planning and Analysis	SE	2	2	0	0	2	40	60	100
4	MB23SE604	SAP F4 HANA - Accounting & Finance	SE	2	2	0	0	2	40	60	100
5	MB23SE605	Performance Management System	SE	2	2	0	0	2	40	60	100
6	MB23SE606	Human Resource Information System	SE	2	2	0	0	2	40	60	100
7	MB23SE607	Lean Management	SE	2	2	0	0	2	40	60	100
8	MB23SE608	Materials Management	SE	2	2	0	0	2	40	60	100
9	MB23SE609	Cloud Computing	SE	2	2	0	0	2	40	60	100
10	MB23SE610	Event Management	SE	2	2	0	0	2	40	60	100
11	MB23SE611	Circular Economy	SE	2	2	0	0	2	40	60	100

\*List of Special Elective courses is offered to the Students to choose from Maximum of one Special Elective course to be chosen for the two semesters ( Semester-I, and Semester-II). The student has to complete the chosen Special Elective Course in the Particular semester of the Master of Business Administration Programme, for the award of the Degree.

Category	FC	RMC	PC	AC	PE	SE	EEC	PW	Remarks
Category Code	1	2	3	4	5	6	7	8	
CAT	Category of Course			CP	Contact Periods				
L	Lecture Hours			T	Tutorial Hours				
P	Practical Hours			C	Credits				
CIA	Continuous Internal Assessment			ESE	End Semester Examination				
FC	Foundational Courses			RMC	Research Methodology and IPR Courses				
PC	Professional Core Courses			AC	Audit Courses				
PE	Professional Elective Courses			SE	Special Elective Courses				
GM	General Management			MM	Marketing Management				
FM	Finance / Financial Management			HR	Human Resource Management				
OM	Operations Management			BA	Business Analytics				
PT/EEC	Employability Enhancement Course			PW	Project Work				



<b>MB23MA101</b>	<b>STATISTICS FOR MANAGEMENT</b>		<b>Version:1.0</b>				
<b>Programme &amp; Branch</b>	<b>PG – MASTER OF BUSINESS ADMINISTRATION</b>		<b>CP</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
			<b>4</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
<b>Instructions</b> ( Use of statistical table and fx991ms calculator are permitted)							
<b>Course Objectives:</b>							
The Main Objectives of this course are:							
1	To learn the applications of statistics in business decision making.						
2	To know the basic statistical tools for analysis & interpretation of qualitative & quantitative data.						
3	To introduce basic concepts of Statistics and to provide statistical techniques for business data analysis.						
4	To apply statistical techniques to take proper decisions.						
5	To think critically about quantitative information.						
<b>UNIT–I</b>	<b>INTRODUCTION &amp; DESCRIPTIVE STATISTICS I</b>					<b>9+3</b>	
Introduction (L1)- Importance of Statistics (L1) –Importance of Statistics in Business Analysis (L1) – Population – Measures of scale (L1) - Descriptive Statistics (L1) – Measures of Central Tendency – Mean, Median and Mode (L2) – Measures of Dispersion (L2) – Range (L2) – Mean Deviation (L2) – Standard Deviation and Variance (L2) - Introduction to probability (L1) - Conditional probability (L3) – independence of events (L3) - Baye’s theorem (without proof) (L3) and random variable (L1)							
<b>UNIT–II</b>	<b>DESCRIPTIVE STATISTICS II</b>					<b>9+3</b>	
Probability Distribution: Binomial Distribution, Poisson Distribution and Normal Distribution (Only Problems) (L3) Sampling Distribution: Sampling techniques (L2) - Sampling distribution of mean and proportion (L3), application of central limit theorem (Only Applications Problems) (L3). Estimation: Point and Interval estimates for population parameters of large sample and small samples (L3), Determining the sample size (L3)							
<b>UNIT– III</b>	<b>INFERENCEAL STATISTICS I</b>					<b>9+3</b>	
Introduction to Parametric tests (L1) – Steps in Hypothesis testing (L2) - one sample test for mean and proportion (L3) - Independent sample for mean and proportion (L3) - Paired sample test- F- test for two sample standard Deviation (L3) - One way ANOVA and Two Way ANOVA (L3)							
<b>UNIT – IV</b>	<b>INFERENCEAL STATISTICS II</b>					<b>9+3</b>	
Introduction to Non parametric tests- Chi square test (L3) - Sign test (L3) - Rank Sum test: Mann Whitney U test, Kruskal Wallis test (L3) - Kolmogorov Smirnov (L3) - One sample run test (L3) - Wilcox test (L3)							
<b>UNIT–V</b>	<b>PREDICTIVE STATISTICS</b>					<b>9+3</b>	
Simple Correlation: Karl Pearson’s correlation (L2) – Spearman’s Rank Correlation (L2) – Simple linear Regression: Estimation of Regression line using Method of Least Squares (L3) – Concept of Multiple regression (L3)							
<b>Total : 60 PERIODS</b>							
<b>Open Ended Problems / Questions</b>							
Course specific Open Ended Problems will be solved during the class room teaching. Such problems can be given as Assignments and evaluated as Internal Assessment only and not for the End semester Examinations.							

<b>Course Outcomes:</b> Upon completion of this course the students will be able to:		<b>Blooms Taxonomy</b>
CO1	Apply probability concepts in business problems.	L3
CO2	Perform sampling techniques for decision making.	L3
CO3	Apply hypothesis testing techniques to interpret results.	L3
CO4	Choose the appropriate test by various methods of Non Parametric tests.	L3
CO5	Apply correlation coefficient, Regression Equations and the relationship between correlation and regression.	L3

**REFERENCE BOOKS:**

1	Business Statistics, J.K. Sharma, 5 <sup>th</sup> Edition, S. Chand, 2020.
2	Richard I. Levin, David S. Rubin, Statistics for Management, 8 <sup>th</sup> Edition, Pearson Education, 2020.
3	Amir D. Aczel, Complete Business Statistics, 5 <sup>th</sup> edition, Irwin McGraw-Hill, 2002.
4	Ken Black, Business Statistics for contemporary decision making, 5 <sup>th</sup> Edition, Wiley India Edition, 2010.

**VIDEO REFERENCES:**

1	<a href="https://www.youtube.com/playlist?list=PLYqSpQzTE6M_JcleDbrVyPnE0PixKs2JE">https://www.youtube.com/playlist?list=PLYqSpQzTE6M_JcleDbrVyPnE0PixKs2JE</a>
2	<a href="https://www.youtube.com/watch?v=VPZD_aj8H0">https://www.youtube.com/watch?v=VPZD_aj8H0</a>

**WEB REFERENCES:**

1	<a href="https://stats.libretexts.org/Bookshelves/Introductory_Statistics/Introductory_Statistics_(Shafer_and_Zhang)">https://stats.libretexts.org/Bookshelves/Introductory_Statistics/Introductory_Statistics_(Shafer_and_Zhang)</a>
2	<a href="https://stats.libretexts.org/Bookshelves/Introductory_Statistics#:~:text=These%20introductory%20statistics%20texts%20are,applications%20in%20the%20real%20world.">https://stats.libretexts.org/Bookshelves/Introductory_Statistics#:~:text=These%20introductory%20statistics%20texts%20are,applications%20in%20the%20real%20world.</a>
3	<a href="https://www.edx.org/learn/business-administration/indian-institute-of-management-bangalore-statistics-for-business-ii">https://www.edx.org/learn/business-administration/indian-institute-of-management-bangalore-statistics-for-business-ii</a>

**ONLINE COURSES:**

1	<a href="https://www.coursera.org/learn/stanford-statistics">https://www.coursera.org/learn/stanford-statistics</a>
2	<a href="https://archive.nptel.ac.in/courses/111/106/111106112/">https://archive.nptel.ac.in/courses/111/106/111106112/</a>

<b>Mapping of COs with POs</b>						
<b>COs/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
CO1	3	2				
CO2	3	2				
CO3	3	2				
CO4	3	2				
CO5	3	2				
Average	3	2				
<b>1- Low , 2- Medium , 3- High</b>						

<b>MB23GM301</b>	<b>MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOR</b>	<b>Version : 1.0</b>				
<b>Programme &amp; Branch</b>	<b>PG - MASTER OF BUSINESS ADMINISTRATION</b>	<b>CP</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Course Objectives:</b>						
The Main Objectives of this course are:						
1	To understand the basic principles of management and functions of management.					
2	To apply multifunctional approach to organizational objective					
3	To learn the concepts behavior and communication.					
4	To examine concept of Leadership and Emotional Intelligence.					
5	To create the dynamics of organizational behavior.					
<b>UNIT-I</b>	<b>NATURE AND THEORIES OF MANAGEMENT</b>	<b>9</b>				
Evolution of management Thought(L2) - Classical, Behavioral and Management Science Approaches Management(L2)- meaning(L1), levels(L2), management as an art or science(L2), Managerial functions and Roles(L2), Evolution of Management Theory(L2)- Classical era(L2)- Contribution of F.W.Taylor(L2), Henri Fayol(L2), Neo-Classical(L2)- Mayo & Hawthorne Experiments(L2). Modern era(L2) – system & contingency approach(L2) Managerial Skills(L2).						
<b>UNIT-II</b>	<b>PLANNING AND ORGANISING</b>	<b>9</b>				
Planning(L1) - Steps in Planning Process(L2) - Scope and Limitations(L2) - Forecasting and types of Planning(L2) - Characteristics of a sound Plan(L2) - Management by Objectives (MBO) (L2)- Policies and Strategies (L2)- Scope and Formulation(L2) - Decision Making- Types(L2), Techniques and Processes(L3). Organisation Structure and Design(L2) - Authority and Responsibility Relationships(L2) - Delegation of Authority and Decentralisation(L2) - Interdepartmental Coordination (L2)- - Impact of Technology on Organisational design(L2) - Mechanistic vs Adoptive Structures(L2) - Formal and Informal Organisation (L2). Control: meaning (L1), function(L2), Process and types of Control(L2).						
<b>UNIT- III</b>	<b>INDIVIDUAL BEHAVIOUR</b>	<b>9</b>				
Meaning of Organizational behavior(L1), contributing disciplines(L2), importance of organizational behavior(L2), Perception and Learning(L2) - Personality and Individual Differences (L2)- Motivation theories(L2) and Job Performance (L2)- Values, Attitudes and Beliefs (L2)- Communication(L1) Types(L2)-Process(L2) - Barriers (L2)- Making Communication Effective(L2).						
<b>UNIT - IV</b>	<b>GROUP BEHAVIOUR</b>	<b>9</b>				
Groups and Teams: Definition(L1), Difference between groups and teams(L2), Stages of Group Development(L2), Group Cohesiveness(L2), Types of teams(L2), Group Dynamics(L2) - Leadership - Styles(L3) - Approaches(L2) - Power and Politics (L2)- Organisational Structure (L2)- Organisational Climate and Culture(L2), Conflict: concept(L1), sources(L2), Types(L2), Stages of conflict(L2), Management of conflict(L2), Organisational Change and Development(L2).						
<b>UNIT-V</b>	<b>DYNAMICS OF ORGANIZATIONAL BEHAVIOUR</b>	<b>9</b>				
Comparative Management Styles and approaches(L2) - Japanese Management Practices(L3) Organizational Creativity and Innovation(L3) - Organizational behavior across cultures(L2) - Conditions affecting cross cultural organizational operations(L2), Managing International Workforce(L2), Productivity and cultural contingencies(L2),Cross cultural communication(L2), Management of Diversity(L2).						
<b>Total : 45 PERIODS</b>						
<b>Open Ended Problems / Questions</b>						
Course specific Open Ended Problems will be solved during the class room teaching. Such problems						

can be given as Assignments and evaluated as Internal Assessment only and not for the End semester Examinations.

<b>Course Outcomes:</b> Upon completion of this course the students will be able to:		<b>Bloom's Taxonomy</b>
CO1	Understanding of various management concepts and skills required in the business world.	L2
CO2	Implement the various functions of management in a real time management context.	L2
CO3	Describe the complexities associated with management of individual behavior in the organizations.	L2
CO4	Determine the skillset to have manage group behavior in Organizations.	L3
CO5	Apply the current trends in managing organizational behavior.	L3

**TEXT BOOKS:**

1	Harold Koontz and Heinz Weihrich "Essentials of management" Tata McGraw Hill,1998.
2	Stephen P. Robbins, Timothy A.Judge, Organisational Behaviour, PHI Learning / Pearson Education,16th edition, 2014.
3	K. Aswattappa, Organisational Behaviour, Himalaya Publishing House, 12th Edition, 2016.

