

DEPARTMENT OF MANAGEMENT STUDIES

Periyar Nagar, Vallam, Thanjavur - 613 403, Tamil Nadu, India
Phone: +91 - 4362 - 264600 Fax: +91- 4362 - 264660
Email: headmba@pmu.edu Web: www. pmu.edu



**PERIYAR
MANIAMMAI**
INSTITUTE OF SCIENCE & TECHNOLOGY
(Deemed to be University)
Established Under Sec. 3 of UGC Act, 1956 • NAAC Accredited
think • innovate • transform

Board of Studies in Management Studies

CURRICULUM & SYLLABUS (From I –II Semesters)

*(For the candidates admitted from 2018-19 onwards
Based on Outcome Based Education)*

FOR

Masters of Business Administration
DEGREE PROGRAMME

PERIYAR MANIAMMAI INSITUTE OF SCIENCE & TECHNOLOGY

UNIVERSITY VISION

To be a University of global dynamism with excellence in knowledge and innovation ensuring social responsibility for creating an egalitarian society.

UNIVERSITY MISSION

UM1 : Offering well balanced programmes with scholarly faculty and state-of-art facilities to impart high level of knowledge.

UM2 : Providing student-centred education and foster their growth in critical thinking, creativity, entrepreneurship, problem solving and collaborative work.

UM3 : Involving progressive and meaningful research with concern for sustainable development.

UM4 : Enabling the students to acquire the skills for global competencies.

UM5 :Inculcating Universal values, Self respect, Gender equality, Dignity and Ethics.

DEPARTMENT OF MANAGEMENT STUDIES

DEPARTMENT VISION

To be a department of international repute delivering excellence in management education and research with the aim of creating business leaders capable of solving problems of industry and society.

DEPARTMENT MISSION

DM1 : To impart education meeting global standards enabling students to become business leaders.

DM2 : To impart education enabling students to identify and solve problems of industry and society.

DM3 : To impart education enabling students to become entrepreneurs.

DM4 : To impart education enabling students to do research and be innovative.

DM5 : To impart education on values, ethics and protection of the environment.

Mapping of University Mission with Department Mission

	DM1	DM2	DM3	DM4	DM5	Total
UM1	3	2	1	2	0	8
UM2	1	3	3	2	0	9
UM3	1	2	1	3	1	8
UM4	3	0	1	1	1	6
UM5	0	0	2	0	3	5

0- No Relation

1- Low Relation

2- Medium Relation

3- High Relation

PROGRAM EDUCATIONAL OBJECTIVES

PEO1	Graduates will successfully apply management theory in their employment for solving problems of industry and society.
PEO2	Graduates will be skill full and knowledgeable to start and manage new ventures successfully.
PEO3	Graduates will pursue higher education and engage in research in the field of management.
PEO4	Graduates will practice their profession with honesty and integrity.

Mapping of Mission (MS) with Program Educational Objectives (PEOs)

	PEO 1	PEO 2	PEO 3	PEO 4	Total
DM1	3	1	2	0	6
DM2	3	1	2	0	6
DM3	1	3	0	1	5
DM4	2	1	3	0	6
DM5	0	1	1	3	5

0- No Relation

1- Low Relation

2- Medium Relation

3- High Relation

GRADUATE ATTRIBUTES

1. **Scholarship of Knowledge:** Acquire in-depth knowledge of specific discipline or professional area, including wider and global perspective, with an ability to discriminate, evaluate, analyze and synthesize existing and new knowledge, and integration of the same for enhancement of knowledge.
2. **Critical Thinking:** Analyze complex problems critically, apply independent judgment for synthesizing information to make intellectual and/or creative advances for conducting research in a wider theoretical, practical and policy context.
3. **Problem Solving:** Think laterally and originally, conceptualize and solve problems, evaluate a wide range of potential solutions for those problems and arrive at feasible, optimal solutions after considering public health and safety, cultural, societal and environmental factors in the core areas of expertise.
4. **Research Skill:** Extract information pertinent to unfamiliar problems through literature survey, apply appropriate research methodologies, techniques and tools, analyze and interpret data, demonstrate higher order skill and view things in a broader perspective, contribute individually/in group(s) to the development of knowledge.
5. **Usage of modern tools:** Create, select, learn and apply appropriate techniques, resources, and modern management and IT tools, including prediction and modeling.
6. **Collaborative and Multidisciplinary work:** Possess knowledge and understanding of group dynamics, recognize opportunities and contribute positively to collaborative-multidisciplinary research, demonstrate a capacity for self-management and teamwork,

decision-making based on open-mindedness, objectivity and rational analysis in order to achieve common goals and further the learning of themselves as well as others.

7. **Project Management and Finance:** Demonstrate knowledge and understanding of management principles and apply the same to one's own work, as a member and leader in a team, manage projects efficiently in respective disciplines and multidisciplinary environments after consideration of economical and financial factors.
8. **Communication:** Communicate with the industry, and with society at large confidently and effectively, such as, being able to comprehend and write effective reports and design documentation by adhering to appropriate standards, make effective presentations, and give and receive clear instructions.
9. **Life-long Learning:** Recognize the need for, and have the preparation and ability to engage in life-long learning independently, with a high level of enthusiasm and commitment to improve knowledge and competence continuously.
10. **Ethical Practices and Social Responsibility:** Acquire professional and intellectual integrity, professional code of conduct, ethics of research and scholarship, consideration of the impact of research outcomes on professional practices and an understanding of responsibility to contribute to the community for sustainable development of society.
11. **Independent and Reflective Learning:** Observe and examine critically the outcomes of one's actions and make corrective measures subsequently, and learn from mistakes without depending on external feedback.

PROGRAM OUTCOMES

Graduates of the MBA program should attain the following outcomes:

1. Knowledge of management theory to solve problems of industry and society.
2. Knowledge of the latest tools and technologies in their chosen area of specialization.
3. Understand the local and global business environment and formulate business strategies.
4. Communicate effectively with the stakeholders in industry and society.
5. Identify problems, collect relevant data, use appropriate techniques and tools to analyze the data and select the optimum solution. Use research based knowledge and research methods to solve problems.
6. Demonstrate leadership skills and manage projects by organizing tasks and delegating responsibility effectively. Function effectively as a leader and member of a team.
7. Apply ethical principles and social responsibility.
8. Demonstrate knowledge of and need for sustainable development.
9. Possess the ability to engage in lifelong learning.

PSO1: Demonstrate understanding of rural business management.

PSO2: Demonstrate skills in statistical analysis of business research data.

