



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

## Criterion 1 – Curricular Aspects

<b>Key Indicator</b>	1.1	Curriculum Design and Development
<b>Metric</b>	1.1.3	Average percentage of courses having focus on employability/ entrepreneurship/ skill Development offered by the Department of Management Studies

### DEPARTMENT OF MANAGEMENT STUDIES

#### SYLLABUS COPY OF THE COURSES HIGHLIGHTING THE FOCUS ON EMPLOYABILITY/ ENTREPRENEURSHIP/ SKILL DEVELOPMENT

1. List of courses for the programmes in order of

S. No.	Programme Name
i.	i. Bachelor of Business Administration –BBA, BBA (HM), BBA (DM), BBA (LSCM)
	ii. Master of Business Administration - MBA

2. Syllabus of the courses as per the list.

Legend	Words highlighted with <b>Blue Color</b>	-	Entrepreneurship
:	Words highlighted with <b>Red Color</b>	-	Employability
	Words highlighted with <b>Green Color</b>	-	Skill Development

Name of the Course	Course Code	Year of Introduction	Activities/Content with direct bearing on Employability/ Entrepreneurship/ Skill development
<b>B.B.A GENERAL (Full Time) 2022 -23 ACADEMIC YEAR</b>			
Office Management	XBA205	2022-23	Employability
Basics of Accounting	XBA206	2022-23	Employability
<b>B.B.A HM (Full Time) 2022 -23 ACADEMIC YEAR</b>			
Housekeeping Management	XBAH205	2022-23	Employability
Accounting for Managers I	XHM104	2022-23	Employability
<b>B.B.A DM (Full Time) 2022 -23 ACADEMIC YEAR</b>			
Basics of Event Management	XDM105	2022-23	Employability
<b>B.B.A LSCM (Full Time) 2022 -23 ACADEMIC YEAR</b>			
Introduction to Logistics Management and Shipping	XLSE01	2022-23	Employability
Retail Marketing	XBA505B	2022-23	Employability
<b>M.B.A( Full Time)</b>			
<b>2022-23 ACADEMIC YEAR</b>			
Accounting For Managers	YBA104	2022-23	Employability
Business Legislation for Management	YBA106	2022-23	Employability
Business Ethics and Corporate Governance	YBA107	2022-23	Employability
Information Management	YBA205	2022-23	Employability
Entrepreneurial Finance	YBAE17	2022-23	Employability
Strategic sourcing and vendor management	YBAE19	2022-23	Employability
Supply chain analytics	YBAE20	2022-23	Employability
Financial market and services	YBAE21	2022-23	Employability
Behavioral Finance	YBAE22	2022-23	Employability
Human Resource metric and analytics	YBAE23	2022-23	Employability

International Human resource management	YBAE24	2022-23	Employability
Services Marketing	YBAE25	2022-23	Employability
Digital and social media marketing	YBAE26	2022-23	Employability
Managing digital innovation and transformation	YBAE27	2022-23	Employability
Data Mining for business decision	YBAE28	2022-23	Employability
Social Entrepreneurship	YBAE29	2022-23	Employability
Entrepreneurial Marketing	YBAE30	2022-23	Employability

**SYLLABUS FOR MANAGEMENT STUDIES BBA (FT)**  
**ACADEMIC YEAR 2022-23**

<b>COURSECODE</b>	<b>XBA205</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSENAME</b>	<b>OFFICE MANAGEMENT</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>	<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3:0:0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>COURSEOUTCOMES</b>		<b>Domain</b>		<b>Level</b>	
CO1	<i>Outline</i> the qualities and functions of an Office Manager	Cognitive		Understanding	
CO2	<i>Summarize</i> out the objectives of office environment	Cognitive		Understanding	
CO3	<i>Summarize</i> the types of filing and its advantages	Cognitive		Understanding	
CO4	<i>Explain</i> the importance of Indexing with its advantages	Cognitive		Understanding	
CO5	<i>Explain</i> the factors and components of MIS	Cognitive		Understanding	
<b>UNITI INTRODUCTION TO OFFICE MANAGEMENT</b>					<b>12</b>
Office–Meaning and Importance–Functions of Office–Office Manager–Qualities of a Manager–Functions of an Office Manager.					
<b>UNITII OFFICE ENVIRONMENT</b>					<b>12</b>
Office Environment: Office layout – Objectives – Open office and Private office – Advantages and Disadvantages–Physical Conditions of the Office					
<b>UNITIII MAIL HANDLING</b>					<b>12</b>
<b>Mail Handling– Centralized and Decentralized Mail Handling–Filing–Advantages–Objectives–Types of Filing.</b>					
<b>UNITIV INDEXING</b>					<b>12</b>
Indexing–Meaning–Types of index–Advantages and Disadvantages–Office forms- Meaning–Types Of forms–Objectives and its Advantages.					
<b>UNITV OFFICE APPLIANCES</b>					<b>12</b>
Office Appliances – Meaning – Importance – Factors in Selecting Office Machines – Modern devices –MIS–Componentsof MIS.					

LECTURE	TUTORIAL	PRACTICAL	TOTAL
60	0	0	60
<b>TEXTBOOKS</b>			
1. Commercial correspondence and Officemanagement–R.S.N.Pillai and Baghavathi 2. Office Management– R.K.Chopra 3. Office Management– PrasantaK.Ghosh			
<b>REFERENCES</b>			
1. Office Organisation and Management–S.P.Arora 2. Business Communication (Text, cases and Laboratory Manual) – C.S.C. Krishnamacharyulu And LalithaRamakrishnan.			

**Table 1: Mapping of COs with POs**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>CO1</b>	3					2		1	
<b>CO2</b>	3							1	
<b>CO3</b>	3							1	
<b>CO4</b>	3							1	
<b>CO5</b>	3							1	
<b>Total</b>	15	0	0	0	0	2	0	5	0
<b>Scaled</b>	3	0	0	0	0	1	0	1	0

1-5 →1, 6-10 →2, 11-15 →3

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

<b>COURSE CODE</b>	<b>XBA 206</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>BASICS OF ACCOUNTING</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
<b>PREREQUISITE:</b>	<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>4 : 0 : 0</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>5</b>
<b>COURSE OUTCOMES</b>		<b>Domain</b>		<b>Level</b>	
CO1	<i>Explain</i> the meaning, scope & types of accounting.	Cognitive		Understanding	
CO2	<i>Construct</i> different types of financial statements	Cognitive		Applying	
CO3	<i>Construct</i> the concept of fund flow and cash flow statement.	Cognitive		Applying	
CO4	<i>Identify</i> different types of ratios for financial analysis.	Cognitive		Applying	
CO5	<i>Explain</i> the accounting report and drafting the report.	Cognitive		Understanding	
<b>UNIT I - Management Accounting</b>					<b>8</b>
Meaning - nature of management accounting - scope of management accounting - distinction between management accounting, financial accounting & cost accounting.					

<b>UNIT II - Analysis of financial statements</b>	<b>20</b>		
Users of financial statements - tools of financial statement analysis – Comparative statements - common size statements and trend analysis.			
<b>UNIT III Fund Flow &amp; Cash Flow Statement</b>	<b>20</b>		
Meaning - importance - Source and applications of funds statement - difference between cash flow and fund flow statement - preparation of Cash flow statement as per direct and indirect method (AS-3 Revised).			
<b>UNIT IV Ratio Analysis</b>	<b>20</b>		
Meaning – scope - advantages and limitations - Types of ratios –liquidity, activity, solvency, profitability, market and valuation ratios; calculation and relevance for analysis.			
<b>UNIT V Management information system</b>	<b>7</b>		
Management Reporting: Meaning - feature of a good report – types - steps in drafting of report and published accounts.			
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>	<b>TOTAL</b>
<b>60</b>	<b>15</b>	<b>0</b>	<b>75</b>
<b>TEXT BOOKS</b>			
1.Khan and Jain, Management Accounting.			
2. R.G Saha, Fundamentals of Accounting, HPH			
<b>REFERENCE BOOKS</b>			
1. S.N. Maheswari, Management Accounting.			
2. V.K. Goyal, Financial Accounting, Excel Books, New Delhi.			
3. I.M. Pandey, Financial Management, Vikas Publishing, New Delhi.			

**Table 1: Mapping of COs with POs**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO 1</b>	2	1							
<b>CO 2</b>	3	3	2		3				
<b>CO 3</b>	3	3	1		3				
<b>CO 4</b>	3	3	2		3				
<b>CO 5</b>	2	3					1		
<b>Total</b>	13	14	5		9		1		
<b>Scaled to 0,1,2,3</b>	3	3	1		2		1		

1-5 →1, 6-10 →2, 11-15 →3

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

<b>COURSE CODE</b>	<b>XBAH205</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>HOUSEKEEPING MANAGEMENT</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE</b>	<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3 : 0 : 0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>COURSE OUTCOMES</b>		<b>Domain</b>		<b>Level</b>	
CO1	<i>Explain</i> the maintenance of housekeeping inventory	Cognitive		Understanding	
CO2	<i>Explain</i> the budget of housekeeping	Cognitive		Understanding	
CO3	<i>Explain</i> the recruiting and training of housekeeping staff	Cognitive		Understanding	
CO4	<i>Explain</i> the supervision of housekeeping staff	Cognitive		Understanding	
CO5	<i>Explain</i> the inspections of areas	Cognitive		Understanding	
<b>UNIT I MAINTENANCE OF HOUSEKEEPING INVENTORY</b>					<b>12</b>
Items required for housekeeping- quantities -frequency of house keeping processes-various house cleaning activities- house keeping staff- vendor to procure necessary items-VIP and VVIP -Maintenance of inventory registry					
<b>UNIT II BUDGET OF HOUSEKEEPING DEPARTMENT</b>					<b>12</b>
Recyclable and non-recyclable items-Preparation of budget-maintaining purchasing records-Budget plan as per SOP- Organisational Requirement- Stock management					
<b>UNIT III RECRUITING AND TRAINING HOUSEKEEPING STAFF</b>					<b>12</b>
Identify the skills-Shortlist applications-orientation to new employees-adequate training facilities-upskilling training facilities to existing employees -organization keeps in pace with the evolving trends					
<b>UNIT IV SUPERVISING HOUSEKEEPING STAFFS</b>					<b>12</b>
SOP -employees punctuality-SOP clock the work-hours everyday -various activities performed by employees -required standards -Follow up with employees absenteeism-avoids over burdened with work					
<b>UNIT V INSPECTIONS OF ALL AREAS UNDER HOUSEKEEPING</b>					<b>12</b>
Identify the areas of housekeeping – Maintenance up to standard as per SOP- Perform random inspection checks in rooms and public area - Inspect rooms allocated for VIPs or regular customers -					
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>	<b>TOTAL</b>		
<b>60</b>	<b>0</b>	<b>0</b>	<b>60</b>		

