



## Criteria II – Teaching-Learning and Evaluation

<b>Key Indicator</b>	<b>2.6.</b>	Student Performance and Learning Outcomes
<b>Metric</b>	<b>2.6.1</b>	The institution has stated learning outcomes (generic and programme specific)/graduate attributes which are integrated into the assessment process and widely publicized through the website and other documents

**ADDITIONAL DOCUMENTS  
LEARNING OUTCOMES**

## INDEX

### Programme Outcomes and Course Outcomes of all programmes

S.NO	Departments	Link
1	Department of Architecture	<a href="https://www.pmu.edu/department-of-architecture/courses.aspx">https://www.pmu.edu/department-of-architecture/courses.aspx</a>
2	Department of Aerospace Engineering	<a href="https://www.pmu.edu/department-of-aerospace/courses.aspx">https://www.pmu.edu/department-of-aerospace/courses.aspx</a>
3	Department of Biotechnology	<a href="https://www.pmu.edu/department-of-biotechnology/courses.aspx">https://www.pmu.edu/department-of-biotechnology/courses.aspx</a>
4	Department of Civil Engineering	<a href="https://www.pmu.edu/department-of-civil-engineering/courses.aspx">https://www.pmu.edu/department-of-civil-engineering/courses.aspx</a>
5	Department of Electronics and Communication Engineering	<a href="https://www.pmu.edu/department-of-electronics-and-communication/courses.aspx">https://www.pmu.edu/department-of-electronics-and-communication/courses.aspx</a>
6	Department of Electrical and Electronics Engineering	<a href="https://www.pmu.edu/department-of-electrical-and-electronics/courses.aspx">https://www.pmu.edu/department-of-electrical-and-electronics/courses.aspx</a>
7	Department of Mechanical Engineering	<a href="https://www.pmu.edu/department-of-mechanical-engineering/courses.aspx">https://www.pmu.edu/department-of-mechanical-engineering/courses.aspx</a>
8	Department of Computer Science and Engineering	<a href="https://www.pmu.edu/cse/courses.aspx">https://www.pmu.edu/cse/courses.aspx</a>
9	Department of Computer Science and Application	<a href="https://www.pmu.edu/department-of-computer-science-applications/courses.aspx">https://www.pmu.edu/department-of-computer-science-applications/courses.aspx</a>
10	Department of Software Engineering	<a href="https://www.pmu.edu/department-of-software-engineering/courses.aspx">https://www.pmu.edu/department-of-software-engineering/courses.aspx</a>
11	Department of Chemistry	<a href="https://www.pmu.edu/department-of-chemistry/courses.aspx">https://www.pmu.edu/department-of-chemistry/courses.aspx</a>
12	Department of Commerce	<a href="https://pmu.edu/department-of-commerce/courses.aspx">https://pmu.edu/department-of-commerce/courses.aspx</a>
13	Department of English& Foreign Languages	<a href="https://www.pmu.edu/department-of-english/courses.aspx">https://www.pmu.edu/department-of-english/courses.aspx</a>

<b>14</b>	Department of Education	<a href="https://www.pmu.edu/department-of-education/courses.aspx">https://www.pmu.edu/department-of-education/courses.aspx</a>
<b>15</b>	Department of Mathematics	<a href="https://www.pmu.edu/department-of-mathematics/courses.aspx">https://www.pmu.edu/department-of-mathematics/courses.aspx</a>
<b>16</b>	Department of Management Studies	<a href="https://www.pmu.edu/department-of-management-studies/courses.aspx">https://www.pmu.edu/department-of-management-studies/courses.aspx</a>
<b>17</b>	Department of Physics	<a href="https://www.pmu.edu/department-of-physics/courses.aspx">https://www.pmu.edu/department-of-physics/courses.aspx</a>
<b>18</b>	Department of Political Science	<a href="https://www.pmu.edu/department-of-political-science/courses.aspx">https://www.pmu.edu/department-of-political-science/courses.aspx</a>
<b>19</b>	Department of Social Work	<a href="https://www.pmu.edu/department-of-social-work/courses.aspx">https://www.pmu.edu/department-of-social-work/courses.aspx</a>