**REFERENCE BOOKS:**

1	Stephen A. Robbins and David A. Decenzo and Mary Coulter, "Fundamentals of Management" Pearson Education, 7 <sup>th</sup> Edition, 2011.
2	C.B.Guptha, A Textbook Of Organisational Behaviours ,S.Chand& Company,2019
3	Luthans, F. Organizational Behaviour, 12th Edition, Tata McGraw Hill Education, 2017.
4	McShane, S.L., Von Glinow, M.A., and Sharma, R.R., Organizational Behaviour, 5th Edition, Tata McGraw-Hill Education Pvt. Ltd., 2011

**VIDEO REFERENCES:**

1	<a href="https://www.youtube.com/watch?v=U4wuKKwV-eg">https://www.youtube.com/watch?v=U4wuKKwV-eg</a>
2	<a href="https://www.youtube.com/watch?v=QQIS5ipfxeM">https://www.youtube.com/watch?v=QQIS5ipfxeM</a>
3	<a href="https://freevideolectures.com/course/3502/organizational-behaviour-i">https://freevideolectures.com/course/3502/organizational-behaviour-i</a>

**WEB REFERENCES:**

1	<a href="https://openstax.org/books/organizational-behavior/pages/1-4-a-model-of-organizational-behavior-and-management">https://openstax.org/books/organizational-behavior/pages/1-4-a-model-of-organizational-behavior-and-management</a>
2	<a href="https://www.investopedia.com/terms/o/organizational-behavior.asp">https://www.investopedia.com/terms/o/organizational-behavior.asp</a>

**ONLINE COURSES:**

1	<a href="https://www.coursera.org/learn/principles-of-management">https://www.coursera.org/learn/principles-of-management</a>
2	<a href="https://www.coursera.org/learn/managing-people-iese?trk_ref=articleProductCard">https://www.coursera.org/learn/managing-people-iese?trk_ref=articleProductCard</a>
3	<a href="https://onlinecourses.nptel.ac.in/noc23_mg73/announcements?force=true">https://onlinecourses.nptel.ac.in/noc23_mg73/announcements?force=true</a>

<b>Mapping of COs with POs</b>						
<b>COs/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
CO1	3					
CO2	3		2			
CO3	3		2	1	3	
CO4	3	1	2		2	
CO5	2					
Average	2.8	0.2	1.2	0.2	1	0
<b>1- Low , 2- Medium , 3- High</b>						

<b>MB23GM302</b>	<b>MANAGERIAL ECONOMICS</b>		<b>Version: 1.0</b>				
<b>Programme &amp; Branch</b>	<b>PG - MASTER OF BUSINESS ADMINISTRATION</b>	<b>CP</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	
		<b>3</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	
<b>Course Objectives:</b>							
The Main Objectives of this course are:							
1	To study the fundamental concepts of managerial economics						
2	To understand the behavior of consumer and producer						
3	To learn different market structures						
4	To Summarize the macroeconomic concepts						
5	To study the role of money on economy						
<b>UNIT-I</b>		<b>INTRODUCTION</b>				<b>9</b>	
Themes of Managerial Economics(L1)-Economic Approach(L1)-Circular Flow of Activity(L1)-Nature of the Firm(L1)-Objectives of Firms(L2)-Demand Analysis and Estimation(L2)-Individual, Market, and Firm Demand (L2)-Determinants of Demand (L2)-Elasticity Measures and application in Business Decision Making(L3)-Demand Forecasting(L1)-Definition of Demand(L1)-Definition of Supply(L1)-Market Equilibrium(L1)-Elasticity of demand and supply(L2).							
<b>UNIT-II</b>		<b>CONSUMER AND PRODUCER BEHAVIOUR</b>				<b>10</b>	
Types of Elasticity(L2)-Determinants of Supply(L2)-Consumer Equilibrium(L1) - Approaches to Consumer Behavior(L1)- Law of Variable Proportions(L1)-Production Functions in the Short and Long Run(L2)-Cost Functions (L2)-Determinants of Costs(L2)-Cost Forecasting (L1)-Utility (L1)-Types of Utility (L2)-Type of Costs(L1) -Relation between Production and Cost Function(L2).							
<b>UNIT- III</b>		<b>PRODUCT AND FACTOR MARKET</b>				<b>9</b>	
Product Markets(L1)-Determination Under Different Markets(L2)-Market Structure(L1)-Perfect Competition (L2)-Monopoly(L1)-Monopolistic Competition(L1)-Duopoly(L1)-Oligopoly(L1)- Pricing and Employment of Inputs Under Different Market Structures(L2)-Price Discrimination(L1)- Degrees of Price Discrimination(L1) - Market Efficiency(L1)-Interaction of Product and market(L2)- General equilibrium and efficiency of competitive markets(L2)							
<b>UNIT - IV</b>		<b>PERFORMANCE OF AN ECONOMY – MACROECONOMICS</b>				<b>8</b>	
Macroeconomic aggregates (L1)- circular flow of macroeconomic activity (L2)- National income determination Aggregate demand and supply(L2) – Macroeconomic equilibrium (L1)- Components of aggregate demand and national income (L1)- multiplier effect(L1)- Demand side management (L1) – Fiscal policy in theory(L1).							
<b>UNIT-V</b>		<b>AGGREGATE SUPPLY AND THE ROLE OF MONEY</b>				<b>9</b>	
Short-run and Long-run supply curve(L2)-Unemployment and its impact(L2)-Okun’s law(L2)-Inflation and the impact(L3)-reasons for inflation(L2)-Demand Vs Supply factors(L2)-Inflation Vs Unemployment tradeoff (L2)-Phillips curve(L2)short-run and long-run –Supply side Policy and Management(L2)-Money market (L1)-Demand and supply of money(L2)-money-market equilibrium and national income(L2)-the role of monetary policy.(L2)							
<b>Total: 45 PERIODS</b>							
<b>Open Ended Problems / Questions</b>							
Course specific Open Ended Problems will be solved during the class room teaching. Such problems can be given as Assignments and evaluated as Internal Assessment only and not for the End semester Examinations.							

<b>Course Outcomes:</b>		<b>Blooms Taxonomy</b>
Upon completion of this course, the students will be able to:		
CO1	Understanding on fundamental concepts along with its basic application	L3
CO2	Clarity on utilization of factors of production	L2
CO3	Able to interpret product and price differentiation in different market structure	L2
CO4	Understanding on basic concepts on macro economics	L2
CO5	Understanding on application of monetary policy on economic activities	L3
<b>TEXTBOOKS:</b>		
1	Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri and Anindya Sen, Economics, 19th edition, Tata McGraw Hill, New Delhi, 2011	
2	Managerial Economics- Analysis, Problems & Cases- P.L. Mehta, Sultan Chand & Sons, 2013.	
<b>REFERENCE BOOKS:</b>		
1	Richard Lipsey and Alec Chrystal, Economics, 13th edition, Oxford, University Press, New Delhi, 2015.	
2	Panneerselvam. R, Engineering Economics, 2nd Edition, PHI Learning, 2014.	
3	Karl E. Case and Ray C. Fair, Principles of Economics, 12th edition, Pearson, Education Asia, New Delhi, 2017	
<b>VIDEO REFERENCES:</b>		
1	<a href="https://archive.nptel.ac.in/courses/110/101/110101149/">https://archive.nptel.ac.in/courses/110/101/110101149/</a>	
2	<a href="https://www.youtube.com/watch?v=RaXQ8wQ6TUs">https://www.youtube.com/watch?v=RaXQ8wQ6TUs</a>	
<b>WEB REFERENCES:</b>		
1	<a href="http://hdl.handle.net/10603/336514">http://hdl.handle.net/10603/336514</a>	
2	<a href="https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=ahLCajOqz6/GWFCSpr/XYg==">https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=ahLCajOqz6/GWFCSpr/XYg==</a>	
<b>ONLINE COURSES:</b>		
1.	<a href="https://nptel.ac.in/courses/130106117">https://nptel.ac.in/courses/130106117</a>	
2.	<a href="http://www.courseera.org">www.courseera.org</a>	

<b>Mapping of COs with POs</b>						
<b>COs/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
CO1	3			1		
CO2	3			1	1	
CO3	3	2			1	1
CO4	3	2	1			1
CO5	3	3	1			1
Average	3	1.8	0.4	0.4	0.4	0.6
<b>1- Low , 2- Medium , 3- High</b>						

<b>MB23GM303</b>		<b>ACCOUNTING FOR MANAGERIAL DECISIONS</b>			<b>Version:1.0</b>				
<b>Programme &amp; Branch</b>		<b>PG- Master of Business Administration</b>			<b>CP</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
					<b>4</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
<b>Course Objectives:</b> The Main Objectives of this course are:									
1	To enable students to understand accounting principles, processes, and understand the disclosure requirement.								
2	To acquire conceptual knowledge of the corporate accounting system and to understand regulatory framework for preparation of financial statements of companies.								
3	Students study accounting tools and techniques so as to develop their skills for analyzing and presenting financial statements and hence decide on the sustainability of business.								
4	To acquire knowledge of cost accounting methods and techniques.								
5	To apply the concept of Standard Costing for variance analysis.								
<b>UNIT-I</b>		<b>FINANCIAL ACCOUNTING</b>						<b>12</b>	
Significance and importance of accounting in business organizations, (L2) Branches of accounting and contemporary developments (L2) (Human Resource Accounting, Brand Accounting, Inflation Accounting, Social Accounting, Environmental Accounting) (L2) Concept of GAAP (India, US, UK), Overview and significance of IFRS and IndAS (L2) Concept of Accounting equation & computation of profit from business using the same, (L2) Final accounts (proprietary concern and partnership firms) (L3)									
<b>UNIT-II</b>		<b>CORPORATE ACCOUNTING</b>						<b>12</b>	
Introduction to Corporate Accounting(L2) – Concept of Company, (L2) Share capital and types, (L2) Format of financial statements as specified in Companies Act, 2013, (L2) Disclosure requirements, Contents of Annual Report(L2), Concept of profit and loss appropriation account(L2)									
<b>UNIT- III</b>		<b>ANALYSIS OF FINANCIAL STATEMENTS</b>						<b>12</b>	
Financial Statement Analysis(L2) – Ratio Analysis, (L4) Fund Flow Statement & Cash Flow Statement(L2) (Statement preparation using Spreadsheet)									
<b>UNIT – IV</b>		<b>COST ACCOUNTING METHODS</b>						<b>12</b>	
Cost Accounting(L2) – Basic Definition, (L1) Elements of costs, (L2) Concept of Job Cost Sheet(L2), Batch Costing, (L2) Contract Costing and Process Costing, (L3) (Single Process, without and with closing WIP)									
<b>UNIT-V</b>		<b>COST ACCOUNTING TECHNIQUES</b>						<b>12</b>	
Techniques of Cost Accounting (L2)– Marginal Costing, Standard Costing(L3) (Material and Labour variances only), Budgetary Control(L3)									
<b>Total: 60 PERIODS</b>									