<b>TEXT BOOKS</b>
Tourism and Skill Council,(2019),” Housekeeping Manager” Model Curriculum
<b>REFERENCES</b>
Online Reference - <a href="https://www.universalclass.com/i/course/housekeeping101/syllabus.htm">https://www.universalclass.com/i/course/housekeeping101/syllabus.htm</a> Online Reference- chrome-extension://efaidnbmnnnibpcajpcgclefindmkaj/ <a href="https://www.nqr.gov.in/sites/default/files/QF_Housekeeper_CTS_NSQF-4.pdf">https://www.nqr.gov.in/sites/default/files/QF_Housekeeper_CTS_NSQF-4.pdf</a>

**Table 1: Mapping of COs with Pos**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO 1	2	2	2	3	2	3	2	3	2
CO 2	1	2	2	2	3	2	3	2	3
CO 3	2	1	3	3	2	1	2	2	2
CO 4	3	3	2	2	3	2	1	1	2
CO 5	3	2	3	2	3	2	3	3	2
<b>Total</b>	11	11	12	12	12	10	11	11	11
<b>Scaled to 0,1,2,3</b>	3	3	3	3	3	2	3	3	3

1-5 →1, 6-10 →2, 11-15 →3

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

<b>COURSE CODE</b>	<b>XHM104</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>ACCOUNTING FOR MANAGERS I</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>PREREQUISITE:</b>	<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>4: 0 : 0</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>LEARNING OBJECTIVE</b>					
<ol style="list-style-type: none"> <li>To impart knowledge about basic concepts of accounting and its applications</li> <li>To analyze and interpret financial reports of a company</li> <li>To understand the gross profit and net profit earned by organization</li> <li>To foster knowledge on Hire Purchase system</li> <li>To understand the procedures of Accounting under Single entry system.</li> </ol>					
<b>COURSE OUTCOMES</b>		<b>Domain</b>	<b>Level</b>		
CO1	<i>Apply</i> knowledge about basic concepts of accounting and its applications	Cognitive	Applying		
CO2	<i>Identify</i> subsidiary book, statement and error	Cognitive	Applying		

	rectification of a company		
CO3	<b>Construct</b> final report of an organisation	Cognitive	Applying
CO4	<b>Explain</b> Hire Purchase system	Cognitive	Understanding
CO5	<b>Compare</b> the procedures of accounting under single entry system	Cognitive	Understanding
<b>UNIT I-INTRODUCTION</b>			<b>12</b>
Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance			
<b>UNIT II – BOOKS</b>			<b>12</b>
Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account			
<b>UNIT III – FINAL ACCOUNTS</b>			<b>12</b>
Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.			
<b>UNIT IV- HIRE PURCHASE SYSTEM</b>			<b>12</b>
Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System.			
<b>UNIT V – ENTRY SYSTEM</b>			<b>12</b>
Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method			
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>	<b>TOTAL</b>
<b>60</b>	<b>0</b>	<b>0</b>	<b>60</b>
<b>TEXT BOOKS</b>			
<ol style="list-style-type: none"> <li>1. D.K. Goel, Rajesh Goel and Shelly Goel, <i>Fundamentals of Financial Accounting</i>, 8<sup>th</sup> Edition, Arya Publications, 2018</li> <li>2. S.P. Jain, K.L. Narang, Simmi Agrawal and Monika Sehgal, <i>Financial Accounting</i>, Kalyani Publishers, 2020</li> <li>3. R. Rakesh Shankar and S. Manikandan, <i>Financial Accounting</i>, SCITECH, 3<sup>rd</sup> Edition.</li> <li>4. S.M. Shukla and K.L. Gupta, <i>Advanced Accounting</i>, Sahitya Bhawan Publications, 2022</li> <li>5. P.C. Tulsian, Bharat Tulsian and Tushar Tulsian, <i>Financial Accounting</i>, S. Chand Publishing, 2023</li> </ol>			
<b>REFERENCES</b>			
<ol style="list-style-type: none"> <li>1. TS Reddy and A.Murthy, <i>Financial Accounting</i>, Margham Publications, 2019</li> <li>2. David Kolitz, <i>Financial Accounting</i>, Taylor and Francis, 2017</li> <li>3. M.N. Arora, <i>Accounting for Management</i>, Himalaya Publications House, 2019</li> <li>4. S.N. Maheswari, <i>Financial Accounting</i>, Vikas Publishing House, 2018</li> <li>5. T. Horngren Charles, L. Sundern Gary and A. Elliott John, <i>Introduction to Financial Accounting</i>, Pearson Publications, 2017</li> </ol>			
<b>WEB RESOURCES</b>			
<ol style="list-style-type: none"> <li>1. <a href="https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf">https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf</a></li> <li>2. <a href="https://www.drnishikantjha.com/booksCollection/AccountingforManagementforMBA.pdf">https://www.drnishikantjha.com/booksCollection/AccountingforManagementforMBA.pdf</a></li> <li>3. <a href="https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles">https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles</a></li> <li>4. <a href="https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system">https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system</a></li> <li>5. <a href="https://www.profitbooks.net/what-is-depreciation">https://www.profitbooks.net/what-is-depreciation</a></li> </ol>			



**Table1 1: Mapping of Cos with POs**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO 1	3	2	2	0	3	0	0	0	0
CO 2	3	2	2	0	3	0	0	0	0
CO 3	3	2	2	0	3	0	0	0	0
CO 4	3	2	2	0	3	0	0	0	0
CO 5	3	2	2	0	3	0	0	0	0
	15	10	10	0	15	0	0	0	0

1-5 →1, 6 – 10 →2, 11-15 →3

<b>COURSE CODE</b>	<b>XDM105</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>BASICS OF EVENT MANAGEMENT</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>PREREQUISITE:</b>	<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>2 : 0 : 0</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>LEARNING OBJECTIVE</b>					
1. To know the basic of event management its concepts 2. To make an event design 3. To make feasibility analysis for event. 4. To understand the 5 Ps of Event Marketing 5. To know the financial aspects of event management and its Promotion.					
<b>COURSE OUTCOMES</b>		<b>Domain</b>	<b>Level</b>		
CO1	<i>Explain</i> basics of event management	Cognitive	Understanding		
CO2	<i>Explain</i> designing of events	Cognitive	Understanding		
CO3	<i>Explain</i> feasibility of organising an event	Cognitive	Understanding		
CO4	<i>Explain</i> marketing & promotion of event	Cognitive	Understanding		
CO5	<i>Explain</i> event budgeting	Cognitive	Understanding		
<b>UNIT I-INTRODUCTION</b>					<b>6</b>
Introduction: Event Management – Definition, Need, Importance, Activities.					
<b>UNIT II – EVENT DESIGN</b>					<b>6</b>
Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design					
<b>UNIT III – EVENT FEASIBILITY</b>					<b>6</b>
Event Feasibility: Resources – Feasibility, SWOT Analysis					
<b>UNIT IV- EVENT PLANNING AND PROMOTION</b>					<b>6</b>
Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations					
<b>UNIT V – EVENT BUDGET</b>					<b>6</b>
Event Budget – Financial Analysis – Event Cost – Event Sponsorship					
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>		<b>TOTAL</b>	
<b>30</b>	<b>0</b>	<b>0</b>		<b>30</b>	

**TEXT BOOKS**

1. Devesh Kishore and Ganga Sagar Singh, *Event Management: A Booming Industry and an Eventful Career*, Har-Anand Publications, 2019
2. Swarup K. Goyal, *Event Management*, Adhyayan Publisher, 2013
3. Savita Mohan, *Event Management Public Relations*, Enkay Publishers, 2011
4. Lynn Van Der Wagen and Lauren White, *Event Management*, Cengage, 2018

**REFERENCES**

1. Krishna Chaudhary, *Event Management*, Bio-Green Publishers, 2023
2. Anton Shone and Bryn Parry, *Successful Event Management*, 5<sup>th</sup> Edition, Cengage, 2019
3. Razaq Raj, Paul Walters and Tahir Rashid, *Event management: Principles and Practice*, 3<sup>rd</sup> Edition, Sage Publications, 2017
4. Judy Allen, *Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management*, Wiley Publishers, 2003

**WEB RESOURCES**

1. [https://ebooks.lpude.in/management/bba/term\\_5/DMGT304\\_EVENT\\_MANAGEMENT.pdf](https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf)
2. <https://www.inderscience.com/jhome.php?jcode=ijhem>
3. International Journal of Hospitality & Event Management
4. <https://www.emeraldgrouppublishing.com/journal/ijefm>
5. International Journal of Event and Festival Management
6. <https://www.eventbrite.com/blog/?s=roundup>
7. <https://www.eventindustrynews.com/>

**Table 1: Mapping of COs with Pos**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO 1	3	0	0	0	0	0	0	0	0
CO 2	3	0	2	0	2	2	0	0	0
CO 3	3	0	2	0	2	0	0	0	0
CO 4	3	0	2	0	2	0	0	0	0
CO 5	3	0	0	0	2	0	0	0	0
<b>Total</b>	15	0	6	0	8	2	0	0	0
<b>Scaled to 0,1,2,3</b>	3	0	2	0	2	1	0	0	0