## DEPARTMENT OF AEROSPACE ENGINEERING

Location

TB11 EXT 314

**PERIYAR MANIAMMAI**  
INSTITUTE OF SCIENCE & TECHNOLOGY  
Vallam, Tamil Nadu 613403, India  
Phone: 0437-2551111, 2551112  
Email: info@periyar.edu.in

**DEPARTMENT OF AEROSPACE ENGINEERING**

**PROGRAMME EDUCATIONAL OBJECTIVES - PEO**

- Provide education in Aerospace Engineering with global standards.
- Promote skills in Aerospace Engineering and interdisciplinary subjects.
- Develop the competency as per the requirements of industry organizations.
- Create research and development activities through projects.
- Stimulate sustainability innovation development through mounting knowledge and skill.

**PROGRAMME OUTCOMES - PO**

- Apply the basic concepts of mathematics, science and engineering in both Aerospace and other disciplines whenever it is required.
- Proficient to analyse both technical and non-technical problems in different perspective with full concentration and effort.
- Design and develop creative smart solutions for various applications.
- Investigate the situation and act accordingly to solve the complex Aerospace Engineering problems.
- Utilize the most advanced modeling and Analysis software to design and Analyse fluid, structural, thermal, magnetic and aerospace related problems, which would save money, man-power and time.
- Undertaking research projects by applying structural, material, propulsion and aerodynamic knowledge, which would be practically useful for the societal needs.
- Apply Engineering knowledge to develop innovative concepts for the business sustainability without exploiting the nature and the environment.
- Show Professional ethics & responsibility in profession without any compromise in the rules & practices of working environment.
- Capable to work as individual and as a team whenever it is required and depending upon the situation to expose their skills & knowledge in the competitive world.
- Communicate effectively with internal and external clients user friendly and able to prepare and maintain records, files & documents up to the industry needs.
- Manage financial, variable technical and non-technical projects in different working environment.
- Engage in lifelong learning for the self-improvement for the survival of the fittest.

**PROGRAMME SPECIFIC OUTCOME - PSO**

- Apply automation and control systems for aerospace applications.
- Analyse and apply aerodynamics and propulsion related aspects in Aerospace Engineering.

**Vallam, Tamil Nadu, India**  
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## DEPARTMENT OF PHYSICS

Location

TBI-108

**PERIYAR MANIAMMAI**  
INSTITUTE OF SCIENCE & TECHNOLOGY  
Established under the Tamil Nadu State Emblem  
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**DEPARTMENT OF PHYSICS**

**PROGRAMME EDUCATIONAL OBJECTIVES - PEO**

The Graduate will be

- **PEO1** - proficient in applying a broad understanding of the basic principles of physics to the solution of physical problems
- **PEO2** - Able to become a highly professional teacher/professor or renowned scientist
- **PEO3** - Able to plan, coordinate, communicate, organize, make decision and lead a team to solve problems and develop application using physics
- **PEO4** - professional, ethical, responsible and will contribute to society through active management.

**PROGRAMME OUTCOMES - PO**

The Graduates will be able to

- **PO1** - understand how scientific and mathematical knowledge continually evolve and that is subject to change.
- **PO2** - Identify and apply universal physical laws to the problem.
- **PO3** - v Communicate effectively (written /oral) and work effectively as an individual or team.
- **PO4** - Understand the impact and ethics of scientific discoveries on influencing society locally and globally.
- **PO5** - work effectively in bringing multidisciplinary ideas to diverse professional environment.
- **PO6** - Find, collect and assess scientific-based information - its relevance and reliability.
- **PO7** - Design and perform experiments and thereby analyze and interpret data.
- **PO8** - Use techniques, tools and skills necessary for emerging technologies.

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**Vallam, Tamil Nadu, India**  
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## DEPARTMENT OF BIO-TECHNOLOGY

Location

TB1-202

**PERIYAR MANIAMMAI INSTITUTE OF SCIENCE & TECHNOLOGY**  
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### DEPARTMENT OF BIO-TECHNOLOGY

#### PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

Based on the mission of the department, the programme educational objectives is formulated.