<b>Open Ended Problems / Questions</b>		
Course specific Open Ended Problems will be solved during the class room teaching. Such problems can be given as Assignments and evaluated as Internal Assessment only and not for the End semester Examinations.		
<b>Course Outcomes:</b> Upon completion of this course the students will be able to:		<b>Bloom's Taxonomy</b>
CO1	Apply and analyze the financial statements and understand the role of IFRS.	L3
CO2	Acquire the knowledge of corporate accounts such as the meaning of a company, characteristics of a company's, types of shares and debentures.	L2
CO3	Assess the financial health of the company using ratio analysis, cash flow and	L4

	fund flow	
CO4	Apply and evaluate the elements and classification of cost and provide overview of methods and techniques.	L3
CO5	Develop skills in comparing actual costs to budgeted costs and understanding the variances in managerial decision making.	L3
<b>TEXTBOOKS:</b>		
1	R. Narayanaswamy, "Financial Accounting - A Managerial Perspective", Prentice Hall India, New Delhi, 2016.	
2	NP Srinivasan & M Sakthivel Murugan Accounting for Management, S. Chand Publishing, New Delhi, 2006.	
<b>REFERENCE BOOKS:</b>		
1	Jan Williams, Susan Haka, Mark S bettner, Joseph V Carcello, Financial and Managerial Accounting-The basis for business Decisions, 18th edition, Tata McGraw Hill Publishers, 2017.	
2	N. Ramachandran Ram Kumar Kakani, "Financial Accounting for Management", New Delhi: Tata McGraw Hill, 2015.	
3	Charles T. Horngren, Gary L. Sundem, David Burgstahler, Jeff Schatzberg, Introduction to Management Accounting, PHI Learning, 2014, 16th edition.	
4	T.S. Reddy & Dr. A. Murthy Corporate Accounting, Margham Publications.	
<b>VIDEO REFERENCES:</b>		
1	<a href="https://www.youtube.com/watch?v=jhtVVJxbPU0">https://www.youtube.com/watch?v=jhtVVJxbPU0</a> <a href="https://www.youtube.com/watch?v=3EZtbRvsjC0">https://www.youtube.com/watch?v=3EZtbRvsjC0</a>	
2	<a href="https://www.youtube.com/watch?v=OT5RdoJAKhY&amp;list=PLPjSqITyvDeUTEAOGhip_ubjN3y8oqT13">https://www.youtube.com/watch?v=OT5RdoJAKhY&amp;list=PLPjSqITyvDeUTEAOGhip_ubjN3y8oqT13</a>	
<b>WEB REFERENCES:</b>		
1	<a href="https://www.coursera.org/learn/accounting">https://www.coursera.org/learn/accounting</a>	
2	<a href="https://onlinecourses.nptel.ac.in/noc23_mg65/preview">https://onlinecourses.nptel.ac.in/noc23_mg65/preview</a>	
<b>ONLINE COURSES:</b>		
1	<a href="https://www.mygreatlearning.com/curriculum/accounting-for-decision-making-courses">https://www.mygreatlearning.com/curriculum/accounting-for-decision-making-courses</a>	
2	<a href="https://www.coursera.org/learn/accounting">https://www.coursera.org/learn/accounting</a>	

<b>Mapping of COs with POs</b>						
<b>COs/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
CO1	3	2		2	1	2
CO2				2		1
CO3	3	2	2			
CO4	2	3			2	
CO5	2		1		2	
Average	2	1.4	0.6	0.8	1	0.6
<b>1- Low , 2- Medium , 3- High</b>						



<b>MB23GM304</b>	<b>BUSINESS LAW</b>	<b>Version : 1.0</b>				
<b>Programme &amp; Branch</b>	<b>PG - MASTER OF BUSINESS ADMINISTRATION</b>	<b>CP</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Course Objectives:</b>						
The Main Objectives of this course are:						
1	To explain the Indian law of Contracts and Agency.					
2	To understand about the company Act.					
3	To describe about the sale of goods Act and Negotiable instrument Act					
4	To understand about the income tax & Apply the mechanism of GST.					
5	To understand about the competition act & Information Technology Act 2008					
<b>UNIT-I</b>	<b>THE INDIAN CONTRACT ACT 1872</b>	<b>9</b>				
Definition of contract (L1), Essentials elements of valid contract (L2), Formation of a contract (L1). Types of a contract - Quasi contracts (L2), Breach of contract and its remedies (L2). Contract of Agency- Nature of Agency (L2), Creation of Agency (L2), Delegation of Agents authority (L2), Rights and Liabilities of Principal and Agent (L2), Termination of Agency (L2).						
<b>UNIT-II</b>	<b>THE COMPANIES ACT 2013</b>	<b>9</b>				
Major principles (L1) - Nature and types of companies (L2), Formation, Memorandum and Articles of Association (L2), Prospectus (L2), Power (L2), Duties and Liabilities of Directors (L2), Winding up of Companies (L2), Corporate Governance (L2).						
<b>UNIT- III</b>	<b>THE SALE OF GOODS ACT 1930&amp;NEGOTIABLE INSTRUMENTS 1881</b>	<b>9</b>				
Nature of Sales contract (L1), Doctrine of Caveat Emptor (L2) Guarantees and Warranties (L2), modes of delivery of goods (L2), Rights of buyer and seller (L2), Remedies for breach of contract of sale (L2), Rights of an unpaid seller (L2).Features of Negotiable Instruments (L2) – types (L2), Holder in due Course (L2), Payment and Settlement systems 2007 (L2) - Regulation of Digital and online payments (L2) – Punishments. (L2)						
<b>UNIT - IV</b>	<b>THE INCOME TAX ACT 1961 &amp;GST Act 2017</b>	<b>9</b>				
Income tax Act 1961 (L2), Legal provisions (subsequent Amendments).GST- Introduction - Objectives and main provisions, Benefits of GST (L2), Implementation Mechanism (L2), Working of dual GST (L2)						
<b>UNIT-V</b>	<b>THE COMPETITION ACT 2002 &amp;IT ACT 2008</b>	<b>9</b>				
Anti-Competitive Agreements (L2) – Abusive conducts(L2), Regulation of Abuse of dominant Position (L2), Regulations of combinations (L2), Enforcement mechanisms (L2). Cyber Law (L1) - Need (L1) - Terms in Cyber Law (L2) - Types of Cyber Crime (L2) – Information Technology Act 2008 (L2) - Right to Information Act 2005. (L2)						
<b>Total : 45 PERIODS</b>						

### Open Ended Problems / Questions

Course specific Open Ended Problems will be solved during the class room teaching. Such problems can be given as Assignments and evaluated as Internal Assessment only and not for the End semester Examinations.

### Course Outcomes:

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

	<b>Bloom's Taxonomy</b>
CO1	Understand the fundamental legal principles in developing various agreements and contracts.

L2

C02	Construct the principles of corporate governance and the role of the board of directors in ensuring transparency and accountability	L3
C03	Interpret the Rights of Buyers and Sellers under the Sale of Goods Act & Negotiable Instruments	L2
C04	Utilize the skills to prepare and file Income tax return for individual and business, adhering to statutory requirements	L3
C05	Understand the functional aspects of competition Act& IT Act	L2
<b>TEXT BOOKS:</b>		
1	Kapoor ND., Legal Systems in Business, Edition 2 (2021), Sultan Chand & Sons.	
2	Rao, P.M., Mercantile Law, PHI Learning, 2011.	
<b>REFERENCE BOOKS:</b>		
1	Majumdar, A. K. and Kapoor, G.K., Company Law, 15 <sup>th</sup> Edition, Taxmann Publications Pvt. Ltd., 2012.	
2	PC Tulsian & Bharat Tulsian- Business Laws, McGraw Hill, 4 <sup>th</sup> edition,2020	
3	Inderjeet Dagar and Anurag Agnihotri - Business Laws: Text and Problems, Sage Publications 2020	
4	Daniel Albuquerque , Legal systems in Business, Oxford University Press India, 2 <sup>nd</sup> Edition, 2015.	
5	Dr.M.Sivakumar, Business Law, Lakshmi Publication, 2017.	
<b>VIDEO REFERENCES:</b>		
1	<a href="https://youtu.be/eneRHOu4fyY">https://youtu.be/eneRHOu4fyY</a>	
2	<a href="https://youtu.be/QNYzlBnLLtY">https://youtu.be/QNYzlBnLLtY</a>	
<b>WEB REFERENCES:</b>		
1	<a href="https://ilj.law.indiana.edu/">https://ilj.law.indiana.edu/</a>	
2	<a href="https://labour.gov.in/labour-law-reforms">https://labour.gov.in/labour-law-reforms</a>	
<b>ONLINE COURSES:</b>		
1	<a href="https://www.coursera.org/specializations/legal-aspects-of-entrepreneurship">https://www.coursera.org/specializations/legal-aspects-of-entrepreneurship</a>	
2	<a href="https://www.careers360.com/university/national-law-university-new-delhi/business-and-commercial-laws-certification-course">https://www.careers360.com/university/national-law-university-new-delhi/business-and-commercial-laws-certification-course</a>	

<b>Mapping of Cos with POs</b>						
<b>COs/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
CO1	2			3		
CO2	2			3		
CO3	2			3		
CO4	2			3		
CO5	2			3		
Average	2			3		
<b>1- Low , 2- Medium , 3- High</b>						

MB23GM305		ENTREPRENEURSHIP DEVELOPMENT				Version:1.0				
Programme & Branch		PG - MASTER OF BUSINESS ADMINISTRATION				CP	L	T	P	C
						3	3	0	0	3
<b>Course Objectives:</b>										
The Main Objectives of this course are:										
1	To equip and develop the learners entrepreneurial skills and qualities essential to undertake business.									
2	To imbibe in students the qualities of a successful entrepreneur									
3	To explain the issues and problems faced by entrepreneurs									
4	To inculcate qualities to start an enterprise									
5	To enable to raise required funding and manage the enterprise									
<b>UNIT-I</b>		<b>ENTREPRENEURIAL COMPETENCE</b>				<b>9</b>				
Entrepreneurship concept(L1) – Entrepreneurship as a Career(L2) – Entrepreneurial Personality(L2) – Characteristics, Quality and Pre-requisite of Entrepreneurs(L2) –Types of entrepreneur(L1)- Knowledge and Skills of an Entrepreneur(L2).										
<b>UNIT-II</b>		<b>ENTREPRENEURIAL ENVIRONMENT</b>				<b>9</b>				
Business Environment (L2) - Role of Family and Society(L2) –Women Entrepreneurs(L1)- Entrepreneurship Development Training and Other Support Organizational Services(L2) - Central and State Government Industrial Policies , Schemes and regulations(L1) - Legal aspects(L2)- Institutional finance and Entrepreneurship(L2).										
<b>UNIT-III</b>		<b>BUSINESS PLAN PREPARATION</b>				<b>9</b>				
Sources of Product for Business(L1) - Prefeasibility Study(L1) - Criteria for Selection of Product(L2)– Ownership - Capital Budgeting(L1)- Project Profile Preparation(L3) - Matching Entrepreneur with the Project(L2) - Feasibility Report Preparation and Evaluation Criteria(L3).										
<b>UNIT-IV</b>		<b>LAUNCHING OF SMALL BUSINESS</b>				<b>9</b>				
Finance and Human Resource Mobilization(L1) - Operations Planning(L1) - Market and Channel Selection(L1) - Growth Strategies(L2) - Product Launching(L2) – Incubation (L1), Venture capital (L2), Start-ups.										
<b>UNIT-V</b>		<b>MANAGEMENT OF SMALL BUSINESS</b>				<b>9</b>				
Monitoring and Evaluation of Business (L1) - Business Sickness (L1)- Prevention and Rehabilitation of Business Units(L2) - Effective Management of small Business(L2) - Economic implication of business growth(L2) - Case Studies(L3).										
<b>Total : 45 PERIODS</b>										
<b>Open Ended Problems / Questions</b>										
Course specific Open Ended Problems will be solved during the class room teaching. Such problems can be given as Assignments and evaluated as Internal Assessment only and not for the End semester Examinations.										
<b>Course Outcomes:</b>									<b>Bloom's Taxonomy</b>	
Upon completion of this course the students will be able to:										
CO1	Understand various skill sets required for becoming a successful entrepreneur									L2
CO2	Interpret various central and state government schemes for entrepreneurship									L2
CO3	Apply feasible evaluation method for selecting a Project / Business plan									L3
CO4	Understand about venture capital funds and channel selection.									L2
CO5	Analyse business sickness and economic implication of business growth									L4
<b>TEXTBOOKS:</b>										
1	S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2016.									
2	R.D.Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2018									