Mapping of Program Outcomes (POs) with Graduate Attributes (GAs)

	GA1	GA2	GA3	GA4	GA5	GA6	GA7	GA8	GA9	GA10	GA11
PO1	3	2	2	2	2	0	2	0	1	1	1
PO2	2	2	2	2	3	0	1	0	2	0	1
PO3	2	2	2	2	2	0	1	0	1	1	1
PO4	0	0	0	0	0	2	1	3	0	0	0
PO5	2	3	3	3	2	1	1	0	1	0	2
PO6	0	0	0	0	1	3	3	2	1	1	1
PO7	0	2	0	0	0	0	0	0	1	3	2
PO8	0	0	0	0	0	0	2	0	1	3	1
PO9	1	2	2	2	2	1	0	1	3	0	3
PSO1	2	2	2	2	0	0	3	0	0	2	0
PSO2	2	2	3	3	2	1	2	2	2	0	2

0- No Relation 1- Low Relation 2- Medium Relation 3- High Relation

Mapping of Program Educational Objectives (PEOs) with Program Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
PEO 1	3	2	1	1	2	2	0	0	0	2	2
PEO 2	1	1	3	3	2	3	2	0	0	3	1
PEO 3	3	2	1	0	3	2	0	1	3	1	3
PEO 4	0	0	2	1	2	2	3	2	0	1	2

0- No Relation 1- Low Relation 2- Medium Relation 3- High Relation

MASTER OF BUSINESS ADMINISTRATION (MBA)

DUAL SPECIALISATION

REGULATION 2018

SEMESTER I

Sl. No.	Code No	COURSE TITLE	L	T	P	C
1	YBA 101	Principles of Management	3	0	0	3
2	YBA 102	Organizational Behaviour	3	0	0	3
3	YBA 103	Economic Analysis and Business Environment	3	0	0	3
4.	YBA 104	Accounting for Managers	4	0	0	4
5	YBA 105	Business Mathematics and Statistics	3	1	0	4
6	YBA 106	Business Legislation for Management	3	0	0	3
7	YBA 107	Business Ethics and Corporate Social Responsibilities	3	0	0	3
8	YBA 108	Business Communication	3	1	0	4
		Total	25	2	0	27

Total Credits-27

SEMESTER II

Sl. No.	Code No	COURSE TITLE	L	T	P	C
1	YBA 201	Financial Management	3	0	0	3
2	YBA 202	Human Resource Management	3	0	0	3
13	YBA 203	Marketing Management	3	0	0	3
4.	YBA 204	Production and Operations Management	4	0	0	4
5	YBA 205	Information Management	3	0	0	3
6	YBA 206	Business Research Methods	3	1	0	4
7	YBA 207	Operations Research	3	1	0	4
8	YBA 208	Entrepreneurship Development	3	0	0	3
		Total	25	2	0	27

Total Credits-27

COURSE CODE	YBA101	L	T	P	C
COURSE NAME	PRINCIPLES OF MANAGEMENT	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
COURSE OUTCOMES		Domain		Level	
CO1	<i>Illustrate</i> the management concepts and integrate the management principles into management practices.	Cognitive		Understanding	
CO2	<i>Explain</i> the role of Planning and its importance in an organization.	Cognitive		Understanding	
CO3	<i>Relate</i> the nature of organizing and staffing in an organization.	Cognitive		Understanding	
CO4	<i>Interpret</i> the ways to direct and managing people in an organization.	Cognitive		Understanding	
CO5	<i>Explain</i> the process of controlling in an organization.	Cognitive		Understanding	
UNIT I INTRODUCTION TO MANAGEMENT					9
Organization- Management- Role of managers- Evolution of management thought- Organization and the environmental factors- Managing globally- Organization, Global, Social and ethical environment					
UNIT II PLANNING					9
Nature and purpose of planning- Planning process- Types of plans- Objectives- Managing by Objective (MBO) strategies- Strategies – Policies – Decision Making- Types of decision-Decision making process- Rational decision making process- Decision making under different conditions.					
UNIT III ORGANIZING					9
Nature and purpose of organizing- Organization structure- Formal and informal groups/organization- Line and staff authority- Departmentation- Span of control- Centralization and decentralization- Delegation of authority- Staffing- Selection and Recruitment- Orientation- Career development- Career stages- Training- Performance appraisal					
UNIT IV DIRECTING					9
Managing people- Communication- Hurdles to effective communication-Leadership qualities & styles- Organization culture-Motivation and Theories of Motivation-Elements and types of culture- Managing cultural diversity.					
UNIT V CONTROLLING					9
Process of controlling- Types of control- Budgetary and non-budgetary control techniques-Managing productivity- Cost control- Purchase control- Maintenance control- Quality control-Planning operations.					
LECTURE	TUTORIAL	PRACTICAL		TOTAL	
45	0	0		45	
TEXT BOOK					
Harold Koontz and Heinz Weihrich,(2012),“Essentials of management: An International &Leadership Perspective”, 9th edition, Tata McGraw-Hill Education,.					

REFERENCE BOOK

P C Tripathi P N Reddy (2006), "Principles of Management", 4th edition, Tata McGraw Hill.
 J S Chandan (1997), "Management Concepts and Strategies", 2nd edition, Vikas Publishing House Pvt Ltd.

Stephen P Robbins, David A. De Cenzo and Mary Coulter, Fundamentals of Management, Prentice Hall of India, 2012

