



Dr. M.G.R.
EDUCATIONAL AND RESEARCH INSTITUTE
DEEMED TO BE UNIVERSITY

University with Graded Autonomy Status

(An ISO 21001 : 2018 Certified Institution)

Periyar E.V.R. High Road, Maduravoyal, Chennai-95, Tamilnadu, India.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

Dr. M.G.R
EDUCATIONAL AND RESEARCH INSTITUTE
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Maduravoyal, Chennai-600095.Tamilnadu.India
(An ISO 9001:2015 Certified Institution)



FACULTY OF MANAGEMENT STUDIES

Master of Business Administration –

MBA (Full Time)

Outcome Based Curriculum and Syllabus

REGULATION 2022



FACULTY OF MANAGEMENT STUDIES

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DECLARATION

I, **Dr.G.Brindha**, Professor & Head of **Faculty of Management Studies** , hereby declare that this copy of the syllabus for **Master of Business Administration (MBA)** Full time **2022 Regulation** from Page No **1- 275** is the final version which is being taught in the class and uploaded in our University website. I assure that the Syllabus available in our University website is verified and found correct. The Curriculum and Syllabi have been approved by our Academic Council / Vice Chancellor.

Date:

Signature



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

Faculty of Management Studies

VISION

"Developing core management competencies embedded with social and environmental values through exemplary management education."

MISSION

M1: Promoting the holistic development of our students and staff through education, and development programs in capacity building and life skills.

M2: Strive to promote an open learning environment in the field of management and entrepreneurship.

M3: Inculcate ethical values in our students and staff so that they contribute optimally towards the development of the society.

QUALITY POLICY:

- Aspire for high standards of excellence in teaching, research, consulting and entrepreneurship.
- Drive home the core values of humility, honesty and hard work that spell individual and corporate success.



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PROGRAM EDUCATION OBJECTIVE : PEO

PEO1: Students are able to inculcate entrepreneurial skills to manage current business environment and start new businesses.

PEO 2: Students are capable of using research tools to investigate and analyze business environment.

PEO 3: Candidates present themselves with morality, integrity, hard work, ethical behaviour, social consciousness, and a broader outlook in their work place.

PEO 4: Capable of solving complex business problem with multi-disciplinary approach inclusive of technology.

PROGRAM OUTCOME: PO

PO 1: Apply knowledge of management theories and practices to solve business problems.

PO 2: Foster Analytical and critical thinking abilities for data-based decision making.

PO 3: Ability to develop Value based Leadership ability.

PO 4: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

PO 5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.



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PROGRAM SPECIFIC OUTCOME: PSO

PSO1 Demonstrate the understanding and ability to Identify, Evaluate, Analyze, Interpret and Apply Professional standards, theory, and research to address business problems in making reasoned decisions.

PSO2. Assess the need to adapt business practices with opportunities and challenges in an evolving global environment.

PSO3 Ability to recognize and identify ethical conflicts, apply ethical reasoning and assess response options relative to the needs and interests of relevant stakeholders.

PSO4. Communicate in a business context in a clear, concise, coherent and professional manner.

Mapping PEOs with Mission

PEOs	M1	M2	M3
PEO1	2	3	2
PEO2	3	3	3
PEO3	3	2	2
PEO4	3	3	2

Mapping PEOs with POs and PSOs

PEOs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
PEO1	3	2	2	2	3	3	2	2	2
PEO2	3	2	3	3	3	3	3	2	1
PEO3	1	3	2	2	1	1	2	2	2
PEO4	3	1	2	2	1	3	3	1	1

Strength of Correlation: 3:High,2:Medium,1:Low



FACULTY OF MANAGEMENT STUDIES

**MBA- Two Year Full Time Program- Curriculum and Syllabus
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Table 1: Credit Distribution Format :MBA GENERAL

S. No	CATEGORY	Description	No. of Courses	Credits	Total	Credit Weight age %	Contact hours
1	CORE COURSES	Core Theory	11	43	51	50	430
		Core Lab (L1,3,4,5)	4	8			80
2	ELECTIVE COURSES	Department Core Electives/ Skill enhancement electives	7	21	21	20.6	210
3	INTERDISCIPLINARY COURSES	Allied Theory (STAT,ECO)	2	8	12	11.76	80
		Lab(L2,6)	2	4			40
4	ENTREPRENEURSHIP DEVELOPMENT SKILLS	Entrepreneurship Development	1	4	4	4	40
5	PROJECTS/INTERNSHIP / CORE SKILL	Project	1	6	14	13.7	384
		Core Skills(SE1)	1	2			20
		Internship	1	6			288
7	ANY OTHER						
Total				102	102	100	1532

Table 2: Revision/modification done in syllabus content:

Course(Subject) Code	Course (Subject) Name	Concept /Topic if any, removed in current curriculum	Concept/topic added in the new curriculum	% of Revision/ Modification done
The Whole Curriculum structure and syllabus revised.				



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Table 3: MBA –GENERAL

S.No	New Courses (Subjects)	Value Added Courses	Life Skill	Electives	Inter Disciplinary	Focus On Employability/ Entrepreneurship/ Skill Development.
1	Principles Of Management And Behavioral Science	Business Etiquette	Managerial Skill Development	Marketing	Managerial Economics	Summer Project - Internship and Viva Voce (4 weeks)
2			Contemporary Seminar	Finance	Business Statistics for Managers	Field Work And Project Work (8 Weeks)
3				Human Resource Management	Business Communication	Entrepreneurship Development
4				Information Systems	Production and Operations Research Lab	Tally Lab-Financial Statement Analysis
5				Operations Management		Spreadsheet For Managers
6				Logistic And Supply Chain Management		Computer Application for Business
7				International Business Management		
8				Tourism Management		
9				Hospital And Healthcare Management		
10				Sports Management		
11				Education Management		
12				Media And Entertainment Management		
13				Agriculture Management		
14				Entrepreneurship Management		



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FIRST SEMESTER

Theory:

Course Code	Course Title	C	L	T/SLr	P/R	Ty / Lb/ ETP
MMBA22001	Principles of Management and Behavioral	4	4	0	0	Ty
MMBA22002	Managerial Economics	4	4	0	0	Ty
MMBA22003	Basic Accounting for Managers	4	3	1	0	Ty
MMBA22004	Business Legislations	4	4	0	0	Ty
MMBA22005	Business Statistics for Managers	4	4	0	0	Ty
MMBA22006	E- Commerce	4	4	0	0	Ty

Practical:

Course Code	Course Title	C	L	T/SLr	P/R	Ty / Lb/ ETP
MMBA22L01	Computer Application for Business	2	0	0	4	Lb
MMBA22L02	Business Communication	2	0	0	4	Lb
	Sub Total	28				

Credits Sub Total: 28

SECOND SEMESTER

Theory:

Course Code	Course Title	C	L	T/SLr	P/R	Ty / Lb/
MMBA22007	Marketing Management	4	4	0	0	Ty
MMBA22008	Human Resource Management	4	4	0	0	Ty
MMBA22009	Research Methodology	4	3	1	0	Ty
MMBA22EXX	*Professional Specialization: I Elective 1**	3	3	0	0	Ty
MMBA22EXX	Elective 2**	3	3	0	0	Ty
MMBA22EXX	Elective 3**	3	3	0	0	Ty

Practical:

Course Code	Course Title	C	L	T/SLr	P/R	Ty / Lb/
MMBA22L03	Tally Lab	2	0	0	4	Lb
MMBA22L04	Business Etiquette	2	0	0	4	Lb
	Sub Total	25				

Credits Sub Total: 25

* Students can opt for single / dual specialization.

**Chosen elective should be from one specialization of management that includes three elective subjects.

SUMMER PROJECT (4 WEEKS)

The Project report along with the company certificate should be submitted within the first week of third semester. The viva-voce exam will be conducted during the third semester examination.



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THIRD SEMESTER

Theory:

Course Code	Course Title	C	L	T/SLr	P/R	Ty / Lb/
MMBA22010	Strategic Management	4	4	0	0	Ty
MMBA22011	Entrepreneurship Development	4	4	0	0	Ty
MMBA22012	Management Accounting	4	3	1	0	Ty
MMBA22EXX	*Professional Specialization: I					
	Elective 1**	3	3	0	0	Ty
MMBA22EXX	Elective 2**	3	3	0	0	Ty
MMBA22EXX	Elective 3**	3	3	0	0	Ty

Practical:

Course Code	Course Title	C	L	T/SLr	P/R	Ty / Lb/
MMBA22L05	Spreadsheet for Managers	2	0	0	4	Lb
MMBA22L06	Production and Operations Research Lab	2	1	0	4	Lb
MMBA22L07	Managerial Skill Development	2	0	0	4	Lb
MMBA22L08	Summer Project – Internship and Viva Voce	6	0	0	6	Lb
	Sub Total	33				

Credits Sub Total: 33

* Students can opt for single / dual specialization.

**Chosen elective should be from one specialization of management that includes three elective subjects.

FOURTH SEMESTER

Theory:

Course Code	Course Title	C	L	T/SLr	P/R	Ty / Lb/
MMBA22013	Digital Marketing	3	3	0	0	Ty
MMBA22014	International Business Management	4	4	0	0	Ty

Practical:

Course Code	Course Title	C	L	T/SLr	P/R	Ty / Lb/
MMBA22L09	Contemporary Seminar	3	0	0	6	Lb
MMBA22L10	Field Work and Project Work	6	0	0	12	Lb
	Sub Total	16				

Credits Sub Total: 16

PROJECT (8 WEEKS)

The project dissertation along with the company certificate should be submitted before viva-voce exam.

Credit Summary

Semester: 1 : 28

Semester: 2 : 25

Semester: 3 : 33

Semester: 4 : 16

Total : 102



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****LIST OF SPECIALISATION**

SPECIALISATION – 1 – MARKETING							
S.No	Sub. Code	Title of Subject	C	L	T/SLr	P/R	Ty / Lb/ ETP
1	MMBA22E01	Marketing Research and Consumer Behaviour	3	3	0	0	Ty
2	MMBA22E02	Advertising and Sales Promotion	3	3	0	0	Ty
3	MMBA22E03	Brand Management	3	3	0	0	Ty
4	MMBA22E04	Customer Relationship Management	3	3	0	0	Ty
5	MMBA22E05	Services Marketing	3	3	0	0	Ty
6	MMBA22E06	Business to Business Marketing	3	3	0	0	Ty
7	MMBA22E07	International Marketing Management	3	3	0	0	Ty
8	MMBA22E08	Retail Management	3	3	0	0	Ty
7	MMBA22E09	Sales and Distribution Management	3	3	0	0	Ty
8	MMBA22E10	Integrated Marketing Communications	3	3	0	0	Ty
9	MMBA22E11	Rural Marketing	3	3	0	0	Ty

SPECIALISATION – 2 – FINANCE							
S.No	Sub. Code	Title of Subject	C	L	T/S Lr	P/R	Ty / Lb/ ETP
1	MMBA22E12	Behavioral Finance	3	3	0	0	Ty
2	MMBA22E13	International Financial Management	3	3	0	0	Ty
3	MMBA22E14	Security Analysis and Portfolio Management	3	3	0	0	Ty
4	MMBA22E15	Merchant Banking and Financial Services	3	3	0	0	Ty
5	MMBA22E16	Banking and Insurance Management	3	3	0	0	Ty
6	MMBA22E17	Derivatives Management	3	3	0	0	Ty
7	MMBA22E18	Working Capital Management	3	3	0	0	Ty
8	MMBA22E19	Taxation Management	3	3	0	0	Ty



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SPECIALISATION – 3 – HUMAN RESOURCE MANAGEMENT

S.No	Sub. Code	Title of Subject	C	L	T/S Lr	P/R	Ty / Lb/ ETP
1	MMBA22E20	Talent Management	3	3	0	0	Ty
2	MMBA22E21	Strategic Human Resource Management	3	3	0	0	Ty
3	MMBA22E22	Industrial Relations and Labour Welfare	3	3	0	0	Ty
4	MMBA22E23	Organizational Development	3	3	0	0	Ty
5	MMBA22E24	Training and Development	3	3	0	0	Ty
6	MMBA22E25	Stress Management	3	3	0	0	Ty
7	MMBA22E26	Performance Management	3	3	0	0	Ty
8	MMBA22E27	Corporate Governance	3	3	0	0	Ty

SPECIALIZATION – 4 - INFORMATION SYSTEMS

S.No	Sub. Code	Title of Subject	C	L	T/S Lr	P/ R	T y/ Lb/ ETP
1	MMBA22E28	Big Data Technology	3	3	0	0	Ty
2	MMBA22E29	Database Management System	3	3	0	0	Ty
3	MMBA22E30	Decision Support System	3	3	0	0	Ty
4	MMBA22E31	Systems Analysis and Design	3	3	0	0	Ty
5	MMBA22E32	Artificial Intelligence	3	3	0	0	Ty
6	MMBA22E33	Software Quality and Project Management	3	3	0	0	Ty
7	MMBA22E34	Enterprise Resource Planning	3	3	0	0	Ty

SPECIALIZATION – 5 - OPERATIONS MANAGEMENT

S.No	Sub. Code	Title of Subject	C	L	T/ SL	P/ R	Ty / Lb/ ETP
1	MMBA22E35	Advanced Materials Management	3	3	0	0	Ty
2	MMBA22E36	Maintenance Management	3	3	0	0	Ty
3	MMBA22E37	Production Planning and Control	3	3	0	0	Ty
4	MMBA22E38	Purchase and Inventory Management	3	3	0	0	Ty
5	MMBA22E39	Lean and Six Sigma Management	3	3	0	0	Ty
6	MMBA22E40	Total Quality Management	3	3	0	0	Ty



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SPECIALISATION – 6 – LOGISTIC AND SUPPLY CHAIN MANAGEMENT							
S.No	Sub. Code	Title of Subject	C	L	T/SL	P/R	Ty / Lb/ETP
1	MMBA22E41	Advanced Supply Chain Management	3	3	0	0	Ty
2	MMBA22E42	Business Logistics	3	3	0	0	Ty
3	MMBA22E43	Purchasing and Supply Chain Management	3	3	0	0	Ty
4	MMBA22E44	Domestic and Global Logistics	3	3	0	0	Ty
5	MMBA22E45	Export Trade and Documentation	3	3	0	0	Ty
6	MMBA22E46	Transport Management	3	3	0	0	Ty
7	MMBA22E47	Inventory and Warehouse Management	3	3	0	0	Ty
8	MMBA22E48	Materials and Supply Chain Management	3	3	0	0	Ty
9	MMBA22E49	Purchase Management and Material Requirement planning	3	3	0	0	Ty
10	MMBA22E50	Inventory Planning and Stock Control	3	3	0	0	Ty

SPECIALISATION – 7 – INTERNATIONAL BUSINESS MANAGEMENT							
S.No	Sub. Code	Title of Subject	C	L	T/S Lr	P/R	Ty / Lb/ETP
1	MMBA22E51	International Business Environment	3	3	0	0	Ty
2	MMBA22E52	International Economic Organizations	3	3	0	0	Ty
3	MMBA22E53	International Business Ethics	3	3	0	0	Ty
4	MMBA22E54	Cross Culture Business Management	3	3	0	0	Ty
6	MMBA22E55	FOREX Management	3	3	0	0	Ty
7	MMBA22E56	International Trade Procedure and Promotion	3	3	0	0	Ty
8	MMBA22E57	International Business Negotiations	3	3	0	0	Ty



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SPECIALISATION – 8 – TOURISM MANAGEMENT

S.No	Sub. Code	Title of Subject	C	L	T/S Lr	P/R	Ty/Lb/ETP
1	MMBA22E58	Hospitality Management	3	3	0	0	Ty
2	MMBA22E59	Tourism Planning and Marketing	3	3	0	0	Ty
3	MMBA22E60	International Tourism Management	3	3	0	0	Ty
4	MMBA22E61	Tourism Products	3	3	0	0	Ty
5	MMBA22E62	International Hospitality Law	3	3	0	0	Ty
6	MMBA22E63	Travel and Tourism Management	3	3	0	0	Ty

SPECIALISATION – 9 – HOSPITAL AND HEALTHCARE MANAGEMENT

S.No	Sub. Code	Title of Subject	C	L	T/S Lr	P/R	T/L/ETP
1	MMBA22E64	Hospital Operations Management	3	3	0	0	Ty
2	MMBA22E65	Hospital Facilities Management	3	3	0	0	Ty
3	MMBA22E66	Patient Care Management	3	3	0	0	Ty
4	MMBA22E67	Healthcare Law and Ethics	3	3	0	0	Ty
5	MMBA22E68	Public Health System and Outreach Programmes	3	3	0	0	Ty
6	MMBA22E69	Risk Management and Health Insurance	3	3	0	0	Ty

SPECIALIZATION – 10 - SPORTS MANAGEMENT

S.No	Sub. Code	Title of Subject	C	L	T/S Lr	P/R	Ty / Lb/ETP
1	MMBA22E70	Organization and Management in Sports	3	2	1	0	Ty
2	MMBA22E71	Managing and Promoting Sports Events	3	2	1	0	Ty
3	MMBA22E72	Administration of Sports Organizations	3	2	1	0	Ty
4	MMBA22E73	Leadership Principles in Sports	3	2	1	0	Ty
5	MMBA22E74	Advertising , Public Relation and Sponsorship in Sports	3	2	1	0	Ty
6	MMBA22E75	Sports Training and Conditioning	3	2	1	0	Ty



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SPECIALIZATION – 11 - EDUCATION MANAGEMENT							
S.No	Sub. Code	Title of Subject	C	L	T/S Lr	P/ R	T / L/ ETP
1	MMBA22E76	Principles of Education Management	3	3	0	0	Ty
2	MMBA22E77	Education Environment	3	3	0	0	Ty
3	MMBA22E78	Educational Institution Management	3	3	0	0	Ty
4	MMBA22E79	Office Management	3	3	0	0	Ty
5	MMBA22E80	Institutional Linkage for Education Management	3	3	0	0	Ty
6	MMBA22E81	Finance Management in Education Institutions	3	3	0	0	Ty

SPECIALISATION – 12 – MEDIA AND ENTERTAINMENT MANAGEMENT							
S.No	Sub. Code	Title of Subject	C	L	T/S Lr	P/ R	T / L/ ETP
1	MMBA22E82	History of Media	3	3	0	0	Ty
2	MMBA22E83	Film Animation and Game Programming Management	3	3	0	0	Ty
3	MMBA22E84	Managing Media	3	3	0	0	Ty
4	MMBA22E85	Film TV Production, Programming Management	3	3	0	0	Ty
5	MMBA22E86	Media Business Practices	3	3	0	0	Ty
6	MMBA22E87	Sound Production and Music Industry Management	3	3	0	0	Ty

SPECIALIZATION – 13 - AGRICULTURE MANAGEMENT							
S.No	Sub. Code	Title of Subject	C	L	T/S Lr	P/R	T / L/ ETP
1	MMBA22E88	Principles of Agri-Business Management	3	3	0	0	Ty
2	MMBA22E89	Agriculture Marketing Systems and Models	3	3	0	0	Ty
3	MMBA22E90	Farm Management	3	3	0	0	Ty
4	MMBA22E91	Branches of Agricultural Management	3	3	0	0	Ty
5	MMBA22E92	Agricultural Export Management	3	3	0	0	Ty
6	MMBA22E93	Management of Dairies and Co-operatives	3	3	0	0	Ty



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SPECIALIZATION – 14 - ENTREPRENEURSHIP MANAGEMENT

S.No	Sub. Code	Title of Subject	C	L	T/S Lr	P/R	T / L/ ETP
1	MMBA22E94	Entrepreneurial Finance	3	3	0	0	Ty
2	MMBA22E95	Project Management	3	3	0	0	Ty
3	MMBA22E96	Creativity and Innovation for Sustainable Enterprise	3	3	0	0	Ty
4	MMBA22E97	Business Plan and Ethics	3	3	0	0	Ty
5	MMBA22E98	Managing Diversity	3	3	0	0	Ty
6	MMBA22E99	Event Management	3	3	0	0	Ty

Course Assessment Methods:

Direct		Indirect	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey - Co Curricular
3	Seminar	3	Alumni
4	End Semester Examinations	4	Extra Curricular
5.	Case study Analysis, Group Discussion and Role Play		



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I SEMESTER



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MMBA22001	PRINCIPLES OF MANAGEMENT AND BEHAVIORAL SCIENCE	C	L	T/SLr	P/R	Ty/Lb/ETP
	Total Contact Hours – 40	4	4	0	0	Ty
	Prerequisite -Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. Enabling students to study about the evolution, functions and principles of Management Studies
2. Acquainting with applications of the principles in an organization
3. Studying system and process of effective controlling in the organization.

COURSE OUTCOMES (COs)

CO1	Clear understanding in planning, and have knowledge in aspect of Management Studies
CO2	Understanding the planning and organization process in terms of business management.
CO3	Assessing process of staff and coordination required in management.
CO4	Demonstrate the ability to directing and controlling the employees and team.
CO5	Inculcating techniques of group behaviour and motivating the team.

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	2	2	3	
	CO2		2	2	3	
	CO3	3			2	
	CO4		3	3	3	
	CO5	2	3	3		3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
			✓			
4	Approval	Meeting of Academic Council, June 2022				



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MMBA22001

PRINCIPLES OF MANAGEMENT AND BEHAVIORALSCIENCE

UNIT- I INTRODUCTION

8 hours

Definition of Management – Science or Art – Manager Vs Entrepreneur - Types of managers - Managerial roles and Responsibilities – Evolution of Management – Need and Importance of Organizational Behavior, Leadership styles – Theories – Leaders Vs Managers.

UNIT –II PLANNING and ORGANISING

8 hours

Nature and purpose of planning – planning process – types of planning – Planning premises objectives –hierarchy of objectives, Management by Objectives (MBO) — Decision making process. Nature and purpose of Formal and Informal organization structure – Types – Line and staff authority – Delegation of authority – Centralization and Decentralization.

UNIT-III STAFFING AND COORDINATING

8 hours

Human Resource Planning, Job Analysis, Recruitment, Selection, Training and Development, Performance Management, Career planning. Coordination – Nature and purpose - Coordination at various levels: Top management, Middle management, Supervisory management and workers. Techniques for effective coordination

UNIT- IV DIRECTING AND CONTROLING

8 hours

Direction: Principles of direction – Need and Importance for directing, process of controlling – budgetary and non-budgetary control techniques – use of technology. Recent Trends in Management controlling.

UNIT-V GROUP BEHAVIOUR AND MOTIVATION

8 hours

Group Dynamics - How Groups Work, Stages of Group Development, Team building, Motivation – Theories of motivation Organizational Conflict – Causes – Types of Conflicts, Managing conflicts.

TOTAL NO. OF PERIODS: 40 HOURS

Reference Books:

1. Stephen A. Robbins and David A. Decenzo and Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education,2011.
2. Robert Kreitner and Mamata Mohapatra, “Management”, Biztantra, 2008.
3. Harold Koontz and Heinz Weihrich “Essentials of management” Tata Mc Graw Hill,1998.
4. S.S. Khanka - Organizational Behaviour - S. Chand Ltd. – 2006.
5. L.M.Prasad - Organizational Behaviour. S. Chand Company – 3rd edition – 2004.