<b>REFERENCEBOOKS:</b>	
1	Donald F Kuratko,T.VRao. Entrepreneurship: A South Asian perspective. engage Learning, 2012.
2	Dr.Vasant Desai, "Small Scale Industries and Entrepreneurship", HPH,2006.
3	Arya Kumar. Entrepreneurship, Pearson,2012.
4	Prasanna Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 8 th edition ,2017
<b>VIDEO REFERENCES:</b>	
1	<a href="https://www.youtube.com/watch?v=G0dzLanYW1E&amp;pp=ygUXZW50ZXJwdXJuZXJzaGlwIHlvdXR1YmU%3D">https://www.youtube.com/watch?v=G0dzLanYW1E&amp;pp=ygUXZW50ZXJwdXJuZXJzaGlwIHlvdXR1YmU%3D</a>
2	<a href="https://www.youtube.com/watch?v=6mRbDEtDoyA&amp;pp=ygUXZW50ZXJwdXJuZXJzaGlwIHlvdXR1YmU%3D">https://www.youtube.com/watch?v=6mRbDEtDoyA&amp;pp=ygUXZW50ZXJwdXJuZXJzaGlwIHlvdXR1YmU%3D</a>
<b>WEB REFERENCES:</b>	
1	<a href="https://www.startupindia.gov.in/content/sih/en/government-schemes.html">https://www.startupindia.gov.in/content/sih/en/government-schemes.html</a>
2	<a href="https://www.ediindia.org/">https://www.ediindia.org/</a>
<b>ONLINE COURSES:</b>	
1	<a href="https://www.startupindia.gov.in/content/sih/en/reources/l-d-listing.html">https://www.startupindia.gov.in/content/sih/en/reources/l-d-listing.html</a>
2	<a href="https://talentedge.com/entrepreneurship-courses">https://talentedge.com/entrepreneurship-courses</a>

<b>Mapping of COs with POs</b>						
<b>COs/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
C01	1		3	2		3
C02	2	2		1	3	3
C03						
C04	2	2				2
C05		1	2	3	3	3
Average	1	1	1	1.2	1.2	2.5
<b>1- Low , 2- Medium , 3- High</b>						

MB23GM306	UNIVERSAL HUMAN VALUES& ETHICS				Version: 1.0				
Programme & Branch	PG - MASTER OF BUSINESS ADMINISTRATION				CP	L	T	P	C
					3	3	0	0	3
<b>Course Objectives:</b>									
The Main Objectives of this course are:									
1	To understanding of the concepts of Universal Human Values.								
2	To explain theoretical and practical implications of UHV.								
3	To discuss the use of harmony in the family and society.								
4	To classify the harmony in the nature methods.								
5	To create effective human values in personal and professional in life.								
<b>UNIT-I</b>	<b>INTRODUCTION TO VALUE EDUCATION</b>				<b>9</b>				
Right Understanding(L2), Relationship and Physical Facility(L2) (Holistic Development and the Role of Education)(L2) Understanding Value Education(L2), Self-exploration as the Process for Value Education(L2), Continuous Happiness and Prosperity(L2) – the Basic Human Aspirations, Happiness and Prosperity(L2) – Current Scenario(L2), Method to Fulfill the Basic Human Aspirations(L3).									
<b>UNIT-II</b>	<b>HARMONY IN THE HUMAN BEING</b>				<b>9</b>				
Understanding Human being as the Co-existence of the Self and the Body (L2), Distinguishing between the Needs of the Self and the Body (L3), The Body as an Instrument of the Self (L2), Understanding Harmony in the Self(L2), Harmony of the Self with the Body(L2), Programme to ensure self-regulation and Health(L3).									
<b>UNIT-III</b>	<b>HARMONY IN THE FAMILY AND SOCIETY</b>				<b>9</b>				
Harmony in the Family(L2) – the Basic Unit of Human Interaction(L2), 'Trust' – the Foundational Value in Relationship(L2), 'Respect' – as the Right Evaluation(L2), Other Feelings(L2), Justice in Human-to-Human Relationship(L2), Understanding Harmony in the Society(L2), Vision for the Universal Human Order(L3).									
<b>UNIT-IV</b>	<b>HARMONY IN THE NATURE/EXISTENCE</b>				<b>9</b>				
Understanding Harmony in the Nature(L2), Interconnectedness(L2), self-regulation and Mutual Fulfillment among the Four Orders of Nature(L3), Realizing Existence as Co-existence at All Levels(L2), and The Holistic Perception of Harmony in Existence(L2).									
<b>UNIT-V</b>	<b>IMPLICATIONS OF THE HOLISTIC UNDERSTANDING – A LOOK AT PROFESSIONAL ETHICS</b>				<b>9</b>				
Natural Acceptance of Human Values(L2), Definitiveness of (Ethical) Human Conduct(L2), A Basis for Humanistic Education(L2), Humanistic Constitution and Universal Human Order(L2), Competence in Professional Ethics in human values (L2), Production Systems and Management Models(L2)-Typical Case Studies(L3), Strategies for Transition towards Value-based Life and Profession(L3).									
<b>Total : 45 PERIODS</b>									
<b>Open Ended Problems / Questions</b>									
Course specific Open Ended Problems will be solved during the class room teaching. Such problems can be given as Assignments and evaluated as Internal Assessment only and not for the End semester Examinations.									

<b>Course Outcomes:</b>		<b>Bloom's Taxonomy</b>
Upon completion of this course the students will be able to:		
CO1	Understanding of concepts of Universal Human Values.	L2
CO2	Implement practical implications of UHV.	L3
CO3	Apply feasible valuation methods and use them in the harmony of family and society.	L3
CO4	Demonstrate Holistic Perception of Harmony.	L3
CO5	Interpret the implications of personal and professional ethics.	L3
<b>TEXTBOOKS:</b>		
1	R R Gaur, R Asthana, G P Bagaria; "A Foundation Course in Human Values and Professional Ethics", Revised Edition, Excel Books, New Delhi, 2019.	
2	A.N. Tripathi: "Human Values", New Age Intl. Publishers, New Delhi, 2004.	
<b>REFERENCEBOOKS:</b>		
1	R.R Gaur, R Sangal, G P Bagaria, A foundation course in Human Values and professional Ethics –Teachers Manual, Excel books, New Delhi, 2010.	
2	B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.	
3	Frankl, Viktor E. Yes to Life In spite of Everything, Penguin Random House, London, 2019.	
4	Van Zomeren, M., & Dovidio, J. F. The Oxford Handbook of the Human Essence (Eds.). New York Oxford University Press, 2018.	
5	B P Banerjee, Foundations of Ethics and Management, Excel Books, 2005.	
<b>VIDEO REFERENCES:</b>		
1	<a href="https://www.youtube.com/c/UniversalHumanValues">https://www.youtube.com/c/UniversalHumanValues</a>	
2	<a href="https://www.youtube.com/watch?v=OgdNx0X923I">https://www.youtube.com/watch?v=OgdNx0X923I</a>	
<b>WEB REFERENCES:</b>		
1	Story of Stuff, <a href="http://www.storyofstuff.com">http://www.storyofstuff.com</a>	
2	<a href="https://fdp-si.aicte-india.org/UHVII.php">https://fdp-si.aicte-india.org/UHVII.php</a>	
<b>ONLINE COURSES:</b>		
1	<a href="https://nptel.ac.in/courses/109104068">https://nptel.ac.in/courses/109104068</a>	
2	<a href="https://uhv.org.in/course">https://uhv.org.in/course</a>	

<b>Mapping of COs with POs</b>						
<b>COs/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
CO1			2	2	3	3
CO2			3	1	3	1
CO3	2	3	3	2	2	
CO4	2	2	2		2	
CO5	3	2	2	2	2	2
Average	2	2	2.4	1.5	2	1.2
<b>1- Low , 2- Medium , 3- High</b>						

<b>MB23PT701</b>	<b>PROFESSIONAL SKILL DEVELOPMENT - I</b>	<b>Version : 1.0</b>				
<b>Programme &amp; Branch</b>	<b>PG - MASTER OF BUSINESS ADMINISTRATION</b>	<b>CP</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>
<b>Course Objectives:</b>						
The Main Objectives of this course are:						
1	To Learn language proficiency for effective communication.					
2	To Demonstrate speaking, listening and writing skills to optimize communication.					
3	To Develop strong aptitude and logical reasoning skills for problem-solving.					
4	To Present management concepts in an easy-to-understand way by illustrating a strong grasp of the topic and its practical importance.					
<b>UNIT-I</b>	<b>BASICS OF COMMUNICATION</b>	<b>30</b>				
Grammar, Listening, Reading, Speaking, Writing.						
<b>UNIT-II</b>	<b>APTITUDE AND LOGICAL REASONING – I</b>	<b>24</b>				
Speed Maths, Square & Square roots, Cube & Cube root, Surds & Indices, Number system, Percentage, Profit and loss, Ratio and proportion, Allegation & mixture, Data Arrangement, Number Series, Alpha Series, Alpha Numeric Series, Coding & Decoding.						
<b>UNIT- III</b>	<b>CONCEPTS PRESENTATION-I</b>	<b>6</b>				
Presentation on any topics from the papers prescribed in the first semester and viva voce.						
<b>Evaluation Pattern:</b>						
Complete Internal Evaluation through two internal assessments (Mid & End) for the Unit I & II: Descriptive/MCQ form of evaluation. Unit III: Presentation cum viva voce (End Assessment alone).						
<b>Total : 60 PERIODS</b>						
<b>Open Ended Problems / Questions</b>						
Course specific Open Ended Problems will be solved during the class room teaching. Such problems can be given as Assignments and evaluated as Internal Assessment only and not for the End semester Examinations.						

<b>Course Outcomes:</b>		<b>Bloom's Taxonomy</b>
Upon completion of this course the students will be able to:		
CO1	Apply grammatical Principles to construct coherent Sentences.	L3
CO2	Demonstrate competency in Listening, Speaking, Writing and Reading skills.	L3
CO3	Apply tricks & tactics to Solve problems logically.	L3
CO4	Demonstrate the ability to effectively convey managerial ideas clearly using visual aids and engaging communication.	L3
<b>TEXT BOOKS:</b>		
1	Quantitative Aptitude for Competitive Examinations by RS Aggarwal.	
2	English Grammar & Usage, Linguistic & Literary Aspects, Phonetics & Communication Skills, A.T. Mishra.	
<b>REFERENCE BOOKS:</b>		
1	Quantitative Aptitude for Competitive Examinations by Dinesh Khattar.	
2	Quantitative Aptitude and Reasoning by R.V. Praveen.	
3	Wiley's ExamXpert Communication Skills for Campus Placement, 2ed.	
<b>VIDEO REFERENCES:</b>		
1	<a href="https://www.youtube.com/watch?v=_qoqJ2JKfjc&amp;list=PLjLhUHPsqNYkcq6YOfiywbTfnvf_TN7i9">https://www.youtube.com/watch?v=_qoqJ2JKfjc&amp;list=PLjLhUHPsqNYkcq6YOfiywbTfnvf_TN7i9</a>	
2	<a href="https://youtube.com/playlist?list=PLxKGe179I8LlrJrvUtdQj_kLG4TVHofxC">https://youtube.com/playlist?list=PLxKGe179I8LlrJrvUtdQj_kLG4TVHofxC</a>	
3	<a href="https://www.youtube.com/watch?v=x0WkptLF6oE&amp;list=PLpyc33gOcbVADMKqyI__O_O_RM">https://www.youtube.com/watch?v=x0WkptLF6oE&amp;list=PLpyc33gOcbVADMKqyI__O_O_RM</a>	

	eHTyNK
4	<a href="https://www.youtube.com/watch?v=tnc9ojITRg4&amp;list=PLpyc33gOcbVA4qXMoQ5vmhefTruk5t9It">https://www.youtube.com/watch?v=tnc9ojITRg4&amp;list=PLpyc33gOcbVA4qXMoQ5vmhefTruk5t9It</a>
<b>WEB REFERENCES:</b>	
1	<a href="https://www.indiabix.com/">https://www.indiabix.com/</a>
2	<a href="https://prepinsta.com/hcf-and-lcm/questions/">https://prepinsta.com/hcf-and-lcm/questions/</a>
3	<a href="https://www.esolcourses.com/">https://www.esolcourses.com/</a>
4	<a href="https://www.talkenglish.com/lessondetails.aspx?ALID=2001">https://www.talkenglish.com/lessondetails.aspx?ALID=2001</a>
5	<a href="https://www.apptitude-test.com/test-prep-account.html">https://www.apptitude-test.com/test-prep-account.html</a>
<b>ONLINE COURSES:</b>	
1	<a href="https://www.udemy.com/course/quantitative-aptitude/">https://www.udemy.com/course/quantitative-aptitude/</a>
2	<a href="https://www.mygreatlearning.com/academy/learn-for-free/courses/effective-communication">https://www.mygreatlearning.com/academy/learn-for-free/courses/effective-communication</a>