- To have a strong foundation in basic and applied science along with basic engineering fundamentals for their successful career in Biotechnology and related fields.
- To work at technically adequate level in formulating experiments and find solutions, to ever demanding problems in Biotechnology.
- To make them skilful professional biotechnologist who can apply principles of the subject to develop excellent research tools and capabilities through project works.
- To emphasize on interdisciplinary research emerging science and technology so that students can address important national and global needs, and work in the direction of technology transfer and their commercialization.
- To develop the qualities like creativity, leadership, teamwork, skill, and professional ethics, thus contributing towards the growth and development of society.

#### PROGRAMME OUTCOMES - PO

- At the time of graduation, competency of the student is measured through the attainment of programme outcomes. The quantification of programme outcomes attainment is measured through the assessment of established course outcomes for each subject.
- The fundamental concepts of both engineering and life sciences and apply it to a wide range of interdisciplinary work.
- An ability to analyze complex engineering problems, conduct experiments in biotechnology and apply in the field by generating innovative, economical and feasible solutions.
- An experience to develop a process that meets the specific needs of societal and environmental problems to draw meaningful conclusions.
- To draw conclusion in research based methods for value addition to existing products.
- An ability to apply contextual knowledge to assess the issues in public health, society and environment, soft-skills through classroom seminars, institutional and industry interactions use of modern technique and ICT tools.
- An ability to update the modern techniques in biotechnological essential for protecting the environment and sustainable development.
- An ability to demonstrate themselves as morally responsible citizens by being aware of his/her roles, duties, professional and ethical responsibilities and rights.
- A Positive attitude and interpersonal skills to function in multidisciplinary teams and setups.
- An ability to communicate, comprehend and write effective reports.
- An enthusiasm for life-long learning and urge to contribute to technology and society by working in need based and problem solving projects.
- An ability to use the techniques, skills, and modern engineering tools necessary for Engineering.

**Specific Outcome - PSO**

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GPS Map Camera

## DEPARTMENT OF MATHEMATICS

Location

TB1-323

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**DEPARTMENT OF MATHEMATICS**

**PROGRAMME EDUCATIONAL OBJECTIVES - PEO**

- The Graduates of the program will be able to excel professionally in their careers in mathematics and or other related areas.
- The Graduates of the program will be able to lead teams in creating and communicating new mathematical knowledge.
- The Graduates of the program will be able to engage themselves in lifelong learning and research.
- The Graduates of the program will be able to use and apply the mathematical principles in the welfare of society.
- The Graduates of the program will be able to actively participate in interdisciplinary collaborative works and projects.

**PROGRAMME OUTCOMES - PO**

- The Graduates will be able to demonstrate competency in Algebra, Analysis, Geometry and other related Mathematical fields.
- The Graduates will be able to write and explain mathematical proofs using proper terminology and logical structures.
- The Graduates will be able to apply relevant algebraic, geometric and computational methods in problem solving.
- The Graduates will be able to formulate mathematical problems and apply mathematical principles in a variety of contexts related to Science, technology, business and industry and illustrate the solutions using symbolic or numeric or graphical methods.
- The Graduates will be able to produce and deliver effective written and oral presentation of mathematical material and ideas.
- The Graduates will be able to work effectively as a team as well as individuals.
- The Graduates will be able to read and understand mathematics research articles published in journals.
- The Graduates will be able to demonstrate awareness of ethical and environmental issues related to science, research and work.
- The Graduates will be able to recognize the need for independent and lifelong learning as an important asset and to practice it.

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## DEPARTMENT OF CIVIL ENGINEERING

Location

TB1-125

**PERIYAR MANIAMMAI**  
INSTITUTE OF SCIENCE & TECHNOLOGY  
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**DEPARTMENT OF CIVIL ENGINEERING**

**PROGRAMME EDUCATIONAL OBJECTIVES - PEO**

- Graduates will successfully apply the engineering concepts to the formulation and provide solution to the emerging technical problems in industry, government or other organizations towards implementing efficient civil engineering practices.
- Graduates will have the ability to use their education to be lifelong learners and in turn utilize intellectual curiosity in enhancing technical, personal and professional growth.
- Graduates will become entrepreneurs (professional engineers) in starting-up and growing their own new firms in the domain of civil engineering and also exhibit leadership role of highest standards of professional endeavors in their chosen profession and in other activities.
- Graduates will be aware of ethical, social and cultural issues within a global context and their importance in the exercise of professional skills and responsibilities.