1-5 →1, 6-10 →2, 11-15 →3

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

<b>COURSE CODE</b>	<b>XLSE01</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>INTRODUCTION TO LOGISTICS MANAGEMENT AND SHIPPING</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>	<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3 : 0 : 0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>LEARNING OBJECTIVE</b>					
<ol style="list-style-type: none"> <li>1. To learn the logistics theories, models and concepts</li> <li>2. To learn the techniques of logistics management</li> <li>3. To learn the logistics strategies</li> <li>4. To learn the aspects of sea transport</li> <li>5. To learn the techniques of ship management</li> </ol>					
<b>COURSE OUTCOMES</b>		<b>Domain</b>	<b>Level</b>		
CO1	<i>Explain</i> the importance of logistics & its role in the Economy	Cognitive	Understanding		
CO2	<i>Summarize</i> various activities of logistics management	Cognitive	Understanding		
CO3	<i>Explain</i> the logistics strategies	Cognitive	Understanding		
CO4	<i>Explain</i> sea transport	Cognitive	Understanding		
CO5	<i>Explain</i> ship management	Cognitive	Understanding		
<b>UNIT I-INTRODUCTION</b>					<b>09</b>
Logistics- Definition - History and Evolution- Objectives-Elements-activities importance- The work of logistics-Logistics interface with marketing-retails logistics-Emerging concept in logistics.					
<b>UNIT II – LOGISTICS MANAGEMENT</b>					<b>09</b>
Logistics Management-Definition-Achievement of competitive advantage through logistics Framework- Role of Logistics management-Integrated Logistics Management- Evolution of the concept- model - process- activities					
<b>UNIT III – LOGISTICS STRATEGY</b>					<b>09</b>
Outsourcing logistics-reasons - Logistics Strategy-Strategic role of logistics-Definition-role of logistics managers in strategic decisions- Designing & implementing logistical strategy					
<b>UNIT IV- SEA TRANSPORT</b>					<b>09</b>
The reasons for Sea Transport – Introduction – Why Ships – Different Shipping markets – Trades - Conclusion. – Ship Registration – Port State Control – Ship Classification - Types of Ships the Dry Cargo Chartering market – Introduction – Chartering – Chartering Negotiations					
<b>UNIT V – SHIP MANAGEMENT</b>					<b>09</b>
Ship Sale & Purchase – Ship Management. Maritime Geography – Introduction – Ocean & Seas – Ports – Geography of trade - Accounts – Introduction – Accounting – Capital – Credit- management accounting – Cash Flow- Costs - Fundamentals of English Law – Arbitration – The Contract – Remedies for breach of Contract					
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>		<b>TOTAL</b>	
<b>45</b>	<b>0</b>	<b>0</b>		<b>45</b>	
<b>TEXT BOOKS</b>					
<ol style="list-style-type: none"> <li>1. Reza Z. Farahani, Shabnam Rezapour and LalehKardar, <i>Logistics Operations and Management: Concepts and Models</i>, Elsevier, 2011</li> <li>2. Donald Waters, <i>Logistics: An Introduction to Supply Chain Management</i>, Palgrave Macmillan, 2002</li> <li>3. GianpaoloGhiani, Gilbert Laporte and Robert Musmanno, <i>Introduction to Logistics</i></li> </ol>					

*Systems Management*, Wiley, 2017

4. F. Robert Jacobs and Richard B. Chase, *Operations and Supply Chain Management: The Core*, 6<sup>th</sup> Edition, McGraw Hill Education, 2022
5. Raja G. Kasilingam, *Logistics and Transportation: Design and Planning*, Chapman and Hall, 1999

**REFERENCES**

1. Dong-Wook Song, Photis M. Panayides, *Maritime Logistics: A Guide to Contemporary Shipping and Port Management*. 3<sup>rd</sup> Edition, Kogan Page, 2021
2. Lalwani, C., Mangan, J., Calatayud, A., *Global Logistics and Supply Chain Management*, Wiley, 2020
3. M.D. Sarder, *Logistics Transportation Systems*, Elsevier Science, 2020
4. Rowbotham, M., *Introduction to Marine Cargo Management*, Taylor & Francis, 2014

**WEB RESOURCES**

1. <https://uh.edu/~lcr3600/simulation/contents.html>
2. [https://link.springer.com/chapter/10.1007/978-1-4615-5277-2\\_1](https://link.springer.com/chapter/10.1007/978-1-4615-5277-2_1)
3. <https://www.marineinsight.com/maritime-law/what-is-integrated-logistics-management/>
4. <https://resources.coyote.com/source/outsourced-logistics>
5. <https://www.handybulk.com/dry-cargo-chartering-market/>

**Table 1: Mapping of COs with Pos**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>CO 1</b>	3	0	2	0	0	0	0	0	0
<b>CO 2</b>	3	0	2	0	0	0	0	0	0
<b>CO 3</b>	3	0	2	0	0	0	0	0	0
<b>CO 4</b>	3	0	2	0	2	0	0	0	0
<b>CO 5</b>	3	0	2	0	2	0	0	0	0
<b>Total</b>	15	0	10	0	4	0	0	0	0
<b>Scaled to 0,1,2,3</b>	3	0	2	0	1	0	0	0	0

1-5 →1, 6-10 →2, 11-15 →3

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

<b>COURSECODE</b>	<b>XBA505B</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSENAME</b>	<b>RETAIL MARKETING</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>	NIL	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3:0:0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>COURSEOUTCOMES</b>		<b>Domain</b>		<b>Level</b>	
CO1	<i>Explain</i> the concept of retail	Cognitive		Understanding	
CO2	<i>Explain</i> the retail model	Cognitive		Understanding	
CO3	<i>Explain</i> the strategic planning in retailing	Cognitive		Understanding	
CO4	<i>Explain</i> the retail in India	Cognitive		Understanding	
CO5	<i>Explain</i> the Global Retail Markets	Cognitive		Understanding	
<b>UNIT I INTRODUCTION TO RETAIL</b>					<b>7</b>
Meaning – Functions and Characteristics of a Retailer– Reasons for studying. Retailing– Marketing - Retailer Equation – Marketing concepts applied to retailing – Retailing as a career – Trends in Retailing.					
<b>UNIT II-RETAIL MODEL AND THEORIES OF RETAIL DEVELOPMENT</b>					<b>8</b>
Retail Model and Theories of Retail Development – Life cycle and phases in growth of retail markets –Business models in retail–other Retail models.					
<b>UNIT III STRATEGIC PLANNING IN RETAILING</b>					<b>10</b>
Strategic Planning in Retailing: Situation Analysis–Objectives Identifying consumer needs– Overall strategy, feedback and control – consumer decision-making process.					
<b>UNIT IV RETAIL IN INDIA</b>					<b>10</b>
Retail in India: Evolution and Size of retail in India–Drivers of retail change in India–Foreign Direct Investment in retail–Challenges to retail developments in India.					
<b>UNIT V GLOBAL RETAIL MARKETS</b>					<b>10</b>
Global retail markets: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and Threats in global retailing – Factors influencing the success of a global retailing strategy.					
<b>LECTURE</b>		<b>TUTORIAL</b>		<b>PRACTICAL</b>	
<b>45</b>		<b>0</b>		<b>0</b>	
				<b>TOTAL</b>	
				<b>45</b>	
<b>TEXTBOOKS</b>					
Dr.L.Natarajan, RetailManagement,MarghamPublication.pdf					
<b>REFERENCEBOOKS</b>					
Swapna Pradhan–Retailing Management–Text and Cases, Tata McGraw Hill–2ndedition,2004					
Barry Berman and Joel R Evans–Retailing Management– A Strategic Approach, Prentice Hall of India, 8 <sup>th</sup> Edition, 2002.					
James R. Ogden, Denise Ogden– Integrated, Retail Management–Biztantra2005					
Gibson G Vedamani – Retail Management – Functional Principles and Prectice, Jaico Publishing House, Second edition, 2004					

**Table 1: Mapping of COs with Pos**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	2	2			1		1	2
CO2	2	2	2			1		1	2
CO3	2	2	2			1		1	2
CO4	2	2	2			1		1	1
CO5	2	3	2			1		1	3
Total	10	10	10	0	0	5	0	5	10
Scaled	2	2	2	0	0	1	0	1	2

1-5 →1, 6-10 →2, 11-15 →3

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

### **SYLLABUS FOR MANAGEMENT STUDIES MBA (FT)**

#### **ACADEMIC YEAR 2022-23**

<b>COURSE CODE</b>	<b>YBA104</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>ACCOUNTING FOR MANAGERS</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>PREREQUISITE:</b>	<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>4 : 0 : 0</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>COURSE OUTCOMES</b>		<b>Domain</b>	<b>Level</b>		
CO1	<i>Define</i> the methodology of preparing Financial Statements	Cognitive	Remembering		
CO2	<i>Define</i> the Ratio Analysis and <i>Explain</i> 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		
<b>UNIT I FINANCIAL ACCOUNTING</b>					<b>20</b>
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					
<b>UNIT II FINANCIAL STATEMENT ANALYSIS</b>					<b>12</b>
Ratio Analysis: Classification of Ratios, Preparation of Common Size Statements, Preparation of Cash Flow Statement					
<b>UNIT III COSTING AND VARIANCES</b>					<b>12</b>
Introduction to Costing, Preparation of Cost Sheet, Variances: Prepare the Material Variances, Labour Variances and Overhead Variances.					
<b>UNIT IV STANDARD COSTING AND MARGINAL COSTING</b>					<b>8</b>
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.					
<b>UNIT V CONTEMPORARY CONCEPTS</b>					<b>8</b>
Introduction to JIT, TQM, Activity Based Costing, Target costing and Life cycle Costing and					

<b>Pricing Methods</b>			
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>	<b>TOTAL</b>
<b>60</b>	<b>0</b>	<b>0</b>	<b>60</b>
<b>TEXT BOOKS</b>			
1. T.S. Reddy & Y. Hariprasad Reddy, Fifth Revised Edition, Financial Accounting, Margham Publications, 2012.			
<b>REFERENCES</b>			
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			

**Table 1: Mapping of COs with POs**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PSO 1</b>	<b>PSO 2</b>
<b>CO 1</b>	3			3			1				
<b>CO 2</b>	3			2	2						
<b>CO 3</b>	3				1						
<b>CO 4</b>	3				1						
<b>CO 5</b>	3	3							1		
<b>Total</b>	15	3	0	5	4	0	1	0	1		
<b>Scaled to 0,1,2,3</b>	3	1	0	1	1	0	1	0	1		

1-5 →1, 6-10 →2, 11-15 →3

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

<b>COURSE CODE</b>	<b>YBA106</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>BUSINESS LEGISLATION FOR MANAGEMENT</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE</b>	<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3 : 0 : 0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>COURSE OUTCOMES</b>		<b>Domain</b>		<b>Level</b>	
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 &amp; analyze</i> Negotiable Instruments and its importance	Cognitive		Remembering & Analysing	
CO5	<i>Understand</i> the different terms in Companies Act	Cognitive		Remembering & Analysing	
<b>UNIT I LAW OF CONTRACT</b>					<b>10</b>

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.			
<b>UNIT II LAW OF PARTNERSHIP</b>			<b>8</b>
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			
<b>UNIT III LAW OF SALE OF GOODS</b>			<b>8</b>
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.			
<b>UNIT IV NEGOTIABLE INSTRUMENTS ACT</b>			<b>10</b>
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.			
<b>UNIT V COMPANIES ACT</b>			<b>9</b>
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.			
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>	<b>TOTAL</b>
<b>45</b>	<b>0</b>	<b>0</b>	<b>45</b>
<b>TEXT BOOKS</b>			
N.D. Kapoor, Elements of Mercantile Law, Sultan Chand & Sons, 2003.			
<b>REFERENCES</b>			
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.			