Mapping of COs with POs						
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1				3		3
CO2				3		3
CO3	2					2
CO4				3		2
CO5						2
Average	0.4			1.8		2.4
<b>1- Low , 2- Medium , 3- High</b>						



Special Electives

MB23OE601	FUNDAMENTALS OF MARKETING	Version: 1.0				
Programme & Branch	PG - MASTER OF BUSINESS ADMINISTRATION	CP	L	T	P	C
		2	2	0	0	2
<b>Course Objectives:</b>						
The Main Objectives of this course are:						
1	To understand the basic concepts of marketing.					
2	To examine the consumer buying behavior and its process.					
3	To understand the marketing mix of various products and the concept of retailing, wholesaling and Logistics.					
4	To determine the pricing strategies followed by different business organizations.					
5	To understand new concepts and techniques of market research.					
<b>UNIT-I</b>	<b>INTRODUCTION TO MARKETING</b>	<b>6</b>				
Core concepts(L1)- Evolution of marketing ( L2) - Prospects and challenges ( L3) -Marketing interface with other functional areas ( L3).						
<b>UNIT-II</b>	<b>CONSUMER BEHAVIOUR</b>	<b>6</b>				
Influencing factors (L1)- Customer buying process (L1)- Customer acquisition, satisfaction, loyalty ( L2) - Customer relationship management( L2).						
<b>UNIT-III</b>	<b>MARKETING MIX</b>	<b>6</b>				
Product, price, place, promotion (L2) - Product life cycle (L2)- Retailing, wholesaling and logistics ( L2).						
<b>UNIT-IV</b>	<b>DESIGNING PRICING STRATEGIES</b>	<b>6</b>				
Pricing strategy(L1) – Types of Pricing(L2) – How to create a pricing strategy (L2)- Pricing models based on Industry or Business(L3) - Conducting a pricing analysis( L2).						
<b>UNIT-V</b>	<b>MARKET RESEARCH TECHNIQUES</b>	<b>6</b>				
Define market research( L1) – Importance of market research( L2) - Major categories of market research (L3)- Techniques of market research(L2) – Steps for conducting market research( L2).						
<b>Total:30 PERIODS</b>						
<b>Open Ended Problems / Questions</b>						
Course specific Open Ended Problems will be solved during the class room teaching. Such problems can be given as Assignments and evaluated as Internal Assessment only and not for the End semester Examinations.						
<b>Course Outcomes:</b>						<b>Bloom's Taxonomy</b>
Upon completion of this course the students will be able to:						
CO1	Understanding the modern marketing concepts in various functional areas.					L2
CO2	Analyzing the nature of consumer buying behavior.					L2
CO3	Applying the marketing mix of products.					L2
CO4	Implementing various pricing strategies in business organization.					L3
CO5	Applying the marketing research techniques and new trends in the field of Marketing.					L3
<b>TEXT BOOKS:</b>						
1	Kotler.P, Keller K, Koshy, Jha (2012), Marketing Management, A south Asian Perspective, 14 <sup>th</sup> edition, Pearson Education.					
2	Philip Kotler (2002), Framework for Marketing Management, New Delhi, Person Education.					
<b>REFERENCE BOOKS:</b>						

1	Philip Kotler, Kevin Lane Keller, Alexander Chervev, Jagdish N. Sheth G. Shainesh, Marketing Management (16th Edition) Pearson India Education service Pvt. Ltd
2	Leon G. Schiffman, Leslie I. Kanuk, Ramesh Kumar (2010), Consumer Behaviour , 10 <sup>th</sup> Edition Pearson Education.
3	Rajendra Nargundkar, Marketing Research : text and cases

<b>Mapping of COs with POs</b>						
<b>COs/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
CO1		1				
CO2						
CO3				1		
CO4	2	2				
CO5						3
Average	0.4	0.6		0.4		0.6
<b>1- Low , 2- Medium , 3- High</b>						

MB23SE602		SOCIAL MEDIA MARKETING			Version: 1.0				
Programme & Branch		PG - MASTER OF BUSINESS ADMINISTRATION			CP	L	T	P	C
					2	2	0	0	2
<b>Course Objectives:</b>									
The Main Objectives of this course are:									
1	To understand the students digital marketing concepts.								
2	To determine the SEO concepts and designing content for digital marketing.								
3	To identify the social media influences in marketing.								
4	To familiarize the analytics techniques used in social media.								
5	To enhance students with digitalization of Current Business.								
<b>UNIT-I</b>		<b>INTRODUCTION TO DIGITAL MARKETING</b>						<b>6</b>	
Concepts - Key Elements(L1)- evaluations- traditional marketing Vs Digital marketing (L2)- Digital marketing Strategy(L2)-Skills required for Digital marketing(L2)- Digital marketing plan-implications of Digital marketing(L2).									
<b>UNIT-II</b>		<b>SEARCH ENGINE OPTIMIZATION</b>						<b>6</b>	
Concepts- Benefits of SEO(L1)- SEO phases- Elements Optimization of site (L2)- Internet Marketing Metrics(L2) - Google Ad Words(L2) - Cost per click (L1)- Cost per impression(L2) - Setting budgets(L2)- Defining target audience (L2)- formation of campaigns(L2) - Customer engagement - Brand customer Centricity(L2).									
<b>UNIT-III</b>		<b>SOCIAL MEDIA MARKETING</b>						<b>6</b>	
Social media Content (L1)- Goals , Social media policies(L2)- types of social media(L2)-Face book, Instagram, Twitter, LinkedIn, youtubeTiktok, etc.,(L2) Social media campaign(L3)- pros and cons of social media marketing(L2).									
<b>UNIT-IV</b>		<b>ANALYTICS OF SOCIAL MEDIA</b>						<b>6</b>	
Define social media analytics(L1) - Need of SMA(L1)-Data mining Vs Data analytics (L2)- types of SMA tools(L2)- Google analytics(L1)- Metrics Competitor analysis(L2).									
<b>UNIT-V</b>		<b>SOCIAL MEDIA MARKETING FOR BUSINESSES</b>						<b>6</b>	
Social Media Marketing for Businesses(L1)- essentials of a successful social media marketing strategy (L2) - Creating your social media marketing plan for new Business(L2) - Emerging Social Media Platforms in current Business(L2).									
<b>Total:30 PERIODS</b>									
<b>Open Ended Problems / Questions</b>									
Course specific Open Ended Problems will be solved during the class room teaching. Such problems can be given as Assignments and evaluated as Internal Assessment only and not for the End semester Examinations.									
<b>Course Outcomes:</b>								<b>Bloom's Taxonomy</b>	
Upon completion of this course the students will be able to:									
1	Apply digital marketing concepts in Current era.								L2
2	Understand the different concepts of Search Engine Optimization.								L2
3	Apply the social media marketing in various business situation.								L3
4	Implement various innovative ideas through social media analytics.								L3
5	Analyze Social media analytics in business.								L3
<b>TEXT BOOKS:</b>									
1	Svendhollensen, Philip Kotler, Marc oliver opresnik, Social media Marketing. A practitioner Guide, 3 <sup>rd</sup> edition, opresnik management consulting.								
<b>REFERENCE BOOKS:</b>									

1	Social Selling Mastery; Scaling up your sales and marketing machine for the digital buyer, Willey Publications.
2	Ian Dodson (2016) the art of digital marketing: the definitive guide to creating strategic, Targeted, and Measurable online Campaigns, New jerssy, John Wiley & sons.
3	Jason Mcdonald, social media marketing work book: how to use social media for business (2020) updated edition.

<b>Mapping of COs with POs</b>						
<b>COs/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
C01		1				
C02	1					
C03						
C04		2			2	
C05	1					1
Average	0.4	0.6			0.4	0.2
<b>1- Low , 2- Medium , 3- High</b>						

<b>MB23SE603</b>		<b>PROJECT PLANNING AND ANALYSIS</b>					<b>Version : 1.0</b>				
<b>Programme &amp; Branch</b>		<b>PG-Master of Business Administration</b>					<b>CP</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
							<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>Course Objectives:</b>											
The Main Objectives of this course are:											
1	To understand how project ideas are generated.										
2	To Determine the collection of secondary information.										
3	To know about project charts and layouts.										
4	To understand the costs related to a project.										
5	To create the different approaches to social cost-benefit analysis.										
<b>UNIT-I</b>		<b>Introduction to Planning</b>									
Overview-Strategy and Resource Allocation(L2)-Generation of ideas, (L2) corporate appraisal, (L2) Tools for Identifying Opportunities(L2)-Project Rating index. (L2)											
<b>UNIT-II</b>		<b>Market and Demand Analysis</b>									
Situational Analysis and Specification of Objectives(L2)-Collection of Secondary Information(L2)-Conduct Market Survey(L3)-Demand Forecasting-Marketing Plan(L2)											
<b>UNIT-III</b>		<b>Technical Analysis</b>									
Manufacturing Process/Technology(L2)-Product Mix-Project charts and layout-(L2) Schedule of Project Implementation(L2)											
<b>UNIT-IV</b>		<b>Financial Estimates and Projections</b>									
Cost of the project(L2)-Estimates sales and Production(L2)-Working capital Requirements and its Financing(L3)- Projected cash flow Statement(L2)-Projected Balance Sheet(L2)											
<b>UNIT-V</b>		<b>Social Cost Benefit Analysis</b>									
Rationale for SCBA-UNIDO Approach(L2)-Measurement of the Impact on Distribution(L2)-Savings Impact and its Value(L2)-Income Distribution Impact-SCBA by Financial Institution(L3)											
<b>Total : 30 PERIODS</b>											
<b>Open Ended Problems / Questions</b>											
Course specific Open Ended Problems will be solved during the class room teaching. Such problems can be given as Assignments and evaluated as Internal Assessment only and not for the End semester Examinations.											
<b>Course Outcomes:</b>										<b>Bloom's Taxonomy</b>	
Upon completion of this course the students will be able to:											
CO1	Explain why it's important to make plans before starting a project										L2
CO2	Apply the ability to align objectives with the insights from situational analysis.										L3
CO3	Explain the purpose and benefits of using project charts and layouts in managing projects.										L2
CO4	Plan the working capital based on given data.										L3
CO5	Compare the economic, social, and environmental impacts of alternative projects using SCBA.										L2
<b>TEXT BOOKS:</b>											
1	Prasanna Chandra, Projects Planning, Analysis, Selection, Financing, Implementation and Review, McGraw Hill Education India Pvt Ltd., New Delhi,										
<b>REFERENCE BOOKS:</b>											
1	Kamaraju Ramakrishna, Essential of Project Management, PHI Learning Pvt Ltd.,										

2	Pitale, R.L: Project Appraisal Techniques, Oxford and IBH.
3	Patel, Bhavesh M, Project Management, Vikas publishing House pvt. Ltd., New Delhi

<b>Mapping of COs with POs</b>						
<b>COs/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
CO1	2	1		1	1	
CO2		1	2	2	1	2
CO3	2				1	
CO4	2	2		1		1
CO5	2	2	1	2		2
Average	1.6	1.2	0.6	1.2	0.6	1
<b>1- Low , 2- Medium , 3- High</b>						