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MMBA22002	MANAGERIAL ECONOMICS			C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 40			4	4	0	0	Ty
	Prerequisite – Degree							
	Course Designed by – Faculty of Management Studies							

OBJECTIVES

1. Acquaint the students with the basic instruments of managerial economics for the base of business;
2. Familiarize students with the importance of demands and supply concepts;
3. Providing knowledge about the production and cost concepts;
4. Create awareness about various perfect and imperfect market structures;
5. Enable students to understand the macroeconomic concepts in detail.

COURSE OUTCOMES (COs)

CO1	Apply the basic concepts of economics for taking business decisions.
CO2	Applying demand and supply concept under different markets for sustain market equilibrium.
CO3	Able to comprehend the concepts of cost, production and its relationship to business operations.
CO4	Capable of applying marginal analysis for different market conditions.
CO5	Learn to Confidently using appropriate macroeconomic concepts for sustainable business.

Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/ POs	PO1	PO2	PO3	PO4	PO5	
2	CO1	3	3	3			
	CO2	3	3	2			
	CO3	3	3	3	3		
	CO4	3	3	3	3	2	
	CO5	3	3	3	2		
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
			✓				
4	Approval					Meeting of Academic Council, June 2022	



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22002

MANAGERIAL ECONOMICS

UNIT - I INTRODUCTION

8 hours

Definition, Nature and Scope, Distinction between Micro and Macro Economics. Consumer Behavior: Utility – meaning and concepts, Law of diminishing marginal utility, the indifference curve analysis - Indifference curve.

UNIT- II DEMAND and SUPPLY ANALYSIS

8 hours

Demand analysis, Law of demand, Determinants of Demand, Types of demand, Elasticity of demand, Types of elasticity of demand. Supply – Meaning, Supply curve, Equilibrium with supply and demand curves.

UNIT - III THEORY of PRODUCTION and COST FUNCTION

8 hours

Meaning of Production, Basic concepts, Short run and long run production function, Law of Variable Proportion. Production function with two variable inputs – Iso-quants – Meaning, Properties, Variable inputs – Returns to Scale, Cost Analysis: Determinants of Costs, Types of Cost.

UNIT – IV MARKET CLASSIFICATION

8 hours

Concept of market, Characteristics, Types of different market structure. Perfect Competition: Characteristics of a perfectly competitive market, Price and Output Determination under Perfect Competition, Monopoly, Monopolistic competition, Duopoly, Oligopoly: Kinked demand curve, Game Theory.

UNIT - V MACROECONOMIC CONCEPTS

8 hours

National Income concepts - Inflation, Balance of Payment, Exchange Rates, Nature of trade cycle, Foreign exchange market, Circular flow of income, Monetary and Fiscal Policy, Demonetization, Concept of Recession, Difference between a recession and a depression.

TOTAL NO. OF PERIODS: 40 HOURS

Reference Books:

1. Economics, Samuleson and Nordhaus, TMH Publishers Ltd. NewDelhi
2. Principle of Microeconomics, Gregory Mankiw, Cenagage Learning Publications.
3. Kontsoyianis, A., Modern Economics, Macmillan, NewDelhi.
4. Spencer M.H Managerial Economics, Text problems and shortcases.
5. Mehta, P, L, Managerial Economics. Analysis, problem and cases, Sultan Chand Peterson, H.C and Lewis, W.C. Managerial Economics, 4th prenticeHall.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

	MMBA22003	BASIC ACCOUNTING FOR MANAGERS		C	L	T/SLr	P/R	T/L/ ETP	
		Total Contact Hours – 40		4	3	1	0	T	
		Prerequisite – Degree							
		Course Designed by – Faculty of Management Studies							
	OBJECTIVES								
	<ol style="list-style-type: none"> 1. Introduction to basics of accounting concepts. 2. Able to prepare final accounts with adjustments and concepts interlinked 3. Understand the concepts of assets and liabilities in terms of depreciation and 4. Analyze and interpret the transaction of a business. 								
	COURSE OUTCOMES (COs)								
	CO1	Understanding the significance, uses and applications of different accounting systems.							
	CO2	Learning about accounting cycle and various concepts and conventions of accounting system.							
	CO3	Preparation of journal and ledger accounts.							
	CO4	Gaining knowledge to preparing financial statement by applying depreciation and necessary adjustments							
	CO5	Understanding implication of Hire purchase, leasing and installment system in business.							
	Mapping of Course Outcomes with Program outcomes (Pos)								
	(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5			
2	CO1	3	3		3				
	CO2		2	3		2			
	CO3		2		3				
	CO4	3		2	2				
	CO5	2					3		
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
				✓					
4	Approval							Meeting of Academic Council, June 2022	



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22003

BASIC ACCOUNTING FOR MANAGERS

UNIT – I TYPES OF ACCOUNTS

8 hours

Introduction to accounts and accounting terminologies - Types of accounts – various branches in accounts. Difference, Meaning, Uses and application of different branches.

UNIT – II INTRODUCTION TO FINANCIAL ACCOUNTING

8 hours

Meaning and understanding of GAAP - Concepts and Conventions of accounts - Golden rules of Accounts – Scope, Objectives and Significance of Accounting.

UNIT – III ACCOUNTING CYCLE

8 hours

Book Keeping – Journal – Ledger - Preparation of Trial Balance – Preparation of subsidiary books - Cash Book - Bank book - Single entry system - Double Entry system.

UNIT – IV FINANCIAL STATEMENTS PREPARATION

8 hours

Preparation of Final Accounts of a Sole Trading Concern – Adjustments Receipts and Payments Account - Income and Expenditure Account - Balance Sheet .Adjustments by working on Depreciation. Meaning – Causes – Types of depreciation. (Methods: SLM, WDV, Insurance Policy, Sinking Fund and Annuity).

UNIT – V HIRE PURCHASE, LEASING AND INSTALLMENT SYSTEM

8 hours

Hire purchase - Leasing and Installment system: Meaning – Concepts – Uses - Application of the concepts.

TOTAL NO. OF PERIODS: 40 HOURS

Reference Books:

1. R.L.Gupta and V.K.Gupta, Advanced Accounting - Sultan Chand and Sons - New Delhi.
2. Jain and Narang, Financial Accounting - Kalyani Publishers - New Delhi.
3. T.S. Reddy and A.Murthy, Financial Accounting - Margham Publications-Chennai.
4. Shukla and Grewal, Advanced Accounting – S Chand - New Delhi.
5. P.C. Tulsian – Financial Accounting



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22004	BUSINESS LEGISLATIONS		C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 40		4	4	0	0	Ty
	Prerequisite - Degree						
	Course Designed by – Faculty of Management Studies						

OBJECTIVES

1. Assist students in understanding basic laws affecting operations of a business enterprise.
2. Supporting students in understanding of free enterprise system and legal framework.
3. Providing the concepts of sales and insurance laws.

COURSE OUTCOMES (COs)

CO1	Expertise with concepts of business laws.
CO2	Able to enter socialized contract with the business dealers and avoid legal issues.
CO3	Create Awareness of insurance law and able to choose apt insurance policy.
CO4	Aware of partnership act features and able to operate appropriately the negotiable instruments.
CO5	Operating company by adhering to company law.

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	3		3
	CO2	3	2	3	3	3
	CO3	3	3	3	3	2
	CO4	3	3	3	3	
	CO5	2	3	3	2	3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
		✓				
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22004

BUSINESS LEGISLATIONS

UNIT –I CONTRACT

8 hours

Law – Definition – Sources – A brief Study on the Indian Contract Act, 1872: Essentials of a Valid Contract, Void Agreements – Performance of Contracts, Breach of Contracts and its Remedies – Discharge–Quasi– Contracts.

UNIT-II SPECIAL CONTRACT

8 hours

Law of Agency, Agent and Principal, Creation of agency, Classification, Relation of Principle agent, Termination of agency – Bailment – Classification – Duties and Rights of Bailor and Bailee, Law relating to lien– Finder of Goods – Termination of Bailment– Pledge: Rights and Duties of Pawn or and Pawnee – Pledge by non–owner – Contract of Indemnity and Guarantee.

UNIT-III SALES AND INSURANCE LAWS

8 hours

The Sale of Goods Act, 1930: Formation of a Contract – Rights of an Unpaid Seller – Condition and Warranties, performance, Sale by Auction – Law of Insurance – Life, Fire, Marine and miscellaneous.

UNIT-IV NEGOTIABLE INSTRUMENTS, PARTNERSHIP AND OTHER LAWS

8 hours

The Negotiable Instruments Act, 1881- Nature and Types - Negotiation and Assignment – Holder in due course – Dishonour and Discharge of a Negotiable Instrument. Partnership Act.1932 – The Limited Liability Partnership Act, 2008 - Law of Arbitration – Consumer Protection Act and Cyber Laws.

UNIT-VCOMPANY LAW

8 hours

The Indian Company Law – Nature, Kinds, Incorporation of company, One Person Company – The Companies Act, 2013 - Memorandum of Association, Articles of Association, Prospectus, Share capital, Debentures and Charges, Management and Administration – Meetings and Proceedings, Accounts and Auditors, Prevention of Oppression and Mismanagement Revival and Rehabilitation of Sick Companies - Winding up – Law relating to corporate governance.

TOTAL NO. OF PERIODS: 40 Hours

Reference Books:

1. Gogna P.P.S.(2010).*Business and Industrial Laws*. New Delhi:S.Chand.
2. Saravanavel,P.andS.Sumathi.(2012).*LegalaspectsofBusiness*.Mumbai:HimalayaPublishingHouse.
3. Kuchhal, M.C.and Vivek Kuchhal(2013).*Mercantile Law*. New Delhi: Vikas PublishingHouse.
4. Pandit and Pandit(2010).*Business Law*, Mumbai: Himalaya PublishingHouse



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22005	BUSINESS STATISTICS FOR MANAGERS	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 40	4	4	0	0	Ty
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. Understand the Basic concepts of Statistics
2. Know Correlation and Regression and its applications
3. Understand the Basic concepts in Probability
4. Provide knowledge about Index numbers and Time Series concepts.

COURSE OUTCOMES (COs)

CO1	Understand Role and importance of averages and its application in Business.
CO2	Learning the concept of correlation and regression and its implications.
CO3	Clarity in application of Measures of Probability Theories
CO4	Application of Index number and its applications to solve business problems
CO5	Understand the Importance of time series, its uses in business and interpretations

Mapping of Course Outcomes with Program outcomes (Pos)

(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	3	3	
	CO2	3	2	3	3	2
	CO3	3	2	3	3	
	CO4	3	2	2		3
	CO5	2		3		2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
			✓			
4	Approval				Meeting of Academic Council, June 2022	

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22005

BUSINESS STATISTICS FORMANAGERS

UNIT – I BASICS OF STATISTICS

8 hours

Variables – Univariate Data – Frequency Distribution – Measures of Central Tendency – Mean – Median – Mode – Quartiles – Measures of Dispersion – Range – Quartile Deviation –Standard Deviation.

UNIT – II CORRELATIONAND REGRESSION

8 hours

Concept of linear correlation between two variables - Scatter diagram - Karl person's formula for correlation coefficient - Spearman's Rank correlation (Simple problems) – Simple Regression (Two variables only).

UNIT-III PROBABILITY

8 hours

Definition of Random Experiment - Sample Space – Events: Mutually exclusive events - Exhaustive events - Dependent events and Independent events - Mathematical and Statistical definition of probability - Theorems of addition and multiplication laws of Probability (Without proof) (Simple problems).

UNIT – IV INDEX NUMBER

8 hours

Definition - Limitations and uses of Index numbers - Construction of index number by aggregate expenditure method and family budget method using Laspeyre's - Paasche's, Kelly's and Fisher's Formula.

UNIT – V TIME SERIES

8 hours

Meaning of Time series - Various components of Time series: Trend, Seasonal, Cyclic and Random components - Methods of measuring Trend by (a) Graphical method (b) Moving average method. (Simple problems).

TOTAL NO. OF PERIODS: 40 HOURS

Reference Books:

1. Gupta S.C., Kapoor V.K., *Fundamentals of Mathematical Statistics*, S.Chand and Co.,(2007).
2. Robert M. Leekley., *Applied Statistics for Business and Economics*, Taylor and Francis, S.Chand Publishing Co., (2015).
3. Arora P.N., *Business Statistics*, S.Chand and Co.,(2007).
4. Sharma J.K., *Business Statistics*, Vikas Publishing.,(2016).
5. Veerarajan T., *Probability, Statistics and, Random Processes*, Tata McGraw Hill Publishing Co.,(2008).



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22006	E-COMMERCE	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 40	4	4	0	0	Ty
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. Introducing various aspects and models of e-Commerce to efficiently execute and manage e-commerce business.
2. To develop an understanding among students about the global nature of e-commerce
3. Learn about latest technologies and concepts used in the e-commerce industry.

COURSE OUTCOMES (COs) Students are expected to know or be able to do the following upon completion of the course

CO1	Able to Design website
CO2	Analyze the technical terms used in the e-commerce industry and various types of e-commerce
CO3	Able design and develop different business models
CO4	Using the modern technology applications in business world
CO5	Application of e-commerce concepts in real time situation.

Mapping of Course Outcomes with Program outcomes (Pos)

(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	2	2		3	3
	CO2		3	2		3
	CO3	3			2	
	CO4	3	3	3		2
	CO5		3	2		
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
		✓				
4	Approval	Meeting of Academic Council, June 2022				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22006

E-COMMERCE

UNIT-I INTRODUCTION TO NETWORKS

8 hours

Networks – LAN, MAN, WAN, PAN, Intranet - Extranet and Internet - Internet – ISP in India Working of Web, - HTML Markup for Structure - Creating simple page - Marking up text - Adding Links – Adding Images.

UNIT- II E-COMMERCE - TYPES

8 hours

Concepts of E- commerce , Unique features , types of e-commerce Business to Consumer (B2C) - Business to business (B2B) - Consumer to Consumer (C2C), Business-to-Administration (B2A), Consumer-to-Administration (C2A), Consumer-to-Business (C2B).

UNIT – III ELEMENTS OF A BUSINESS MODEL and BUILD A WEBSITE 8 hours

Eight key elements of a business model: Value proposition - Revenue model - Market opportunity - Competitive environment - Competitive advantage - Market strategy) Systematic approach to build an E-Commerce: Planning, System Analysis, System Design, Building the system, Testing the system, Implementation and Maintenance.

UNIT- IV TRENDS IN E-COMMERCE

8 hours

Mobile commerce: Introduction to mobile commerce - Benefits of mobile commerce, basic concepts - Block chain technology, Big data, Crypto currency, Cloud computing , ERP.

UNIT- V PROJECT CASE STUDY (presentation only)

8 hours

Case Study: Identify Key components, strategy, B2B, B2C Models of E-commerce Business model of any e-commerce website - Mini Project.

TOTAL NO. OF PERIODS: 40 HOURS

Reference Books:

- 1.Carol Guercio Traver, K. C. (n.d.). E-Commerce 2017: Business, Technology, and Society (13 ed.). Pearson.
- 2.Gaurav Gupta, S. G. (2015). E-Commerce (2 ed.).Paperback.
- 3.Henry Chan, R. L. (2007). E-Commerce: Fundamentals and Applications (2007 ed.).Wiley.
- 4.Nabil R.Adam, Oktay Dogramaci, Aryya Fanfopadhyay And Yelena Yesha, *Electronic Commerce*, 1st Edition (20 August 1998), ISBN :0139490825,978-0139490828
- 5.Charles Trepper, *E-commerce strategies*, Latest Edition 2000, *Microsoft, Eastern Economy* Edition, ISBN: 0735607230,9780735607231.



FACULTY OF MANAGEMENT STUDIES
MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22L01	COMPUTER APPLICATION FOR BUSINESS		C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 20		2	0	0	4	Lb
	Prerequisite - Degree						
	Course Designed by – Faculty of Management Studies						
OBJECTIVES							
<ol style="list-style-type: none"> 1. Enable the student to understand the MS office packages 2. Understand the advanced Excel functions used in research applications 3. Application and using of Power point 							
COURSE OUTCOMES (COs)							
CO1	Knowledge about Ms.word.						
CO2	Knowledge and skills on basics MS Excel						
CO3	Understand and Awareness Ms.Access.						
CO4	Knowledge on basic applications using MS-ACCESS .						
CO5	Knowledge Of Using Power Point						
Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	
2	CO1	3	3	2	3	3	
	CO2	3				2	
	CO3	3	2	3	3		
	CO4	3		3	3		
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
	Approval	✓		Meeting of Academic Council, June 2022			



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22L01

COMPUTER APPLICATION FOR BUSINESS

UNIT – I MS-Word

5 hours

1. Text Manipulation: Write a paragraph about your institution and Change the font size and type, Spell check, Aligning and justification of Text
2. Bio data: Prepare a Bio-data using template
3. Find and Replace: Write a paragraph about yourself and do the following. Find and Replace - Use Numbering Bullets, Footer and Headers.
4. Tables and manipulation: Creation, Insertion, Deletion (Columns and Rows). Create a mark sheet.
5. Mail Merge: Prepare an invitation to invite your friends to your birthday party. Prepare at least five letters.

UNIT-II MS-EXCEL

5 hours

1. Data sorting-Ascending and Descending (both numbers and alphabets)
2. Mark list preparation for a student
3. Individual Pay Bill preparation and Invoice Report preparation.
5. Drawing Graphs. Take your own table.

UNIT-III MS-ACCESS

5 hours

1. Create a database using Students Mark details.
2. Perform the Sort operation using the student database.
3. Create a database using Employee details and generate a Form to get the input for the table.

UNIT-IVMS-POWER POINT

5 hours

1. Create a slide show presentation for a seminar.
2. Preparation of Organization Charts
3. Create a slide show presentation to display percentage of marks in each semester for all students
4. Use bar chart (X-axis: Semester, Y-axis: %marks).
5. Use different presentation template different transition effect for each slide.

TOTAL NO. OF Hours: 20

Reference Books:

1. V Rajaraman, Introduction to Information Technology, PHI ,2nd Edition,2013
2. June Jamarich Parsons, Computer Concepts, Thomson Learning, 3rd Edition, 2000, ISBN-13: 978-0619017392, ISBN-10: 0619017392
3. Leon and Leon, Introduction to Computers, Vikas Publishing House, Philippines Edition, 2001, ISBN: 971233886X



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22L02	BUSINESS COMMUNICATION		C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 20		2	0	0	4	L
	Prerequisite – Degree						
	Course Designed by – Faculty of Management Studies						

OBJECTIVES

1. Enable learners to speak fluently and flawlessly in all kinds of communicative
2. Contexts with speakers of all nationalities
3. Social Communication

COURSE OUTCOMES (COs)

CO1	Confidence in communication and successful in personal communication
CO2	Speak effortlessly in different contexts socially.
CO3	Effective in group communication.
CO4	Impressive presentation skill.
CO5	Enhanced employability skill.

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/Pos	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	2	2	1
	CO2	2	3	3		3
	CO3	3	3	3		2
	CO4	2	3	3	3	1
	CO5	3	3	3	1	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
		✓				
4	Approval	Meeting of Academic Council, June 2022				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22L02

BUSINESS COMMUNICATION

UNIT – I PERSONAL COMMUNICATION

4 hours

Day-to-day conversation with family members, neighbors, relatives, friends on various topics, context specific – Agreeing/disagreeing, wishing, consoling, advising, persuading, and expressing opinions, arguing.

UNIT – II SOCIAL COMMUNICATION

4 hours

Telephone calls (official), colleagues in the work spot, discussing issues (social, political, cultural) clubs (any social gathering), answering questions, talking about films, books, news items, T.V. programmes, sharing jokes.

UNIT – III GROUP COMMUNICATION

4 hours

Group discussion (brainstorming), debate, panel discussion, anchoring/master of ceremony, welcome address, proposing vote of thanks, introducing speakers, conducting meetings, making announcements, Just-a-minute (JAM), Block and tackle, shipwreck, spoof, conducting quiz, negotiations, oral reports.

UNIT – IV INTEGRATED SPEAKING AND PRESENTATION SKILLS

4 hours

Listening to speak (any radio programme /lecture), reading to speak, writing to speak, watching to speak, (any interesting programme on TV) Reading aloud any text/speech, lecturing, Power point presentation, impromptu, Interviews of different kinds (one to one, many to one, stress interview, telephonic interview)

UNIT – V EMPLOYABILITY AND CORPORATE SKILLS

4 hours

Interview skills – Types of Interview, preparation for interview, mock interview. Group Discussion – Communication skills in Group Discussion, Structure of GD, GD process, successful GD techniques, and skills bought out in GD – leadership and co-ordination. Time management

TOTAL NO. OF PERIODS: 20 HOURS

Reference Books:

1. Richard Denny, “Communication to Win; Kogan Page India Pvt. Ltd., NewDelhi,2008.
2. “Value Education”, VISION for Wisdom, Vethathiri Publications,Erode,2009
3. Listening to/Watching great speeches such as Barack Obama, M.A. Chidambaram, Vijay Mallaya etc. Tedtalk TV channels (News, documentaries)
4. Ackert, L., and R. Deaves, 2010, Behavioral Finance: Psychology, Decision-Making and Markets, South-Western Cengage Learning, Mason,Ohio.



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FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

II SEMESTER



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22007	MARKETING MANAGEMENT		C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours 40		4	4	0	0	Ty
	Prerequisite – Degree						
	Course Designed by – Faculty of Management Studies						
OBJECTIVES							
<ol style="list-style-type: none"> 1. Make students understand the concept of marketing with selling; 2. Application and familiarize with the marketing mix; and its functions; 3. To familiarize with market segmentation and targeting and 4. Learn about understand with product life cycle, product mix and branding. 							
COURSE OUTCOMES (COs)							
CO1	Acquaintance with the concept of marketing and selling and with marketing mix.						
CO2	Understanding the benefits of marketing and its functions.						
CO3	Familiarize with market segmentation and targeting.						
CO4	Effectively communicating for marketing products.						
CO5	Understand the ethical and legal aspects of marketing.						
Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/POs	PO1	PO2	PO3	PO4	PO5	
2	CO1	3	1	2	2	3	
	CO2	2	2	3	2	2	
	CO3	3	2	3		2	
	CO4	3	2		2		
	CO5	3		2	2	3	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
				✓			
4	Approval				Meeting of Academic Council, June 2022		



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22007

MARKETING MANAGEMENT

UNIT-I OVERVIEW OF MARKETING

8 hours

Define Marketing, Scope of marketing , Role of Marketing management – Marketing process – Functions of Product Life Cycle marketing – Concepts of marketing – Benefits – Marketing Mix – Core marketing concept– Selling vs. Marketing.

UNIT- II MARKETING MIX AND SEGMENTATION

8 hours

Buyer behavior – Market segmentation and Targeting – Positioning and differentiation strategies -New product Development –Product mix and Product line decisions - Branding and Packaging – Price setting: Objectives- Factors and Methods.

UNIT- III MARKETING COMMUNICATION MIX

8 hours

Integrated marketing communication process and Mix: Advertising - Sales promotion and Public relation decisions: Direct marketing – Growth – Benefits and Channels: Telemarketing - Sales force objectives – Structure - Size and compensation.