COURSE CODE	YBA102	L	T	P	C
COURSE NAME	ORGANIZATIONAL BEHAVIOUR	3	0	0	3
PREREQUISITE	NIL	L	T	P	H
C:P:A	3:0:0	3	0	0	3
COURSE OUTCOMES		Domain		Level	
CO1	<i>Explain</i> the challenges and opportunities for OB and OB Model	Cognitive		Understanding	
CO2	<i>Understand</i> the concept of Personality, Learning, Attitude, Value, Perception and Motivation	Cognitive		Understanding	
CO3	<i>Summarise</i> the styles and theories of leadership and difference between a manager and a leader	Cognitive		Understanding	
CO4	<i>Understand</i> the group formation, team building and communication	Cognitive		Understanding	
CO5	<i>Outline</i> the organizational climate, culture, Job Satisfaction, Organizational Change, Stress and Work Life Balance.	Cognitive		Understanding	
UNIT I INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR					5
Definition of Organizational Behavior - Disciplines contributing to the OB Field: Psychology, Social Psychology, Sociology, Anthropology - Challenges and Opportunities for OB: Managing Workforce Diversity, Improving Quality and Productivity, Outsourcing - Developing of OB Model - Contingency OB Model					
UNIT II THE INDIVIDUAL BEHAVIOUR					12
Personality – types – Factors influencing personality – Theories; Learning - The learning process, Learning theories; Emotional Intelligence; Attitudes – Characteristics – Components – Formation – Measurement – Theories; Values; Perceptions – Importance - Factors influencing perception - Interpersonal perception; Motivation Concepts and Theories					
UNIT III LEADERSHIP AND POWER					8
Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers; Sources of power – Power centers – Power and Politics; Conflict and Negotiation.					
UNIT IV GROUP BEHAVIOUR					8
Defining and Classifying Groups - Stages of Group Development – Group Decision making - Groups and Teams - Types of Teams - Creating Effective Teams; Function of Communication-Communication Process - Direction of Communication - Barriers to effective Communication					
UNIT V DYNAMICS OF ORGANIZATIONAL BEHAVIOUR					12
Organizational culture and climate – Factors affecting organizational climate – Importance; Job satisfaction Determinants – Measurements – Influence on behaviour; Organizational change – Importance – the change process – Resistance to change – Managing change; Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life; Organizational development – Characteristics – objectives – Organizational effectiveness - Developing Gender sensitive workplace.					
		LECTURE	TUTORIAL	TOTAL	
		45	0	45	
TEXT BOOKS					
1. Stephen P. Robbins, Timothy A. Judge and Seema Sanghi, Organizational Behaviour, 13th edition, Pearson Education, New Delhi, 2008					
REFERENCES					

1. Fred Luthans, Organizational Behaviour, 11th edition, Mc Graw Hill International Edition, 2008.
2. Hughes, Ginnet, Curphy, Leadership, 6th edition, Tata Mc Graw Hill publishing Company, 2008
3. Gregory Moorehead and R.W. Griffin, Managing People and Organizations, Jaico, 1994.
4. Judith R. Gordon, A Diagnostic Approach to Organizational Behaviour, Allyn & Bacon, 1993.
5. Harold Koontz, Heinz Wehrich, Essentials of Management 5th Edition Tata Mc Graw Hill publishing Company.

COURSE CODE	YBA103	L	T	P	C
COURSE NAME	ECONOMIC ANALYSIS AND BUSINESS ENVIRONMENT	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
COURSE OUTCOMES		Domain		Level	
CO1	<i>Define</i> the fundamentals and principles of economics	Cognitive		Remembering	
CO2	<i>Explain</i> the Law of Supply and Demand	Cognitive		Understanding	
CO3	<i>Analyse</i> the economies and diseconomies of scale	Cognitive		Analyzing	
CO4	<i>Define and Analyse</i> market structure	Cognitive		Remembering Analyzing	
CO5	<i>Define and Analyse</i> the calculation of GDP and CPI	Cognitive		Remembering Analyzing	
CO6	<i>Define and Analyse</i> Fiscal and Monetary Policy	Cognitive		Remembering Analyzing	
UNIT I					8
Fundamentals of Economics – Principles of economics, Circular flow diagram, Production possibilities frontier					
UNIT II					8
Supply and Demand - Demand, Law of demand, Factors that affect demand, Supply, Law of supply, Factors that affect supply, Elasticity, Elastic demand, Inelastic demand, Elastic supply, Inelastic supply .					
UNIT III					7
Production costs, Cost curves, Short run cost, Long run cost, Economies of scale, Diseconomies of scale					
UNIT IV					8
Markets - Competitive markets, Decision to shutdown, Decision to exit, Profit, Monopoly, Causes for monopoly, Monopoly profit, Price discrimination, Oligopoly, Monopolistic Competition					
UNIT V					7
Nation's Income – Gross domestic product, Calculation of GDP, Components of GDP, Cost of Living – Consumer Price index, Calculation of CPI					
UNIT VI					7
Financial system, Debt finance, Equity finance, SEBI, Stock Indices, Fiscal Policy, Monetary Policy, Game Theory					
LECTURE		TUTORIAL		PRACTICAL	
45		0		0	
TEXT BOOKS					

S. Sankaran - Business Economics – Margham publications, Chennai, 2014

REFERENCES

1. Gregory Mankiw, Economics – Principles and Applications, Cengage Learning
2. Dutt, Sundaram, Indian Economic Development, S. Chand
3. Dwivedi, Managerial Economics, Vikas

COURSE CODE	YBA104	L	T	P	C
COURSE NAME	ACCOUNTING FOR MANAGERS	4	0	0	4
PREREQUISITE:	Nil	L	T	P	H
C:P:A	4 : 0 : 0	4	0	0	4
COURSE OUTCOMES		Domain		Level	
CO1	<i>Define</i> the methodology of preparing Financial Statements	Cognitive		Remembering	
CO2	<i>Define</i> the Ratio Analysis and Explain the Cash Flow statements	Cognitive		Remembering Understanding	
CO3	<i>Build</i> Cost Sheet and variances	Cognitive		Applying	
CO4	<i>Analyze</i> Standard costing and marginal costing	Cognitive		Analysing	
CO5	<i>Define</i> contemporary concepts of accounting in business	Cognitive		Remembering	
UNIT I FINANCIAL ACCOUNTING					20
Concepts and Conventions of Accounting, Preparation of Balance sheet- Journal, Ledger, Trial Balance, Trading Accounting, Profit and Loss Account and Balance sheet with Adjustments. IFRS and Indian Accounting Standards					
UNIT II FINANCIAL STATEMENT ANALYSIS					12
Ratio Analysis: Classification of Ratios, Preparation of Common Size Statements, Preparation of Cash Flow Statement					
UNIT III COSTING AND VARIANCES					12
Introduction to Costing, Preparation of Cost Sheet, Variances: Prepare the Material Variances, Labour Variances and Overhead Variances.					
UNIT IV STANDARD COSTING AND MARGINAL COSTING					8
Introduction to Standard Costing, Advantages and Disadvantages of Standard Costing, Break Even Analysis, Cost Volume Profit Analysis and Decision making. Define Marginal Costing and its advantages and disadvantages.					
UNIT V CONTEMPORARY CONCEPTS					8
Introduction to JIT, TQM, Activity Based Costing, Target costing and Life cycle Costing and Pricing Methods					
LECTURE	TUTORIAL	PRACTICAL		TOTAL	
60	0	0		60	
TEXT BOOKS					
1. T.S. Reddy &Y.Hariprasad Reddy, Fifth Revised Edition, Financial Accounting, Margham Publications, 2012.					
REFERENCES					
1. T.S. Reddy &Y.Hariprasad Reddy, Fifth Revised Edition, Management Accounting, Margham Publications, 2014.					
2. N.P. Srinivasan and M. Sakthivel Murugan, Revised Edition, Accounting for Management, S Chand & Co., Ltd 2010					