MB230E604	SAP F4 HANA- Accounting & Finance		Version: 1.0			
Programme & Branch	PG - MASTER OF BUSINESS ADMINISTRATION	CP	L	T	C	
		2	2	0	2	
<b>Course Objectives:</b>						
The Main Objectives of this course are:						
1	To Understand the Fundamentals Accounting Applications.					
2	To Know about the Preparation of Financial Statements.					
3	To Understand the Financial Asset Database workings.					
4	To Apply the basic principles of Journal & Ledger Preparation.					
<b>UNIT-I</b>	<b>TIFIN50 – PART 1</b>					
Core Financial Accounting (FI) Configuration (L1)- Master Data (L2) Document Control- Posting Control(L2)-Financial Document Clearing (L2)- SAP Simple Finance Add-on for SAP Business Suite powered by SAP (L2)						
<b>UNIT-II</b>	<b>TIFIN50 – PART 2</b>					
Automatic Payments (L1)- The Dunning Programs (L2)- Correspondence (L1)- Accounts Approach (L2)-Ledger Approach (Within New General Ledger Accounting) (L2)- Financial Closing Overview and Basic Settings (L2)- Financial Statements (L2)- Receivables and Payables (L2)- Accruals and Deferrals (L2)- Technical, Organizational and Documentary Closing Activities (L2)- Financial Closing Cockpit (L2)						
<b>UNIT- III</b>	<b>TIFIN52 – PART 1</b>					
Organizational Structures (L1)- Master Data (L2)- Asset Transactions (L2)- Periodic Processing and Valuation (L2)- Information System (L2)- Standard Reports in Financial and Management Accounting (L2) -SAP List Viewer (L2)- Drilldown Reporting (L2)						
<b>UNIT – IV</b>	<b>TIFIN52 – PART 2</b>					
Special General Ledger Transactions (L2)- Parking Documents (L2)- Validations and Substitutions (L2)- Data Archiving in FI (L2)- Document Splitting (L2)- New Asset Accounting (L2)						
<b>Open Ended Problems / Questions</b>						
Course specific Open Ended Problems will be solved during the class room teaching. Such problems can be given as Assignments and evaluated as Internal Assessment only and not for the End semester Examinations.						
<b>Course Outcomes:</b>					<b>Bloom's Taxonomy</b>	
Upon completion of this course, the students will be able to:						
CO1	Introduce SAP Accounting Fundamental Applications				L2	
CO2	Explain the Preparation of Financial Statements Applications				L2	
CO3	Describe the Financial Asset Database workings				L2	
CO4	Understanding basic principle of Journal & Ledger Preparation				L2	
<b>TEXTBOOKS:</b>						
1	TIFIN50 – PART 1					
2	TIFIN50 – PART 2					
3	TIFIN52 – PART 1					
4	TIFIN52 – PART 2					

<b>VIDEO REFERENCES:</b>	
1	Training.sap.com
<b>WEB REFERENCES:</b>	
2	Training.sap.com
<b>ONLINE COURSES:</b>	
1	Training.sap.com

<b>Mapping of COs with POs</b>						
<b>COs/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
C01						
C02						
C03						
C04						
C05						
Average						
<b>1- Low , 2- Medium , 3- High</b>						



<b>MB23SE605</b>		<b>PERFROMANCE MANAGEMENT SYSTEM</b>			<b>Version: 1.0</b>				
<b>Programme &amp; Branch</b>		<b>PG - MASTER OF BUSINESS ADMINISTRATION</b>			<b>CP</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
					<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>Course Objectives:</b>									
The Main Objectives of this course are:									
1	To understand the philosophy and standard of performance management								
2	To apply the concept of planning for effective performance in organization								
3	To apply the various types and methods of appraisal for effective management								
4	To understand conceptual framework of PMS								
5	To understand the ethics in PMS								
<b>UNIT-I</b>		<b>Introduction to Performance Management</b>						<b>4</b>	
Performance Management (L2) – Philosophy (L2) – Overview (L2) – Performance (L2) - Objectives and Standard (L2), Performance Criteria (L2).									
<b>UNIT-II</b>		<b>Performance Planning</b>						<b>6</b>	
Performance Planning (L2) – Process (L2) – Contents (L2) - Process of developing employee performance plans(L3) – Eight step model of a Performance plan (L3).									
<b>UNIT-III</b>		<b>Performance Appraisal and Review</b>						<b>6</b>	
Objectives (L2) – Steps (L2) – Design (L2) - Types and Methods of Appraisal (L3) – Basic tools (L3) – Potential Appraisal (L2) – Biases (L2) – Performance Management Review (L2) - Effective Performance Counseling (L2).									
<b>UNIT-IV</b>		<b>Performance Management Systems</b>						<b>8</b>	
PMS (L2) – Importance (L2) – Features, Dimensions (L2) - Conceptual framework (L2) – Performance consulting (L2) - Four pillars of PMS (L2) - Performance Management Theatre (L2) – Strategic Performance Management (L2).									
<b>UNIT-V</b>		<b>Ethics in Performance Appraisal</b>						<b>6</b>	
Ethics – An Overview(L2), Ethics in Organizations(L2), Ethics in Performance Management(L2), Realities of Ethics in Performance Management(L2), Ensuring Ethics in Performance Management(L2).									
<b>Total:30 PERIODS</b>									
<b>Course Outcomes:</b>								<b>Bloom's Taxonomy</b>	
Upon completion of this course the students will be able to:									
CO1	Understand the concept of performance management.								L2
CO2	Apply the performance plan for any organization.								L3
CO3	Use various performance appraisal methods and tools.								L3
CO4	Summarize the framework of PMS.								L2
CO5	Describe the ethics to be maintained while appraising.								L2

<b>TEXT BOOKS:</b>	
1	Bhattacharyya, Dipak Kumar (2011). Performance Management, Systems and Strategies, 1/e; New Delhi: Pearson Education
<b>REFERENCE BOOKS:</b>	
1	Prem Chadha (2011). Performance Management, 1/e; New Delhi: Macmillan Education
2	Rao, T.V. (2008). Performance Management and Appraisal System, 1/e; NewDelhi: SAGE Publications
<b>VIDEO REFERENCES:</b>	
1	<a href="https://youtu.be/0BUAuni5s0Q">https://youtu.be/0BUAuni5s0Q</a>
2	<a href="https://youtu.be/WYMr8NZdG54">https://youtu.be/WYMr8NZdG54</a>
<b>WEB REFERENCES:</b>	
1	<a href="https://www.hrhelpboard.com/performance-management/performance-management-system.html">https://www.hrhelpboard.com/performance-management/performance-management-system.html</a>
2	<a href="https://www.tutorialspoint.com/performance_management/index.htm">https://www.tutorialspoint.com/performance_management/index.htm</a>
3	<a href="https://kissflow.com/hr/performance-management/performance-management-system/">https://kissflow.com/hr/performance-management/performance-management-system/</a>
<b>ONLINE COURSES:</b>	
1	<a href="https://nptel.ac.in/courses/109105127">https://nptel.ac.in/courses/109105127</a>
2	<a href="https://www.udemy.com/course/performance-management-system-n/">https://www.udemy.com/course/performance-management-system-n/</a>

<b>Mapping of COs with POs</b>						
<b>COs/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
CO1	1					
CO2	2	2			1	
CO3	2					
CO4	2					
CO5	1					
Average	1.6	0.4			0.2	
<b>1 – Low, 2 –Medium, 3 – High</b>						

<b>MB23SE606</b>	<b>HUMAN RESOURCE INFORMATION SYSTEM</b>	<b>Version: 1.0</b>				
<b>Programme &amp; Branch</b>	<b>PG - MASTER OF BUSINESS ADMINISTRATION</b>	<b>CP</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>Course Objectives:</b>						
The Main Objectives of this course are:						
1	To explain the students to the basic concepts of Data & Information.					
2	To Use the Data Management for HRIS.					
3	To implement the HR Management Process in HRIS.					
4	To implement the HRIS Applications.					
5	To create the HRIS software packages.					
<b>UNIT-I</b>	<b>INTRODUCTION TO HRIS</b>					<b>4</b>
Concept (L1), Structure (L2) & Mechanisms of HRIS (L2) -Survey of Software Packages for Human Resource Information System (L2) - EHRM (L2), Objectives (L2), Advantages & Disadvantages.(L2)						
<b>UNIT-II</b>	<b>DATA MANAGEMENT FOR HRIS</b>					<b>6</b>
Data Formats (L2), Entry Procedure & Process (L2), Data Storage & Retrieval (L2), Transaction Processing (L2) , Office Automation, Information Processing & Control Functions (L3), Design of HRIS (L3), Relevance of Decision Making (L2), Concepts for Information System Design (L2)						
<b>UNIT-III</b>	<b>HR MANAGEMENT PROCESS IN HRIS</b>					<b>6</b>
Modules on HR Planning (L2), Recruitment (L3), Selection (L3), Placement (L2), Module on Performance Appraisal System (L3), Training & Development Module (L3), Module on Pay.(L3)						
<b>UNIT-IV</b>	<b>HRIS APPLICATION</b>					<b>8</b>
HR administration (L2) – Outsourcing (L2) – Job shadowing (L3)– HR planning Sub System (L3) – Data input (L2) - Data Capturing for Monitoring & Review (L3) – Outflow (L2) – Report (L3) – Information Processing for Decision Making. (L2)						
<b>UNIT-V</b>	<b>HRIS – SOFTWARE PACKAGES</b>					<b>6</b>
Software supporting Human Resource Information System (L2) - Enterprise Resource planning - SAP and Oracle Financials and Ramco Marshall. (L3)						
<b>Total:30 PERIODS</b>						
<b>Open Ended Problems / Questions</b>						
Course specific Open Ended Problems will be solved during the class room teaching. Such problems can be given as Assignments and evaluated as Internal Assessment only and not for the End semester Examinations.						
<b>Course Outcomes:</b>						<b>Bloom's Taxonomy</b>
Upon completion of this course the students will be able to:						
CO1	Discuss the basic concepts of Data & Information					L2
CO2	Execute the knowledge on Data Management for HRIS					L3
CO3	Apply the modules for HR Management Process & HRIS					L3

CO4	Use the HRIS Application for Human Resource Information System	L3
CO5	Apply the HRIS software packages for management of HR	L3
<b>TEXT BOOKS:</b>		
1	Michael J. Kavanagh , Mohan Thite ,Human Resource Information Systems: Basics, Applications, and Future Directions ,Sage Publications Pvt Ltd,3rd Edition, 2019.	
2	Sathish.M.Badgi, Practical Guide to Human Resource Information Systems,PHI, 1st Edition 2012.	
<b>REFERENCE BOOKS:</b>		
1	Kavanagh, Human Resource Information Systems: Basics, Applications and Future Directions, Sage South Asia Edition, 1 <sup>st</sup> Edition 2011.	
2	P.K. Gupta ,Susheel Chhabra ,Human Resource Information System ,Himalaya Publishing House, 1 <sup>st</sup> Edition, 2015.	
3	Michael J. Kavanagh , Mohan Thite ,Human Resource Information Systems: Basics, Applications, and Future Directions ,Sage Publications Pvt Ltd,3 <sup>rd</sup> Edition, 2019.	
4	Michael Armstrong, A Handbook of Human Resource Management Practice, Kogan Page,10th Edition, 2006.	
<b>VIDEO REFERENCES:</b>		
1	<a href="https://www.youtube.com/watch?v=u65k7OU999g">https://www.youtube.com/watch?v=u65k7OU999g</a>	
2	<a href="https://www.youtube.com/watch?v=5Atny7roH3I">https://www.youtube.com/watch?v=5Atny7roH3I</a>	
<b>WEB REFERENCES:</b>		
1	<a href="https://www.geektonight.com/human-resources-information-system-hris/">https://www.geektonight.com/human-resources-information-system-hris/</a>	
2	<a href="https://www.studocu.com/row/document/catholic-university-of-cameroon/operating-system/lecture-notes-on-human-resource-information-system/33951758">https://www.studocu.com/row/document/catholic-university-of-cameroon/operating-system/lecture-notes-on-human-resource-information-system/33951758</a>	
<b>ONLINE COURSES:</b>		
1	<a href="https://www.udemy.com/course/human-resource-information-system-training/">https://www.udemy.com/course/human-resource-information-system-training/</a>	
2	<a href="https://www.educba.com/course/human-resource-information-system/">https://www.educba.com/course/human-resource-information-system/</a>	

<b>Mapping of COs with POs</b>						
<b>COs/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
CO1	2	2				
CO2	2	2	2			
CO3	2	3				
CO4	2	2	3			
CO5	2	2		2		
Average	2	2	1.0	0.4		
<b>1- Low , 2- Medium , 3- High</b>						