UNIT-IV MARKETING CHANNEL AND RESEARCH

8 hours

Marketing channel system – Functions and flows – Channel design, Tapping into global market – Global market selection. Marketing Research: Importance, Scope, Types , Process –Merits and demerits of marketing research – Marketing research in India. Sales forecasting – Importance - Techniques.

UNIT –V ISSUES AND DEVELOPMENTS IN MARKETING

8 hours

Social, ethical and legal aspects of marketing - Services marketing - International marketing - Green marketing - Cyber marketing - Relationship marketing and other developments of marketing.

TOTAL NO. OF PERIODS: 40 HOURS

Reference Books:

1. Philip Kotler – Marketing Management 14th Edition-2011 Prentice Hall India ISBN no ISBN-10: 0132102927
2. Rajan Saxena – Marketing Management – Tata Mc Graw Hill 2009 ISBN No 0070144915
3. William J. Stranton – Fundamentals of Marketing– Mc Graw Hill 10 th edition IBSN No 0070610150
4. Cravens. Hills. Woodruff Marketing Management Aitbs 14th edition, 2008, ISBNNO -8121902819
5. Douglas Jdatrymple Leonard J. Marketing Management Persons publications, 7th Edition (2000) ISBN-10: 0471332380



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22008	HUMAN RESOURCE MANAGEMENT	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 40	4	4	0	0	Ty
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. Introduction to basic concepts and importance of Human Resource Management
2. Understand the various functions of Human Resource Management
3. Acquaint with HR functions as acquisition, development, retention and compensation of employees.
4. Enable students to support employees to achieve organizational goals.

COURSE OUTCOMES (COs)

CO1	Able to discharge the functions of a HR manager effectively by analyzing the environment.
CO2	With fundamental knowledge about the nature of job, deciding the manpower requirements and meeting the requirements.
CO3	Enable employees to develop to meet the training needs identification.
CO4	Capable of evaluating performance of employees and plan rewards accordingly.
CO5	Attempt to balance the work and life with quality of work life.

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	2	3	2	3
	CO2	3	2	3	3	3
	CO3	2	2	3	3	2
	CO4	3	2	3	3	3
	CO5	2	2	3	2	3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
		✓				
4	Approval	Meeting of Academic Council, June 2022				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22008

HUMAN RESOURCE MANAGEMENT

UNIT – I INTRODUCTION

8 hours

Human Resource Management–Importance–Challenges–HR management activities–Role of Personnel manager–Qualities of HR manager, Integration of employee / management interests–Environment of Human resource Management –External Forces, Internal Forces–HR Metrics.

UNIT -II JOB ANALYSIS, DESIGN AND HUMAN RESOURCE PLANNING

8 hours

Job Analysis–Content, Steps in job analysis, Factors affecting job design, Job specification – Human resource planning – Importance, foundations for personnel functions–Internal / External sources of recruitment – Methods of recruitment – Selection procedure–Orientation Program.

UNIT- III TRAINING AND PERFORMANCE APPRAISAL

8 hours

Distinction between training and development, Training process–Training techniques/methods, evaluation of on the job and off the job training methods, Performance appraisal - Factors of Appraisal – Traditional and Modern methods–Ethics of appraisal–HR Score card–Career planning and development.

UNIT -IV PROMOTION, JOB EVALUATION AND COMPENSATION

8 hours

Promotion–Promotion policy–Types of Promotion, Reasons, Principles and types – Separation – Lay off – Resignation – Dismissal –Retrenchment, Voluntary retirement scheme – Retention, Attrition–Job evaluation-Procedure, Job evaluation methods–Components of Remuneration – Wages and salary, incentives, fringe benefits

UNIT- V QUALITY OF WORKLIFE

8 hours

Quality of work life, Role of supervisor in QWL – Safety –Types of accidents – Safety programs – Work place health issues–Work place violence–Outsourcing HR activities–Collective bargaining, Job enlargement/enrichment.

(Current topics and ethical practices in HR management will be discussed and not for examination.)

TOTAL NO. OF PERIODS: 40 Hours

Reference Books:

1. Aswathappa, K. (2017). *Human Resource Management: Text and Cases*. McGraw Hill Education.
2. Durai. (2016). *Human Resource Management Studies* (2nd Edition). Pearson Education India.
3. Subba Rao, P. (2013). *Essentials of HRM and Industrial Relation*. (5th Edition). Himalaya Publishing House.
4. Biswajeet Pattanayak. (2018). *Human Resource Management* PHI Learning.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22009	RESEARCH METHODOLOGY		C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 40		4	3	1	0	Ty
	Prerequisite – Degree						
	Course Designed by – Faculty of Management Studies						
OBJECTIVES							
<ol style="list-style-type: none"> Gain research knowledge and fundamental principles of research; Understand the concept of scientific research and the methods of conducting scientific enquiry Introduction to statistical tools of data analysis and different types sampling using SPSS and Imparting knowledge about various stages of the research processes and the intricacies involved in writing a research report. 							
COURSE OUTCOMES (COs)							
CO1	Applying basic concepts of research methods and choose appropriate research design.						
CO2	Familiar with the tools used for data collection for research.						
CO3	Acquaint with formulation of Hypothesis and testing of hypothesis.						
CO4	Capable of data preparation and data analyses by using different statistical tools using SPSS.						
CO5	Gain knowledge on report writing and preparing research report.						
Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/POs	PO1	PO2	PO3	PO4	PO5	
2	CO1	3	2			2	
	CO2	3	2	2		2	
	CO3	3	3		3	3	
	CO4	3	3	3			
	CO5	3	3	3	2		
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
			✓				
4	Approval	Meeting of Academic Council, June 2022					



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22009

RESEARCH METHODOLOGY

UNIT – I INTRODUCTION TO RESEARCH

8 hours

Definition of Research, Concept, Nature, Scope and Characteristics, Types of Research, Objectives, Significance and Research Process, Selection of Research problem, Research Design- Need, Features and Important Concepts, Research Designs- Exploratory Research, Descriptive Research and Experimental Testing Research

UNIT – II SAMPLING DESIGN AND DATA COLLECTION:

8 hours

Types of Sample Design, Sampling Concepts, Sampling Principles, Simple and Multiple Sampling, Literature Review, Data Collection - Methods of Data Collection

UNIT – III SCALING TECHNIQUES and HYPOTHESIS TESTING

8 hours

Null hypothesis and alternative hypothesis - Testing of hypothesis - Type I and Type II errors - Test of Significance - Measurement and Scaling Techniques - Attitude Measurements, Selecting a Measurement Scale, Rating Scales and Ranking Scales.

UNIT – I DATA ANALYSIS

8 hours

Computer and its role in research - Use of statistical software SPSS in research - Univariate analysis (frequency tables, bar charts, pie charts, percentages), Bivariate analysis - Cross tabulations and Chi-square test, ANOVA, t-test, Correlation and regression.

UNIT – V REPORT WRITING

8 hours

Research Report - Different types of reports - Different formats of Research Reports - Steps in Report Writing - Research Report Components - Principles of research report writing – Structures of Reports - plagiarism.

TOTAL NO. OF PERIODS: 40 HOURS

Reference Books:

1. C.R. Kothari, Research Methodology, Wishva Prakashan, New Delhi, edition :Revised 2004 ISBN NO: 8122415229, 9788122415223
2. Donald R.Cooper and Pamela S.Schindler – Business Research Methods – Tata McGraw Hill. 12th EDITION ISBN=0077774434
3. Dr. Tripathi P C, Research Methodology in Social Science, 6th Edition, Sultan Chand and Sons, 2009. ISBN=0070220883
4. William G.Zikmund, Business Research Methods, 9th Edition, Tata McGraw Hills, New Delhi. ISBN-10: 1133190944
5. Pannerselvam, Research Methodology, 2nd Edition, Prentice Hall Inc 2014 ISBN NO: 8120349466



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22L03	TALLY LAB		C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 20		2	0	0	4	Lb
	Prerequisite – Degree						
	Course Designed by – Faculty of Management Studies						

OBJECTIVES

1. Enable students to learn the basic of accounting
2. Make students to learn accounting masters and inventory masters
3. Build strong Knowledge on payroll accounting and generating reports for tax payment

COURSE OUTCOMES (COs)

CO1	Practice all basic accounting through Tally.
CO2	Value people and maintain accounting masters and inventory masters.
CO3	Enables to be master in Budget and controls
CO4	Improved skill on taxes in tally
CO5	Enhances better business through payroll accounting and generating reports

Mapping of Course Outcomes with Program outcomes (Pos)

(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low

1	COs/P	PO1	PO2	PO3	PO4	PO5
2	CO1	3	2			
	CO2		2	2	3	3
	CO3	3				
	CO4	3	3	3	3	3
	CO5		3	2	3	3
3	Categ ory	Ge ner al (A)	Basic Sciences and Maths (B)	Professiona l Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
			√			
4	Appro				Meeting of Academic Council, June 2022	



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22L03

TALLY LAB

➤ **BASIC OF ACCOUNTING**

Introduction, Types of Accounts, Accounting Principles or concepts Mode of Accounting, Rules of Accounting, Double-entry system of bookkeeping

➤ **FUNDAMENTALS OF TALLY.**

Company Features Configuration, Getting functions with Tally, Creation / setting up of Company in Tally.

➤ **ACCOUNTING MASTERS IN TALLY.**

Chart of Groups Groups, Multiple Groups Ledgers, Multiple Ledgers

➤ **INVENTORY MASTERS IN TALLY.**

Stock Groups, Multiple Stock Groups, Stock Categories, Multiple Stock Categories ,Invoicing

➤ **ADVANCE ACCOUNTING IN TALLY.**

Bill-wise details, CostcentersandCostCategories Multiplecurrencies, Interest calculations Budget and controls Scenario management Bank Reconciliation.

➤ **ADVANCE INVENTORY IN TALLY.**

Order Processing Recorder Levels Batch-wise details Bill of Materials Batch-Wise Details, DifferentActualandBilled QuantitiesPriceLists, Zero-Valued Entries, Additional cost details POS

➤ **TAXES IN TALLY.**

TDS, TDS Reports, TDS Online Payment TDS Returns filing, TDS Certificate issuing, 26AS Reconciliation .Tally Audit, Backup and restore Split company data, Import and export of data, Printing Reports and Cheques Create a Company Logo

➤ **PAYROLL ACCOUNTING IN TALLY.**

Employee Creation Salary Define, Employee Attendance Register Pay Heads Creation, Salary Report

➤ **GENERATING REPORTS IN TALLY.**

Financial Statements Trading Account, Profit&LossAccount BalanceSheet, AccountsBooksandReports InventoryBooksandReports ExceptionReports, Statutory Reports Payroll Reports Trail balance, Day Book,,List ofAccounts

TOTAL NO. OF PERIODS: 20 HOURS

Reference Books:

1. *Purandare, Kunal* "Tally Solutions: Creating A Culture Of Care". *Forbes India*. Retrieved 12 April 2022.
2. "Social Panga bags the social media marketing mandate of Tally Solutions". *Financial express*. Retrieved 25 July 2022.
3. Executive Profile: Bharat Goenka". *bloomberg.com*. Retrieved 4 July 2016.
4. Jump up to:a b *Bhakata, Pratik (10 March 2020)*. "Tally dreams big: India's top accounting software is all set to expand into retail". *Moneycontrol*. Retrieved 10 May 2022.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22L04	BUSINESS ETIQUETTE		C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 20		2	0	0	4	Lb
	Prerequisite - Degree						
	Course Designed by – Faculty of Management Studies						
OBJECTIVES							
<ol style="list-style-type: none"> 1. Enable students to learn the etiquette of business. 2. Make students learn about good decorum to be maintained in day to day business. 3. Build strong business relationship by applying business etiquette. 							
COURSE OUTCOMES (COs)							
CO1	Practice good etiquette in profession.						
CO2	Value people and maintain good decorum within organisation.						
CO3	Enables to rise to the moral standards expected						
CO4	Improved interpersonal skills to frame strong foundation for good management with outside stakeholders.						
CO5	Enhances better business relationship and organizational acceptance during meetings even through electronic media.						
<p align="center">Mapping of Course Outcomes with Program outcomes (Pos)</p> <p align="center">(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low</p>							
1	COs/POs	PO1	PO2	PO3	PO4	PO5	
2	CO1	3	2				
	CO2		3			3	
	CO3	3					
	CO4	2	3	3	3	3	
	CO5		3	2	3		2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
		✓					
4	Approval	Meeting of Academic Council, June 2022					



FACULTY OF MANAGEMENT STUDIES
MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22L04

BUSINESS ETIQUETTE

Practices:

1. Understanding business etiquette and Minimum standards required by etiquette practice,
2. Knowledge and appreciation of courtesy and good manners at work.
3. The values and expectations of different cultures, determining which etiquette style suits and adapt to organizational culture in particular.
4. Effective polite verbal communication, Professional phone conversation, letter and email etiquette, and communication etiquette.
5. The importance of how to behave in a professional manner with all stake holders.
6. Meeting protocol, preparation and attendance, Chairing and setting out a meeting agenda and minutes.
7. Appreciate the issues involved with regard to disability in the workplace, General disability etiquette.



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FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

III SEMESTER



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22010	STRATEGIC MANAGEMENT		C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 40		4	4	0	0	Ty
	Prerequisite - Degree						
	Course Designed by – Faculty of Management Studies						
OBJECTIVES							
<ol style="list-style-type: none"> 1. Enlighten about the fundamentals of strategic management and its importance in the current scenario 2. Student need to learn about corporate governance and social responsibility; 3. Acquaintance about strategic management tools 4. Create awareness about strategy implementation and current trend and issues. 							
COURSE OUTCOMES (COs)							
CO1	Capable of framing business strategies and ensure governance and corporate social responsibility.						
CO2	Scan business environment to develop core competency to have competitive advantage.						
CO3	Awareness and execute various strategy analysis.						
CO4	Ability to implement strategies and to perform the evaluation.						
CO5	Managing current issues and coping with changes by being ethical.						

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	3	2	3
	CO2	2	2	3	2	2
	CO3	3	2	3	3	
	CO4	2	2	3	3	3
	CO5	2	2	3		2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
		✓				
4	Approval	Meeting of Academic Council, June 2022				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22010

STRATEGIC MANAGEMENT

UNIT-I STRATEGY AND PROCESS

8 hours

Introduction – Strategy – Meaning – Importance - Strategic management- Process - Model of strategic management process - Types of strategies -Stakeholders in business – Vision, Mission and Purpose – Business definition – Objectives- Goals - Corporate governance and Social responsibility (Case Study).

UNIT- II COMPETITIVE ADVANTAGE

8 hours

Business Environment- Components of environment - Environmental scanning- Porter's Five Forces Model - Strategic groups - Globalization and industry structure - National context and competitive advantage resources - Capabilities and competencies – Core competencies .

UNIT - III STRATEGIES

8 hours

Strategic alternatives –Retrenchment and combination strategies - Diversification and strategic alliances - Environmental threat and opportunity profile (ETOP) - SWOT analysis - GAP analysis - Mc Kinsey's 7s framework - GE 9 Cell model-Selection of matrix - Balance score card.

UNIT- IV STRATEGY IMPLEMENTATION and EVALUATION

8 hours

Implementation process - Resource allocation - Designing organizational structure -Designing strategic - Matching structure and control strategy - Implementing strategic change – Politics, Power and Conflict - Techniques of strategic evaluation and control (Case Study).

UNIT- V OTHER STRATEGIC ISSUES

8 hours

Managing Technology and Innovation - Strategic issues for nonprofit organizations - New business models and strategies for internet economy - Current trends and issues (Case Study).

TOTAL NO. OF PERIODS: 40 HOURS

Reference Books:

1. Hill. Strategic Management : An Integrated approach, 2009 Edition Wiley (2012).
2. AzharKazmi, Strategic Management and Business Policy, 3rd Edition, Tata McGraw Hill, 2008.
3. N. Craigsmitth, Robert J. Thomas, John A. Quelch - Harward Business Review – Business policy – part I andII, Harward Business School, Boston.
4. Garth Saloner, Andrea Shepard, Joel Podolny – Strategic Management - John Wiley (P) Ltd. New Delhi - 2001.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22011	ENTREPRENEURSHIP DEVELOPMENT	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 40	4	4	0	0	Ty
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
<ol style="list-style-type: none"> Develop and strengthen entrepreneurial quality and motivation in students. Impart basic entrepreneurial skills and understanding to run a business efficiently and effectively. Explore new vistas of entrepreneurship in 21st century environment to generate innovative business ideas. 						
COURSE OUTCOMES (COs)						
CO1	Capable of framing business strategies and ensure governance and corporate social responsibility.					
CO2	Scan business environment to develop core competency to have competitive advantage.					
CO3	Awareness and execute various strategy analysis.					
CO4	Ability to implement strategies and to perform the evaluation.					
CO5	Managing current issues and coping with changes by being ethical.					

Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/POs	PO1	PO2	PO3	PO4	PO5	
2	CO1	3					
	CO2	2	3	3	3	3	
	CO3	3		3	3	1	
	CO4	3	3	3	2	2	
	CO5	2	3	3	2	3	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
				✓			
4	Approval					Meeting of Academic Council, June 2022	



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22011

ENTREPRENEURSHIP DEVELOPMENT

UNIT – I ENTREPRENEURIAL COMPETENCE

8 hours

Entrepreneurship concept – Entrepreneurship as a career - Entrepreneurial personality – Characteristics of successful entrepreneur – Knowledge and skills of entrepreneur - Entrepreneur v/s Intrapreneurs - Entrepreneur v/s Entrepreneurship - Entrepreneur v/s Manager.

UNIT – II ENTREPRENEURIAL ENVIRONMENT

8 hours

Business environment –Role of central Govt. and State Govt. in promoting entrepreneurship - Introduction to various incentives - Subsidies and grants - Promotion of export oriented units - Fiscal and tax concessions - Role of government - District Industries (DIC) and its functioning.

UNIT – III BUSINESS PLAN PREPARATION

8 hours

Identifying business opportunities and planning for business service and production - Business promotion– Facilities and incentives - Creating entrepreneurial venture - Business planning process - Environmental analysis –Identifying problems opportunities - Defining business idea.

UNIT – IV LAUNCHING OF SMALL BUSINESS

8 hours

Finance and Human Resource Mobilization Operations Planning – Market and channel selection – Growth strategies – Product launching - Effective management of small business.

UNIT – V FAMILY BUSINESS DEVELOPMENT MODELS and TYPES

8 hours

Family Business – Conceptual Models of Family firms – Three dimension development model –Four classic family business types – Founders and the entrepreneurial experiences – Growing and evolving family business – Complexity of family enterprise – Diversity of successions

TOTAL NO. OF PERIODS: 40 HOURS

Reference Books:

1. Mathew Manimala, Entrepreneurship Theory at the Crossroads, Paradigms and Praxis, Biztrantra, 2nd Edition, 2005
2. Poornima M. Charantimath, “Entrepreneurship Development and Small Business Enterprise”, Pearson Education.
3. P.C.Jain(ed.), Handbook for New Entrepreneurs, EDII, Oxford University Press, New Delhi, 1999.
4. Staff College for Technical Education, Manila and Centre for Research and Industrial Staff Performance, Bhopal, Entrepreneurship Development, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 1998.
5. P.Saravanavel, Entrepreneurial Development, EssPee kay Publishing House, Chennai - 1997.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22012	MANAGEMENT ACCOUNTING		C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 40		4	3	1	0	Ty
	Prerequisite - Degree						
	Course Designed by – Faculty of Management Studies						
OBJECTIVES							
<ol style="list-style-type: none"> 1. Acquaint students regarding financial decisions and financial markets 2. Understand how financial analysis information can help solve business problems and increase the ability to understand financial statements and related information. 3. Create awareness on financial management tools and techniques in financial decision making. 4. To Analyze and evaluate financial statements. 							
COURSE OUTCOMES (COs)							
CO1	Acquire reasonable knowledge in management accounts.						
CO2	Students will be able to prepare Cash and Funds Flow Statements.						
CO3	Candidate understands cost accounting, marginal cost, standard costing and BEP.						
CO4	Know to create capital expenditure and budgetary control for business.						
CO5	Students can understand accounting software in Management Studies						

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/P	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	3		
	CO2	3	3	3		2
	CO3	3	2		3	
	CO4	3	3	3	2	
	CO5	2		3	3	
3	Cate gory	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
			✓			
4	Appro	Meeting of Academic Council, June 2022				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22012

MANAGEMENT ACCOUNTING

UNIT – I INTRODUCTION

8 hours

Management Accounting – Meaning – Definition– Advantage and Disadvantages – Financial Statement Analysis – Comparative statement – Common size balance Sheet – Trend and Ratio Analysis.

UNIT – II FUND FLOW AND CASH FLOW STATEMENT

8 hours

Fund flow statement – Need – Uses – Fund flow statement format – Problem Fund Flow Statement – Meaning – Preparing of cash flow statement – Cash flow and fund flow statement – Cash flow format – Problem in cash flow statement.

UNIT – III COST ACCOUNTING and MARGINAL COSTING

8 hours

Cost Accounting – Elements of cost – Basis of cost allocation – Standard costing and variance analysis – Job and process costing. Marginal Costing – Distinction between absorption costing and marginal costing – Cost Volume Profit (CVP) analysis – Break Even Analysis - Margin of Safety -. Standard costing – Variance costing - Concepts and types.

UNIT – IV CAPITAL EXPENDITURE EVALUATION

8 hours

Capital expenditure evaluation – Capital budgeting concept – Methods – Limitations – Capital expenditure control. Budgetary Control–Nature and objective of Budgetary control – Limitations – Master Budgets and Flexible Budgets – Zero base budgets.

UNIT V ACCOUNTING IN COMPUTERISED ENVIRONMENT

8 hours

Significance of computerized accounting system – Codification and grouping of accounts maintaining the hierarchy of ledgers – Prepackaged accounting software.