**Table1 1: Mapping of COs with POs**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
<b>CO 1</b>	1	0	0	2	0	1	2	0	2	0	0
<b>CO 2</b>	1	0	0	2	0	1	2	0	2	0	0
<b>CO 3</b>	1	0	0	2	0	1	2	0	2	0	0
<b>CO 4</b>	1	0	0	2	0	1	2	0	2	0	0
<b>CO 5</b>	1	0	0	2	0	1	2	0	2	0	0
<b>Total</b>	5	0	0	10	0	0	10	0	10	0	0
<b>Scaled 0,1,2,3</b>	1	0	0	2	0	0	2	0	2	0	0

1-5 →1, 6 – 10 →2, 11-15 →3

0– No relation, 1 – Low relation, 2 – Medium relation, 3- High relation



<b>COURSE CODE</b>	<b>YBA107</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>BUSINESS ETHICS AND CORPORATE GOVERNANCE</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>	<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3 : 0 : 0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>LEARNING OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>To learn the evolution of business ethics</li> <li>To learn how to adopt corporate governance</li> <li>To learn the practices of business ethics</li> <li>To learn the new perspectives in governance</li> <li>To learn application of corporate governance</li> </ol>					
<b>COURSE OUTCOMES</b>		<b>Domain</b>	<b>Level</b>		
CO1	<i>Learn</i> the evolution of business ethics	Cognitive	Understanding		
CO2	<i>Identify</i> the problems in ethics	Cognitive	Understanding		
CO3	<i>Identify</i> the various practices and procedures	Cognitive	Understanding		
CO4	<i>Analyze</i> new perspectives in corporate governance	Cognitive	Understanding		
CO5	<i>Recognize</i> the measures of governance	Cognitive	Understanding		
<b>UNIT I BUSINESS ETHICS NATURE AND SCOPE</b>					<b>05</b>
Unit I Business Ethics: Nature and Scopes - Business Ethics: Nature, scope and purpose of ethics - Ethics & Moral Standards -Importance of Ethics & Moral standards; Ethics & Moral Decision Making, EthicalPrinciples in Business					
<b>UNIT II ETHICS BUSINESS SYSTEM</b>					<b>10</b>
Ethics and Business System - Ethics and Business System: Markets, Environment, Trade, Consumer Production and Marketing, Finance, HR personal Growth and Lessons from Ancient Indian Educational System - Personal Growth and Lessons from Ancient Indian Educational System; Science and Human Values					
<b>UNIT III INDIAN ETHOS</b>					<b>10</b>
Indian Ethos: Need, Purpose & Relevance - Indian Ethos: Need, purpose & relevance of Indian Ethos; Salient feature - (Brain Stilling, Total Quality Mind, Intuition, Intellectual rational brain V/s Holistic-Spiritual – BrainHolistic Approach for Managers in Decision Making - Holistic Approach for Managers in Decision Making, Professional ethos and code of professional ethics..					
<b>UNIT IV VALUE SYSTEM</b>					<b>10</b>
Values for Managers - Values Impact in Business, Indian Value System-Indian Value System - Teachings from scriptures and traditions (Geeta, Ramayana,Mahabharata, Upanishads, Vedas, Bible and Quran) -Values and Teaching from Scriptures and Traditions-II - The Smrties, the Puranas, Jainism and Buddhism.Values Teaching of Saints and Thinkers					
<b>UNIT V SYSTEMS OF THOUGHT</b>					<b>10</b>
Values and Teachings from Scriptures and Traditions-I - The Six Systems of Thought -Trans-Cultural Human Values in Management Education - Trans Cultural Human Values in Management Education; Psychological and Aesthetic					
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>		<b>TOTAL</b>	
<b>45</b>	<b>0</b>	<b>0</b>		<b>45</b>	
<b>TEXT BOOKS</b>					
C.B.Gupta, Business Ethics and Corporate Governance - Text and Cases, Sultan Chand & Sons, New Delhi.					

**REFERENCES**

1. Gary Dessler and Biju Varkkey, Business Ethics, Pearson Education, New Delhi.
2. R. Wayne Mondy, Corporate Governance, Prentice Hall, 2011.
3. 4. Edwin B. Flippo, Business Ethics and Corporate Governance, McGraw-Hill, 1984

**WEB REFERENCE**

1. <http://www.nitc.ac.in/app/webroot/img/upload/546896605.pdf>

**Table 1: Mapping of COs with Pos**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
<b>CO 1</b>	3	2	0	0	0	2	0	0	2	0	0
<b>CO 2</b>	2	2	2	0	0	2	0	0	2	0	0
<b>CO 3</b>	2	2	2	0	0	2	0	0	2	0	0
<b>CO 4</b>	3	2	2	2	0	2	0	0	2	0	0
<b>CO 5</b>	2	2	2	0	0	2	0	0	2	0	0
<b>Total</b>	12	10	10	2	0	10	0	0	10	0	0
<b>Scaled Value</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>0</b>

1-5 →1, 6-10 →2, 11-15 →3

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

<b>COURSE CODE</b>	<b>YBA205</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>INFORMATION MANAGEMENT</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE</b>	<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>:</b>					
<b>C:P:A</b>	<b>3 : 0 : 3</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>COURSE OUTCOMES</b>		<b>Domain</b>	<b>Level</b>		
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		
<b>UNIT I:INTRODUCTION</b>					<b>10</b>

Data, Information, Intelligence, Information Technology, Information System, evolution, types based on functions and hierarchy, System development methodologies, Functional Information Systems, <b>AI-DSS, EIS, KMS, GIS, International Information System</b>			
<b>UNIT II: SYSTEM ANALYSIS AND DESIGN</b>			<b>09</b>
Case tools - System flow chart, Decision table, Data flow Diagram (DFD), Entity Relationship (ER), Object Oriented Analysis and Design (OOAD), UML diagram			
<b>UNIT III: DATA BASE MANAGEMENT SYSTEM</b>			<b>10</b>
DBMS – HDBMS, NDBMS, RDBMS, OODBMS, Query Processing, SQL, Concurrency Management, Data warehousing and Data Mart			
<b>UNIT IV: SECURITY CONTROL AND REPORTING</b>			<b>08</b>
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.			
<b>UNIT V: NEW IT INITIATIVES</b>			<b>08</b>
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.			
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>	<b>TOTAL</b>
<b>45</b>	<b>0</b>	<b>0</b>	<b>45</b>

#### TEXT BOOK

1. Robert Schultheis and Mary Summer, Management Information Systems – The Managers View, Tata McGraw Hill, 2008.
2. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems – Managing the digital firm, PHI Learning / Pearson Education, PHI, Asia, 2012.

#### REFERENCE

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 the Information 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 Information Technology in the E-business enterprise, Tata McGraw Hill, 2004.
7. Rapph Stair and George Reynolds, Information Systems, Cengage Learning, 10th Edition, 2012
8. Corey Schou and Dan Shoemaker, Information Assurance for the Enterprise – A Roadmap to Information Security, Tata McGraw Hill, 2007.
9. Frederick Gallegor, Sandra Senft, Daniel P. Manson and Carol Gonzales, Information Technology Control and Audit, Auerbach Publications, 4th Edition, 2013.

**Table 1: Mapping of COs with Pos**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
<b>CO 1</b>	2	3	0	0	0	0	0	0	0	0	0
<b>CO 2</b>	2	3	0	0	0	0	0	0	2	0	0

<b>CO 3</b>	2	3	0	0	2	0	0	0	2	0	0
<b>CO 4</b>	2	3	0	0	0	0	2	0	2	0	0
<b>CO 5</b>	2	3	0	0	0	0	0	0	2	0	0
<b>Total</b>	10	15	0	0	0	0	2	0	8	0	0
<b>Scaled Value</b>	2	3	0	0	0	0	1	0	2	0	0

1-5 →1, 6-10 →2, 11-15 →3

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

<b>COURSE CODE</b>	<b>YBAE17</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>ENTREPRENEURIAL FINANCE</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>	Nil	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3 : 0 : 0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>COURSE OUTCOMES</b>		<b>Domain</b>	<b>Level</b>		
CO1	To <i>Define</i> the overview of Entrepreneurial Finance	Cognitive	Remembering		
CO2	<i>Define</i> and <i>Apply</i> Entrepreneurial budgeting techniques.	Cognitive	Remembering Analysing		
CO3	<i>Analyse</i> the capital structure and dividend policy	Cognitive	Analysing		
CO4	<i>Define</i> the sources of ntrepreneurial finance and basics of inventory management.	Cognitive	Remembering		
CO5	<i>Define</i> the sources of budget for entrepreneurial finance	Cognitive	Remembering		
<b>UNIT I-NATURE AND SCOPE OF ENTREPRENEURIAL FINANCE</b>					<b>6</b>
Meaning-Definition-Objectives and <b>Functions of Financial Management-Role of Finance Manager-Scope of Financial Management.</b> Meaning for Time preference for Money- <b>Techniques of Time value of Money- Time Value of Money Problems using any one of the basic software.</b>					
<b>UNIT II-COST OF ENTREPRENEURIAL FINANCE</b>					<b>12</b>
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.					
<b>UNIT III- CAPITAL STRUCTURE OF ENTREPRENEURSHIP</b>					<b>12</b>
Meaning and Definition of <b>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</b>					
<b>UNIT IV-SOURCES OF ENTREPRENEURIAL FINANCE</b>					<b>6</b>
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.					
<b>UNIT V-RISK MANAGEMENT</b>					<b>9</b>
Corporate Risk Management, Meaning and Reasons for Mergers and Acquisition -Cost and benefits of a Merger.					
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>		<b>TOTAL</b>	
<b>45</b>	<b>0</b>	<b>0</b>		<b>45</b>	
<b>TEXT BOOKS</b>					
1.Chandra, Prasanna, Entrepreneurial Financial Management–Theory and Practice, Eighth edition, TMH Publishing Company Ltd., New Delhi,					

**REFERENCES**

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

**Table 1: Mapping of COs with POs**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO 1	PSO 2
<b>CO 1</b>	3	0	0	0	0	0	0	0	0		
<b>CO 2</b>	3	0	1	0	2	0	0	0	0		
<b>CO 3</b>	3	0	0	1	0	0	0	0	0		
<b>CO 4</b>	3	0	0	0	0	0	0	0	0		
<b>CO 5</b>	3	2	1	0	0	0	0	0	1		
<b>Total</b>	15	2	2	1	2	0	0	0	1		
<b>Scaled to 0,1,2,3</b>	3	1	1	1	1	0	0	0	1		