3. Narayanasamy, Financial Accounting, PHI Publisher New Delhi, 2010

COURSE CODE	YBA 105	L	T	P	C
COURSE NAME	BUSINESS MATHEMATICS AND STATISTICS	3	1	0	4
PREREQUISITE:	Nil	L	T	P	H
C:P:A	4 : 0 : 0	3	1	0	4
COURSE OUTCOMES		Domain	Level		
CO1	<i>Solve</i> problems in functions, differentiation, maxima and minima, and progressions	Cognitive	Apply		
CO2	<i>Apply</i> matrix algebra to solve linear equations	Cognitive	Apply		
CO3	<i>Apply</i> correlation and regression analysis to data	Cognitive	Apply		
CO4	<i>Solve</i> problems using discrete and continuous probability distributions	Cognitive	Apply		
CO5	<i>Apply</i> hypothesis testing to data	Cognitive	Apply		
UNIT I-BUSINESS MATHEMATICS					15
Basic Mathematics for Management – Functions, Progressions – Arithmetic Progression, Geometric Progression, Basic Calculus and application – Limit and Continuity– Differentiation – Maxima and Minima, Matrix algebra.					
UNIT II-INTRODUCTION TO STATISTICS					10
Introduction to Statistics - Data Collections and Analysis – Collection of Data – Classification and Tabulation – Charting of Data – Measures of Central Tendency – Measures of Dispersion.					
UNIT III- PROBABILITY DISTRIBUTION					15
Introduction to Probability - Basic Concepts of Probability – Discrete Probability Distribution – Binomial, Poisson, Continuous Probability Distributions – Normal.					
UNIT IV – HYPOTHESIS TESTING					10
Introduction to Sampling, Testing Hypotheses – Chi Square Test, F – Test, ANOVA.					
UNIT V- BUSINESS FORECASTING					10
Business Forecasting – Correlation – Simple Linear Regression.					
LECTURE	TUTORIAL	PRACTICAL		TOTAL	
45	15	0		60	
TEXT BOOKS					
1. Levin R.I, (2006), <i>Statistics for Management</i> , PHI.					
2. Raghawachari M, (2004), <i>Mathematics for Management</i> , Tata McGraw Hill.					
REFERENCES					
1. Gupta, S.P and M.P.Gupta, (2007), <i>Business Statistics</i> , 5 th edition, Sultan Chand & Sons.					
2. Monga C.S, (2008), <i>Mathematics and Statistics for Economics</i> , Vikas Publication..					

COURSE CODE	YBA106	L	T	P	C
COURSE NAME	BUSINESS LEGISLATION FOR MANAGEMENT	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
COURSE OUTCOMES		Domain		Level	
CO1	<i>Understand</i> the different legal terms in a contract	Cognitive		Understanding	
CO2	<i>Outline</i> the formation and legal relationship between partners	Cognitive		Understanding	
CO3	<i>Understand</i> the sale and transfer of ownership.	Cognitive		Understanding	
CO4	<i>Define & analyze</i> Negotiable Instruments and its importance	Cognitive		Remembering &Analysing	
CO5	<i>Understand</i> the different terms in Companies Act	Cognitive		Remembering &Analysing	
UNIT I LAW OF CONTRACT					10
Meaning and Essentials of a valid contract - Offer, Acceptance and Agreement- Formation of Agreement - Consideration and Contracts - Performance of the contract - Void Contract - Contingent Contract - Breach, Damages and compensation.					
UNIT II LAW OF PARTNERSHIP					8
Concept and formation of partnership - kinds of Partners - legal relations between partners - Rights of incoming and outgoing partners - Retirement and Expulsion - Dissolution of firm.-Limited Liability Partnership					
UNIT III LAW OF SALE OF GOODS					8
Definition and essentials of a contract of sale - Goods and their classification - Sale and transfer of ownership - Transfer of title by non owners – Performance - Unpaid seller and his Rights – remedies for breach.					
UNIT IV NEGOTIABLE INSTRUMENTS ACT					10
Concept of Negotiable Instruments and its importance - Definition of promissory note - cheque and bill of exchange - Holder for value and holder in due course - Types of negotiation – consignment – rights and duties of collecting and paying bankers – forgery.					
UNIT V COMPANIES ACT					9
Types of company - Registration of company - Memorandum of Association - Articles of Association - Prospectus and raising of capital - Borrowing powers of the Company - Board of Directors – Auditors – Meetings.					
LECTURE		TUTORIAL		PRACTICAL	
45		0		0	
				TOTAL	
				45	
TEXT BOOKS					
N.D. Kapoor, Elements of Mercantile Law, Sultan Chand & Sons, 2003.					
REFERENCES					
1. M.C.Kuchhal& Deepa Prakash, 1st edition, Vikas Publishing, 2009.					
2.Pathak, Legal Aspects of Business, 2nd edition, Tata McGraw Hill, 2005.					

3.P C Tulsian, Business and Corporate Law, TMH 2007.

4.C L Bansal, Business and Corporate Laws, Excel Books, 2006.

COURSE CODE	YBA107	L	T	P	C
COURSE NAME	BUSINESS ETHICS AND COPORATE SOCIAL RESPONSIBILITIES	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
COURSE OUTCOMES		Domain		Level	
CO1	Explain the ethical theories and various types of approaches	Cognitive		Understanding	
CO2	Outline the corporate social responsibilities and role in the society	Cognitive		Understanding	
CO3	Summarize the ethical issue involved in Human Resource Management and Marketing	Cognitive		Understanding	
CO4	Interpret the ethical issue with Finance and Accounting	Cognitive		Understanding	
CO5	Explain the ethical implication of Technology Transformation	Cognitive		Understanding	
UNIT I ETHICAL THEORIES AND APPROACHES					10
Grounding For The Metaphysics Of Morals – Justification On Human Rights – Utilitarianism –Problems Of Utilitarianism – Aristotelian Ethics – Distributive Justice – Entitlement Theory – Fundamental International Rights – Model Business Principles – Caux Principles – International Ethics – Indian Ethics					
UNIT II CORPORATE SOCIAL RESPONSIBILITIES AND GOVERNANCE					12
Moral Leadership And Business Ethics – Leadership In A Value – Venturing Beyond Compliance – Managing Ethics And Legal Compliance – Corporate Code Of Conduct – Social Responsibility Of Business –Maximizing Ethics And Profits – Governance					
UNIT III ETHICS IN HUMAN RESOURCE MANAGEMENT AND MARKETING					8
Ethics Of Downsizing – Issues In Employment Discrimination – Grounds Of Race, Sex And Age- Human Rights And Global Labour Practices – Human Rights And Global Labour Practices – Business And Child Labour – Trust – Portrayal Of Women In Advertising – Drug Testing – Compensation – Sexual Harassment					
UNIT IV ETHICS IN FINANCE AND ACCOUNTING					8
Ethics In Financial Services – Financial System – Financial Markets - Types Of Markets Capital Generation – Security Exchange – Financial Instruments And Institutions Functions Of Financial Institutions – Ethics Of The Market System Ethical Practices Within The System – Avoidance Of Deception And Fraud Legal Environment					
UNIT V ETHICAL IMPLICATION OF TECHNOLOGY AND BUSINESS SUSTAINABILITY					7
Technology And Ethics – Electronic Performance Monitoring – New Technology And Workplace Privacy – Limitations of The Legal System – Email Policy – Internet – Cyber liability – Employer Rights And Responsibilities – Business Sustainability.					