**PROGRAMME OUTCOMES - PO**

- Apply the knowledge of mathematics, science, Engineering fundamentals and Civil Engineering principles to the solution of complex problems in Civil Engineering.
- Identify, formulate, research literature and analysis complex civil engineering problems reaching substantiated conclusions using first principles of mathematics and Engineering Sciences.
- Design solutions for complex civil engineering problems and design system components or processes that meet the specified needs with appropriate considerations for the public health and safety and the cultural, societal and environmental conservation.
- An ability to plan, draw and design a system, component, or process to meet desired needs within realistic constraints such as economic, environmental, social, political, ethical, health and safety, manufacturability, and sustainability.
- An ability to work effectively as an individual and a team.
- An ability to identify, formulate, and solve engineering problems.
- An understanding of professional and ethical responsibility in a global context.
- An ability to articulate and communicate ideas persuasively and effectively both in written and oral.
- A recognition of the need for, and an ability to engage in lifelong learning.
- A knowledge of contemporary issues relevant to engineering practice.
- An ability to understand the critical issues of professional practice such as the procurement of work, financial management and the interaction with contractors during the construction phase of a project.
- An ability to use the techniques, skills, and modern engineering tools necessary for Engineering practice.

**PROGRAMME SPECIFIC OUTCOME - PSO**

- Capably plan, analyse and design the civil engineering structures.
- Apply knowledge of three technical areas appropriate to Civil Engineering such as Geotechnical, Environmental and water resources engineering etc.

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## DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING

Location

TBI EMBEDDED LAB



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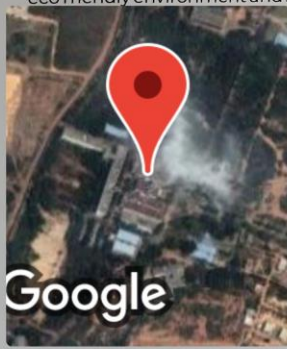
### DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING

#### PROGRAMME EDUCATIONAL OBJECTIVES - PEO

- Graduates will be successful Electronics and Communication Engineering Professionals in industries, Higher education and research.
- Graduates will be technically competent in identifying, analyzing and creating appropriate Electronics and Communication engineering solutions to become an entrepreneur.
- Graduates will work as a member and lead following ethical practices.
- Graduates will strive to develop their knowledge and skills throughout their career for the benefit of the society.

#### PROGRAMME OUTCOMES - PO

- Able to apply the knowledge of Mathematics, Science, Engineering and Technology in the field of Electronics and Communication Engineering.
- Capable to identify and analyze the Electronics and Communication engineering problems.
- Proficient to provide solutions to meet the specific needs of the public health, safety, environment and society.
- Competent to conduct experiments, interpret the data and compare the performance and provide solutions for complex problems.
- Adept to handle modern Electronics and Communication Engineering tools, equipment and software.
- Skillful to design Electronics and Communication products and validate by analysis and test for the benefit of the society towards safety and legal issues.
- Efficient to develop an Electronics and Communication system for the benefit of the society, eco friendly environment and sustainability.



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# DEPARTMENT OF MANAGEMENT STUDIES

## COURSE PLAN

# MBA

## SEMESTER III

## Regulation 2018



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## PERIYAR MANIAMMAI INSTITUTE OF SCIENCE & TECHNOLOGY

### INSTITUTE VISION

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

### INSTITUTE 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

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

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

	<b>PEO 1</b>	<b>PEO 2</b>	<b>PEO 3</b>	<b>PEO 4</b>	<b>Total</b>
<b>DM1</b>	3	1	2	0	6
<b>DM2</b>	3	1	2	0	6
<b>DM3</b>	1	3	0	1	5
<b>DM4</b>	2	1	3	0	6
<b>DM5</b>	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
<b>PO1</b>	3	2	2	2	2	0	2	0	1	1	1
<b>PO2</b>	2	2	2	2	3	0	1	0	2	0	1
<b>PO3</b>	2	2	2	2	2	0	1	0	1	1	1
<b>PO4</b>	0	0	0	0	0	2	1	3	0	0	0
<b>PO5</b>	2	3	3	3	2	1	1	0	1	0	2
<b>PO6</b>	0	0	0	0	1	3	3	2	1	1	1
<b>PO7</b>	0	2	0	0	0	0	0	0	1	3	2
<b>PO8</b>	0	0	0	0	0	0	2	0	1	3	1
<b>PO9</b>	1	2	2	2	2	1	0	1	3	0	3
<b>PSO1</b>	2	2	2	2	0	0	3	0	0	2	0
<b>PSO2</b>	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
<b>PEO 1</b>	3	2	1	1	2	2	0	0	0	2	2
<b>PEO 2</b>	1	1	3	3	2	3	2	0	0	3	1
<b>PEO 3</b>	3	2	1	0	3	2	0	1	3	1	3
<b>PEO 4</b>	0	0	2	1	2	2	3	2	0	1	2