1-5→1, 6-10 →2, 11-15→3

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

<b>COURSE CODE</b>	<b>YBAE19</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>STRATEGIC SOURCING AND VENDOR MANAGEMENT</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>	<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3 : 0 : 0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>LEARNING OUTCOMES</b>					
<ol style="list-style-type: none"> <li>1. To obtain the knowledge on principles and practices of global sourcing</li> <li>2. To know the risk management of sourcing</li> <li>3. To understand the supplier rating and selection</li> <li>4. To understand the strategies of sourcing.</li> <li>5. To evaluate the sourcing case studies.</li> </ol>					
<b>COURSE OUTCOMES</b>		<b>Domain</b>	<b>Level</b>		
CO1	<i>Understanding</i> knowledge on global sourcing principles and practices	Cognitive	Understanding		
CO2	<i>Understanding</i> the habit of Negotiation, Risk analysis, Market Research and Evaluation of suppliers before selecting them	Cognitive	Understanding		
CO3	<i>Understanding</i> various methods and analytical tools for Supplier Rating and Selection	Cognitive	Understanding		
CO4	<i>Understanding</i> on Electronic Sourcing and Sustainable Sourcing Strategies	Cognitive	Understanding		
CO5	<i>Apply and Analyze</i> the case study	Cognitive	Apply		
<b>UNIT I - INTRODUCTION TO GLOBAL SOURCING</b>					<b>9</b>
Introduction to Global Sourcing – Objectives, Process and Trends in Global Sourcing – Supply Management – Strategic Sourcing Plan, Strategy and Model– Environmental and Opportunity Analysis – Global Operational Sourcing Strategy					
<b>UNIT II – RISK MANAGEMENT</b>					<b>9</b>
Negotiation – Nature, Strategy and Planning– Performance Measurement and Evaluation					

(Concepts and Metal craft Case) – Risk Management in Sourcing (Concepts) – Nature and Principles of Risk Management			
<b>UNIT III - SUPPLIER RATING AND SELECTION</b>			<b>9</b>
Supplier Research and <b>Market Analysis– Vendor Rating – Objectives, Criteria and Methods of Vendor rating(numerical) – Supplier Evaluation and Selection (Concepts) – Solicitation of Bids and Proposals – Planning and Methods</b>			
<b>UNIT IV - SOURCING STRATEGY</b>			<b>9</b>
Analytical Tools in Sourcing (Total Cost of Ownership (Wire Harness case) – Pricing Analyses (Plastic Shield case) (numerical) – Analytical Tools in Sourcing (Foreign Exchange Currency Management, Learning Curve, Quantity Discount Models) (numerical)			
<b>UNIT V – CASE STUDIES</b>			<b>9</b>
Integrative Pacific Systems Case (Supplier Scorecard, Sourcing Risk, Supplier Financial Analysis) – Electronic Sourcing – Sustainability and Sourcing (Green Sourcing; Walmart–China Case)			
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>	<b>TOTAL</b>
<b>45</b>	<b>0</b>	<b>0</b>	<b>45</b>
<b>TEXT BOOKS</b>			
Olivier Bruel (2017), <i>Strategic Sourcing Management: Structural and Operational Decision-making</i> , Koganpage Publications.			
SathitParniangtong (2016), <i>Supply Management: Strategic Sourcing</i> , Springer Publications.			
<b>REFERENCES</b>			
1. Fred Sollish, John Semanik, (2011), <i>Strategic Global Sourcing Best Practices</i> , John Wiley and Sons Inc., Publications.			
2. Robert W., Turner (2011), <i>Supply Management and Procurement: From the Basics to Best-in-class</i> , J.Ross Publishing			

**Table 1: Mapping of COs with POs**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
<b>CO 1</b>	3	0	0	0	0	0	0	0	0	0	0
<b>CO 2</b>	3	0	0	0	0	0	0	0	0	0	0
<b>CO 3</b>	3	2	0	0	2	0	0	0	0	0	0
<b>CO 4</b>	3	0	0	0	2	0	0	0	0	0	0
<b>CO 5</b>	3	0	0	0	2	0	0	0	0	0	0
<b>Total</b>	15	2	0	0	6	0	0	0	0	0	0
<b>Scaled to 0,1,2,3</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

1-5 →1, 6-10 →2, 11-15 →3

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

<b>COURSE CODE</b>	<b>YBAE20</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>SUPPLY CHAIN ANALYTICS</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>	<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3 : 0 : 0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>LEARNING OBJECTIVE</b>					
<ol style="list-style-type: none"> <li>1. To provide foundational knowledge associated with the supply chain analytics</li> <li>2. To describe the various tools and techniques for implementation of analytics based on the supply chain drivers such as location, logistics and inventory</li> <li>3. To learn the implementation of analytics in inventory models</li> <li>4. To describe the various techniques for analytics based on the Multi Attribute Decision Making (MADM) and risk</li> <li>5. To provide the applications of analytics in supply chain</li> </ol>					
<b>COURSE OUTCOMES</b>		<b>Domain</b>	<b>Level</b>		
CO1	Explain the fundamental concepts of Optimization	Cognitive	Understanding		
CO2	Identify the different quality models.	Cognitive	Understanding		
CO3	Understand on the implementation of analytics in inventory models	Cognitive	Understanding		
CO4	Explain the different dimensions for Aggregate quality planning control	Cognitive	Understanding		
CO5	Identify the type of analytics for Simulation in supply chain	Cognitive	Understanding		
<b>UNIT I-INTRODUCTION</b>					<b>9</b>
Introduction – Overview on Supply Chain, Analytics and Supply Chain Analytics-Importance of supply chain analytics in the flows involving material, money, information and ownership-Classification of optimization problems – Optimization for Analytics.					
<b>UNIT II- FOUNDATION OF BUSINESS ANALYTICS</b>					<b>9</b>
Introduction to Modeling, Approaches for Optimization and Simulation, Modeling software, Supply Chain (SC) Decisions that requires mathematical or interpretative modeling Understanding of Data and its role in Analytics- Analytics of a Transportation problem in a Supply Chain.					
<b>UNIT III-RESOURCE PLANNING MODELS</b>					<b>9</b>
Cycle Inventory Models–Continuous Demand Instantaneous Replenishment Model, Backordering, Inventory Model with Discount, Multiple Item Inventory Models, Production Consumption Model, Lot Sizing Time Varying Demands, Numerical Examples					
<b>UNIT IV- QUALITY PLANNING AND CONTROL</b>					<b>9</b>
Overview on application of SQC, SPC, TQM and TPM for quality planning and control, application of experimental design and analysis. Numerical Examples					
<b>UNIT V-SIMULATION &amp; DOE</b>					<b>9</b>
Introduction to simulation – Type: Discrete and Continuous simulation – Simulation models –Steps in Simulation study – Simulation for Analytics – Experimental Designs (Taguchi, RSD,Mixture Design)					
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>		<b>TOTAL</b>	
<b>45</b>	<b>0</b>	<b>0</b>		<b>45</b>	
<b>TEXT BOOKS</b>					
<ol style="list-style-type: none"> <li>1. James R. Evans., Business Analytics – Methods, Models and Decisions, PearsonPublications, 1st Edition, 2012.</li> <li>2. G.V.Shenoy,U.K.Srivastava,S.C.Sharma, Operations Research for Management, New</li> </ol>					

**REFERENCES**

1. Gerad Feigin, Supply Chain planning and analytics – The right product in the right place at the right time, Business Expert Press, 2011.
2. A Ravi Ravindran, Donald P. Warshing, —Supply Chain Engineering, Models and Application, CRC Press, Taylor and Francis Group, New York, 2013
3. Peter Bolstorff, Robert G. Rosenbaum, Supply Chain Excellence: A Handbook for Dramatic Improvement Using the SCOR Model, AMACOM Div American Mgmt Assn, 2007
4. Robert Penn Burrows, Lora Cecere, Gregory P. Hackett, The Market-Driven Supply Chain: A Revolutionary Model for Sales and Operations Planning in the New On-Demand Economy, AMACOM Div American Mgmt Assn, 2011.
5. Supply chain management by Sunil Chopra, and Peter Meindl, Pearson
6. Jeremy F. Shapiro. Modeling the Supply Chain. Duxbury Thomson Learning
7. D. Simchi-Levi, P. Kaminsky, E. Simchi-Levi, and Ravi Shankar, Designing and Managing the Supply Chain concepts, Strategies and Case studies, Third Edition, Tata McGraw Hill, New Delhi, 2008.
8. Rahul Saxena, Anand Srinivasan, Business Analytics

**Table 1: Mapping of COs with POs**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PSO 1</b>	<b>PSO 2</b>
<b>CO 1</b>	3	1	0	0	2	1	0	0	0	0	2
<b>CO 2</b>	3	1	0	0	2	1	0	0	0	0	2
<b>CO 3</b>	3	1	0	0	2	1	0	0	0	0	1
<b>CO 4</b>	3	2	0	0	2	0	0	0	0	0	2
<b>CO 5</b>	3	0	0	0	2	2	0	0	0	0	3
<b>Total</b>	15	5	0	0	10	5	0	0	0	0	10
<b>Scaled to 0,1,2,3</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>

1-5 →1, 6-10 →2, 11-15 →3

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



<b>COURSE CODE</b>	<b>YBAE21</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>FINANCIAL MARKETS&amp; SERVICES</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>	<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3 : 0 : 0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>LEARNING OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To understand the structure of Indian financial systems and the financial institution</li> <li>2. To know the various financial markets and its services</li> <li>3. To understand the concepts of merchant banking and its functions</li> <li>4. To know the concepts of leasing and hire purchasing</li> <li>5. To know the concepts and the function of various financial institution</li> </ol>					
<b>COURSE OUTCOMES</b>		<b>Domain</b>	<b>Level</b>		
CO1	<i>Understanding</i> the structure of financial system and the financial institution	Cognitive	Understanding		
CO2	<i>Understanding</i> the various financial markets	Cognitive	Understanding		
CO3	<i>Understanding</i> the nature of merchant banking	Cognitive	Understanding		
CO4	<i>Understanding</i> the concepts of leasing and hire purchasing	Cognitive	Understanding		
CO5	<i>Understanding</i> the concepts of various financial instruments.	Cognitive	Understanding		
<b>UNIT I STRUCTURE OF FINANCIAL SYSTEM &amp; INSTITUTIONS</b>					<b>9</b>
Role of Financial System in Economic Development – Indian Financial System – Financial Market <b>Regulation Department (FMRD) - Reserve Bank of India (RBI), Monetary Policy of RBI – Commercial Banks –e-Banking – NBFC – Sectorial Financial Institution – NABARD – EXIM Bank – Power Finance Corporation (PFC).</b>					
<b>UNIT II FINANCIAL MARKETS</b>					<b>9</b>
Capital Market: Primary Market – Secondary Market – New Issue Market - Government Securities Market, Money Market – Money market Instruments – Recent trade in Indian Money Market – SEBI: Objectives – Functions – Guidelines.					
<b>UNIT III WEALTH MANAGEMENT</b>					<b>9</b>
Meaning – Scope – Components – Needs and Expectation of Clients – Investment Planning – Insurance Planning – Tax and estate Planning – Retirement Planning – Income and Tax Saving Schemes - Code of Ethics for Wealth Manager.					
<b>UNIT IV MUTUAL FUNDS</b>					<b>9</b>
Definition – Features of Mutual Funds – Types of Mutual Funds – Advantages of Mutual Funds – Risk of Mutual Funds – Operations of Mutual Funds – Facilities Available to Investors - Investor's Rights - Mutual Funds in India – Growth of Mutual Funds.					
<b>UNIT V OTHER FINANCIAL INSTRUMENTS</b>					
Venture Capital – Micro Finance - Chit Funds – Derivatives – Discounting – Factoring – Forfeiting – Securitization of Debt - Credit Rating – Credit Cards					
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>		<b>TOTAL</b>	
<b>45</b>	<b>0</b>	<b>0</b>		<b>45</b>	
<b>TEXT BOOK</b>					
<ol style="list-style-type: none"> <li>1. M.Y.Khan, Financial Services, Tata McGraw-Hill, 11th Edition, 2008</li> <li>2. NaliniPravaTripathy, Financial Services, PHI Learning, 2008.</li> </ol>					