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45

TEXT BOOKS

Laura P H and Abha C. (2007) "Perspectives in Business Ethics" The McGraw-Hill Companies, New Delhi

COURSE CODE	YBA108	L	T	P	C
COURSE NAME	BUSINESS COMMUNICATION	3	1	0	4
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 1 : 0	3	1	0	4

COURSE OUTCOMES		Domain	Level
CO1	<i>Explain</i> the communication process.	Cognitive	Understanding
CO2	<i>Identify</i> the parts of a report and <i>demonstrate</i> the presentation techniques.	Cognitive	Understanding
CO3	<i>Explain</i> the procedure for conducting meetings.	Cognitive	Understanding
CO4	<i>Analyze</i> how to search job, build own resume and job application letter.	Cognitive	Understanding
CO5	<i>Recognize</i> various group discussion techniques, acquire interview skills and negotiating skills. .	Cognitive	Understanding

UNIT I BUSINESS COMMUNICATION **9**

Business Communication Foundations – Benefits of effective communication, Goals of business communication, Internal communication, External communication, Communication process, Communication barriers - Body Language

UNIT II REPORT WRITING **9**

Report Writing – Types of reports, Parts of reports - Oral communication - Presentation – Do's and Don'ts of Presentation - Presentation Etiquettes and Public speaking.

UNIT III CONDUCTING MEETING **9**

Conducting Meetings: Procedure – Preparing Agenda, Minutes and Resolutions Conducting Seminars & Conferences: Procedure of Regulating Speech

UNIT IV JOB SEARCH **9**

Job search and Resume – Chronological resume, Functional resume and Job Application letter

UNIT V GROUP DISCUSSION **9**

Group Discussion – Do's and Don'ts - Interview Skills& Etiquettes - Negotiation Skills.

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	15	0	60

TEXT BOOKS

R K Madhukar, *Business Communication*, Vikas Publishing House.

REFERENCES

1. Meenakshi Raman and Sangeetha Sharma, *Technical Communication - Principles and Practice*, Oxford University Press.

2. Krishna Mohan and Meera Banerji, *Developing Communication Skills*, Macmillan.
3. Williams K., Krizan A.C.B., Logan J. & Merrier P, *Communicating In Business*, engage Learning India Pvt. Ltd., New Delhi.

COURSE CODE	YBA 201	L	T	P	C
COURSE NAME	FINANCIAL MANAGEMENT	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
COURSE OUTCOMES		Domain		Level	
CO1	<i>Understanding</i> the overview of Financial Management and Time value of Money.	Cognitive		Understanding	
CO2	<i>Understanding</i> capital budgeting techniques.	Cognitive		Understanding	
CO3	<i>Understanding</i> the capital structure and dividend policy	Cognitive		Understanding	
CO4	<i>Understanding</i> the sources of long term finance and basics of inventory management.	Cognitive		Understanding	
CO5	<i>Understanding</i> the sources of short term finance and basics of mergers and takeovers	Cognitive		Understanding	
UNIT I-NATURE AND SCOPE OF FINANCIAL MANAGEMENT, TIME VALUE OF MONEY					6
Meaning-Definition-Objectives and Functions of Financial Management-Role of Finance Manager-Scope of Financial Management. Meaning for Time preference for Money-Techniques of Time value of Money- Time Value of Money Problems using any one of the basic software.					
UNIT II-RISK AND RETURN, COST OF CAPITAL, CAPITAL BUDGETING					12
Meaning of Risk-Systematic Risk and Unsystematic Risk-Relationship between Risk and Return-Capital Asset Pricing Model (CAPM). Meaning and Definition of Cost of Capital-Computation of Cost of Capital- Meaning and Definitions of Capital Budgeting- Methods-Payback period Method-Accounting Rate of Return Method- Discounted Cash Flow Method.					
UNIT III- CAPITAL STRUCTURE AND LEVERAGES, WORKING CAPITAL MANAGEMENT, DIVIDEND POLICY					12
Meaning and Definition of Capital Structure- Theories of Capital Structure-Define Leverage – Types of Leverage. Working Capital Management-Working capital policy-Cash and Liquidity Management. Meaning of Dividend-Models of Dividend policy-Walter’s Models-Gordon’s Model-Modigliani Miller Model-Forms of Dividend					
UNIT IV-SOURCES OF FINANCE					6
Sources of Long term Finance, Equity Shares-Preference Shares-Debentures or Bonds-Term Loans-Retained Earnings, Sources of Short term Finance -Factoring-Trade credit -Merits and Demerits.					
UNIT V-CORPORATE RISK MANAGEMENT, MERGER AND ACQUISITION					9
Corporate Risk Management, Meaning and Reasons for Mergers and Acquisition -Cost and benefits of a Merger.					
LECTURE	TUTORIAL	PRACTICAL		TOTAL	
45	0	0		45	
TEXT BOOKS					
Chandra, Prasanna, Financial Management–Theory and Practice, Eighth edition, TMH Publishing					

Company Ltd., New Delhi,

REFERENCES

I.M. Pandey, Essentials of Financial Management-Fourth edition, Vikas Publishing House Pvt., Ltd., Noida.