TOTAL NO. OF PERIODS: 40 HOURS

Reference Books:

1. Dr.S.N. Maheswari – Cost and Management Accounting – Sultan chand – 10th Edition - 2002.
2. Management Accounting -R.S.N. PILLAI and BHAGAVATHI, Sultan Chand and Sons.
3. Management Accounting – S.K.R.PAUL, New Central Book Agency, Calcutta.
4. V.R. Palanivelu – Accounting for management - Laxmi Publications – 1st edition - 2007.
5. M.Y.KhanandP.K.Jain – Management accounting – Tata Mc Graw Hill – 5th edition - 2000.
6. Ashish K. Battacharya, Introduction to Financial Statement Analysis, Elsevier, 2009.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22L05	SPREAD SHEET FOR MANAGERS	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 20	2	0	0	4	Lb
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					

Excel Skills for Professionals

1. Data Filters
2. Data Sorting
3. Pivot Tables
4. SUMIF/SUMIFS
5. COUNTIF/COUNTIFS
6. Excel Shortcut Keys
7. Charts
8. Cell Formatting
9. Managing Page Layout
10. Data Validation
11. Workbook
12. Vlookup
13. Pivot Charts
14. Flash Fill
15. Quick Analysis
16. Power View
17. Conditional Formatting
18. Moving Columns into Rows
19. IF Formulas
20. Auditing Formulas



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22L06	PRODUCTION AND OPERATIONS RESEARCH		C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 20		2	1	0	2	Lb
	Prerequisite - Degree						
	Course Designed by – Faculty of Management Studies						
OBJECTIVES :							
<ol style="list-style-type: none"> 1. Awareness of production function, types and process;. 2. To know the way of identifying plant location and layout; 3. Get an idea about maintenance and quality aspects of operations management 4. Identify the way of handling materials for production purpose. 							
COURSE OUTCOMES (COs)							
CO1	Through knowledge on production types, process and various functions of production Management Studies						
CO2	Capable of identifying a suitable location based on the industry and preparing the layout.						
CO3	Capable of maintain machines and by which ensuring quality.						
CO4	Ability to make production planning and also to have control over it.						
CO5	Effective handling of materials						

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	2			
	CO2	3	3	3	3	3
	CO3	2	3	3	3	2
	CO4	2	3	3	3	
	CO5	2	3	3	2	3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
		✓				
4	Approval	Meeting of Academic Council, June 2022				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22L07	MANAGERIAL SKILL DEVELOPMENT		C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 20		2	0	0	2	L
	Prerequisite - Degree						
	Course Designed by – Faculty of Management Studies						
OBJECTIVES							
<ol style="list-style-type: none"> 1. Enable the students to know various skills for effective support to business operations. 2. Enhance managerial skills 3. Develop skills to confidently and effectively apply in handling day to day business activities. 							
COURSE OUTCOMES (COs)							
CO1	Enhanced knowledge about various managerial skills.						
CO2	Capacity to analyze business environment both internally and externally.						
CO3	Building relationship with superiors peers and subordinates.						
CO4	Enable to building a team, work in a team summaries and reports of various actions.						
CO5	Improved creative thinking and being innovative.						
Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/POs	PO1	PO2	PO3	PO4	PO5	
2	CO1	3	2	2	2		
	CO2			3	3		
	CO3		3			3	
	CO4		3	3		3	
	CO5			3	2		
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
				✓			
4	Approval				Meeting of Academic Council, June 2022		



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22L07 MANAGERIAL SKILL DEVELOPMENT

(TEACHING TOOLS: CASE STUDIES, BUSINESS GAMES AND PRACTICE)

UNIT – I INTRODUCTION TO MANAGERIAL SKILLS

4 hours

Introduction to skills – Importance of competent managerial skills – Emotional Intelligence – Attitude to change – Learning – Values – Personality.

UNIT – II ANALYTICAL SKILLS

4 hours

Case Study - Clear idea about the situation - Collecting necessary and relevant data both internal and external - Using apt analytical tool - Alternative solutions – Choosing the best suitable alternative solution.

UNIT – III RELATIONSHIP BUILDING

4 hours

Developing interpersonal communication - Supportive communication - Defensiveness and disconfirmation - Principles of supportive communications – Coaching – Counseling.

UNIT – IV TEAM BUILDING

4 hours

Developing teams and team work - Advantages of team - Leading team and team membership - Skill development and skill application – Empowering - Delegating.

UNIT – V CREATIVITY AND INNOVATION

4 hours

Importance of creativity and innovation – Creativity practice – Creativity as routine – Introduction – Investigation – Ideation – Prototyping – Implementation.

TOTAL NO. OF PERIODS: 20 Hours



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22L08

Summer Project-Internship & Viva Voce.

Students will have an opportunity to expose their knowledge and talent to make an innovative project. Students are supposed to do innovative projects useful to industries/society in the area of relevant field, inter and multi-disciplinary areas, under the guidance of a staff member. They have to prepare a project report and submit to the department.

At the end of the semester Viva-Voce examination will be conducted by the internal Examiner duly appointed by the Head of the department and the students will be evaluated.



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FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

IV SEMESTER



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22013	DIGITAL MARKETING			C	L	T/SLr	P/R	T/L/ ETP	
	Total Contact Hours – 30			3	3	0	0	Ty	
	Prerequisite - Degree								
	Course Designed by – Faculty of Management Studies								
OBJECTIVES									
<ol style="list-style-type: none"> Understand the basic concepts of digital marketing; Study various online process and to design and implement online marketing tools; Learning theory of B2C and B2B online presence; Study the principles of search engine optimization and online advertising and Acquaintance the need of Permission and Social media marketing. 									
COURSE OUTCOMES (COs)									
CO1	Ability to summarize the digital marketing environment.								
CO2	Able to analyze the dynamics of online selling and related metrics.								
CO3	Evaluate the managerial implication in website development.								
CO4	Demonstrate the search engine optimization and e-mail marketing.								
CO5	Develop the advertising strategies online and social media marketing.								
Mapping of Course Outcomes with Program outcomes (Pos)									
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5			
2	CO1	2	2	3	3	3			
	CO2	2	3	2		3			
	CO3	3			2				
	CO4	3	3	2	2				
	CO5	3	3	2			2		
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
				√					
4	Approval	Meeting of Academic Council, June 2022							



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22013

DIGITAL MARKETING

UNIT- I INTRODUCTION TO DIGITAL MARKETING

6 hours

Digital Environment - Digital transformation - Artificial intelligence - Virtual and augmented reality. Digital Customers: Online buying behavior – Privacy - Non-marketers in digital marketing – Digital marketing objectives.

UNIT - II E-COMMERCE AND DIGITAL MARKETING METRICS

6 hours

E-Commerce - Multi-channel retailing – Fulfillment - Comparison shopping engines - e-market places and third-party shopping websites - e-commerce website. Metrics and Analytics – Introduction - Analytics presentation and use.

UNIT- III WEBSITE CONTENT DEVELOPMENT

6 hours

Introduction - Web presence ownership - Management and development – Usability - Content development - B2B website - Global web presence.

UNIT - IV SEARCH ENGINE OPTIMIZATION

6 hours

Search Engine Optimization – Workings of search engines - Keyword selection - On-site optimization - Off-site optimization - Strategic search engine optimization - Third-party search engine ranking - Email marketing - Email for direct marketing - Email for marketing messages - Email for newsletters.

UNIT- V ADVERTISING ONLINE AND SOCIAL MEDIA MARKETING

6 hours

Advertising Online - Programmatic advertising - Objectives and management - Online ad formats - Search advertising - Network advertising - Landing pages - Marketing on social media – Blogging - Consumer reviews and ratings - Social networking - Social sharing .

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Alan Charlesworth (2018), Digital Marketing - A Practical Approach, 3rd Ed, Routledge - Taylor and Francis Group.
2. Chaffey, Meyer, Fiona Ellis-Chadwick: “Digital Marketing-strategy implementation and practice”, (5th ed.), Prentice-Hall, 2012.
3. Vandana Ahuja, 2015, “Digital marketing”, (1sted.), Oxford University Press, 2. Damian Ryan 2014., “Understanding Digital Marketing”, Kogan Page Limit,
4. Richard Gay, Alan Charlesworth, Rita Esen, “Online Marketing: A customer led approach”, Oxford University Press, 2007.
5. Judy Strauss, 2013 Raymond Frost, “E-Marketing”, (7th ed.), Pearson education.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22014	INTERNATIONAL BUSINESS MANAGEMENT		C	L	T/SLr	P/R	T/L/ETP	
	Total Contact Hours – 40		4	4	0	0	Ty	
	Prerequisite - Degree							
	Course Designed by – Faculty of Management Studies							
OBJECTIVES								
<ol style="list-style-type: none"> To familiarize with the theoretical background of international business; To understand the economic, cultural and ethical issues relating to international business; To create awareness about innovative approaches to business decisions to match global environment; To impart knowledge of foreign trade and make them to understand the influence of financial institutions on international business 								
COURSE OUTCOMES (COs)								
CO1	Understand the significance of international business.							
CO2	Understand the international business theories to meet global competitiveness to make investment decisions and getting financial assistance.							
CO3	Understand the foreign exchange determination systems to modify trading accordingly.							
CO4	Understand the importance of regional economic integration for better business decisions.							
CO5	Cope with global trends and challenges.							
Mapping of Course Outcomes with Program outcomes (Pos)								
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5		
2	CO1	3		3	2			
	CO2	3	3	3	2	3		
	CO3	3	3	3	3	3		
	CO4	3	2	3	3			
	CO5	2	2	3	3	3		
3	Category	General 1 (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)		
				✓				
4	Approval						Meeting of Academic Council, June 2022	



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22014 INTERNATIONAL BUSINESS MANAGEMENT

UNIT- I INTRODUCTION

8 hours

Introduction to Global Business – Meaning - Nature and significance of international business - Drivers of international business - Environmental awareness of international business.

UNIT - II INTERNATIONAL TRADE AND INVESTMENT

8 hours

Promotion of global business – Role of GATT / WTO – Multilateral trade negotiation and agreements –discussions and agreements – Challenges for global business – Global trade and investment – Theories of international trade – Need for global competitiveness – Regional trade block.

UNIT – III FOREIGN EXCHANGE DETERMINATION SYSTEMS

8 hours

Foreign exchange determination systems: Various types of exchange rate regimes– International trade organizations: UNCTAD, IMF, Role of IMF, IBRD – Features and roles - Advantages of WTO.TRIPS, TRIMS, GATS, MFA, AOA - Pre- Bretton woods periods - Bretton woods systems - Floating rate regimes - Managed fixed rate regime

UNIT – IV REGIONAL ECONOMIC INTEGRATION

8 hours

Global production – Location – Scale of operations – Cost of production – Make or Buy decisions - Global supply chain issues –Pricing - Production and channel management – Investment decisions – Economic and political risks– Exchange rate risk and management.

UNIT - V GLOBAL TRENDS AND CHALLENGES

8 hours

Globalization trends and challenges - Conflict in international business – Sources and types of conflict - Conflict resolutions – Negotiation – Role of international agencies – Ethical issues in international business.

TOTAL NO. OF PERIODS: 40 HOURS

Reference Books:

1. Anant Kumar Sundaram, J. Stewart Black, International business enterprises ,Prentice-Hall, 1995.
2. Bhalla and Raju- International Business Environment, Anmol Publications Pvt. Limited, 2004
3. P.G.Apte- International Financial Management, Tata Mc Graw Hill
4. Francis Cherulinam- International Business,Prentice-Hall, 1995
5. International Business, K.Aswathappa, McGraw Hill Companies



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22L09	CONTEMPORARY SEMINAR	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 20	3	0	0	3	Lb
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
<ol style="list-style-type: none"> 1. Student have to understand the issues prevailing in Business Environment. 2. Presentation of innovative solutions for the existing Business issues. 3. Enhance the Presentation skills of students. 						

Students will be instructed to present Appt ON Contemporary issues prevailing during that semester. They need to present the

- Purpose/ need
- Issues
- Challenges
- Solutions
- SWOT of any Contemporary Topic

Note: Evaluation will be done through their presentation skills and Viva-Voce.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22L10

Fieldwork and Project

The students are expected to make use of the knowledge and skill inculcated during their class room sessions and to apply them for making an innovative project for the development of society and industries on the title suggested by the company in one of the areas of your specialization.

Students are expected to do a Project work in an Industry. Each student will be allotted a guide based on the area of Project work. Industry may also allocate a guide. Inter disciplinary/multi-disciplinary project can also be done with guidance of relevant department. Monthly reviews will be conducted during the semester to monitor the progress of the project by the project review committee. Students have to submit the Project work at the end of the semester and appear for the Project Viva-Voce examination conducted by the examiners duly appointed by the Controller of Examination. Certificate in proof has to be included in the report along with the Bonafied certificate from the company.



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FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

SPECIALIZATION - MARKETING



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E01	MARKETING RESEARCH AND CONSUMER BEHAVIOR	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	Ty
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
<ol style="list-style-type: none"> To understand the nature, significance and technique of marketing research; To have idea about criteria in selecting research problem; To equip with the knowledge required to understand the state of your product before approaching the market strategy and To understand the consumer better and develop marketing programs and strategies. 						
COURSE OUTCOMES (COs)						
CO1	Methodological approaches to various marketing problems.					
CO2	Creating marketing research reports for various functions.					
CO3	Identifying the dynamic behaviour of consumers in their purchase decision making.					
CO4	Identifying dynamics of consumers and group influence in deciding marketing strategies.					
CO5	Predicting consumers' behaviour after purchase.					

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	2	2	3
	CO2	3	3	2	3	2
	CO3	2	3	3	3	3
	CO4	2	3	3	3	3
	CO5	2	2	3	3	3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22E01

MARKETING RESEARCH AND CONSUMER BEHAVIOR

UNIT-I INTRODUCTION

6 hours

Marketing research – Definition – Scope – Importance - Advantage and Limitations - Research process - Identification of Research problem - Research Design for Marketing Problems - Data source - Designing questionnaire.

UNIT - II PREPARATION OF RESEARCH

6 hours

Interpretation - Report writing – Principles of report writing - Graphs and tables Presentation – Ethics in Marketing research – New product development - Product research – Motivation research - Promotion research - Distribution research

UNIT- III CONSUMER BEHAVIOR AND CULTURE

6 hours

Introduction to consumer behavior – Definition - Scope - Customer value - Customer satisfaction - Market analysis - Consumer decision process - Cross-cultural consumer analysis - Needs – Goals - Consumer rights and laws.

UNIT- IV CONSUMER LEARNING AND ATTITUDE

6 hours

Classical conditioning – Instrumental conditioning – Information processing – Tri component attitude model – Multiattribute attitude model - Consumer decision making process - Introduction - Levels of consumer decision - Hierarchy of effects model.

UNIT-V CONSUMER INFLUENCE AND POST PURCHASE BEHAVIOR

6hours

Opinion leadership – Surrogate buyer – Diffusion of innovation – Adopter categories – Adoption process– Store location, Store design and Physical facilities –

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Aaker, D., Kumar, V., Day, G.S. and Leone, R.P., Marketing Research, 10th Edition, Wiley India Pvt. Ltd., 2011.
2. Majumdar, R., Consumer Behaviour: Insights from Indian Market, PHI Learning, 2010.
3. Malhotra, N.K. and Das, S., Marketing Research: An Applied Orientation, 6th Edition, Pearson, 2010.
4. McDaniel Jr., C. and Gates, R., Marketing Research, 8th Edition, Wiley India Pvt. Ltd., 2011.
5. Schiffman, L.G, Kanuk, L.L. and Kumar, R., Consumer Behavior, 10th Edition, Pearson, 2010.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E02	ADVERTISING AND SALES PROMOTION	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	Ty
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To acquaint the students with the basic aspects of Advertising;
2. To ponder upon Advertising copy and Media management;
3. To highlight the procedure for Advertising budget and controlling;
4. To describe the process of Promotional activities and
5. To know the importance of ethics in advertisement and sales promotion.

COURSE OUTCOMES (COs)

CO1	Acquaintance with the fundamental concepts of Advertising and performing client service.
CO2	Creation of advertising copy writing and Media selection for the ad.
CO3	Budgeting for an ad and testing the ad.
CO4	Ethically promoting a product using suitable promotional tool.
CO5	Being ethical in advertising and considering governing laws of various countries.

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/Pos	PO1	PO2	PO3	PO4	PO5
2	CO1	3	2	2	2	
	CO2	3	3	2		3
	CO3	3	3	3		3
	CO4	3	2		2	
	CO5	3	2	3	3	3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22E02 ADVERTISING AND SALES PROMOTION

UNIT- I INTRODUCTION

6 hours

Advertising – Concept – Objectives - Evolution – Classifications – Advertising agencies – Role and Functions of agency – Client relationship – Responsibilities of agency – Client servicing - Process of setting up an ad-agency - Growth of Ad agencies - Advertising industry in Global and India's scenario.

UNIT - II ADVERTISING COPY DEVELOPMENT

6 hours

Advertising copy – Definition – Objectives – Characteristics – Content – Types – Process – Themes and appeals – Advertising as a communication mix - Developing USP - Advertising Media: Definition – Importance – Classification – Advantages and disadvantages - Problems – Media Ethics.

UNIT- III ADVERTISING BUDGET AND CONTROLLING

6 hours

Advertising budget definition - Objectives – Approaches to an Ad budget - Factors influencing an Ad budget - Determining the size of the budget - Methods of measuring advertising effectiveness – Pre and Post testing techniques.

UNIT - IV PROMOTION

6 hours

Promotion – Sales promotion – Nature – Importance – Objectives – Role- Tools for sales promotion - Developing sales promotion programmes – Pretesting - Implementation – Evaluation of results and making necessary modifications - Ethical aspects of sales promotion.

UNIT- V ETHICS IN ADVERTISING

6 hours

Ethics in Advertising – Objectives – Importance - Need – Methods - Impact of regulatory advertising industry - Advertising research and analysis - Advertising for international market. Laws that affect advertising in India - Recent trends in Advertising and sales promotion only for discussion.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Advertising and Promotion By George E. Belch and others. Tata Mcgraw Hill Co.
2. Advertising Management with solution manual by JaishriJethwaney and Shruti Jauji Oxford University Press, Chennai.
3. Advertising and promotion by Shimp Cengage learning, Chennai.
4. Strategic advertising management by Lorry percy and Richard Elliott oxford University press, Chennai.
5. Advertising planning and implementation by Sangeeta Sharma and Raguvir singh PHI learning India PVT Ltd.
6. Advertising and promotions are (IMC) Integrated Marketing Communication approach.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E03	BRAND MANAGEMENT	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	Ty
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To make the students to understand the meaning and constituents of brand;
2. To enable them to understand brand positioning and building image for a brand and
3. To provide them idea about brand practices and the way of valuation of brand.

COURSE OUTCOMES (COs)

CO1	Understand the brand related concept and the constituents of a brand to enable it as a point of purchase.
CO2	Brand building and use of social media in building brands.
CO3	Framing strategies to covert brand image to brand loyalty.
CO4	Leveraging brand value for brand extension and co-branding.
CO5	Rejuvenating brands across time and boundaries.

Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	
2	CO1	3	2	2		2	
	CO2	2	3	3		3	
	CO3	2	3	3		2	
	CO4	2	3	3	3	3	
	CO5	2	3	3	3	3	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Approval					Meeting of Academic Council, June 2022	



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E03

BRAND MANAGEMENT

UNIT - I INTRODUCTION

6 hours

Definition of Brand – Importance of Brands – Branding challenges and opportunities – Brand equity concept – Brand equity models — Brands vs. Products – Constituents of a Brand: Brand identity – Image and Personality – Brand DNA – Kernel – Codes and Promises – Point of distribution and Point of purchase.

UNIT-II BRAND POSITIONING

6 hours

Brand Positioning: Basic Concepts – Risks – Brands and consumers – Competitive advantage through strategic positioning of brands – Points of parity. Brand Building: Designing marketing programmes to build brands – Role of social media in brand building.

UNIT-III BRAND IMAGE

6 hours

Brand Image: Image Dimensions –Brand associations and Image –Brand identity: Perspectives –Levels and Prisms – Managing Brand Image – Stages – Functional, Symbolic and Experiential Brands – Brand audits – Brand loyalty – Cult brands.

UNIT-IV BRAND VALUATION

6 hours

Brand Valuation: Methods of Valuation – Implications for Buying and Selling Brands. Leveraging Brands: Brand Extension – Brand Licensing – Co-branding – Brand architecture and Portfolio Management.

UNIT-V BRANDING PRACTICES

6 hours

Branding in Practice: Handling name changes and Brand transfer – Brand revitalization and rejuvenation – Global branding strategies – Building and managing brands across boundaries –Branding industrial products – Building brands online - Recent trends in brand management for discussion only.

TOTAL NO. OF HOURS: 30 PERIODS

Reference Books:

1. Aaker, D., Building Strong Brands, Simon and Schuster, 2010.
2. Chevalier, M. and Mazzalovo, G., Luxury Brand Management: A World of Privilege, 2nd Edition, John Wiley and Sons, 2012.
3. Dutta, K., Brand Management: Principles and Practices, Oxford University Press, 2012.
4. Gupta, N.R. The Seven Principles of Brand Management, Tata McGraw-Hill Education, 2011.
5. Kapferer, J.N., The New Strategic Brand Management: Advanced Insights and Strategic Thinking, 5th Edition, KoganPage, 2012.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E04	CUSTOMER RELATIONSHIP MANAGEMENT	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	Ty
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To understand the basic growth and reasonability of CRM;
2. To study the value and expectation of customers satisfaction;
3. To develop the strategy development process of CRM;
4. To know that CRM as a marketing strategy for business success in various sectors and
5. To help the customer in implementing road map and CRM metrics.

COURSE OUTCOMES (COs)

CO1	Knowing the process of CRM and building the relationship with customers
CO2	Capability of knowing customer expectation and satisfying them by using modern technology.
CO3	Formulating customer centric CRM strategies.
CO4	Implementing CRM for various segments of business.
CO5	Create road map of CRM and evaluating its success.

		Mapping of Course Outcomes with Program outcomes (Pos)				
		(3/2/1 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low				
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	2		3
	CO2	3	3	2	1	2
	CO3	2	3	2		3
	CO4	2	1	1	2	2
	CO5	2	3	2		2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval					Meeting of Academic Council, June 2022



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22E04

CUSTOMER RELATIONSHIP MANAGEMENT

UNIT- I EVOLUTION OF CUSTOMER RELATIONSHIP

6 hours

CRM – Definition - Emergence of CRM Practice - Factors responsible for CRM growth - CRM process - Framework of CRM - Benefits of CRM - Types of CRM - Scope of CRM - Customer Profitability – Features in CRM - CRM and Cost Benefit Analysis - CRM and Relationship Marketing.

UNIT- IICRM CONCEPTS

6 hours

Customer Value: Customer Expectation - Customer Satisfaction - Customer Centricity - Customer Acquisition - Customer Retention - Customer Loyalty - Customer Lifetime Value - Customer Experience Management - Customer Profitability - Enterprise Marketing - Web based Customer Support.

UNIT - IIIPLANNING FOR CRM

6 hours

Steps in Planning: Building Customer Centricity - Setting CRM Objectives - Defining Data Requirements - Planning Desired Outputs - Relevant issues while planning the Outputs - Elements of CRM plan - CRM Strategy - The Strategy Development Process - Customer Strategy Grid.

UNIT- IV CRM AND MARKETING STRATEGY

6 hours

CRM Marketing: Initiatives - Sales Force Automation - Campaign Management - Call Centers - Practice of CRM - CRM in Consumer Markets - CRM in Services Sector - CRM in Mass Markets - CRM in Manufacturing Sector.

UNIT-V CRM PLANNING AND IMPLEMENTATION

6 hours

Issues and Problems in implementing CRM - Information Technology tools in CRM - Challenges of CRM Implementation - CRM Implementation Roadmap - Road Map (RM) Performance - Measuring CRM performance - CRM Metrics.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Azam, M., Management Information System, McGrawHill Education, 2012.
2. Laudon, K., Laudon, J. and Dass, R., Management Information Systems – Managing the Digital Firm, 11th Edition, Pearson, 2010.
3. Murdick, R.G., Ross, J.E. and Claggett, J.R., Information Systems for Modern Management, 3rd Edition, PHI, 2011.
4. O'Brien, J.A., Morakas, G.M. and Behl, R., Management Information Systems, 9th Edition, Tata McGraw-Hill Education, 2009.
5. Saunders, C.S. and Pearson, K.E., Managing and Using Information Systems, 3rd Edition, Wiley India Pvt. Ltd., 2009.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E05	SERVICES MARKETING		C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30		3	3	0	0	Ty
	Prerequisite – Degree						
	Course Designed by – Faculty of Management Studies						
OBJECTIVES							
<ol style="list-style-type: none"> 1. To enhance students to know the value and importance of empowered service delivery 2. To understand and promote the intangible benefits and 3. Enable understanding to students about the procedures involved in service marketing, 							
COURSE OUTCOMES (COs)							
CO1	A good understanding of service marketing environment to serve customers to gain market.						
CO2	Providing service quality based on the service sector.						
CO3	Identifying opportunities of service sector and framing service marketing strategies.						
CO4	Deciding marketing mix for the service sector.						
CO5	Promotion activities suitable for various service sectors.						

Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/POs	PO1	PO2	PO3	PO4	PO5	
2	CO1	3	2	1			
	CO2	2	3	1		3	
	CO3	3	3	3		2	
	CO4	2	3	3	3		
	CO5	3	3	2		3	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Approval					Meeting of Academic Council, June 2022	



FACULTY OF MANAGEMENT STUDIES
MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E05

SERVICES MARKETING

UNIT – I NATURE and SCOPE OF SERVICES

6 hours

Development of service marketing: Introduction to service marketing - Service development design – Concepts – Scope and dimensions – Services marketing environment – Characteristics of services - Consumers and markets.

UNIT – II SERVICE MARKETING OVERVIEW

6 hours

Scope and range of Services Marketing: Classification of services and Various sectors of services - Distinctive features of Service market potential - Factors of services marketing - Growth of services sector and service industry - Service quality – Service leadership.

UNIT – III FUNCTIONS OF SERVICE MARKETING

6 hours

Service marketing strategies: Functions of services marketing - Assessing service marketing opportunities – Services market segmentation - Positioning of services – Pricing of services, methods –Integrated service marketing communication.

UNIT – IV 7 Ps OF SERVICE MARKETING

6 hours

Services Marketing Mix: Price, Place, Product, Promotion, People, Process, Physical Evidence [7Ps]. Advantages and disadvantages of service marketing mix – Performing the service - Service products - Proportion of service marketing mix for various services, Models of services marketing.

UNIT – V SERVICE MARKETING OF VARIOUS SECTORS

6 hours

Service Marketing promotions: Designing communication mix for Hospitality, Tourism, Travel, Medical field, Information Technology, Educational sector, financial sector, marketing of non- profit organizations. Recent trends in services marketing for discussion only.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Steve Baron and Kim Harris – *Service Marketing*– 3rd Edition ISBN-13: 978-0230520936. PALGRAVE 2003.
2. Roland T Rust – *Service Marketing*- Addison – latest edition ISBN 91-. 7698-029-4. Wesley 1989.
3. Roland T Rust – *Marketing of non- profit organizations*. - Philip Kotler – Prentice hall 2000.11th Edition ISBN 978-0-13-210292-6 1
4. Kruse, *Service Marketing* –John wiley and sons Ltd. 5th Edition ISBN 0749421231 2000



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E06	BUSINESS TO BUISNESS MARKETING		C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30		3	3	0	0	Ty
	Prerequisite - Degree						
	Course Designed by – Faculty of Management Studies						
OBJECTIVES							
<ol style="list-style-type: none"> The main purpose of this course is to introduce students to modern ideas about the nature of business marketing; To gain knowledge of electronic transactions such as business to business, business to commerce, sharing, and corporate earnings processing and It will assist students in completing financial and document exchange transactions between two or more business partners. 							
COURSE OUTCOMES (COs)							
CO1	Insights in to the B2B marketing environment and the basic similarities and framing strategies for industrial buyer and government as a buyer.						
CO2	Building B2B branding and delivering solution to industrial customers.						
CO3	Framing marketing strategies to business customers.						
CO4	Familiarization with the critical success factors in marketing industrial products and adopting ethical practices.						
CO5	Increase the sales using promotional tools based on market intelligence.						
Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/POs	PO1	PO2	PO3	PO4	PO5	
2	CO1	3	3	2		2	
	CO2	2	3	2		2	
	CO3	3	3	3		2	
	CO4	2	3	2			
	CO5	2	3	2			2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Approval				Meeting of Academic Council, June 2022		



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E06

BUSINESS TO BUSINESS MARKETING

UNIT - I INTRODUCTION

6 hours

Business marketing - Business market customers - Characteristics of business markets - Organizational buying and buying behavior - The buying process - Strategic role of marketing organization in India: Organizational and business markets - Government as a customer.

UNIT – II SEGMENTING BUSINESS MARKETS

6 hours

Management of Innovation - Managing technology - Determinants of new product performance - Product strategy: Product policy - Industrial product strategy - Building B2B brands - Holistic brand management - Delivering effective customer solutions - Pre and post sales service.

UNIT – III PRICING IN B2B MARKETING

6 hours

Pricing process - Competitive bidding - Pricing of new products - B2B Advertising - Digital marketing - Trade shows – Exhibitions - Deployment analysis managing channels: Business marketing channels and participants - E-commerce for business marketing channels - B2B logistics Management.

UNIT - IV CUSTOMER CARE

6 hours

Customer care for business markets: Total delivered value - Relationship marketing and CRM - Customer value management Marketing of Projects: Competitive bidding for projects - PPP Projects implementation of marketing strategy - Strategy map for ethical issues in B2B marketing.

UNIT – V PROMOTIONAL STRATEGIES

6 hours

Industrial Goods Promotion - Branding of Industrial Products – Creating Corporate Image - Industrial Marketing Control.E- Business Designs, Marketing analytics Practical: At a small organization of a personal acquaintance. Prepare quotes for business clients (Practical discussion).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Michael D. Hutt, Dheeraj Sharma, Thomas W. Speh, B2B Marketing: A South Asian Perspective, Cengage 2014, 11th ed
2. Sharad Sarin, Business Marketing: Concepts and Cases McGraw Hill 2013, 1st ed
3. Tom McMakin, Doug Fletcher How Clients Buy: A Practical Guide to Business Development for Consulting and Professional Services, Wiley
4. James C. Anderson, Das Narayandas, James A. Narus and D.V.R. Seshadri Business Market Management (B2B): Understanding, Creating, and Delivering Value Pearson 2010, 3rd ed.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E07	INTERNATIONAL MARKETING MANAGEMENT		C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30		3	3	0	0	Ty
	Prerequisite – Degree						
	Course Designed by – Faculty of Management Studies						
OBJECTIVES							
<ol style="list-style-type: none"> 1. It helps the student to understand the importance of international marketing; 2. To create awareness about international marketing environment; 3. To know the principles of Import and Export document procedures; 4. To make them understanding the concepts of International marketing planning and 5. To identify the factors influencing in International Marketing mix. 							
COURSE OUTCOMES (COs)							
CO1	Understanding the basics of international marketing environment.						
CO2	Learn about the opportunities and challenges in international market environment.						
CO3	Understand and ability to prepare the export documentation requirements.						
CO4	Undertaking international research and framing strategies for going global.						
CO5	Apply various penetrating strategies to promote International Branding and stabilize in international market.						
Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/POs	PO1	PO2	PO3	PO4	PO5	
2	CO1	3	1		3	2	
	CO2	3	2		3	2	
	CO3		3	2			
	CO4	2	2	3	3	2	
	CO5	2	3		3	2	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Approval	Meeting of Academic Council, June 2022					



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22E07

INTERNATIONAL MARKETING MANAGEMENT

UNIT - I INTRODUCTION

6 hours

International Markets – Definition – Nature and benefits of international marketing - International marketing management process: An overview - Influence of physical, economic, socio-cultural, political and legal environments on International marketing information.

UNIT- II INTERNATIONAL MARKETING ENVIRONMENT

6 hours

Business culture around the world: Language – Customs - Attitudes - Marketing strategy adjustments - Product adaptations. Geographic description of market – Political risk – Political environment - Import quotas – Tariffs - Customs restrictions - Required licenses – Registrations – Permits.

UNIT- III EXPORT DOCUMENTATION AND PROCEDURES

6 hours

India's Export – EXIM - Import policy – Promotional measures - Export oriented units – Deemed exports - Export-Import documentation – Kinds of documents – Principal export documents – Auxiliary documents – Documents in import trade – Export documentation and procedures - Demand estimation.

UNIT- IV INTERNATIONAL MARKET PLANNING

6 hours

International market selection – Influencing factors – Process – Strategies and approaches – Competition - International marketing research: Techniques – Survey – Interview techniques – Analysis of field data – Research report- Global marketing of services.

UNIT- V INTERNATIONAL MARKETING MIX

6 hours

Developing an international product line - Foreign product diversification - International branding decisions - International warranties and service - International pricing Strategy - International promotion strategies - Promotion mix - International sales negotiations.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Philip R. Cateora, John L.Graham – *International Marketing* - Edition: 16th ISBN-10: 0077642295 TATA McGraw-Hill Edition.
2. Vern Terpstra Ravi Sarathy – *International Marketing*– 10th Edition ISBN-10: 0981729355; Harcourt College Publishers.
3. Raja Gopal *International Marketing* [Global Environment, Corporate Strategy, 3rd edition ISBN 978 1 921388 16 3 Case Studies] –
4. Vikas Publishing House.
5. Philip R. Cateora – *International Marketing* – 15th Edition ISBN-13: 978-0073529943 McGraw-Hill International Editors.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E08	RETAIL MANAGEMENT				C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30				3	3	0	0	Ty
	Prerequisite – Degree								
	Course Designed by – Faculty of Management Studies								
OBJECTIVES									
<ol style="list-style-type: none"> The objective of the course is to provide a basic understanding of various dimensions of retail management; Analysing activities and initiatives in the areas of industry and To attain a retail customer service representative position in line with the record of customer service, order processing. 									
COURSE OUTCOMES (COs)									
CO1	Get a clear idea of retail trends in India and abroad.								
CO2	Understanding and managing various retail management formats and MNCs role in retail growth..								
CO3	Positioning retail shops locally and globally.								
CO4	Various approaches to retail management including e-tailing.								
CO5	Understanding the current trends in retail marketing and consumerism.								
Mapping of Course Outcomes with Program outcomes (Pos)									
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5			
2	CO1	3			2	2			
	CO2	3	3	2	3	2			
	CO3	3	3	2	3	3			
	CO4	2	3	2	3	2			
	CO5	3	2	2	3	3			
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
					✓				
4	Approval				Meeting of Academic Council, June 2022				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E08

RETAIL MANAGEMENT

UNIT- I INTRODUCTION

6 hours

An overview of Global Retailing – Challenges and opportunities – Functions - Need and Scope of retail trends in India – Socio economic and technological influences on retail management – Government of India policy implications on retails.

UNIT- II RETAIL FORMATS

6 hours

Organized and unorganized formats – Category Killers - Delivering value through retail formats - Different organized retail formats – Characteristics of each format – Emerging trends in retail formats – Electronic retailers or e-tailors. MNCs' role in organized retail formats.

UNIT -III RETAILING DECISIONS

6 hours

Choice of retail locations - Internal and external atmospherics – Positioning of retail shops – Building retail store image - Retail service quality management – Retail supply chain management – Retail pricing decisions, Every Day Low Price [EDLP] - International retailing motives - Merchandising and category.

UNIT- IV CURRENT TRENDS IN RETAIL MARKETING

6 hours

Space Management – Retail inventory management – Retail accounting and audits - Retail store brands – Retail advertising and promotions – Retail management information systems - Online retail –Asker's Approach, Keller's Approach - E- Retailing

UNIT -V CHALLENGES IN RETAILING

6 hours

Complaints Management - Retail sales force management – Challenges in retailing in India, Consumerism and ethics in Retailing.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Moorthy Y L R *Brand Management*, the Indian Context, 2nd Edition ISBN 9788125907398 Vikas Publications, 2009.
2. Gilbert, *Retail Marketing Management*, 2nd Edition ISBN 978027365514 Pearson Education, 2009.
3. Levy and Weitz, *Retail Management*, latest edition ISBN 0073530026, Tata McGraw hill, 2009.
4. Michael Levy, Barton Weitz, *Retail Management*, McGraw Hill. latest edition ISBN 9780071215132
5. Chetan Bajaj, Rajnish Arya, Nidhi Varma Srivatava, *Retail Management*: Oxford Publishing. India. 2nd Edition ISBN 978-0198061151



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E09	SALES AND DISTRIBUTION MANAGEMENT		C	L	T/S	P/R	T/L
	Total Contact Hours – 30		3	3	0	0	Ty
	Prerequisite – Degree						
	Course Designed by – Faculty of Management Studies						
OBJECTIVES							
<ol style="list-style-type: none"> 1. To know the functions of sales management and its planning activities; 2. To learn the sales forecast techniques and 3. To help in developing a sound sales and distribution policy and organizing, managing the sales force. 							
COURSE OUTCOMES (Cos)							
CO1	Understand and learn to improve the cognitive skills to perform the basic functions of sales management.						
CO2	Commitment to an effective sales manager to forecast sales and to frame suitable sales organization structure.						
CO3	Capacity to manage the sales force of an organization.						
CO4	Capable of channel classification and analyzing the cost to identify the suitable channel.						
CO5	Performing the evaluation of channel performance.						

Mapping of Course Outcomes with Program outcomes (Pos)						
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	1		
	CO2	3	3	3	1	2
	CO3	2	3	3		3
	CO4	2	3	3		2
	CO5	2	3	2	2	3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22E09 SALES AND DISTRIBUTION MANAGEMENT

UNIT- I SALES MANAGEMENT AND PLANNING

6 hours

Sales Management – Functions – Sales Objectives – Salesmanship – Duties and Responsibilities of Sales Manager – Sales Management Skills – Characteristics of Sales People – Sales Management Information Systems – Sales Planning – Personal Selling – Selling Process – Sales Negotiation – Types of Selling.

UNIT II SALES FORECASTING AND ORGANIZATION

6 hours

Sales Forecasting – Basic Rules – Methods; Sales Budget – Methods – Sales Budget Process – Sales Force Organization – Structure – Fixation of Sales Force Size – Methods of Fixation; Sales territory – Designing Sales territory – Evaluation; Sales Quotas – Types – Sales Promotion Techniques.

UNIT – III RECRUITMENT, TRAINING AND CONTROL OF SALES FORCE

6 hours

Recruitment and Selection of Sales Force – Process – Sales Training – Sales Force Motivation - Sales Force Compensation – Controlling of Sales Force – Sales Audit – Sales Analysis – Sales Performance Evaluation.

UNIT – IV DISTRIBUTION

6 hours

Definition – Need for Distribution Channel – Role of Distribution in Marketing –Distribution channel component - Conditions influencing channel structure - Channel Classification – Vertical, Horizontal, Multi-channel marketing system - Distribution Intensity – Selection of Right Channel.

UNIT V CHANNEL INTERMEDIARIES RETAILING AND CHANNEL DESIGN

6 hours

Channel intermediaries – Role – Wholesaling – Functions – Classifications – Trends – Future of Wholesalers in India. Retailing – Types of Retailers – Role of Retailers – Retail Strategies – Performance Measures – Aspects of Store Design.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Bholanath Dutta (2011). *Fundamentals of Sales and Distribution Management: Text and Cases*. I K International Publishing House.
2. Panda Tapan K. (2012). *Sales and Distribution Management*, 2e. OUP
3. Havaladar Krishna K. (2016). *Sales and Distribution Management - Text and cases*, NewDelhi: Tata McGraw-Hill Education.
4. Johnston Mark W. and Greg, W. Marshall (2006). *Sales Force Management*, NewDelhi: Tata McGraw Hill.



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E10	INTEGRATED MARKETING COMMUNICATIONS		C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30		3	3	0	0	Ty
	Prerequisite – Degree						
	Course Designed by – Faculty of Management Studies						
OBJECTIVES							
<ol style="list-style-type: none"> To introduces the essential concepts of marketing communication To enable them to apply techniques of marketing communication To train them on designing an effective Integrated Marketing Communication programme and use of technology. 							
COURSE OUTCOMES (COs)							
CO1	Choosing proper ratio of integrated marketing communication and using ad agency for IMC;						
CO2	Developing and designing an effective ad model by understanding the process of						
CO3	Fitting MARCOM objectives and making suitable budget provision;						
CO4	Capable of developing marketing communications tools and						
CO5	Use of electronic media for marketing communication and adhering to ethics and law.						
Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/POs	PO1	PO2	PO3	PO4	PO5	
2	CO1	3	2	2		2	
	CO2	3	3	2		2	
	CO3	3	3	3		2	
	CO4	3	3	2		2	
	CO5	2	2	2	3	3	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Approval	Meeting of Academic Council, June 2022					



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22E10 INTEGRATED MARKETING COMMUNICATIONS

UNIT-I INTRODUCTION

6 hours

An Introduction to Integrated Marketing Communication (IMC): Meaning and role of IMC in marketing process, One voice communication V/s IMC. Introduction to IMC tools –Advertising, Sales promotion, Publicity, Public relations and Event sponsorship - Role of advertising agencies.

UNIT-II UNDERSTANDING COMMUNICATION PROCESS

6 hours

Understanding communication process: Source, Message and channel factors. Communication response hierarchy – AIDA model, Hierarchy of effect model, Innovation adoption model, Information processing model, Standard learning hierarchy, Attribution hierarchy.

UNIT-III PLANNING MARKETING COMMUNICATION

6 hours

Establishing MARCOM Objectives and Budgeting for Promotional Programmes – Setting communication objectives, Sales as MARCOM objective, DAGMAR approach for setting ad objectives.

UNIT-IV DEVELOPING IMC PROGRAMME

6 hours

Planning and development of creative MARCOM, Creative strategies in advertising, Sales promotion, Publicity, Event sponsorships etc. Creative strategy in implementation and evaluation of MARCOM. Media planning and selection decisions - Steps involved and information needed for media planning.

UNIT-V DIGITAL MEDIA and ADVERTISING

6 hours

Digital Media, Evolution of Technology, Convergence of Digital Media, E-Commerce and Digital Media, Advertising on Digital Media, Social Media, Mobile Advertising, E-PR advertising Laws and Ethics: Advertising and Law, Advertising and Ethics.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Advertising and Promotion-An Integrated Marketing Communications Perspective, George Belch, Michael Belch and Keyoor Purani, TATA McGraw Hill 8th edition.
2. Wells, Moriarty and Burnett, Advertising, Principles and Practice, Pearson Education, 7th Edition, 2007. Kenneth Clow. Donald Baack, Integrated Advertisements, Promotion and Marketing Communication, Prentice Hall of India, New Delhi, 3rd Edition, 2006.
3. Terence A. Shimp and J. Craig Andrews, Advertising Promotion and other aspects of Integrated Marketing Communications, CENGAGE Learning, 9th edition, 2016.
4. S. H. H. Kazmi and Satish K Batra, Advertising and Sales Promotion, Excel Books, New Delhi, 3rd Revised edition, 2008.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E11	RURAL MARKETING	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To familiarize the students with the basic concepts of Rural Marketing, the nature of the Rural Consumer.
2. To familiarize with the special problems related to sales in rural markets.
3. To familiarize the emerging perspectives of rural marketing.
4. To evaluate pricing and distribution strategies for rural consumers
5. To understand the opportunity and challenges in rural Marketing.

COURSE OUTCOMES (COs)

CO1	Understand the importance of rural market.
CO2	Discuss rural market challenges and opportunities in a dynamic market.
CO3	Elaborate and interpret rural marketing evolution and structure.
CO4	Utilize the understanding on peculiarities of rural markets, channels and competition in marketing
CO5	Assess and interpret the relevance of pricing and distribution strategies.

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	2	1	2	3
	CO2	3	3	2	3	3
	CO3	2	3	2	3	3
	CO4	3	3	3	3	3
	CO5	2	3	3	3	2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval					Meeting of Academic Council, June 2022

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E11

RURAL MARKETING

UNIT - I – INTRODUCTION

6 hours

Rural economy – Rural-Urban disparities - Policy interventions required – Rural face to reforms – Development exercises in the last few decades - Concept – Scope of Indian rural market - Rural market demands - Rural structure: Demographic, Physical and Economic environment.

UNIT- II –RURAL CONSUMER

6 hours

Rural marketing concept and Scope - Rural community in India - Profile of rural markets - Segmenting the rural market - Target and positioning - Rural consumer behavior - Rural buyer characteristics - Consumer buying decision process- Rural marketing information – Potential and size of rural market.

UNIT- III – MARKETING MIX IN RURAL MARKET

6 hours

Selection of markets – Product strategy – Product mix decisions – Competitive product strategies for rural markets – Pricing strategy - Objectives - Policy and strategy – Promotion - Advertising - Sales promotion – Communication in Rural marketing – Channels of distribution – Regulated market and public distribution system.

UNIT-IV– PRICING STRATEGY IN RURAL MARKETS

6 hour

Significance of innovation in rural markets - Intervention of IT in Rural Markets - Importance and Initiatives - Emergence of organized retailing in Rural India - Pricing strategy – Innovative pricing methods for rural markets – Promotion strategy – Appropriate media – Designing right promotion mix – Promotional campaigns.

UNIT-V DISTRIBUTION IN RURAL MARKETING

6 hours

Distribution – Logistics Management – Problems encountered – Selection of appropriate channels – New approaches to reach out to rural markets – Electronic couple applications - Changing role of Rural Sector in India – Future of Rural marketing for discussion only.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. BalaramDograandKarminderGhuman, RURAL MARKETING: CONCEPT and CASES, Tata McGraw-Hill Publishing Company, New Delhi, 2008
2. A.K. Singh and S. Pandey, RURAL MARKETING: INDIAN PERSPECTIVE, New Age International Publishers, 2007
3. CSG KrishnamacharyaandLaitha Ramakrishna, – RURAL MARKETING, Pearson Education Asia. 2009
4. Philip Kotler, MARKETING MANAGEMENT, Prentice – Hall India Ltd. New Delhi
5. Agarwal A.N, INDIAN ECONOMY, Vikas Publication, New Delhi.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

SPECIALIZATION -FINANCE

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E12	BEHAVIORAL FINANCE	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	Ty
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To understand need and importance of behavioral finance
2. To make effective investment decisions
3. To assess possible option for investment and wealth maximization
4. To make effective strategies for minimized cost and maximized returns.
5. To understand the importance of control in an organization

COURSE OUTCOMES (COs)

CO1	Understanding the need and scope of behavioral finance
CO2	Analyzing various theories of decision making
CO3	Assessing various factors influencing the decision making of a individual
CO4	Understanding theories in finalizing corporate decision making
CO5	Analyzing the risk taking parameters as an individual and as a manager for a corporate.

Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/	PO1	PO2	PO3	PO4	PO5	
2	CO1	3		2	3		
	CO2		2		2	3	
	CO3		3	3			
	CO4			3	3	2	
	CO5	2			2		3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Appr					Meeting of Academic Council, June 2022	

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E12

BEHAVIORAL FINANCE

UNIT – I Introduction

6 hours

Introduction to Behavioral finance – Nature, scope, objectives and application; Investment Decision Cycle: Judgment under Uncertainty: Cognitive information perception - Peculiarities (biases) of quantitative and numerical information perception - Representativeness – Anchoring - Exponential discounting - Hyperbolic discounting

UNIT – II Utility Preference Functions

6 hours

Utility/ Preference Functions: Expected Utility Theory [EUT] and Rational Thought: Decision making under risk and uncertainty - Expected utility as a basis for decision-making – Theories based on Expected Utility Concept - Investor rationality and market efficiency.