3. E.Gordon and K.Natarajan, 2001, Financial Markets and Services, 2<sup>nd</sup> Edition, Himalaya Publishing House.
4. Khan, M.Y, 1998 Financial Services, 7<sup>th</sup> Edition, Tata McGraw Hill.
5. PawanJhabak, 2016, Wealth Management, 1<sup>st</sup> Edition, Himalaya Publishing House.

#### REFERENCE BOOK

1. J.C.Verma, A Manual of Merchant Banking, Bharath Publishing House, New Delhi,
2. Varshney P.N. & Mittal D.K., Indian Financial System, Sultan Chand & Sons, New Delhi.
3. Website of SEBI

**Table 1: Mapping of COs with Pos**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO 1	PSO 2
<b>CO 1</b>	3	0	1	0	0	0	0	0	0	0	0
<b>CO 2</b>	3	0	0	0	0	0	0	0	0	0	0
<b>CO 3</b>	3	1	1	1	1	0	1	0	0	0	0
<b>CO 4</b>	3	0	1	0	0	0	0	0	1	0	0
<b>CO 5</b>	3	1	0	1	0	0	1	1	1	0	0
<b>Total</b>	15	2	3	2	1	0	2	1	2	0	0
<b>Scaled to 0,1,2,3</b>	3	1	1	1	1	0	1	1	1	0	0

1-5 →1, 6-10 →2, 11-15 →3

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

<b>COURSE CODE</b>	<b>YBAE22</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>BEHAVIOURAL FINANCE</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>	<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3 : 0 : 0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>LEARNING OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To learn the difference between Traditional Finance Vs. Behavioural Finance</li> <li>2. To learn the investor biases</li> <li>3. To learn challenges to the efficient market hypothesis</li> <li>4. To learn Capital Structure and Dividend Policy</li> <li>5. To learn behavioural and psychological characteristics of investors</li> </ol>					
<b>COURSE OUTCOMES</b>		<b>Domain</b>	<b>Level</b>		
CO1	<i>Understand</i> the Traditional Finance Vs. Behavioural Finance	Cognitive	Understanding		
CO2	<i>Identify</i> the investor biases defined and illustrated	Cognitive	Identifying		
CO3	<i>Examine</i> theoretical and empirical foundations and challenges to the efficient market hypothesis	Cognitive	Analyzing		
CO4	<i>Understand</i> behavioural factors and Corporate Decisions on Capital Structure and Dividend Policy	Cognitive	Understanding		
CO5	<i>Evaluate</i> the behavioural and psychological characteristics of investors.	Cognitive	Evaluating		

<b>UNIT I-Introduction to Behavioural Finance</b>			<b>6</b>
Introduction to Behavioural finance – Nature, scope, objectives and application-Building blocks of Behavioural finance- Traditional Finance Vs. Behavioural Finance			
<b>UNIT II-Investor Biases</b>			<b>9</b>
Investor Biases: Overconfidence Bias-Representativeness Bias-Anchoring and Adjustment Bias-Cognitive Dissonance Bias-Availability Bias-Self-Attribution Bias-Conservatism Bias-Ambiguity Aversion Bias-Endowment Bias.			
<b>UNIT III- Behavioral Factors and Financial Markets</b>			<b>12</b>
Behavioural Factors and Financial Markets: The Efficient Markets Hypothesis – Fundamental Information and Financial Markets - Information available for Market Participants and Market Efficiency -Market Predictability –The Concept of limits of Arbitrage Model - Asset management and Behavioural factors.			
<b>UNIT IV- Behavioural Corporate Finance</b>			<b>9</b>
Behavioural Corporate Finance: Behavioral factors and Corporate Decisions on Capital Structure and Dividend Policy - Capital Structure dependence on Market Timing -. Systematic approach to using behavioral factors in corporate decision-making.			
<b>UNIT V-Emotions and Decision – Making</b>			<b>9</b>
Emotions and Decision – Making: Experimental measurement of risk-related - Measuring Risk - Emotional mechanisms in modulating risk-taking attitude - Neurophysiology of risk taking. Personality traits and risk attitudes in different domains.			
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>	<b>TOTAL</b>
<b>45</b>	<b>0</b>	<b>0</b>	<b>45</b>
<b>TEXT BOOKS</b>			
1. Prasanna Chandra, “Behavioural Finance”, McGraw Hill 2016 / I Edition			
<b>REFERENCES</b>			
1. Michael M. Pompian, “Behavioural finance and wealth management”, John Wiley & Sons, Inc. 2.Ackert and Deaves. “Behavioural Finance: Psychology, Decision-Making, and Markets”, South-western Cengage Learning. 3.M. M. Sulphey Behavioural Finance PHI 2014 / 1 <sup>st</sup> 4.Sujata Kapoor, Jaya Mamta Prosad, “Behavioural Finance”, Sage 2019			

**Table 1: Mapping of COs with Pos**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PSO 1</b>	<b>PSO 2</b>
<b>CO 1</b>	3	0	0	0	0	0	1	1	2	0	0
<b>CO 2</b>	3	1	0	0	2	0	1	1	1	0	0
<b>CO 3</b>	3	2	0	0	1	0	1	1	0	0	0
<b>CO 4</b>	3	0	0	0	0	0	1	1	1	0	0
<b>CO 5</b>	3	2	0	0	2	0	1	1	1	0	0
<b>Total</b>	15	5	1	0	5	0	5	5	5	0	0
<b>Scaled to 0,1,2,3</b>	3	1	0	0	1	0	1	5	1	0	0

1-5 →1, 6-10 →2, 11-15 →3

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

<b>COURSE CODE</b>	<b>YBAE24</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>INTERNATIONAL HUMAN RESOURCES MANAGEMENT</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>	<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3 : 0 : 3</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>LEARNING OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To explain the importance of cultural sensitivity in an international assignment.</li> <li>2. To learn the challenges of international business and IHRM</li> <li>3. To critically appraise the impact of cultural and contextual factors in shaping human resource practices in MNCs.</li> <li>4. To study HRM in a broader, comparative and international perspective to deal with complex issues.</li> <li>5. To understand the international approaches to dealing with people in MNCs.</li> </ol>					
<b>COURSE OUTCOMES</b>		<b>Domain</b>	<b>Level</b>		
CO1	<i>Learn</i> the Basics of international human resource management	Cognitive	Understanding		
CO2	<i>Identify</i> the challenges of international business and IHRM	Cognitive	Understanding		
CO3	<i>Identify</i> the various recruitment practices and selection, training, and performance management.	Cognitive	Understanding		
CO4	<i>Analyze</i> the concept of international compensation management	Cognitive	Understanding		
CO5	<i>Recognize</i> the cross cultural dynamics of IHRM	Cognitive	Understanding		
<b>UNIT I: INTRODUCTION TO INTERNATIONAL HUMAN RESOURCES MANAGEMENT</b>					
<b>05</b>					
Approaches, Challenges in global labour market–Linking HR to International expansion strategies, Socio–cultural context– Human Resources in a Comparative Perspective					
<b>UNIT II: CHALLENGES OF IHRM</b>					<b>10</b>
Culture and employee management issues, responding to diversity, challenges of localization, global integration, differentiation, Cultural Factors/Issues in Performance Management					
<b>UNIT III: INTERNATIONAL RECRUITMENT, TRAINING &amp; PERFORMANCE MANAGEMENT</b>					<b>10</b>
<i>International Labour Market, Sources, Recruitment and Selection of International Managers, Training, Types of Cross-cultural Training. Multinational Performance Management, Developing International Staff and Multinational Team.</i>					
<b>UNIT IV: INTERNATIONAL COMPENSATION SYSTEM</b>					<b>10</b>
International Compensation, International Compensation System, Objectives, Approaches and Practice, Expatriation and Repatriation Process, Managing People in International Firms					
<b>UNIT V: CROSS CULTURAL HRM</b>					<b>10</b>
Domestic Vs International HRM - Cultural Dynamics - Culture Assessment - Cross Cultural Education and Training Programs. Leadership and Strategic HR Issues in International Assignments - Current challenges in Outsourcing, - Building Multicultural Organisation					

LECTURE	TUTORIAL	PRACTICAL	TOTAL
45	0	0	45

#### TEXT BOOK

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

#### REFERENCE

1. Tony Edwards and Chris Rees, International Human Resource Management , Pearson, 2007
2. International Human Resource Management by K. Aswathappa
3. International Human Resource Management–Peter J. Dowling–Cengage Learning India Private Limited
4. International Human Resource Management–Anne–WilHarzing, Ashly Pinnington

**Table1: Mapping of Cos with POs**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
<b>CO 1</b>	2	1	1	2	0	1	1	1	1	0	0
<b>CO 2</b>	3	2	2	3	0	2	2	1	3	0	0
<b>CO 3</b>	3	2	2	3	0	2	2	1	3	0	0
<b>CO 4</b>	3	2	2	3	0	2	2	2	3	0	0
<b>CO 5</b>	1	2	2	1	0	2	2	1	2	0	0
<b>Total</b>	12	9	9	12	0	9	9	6	12	0	0
<b>Scaled Value</b>	3	2	2	3	0	2	2	2	3	0	0