COURSE CODE	YBA202	L	T	P	C
COURSE NAME	HUMAN RESOURCE MANAGEMENT	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
COURSE OUTCOMES		Domain		Level	
CO1	<i>Learn</i> the evolution of human resource management	Cognitive		Understanding	
CO2	<i>Identify</i> the demand forecasting of human resource required and hire right person for right place at right time	Cognitive		Understanding	
CO3	<i>Identify</i> the various recruitment practices and selection procedure	Cognitive		Understanding	
CO4	<i>Analyze</i> new perspectives in Training and executive development	Cognitive		Understanding	
CO5	<i>Recognize</i> the performance evaluation and learn how to handle grievance.	Cognitive		Understanding	
UNIT I INTRODUCTION TO HUMAN RESOURCE MANAGEMENT					05
Evolution of Human Resource Management –Functions of HRM – Techniques in HRM - Role of Human Resource Manager – Qualities of Human Resource Manager					
UNIT II HUMAN RESOURCE PLANNING, JOB ANALYSIS AND DESIGN					10
Human Resource Planning - Objectives of HRP - Factors affecting HRP - Process of HRP; Job Analysis - Objectives of Job Analysis – Process of Job Analysis - Job Description - Job Specifications - Job Evaluation – Objectives – Process of Job Evaluation - Methods .					
UNIT III EMPLOYEE RECRUITMENT, SELECTION & SOCIALIZATION					10
Recruitment - Factors affecting recruitment, Constraints and Challenges in Recruitment Process, Process of Recruitment, Sources of Recruitment and Recruitment Practices in India; Selection - Steps in Selection Procedure, Socialization process.					
UNIT IV TRAINING & EXECUTIVE DEVELOPMENT					10
Concept of Training, Training Methods, New Training Techniques, Evaluation of Training, Emerging Issues in Training, Training Need Analysis – Neuro Linguistic Programme (NLP)-Executive Development – Objectives – Methods.					
UNIT V PERFORMANCE APPRAISAL AND GREIVANCE REDRESSAL					10
Performance Appraisal, Methods of Performance Appraisal, Potential Appraisal, Possible Errors in the Appraisal Process; Grievance – Causes – Implications - Redressal Procedure.					
LECTURE	TUTORIAL	PRACTICAL		TOTAL	
45	0	0		45	
TEXT BOOKS					

C.B.Gupta, Human Resource Management - Text and Cases, Sultan Chand & Sons, New Delhi.

REFERENCES

1. Gary Dessler and Biju Varkkey, Human Resource Management, Pearson Education, New Delhi.
2. R. Wayne Mondy, Human Resource Management, Prentice Hall, 2011.
3. Venkataraman & Srivastava, Personnel Management & Human Resources
4. Edwin B. Flippo, Personnel Management , McGraw-Hill, 1984

COURSE CODE	YBA203	L	T	P	C
COURSE NAME	MARKETING MANAGEMENT	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
COURSE OUTCOMES		Domain		Level	
CO1	<i>Understand</i> the concept of Marketing Management.	Cognitive		Understanding	
CO2	<i>Understand</i> the Customer value & Market segment.	Cognitive		Understanding	
CO3	<i>Understand</i> the Product strategy.	Cognitive		Understanding	
CO4	<i>Understand</i> the Communicating value.	Cognitive		Understanding	
CO5	<i>Understand</i> the concept of Competitive dynamics.	Cognitive		Understanding	
UNIT I UNDERSTANDING MARKETING MANAGEMENT					7
Defining Marketing for the 21 st Century – The Importance of Marketing – The scope of Marketing – Core Marketing Concepts – The New Marketing Realities – Company Orientation toward the Marketplace – Marketing Management Tasks					
UNIT II CONNECTING WITH CUSTOMERS					10
Creating Customer Value, Satisfaction and Loyalty – Maximizing Customer Lifetime Value – Cultivating Customer Relationships.					
IDENTIFYING MARKET SEGMENTS AND TARGETS					
Bases for Segmenting Consumer Markets – Bases for Segmenting Business Markets – Market Targeting.					
UNIT III SETTING PRODUCT STRATEGY					10
Product Characteristics and Classifications – Differentiation – Product and Brand Relationships – Packaging, Labeling, Warranties and Guarantees.					
DEVELOPING PRICING STRATEGIES AND PROGRAMS & DELIVERING VALUE					
Understanding Pricing – A changing Pricing Environment – How Companies Price? – Marketing Channels and Value Networks.					
UNIT IV COMMUNICATING VALUE & MASS COMMUNICATIONS					8
Marketing Channels and Value Network-The Role of Marketing Channels-Channel Design Decisions-Channel Management Decisions. The Role of Marketing Communications – Developing and Managing an Advertising Program - Introducing New Market Offerings – New Product Options					
UNIT V COMPETITIVE DYNAMICS					10
Competitive Strategies for Market Leaders – Other Competitive Strategies – Product Life Cycle Marketing Strategies.					
CRAFTING THE BRAND POSITIONING					
Developing and Establishing a Brand Positioning – Differentiation Strategies. What is Brand Equity? – Role of Brands – The Scope of Branding – Defining Brand Equity.					
LECTURE	TUTORIAL	PRACTICAL		TOTAL	
45	0	0		45	
TEXT BOOKS					
V.S.Ramasamy ,S.Namakumari, Marketing Management Global Perspective Indian Context 5 th Edition,McGram Hill Education(India) Pvt., Ltd.,NewDelhi					
REFERENCES					
Philip Kotler, Kevin Lane Keller, Abraham Koshy and MithileshwarJha, <i>Marketing Management – A South Asian Perspective</i> , Pearson Education Inc., New Delhi.					

COURSE CODE	YBA204	L	T	P	C
COURSE NAME	PRODUCTION AND OPERATIONS MANAGEMENT	4	0	0	4
PREREQUISITE:	Nil	L	T	P	H
C:P:A	4 : 0 : 0	4	0	0	4
COURSE OUTCOMES		Domain		Level	
CO1	<i>Explain</i> operations, productivity and the various steps in product design.	Cognitive		Understanding	
CO2	<i>Explain</i> the types of processes, process selection, capacity planning and facility layout.	Cognitive		Understanding	
CO3	<i>Solve</i> forecasting problems.	Cognitive		Apply	
CO4	<i>Explain</i> aggregate planning and inventory control.	Cognitive		Understanding	
CO5	<i>Explain</i> material requirements planning, scheduling and lean production.	Cognitive		Understanding	
UNIT I-INTRODUCTION TO OPERATIONS, PRODUCT DESIGN					12
Operations, Transformation process, Operations management, Productivity, Product design - Product design process					
UNIT II-PROCESS SELECTION, CAPACITY PLANNING					12
Process selection and design - Classification, Product-process matrix, Process flow chart, Capacity management - Capacity planning					
UNIT III- FACILITY LAYOUT, FORECASTING					12
Facility Layout – Types of layouts, Product layout, Process layout, Forecasting – Components of demand, Forecasting techniques, Qualitative techniques, Time series analysis, Forecast errors					
UNIT IV-AGGREGATE PLANNING, INVENTORY CONTROL					12
Aggregate Sales and Operations Planning - Planning Strategies Inventory Control - Inventory costs, Inventory systems, Fixed order quantity model					
UNIT V-MATERIAL REQUIREMENTS PLANNING, SCHEDULING, LEAN PRODUCTION					12
Material Requirement Planning - Master production schedule, Bill of materials, Operations Scheduling, Lean Production					
LECTURE	TUTORIAL	PRACTICAL	TOTAL		
60	0	0	60		
TEXT BOOKS					
1. Roberta S Russell, Bernard W Taylor (2013), <i>Operations Management Along the Supply Chain</i> , Wiley.					
REFERENCES					
1. Richard B Chase, F Robert Jacobs, Nicholas J Aquilano, Nitin K Agarwal (2013), <i>Operations Management for Competitive Advantage</i> , Tata McGraw-Hill.					
2. Mahadevan B (2010), <i>Operations Management: Theory and Practice</i> , Pearson.					