UNIT – III Behavioral Factors and Financial Markets

6 hours

Behavioral Factors and Financial Markets: The Efficient Markets Hypothesis – Fundamental Information -Financial Markets - Market Participants and Market Efficiency - Market Predictability – Concept of Arbitrage Model - Asset management and behavioral factors - Fundamental information and technical analysis – Case for psychological influence.

UNIT – IV Behavioral Corporate Finance

6 hours

Behavioral Corporate Finance: Behavioral factors and Corporate Decisions on Capital Structure and Dividend Policy - Capital Structure dependence on Market Timing -. Systematic approach to behavioral factors in decision making. External Factors and Investor Behavior: Connection to human psychophysiology and emotional regulation active portfolio management.

UNIT – V Emotions and Decision-Making

6 hours

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. Trends in behavioural finance for discussion only.

TOTAL NO OF HRS: 30 PERIODS

Reference Books:

1. Behavioral Finance: Psychology, Decision-Making, and Markets", by Ackert and Deaves.
2. Handbook of Behavioral Finance – Brian R. Bruce
3. Behavioral finance - Wiley Finance - Joachim Goldberg, Rüdiger von Nitzsch
4. Plous, Scott, 1993, The Psychology of Judgment and Decision Making, Ch10-15
5. Ackert, L., and R. Deaves, 2010, Behavioral Finance: Psychology, Decision-Making and Markets, South-Western Cengage Learning, Mason, Ohio.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E13	INTERNATIONAL FINANCIAL MANAGEMENT		C	L	T/SLr	P/R	T/L/ ETP	
	Total Contact Hours – 30		3	3	0	0	Ty	
	Prerequisite – Degree							
	Course Designed by – Faculty of Management Studies							
OBJECTIVES								
<ol style="list-style-type: none"> 1. This goal of this course is to provide knowledge of multinational financial management; international monetary and financial systems, IBRD and development banks and 2. To know about finance function in a multination firms; international flow of funds and evaluation many opportunities, cost and risks of multinational operations in a manner that allows students to see beyond the algebra and terminology to general principles. 3. Able to understand the nuances of structuring international finances. 								
COURSE OUTCOMES (COs)								
CO1	Knowledge of international financial system							
CO2	Familiarity in international monetary exchange policies and factors affecting the same							
CO3	Analyzing various risks involved in dealing with international currency exchange.							
CO4	Ability to understand financial market in global arena..							
CO5	Understanding various multilateral financial institutions and their performance.							
Mapping of Course Outcomes with Program outcomes (Pos)								
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low								
1	COs/Pos	PO1	PO2	PO3	PO4	PO5		
2	CO1			3	3	1		
	CO2	3		1	3	3		
	CO3		2		2	2		
	CO4	2	3		3			
	CO5		2		3			
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)		
					✓			
4	Approval						Meeting of Academic Council, June 2022	

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22E13 INTERNATIONAL FINANCIAL MANAGEMENT

UNIT – I INTERNATIONAL MONETARY AND FINANCE SYSTEM 6 hours

Importance of International finance - Bretton woods conference and afterwards - European monetary system – Meaning and scope. Balance of payment and International Linkages: Balance of payments and its components - International flow of Goods - Services and Capital.

UNIT– II FOREIGN EXCHANGE MARKETS 6 hours

Determining exchange rates - Fixed and flexible exchange rate system - Exchange rate theories - Participants in the foreign exchange markets - Foreign exchange market spot markets - Exchange rate quotes – LERMS - Factors affecting exchange rates – Spot rates - Forward exchange rates and contracts.

UNIT – III FOREIGN EXCHANGE RISK 6 hours

Transaction exposure ,Economic exposure and Management of exposures – Internal techniques – Netting – Marketing - Leading and lagging - Pricing policy -Management of Risk in Foreign Exchange Markets.

UNIT – IV INTERNATIONAL CAPITAL AND MONEY MARKET AND INSTRUMENTS

6 hours

Salient features of different international markets: GDRs – ADRs - IDRs – Eurobonds - Euro loans – CPs - Floating rate instruments - Loan syndication and Euro deposits .

UNIT – V MULTILATERAL FINANCE INSTITUTIONS 6 hours

Role of IMF - IBRD and other development banks - International investors and foreign investment institutions - Foreign Institutional investors sovereign funds and block chain technology.Ethical practices prevailing in Global financial markets for discussion.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Butler C. Kirt, Multinational Finance, Thompson-Vikas, John Wiley and Sons 5th Edition, ISBN - 13: 9781270110392 New Delhi
2. Buckley Adrian, Multinational Finance, Prentice hall of India Publisher: Financial Times Management, 3rd Edition, New Delhi, ISBN-13: 978-0273682097
3. Shapiro C. Alan, Multinational Financial Management, Prentice Hall of India Publisher: John Wiley and Sons, 10th Edition, New Delhi ISBN 978-1-118-80118-5
4. Apte, International Financial Management, Publisher, Tata McGraw-Hill Education, 2010 , 6 th edition ISBN, 0070221162, 9780070221161

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E14	SECURITY ANALYSIS AND PORTFOIL MANAGEMENT	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	Ty
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
<ol style="list-style-type: none"> 1. To make investment decisions under constraints and 2. To approach qualitative and quantitative techniques to solve investment related issues in business and personal aspect. 3. To understand the functioning of capital market. 4. Getting familiar with various terminologies used in capital market. 5. Practical understanding of the working by providing exposure and trading on it. 						
COURSE OUTCOMES (COs)						
CO1	Able to make investment related decisions.					
CO2	Capable to analyze many costs and consequences of decision.					
CO3	Skill to analyze as a complete solution to the business problem.					
CO4	Capacity to interpret qualitative information in detail.					
CO5	Take action plan to overcome constraints and handle portfolio Management					

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	3	2	
	CO2	2	3	3	3	
	CO3	2	3	3	3	
	CO4	3	3	3	3	
	CO5	2	3	3	2	3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E14 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

UNIT -I INVESTMENT SETTING 6 hours

Concepts of investment – Sources of investment information – Characteristics and objectives of Investment - Investment instruments - Investment cycle - Concept of total risk - Factors contributing to total risk: default risk, Interest rate risk, Market risk, Management risk, Purchasing power risk. Bond and fixed income instruments valuation – Valuation of equity and preference shares – Recent trends in investment avenues.

UNIT- II SECURITIES MARKETS 6 hours

Financial Market - Segments – Types - - Participants in financial Market – Regulatory Environment - Primary Market – Methods of floating new issues - Book building – Role of primary market – Regulation of primary market - Stock exchanges in India – Trading system in stock exchanges – SEBI recent policy of SEBI.

UNIT- III FUNDAMENTAL AND TECHNICAL ANALYSIS 6 hours

Concept of intrinsic value - Objectives and beliefs of fundamental analysis - Economy - Industry company framework - Economic analysis and forecasting - Technical analysis: Points and figures chart, Bar chart, RSA, RSI, Moving average analysis, MACD, Japanese Candlesticks. Utility analysis - Recent analysis method.

UNIT- IV EFFICIENT MARKET HYPOTHESIS 6 hours

Efficient Market Hypothesis - Market mechanism - Testable hypothesis about market efficiency - Implications of efficiency market - Hypothesis for security analysis and portfolio Management.

UNIT- V PORTFOLIO MANAGEMENT 6 hours

Portfolio analysis – Portfolio selection – Capital asset pricing model – Portfolio revision – Portfolio evaluation – Mutual Funds - Recent trends and its advantages.

TOTAL NO. OF PERIODS: 30 HOURS

References Books:

1. Frank K. Reilly, Keith C. Brown, (2012), Investment Analysis and Portfolio Management,
2. 10th Edition, Cengage Learning. Herbert B. Mayo, (2017), Investments – An introduction, 12th Edition, Cengage Learning
3. Zvi Bodie, Alex Kane, Alan Marcus, Pitabas Mohanty, (2017), Investments, 10th edition, McGraw-Hill. Shalini Talwar, (2016),
4. Security Analysis and Portfolio Management, Cengage Learning. Prasanna Chandra, (2017), Investment Analysis and Portfolio Management, 5th edition, McGraw Hill

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E15	MERCHANT BANKING AND FINANCIAL SERVICES	C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30	3	3	0	0	Ty
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
<ol style="list-style-type: none"> 1. To enable students to know about merchant banking functions, regulation and regulatory bodies. 2. To understand the role of merchant banking and issue management 3. To know various ways by which corporate fund could be raised 4. Know the practice of getting merchant banking license and the various types of it. 						
COURSE OUTCOMES (COs)						
CO1	Aware of merchant banking, its rules and regulations by its regulatory bodies.					
CO2	Clear idea of the role of merchant banking and making use its facilities towards business development.					
CO3	Financial services that can be created by a business organization on payment of fees.					
CO4	Financial services that can be created by an business organization on the basis of fund.					
CO5	Other financial services that are extended by merchant bankers.					

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	2	2		2
	CO2	3	3	3	2	3
	CO3	3	3	3	3	3
	CO4	3	3	3	2	3
	CO5	3	3	3	3	3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E15 MERCHANT BANKING AND FINANCIAL SERVICES

UNIT-I MERCHANT BANKING **6 hours**

Introduction – Merchant banking in India –Recent developments and Challenges ahead–Institutional structure – Functions of Merchant bank –Legal and regulatory frame work – Relevant Provisions of Companies Act – SERA – SEBI guidelines -FEMA, etc.- Relation with Stock Exchanges and OTCEI.

UNIT-II ISSUE MANAGEMENT **6 hours**

Role of merchant banker in appraisal of projects –Issue pricing – Book building – Preparation of prospectus – Selection of bankers –Advertising strategies, etc. – Role of registrars – Bankers to the issue – Underwriters and Brokers.– E-IPO – Private placement - Bought out deals – Placement with FIs, MFs, FIIs, etc. Off - Shore issues. – Issue marketing–NRI marketing–Post issue activities.

UNIT-III OTHER FEE BASED SERVICES **6 hours**

Mergers and Acquisitions – Portfolio management services – Credit syndication – Credit rating–Business valuation.

UNIT-IV FUND BASED FINANCIAL SERVICES **6 hours**

Leasing and Hire purchasing – Basics of leasing and Hire purchasing – Financial evaluation.

UNIT –V OTHER FUND BASED FINANCIAL SERVICES **6 hours**

Consumer Credit – Credit cards – Real estate financing – Bills discounting – Factoring and Forfeiting –Venture Capital.

TOTAL NO. OF PERIODS: 30 Hours

Reference Books:

1. M.Y.Khan, Financial Services, Tata McGraw-Hill, 12th Edition, 2012
2. Nalini Prava Tripathy, Financial Services, PHI Learning, 2011.
3. Machiraju, Indian Financial System, Vikas Publishing House, 2nd Edition, 2010.
4. J.C.Verma, A Manual of Merchant Banking, Bharath Publishing House, New Delhi,
5. Varshney P.N. and Mittal D.K., Indian Financial System, Sultan Chand and Sons, New Delhi.
6. Sasidharan, Financial Services and System, Tata McGraw Hill, New Delhi,

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E16	BANKING AND INSURANCE MANAGEMENT	C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
<ol style="list-style-type: none"> 1. To facilitate the understanding of the origin and the growth of the Indian Banking System. 2. To understand the Modern day developments in Indian Banking Sector. 3. To know the principles of banking and endorsement 4. To make the student Understand basics of Life Insurance. 5. To provide knowledge of various types of Life Assurance Policies and implications. 						
COURSE OUTCOMES (COs)						
CO1	Learn about the origin and the growth of the Indian Banking System.					
CO2	Analyze the Modern day developments in Indian Banking Sector.					
CO3	Understand the principles of banking and endorsement.					
CO4	Understand basics of Life Insurance and Policies.					
CO5	Discuss Premium, Underwriting And Taxation					

Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/POs	PO1	PO2	PO3	PO4	PO5	
2	CO1	3					
	CO2		3	2			
	CO3		2	3		2	
	CO4				3		
	CO5	3					
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Approval					Meeting of Academic Council, June 2022	

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E16

BANKING AND INSURANCE MANAGEMENT

UNIT - I INTRODUCTION TO BANKING

6 hours

Indian Banking System - Banking structure in India-Classification of Banks - Phases of Development - Role of banks in Economic Development. Definition – Need – Principles -Functions Central Banking Vs Commercial Banking - RBI Establishment - Functions of SBI.

UNIT - II BANK ACCOUNT

6 hours

Opening - Types of accounts - Steps in opening Accounts - Savings vs. Current Account – Passbook - Bank Customer Relationship - KYC Norms - Bank Lending - Lending sources - Bank Lending Principles - Forms of lending - Loan Evaluation Process - Securities of lending - Negotiable Instruments - Characteristics – Types - Consequences of Crossing.

UNIT –III E-BANKING AND ENDORSEMENT

6 hours

Meaning - Services - e-banking and financial services-Internet Banking-Mobile Banking – Meaning – Features –Services-Security issues- ATM-Evolution – Electronic Money – Meaning-Electronic Fund Transfer Steps-Benefits of crossing. Meaning - Kinds of Endorsements-Effect of endorsement – Rules-Dishonoring of cheque -RBI instructions - Paying banker vs. Collecting Banker.

UNIT - IV LIFE INSURANCE

6 hours

Meaning of Life Insurance – The Evolution and Growth of Life Insurance-Life Insurance Organizations in India -Types of Life Insurance Policies – Term Life Insurance–Whole Life Insurance – Endowment – Unit Linked Policies with or without Profit Policies. Evaluation – Cost and Benefit –Superannuation Schemes – Group Gratuity Schemes – Superannuation schemes.

UNIT – V PREMIUM, UNDERWRITING AND TAXATION

6 hours

Computation of Premiums and Settlement of claims-Premium Calculation Including Rebates-Mode of Rebates-Settlement of Claims-Underwriting:. Factors affecting Insurability – Methods of Life Classification – Laws affecting Underwriting. Financial Planning and taxation: Savings .

TOTAL NO OF PERIODS: 30 HOURS

Reference Books:

1. Gurusamy, S, Banking Theory: Law and Practice, Vijay Nicole Publications, Chennai, 2014.
2. Gupta, R.K, Banking Law and Practice, Jain Book Agency, New Delhi, 2012.
3. Sundaram and Varshney, Banking Theory Law and Practice, Sultan Chand and Co., New Delhi, 2015.
4. Maheswari, S.N, Banking Law Theory and Practice, Kalyani Publications, Mumbai, 2009.
5. Kutty, S.K, Managing Life Insurance, Prentice Hall of India, New Delhi, 2015.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E17	DERIVATIVES MANAGEMENT			C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30			3	3	0	0	Ty
	Prerequisite – Degree							
	Course Designed by – Faculty of Management Studies							
OBJECTIVES								
<ol style="list-style-type: none"> 1. To analyze financial derivatives and risk management covering contemporary topics and 2. This aims at providing an in-depth understanding of financial derivatives in terms of concepts, structure, instruments and trading strategies for profit and risk management. 3. To understand the relationship between various markets using derivatives 4. How corporate can benefit by utilizing derivatives in various markets. 5. To know the practical exposure and advantages for corporate to forecast cost and to benefit thereon. 								
COURSE OUTCOMES (COs)								
CO1	Knowledge about basics of financial derivatives and traders roles in Indian market.							
CO2	Understand the types of futures and their valuation.							
CO3	Knowing and analyzing the intricacies of financial swaps.							
CO4	Understanding of various options and ability to value it using models.							
CO5	Administering commodity trading.							
Mapping of Course Outcomes with Program outcomes (Pos)								
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5		
2	CO1	3				2		
	CO2	3	3	3	3			
	CO3	3	3	3	2	2		
	CO4	3	2	3	3	3		
	CO5	2	3	3	3	3		
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
					✓			
4	Approval				Meeting of Academic Council, June 2022			

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E18	WORKING CAPITAL MANAGEMENT		C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30		3	3	0	0	TY
	Prerequisite – Degree						
	Course Designed by – Faculty of Management Studies						
OBJECTIVES							
<ol style="list-style-type: none"> 1. To familiarize the students on the working capital and its different aspects and 2. To help the students to identify the working capital requirements 3. Have practical exposure of working capital management by case study analysis. 4. Get to know of managing sundry debtors and sundry creditors for improving the financial position of a firm. 							
COURSE OUTCOMES (COs)							
CO1	Predict the requirements of working capital.						
CO2	Assess and employ cash management models.						
CO3	Able to handle receivables effectively.						
CO4	Effective control over inventories.						
CO5	Ability to raise working capital management						

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	3	2	
	CO2	3	3	3	3	2
	CO3	2	3		2	2
	CO4	2	3	3		
	CO5	3	3	3	3	3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval				Meeting of Academic Council, June 2022	

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E18

WORKING CAPITAL MANAGEMENT

UNIT- I Introduction To Working Capital Management

6 hours

Definitions and types of working capital – The working capital cycle – Factors determining working capital – Management of cash – Management of inventories - Operating cycle – Sources of working capital.

UNIT- II Introduction To Cash Management

6 hours

Motives of holding cash – Objectives – Cash management models — Preparation of cash Budget – Reasons for Holding Marketable Securities–GAAP treatment of Marketable Securities.

UNIT -III Management of Receivables

6 hours

Meaning and Features of Receivables Management – Costs Associated with Maintaining Receivables – Objectives – Credit Management – Credit Evaluation – Methods for Monitoring Accounts Receivables.

UNIT- IV Inventory Management

6 hours

Nature of Inventories – Need for Holding Inventory – Deterministic Materials Models – Material Control Decisions – Inventory Control Decisions.

UNIT -V Working Capital Finance and Banking Policy

6 hours

Various Instruments for Short Term Financing – Commercial Papers, Certificate of Deposits - Bank Credit - Letter of Credit – Bill Financing.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books :

1. SekharSatya G.V. (2014). Working Capital Management, 1/e; New Delhi: Wiley
2. Bhalla V. K. (2014). Working Capital Management, 1/e; New Delhi: S. Chand Publishing
3. Sagner James S. (2015). Working Capital Management, Applications and Cases,1/e; New Delhi: Wiley
4. Book(s)
5. I.M.Pandey, (2015), Financial Management, 11th edition, Vikas Publishing, India. James C. Van Horne, Sanjay Dhamija, (2011),

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E19	TAXATION MANAGEMENT		C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30		3	3	0	0	Ty
	Prerequisite – Degree						
	Course Designed by – Faculty of Management Studies						
OBJECTIVES							
1. To familiarize and update the students with the basic principles of taxation, structure of Indian taxation system and provisions of indirect tax; 2. To understand the various taxations concepts followed in India and 3. To impart knowledge and skills on emerging taxation system							
COURSE OUTCOMES (COs)							
CO1	Ability to understand the basic taxation procedures						
CO2	Differentiate between direct and indirect taxes						
CO3	Apply practical knowledge in companies' taxation procedures.						
CO4	Analyze various GST formats and evaluate opportunities to secure employment in various financial						
CO5	Understand digital and international taxation and apply it in field of finance to attain goals at large scale level						

Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/PO	PO1	PO2	PO3	PO4	PO5	
2	CO1	3	2	3			
	CO2	3	2	3		2	
	CO3		2	3	3		
	CO4	3	3	2		3	
	CO5	2	2	3	3	3	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Approva					Meeting of Academic Council, June 2022	

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

SPECIALIZATION - HUMAN RESOURCE MANAGEMENT

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E20	TALENT MANAGEMENT	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
1. The objective of this course is designed to create symbiotic relationship between talent and organization to accelerate Performance improvements; 2. To institute talent management system that ensures identification, management, development of talent portfolio; 3. To understand the ROI system and able to perform competency mapping and 4. To know the SWOT analysis of organization.						
COURSE OUTCOMES (COs)						
CO1	Understand the concept of talent management and its basics and identify talents.					
CO2	Use of talent management strategies to result in organization’s performance.					
CO3	Framing strategies to acquire skills and knowledge to build effective talents within an organization.					
CO4	Use of talent management information system to identify the challenges and nurturing talent in a company.					
CO5	Capable of evaluating talents and executing competency mapping and use it for framing HR strategies.					

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	2	2	3	
	CO2	3	3	3		3
	CO3	2	3	3	2	3
	CO4	2	3	3	3	3
	CO5	3	3	3	3	3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval				Meeting of Academic Council, June 2022	

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22E20

TALENT MANAGEMENT

UNIT- I INTRODUCTION

6 hours

Talent Management: Definition – Elements – Process – Focus - Employer branding - Talent management in global level - TMS as engine for new economy - Difference between talent and knowledge workers.

UNIT- II TMS and PMS

6 hours

Talent Management System - Element and benefits of Talent Management system - Building blocks - Recruitment processes - Development strategies on Career planning - Retention of talent workers - Performance Management System (PMS) and Reward Mechanism.

UNIT -III TALENT PLANNING

6 hours

Talent Planning - Succession management process - Cross functional capabilities an fusion of talent - Talent development budget - Value driven cost structure - Contingency plan for talent - Building a reservoir of talent - Leadership coaching.

UNIT- IV RETURNS ON TALENT

6 hours

Return on talent: ROT measurements - Optimizing investment in talent - Integrating compensation with talent management - Developing talent management information system - Challenges of identifying and nurturing talent in a company.

UNIT - V COMPETENCY MAPPING

6 hours

Concept - Techniques used for competency mapping - Competency models - Evaluating talent management strengths and weaknesses - Developing an integrated talent management strategy - Challenges faced in talent management - Employee retention and attrition.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Berger, Lance A and Dorothy Berger (Eds) *The Talent management Handover*, Tata McGraw Hill New Delhi 2 edition (1 January 2011) ISBN-10: 007173905X ISBN-13: 978-0071739054
2. Chowdhary, SubnitThe Talent Era, *Financial Times/Prentice*, Hall International. (September 2003) ISBN 10: 0273662694 ISBN-13: 978-0273662693
3. Management 21C; *Financial Times* Prentice Hall, Edition 2000. ISBN 978-0273639633
4. Sanghi, Seema, *The Handbook of Competency mapping*, Response Books, New Delhi. Second Edition (1 October 2007) ISBN-10: 0761935983 ISBN-13: 978-0761935988
5. Toni Hodges De Tuner,Lynn Schmidt *Integrated Talent Management Score Card* ASTD Press Edition (January 13, 2014) ISBN: 1562868659

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E21	STRATEGIC HUMAN RESOURCE MANAGEMENT	C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
1. To enable the students to know various strategies of human resource Management; 2. To enhance the human resources handling skills and 3. To understand the organizational culture.						
COURSE OUTCOMES (COs)						
CO1	Familiarity in the field of human resources and frame suitable strategies.					
CO2	Adoption of technology in very functions of human resource management.					
CO3	Evaluating performance based evaluation and creating returns based on performance.					
CO4	Analysing and applying appropriate retrenchment strategies.					
CO5	Handling collective bargaining and resolving grievances.					

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/Pos	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	3		3
	CO2	3	3		2	2
	CO3	3	3	3		3
	CO4	3	3	2	3	
	CO5	2	3	3	3	3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E21 STRATEGIC HUMAN RESOURCE MANAGEMENT

UNIT – I INTRODUCTION

6 hours

Introduction to Strategic HRM – Definition - Need and Importance - Introduction to business and corporate strategies - Integrating HR strategies with business strategies - Developing HR plans and policies.