MB23OE607	LEAN MANAGEMENT				Version 1.0				
Programme & Branch	PG - MASTER OF BUSINESS ADMINISTRATION				CP	L	T	P	C
					2	2	0	0	2
<b>Course Objectives:</b>									
The Main Objectives of this course are:									
1	To Create awareness and importance of Lean management in different industries								
2	To understand issues and challenges in implementing and developments in lean manufacturing techniques in business.								
3	To understand contributions of Lean Management System for improving organizational performance								
4	To understand the implementation of kanban and JIT in organization								
5	To inculcate the practices of using tools used in Lean management and implementation								
<b>UNIT-I</b>		<b>INTRODUCTION TO LEAN MANAGEMENT AND LEAN ELEMENTS</b>				<b>6</b>			
Evolution of lean; Global competition, Cost subtraction Principle, Performance Management, Balance score card, Five Lean Principles, Muda, Mura and Muri									
<b>UNIT-II</b>		<b>LEAN TOOLS AND TECHNIQUES</b>				<b>6</b>			
Various tool of LM, , Impact of Seiri Seiton Seiso Seiketsu and Shitsuke, Poke Yoke, Kaizen, Need for TPM, Pillars of TPM, Implementation of TPM, Overall Equipment Effectiveness (OEE) and its computation.									
<b>UNIT-III</b>		<b>LEAN SYSTEM</b>				<b>6</b>			
Lean systems: Features manufacturing and services, Work flow, Small lot sizes, Pull Method, Kanban, A3 problem solving, Just In Time.									
<b>UNIT-IV</b>		<b>PROJECT SELECTION FOR LEAN</b>				<b>6</b>			
Resource and project selection, Selecting projects, Process mapping, Current and future Value stream mapping, project suitable for lean initiatives.									
<b>UNIT-V</b>		<b>LEAN MANAGEMENT AND IMPLEMENTATION</b>				<b>6</b>			
Standardized work, Continuous improvement. Lean projects: Training, selecting the members, preparing project plan, implementation, review. Productivity Improvement: Process, machinery Operator and equipment.									
<b>Total : 30 PERIODS</b>									
<b>Open Ended Problems / Questions</b>									
Course specific Open Ended Problems will be solved during the class room teaching. Such problems can be given as Assignments and evaluated as Internal Assessment only and not for the End semester Examinations.									
<b>Course Outcomes:</b>								<b>Bloom's Taxonomy</b>	
Upon completion of this course the students will be able to:									
CO1	Understand the importance of Lean Management and its application in service and manufacturing industries								L2
CO2	Apply various Lean tools and techniques, such as 5S, Kanban, Poka-Yoke, and Kaizen								L3
CO3	Understand the importance of Just in time principles in lean management								L2
CO4	Compare various lean management projects for project selection								L2
CO5	Understand the lean management implementation in lean projects								L2
<b>TEXT BOOKS:</b>									

1	The Lean Six Sigma Pocket Toolkit: A Quick Reference Guide to 100 Tools for Improving Quality and Speed" by Michael L. George, John Maxey, David T. Rowlands, and Malcolm Upton
2	Lean Production Simplified, Third Edition: A Plain-Language Guide to the World's Most Powerful Production System" by Pascal Dennis.
<b>REFERENCE BOOKS:</b>	
1	"Lean Management Principles for Information Technology" by Gerhard J. Plenert.
2	"Lean Office and Service Simplified: The Definitive How-To Guide" by Drew Locher
3	"The Gold Mine: A Novel of Lean Turnaround" by Freddy Balle and Michael Balle
4	"Gemba Kaizen: A Commonsense Approach to a Continuous Improvement Strategy" by Masaaki Imai
<b>VIDEO REFERENCES:</b>	
1	<a href="https://www.youtube.com/@LeanEnterpriseInst">https://www.youtube.com/@LeanEnterpriseInst</a>
2	<a href="https://www.youtube.com/@linkedinlearning">https://www.youtube.com/@linkedinlearning</a>
<b>WEB REFERENCES:</b>	
1	<a href="https://asq.org/quality-resources/lean">https://asq.org/quality-resources/lean</a>
2	<a href="https://www.lean.org/">https://www.lean.org/</a>
<b>ONLINE COURSES:</b>	
1	<a href="https://www.udemy.com/course/leanmanagement/">https://www.udemy.com/course/leanmanagement/</a>
2	<a href="https://www.linkedin.com/learning/learning-lean-it">https://www.linkedin.com/learning/learning-lean-it</a>

<b>Mapping of COs with POs</b>						
<b>COs/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
CO1	2	2		2		2
CO2	2	2		2		3
CO3	2	2	2	2		2
CO4	2	2	2	2		3
CO5	2	2	3	2	2	2
Average	2	2	1.4	2	0.4	2.4
<b>1- Low , 2- Medium , 3- High</b>						

<b>MB23SE608</b>		<b>MATERIALS MANAGEMENT</b>				<b>Version: 1.0</b>				
<b>Programme &amp; Branch</b>		<b>PG - MASTER OF BUSINESS ADMINISTRATION</b>				<b>CP</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
						<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>Course Objectives:</b>										
The Main Objectives of this course are:										
1	To understand the concepts of Materials Management.									
2	To examine material requirement concepts and resource requirement in manufacturing.									
3	To outline the different inventory management models.									
4	To explain the concepts of purchase management.									
5	To identify the cost-effective sourcing strategies and Warehouse management.									
<b>UNIT-I</b>		<b>INTRODUCTION</b>						<b>6</b>		
Operating environment-aggregate planning-role, need, strategies, costs techniques, approaches-Master scheduling-manufacturing planning and control system-manufacturing resource planning-enterprise resource planning-making the production plan										
<b>UNIT-II</b>		<b>MATERIALS PLANNING</b>						<b>6</b>		
Materials requirements planning-bill of materials-resource requirement planning-manufacturing Resource planning-capacity management-scheduling orders-production activity control-codification.										
<b>UNIT-III</b>		<b>INVENTORY MANAGEMENT</b>						<b>6</b>		
Policy Decisions-objectives-control -Retail Discounting Model, Newsvendor Model; Review of deterministic models, Probabilistic inventory models.										
<b>UNIT-IV</b>		<b>PURCHASING MANAGEMENT</b>						<b>6</b>		
Establishing specifications-selecting suppliers-price determination-forward buying-mixed buying strategy-price forecasting-buying seasonal commodities-purchasing under uncertainty-demand management-price forecasting-purchasing under uncertainty-purchasing of capital equipment international purchasing.										
<b>UNIT- V</b>		<b>WAREHOUSE MANAGEMENT</b>						<b>6</b>		
Warehousing functions - types - Stores management-stores systems and procedures-incoming materials -control-stores accounting and stock verification-Obsolete, surplus and scrap-value analysis-material handling-transportation and traffic management -operational efficiency-productivity-cost effectiveness performance measurement										
<b>Total : 30 PERIODS</b>										
<b>Open Ended Problems / Questions</b>										
Course specific Open Ended Problems will be solved during the class room teaching. Such problems can be given as Assignments and evaluated as Internal Assessment only and not for the End semester Examinations.										
<b>Course Outcomes:</b>										<b>Bloom's Taxonomy</b>
Upon completion of this course the students will be able to:										
CO1	Understanding of materials management principles and terminology.									L2
CO2	Apply the techniques of planning to manage stock levels and minimize the costs.									L3
CO3	Apply the inventory management models to manage inventory.									L3
CO4	Implement the buying and price forecasting strategies in an organization.									L2
CO5	Examine the warehousing functions and measuring the cost effectiveness.									L2
<b>TEXT BOOKS:</b>										

1	Introduction to Materials Management by J.R. Tony Arnold, Stephen N. Chapman, and Lloyd M. Clive
2	Gopalakrishnan, Purchasing and Materials Management, Tata McGraw Hill, 2012
<b>REFERENCE BOOKS:</b>	
1	J.R.Tony Arnold, Stephen N. Chapman, Lloyd M. Clive, Materials Management, Pearson, 2012.
2	S. N. Chary, Production and Operations Management, Tata McGraw Hill , 2012
3	A.K.Chitale and R.C.Gupta, Materials Management, Text and Cases, PHI Learning, 2nd Edition,2006
4	Ronald H. Ballou and Samir K. Srivastava, Business Logistics and Supply Chain Management, Pearson education,Fifth Edition
<b>VIDEO REFERENCES:</b>	
1	<a href="https://www.youtube.com/@APICSVideo">https://www.youtube.com/@APICSVideo</a>
2	<a href="https://www.linkedin.com/learning/supply-chain-and-operations-management-tips/optimize-your-inventory">https://www.linkedin.com/learning/supply-chain-and-operations-management-tips/optimize-your-inventory</a>
<b>WEB REFERENCES:</b>	
1	<a href="https://www.apics.org/">https://www.apics.org/</a>
2	<a href="https://www.supplychaindive.com/">https://www.supplychaindive.com/</a>
<b>ONLINE COURSES:</b>	
1	Udemy - "Introduction to Materials Management":
2	edX - "Supply Chain Management Fundamentals"

Mapping of COs with POs						
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2		1	2	1
CO2	2	2		2	2	
CO3	2	2		2	2	2
CO4	2	2		2	2	2
CO5	2	2			3	2
Average	2	2		1.4	2.2	1.4
<b>1- Low , 2- Medium , 3- High</b>						

<b>MB23SE609</b>	<b>CLOUD COMPUTING</b>	<b>Version: 1.0</b>				
<b>Programme &amp; Branch</b>	<b>PG - MASTER OF BUSINESS ADMINISTRATION</b>	<b>CP</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>



<b>Course Objectives:</b>		
The Main Objectives of this course are:		
1.	To recall and explain the basic ideas and terms of cloud computing.	
2.	To summarize the different types of clouds and their main features.	
3.	To understand the usage of cloud virtualization.	
4.	To understand the concept of cloud security and its governance.	
5.	To interpret the applications of cloud.	
<b>UNIT-I</b>	<b>INTRODUCTION TO CLOUD COMPUTING</b>	<b>6</b>
Introduction to Cloud Computing –Characteristics - Technologies – How cloud Works? – Fundamentals blocks, Pros & Cons of cloud computing, Cloud Architecture.		
<b>UNIT-II</b>	<b>DEPLOYMENT AND SERVICE MODELS</b>	<b>6</b>
Deployment Models: Public Cloud- Private Cloud – Hybrid Cloud – Community cloud. Service Models: IaaS Layer – PaaS Layer – SaaS Layer.		
<b>UNIT-III</b>	<b>CLOUD VIRTUALIZATION</b>	<b>6</b>
Meaning - Data Virtualization –Types of Virtualization – Difference between Cloud computing & Data Virtualization – Pros & Cons of Virtualization.		
<b>UNIT-IV</b>	<b>CLOUD SECURITY</b>	<b>6</b>
Security Overview – Cloud Security Challenges –Software-as-a-Service Security – Security Governance – Security Standards.		
<b>UNIT-V</b>	<b>CLOUD APPLICATIONS</b>	<b>6</b>
AI and Machine Learning Integration - Edge Computing - Server less Computing- IoT Integration - Multi-Cloud and Hybrid Strategies.		
<b>Total:30 PERIODS</b>		
<b>Open Ended Problems / Questions</b>		
Course specific Open Ended Problems will be solved during the class room teaching. Such problems can be given as Assignments and evaluated as Internal Assessment only and not for the End semester Examinations.		
<b>Course Outcomes:</b>		<b>Bloom's Taxonomy</b>
Upon completion of this course the students will be able to:		
CO1	Recall and explain the basic ideas and terms of cloud computing.	L2
CO2	Summarize the different types of clouds and their main features.	L2
CO3	Understand the usage of cloud virtualization.	L2
CO4	Understand the concept of cloud security and its governance.	L2
CO5	Interpret the applications of cloud.	L2
<b>TEXT BOOKS:</b>		
1	Rajkumar Buyya, James Broberg, Andrzej M. Goscinski, Cloud Computing Principles and Paradigms, 1st Edition, Wiley, 2013.	
2	Ronald Krutz and Russell Dean Vines, Cloud Security: A Comprehensive Guide to Secure Cloud Computing, Wiley, 2010.	
<b>REFERENCE BOOKS:</b>		
1	Toby Velte, Anthony Velte, Robert Elsenpeter, Cloud Computing, A Practical Approach, McGraw Hill, 2010.	