1-5 →1, 6-10 →2, 11-15 →3

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

<b>COURSE CODE</b>	<b>YBAE25</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>SERVICES MARKETING</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>	<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3 : 0 : 0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

#### LEARNING OBJECTIVES

1. To Understanding The Concept Of Marketing Of Service
2. To Use Service Quality Models And Theories
3. To Study Customer Expectations
4. To Assess The Suitable Service Design
5. To Design Strategies For Achieving Service Delivery And Quality

<b>COURSE OUTCOMES</b>		<b>Domain</b>	<b>Level</b>
CO1	Comprehend the nature of service and distinguish between products and service.	Cognitive	Understanding
CO2	Understanding the service quality theories and models to create value to satisfy and delight customers.	Cognitive	Understanding
CO3	Understanding changing customer expectation trends and patterns to adjust service offering.	Cognitive	Understanding
CO4	Understanding the different service quality models to adopt in a given service setting based on relative relevance in that setting.	Cognitive	Understanding
CO5	Understanding the strategies to enhance the level of service quality and service delivery	Cognitive	Understanding
<b>UNIT I: Fundamentals Of Service Marketing</b>			<b>9</b>
Introduction: Meaning And Nature Of Service Growing Importance Of Service Sector, Classification Of Service And Marketing Implications.			
Service Marketing Management Process.			
<b>UNIT II: Application Of Service Marketing</b>			<b>10</b>
E – Service, Categories, Electronic Service Delivery ,Electronic Service Quality, Marketing In Tourism , Hospitality, Airlines, Telecom ,IT & ITES, Sports & Entertainment , Logistics , Healthcare Sector			
<b>UNIT III: Consumer Behavior In Service</b>			<b>10</b>
Understanding Consumer Behavior In Service, Consumer Decision Making In Services, Customer Expectations And Perception. Defining And Measuring Service Quality And Customer Satisfaction, SERVQUAL, E-SERVQUAL, House Of Quality, Gaps Model.			
<b>UNIT IV: Service Design &amp; Development</b>			<b>9</b>
Service Marketing Mix: Service Positioning Service Design And Development, Service Blueprinting, Service Process, Pricing Of Services, Services Distribution Management, Managing The Integrated Services Communication Mix, Physical Evidence And Service – Scape.			
<b>UNIT V: Managing Service Personnel</b>			<b>7</b>
Managing Service Personnel, Employee And Customer Role In Service Delivery In Physical & Virtual (Online) Marketing Place.			
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>	<b>TOTAL</b>

<b>45</b>	<b>0</b>	<b>0</b>	<b>45</b>
<b>TEXT BOOK</b>			
Jechen.W. Christoper, L. And Chatterjee, J. 2117 , Service Marketing , 8 <sup>th</sup> Ed .,Pearson Education India, India, ISBN: 9789332587687.			
Zeithaml, V., Bitner, M., Gremler, D., And Pandit A, 2118, 7 <sup>th</sup> Ed, Mcgraw Hill Education, Indian , ISBN : 9789353160777.			
<b>REFERENCE BOOKS</b>			
Verma, H.2112 Services Marketing Text And Cases. 2 <sup>nd</sup> Ed. Pearson Education India, India , ISBN: 8131754472			

**Table 1: Mapping of Cos with POs**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>CO1</b>	3							3	
<b>CO2</b>	3	2	1						
<b>CO3</b>	3	1	2						
<b>CO4</b>	3			2					
<b>CO5</b>	3					2			
<b>Total</b>	15	4	4	2		2		3	
<b>Scaled to 0,1,2,3</b>	3	1	1	1		1		1	

1-5 □ 1, 6-10 □ 2, 11-15 □ 3

0–NoRelation,1-Low Relation,2-MediumRelation,3-HighRelation

<b>COURSE CODE</b>	<b>YBAE26</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>DIGITAL AND SOCIAL MEDIA MARKETING</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>	<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3 : 0 : 0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>LEARNING OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To understanding the social media</li> <li>2. To know the issues of social media and customer engagement</li> <li>3. To understand the digital marketing</li> <li>4. To know evolution of digital marketing</li> <li>5. To know the online PR and reputation management</li> </ol>					

<b>COURSE OUTCOMES</b>		<b>Domain</b>	<b>Level</b>
CO1	List The Concept And Meaning Of Social Media	Cognitive	Understanding
CO2	List The Issue Social Media And Customer Engagement	Cognitive	Understanding
CO3	Describe The Digital Marketing	Cognitive	Understanding
CO4	Recall The Diversity Analytics Of HR	Cognitive	Understanding
CO5	Define The Case Study Outcomes	Cognitive	Understanding
<b>UNIT I: SOCIAL MEDIA AND CUSTOMER</b>			<b>9</b>
What Is Social? – Different Forms Of Social Media – Social Media Dashboards – All Your Updates In One Place – The Rules Of Engagement – Adding Social Media To Your Own Site – Case Study			
<b>UNIT II: SOCIAL MEDIA BUSINESS</b>			<b>10</b>
The Social Feedback Cycle – Open Access To Information – Social Business: The Logical Extension – Social Business Is Holistic - The Connected Customer – The Social Web And Engagement - The Engagement Process			
<b>UNIT III: CONCEPTS OF DIGITAL MARKETING</b>			<b>10</b>
E- Mail Marketing , The New Direct Mail – What Exactly Is E-Mail Marketing ? – Planning Your Campaign – Measuring Your Success – E-Mail- A Vital Component Of Digital Marketing – Mobile Marketing, Mobile – Market Size And Rate Of Growth – Mobile Marketing- A Game – Changing Channel, Or Just Another – Case Study: Accord Hotels – Location – Mobile Gaming – Mobile Applications – Measuring Mobile – Mobile Privacy – Mobile Data – Online Public Relations – Google Search			
<b>UNIT IV: DIGITAL MARKETING</b>			<b>9</b>
The Changing Face Of Advertising – The Technology Behind Digital Marketing – Why You Need A Digital Marketing Strategy – Your Business And Digital Marketing – Define Your Digital Marketing Strategy Understanding The Digital Consumer – Building An Effective Website – The Main Steps Of Building Website – The Different Forms Of Social Media			
<b>UNIT V: PUBLIC RELATION AND BUSINESS MANAGEMENT</b>			<b>7</b>
Fostering A Positive Online Image – Promoting Your Business Through Online Channels – Monitoring The Conversation – Reputation Management – Creative Application Of Digital Media – Digital Creative : What Works And What Doesn't			
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>	<b>TOTAL</b>
<b>45</b>	<b>0</b>	<b>0</b>	<b>45</b>



**TEXT BOOK**

Damian Ryan (2014) , “Understanding Digital Marketing” Third Edition , Kogan Page Limited, New Delhi

Dave Evans And Jake McKee (2010), “Social Media Marketing : The Next Generation Of Business Engagement ” Wiley Publication USA

**REFERENCE BOOK**

Demian Ryan & Calvin Jones (2009), “Digital Marketing : Marketing Strategies For Engaging The Digital Generation” Kogan Page Limited USA

**Table 1: Mapping of Cos with POs**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO 1	PSO 2
CO1	3						1	1	2		
CO2	3	1			2		1	1	1		
CO3	3	2			1		1	1			
CO4	3						1	1	1		
CO5	3	2			2		1	1	1		
<b>Total</b>	15	5	1		5		5	5	5		
<b>Scaled to 0,1,2,3</b>	3	1			1		1	5	1		

1-5 □ 1, 6-10 □ 2, 11-15 □ 3

0–NoRelation,1-Low Relation,2-MediumRelation,3-HighRelation

<b>COURSE CODE</b>	<b>YBAE27</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>MANAGING DIGITAL INNOVATION AND TRANSFORMATION</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>PREREQUISITE:</b>	<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>4 : 0 : 0</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>LEARNING OUTCOMES</b>					
1. To learn productivity and product design 2. To learn the different types of transformation 3. To learn how to forecast 4. To learn aggregate planning and innovation 5. To learn innovation and production					
<b>COURSE OUTCOMES</b>		<b>Domain</b>	<b>Level</b>		
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,	Cognitive	Understanding		

	capacity planning and facility layout.		
CO3	<i>Solve</i> forecasting problems.	Cognitive	Apply
CO4	<i>Explain</i> supply chain management, aggregate planning and inventory control.	Cognitive	Understanding
CO5	<i>Explain</i> material requirements planning, scheduling and lean production.	Cognitive	Understanding
<b>UNIT I-INTRODUCTION TO DIGITAL INNOVATION</b>			<b>12</b>
Operations, Transformation process, Operations management, Productivity, Product design - Product design process			
<b>UNIT II-PRODUCT DESIGN</b>			<b>12</b>
Process selection and design - Classification, Product-process matrix, Process flow chart, Capacity management - Capacity planning			
<b>UNIT III- TRANSFORMATION</b>			<b>12</b>
Facility Layout – Types of layouts, Product layout, Process layout, Forecasting – Components of demand, Forecasting techniques, Qualitative techniques, Time series analysis, Forecast errors			
<b>UNIT IV-PLANNING</b>			<b>12</b>
Supply Chain Management, Aggregate Sales and Operations Planning - Planning Strategies Inventory Control - Inventory costs, Inventory systems, Fixed order quantity model			
<b>UNIT V-INNOVATION AND PRODUCTION</b>			<b>12</b>
Material Requirement Planning - Master production schedule, Bill of materials, Operations Scheduling, Theory of constraints, Lean Production			
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>	<b>TOTAL</b>
<b>60</b>	<b>0</b>	<b>0</b>	<b>60</b>
<b>TEXT BOOKS</b>			
1. Roberta S Russell, Bernard W Taylor (2012), Digital Innovation and Transformation, 7 <sup>th</sup> Edition, Wiley.			
<b>REFERENCES</b>			
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>Transformation Management: Theory and Practice</i> , Pearson.			