UNIT – II RECRUITMENT AND SELECTION PROCESS

6 hours

e- Employee profile – e-selection and recruitment - Virtual learning and orientation – e -training and development – e- Performance management – Issues in employee privacy – Employee surveys online.

UNIT – III PERFORMANCE MANAGEMENT

6 hours

Meaning - Concept - Defining key result areas (KRA) - Result based performance - Linking performance to pay - Merit based promotions - Reward and Compensation Strategies - Performance and Skill based pay - Team based pay broad banding - Profit sharing .

UNIT – IV RETRENCHMENT STRATEGIES

6 hou

Retrenchment strategies – Downsizing - Voluntary Retirement Schemes (VRS) - HR outsourcing - Early retirement plans - Project based employment - Retention and retraining - Exit interview.

UNIT – V UNIONS and GLOBAL HRM

6 hours

Strategies for dealing with unions - Role of unions – Strategic collective bargaining – CB process - Grievance handling process - Global HR strategies - Introduction to global HR strategies - Developing HR as a value added function.(Re-inventing talent acquisition only for discussion).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Mello, Jeffrey A., *Strategic Human Resource Management*, engage Learning. '004 edition (January 1, 2014)
2. Agarwla, Tanuja, *Strategic Human Resource Management*, Oxford University Press, New Delhi. Edition 25 January 2007) ISBN-10: 0195683595 ISBN-13: 978-0195683592
3. Dreher, George and Thomas Dougherty, *Human resource Strategy*, Tata McGraw Hill edition 1st ISBN-13: 978-0256211894 ISBN-10: 0256211892
4. Charles Greer, *Strategic HRM* – Pearson education Asia, New Delhi edition 19 APR 2004
5. Michael Armstrong, *Strategic HRM* - Kogan page, London 5 edition (3 August 2011) ISBN-10: 0749463945 ISBN-13: 978-074946394

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E22	INDUSTRIAL RELATIONS AND LABOUR WELFARE	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
<ol style="list-style-type: none"> 1. To know the importance of unions; 2. To be aware about the skill of negotiation with unions and group of workers; 3. To know the statutory and non-statutory welfare measures and 4. To encourage workers to participate in decision making. 						
COURSE OUTCOMES (COs)						
CO1	Performing role of industrial relations linking socio-economic position;					
CO2	Recognizing the unions and its effective use for organisations efficiency;					
CO3	Capacity to negotiate and believe in collective bargaining for better industrial relationship;					
CO4	Ability to identify the welfare measures that suits employees and extend effective welfare measures and					
CO5	Encourage employees to be part of business through WPM .					

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	2		3
	CO2	3	3	3		3
	CO3	2	3	3		2
	CO4	2	3	3	3	3
	CO5	2	3	3	2	3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval				Meeting of Academic Council, June 2022	

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E22

INDUSTRIAL RELATIONS AND LABOUR WELFARE

UNIT – I INTRODUCTION

6 hours

Industrial Relations Perspectives: Approaches – Scope, Concept and Significance – IR Systems – Structure of IR dept. – Role of IR officer – Industrial Relations and the emerging Socio-economic scenario – Causes for poor IR – IR approaches.

UNIT – II TRADE UNIONS

6 hours

Role – Types – Origin – Structure – Theory – Future of Trade Unions: Trade Union and Employees - Trade Union and the Management – Code of Discipline and Code of Conduct –Grievance management – Misconduct – Discipline, Forms of indiscipline – Punishments – Trade Union Act.

UNIT- III NEGOTIATION AND COLLECTIVE BARGAINING

6 hours

Negotiation – Conciliation – Arbitration - Adjudication – Collective – Settlements –Collective bargaining – Objectives – Process – Collective Bargaining and Settlements – ILO – Aim and Role in Promoting Industrial Peace – Industrial Dispute Act.

UNIT- IV LABOUR WELFARE

6 hours

Meaning and Scope – Theories – Classifications, Concepts and Growth of Labour Welfare in India – Role, Responsibilities and Duties of Welfare officer – Industrial Hygiene and safety - Recommendations of National Commission on Labour – Factories Act.

UNIT -V WORKERS PARTICIPATION MANAGEMENT

6 hours

Meaning - Levels of Participation – Evolution – Models – Objectives – Joint Management Council–Stages of Participative Management – Evaluation.

(Current topics and ethical practices in HR management will be discussed and not for examination.)

TOTAL NO. OF PERIODS: 30 Hours

Reference Books:

1. Sinha,P.R.N.,SinhaInduBalaandShekharSeemaPriyadarshini(2017).IndustrialRelations, Trade Unions and Labour Legislation.Pearson Publishers
2. SitaRamSingh(2016).Industrial RelationsandLabourLaws.APHPublishingCorporation.
3. Manoria,MamoriaandGankar(2012).DynamicsofIndustrialRelations,Mumbai:HimalayaPublishing.
4. Punekar,S.D,Deodhar,S.B.andSarewathiSankaran,(2012).LabourWelfare,TradeUnionismand Industrial Relations. Mumbai:HimalayaPublishing.
5. Tripathi(2009).PersonnelManagementandIndustrialRelations,NewDelhi:SultanChand.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E23	ORGANIZATIONAL DEVELOPMENT	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
1. To have an understanding of how to improve an organizations capability through various methods; 2. To enable the students to ensure improving efficiency and 3. To have knowledge about the planned process of change in organizational culture.						
COURSE OUTCOMES (COs)						
CO1	Systematic approach towards organizational development.					
CO2	Applying HR intervention for organisational development.					
CO3	Develop technical know-how of restructuring and re-engineering for bringing phased changes for OD.					
CO4	Being ethical and brining industrialised interventions for OD.					
CO5	Establishing learning dynamics and establishing learning organisation.					

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	3		2
	CO2	3	3	3		3
	CO3	2	3	3		
	CO4	3	3	2	3	3
	CO5	3	3	3	3	3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E23

ORGANIZATIONAL DEVELOPMENT

UNIT – I INTRODUCTION

6 hours

Introduction to organizational development - Growth and relevance of OD - Diagnoses for OD - Foundations process of OD - Approaches to OD.

UNIT – II ORGANIZATIONAL BEHAVIOUR

6 hours

Designing OD Interventions - Characteristics of OD Interventions - Overview of types of Interventions - Interpersonal and Group Process Approaches - Organization process approaches - HRM interventions - Performance management - Career planning and development interventions.

UNIT – III RESTRUCTURING and REENGINEERING

6 hours

Techno Structural Interventions: Restructuring Organization, Reengineering, Employee Involvement, Work Design and Redesign. Strategic interventions – Organization and environment relationships - Organization transformation: Planning, Implementing Change, Levin’s three phases of planned change.

UNIT – IV ORGANIZATION DESIGN

6 hours

Organization culture: Sociological perspective - Socialization processes - Effectiveness of OD Interventions - Evaluation and institutionalization of OD interventions – Importance, Process and Difficulties involved - Client relationships - Ethical issues in OD.

UNIT – V ORGANIZATIONAL EFFECTIVENESS

6 hours

Learning Organization and Organizational Effectiveness - Significance of learning organization to organizational effectiveness - Establishing learning dynamics in organizations - Building a learning organization.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Heinemann; *Organization Development and Transformation*, 1 Edition (21 April 2010), ISBN -10: 0435026968
2. UdaiPareek ,*Organizational Behaviour and Process*, Rawat Publication (1996), ISBN - 13: 978-8170333296
3. Cummings, Thomas G. and Christopher G. Worley, *Organisation Development and Change*, Cengage Learning Australia; 3rd edition (29 June 2007), ISBN -10: 0170132803
4. Chowdhury, Subir, *Organisation 21C*, Prentice Hall; 1 edition (10 September 2002), ISBN -13: 978-0130603142
5. Gene deszca, *Cynthia ingolsorganisational change*, sage publications, inc; 3rd edition (14 April 2015), ISBN -10: 1483359301

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E24	TRAINING and DEVELOPMENT		C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30		3	3	0	0	T
	Prerequisite – Degree						
	Course Designed by – Faculty of Management Studies						
OBJECTIVES							
1. To provide a specific knowledge about training and Development and 2. To identify the training needs of employees and provide suitable training at the appropriate time.							
COURSE OUTCOMES (COs)							
CO1	Administering training activities of an organisation.						
CO2	Capable of performing training need assessment by analysing competencies.						
CO3	Understanding learning pattern and motivating employees to learn and make training effective.						
CO4	Able to plan a training programme based on the nature of job, number of trainees, infrastructure, environmental factors and choosing the venue and trainer suitably.						
CO5	Adopting technology to make training more effective and suitable for today's trend.						

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	3		
	CO2	2	3	3		3
	CO3	3	2	3	3	3
	CO4	2	3	3	2	3
	CO5	2	3	3	2	3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E25	STRESS MANAGEMENT	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
<ol style="list-style-type: none"> 1. To improve one's personal knowledge of the holistic management of stress; 2. To Increase awareness about the impact of mental and physical wellbeing; 3. To motivate students to assume a greater sense of personal responsibility; 4. To work in groups and understand basic human relationships and problem solving skill. 						
COURSE OUTCOMES (COs)						
CO1	Understand the basic principles of stress management and framing strategies to cope up with					
CO2	Recognizing stress triggers and building capacity to cope with stress.					
CO3	Applying apt leadership style to reduce stress of subordinates.					
CO4	Executing “coaching” and “counselling” and appropriately used to reduce stress.					
CO5	Applying various approaches to reduce stress by self-development with the assistance of counsellors.					

Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/PO	PO1	PO2	PO3	PO4	PO5	
2	CO1	3	3	3	2	2	
	CO2	3	3	3		2	
	CO3	2	3	3			
	CO4	2	3	3		3	
	CO5	2	3			3	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Approval					Meeting of Academic Council, June 2022	

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22E25

STRESS MANAGEMENT

UNIT – I INTRODUCTION

6 hours

Meaning and Definition - Sources of stress - Nature of stress - Approaches to stress - Good stress Vs. bad stress – Consequence of stress - Burnout - Symptoms of burnout - Stress verses burnout - Model of stress - Strategies for coping stress individual and organizational strategies.

UNIT – II VARIOUS LINKAGES AND ASSESMENT OF STRESS

6 hours

Stress and personality - Stress and motivation - Verbal and non-verbal indications of stress - Assessment of stress - General sources of stress - Stress and health - Physiological and psychological illness. Stress management: Stress diary - Adopting a healthy life style - Right attitude.

UNIT – III STRESS AND LEADERSHIP STYLE

6 hour

Stress and management of change - Stress and conflict - Leadership styles in stressful and non-stressful situations - Organization and stress management - Recognize the signs - Approaches to the problem - Providers assistance: Time Management.

UNIT – IV COUNSELLING INTERVENTION

6 hours

Career plateau - Types of career plateau - Managing the plateau - Crisis management: meaning - Managing crisis - Crisis management decision making.

UNIT – V TRAINING COUNSELLORS

6 hours

Creativity - Process of creativity - Barriers – Developing creativity - Brain strategy - Humor at work -team - self-development - Principles of self-development - Ways to develop positive mental attitudes – Meditation for peace – Yoga for life problems - Counseling and stress management

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Michael Carroll Workplace Counseling, Sage Publications, 1996, ISBN: 9780761950219, 9780761950202
2. Introduction to Counseling skills – Texts and Activities, Edward S Neukrug, Cengage Learning counseling and negotiations skills for managers wileyindiapvt ltd, 4th Edition, 2011, ISBN-10: 0840034334, ISBN-13: 978-0840034335
3. Kavithasingh Counseling and Skills for Managers PHI, 2007, ISBN: 8120330846, 9788120330849
4. Narayana Rao, Counselling and guidance S. Tata McGraw Hill, 2nd Edition, 2011, 0074604740
5. Micheal Carrol Work Place Counseling sage publications, 1996, ISBN: 9780761950219, 9780761950202, 9781446264287

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E26	PERFORMANCE MANAGEMENT	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
<ol style="list-style-type: none"> To equip the students with comprehensive knowledge and practical skills to improve their ability to perform effectively towards organizational goal and To facilitate students to have broad understanding about performance management system and also explore the key elements of effective performance management in organizations. 						
COURSE OUTCOMES (COs)						
CO1	Knowledge about performance management and its importance..					
CO2	Create a performance appraisal system and that could be assessed periodically.					
CO3	Complete knowledge about performance management theories and make assessment to use it for organisational development.					
CO4	Executing performance management and taking action relating to its successor activities.					
CO5	Performing the roles of PM manager and carrying mapping of performance management strategies with that of the business strategies.					

Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/POs	PO1	PO2	PO3	PO4	PO5	
2	CO1	3		1		3	
	CO2	2	3	3	2	3	
	CO3	3	3	3	2	3	
	CO4	2	3	3	3	3	
	CO5	2	3	3	3	3	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Approval					Meeting of Academic Council, June 2022	

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E26

PERFORMANCE MANAGEMENT

UNIT- I INTRODUCTION

6 hours

Overview of performance - Performance appraisal - Performance Evaluation - Performance Management – Background – Foundations - Conceptual framework - Critiques of performance management -Need and importance of performance management in organization.

UNIT- II PERFORMANCE MANAGEMENT SYSTEM

6 hours

Practice of performance management – PMS - Managing performance management - Managing under-performance - Performance management processes: Goal setting – Feedback - 360-degree feedback - Performance reviews - Analyzing and assessing performance - Coaching.

UNIT- III PERFORMANCE MANAGEMENT MODEL

6 hours

Performance management in action - Performance management surveys - Performance management models - The impact of performance management on an organization.

UNIT- IV APPLICATIONS OF PERFORMANCE MANAGEMENT

6 hours

Applications of performance management - Managing organizational performance - Managing team Performance - Performance management and learning - Performance management and rewards - Competency mapping and assessment techniques.

UNIT- V DEVELOPING PERFORMANCE MANAGEMENT

6 hours

Developing and maintaining performance management - Role of line managers - Evaluating performance management - Performance development strategy - Mapping business strategies with performance management strategies - Challenges of managing performance.

TOTAL NO. OF PERIODS: 30 Hours

Reference Books:

1. Bacal Robert (1999), Performance Management, McGraw-Hill.
2. Harvard Business Essentials: Performance Management (2006), Harvard Business School Press
3. Armstrong Michael, Armstrong's (2009), Handbook of Performance Management, 4th edition, Kogan Page.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E27	CORPORATE GOVERNANCE		C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30		3	3	0	0	T
	Prerequisite – Degree						
	Course Designed by – Faculty of Management Studies						
OBJECTIVES							
1. To make students understand the importance of efficient Management; 2. To impart knowledge about transparency, account ability and security and 3. To learn professional competence.							
COURSE OUTCOMES (COs)							
CO1	Through understanding of corporate governance and ensuring compliance						
CO2	Identifying the issues in governance and managing mal-governance.						
CO3	Arranging for internal audit for adherence of rules and guidelines.						
CO4	Understanding the roles of board members towards corporate governance.						
CO5	Awareness about the functions and responsibilities of chairman and other boards relevant to corporate governance.						

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	2		2
	CO2		3	3		2
	CO3	2	3	2	3	3
	CO4	3		2	2	
	CO5	2				
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22E27

CORPORATE GOVERNANCE

UNIT – I CORPORATE GOVERNANCE

6 hours

Meaning – Nature and Evolution of corporate governance - Need – Objectives – Corporate governance models – Features consequences of mis-governance – Need for voluntary compliance beyond regulations – Sustainability and corporate governance.

UNIT – II GOVERNANCE DEFICIT IN CORPORATES

6 hours

Principal - Agent Problem - Major controlling interest and mal-governance for personal gain or corporate window-dressing - Creative accounting - Corporate scandals: Types and examples.

UNIT – III REGULATION

6 hours

Legal environment – General - Codes and guidelines - Parties to corporate governance - Ownership structures and elements - Family ownership and Institutional investors - Mechanisms and controls: Internal measures - Monitoring the board - Internal checks and audit.

UNIT - IV BOARD OF DIRECTORS

6 hours

Composition of the Board – Board structure – Building responsive boards - Selection of members of the board – Duties and Responsibilities of the board – Functions – Management of the board – Ethical and professional standards of individual directors - Governance and role of different types of directors.

UNIT – V CHAIRMAN OF THE BOARD AND BOARD EFFICIENCY

6 hours

Functions and Responsibilities of Chairman of the Corporation - Various Committees on Corporate Governance – Clause 49 of Listing Agreement – Features - CEO Responsibilities – Role of SEBI in Corporate Governance – Audit committees – Functions. (Recent trends in corporate governance for discussion.).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Gopalswamy. N, Corporate Governance, The New Paradigm, Wheeler Publishers, 2005
2. Monks, Robert. A.G., Corporate Governance, Blackwell Publishing Company, 2003.
3. Corporate Governance, ICSI Publication, Lodi Road, New Delhi.
4. Corporate Governance, Ethics and sustainable Development, ICSI Course Material.
5. Balachandran and Chandra sekaran, Corporate Governance and Social Responsibilities, Prentice Hall of India, 2010
6. Singh S, Corporate Governance, Excel Books, 2006 Walter Effross, Corporate Governance: Principles and Practices, Aspen, 2009.



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FACULTY OF MANAGEMENT STUDIES
MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

SPECIALIZATION

- INFORMATION SYSTEMS

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E28	BIG DATA TECHNOLOGY	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
<ol style="list-style-type: none"> 1. To understand the computational approaches to big data analytics; 2. To understand the various search methods and visualization techniques; 3. To learn to use various techniques for mining data stream; 4. To understand the applications using Map Reduce Concepts. 						
COURSE OUTCOMES (COs)						
CO1	The knowledge of computing tools and techniques in the field of Big Data and to identify the challenges in Big Data with respect to IT Industry to					
CO2	Convert any real world decision making problem to hypothesis and apply suitable statistical testing.					
CO3	Recognize the key concepts of Hadoop framework					
CO4	Several key big data technologies used for storage, analysis and manipulation of data					
CO5	Appreciate the computational software's and techniques for handling big data in business applications and Learn to use HIVE AND HIVEQL, HBASE query tools					

Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/POs	PO1	PO2	PO3	PO4	PO5	
2	CO1	1			3		
	CO2	2	3	1	3	3	
	CO3						
	CO4		3		1	3	
	CO5	3			3		
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Approval					Meeting of Academic Council, June 2022	

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E28

BIG DATA TECHNOLOGY

UNIT – I INTRODUCTION TO BIG DATA

6 hours

Introduction – Distributed file system – Big Data and its importance, Four Vs. Drivers for Big data, Big data analytics, Big data applications. Algorithms using map reduce-Challenges of Conventional Systems - Intelligent data analysis – Nature of Data - Analytic Processes and Tools - Analysis vs. reporting.

UNIT – II MINING DATA STREAMS

6 hours

Introduction to Streams Concepts – Stream Data Model and Architecture - Stream Computing - Sampling Data in a Stream – Filtering Streams – Counting Distinct Elements in a Stream – Estimating Moments – Counting Oneness in a Window – Decaying Window - Real time Analytics Platform(RTAP) Applications

UNIT – III HADOOP ARCHITECTURE

6 hours

Big Data – Apache Hadoop and Hadoop Ecosystem – Moving Data in and out of Hadoop – Understanding inputs and outputs of Map Reduce - Data Serialization.

Hadoop Architecture, Hadoop Storage: HDFS, Common Hadoop Shell commands, Anatomy of File Write and Read. Name Node, Secondary Name Node, and Data Node, Hadoop Map Reduce paradigm

UNIT – IV HADOOP ECOSYSTEM AND YARN

6 hours

Hadoop ecosystem components - Schedulers - Fair and Capacity, Hadoop 2.0 New Features Name Node High Availability, HDFS Federation

UNIT – V HIVE AND HIVEQL, HBASE

6 hours

Hive Architecture and Installation, Comparison with Traditional Database, HiveQL – Querying Data - Sorting and Aggregating, Map Reduce Scripts, Joins and Subqueries

TOTAL NO OF PERIODS: 30 HOURS

Reference Books:

1. Boris lublinsky, Kevin t. Smith, Alexey Yakubovich, “Professional Hadoop Solutions”, Wiley, ISBN: 9788126551071, 2015.
2. Chris Eaton, Dirk deroos et al. , “Understanding Big data ”, McGraw Hill, 2012.
3. Tom White, “HADOOP: The definitive Guide” , O Reilly 2012.
4. VigneshPrajapati, “Big Data Analytics with R and Hadoop”, Packet Publishing 2013.
5. Tom Plunkett, Brian Macdonald et al, “Oracle Big Data Handbook”, Oracle Press, 2014
6. <http://www.bigdatauniversity.com/>
7. JyLiebowitz, “Big Data and Business analytics”,CRC press, 2013..

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E29	DATABASE MANAGEMENT SYSTEM	C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVE						
The course has been designed to introduce the students with the applications of systems designed to manage the data resources of organizations.						
COURSE OUTCOMES (COs)						
CO1	Describe the fundamental elements of relational database management systems and understand the database systems and its applications					
CO2	Conceptualize and depict a database system using ER diagram					
CO3	Construct queries using relational database and SQL					
CO4	Understand the functional dependencies and design database using Normalization. Differentiate the properties for concurrent execution of transactions and learn techniques for controlling the consequences of concurrent data access.					
CO5	Ability to gain knowledge and handle all new trending technology in Database Management					

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	2	3	3	3
	CO2		3	2		3
	CO3	3			2	
	CO4	3	3	3	2	
	CO5	3	3	2		2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E29

DATABASE MANAGEMENT SYSTEM

UNIT-I INTRODUCTION:

6 hours

Introduction – Data Models – Database languages – Transaction – Storage management – Database administrator – Users – overall system structure – Entity – Relationship Model – Basic concepts – Mapping constraints – keys – E - R Diagram

UNIT-II RELATIONAL DATA MODEL

6 hours

Integrity constraints – Domain constraints – referential integrity – assertions – triggers – functional dependencies – relational database design – decomposition – normalization using functional, multi valued, Join dependencies– Domain – Key Normal form

UNIT-III INTRODUCTION ON SQL

6 hours

Relational Model – structure – relational algebra – extended operations – Modifications on a database – views – SQL – basic structure – set operations – aggregate functions – Nested Sub queries – derived relations, views.

UNIT-IV TRANSACTION PROCESSING CONCEPT

6 hours

Transaction system - Testing of serializability - Serializability of schedules - Conflict and view serializable schedule – Recoverability - Backup - Recovery from transaction failures - Log based recovery – Checkpoints - Deadlock handling - Concurrency control

UNIT-V RECENT TRENDS IN DATABASE MANAGEMENT SYSTEMS

6 hours

Centralized and Client - Server Architectures - Distributed Databases – Object oriented database - Spatial and Temporal Databases - Decision Support Systems - Data Analysis - Data Mining and Warehousing - Data visualization - Mobile databases - Spatial and geographical databases - Web and Mobile databases

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Navathe E - Fundamentals of Database Systems (Pearson Education,)
2. Majumdar and Bhattacharya - Database Management System (Tata McGraw Hill)
3. Chakrabarti- Advance Database Management System (Wiley Dreamtech)
4. Beynon -Davies P- Database Systems (Palgrave)
5. Karthikeyan-Understanding Database Management System (Acme Learning)

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E30	DECISION SUPPORT SYSTEM	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To understand the concept of Decision support system
2. To gain the basic knowledge on Model Base Management System
3. To understand the Basis of DBMS
4. To get the clear insights on Model Acquisition and Dialog development in decision support system
5. To gain a clear knowledge on Dialogue Management on Decision support system

COURSE OUTCOMES (COs)

CO1	Knowledge and skills on Basics of DBMS
CO2	Understand the role of importance in Model Languages and its types
CO3	Knowledge on basics of Dialog Management and Decision support System
CO4	Understand the importance of Modeling Languages and developing dialog.
CO5	Capable of developing decision support system.