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

## CURRICULUM

**M.B.A.**

**(Dual Specialization)**

**REGULATION – 2018**

**SEMESTER – III**

Subject Code	Subject Title	L	T	P	C
YBA301	Strategic Management	4	0	0	4
<b>OPERATIONS –ELECTIVES</b>					
YBAE67	Supply Chain and Logistics Management	3	0	0	3
YBAE68	Product Design	3	0	0	3
YBAE69	Quality Management	3	0	0	3
<b>FINANCE – ELECTIVES</b>					
YBAE70	Investment Management	3	0	0	3
YBAE71	Mergers and Acquisitions	3	0	0	3
YBAE72	Banking and Insurance Management	3	0	0	3
<b>HUMAN RESOURCE - ELECTIVES</b>					
YBAE73	Training and Development	3	0	0	3
YBAE74	Industrial Relations and Labour Law	3	0	0	3
YBAE75	Compensation Management	3	0	0	3
<b>MARKETING – ELECTIVES</b>					
YBAE76	Retail Management	3	0	0	3
YBAE77	Consumer Behaviour	3	0	0	3
YBAE78	Integrated Marketing Communication	3	0	0	3
<b>SYSTEMS- ELECTIVES</b>					
YBAE79	Business Analytics	3	0	0	3
YBAE80	Enterprise Resource Planning	3	0	0	3
YBAE81	E-Business	3	0	0	3
<b>ENTREPRENEURSHIP- ELECTIVES</b>					
YBAE82	Technology Appreciation and IPR	3	0	0	3
YBAE83	Advertisement Management for Entrepreneurs	3	0	0	3
YBAE84	Technology and Innovation Management	3	0	0	3
<b>MICRO SMALL MEDIUM SMALL ENTERPRISE- ELECTIVES</b>					
YBAE85	Business Plan Preparation for Small Business	3	0	0	3
YBAE86	Small Business Promotion	3	0	0	3
YBAE87	Business Regulation	3	0	0	3

**\*Total Credits- 22**

**\*Students have to choose any two electives**

<b>COURSE CODE</b>	<b>YBA 301</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>COURSE NAME</b>	<b>STRATEGIC MANAGEMENT</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>

#### LEARNING OBJECTIVES

1. To learn the steps in the process of strategic management.
2. To learn the process of analyzing internal and external environment of businesses.
3. To learn different types of strategies adopted by firms to overcome competition in the business level.
4. To learn different types of strategies adopted by firms to overcome competition in the corporate level.
5. To learn different types of strategies adopted by firms to overcome competition in the international level.

<b>COURSE OUTCOMES</b>		<b>Domain</b>	<b>Level</b>
CO1	<i>Explain</i> the steps in the strategic management process.	Cognitive	Understanding
CO2	<i>Analyze</i> the external and internal environment of businesses.	Cognitive	Analysing
CO3	<i>Compare</i> various business level strategies.	Cognitive	Analysing
CO4	<i>Compare</i> various corporate level strategies.	Cognitive	Analysing
CO5	<i>Compare</i> various international strategies.	Cognitive	Analysing

#### UNIT I – INTRODUCTION

10

Strategy, Strategic management, Strategic management process, Mission statement, Stakeholders, Corporate governance.

#### UNIT II - SITUATION ANALYSIS

20

External environment: Macro environment, Industry environment, Industry analysis – Five forces model.

Internal environment: Resources and capabilities - Value chain model, SWOT analysis.

#### UNIT III - BUSINESS LEVEL STRATEGY

10

Business level strategies: Cost leadership, Differentiation, Focus.