COURSE CODE	YBA205	L	T	P	C
COURSE NAME	INFORMATION MANAGEMENT	3	0	0	3
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 0 : 0	3	0	0	3
COURSE OUTCOMES		Domain		Level	
CO1	<i>Understand</i> the basic concept of Information system	Cognitive		Understanding	
CO2	<i>Understand</i> the system flow	Cognitive		Understanding	
CO3	<i>Understand</i> the concept of Data Base Management System.	Cognitive		Understanding	
CO4	<i>Understand</i> the security system concept	Cognitive		Understanding	
CO5	<i>Understand</i> the new advancements in IT	Cognitive		Understanding	
UNIT I INTRODUCTION					10
Data, Information, Intelligence, Information Technology, Information System, evolution, types based on functions and hierarchy, System development methodologies, Functional Information Systems, AI-DSS, EIS, KMS, GIS, International Information System.					
UNIT II System Analysis and Design					9
Case tools - System flow chart, Decision table, Data flow Diagram (DFD), Entity Relationship (ER), Object Oriented Analysis and Design (OOAD), UML diagram.					
UNIT III DATA BASE MANAGEMENT SYSTEM					10
DBMS – HDBMS, NDBMS, RDBMS, OODBMS, Query Processing, SQL, Concurrency Management, Data warehousing and Data Mart					
UNIT IV SECURITY CONTROL AND REPORTING					8
Security, Testing, Error detection, Controls, IS Vulnerability, Disaster Management, Computer Crimes, Securing the Web, Intranets and Wireless Networks, Software Audit, Ethics in IT, User Interface and reporting.					
UNIT V NEW IT INITIATIVES					8
Role of information management in ERP, e-business, e-governance, Data Mining, Business Intelligence, Pervasive Computing, Cloud computing, CMM, Big data, IOT, SMAC, Machine learning					
LECTURE	TUTORIAL	PRACTICAL		TOTAL	
45	0	0		45	
TEXT BOOKS					
1. Robert Schultheis and Mary Summer, Management Information Systems – The Managers View, Tata McGraw Hill, 2008.					
2. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems – Managing					

thedigital firm, PHI Learning / Pearson Education, PHI, Asia, 2012.

REFERENCES

1. Rahul de, MIS in Business, Government and Society, Wiley India Pvt Ltd, 2012
2. Gordon Davis, Management Information System : Conceptual Foundations, Structure and Development, Tata McGraw Hill, 21st Reprint 2008.
3. Haag, Cummings and Mc Cubbrey, Management Information Systems for theInformation Age, McGraw Hill, 2005. 9th edition, 2013.
4. Turban, McLean and Wetherbe, Information Technology for Management –Transforming Organisations in the Digital Economy, John Wiley, 6th Edition, 2008.
5. Raymond McLeod and Jr. George P. Schell, Management Information Systems, Pearson Education, 2007.
6. James O Brien, Management Information Systems – Managing InformationTechnology in the E-business enterprise, Tata McGraw Hill, 2004.
7. Raplh Stair and George Reynolds, Information Systems, Cengage Learning, 10th Edition, 2012
8. Corey Schou and Dan Shoemaker, Information Assurance for the Enterprise – ARoadmap to Information Security, Tata McGraw Hill, 2007.
9. Frederick Gallegor, Sandra Senft, Daniel P. Manson and Carol Gonzales, InformationTechnology Control and Audit, Auerbach Publications, 4th Edition, 2013.

COURSE CODE	YBA 206	L	T	P	C
COURSE NAME	BUSINESS RESEARCH METHODS	3	1	0	4
PREREQUISITE:	Nil	L	T	P	H
C:P:A	3 : 1 : 0	3	1	0	4
COURSE OUTCOMES		Domain		Level	
CO1	<i>Understand</i> the process in business research projects	Cognitive		Understanding	
CO2	<i>Define</i> business problem	Cognitive		Understanding	
CO3	<i>Analyzing</i> of collected data to investigate the research problem	Cognitive		Understanding	
CO4	<i>Designing</i> of questionnaires for data collection	Cognitive		Understanding	
CO5	<i>Interpret</i> of data using statistical techniques	Cognitive		Understanding	
UNIT I INTRODUCTION					10
Meaning of Research, Objective of Research, Motivation in Research, Types of Research Approaches, Significance of Research, research process, criteria of good Research, Problems Encountered by Researchers in India					
UNIT II PROBLEM DEFINITION					10
Research Problems, Selecting the problem, Necessity of defining the Problem, technique involved in defining a problem, Research Design, meaning, need for research design, features of a good design, important concepts relating to research design, different research designs					
UNIT III SAMPLING, MEASUREMENT & SCALING					12
Sampling Need for Sampling, Definitions, Important Sampling Distributions, Method of Sampling Measurement in Research, Measurement Scales, Sources of Errors in Measurement, Tests of Sound Measurement, Techniques of developing Measurement Tools, Meaning of Scaling, Scale Classification Bases, Important Scaling Techniques, Scale Construction Techniques					
UNIT IV DATA COLLECTION					13
Collection of Primary Data, Observation Method, Interview Method, Collection of Data through Questionnaires, Collection of Data through Schedules, Difference between Questionnaires and Schedules, Other methods of data collection, collection of Secondary Data, Selection of appropriate method for data collection, Case Study method					
UNIT V DATA ANALYSIS & REPORT PREPARATION					15
Introduction to Uni-variate, Bi-variate and Multi-variate techniques, Report Writing. Techniques of interpretation, writing report with statistical output using Excel Spreadsheet or SPSS Package					
LECTURE	TUTORIAL	PRACTICAL		TOTAL	
45	15	0		60	
TEXT BOOKS					
Kothari C R, Research Methodology, New Age International Publishers					
REFERENCES					
Cooper D.R. & Schindler P.S., Business Research Methods, McGraw Hills, New Delhi					