2	Judith Hurwitz, Robin Bloor, Marcia Kaufman, Fern Helper, Cloud Computing For Dummies, Wiley, 2010.
<b>VIDEO REFERENCES:</b>	
1	<a href="https://www.youtube.com/watch?v=64-1ymY2xaw">https://www.youtube.com/watch?v=64-1ymY2xaw</a>
2	<a href="https://www.youtube.com/watch?v=RWgW-CgdIk0">https://www.youtube.com/watch?v=RWgW-CgdIk0</a>
<b>WEB REFERENCES:</b>	
1	<a href="https://www.javatpoint.com/web-services-in-cloud-computing">https://www.javatpoint.com/web-services-in-cloud-computing</a>
2	<a href="https://www.geeksforgeeks.org/cloud-computing/">https://www.geeksforgeeks.org/cloud-computing/</a>
<b>ONLINE COURSES:</b>	
	<a href="https://onlinecourses.nptel.ac.in/noc21_cs14/preview">https://onlinecourses.nptel.ac.in/noc21_cs14/preview</a>
2	<a href="https://www.udemy.com/topic/cloud-computing/">https://www.udemy.com/topic/cloud-computing/</a>

Mapping of COs with POs						
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	1					
CO2	1					
CO3	1					
CO4	1					
CO5	1					
Average	1					
<b>1 – Low, 2 –Medium, 3 – High</b>						

<b>MB23SE610</b>	<b>EVENT MANAGEMENT</b>				<b>Version: 1.0</b>				
<b>Programme &amp;</b>	<b>PG - MASTER OF BUSINESS ADMINISTRATION</b>				<b>CP</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>

Branch		0	0	0	0	2
<b>Course Objectives:</b>						
The Main Objectives of this course are:						
This course is designed to provide an introduction to the principles of event management. The course aims to impart knowledge on the various events and how these events can be organized successfully.						
<b>UNIT-I</b>	<b>EVENT CONTEXT</b>	<b>6</b>				
Events: Introduction (L1), Scope (L2), Types (L2), Characteristics (L2). Growth of Event Industry in India, Event (L2), Management Competencies (L2), Role of Event Manager (L2), Code of ethics (L2).						
<b>UNIT-II</b>	<b>EVENT PLANNING &amp; LEGAL ISSUES</b>	<b>6</b>				
Marketing Research for Events (L3), Sourcing and Understanding Clients (L3), Feasibility Assessment (L3), B-Plan Preparation (L3), Bidding for Events: Components (L2), Proposal (L3). Event Management: Laws (L2), Permits (L2), Licenses (L2), Contracts (L2).						
<b>UNIT-III</b>	<b>EVENT MARKETING</b>	<b>6</b>				
Marketing Mix for Events (L2), Defining Target Markets (L1), Events Life Cycle Analysis (L2), Branding: Issues and Strategies (L2), Pricing Decisions (L3), Sponsorship Decisions (L2).						
<b>UNIT-IV</b>	<b>EVENT OPERATION</b>	<b>6</b>				
Site Selection (L3) – Types of location (L3) – Venue Requirements (L3) : Room, Stage, Audi-Visual, Lighting, Performers, Decors, Caterer, Photography & Videography – Protocols (L3) – Guest list (L2) – Guest demographics (L2) – Children at event (L2)– Invitation (L3)– Media (L3).						
<b>UNIT-V</b>	<b>EVENT SAFETY</b>	<b>6</b>				
Risk assessment – Safety officer, Medical Manager – Venue, Structural safety – Food safety – Occupational safety – Fire Prevention – Sanitary facilities – Vehicle traffic – Waste Management.						
<b>Total:30 PERIODS</b>						
<b>Open Ended Problems / Questions</b>						
Course specific Open Ended Problems will be solved during the class room teaching. Such problems can be given as Assignments and evaluated as Internal Assessment only and not for the End semester Examinations.						

<b>Course Outcomes:</b>		<b>Bloom's Taxonomy</b>
Upon completion of this course the students will be able to:		
CO1	Understand about structure and code of ethics of events.	L2
CO2	Execute an event with proper planning and regulations.	L3
CO3	Understand about event marketing, planning and strategies.	L2
CO4	Enhance professional skills in event management.	L3
CO5	Analyze the safety measure of event management.	L3
<b>TEXT BOOKS:</b>		

1	Lynn Van Der Wagen, Event Management for Tourism, Cultural Business & Sporting Events, 4 th Edition, Pearson Publications, 2014.
<b>REFERENCE BOOKS:</b>	
1	Judy Allen, Event Planning 2nd Edition, Wiley & Sons, Canada, 2014.
2	Lynn Van Der Wagen, & Brenda R. Carlos ,Sucessful Event Management.
<b>VIDEO REFERENCES:</b>	
1	<a href="https://www.youtube.com/watch?v=VpeqCDn9uVY&amp;pp=ygUhZXZlbnQgbWFuYWdlbWVudCBldmVudCBtYW5hZ2VtZW50">https://www.youtube.com/watch?v=VpeqCDn9uVY&amp;pp=ygUhZXZlbnQgbWFuYWdlbWVudCBldmVudCBtYW5hZ2VtZW50</a>
2	<a href="https://www.youtube.com/watch?v=1u-9EtZXH7I&amp;pp=ygUhZXZlbnQgbWFuYWdlbWVudCBldmVudCBtYW5hZ2VtZW50">https://www.youtube.com/watch?v=1u-9EtZXH7I&amp;pp=ygUhZXZlbnQgbWFuYWdlbWVudCBldmVudCBtYW5hZ2VtZW50</a>
<b>WEB REFERENCES:</b>	
1	<a href="https://thebusinessfame.com/event-management-and-its-basics/">https://thebusinessfame.com/event-management-and-its-basics/</a>
2	<a href="https://brand24.com/blog/how-to-do-event-management/">https://brand24.com/blog/how-to-do-event-management/</a>
<b>ONLINE COURSES:</b>	
1	<a href="https://alison.com/course/fundamentals-of-events-management">https://alison.com/course/fundamentals-of-events-management</a>
2	<a href="https://www.udemy.com/course/fundamentals-of-event-planning/">https://www.udemy.com/course/fundamentals-of-event-planning/</a>

Mapping of COs with POs						
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	1					
CO2	2			2		
CO3	1					
CO4						
CO5						
Average	0.8			0.4		
<b>1 – Low, 2 –Medium, 3 – High</b>						

<b>MB23SE611</b>	<b>CIRCULAR ECONOMY</b>	<b>Version: 1.0</b>			
<b>Programme &amp; Branch</b>	<b>PG - MASTER OF BUSINESS ADMINISTRATION</b>	<b>CP</b>	<b>L</b>	<b>T</b>	<b>P C</b>
		<b>0</b>	<b>0</b>	<b>0</b>	<b>0 2</b>

<b>Course Objectives:</b>		
1	To develop graduates who have the necessary theoretical, practical and research knowledge, skill and aptitude in circularity and can get job opportunities by the industry in various sectors both public and private at national and international level.	
2	To contrive skilled manpower and entrepreneurship in the field of Circular Economy.	
3	To enhance interaction of students with the senior/experienced manpower who have real time knowledge / experience in the technology development, research, innovation, entrepreneurship deployment and circular business models.	
4	To acquaint students about the needs of businesses related to circularity and to create zeal among students to pursue research and development (R&D), and Entrepreneurship in this domain.	
5	To Create entrepreneurs who would promote knowledge in core competencies of environmental education and work on "innovation to industry" approach through university-industry partnerships.	
<b>UNIT-I</b>	<b>INTRODUCTION TO CIRCULAR ECONOMY</b>	<b>4</b>
Linear Economy (L1)- Economic and Ecological disadvantages of linear economy (L2) Replacing Linear economy by Circular Economy (L2)- Concept of Circular Economy (L1)- Linear Vs Circular Economy (L1)		
<b>UNIT-II</b>	<b>CHARACTERISTICS OF CIRCULAR ECONOMY</b>	<b>4</b>
Material recovery (L1)-Waste Reduction (L1)- Reducing negative externalities (L1)-Explaining Butterfly diagram (L1)- Concept of Loops (L2)		
<b>UNIT-III</b>	<b>CIRCULAR DESIGN, INNOVATION AND ASSESSMENT</b>	<b>8</b>
Zero waste: Waste Management in context of Circular Economy (L1)- Circular design (L1)- LCA (L1)- Circular Business Models (L2)		
<b>UNIT -IV</b>	<b>CASE STUDIES</b>	<b>9</b>
Business models (L3)-Solid Waste Management / Wastewater, Plastics: A case study (L3)- EPR: polluters pay principle (L2)- Industrial symbiosis/ Eco-parks (L2)		
<b>UNIT -V</b>	<b>LEGAL AND POLICY FRAMEWORK</b>	<b>5</b>
Role of governments and networks (L1)- Sharing best practices (L2)- Universal circular economy policy goals (L2)- India and CE strategy (L2)- ESG (L1)		
<b>Total: 30 PERIODS</b>		
<b>Open Ended Problems / Questions</b>		
Course specific Open Ended Problems will be solved during the class room teaching. Such problems can be given as Assignments and evaluated as Internal Assessment only and not for the End semester Examinations.		
<b>Course Outcomes:</b>		<b>Bloom's Taxonomy</b>
Upon completion of this course, the students will be able to:		
CO1	Understand the concept of reuse, regeneration and waste minimization	L3
CO2	Understand the concept of circularity and conduct relevant research	L2
CO3	Use the principles of circularity for application to sustainable development	L3
CO4	Apply complexity aspects of circular economy for creating circular business models	L3
CO5	Apply the concept of circular economy to environmental engineering problems	L3
<b>TEXT BOOKS:</b>		

1	The Circular Economy A User's Guide, Walter R Stahe, Routledge; 1st Edition (24 June 2019)
2	Circular Economy: (Re) Emerging Movement, Shalini Goyal Bhalla, Invincible Publisher
3	The Circular Economy Handbook: Realizing The Circular Advantage, Peter Lacy, Jessica Long, Wesley Spindler, Palgrave Macmillan UK
4	Waste to Wealth: The Circular Economy Advantage, Economy Advantage Peter Lacy, Jakob Rutqvist, Palgrave Macmillan.
<b>REFERENCE BOOKS:</b>	
1	Towards Zero Waste: Circular Economy Boost, Waste to Resources María-Laura Franco-García, Jorge Carlos Carpio-Aguilar, Hans Bressers. Springer International Publishing 2019
2	Strategic Management and the Circular Economy Marcello Tonelli, Nicolo Cristoni, Routledge 2018
3	Circular Economy: Global Perspective Sadhan Kumar Ghosh, Springer, 2020
4	The Circular Economy: A User's Guide Stahel, Walter R. Routledge 2019
5	An Introduction to Circular Economy Lerwen Liu, Seeram Ramakrishna, Springer Singapore 2021.
<b>WEB REFERENCES:</b>	
1	<a href="https://ic-ce.com/product/circular-business-management/">https://ic-ce.com/product/circular-business-management/</a> 8. <a href="https://ic-ce.com/product/bootcamp/">https://ic-ce.com/product/bootcamp/</a> 9
2	<a href="https://ic-ce.com/product/circular-business-management/">https://ic-ce.com/product/circular-business-management/</a> 8. <a href="https://ic-ce.com/product/bootcamp/">https://ic-ce.com/product/bootcamp/</a> 9
<b>ONLINE COURSES:</b>	
1.	Introduction to the Circular Economy   Harvard University
2.	Sustainable Digital Innovation   Coursera

Mapping of COs with POs						
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3			1		
CO2	3			1	1	
CO3	3	2			1	1
CO4	3	2	1			1
CO5	3	3	1			1
Average	3	1.8	0.4	0.4	0.4	0.6
<b>1- Low , 2- Medium , 3- High</b>						

**Note :** Syllabus for courses offered is 2<sup>nd</sup> and 4<sup>th</sup> Semesters, will be added the approval of Board of Studies and Academic Council due concern.