#### UNIT IV - CORPORATE LEVEL STRATEGY

10

Corporate level strategies: Concentration, Vertical integration, Diversification, Divestment, Portfolio analysis – BCG Matrix.

#### UNIT V - INTERNATIONAL STRATEGY

10

International strategy: Global, Multidomestic, Transnational strategy, Modes of entering international markets.

<b>LECTURE</b>	<b>TUTORIAL</b>	<b>PRACTICAL</b>	<b>TOTAL</b>
<b>60</b>	<b>0</b>	<b>0</b>	<b>60</b>

#### TEXT BOOKS

1. Raghavan Parthasarathy, *Fundamentals of Strategic Management*, Biztantra, 2008.

#### REFERENCES

1. John A. Pearce II, Richard B Robinson, Jr & Amita Mital, *Strategic Management*:

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*Formulation, Implementation and Control*, 12<sup>th</sup> Edition, McGraw Hill Education, 2017.  
 2. Charles W.L. Hill & Gareth R. Jones, *Strategic Management: An Integrated approach*, 9<sup>th</sup> Edition, Cengage, 2012.

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

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

**Table 2: Evaluation Scheme**

	%	CO1	CO2	CO3	CO4	CO5
CA 1	20	4	4	4	4	4
CA 2	30	6	6	6	6	6
CA 3	50	10	10	10	10	10
Total	100	20	20	20	20	20

**Table 3: CPA mapping with COs**

		CO1	CO2	CO3	CO4	CO5
C=4	Understanding	0.8				
	Analyzing		0.8	0.8	0.8	0.8

**Table 4: Mapping Course Outcome with Assessment for CA1 (20 marks):**

Category	CO1	CO2	CO3	CO4	CO5
Real Time Evaluation	4	4	4	4	4
Total 20 Marks	4 Marks	4 Marks	4 Marks	4 Marks	4 Marks

**Table 5: Mapping Course Outcome with Assessment for CA2 (30 marks):**

	Marks %	CO1	CO2	CO3	CO4	CO5
Assignment1	6	6				
Assignment2	6		6			
Assignment3	6			6		
Assignment4	6				6	

Assignment5	6					6
Total	30	6	6	6	6	6

**Table 6: Mapping Course Outcome with Assessment for CA3 (50 marks):**

	CO1	CO2	CO3	CO4	CO5
<b>Part – A</b> MCQ 10x1 = 10 marks	3 Marks	3 Marks	3 Marks	-	1 Mark
<b>Part – B</b> 5 x2 marks =10 marks	2 Marks	2 Marks	2 Marks	-	4 Marks
<b>Part – C</b> 4 x15 marks =60 marks	15 Marks	15 Marks	15 Marks	-	15 Marks
<b>Part – D</b> (Compulsory Question) 1 x20 marks =20 marks	-	-	-	20 Marks	-
Total 100 Marks	20 Marks	20 Marks	20 Marks	20 Marks	20 Marks

**Table 7: Rubrics for Real Time Evaluation (20 marks):**

Sl.No	Criterion	Scale	100	75	50	25	0	Relation to CO's
1	<b>External Environment Analysis 20%</b>	0.2	Analysis very clear	Analysis clear	Analysis implicit	Analysis not clear	Analysis irrelevant	1,2,3,4,5
2	<b>Internal Environment Analysis 20%</b>	0.2	Analysis very clear	Analysis clear	Analysis implicit	Analysis not clear	Analysis irrelevant	1,2,3,4,5
3	<b>Data Analysis 10%</b>	0.1	Analysis very clear	Analysis clear	Analysis implicit	Analysis not clear	Analysis irrelevant	1,2,3,4,5
4	<b>Conclusion 20%</b>	0.2	Conclusion very clear	Conclusion clear	Conclusion implicit	Conclusion not clear	Conclusion irrelevant	1,2,3,4,5
5	<b>Report and Presentation 30%</b>	0.3	Very neat	Neat	Satisfactory	Careless	Very poor	1,2,3,4,5
	<b>Total = 100</b>							