**Table 1: Mapping of COs with POs**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
<b>CO 1</b>	3	0	0	0	0	0	0	0	0	0	0
<b>CO 2</b>	3	0	0	0	0	0	0	0	0	0	0
<b>CO 3</b>	3	2	0	0	2	0	0	0	0	0	0
<b>CO 4</b>	3	0	0	0	2	0	0	0	0	0	0
<b>CO 5</b>	3	0	0	0	2	0	0	0	0	0	0
<b>Total</b>	15	2	0	0	6	0	0	0	0	0	0
<b>Scaled to 0,1,2,3</b>	3	1	0	0	2	0	0	0	0	0	0

1-5 →1, 6-10 →2, 11-15 →3

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

<b>COURSE CODE</b>	<b>YBAE28</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>DATA MINING FOR BUSINESS DECISION</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE:</b>	<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3 : 0 : 0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>COURSE OUTCOMES</b>		<b>Domain</b>		<b>Level</b>	
CO1	<i>Understand</i> the concept of Business and IT.	Cognitive		Understanding	
CO2	<i>Understand</i> the concept of IT & Database.	Cognitive		Understanding	
CO3	<i>Understand</i> the E-business applications.	Cognitive		Understanding	
CO4	<i>Understand</i> the concept of system development.	Cognitive		Understanding	
CO5	<i>Understand</i> the challenges and latest trends.	Cognitive		Understanding	
<b>UNIT I FOUNDATION CONCEPTS</b>					<b>5</b>
Information Systems in Business, Components of Information Systems, Using Information Technology for Strategic Advantage					
<b>UNIT II INFORMATION TECHNOLOGIES</b>					<b>10</b>
Hardware, Software, Data Concepts, Database Structures, Types of Databases, Data Warehouse, Data Mining, Database Management Approach, Types of Telecommunication Networks, Wired & Wireless Technologies					
<b>UNIT III BUSINESS APPLICATIONS</b>					<b>12</b>
e-Business Systems, Functional Business Systems, Customer Relationship Management, Enterprise Resource Planning, Supply Chain Management, e-Commerce, Decision Support Systems					
<b>UNIT IV DEVELOPMENT PROCESSES</b>					<b>10</b>
Planning, Systems Development Life Cycle, Implementing Business Systems					
<b>UNIT V CHALLENGES &amp; LATEST TRENDS</b>					<b>8</b>
Security, Ethical and Societal Challenges of IT, Security Management, Latest Trends					
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>			<b>TOTAL</b>
<b>45</b>	<b>0</b>	<b>0</b>			<b>45</b>
<b>TEXT BOOKS</b>					
1. James A O'Brien, George M Marakas & Ramesh Behl, DATA MINING, Tata McGraw Hill, New Delhi.					
<b>REFERENCES</b>					
1. Kenneth C. Laudon, Jane P. Laudon Business Decision, Student Edition, 13 <sup>th</sup> Edition .					

Table:1 Mapping of POs with Cos

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
<b>CO 1</b>	2	0	0	0	0	0	0	0	0	0	0
<b>CO 2</b>	2	0	0	0	0	0	0	0	2	0	0
<b>CO 3</b>	2	2	0	0	0	0	0	0	2	0	0

<b>CO 4</b>	2	0	0	0	0	0	0	0	2	0	0
<b>CO 5</b>	2	2	0	0	0	0	2	0	2	0	0
<b>Total</b>	10	4	0	0	0	0	2	0	8	0	0
<b>Scaled Value</b>	2	1	0	0	0	0	1	0	2	0	0

1-5 → 1 6-10 → 11-15 →

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

SUB CODE	SUB NAME	L	T	P	C
<b>YBAE29</b>	<b>ENTREPRENEURIAL MARKETING</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>C:P:A = 3:0:0</b>					
		<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>UNIT I INTRODUCTION</b>					<b>10</b>
Introduction to Sales Management, <b>Personal selling process-</b> prospecting, pre approach, approach presentation, convincing the prospect, handling the objection and closing, <b>Forecasting Sales, Sales Budgets and Sales Territories.</b>					
<b>UNIT II SALES ORGANIZATION</b>					<b>8</b>
Sales organisations, <b>Relations with other departments. Profiling and recruiting sales people, Selecting and hiring applicants.</b>					
<b>UNIT III TRAINING AND MOTIVATION</b>					<b>8</b>
Planning, executing and evaluation of sales training programs. Motivating a sales force and <b>Sales force compensation, Sales force expenses and transportation, Sales meeting and Sales contest.</b>					
<b>UNIT IV EVALUATING SALES PERFORMANCE</b>					<b>8</b>
Analysis of Sales Volume, Marketing Cost and Profitability Analysis, Evaluating Sales persons performance.					
<b>UNIT V DISTRIBUTION MANAGEMENT</b>					<b>11</b>
Introduction to Distribution Management: <b>Concept of Distribution Channel, Importance of a Channel, Types of Channels, Channel management.</b>					
		<b>LECTURE</b>	<b>TUTORIAL</b>	<b>TOTAL</b>	
		<b>45</b>	<b>0</b>	<b>45</b>	
<b>TEXT</b>					
1. Spiro, Stanton, Rich, "Management of Sales Force", 11 <sup>th</sup> edition, 2003, McGraw Hill Education.					
<b>REFERENCES</b>					
1. Mark. W. Johnston, Greg W. Marshall, "Sales Force Management ", 9 <sup>th</sup> Edition, 2008, McGraw Hill Education.					
2. Still, R.R. & Cundiff et al., "Sales Management Decision Strategies & Cases", 4th Edition, 1996, Prentice Hall.					
3. Krishna K Havaldar, Vasant M Cavale, "Sales and Distribution Management", 2 <sup>nd</sup> Edition, 2011, McGrawHill Education.					
4. Rosenbloom, "Marketing Channels", 7 <sup>th</sup> Edition, Cengage Learning					

**Table 1: Mapping of COs with Pos**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PS O 1	PS O 2
<b>CO 1</b>	3	0	0	2	1	0	1	0	2	0	0	3	0	0
<b>CO 2</b>	3	2	1	0	0	0	1	0	2	0	0	3	2	1
<b>CO 3</b>	3	2	1	0	0	1	0	0	2	0	0	3	2	1
<b>CO 4</b>	3	2	2	0	2	1	0	0	2	0	1	3	2	2
<b>CO 5</b>	3	2	2	2	0	2	0	0	2	1	0	3	2	2
<b>Total</b>	15	8	15	4	3	4	2	0	10	1	1	15	8	15
<b>Scale d to 0,1,2, 3</b>	3	2	3	1	1	1	1	0	2	1	1	3	2	3

1-5 →1, 6-10 →2, 11-15 →3

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

<b>COURSE CODE</b>	<b>YBAE30</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>ENTREPRENEURIAL MARKETING</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>PREREQUISITE</b>	<b>Nil</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>H</b>
<b>C:P:A</b>	<b>3: 0 : 0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>COURSE OUTCOMES</b>		<b>Domain</b>		<b>Level</b>	
CO1	<i>Explain</i> the personal traits of an entrepreneur	Cognitive		Understanding	
CO2	<i>Interpret</i> the environment that support entrepreneurial development	Cognitive		Understanding	
CO3	<i>Develop</i> the business planbased on feasibility	Cognitive		Applying	
CO4	<i>Discover</i> the steps in establishing a small business	Cognitive		Analyzing	
CO5	<i>Determinethe</i> factors responsible for success/failure of a business	Cognitive		Evaluating	
<b>UNIT I ENTREPRENEURIAL COMPETENCE</b>					<b>8</b>
Entrepreneurship concept– Entrepreneurial Personality –traits and competencies of a Successful Entrepreneur – Role of Family and Society - Entrepreneurship as a Career- Entrepreneurship for National Development.					
<b>UNIT II ENTREPRENEURIAL MARKETING</b>					<b>11</b>
Business Environment - Entrepreneurship Development Training and Other Support services from Central and State Government -Micro, Small Medium Enterprises (MSME). Industrial Policies and Regulations, Electronic Commerce, Digital Marketing, IOT, challenges and Opportunities of Digital Entrepreneurship.					
<b>UNIT III BUSINESS PLAN PREPARATION</b>					<b>9</b>
<b>Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital Budgeting - Project Profile Preparation - Feasibility Report Preparation and Evaluation Criteria</b>					

<b>UNIT IV LAUNCHING OF SMALL BUSINESS</b>				<b>9</b>
Finance and Human Resource Mobilization-Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital- startups.				
<b>UNIT V MANAGEMENT OF SMALL BUSINESS</b>				<b>8</b>
Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units- Effective Management of Small Business.				
<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>	<b>TOTAL</b>	
<b>45</b>	<b>0</b>	<b>0</b>	<b>45</b>	
<b>TEXT BOOKS</b>				
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.				
<b>REFERENCE BOOKS</b>				
1. Mathew Manimala, 2005, <i>Entrepreneurship Theory at the Crossroads, Paradigms &amp; Praxis</i> , Biztrantra ,2nd Edition.				
2. Prasanna Chandra, 2009, <i>Projects – Planning, Analysis, Selection, Implementation and Reviews</i> , Tata McGraw-Hill.				
3. P.Saravanavel, 1997, <i>Entrepreneurial Development</i> , Ess Pee kay Publishing House, Chennai.				
4. Arya Kumar,2012, <i>Entrepreneurship: Creating and Leading an Entrepreneurial Organisation</i> , Pearson Education India.				
5. Donald F Kuratko, T.V Rao, 2012, <i>Entrepreneurship: A South Asian perspective</i> , Cengage Learning India.				
6. Dinesh Awasthi, Raman Jaggi, V.Padmanand, <i>Suggested Reading / Reference Material for Entrepreneurship Development Programmes (EDP/WEDP/TEDP)</i> , EDI Publication, Entrepreneurship Development Institute of India, Ahmedabad. Available from: <a href="http://www.ediindia.org/doc/EDP-TEDP.pdf">http://www.ediindia.org/doc/EDP-TEDP.pdf</a>				
<b>WEB SITES AND WEB RESOURCES:</b>				
1. Jeff Hawkins, “ Characteristics of a successful entrepreneur”, ALISON Online entrepreneurship courses, “ <a href="https://alison.com/learn/entrepreneurial-skills">https://alison.com/learn/entrepreneurial-skills</a> ”				
2. Jeff Cornwall, “Entrepreneurship -- From Idea to Launch”, Udemy online Education, <a href="https://www.udemy.com/entrepreneurship-from-idea-to-launch/">https://www.udemy.com/entrepreneurship-from-idea-to-launch/</a>				

**Table1: Mapping of Cos with POs**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
<b>CO 1</b>	0	0	0	1	0	1	0	0	1	0	0
<b>CO 2</b>	1	0	2	0	1	0	0	0	1	0	0
<b>CO 3</b>	0	1	2	0	2	1	0	0	1	0	0
<b>CO 4</b>	0	2	1	0	2	1	0	0	1	0	0
<b>CO 5</b>	0	0	0	0	2	0	1	0	1	0	0
	<b>1</b>	<b>3</b>	<b>5</b>	<b>1</b>	<b>7</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>5</b>	<b>0</b>	<b>0</b>

1-5 →1, 6 – 10 →2, 11-15 →3

0 – No relation, 1 – Low relation, 2 – Medium relation, 3- High relation