COURSE CODE	YBA207	L	T	P	C
COURSE NAME	Operations Research	3	1	0	4
PREREQUISITE:	Nil	L	T	P	H
C:P:A	4 : 0 : 0	3	1	0	4
COURSE OUTCOMES		Domain		Level	
CO1	<i>Solve</i> linear programming problems.	Cognitive		Apply	
CO2	<i>Solve</i> transportation and assignment problems.	Cognitive		Apply	
CO3	<i>Solve</i> replacement problems.	Cognitive		Apply	
CO4	<i>Solve</i> queuing problems and machine sequencing problems.	Cognitive		Apply	
CO5	<i>Solve</i> CPM and PERT problems.	Cognitive		Apply	
UNIT I-OPERATIONS RESEARCH & LINEAR PROGRAMMING					15
Introduction to Operations Research, Linear Programming, Application of LP in Management, Graphical method, Simplex method					
UNIT II-TRANSPORTATION MODELS AND ASSIGNMENT MODELS					10
Introduction to Transportation Model, North-West Corner Method, Matrix – Minima method, Vogel’s Approximation Method, Optimal Solutions by MODI Method.					
UNIT III- ASSIGNMENT AND REPLACEMENT MODELS					10
Assignment Problems, Travelling Salesman Problem. Introduction to Replacement model, Replacement policy for items which deteriorate with time gradually.					
UNIT IV-QUEUEING MODELS, SEQUENCING & GAME THEORY					12
Introduction to Queuing model - Single server model. Introduction to sequencing problem, Sequencing of ‘n’ jobs and ‘2’ machines. Introduction to Game theory, Two person zero sum games.					
UNIT V-SCHEDULING BY CPM AND PERT					13
Introduction to Project, rules for constructing a Project Network Diagram, Critical Path Method, and Program Evaluation and Review Technique (PERT)					
LECTURE	TUTORIAL	PRACTICAL		TOTAL	
45	15	0		60	
TEXT BOOKS					
Anderson D.R., Sweeney D.J., Williams T.A. & Martin K. <i>An Introduction to Management Science – Quantitative Approaches to Decision Making</i> , Cengage Learning India Pvt. Ltd., New Delhi.					
REFERENCES					
1. Prem Kumar Gupta, Hira D.S, <i>Operations Research</i> , S. Chand Company Ltd, New Delhi. 2. S. Kalavathy, <i>Operations Research</i> , Vikas Publishing House Pvt Ltd. 3. Sharma J.K, <i>Operations Research, Theory & Applications</i> , Macmillan Publishers India Ltd, New Delhi.					

COURSE CODE	YBA208	L	T	P	C
COURSE NAME	ENTREPRENEURSHIP DEVELOPMENT	3	0	0	3
PREREQUISITE	Nil	L	T	P	H
C:P:A	3: 0 : 0	3	0	0	3
COURSE OUTCOMES		Domain		Level	
CO1	<i>Recognise</i> the personal traits of an entrepreneur	Cognitive		Understanding	
CO2	<i>Understand</i> the environment that support entrepreneurial development	Cognitive		Analysing	
CO3	<i>Develop</i> the business plan based on feasibility	Affective		Valuing	
CO4	<i>Describe</i> the steps in establishing a small business	Cognitive/ Affective		Understanding Organising	
CO5	<i>Understand</i> the factors responsible for success/failure of a business	Cognitive		Understanding	
UNIT I ENTREPRENEURIAL COMPETENCE					9
Entrepreneurship concept– Entrepreneurial Personality –traits and competencies of a Successful Entrepreneur – Role of Family and Society - Entrepreneurship as a Career- Entrepreneurship for National Development.					
UNIT II ENTREPRENEURIAL ENVIRONMENT					9
Business Environment - Entrepreneurship Development Training and Other Support services from Central and State Government -Micro, Small Medium Enterprises (MSME). Industrial Policies and Regulations					
UNIT III BUSINESS PLAN PREPARATION					9
Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital Budgeting - Project Profile Preparation - Feasibility Report Preparation and Evaluation Criteria					
UNIT IV LAUNCHING OF SMALL BUSINESS					9
Finance and Human Resource Mobilization-Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital- startups.					
UNIT V MANAGEMENT OF SMALL BUSINESS					9
Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units- Effective Management of Small Business.					
LECTURE	TUTORIAL	PRACTICAL		TOTAL	
45	0	0		45	
TEXT BOOKS					
1. Hisrich, 2016, <i>Entrepreneurship</i> , Tata McGraw Hill, New Delhi.					
2. S.S.Khanka, 2013, <i>Entrepreneurial Development</i> , S.Chand and Company Limited, New Delhi.					

REFERENCE BOOKS

1. Mathew Manimala, 2005, *Entrepreneurship Theory at the Crossroads, Paradigms & Praxis*, Biztrantra ,2nd Edition.
2. Prasanna Chandra, 2009, *Projects – Planning, Analysis, Selection, Implementation and Reviews*, Tata McGraw-Hill.
3. P.Saravanavel, 1997, *Entrepreneurial Development*, Ess Pee kay Publishing House, Chennai.
4. Arya Kumar,2012, *Entrepreneurship: Creating and Leading an Entrepreneurial Organisation*, Pearson Education India.
5. Donald F Kuratko, T.V Rao, 2012, *Entrepreneurship: A South Asian perspective*, Cengage Learning India.
6. Dinesh Awasthi, Raman Jaggi, V.Padmanand, *Suggested Reading / Reference Material for Entrepreneurship Development Programmes (EDP/WEDP/TEDP)*, EDI Publication, Entrepreneurship Development Institute of India, Ahmedabad. Available from: <http://www.ediindia.org/doc/EDP-TEDP.pdf>

WEB SITES AND WEB RESOURCES:

1. Jeff Hawkins, “ Characteristics of a successful entrepreneur”, ALISON Online entrepreneurship courses, “<https://alison.com/learn/entrepreneurial-skills>
2. Jeff Cornwall, “Entrepreneurship -- From Idea to Launch”, Udemy online Education, <https://www.udemy.com/entrepreneurship-from-idea-to-launch/>