**Table 8: Rubrics for Assignment (6 Marks):**

Sl.No	Criterion	Scale	100	75	50	25	0	Relation to CO's
1	<b>Content 50%</b>	0.5	Idea very clear	Idea clear	Idea implicit	Idea not clear	Idea irrelevant	1,2,3,4,5
2	<b>Presentation 30%</b>	0.3	Very neat	Neat	Satisfactory	Careless	Very poor	1,2,3,4,5
3	<b>Submission 20%</b>	0.2	By deadline	1 day late	2 days late	3 days late	More than 3 days late	1,2,3,4,5
	<b>Total = 100</b>							

**Table 9: Course Plan:**

Unit	Topic	Subtopic	Teaching method	Teaching aids/Venue	Targeted learning domain	No. of Hours	Relation to Cos
1	1.1	<b>Introduction</b>					
		1.1.1 Strategy	Chalk and Talk	Class Room	Cog.(Und)	1	1
		1.1.2 Strategic Management	Chalk and Talk	Class Room	Cog.(Und)	1	1
	1.2	<b>Strategic Management Process</b>					
		1.2.1 Strategic Management Process	Chalk and Talk	Class Room	Cog.(Und)	2	1
		1.2.2 Mission Statement	Chalk and Talk	Class Room	Cog.(Und)	2	1
		1.2.3 Stakeholders	Chalk and Talk	Class Room	Cog.(Und)	2	1
		1.2.4 Corporate Governance	Chalk and Talk	Class Room	Cog.(Und)	2	1
		<b>Total</b>				10	
2	2.1	<b>External Environment</b>					
		2.1.1 Macro	Chalk and	Class	Cog.(Ana)	4	2

		Environment	Talk	Room	)		
		2.1.2 Industry Environment	Chalk and Talk	Class Room	Cog.(Ana )	2	2
		2.1.3 Industry Analysis – Five Forces Model	Chalk and Talk	Class Room	Cog.(Ana )	5	2
	<b>2.2</b>	<b>Internal Environment</b>					
		2.2.1 Resources and Capabilities	Chalk and Talk	Class Room	Cog.(Ana )	4	2
		2.2.2 Value Chain Model	Chalk and Talk	Class Room	Cog.(Ana )	3	2
		2.2.3 SWOT Analysis	Chalk and Talk	Class Room	Cog.(Ana )	2	2
		<b>Total</b>				<b>20</b>	
<b>3</b>	<b>3.1</b>	<b>Business Level Strategy</b>					
		3.1.1 Business Level Strategy Case	Case Discussion	Class Room	Cog.(Ana )	2	3
		3.1.2 Cost Leadership	Chalk and Talk	Class Room	Cog.(Ana )	3	3
		3.1.3 Differentiation	Chalk and Talk	Class Room	Cog.(Ana )	3	3
		3.1.4 Focus	Chalk and Talk	Class Room	Cog.(Ana )	2	3
		<b>Total</b>				<b>10</b>	
<b>4</b>	<b>4.1</b>	<b>Corporate Level Strategy</b>					
		4.1.1 Corporate Level Strategy Case	Case Discussion	Class Room	Cog.(Ana )	2	4
		4.1.2 Concentration	Chalk and Talk	Class Room	Cog.(Ana )	1	4
		4.1.3 Vertical Integration	Chalk and Talk	Class Room	Cog.(Ana )	2	4
		4.1.4 Diversification	Chalk and Talk	Class Room	Cog.(Ana )	2	4
		4.1.5 Divestment	Chalk and Talk	Class Room	Cog.(Ana )	1	4
		4.1.6 Portfolio Analysis – BCG Matrix	Chalk and Talk	Class Room	Cog.(Ana )	2	4
		<b>Total</b>				<b>10</b>	
<b>5</b>	<b>5.1</b>	<b>International Strategy</b>					
		5.1.1 International Strategy Case	Case Discussion	Class Room	Cog.(Ana )	2	5

			n				
		5.1.2 Global Strategy	Chalk and Talk	Class Room	Cog.(Ana )	2	5
		5.1.3 Multidomestic Strategy	Chalk and Talk	Class Room	Cog.(Ana )	2	5
		5.1.4 Transnational Strategy	Chalk and Talk	Class Room	Cog.(Ana )	1	5
		5.1.5 Modes of Entering International Markets	Chalk and Talk	Class Room	Cog.(Ana )	3	5
		<b>Total</b>				<b>10</b>	
		<b>Grand Total</b>				<b>60</b>	