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/Pos	PO1	PO2	PO3	PO4	PO5
2	CO1	3		3	3	2
	CO2	3	3	3	3	
	CO3	3		3	3	3
	CO4	3	3	3	3	
	CO5	3	3	3	2	3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E30

DECISION SUPPORT SYSTEM

UNIT –I INTRODUCTION

6 hours

Introduction: Decision concept – Steps – Decision Support System – Components – Characteristics – Classifications and Applications.

UNIT- II MODEL MANAGEMENT

6 hours

Model Management: Model – Modeling Process – Types of Models – Optimization – Simulation – Heuristic: Descriptive – Predictive Model Base – Modeling Languages – Model Directory, Model Base Management System – Model Execution, Integration and Command Processing – Model Packages.

UNIT- III DATA MANAGEMENT SYSTEM

6 hours

Data Management System: Data Base – Sources of Data – Data Directory – Data Structure and Data Base Languages – Query Facility – Data Management System –DBMS as DSS Development Tool.

UNIT- IV DIALOG MANAGEMENT

6 hours

Dialog Management: User Interface – Graphics – Multimedia – Visual Interactive Modeling – Natural language processing – Speech Recognition and Understanding – Issues in User interface.

UNIT –V DEVELOPMENT OF DECISION SUPPORT SYSTEM

6 hours

Development of Decision Support System: Development Process – Software and Hardware; Data Acquisition – Model Acquisition – Dialog development – Integration – Testing and Validation – Training and Implementation.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Janakiraman, V.S. and Sarukesi, Decision Support Systems, 2ndEdition, PHI Learning, 2009.
2. Marakas, G.M., Decision Support Systems in the 21st century, 2ndEdition, PHI Learning, 2009.
3. Sauter, V., Decision Support Systems for Business Intelligence, 2ndEdition, John Wiley and Sons, 2011.
4. Taylor, J., Decision Management Systems: A Practical Guide to Using Business Rules and Predictive Analytics, IBM Press, 2011.
5. Turban, E., Delen, E. and Sharda, R., Decision Support and Business Intelligence Systems, 9thEdition, Pearson, 2011.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E31	SYSTEMS ANALYSIS and DESIGN	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
1. This course is designed to help students to understand the different types of analysis and 2. To know the real application reviews that can be used to give the students a grounding and real practice.						
COURSE OUTCOMES (COs)						
CO1	Perform various approaches to systems development.					
CO2	Carryout different types of analysis.					
CO3	Capable of performing data modeling and analysis.					
CO4	Design databases, implementation strategies.					
CO5	Enable user friendly system design for easy business operation.					

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1		2			
	CO2	3			2	3
	CO3		2			
	CO4	2		2		3
	CO5	3	3	3	3	3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E32	ARTIFICIAL INTELLIGENCE	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
<ol style="list-style-type: none"> 1. To get the clear insights on concept of Artificial Intelligence 2. To understand the problem-solving method in Artificial Intelligence 3. To gain the knowledge-on-knowledge representation in Artificial Intelligence 4. To focus on software architecture 5. To gain the knowledge on AI Applications 						
COURSE OUTCOMES (COs)						
CO1	Develop the skills on Artificial Intelligence.					
CO2	Knowledge and skills on Alpha-Beta Pruning and Constraint Satisfaction.					
CO3	Understand the Basics of Software Architecture in Artificial Intelligence.					
CO4	Knowledge on Architecture for intelligent agent and the roles.					
CO5	Develop the basic skills on AI Applications.					

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/Pos	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	2	3	3
	CO2	3	3	3	3	
	CO3	3	3	3	2	3
	CO4	3	3	3	2	3
	CO5	3	3	3	1	3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E32

ARTIFICIAL INTELLIGENCE

UNIT- I INTRODUCTION

6 hours

Introduction: Definition - Future of Artificial Intelligence – Characteristics of Intelligent Agents– Typical Intelligent Agents – Problem Solving Approach to Typical AI problems.

UNIT- II PROBLEM SOLVING METHODS

6 hours

Problem solving Methods — Search Strategies- Uninformed — Informed — Heuristics — Local Search Algorithms and Optimization Problems — Constraint Satisfaction Problems — Constraint Propagation — Backtracking Search — Game Playing — Optimal Decisions in Games — Alpha-Beta Pruning.

UNIT -III KNOWLEDGE REPRESENTATION

6 hours

First Order Predicate Logic — Unification — Forward Chaining-Backward Chaining — Resolution — Knowledge Representation - Events — Mental Events and Mental Objects.

UNIT- IV SOFTWARE ARCHITECTURE

6 hours

Architecture for Intelligent Agents — Agent Communication — Negotiation and Bargaining — Argumentation among Agents — Trust and Reputation in Multi-agent systems.

UNIT -V AI APPLICATIONS

6 hours

AI applications — Language Models — Information Retrieval- Information Extraction — Natural Language Processing - Machine Translation — Speech Recognition — Robot — Hardware — Perception — Planning — Moving.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Stuart Russel and Peter Norvig, “Artificial intelligence: A Modern Approach’, Fourth Edition, Pearson Education, 2020.
2. Dan W.Patterson, “Introduction to AI and ES’, Pearson Education, 2007.
3. Kevin Night, Elaine Rich, and Nair B, “Artificial Intelligence’, McGraw Hill, 2008.
4. PatrikH. Winston,, “Artificial Intelligence’, Third edition, Pearson Edition, 2006.
5. Deepak Khemani, “Artificial Intelligence”, Tata McGraw Hill Education, 2013.
6. Artificial Intelligence by Example Develop machine intelligence from scratch using real artificial intelligence use cases-by Dennis Rothman, 2018.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E33 SOFTWARE QUALITY AND PROJECT MANAGEMENT

MMBA22E33		C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
<ol style="list-style-type: none"> 1. To understand project management cycle in software development; 2. To study various project estimation and quality models in software development; 3. To understand the various quality management tools in software project management and 4. To study the various ISO Tools implemented for software quality assurance. 						
COURSE OUTCOMES (COs)						
CO1	Develop the basic skills in project planning in software.					
CO2	Understand the Basic Software Models used in Project Management					
CO3	Apply various models to ensure software quality.					
CO4	Understand the basics about Agile and Lean Management Process.					
CO5	Knowledge on cost estimation and ISO Tools.					

Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	
2	CO1	3	3	3	3	2	
	CO2	3	3	3	3	2	
	CO3	3	3	3	3	2	
	CO4	3	3	2	3	3	
	CO5	3		3	3		
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Approval					Meeting of Academic Council, June 2022	

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E33

SOFTWARE QUALITY AND PROJECT MANAGEMENT

UNIT – I SOFTWARE QUALITY

6 hours

Software quality - The place of software quality in project planning - Importance of software quality - Defining software quality - Practical software quality measures - Quality Management Systems.

UNIT – II SOFTWARE MODELS

6 hours

Software Quality Models – Mc-Calls Models - Applying seven basic quality tools in software development - Measuring Quality – COQUAMO - Lean software development.

UNIT – III SOFTWARE QUALITY ASSURANCE

6 hours

Software Reliability models - Rayleigh model - Weibull model - Defect removal effectiveness - Quality standards - ISO 9000 models and standards for process improvement - ISO/IEC 9126-1 to 9126-4.

UNIT – IV INTRODUCTION ABOUT SOFTWARE PROJECTS

6 hours

Software Projects - Projects Planning - Process models – Waterfall – RAD - V-Spiral - Incremental – Prototyping – Agile - Project Tracking.

UNIT- V SOFTWARE PROJECT ESTIMATION

6 hours

Effort and Cost Estimation - Expert Judgment, LOC, Function Points, Extended Function Points, Feature Points, Object Points, COCOMO-81 - COCOMO-II - Risk Management.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Software Project Management, Bob Hughes, Mike
2. Effective Software Project Management, Robert K. Wysocki, Wiley
3. Roger S. Pressman, Software Engineering A Practitioners Approach, McGraw Hill International Edition, New Delhi, 8th Edition, 2014
4. Stephen Kan, Metrics and Models in Software Quality Engineering, Pearson Education Asia, 8th Impression 2009.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E34	ENTERPRISE RESOURCE PLANNING	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
1. This course is designed to help students understand issues affecting ERP systems and ERP implementation; 2. Real application reviews will be used to give the students a grounding and real practice; 3. To exhibit the theoretical aspects of Enterprise Resource Planning and 4. To provide practical implication on ERP Suite implementation.						
COURSE OUTCOMES (COs)						
CO1	Knowledge of risk and benefits associated with Enterprise Resource Planning.					
CO2	Knowledge or ERP solutions and functional modules.					
CO3	Exposure to the implementation environment.					
CO4	Understanding of post implementation impact and maintenance of ERP.					
CO5	Knowledge of emerging trends on ERP.					

Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/POs	PO1	PO2	PO3	PO4	PO5	
2	CO1	2	2	3	3	3	
	CO2		2	2		3	
	CO3	3			2		
	CO4	3	3	2	3	2	
	CO5	2	3	2		2	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Approval					Meeting of Academic Council, June 2022	

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E34

ENTERPRISE RESOURCE PLANNING

UNIT- I INTRODUCTION

6 hours

Overview of enterprise systems – Evolution - Risks and benefits - Fundamental technology - Warehouse Management.

UNIT- II ERP SOLUTIONS AND FUNCTIONAL MODULES

6 hours

Overview of ERP software solutions – BPR - Project management - Functional modules -Organizational data - Master data and document flow.

UNIT- III ERP IMPLEMENTATION

6 hours

Planning Evaluation and selection of ERP systems - Implementation life cycle - ERP implementation - Methodology and Frame work- Training – Data Migration - People Organization in implementation Consultants - Vendors and Employees.

UNIT- IV POST IMPLEMENTATION

6 hours

Maintenance of ERP - Organizational and Industrial impact - Success and Failure factors of ERP Implementation.

UNIT V EMERGING TRENDS ON ERP

6 hours

Extended ERP systems and ERP add-ons – CRM – SCM - Business analytics - Future trends in ERP systems-Web enabled - Wireless technologies - Cloud computing and augmented reality.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Alexis Leon, ERP demystified, second Edition Tata McGraw-Hill, 2008.
2. Simha R. Magal , Jeffrey Word, Integrated Business processes with ERP systems, John Wiley and Sons, 2012.
3. Jagan Nathan Vaman, ERP in Practice, Tata McGraw-Hill, 2008
4. Alexis Leon, Enterprise Resource Planning, second edition, Tata McGraw-Hill, 2008.
5. MahadeoJaiswal and Ganesh Vanapalli, ERP Macmillan India, 2009
6. Vinod Kumar Grag and N.K. Venkitakrishnan, ERP- Concepts and Practice, Prentice Hall of India, 2006.



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FACULTY OF MANAGEMENT STUDIES
MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

SPECIALIZATION

- OPERATIONS MANAGEMENT

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E35	ADVANCED MATERIALS MANAGEMENT	C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

The key objectives of this course is to acquaint students with the needed skills and knowledge of

1. Classification and codification of Inventory;
2. Effective and efficient purchase in order to reduce manufacturing and service cost of organizations;
3. Material planning techniques for production and budgeting for material requirements and
4. Lay out of storage facilities and flow of materials.

COURSE OUTCOMES (COs)

CO1	Understanding of the functions of inventory management and classification of materials and applying to industry.
CO2	Clear sight on the various specifications and categories of material management for Indian and global standards.
CO3	Executing material planning and adopting aggregate inventory management.
CO4	Clearly following purchasing procedures even at global level and managing stores effectively.
CO5	Adopting standard Practices and Procedures followed in transporting materials including insurance.

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/PO	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	3		
	CO2	3		2	3	3
	CO3	3	3	3		2
	CO4	3			3	2
	CO5	3	3	3	3	2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approv	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E35

ADVANCED MATERIALS MANAGEMENT

UNIT – I INTRODUCTION

6 hours

Integrated Materials Management - Costs involved in materials management - Need for material management - Scope of material management - Functions of inventory management - Classification and Codification of inventory - Demand forecasting and its dovetailing with operations planning.

UNIT - II MATERIAL MANAGEMENT TECHNIQUES

6 hours

Specifications in material management - Categories of specification (Simple and Complex)- Development of Specification - Introduction to standard - Dimensions and levels of standards -Foreign standards used in India - Indian Standards - Variety reduction in product.

UNIT - III CONCEPTS OF INVENTORY MANAGEMENT

6 hours

Meaning, purpose and advantage of MRP - Data requirements and management – Bill of materials, Master Production Schedules - Process of MRP - Techniques of materials planning - Sales, Production, Material, Labour, Budget. Aggregate inventory management.

UNIT - IV IMPORTANCE OF PURCHASE and STORE MANAGEMENT

6 hours

Purchase Management - Purchase parameters - International purchasing: Procedure and Documents -EXIM policy - Exchange rate management - Stores management - Purpose, Location and Layout of stores - Stores systems and procedure - Store accounting and verification.

UNIT - V STANDARD PRACTICES AND PROCEDURES IN TRANSPORTATION 6 hours

Policies – Standards and Practices - Procedures – Transportation – Insurance.

TOTAL NO OF PERIODS: 30 HOURS

Reference Books:

1. Narasimhan L., McLeavey W. Dennis, Billington J. Peter, 'Production Planning and Inventory Control', Prentice Hall of India, New Delhi, 1997.
2. Terasine, Richard, 'Principles of Inventory and Material Management'.
3. Chitale, A.K., Gupta, R.C., 'Materials Management: Text and Cases', Prentice Hall of India, New Delhi, 2006.
4. Gopalakrishnan, P and Sundararajan, Maintenance Management, Prentice hall of India, New Delhi, 1996.
5. Techniques for Management, Sultan Chand and Kapoor, V.K., Operations Research- Sons, New Delhi, 2001.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E36	MAINTENANCE MANAGEMENT	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
The key objectives of this course is to acquaint students with the needed skills and knowledge of						
<ol style="list-style-type: none"> 1. Making assets reliable; assets maintained are more reliable rather than unmaintained assets; 2. Minimizing maintenance cost, Decreasing downtime and minimizing failure; 3. Enhancing productivity level and 4. Complying with rules and regulations. 						
COURSE OUTCOMES (COs)						
CO1	Understanding and creating proper maintenance system and control.					
CO2	Classifying and applying maintenance method as per the suitability.					
CO3	Forecasting Maintenance challenges and managing them.					
CO4	Budgeting and controlling maintenance expenditure effectively.					
CO5	Understanding and ensuring quality improvement in maintenance at international standards.					

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	3		2
	CO2	3	3	1	1	2
	CO3	2	3			
	CO4	3	3	3		2
	CO5	3	3	3	3	2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E37	PRODUCTION PLANNING AND CONTROL	C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
The key objectives of this course is to acquaint students with the needed skills and knowledge to						
<ol style="list-style-type: none"> 1. Optimize resources and the scheduling of resources to meet production demand; 2. Ensure an efficient schedule; 3. Have resources ready when needed and 4. Develop a broad conceptual framework based on the research which has been done in the recent past and to bridge the gap between the theoretical solutions on one hand. 						
COURSE OUTCOMES (COs)						
CO1	Coordinating with other departments and performing aggregated production planning and control.					
CO2	Deciding the production process based on the product manufactured.					
CO3	Capable of process planning for related operations.					
CO4	Scheduling jobs using simulation techniques.					
CO5	Using statistics for forecasting the production and to control.					

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	2		3
	CO2	2	3	2	1	1
	CO3	2	3	3		3
	CO4	2	3	2		2
	CO5	3	3	3	2	2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E37

PRODUCTION PLANNING AND CONTROL

UNIT – I INTRODUCTION TO PRODUCTION PLANNING AND CONTROL

6 hours

Introduction to PPC – Meaning, Objectives, Levels of production planning, Production interlink with other functions of management, Organizational set up of production planning department, Application of tools for aggregate production planning and control.

UNIT – II CONCEPTS OF PRODUCTION PROCESS

6 hours

Factors influence PPC system in the organization - Project and Job production, Batch production, Mass and flow production, Continuous or process production - Application of integrated tools for resource planning and Control.

UNIT – III PROCESS PLANNING

6 hours

Process Planning - Introduction, Inputs to process planning, Steps in process planning, Process planning in different situations, Cost benefit analysis, Just in time, Material Requirement Planning (MRP).

UNIT – IV SCHEDULING AND SIMULATION IN PRODUCTION

6 hours

Scheduling - Single machine sequencing with independent jobs - Parallel machine models - Flow shop scheduling - Job shop scheduling - Simulation studies of the dynamic job shop.

UNIT – V PRODUCTION FORECASTING

6 hours

Forecasting for production Objectives, Forecasting methods, Statistical approach for making forecast, measuring seasonal variations. Production Control - Meaning, Objectives, Necessity of production control, Techniques of production control.

TOTAL NO OF PERIODS: 30 HOURS

Reference Books:

1. Narasimhan Sim, et.al, ‘ Production Planning and Inventory Control’, Prentice Hall 2nd Ed., New Jersey, 1995.
2. Knight, W.A. and Gdlagher, C.C., ‘Group Technology Production Methods in Manufacture’, 1996.
3. Chanter Barrie and Swollow Peter, ‘ Building Maintenance Management’, Blackwell science.
4. Techniques for Management, Sultan Chand and Kapoor, V.K., Operations Research- Sons, New Delhi, 200.
5. Gopalakrishnan, P and Sundararajan, Maintenance Management, Prentice hall of India, New Delhi, 1996.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E38	PURCHASE and INVENTORY MANAGEMENT	C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
The key objectives of this course is to acquaint students with the needed skills and knowledge of						
<ol style="list-style-type: none"> 1. Ensuring the quality of goods at reasonable process; 2. Furnishing data for short and long-term planning with a controlled inventory; 3. Supplying the required material continuously and 4. Maintaining a systematic record of inventory. 						
COURSE OUTCOMES (COs)						
CO1	Forecasting, purchasing and managing inventory under static situation,					
CO2	Applying dynamic inventory models and making purchase decisions.					
CO3	Review of purchases made and maintaining good buyer-seller relationship.					
CO4	Evaluating vendors and rating them.					
CO5	Managing of stores and control of stock.					

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	2		1
	CO2	3	3	2		1
	CO3	3	3	3	1	2
	CO4	2	3	3		3
	CO5	3	3	2		2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E38

PURCHASE and INVENTORY MANAGEMENT

UNIT – I INTRODUCTION

6 hours

Introduction to inventory control - Inventory as Money - Static inventory problems under risk - Static inventory problems under uncertainty - Cost concepts - Activity based costing - Inventory management - Risk management – Packaging - Warehousing.

UNIT – II DYNAMIC INVENTORY MODELS

6 hours

Dynamic inventory models - Models with fixed and variable lead time - Under certainty - Under risk- Under uncertainty. Simulation: Inventory queue of slow moving spare parts - Multi product inventory systems - Purchasing and supply network strategy.

UNIT – III MATERIAL MANAGEMENT PERFORMANCE

6 hours

Demand management - Forecasting material purchasing procedures - Forecasting methods - Forms and records for purchasing - Review and Selection of sources of supplies- Purchasing personnel management - Changing role of purchasing - Legal aspects of purchasing - Purchasing budget - Material management performance – Buyer-seller relations.

UNIT – IV VENDOR EVALUATION and VENDOR RATING

6 hours

Distribution management - Value analysis – Standardization - Variety reduction - MAPI formulas - Quality management: Just in time Production, MRP, MPS - Vendor Evaluation and Vendor Rating.

UNIT – V STORES and STOCK CONTROL

6 hours

Stores and Control - Store keeping, Procedures and records - Relations with accounting and inventory control, ABC systems of stock control - Diminishing population cycle counting method- Materials movement and handling protecting inventory - Weather disasters, Fire, Theft: Assessment and remediation

TOTAL NO OF PERIODS: 30 HOURS

Reference Books:

1. Starr and Miller, Inventory Control Theory and Practice, Prentice Hall of India, New Delhi, 1989
2. Ahuja, K.K., Materials Management, CBS Pub., New Delhi, 1992
3. Mullar Max, 'Essentials of Material Management, Ama.com, 2006
4. Narasimhan Sim, et.al, ' Production Planning and Inventory Control', Prentice Hall 2nd Ed., New Jersey, 1995
5. Levitt Joel, 'Completer Guide to Predictive and Preventive Maintenance', Industrial Press.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E39	LEAN and SIX SIGMA MANAGEMENT	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
The key objectives of this course is to acquaint students with the needed						
<ol style="list-style-type: none"> 1. Ability to use a structured approach to process improvement; 2. Skill to predict, prevent and control defects in a process and understanding the elements of waste; 3. Skills to achieve sustainable quality improvement through process improvement and 4. Understanding of variation in processes. 						
COURSE OUTCOMES (COs)						
CO1	Six sigma and lean management application for improving quality and reducing cost.					
CO2	Familiarizing of different tools and techniques used for six sigma.					
CO3	Leading six sigma approaches systematically.					
CO4	Meeting the challenges while implementing six sigma and making it successful.					
CO5	Evaluating the applied tools for continuous improvement of quality.					

(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	3		3
	CO2		3	1		2
	CO3	3	3	3		1
	CO4	2	3	3		2
	CO5	3	3	3	1	2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E39

LEAN and SIX SIGMA MANAGEMENT

UNIT - I LEAN and SIX-SIGMA

6 hours

Historical overview – Definition of quality – What is six sigma - TQM and Six sigma - Lean manufacturing and six sigma - Six sigma and cultural changes – Six sigma capability – Implications of quality levels, Cost of poor quality (COPQ), Cost of doing nothing.

UNIT - II TOOLS AND TECHNIQUES

6 hours

Tools and Techniques – IPO diagram, SIPOC diagram, Flow diagram, CTQ tree, Project charter – Tools for measurement – Check sheets, Histograms, Run charts, Scatter diagrams, Cause and effect diagram, Pareto charts, Control charts, Flow process charts, Process capability measurement.

UNIT - III SIX SIGMA METHODOLOGIES

6 hours

Design for Six Sigma (DFSS), Design for Six Sigma method - Failure Mode Effect Analysis (FMEA), FMEA process - Risk Priority Number (RPN) - Six Sigma and Leadership.

UNIT – IV SIX SIGMA IMPLEMENTATION AND CHALLENGES

6 hours

Tools for implementation – Supplier Input Process Output Customer (SIPOC) – Quality Function Deployment or House of Quality (QFD) – Leadership training, Close communication system, – Project management and team – Customer quality index – Challenges – CPQ vs. six sigma, structure the deployment of six sigma

UNIT – V EVALUATION AND CONTINUOUS IMPROVEMENT METHODS

6 hours

Evaluation strategy – Economics of six sigma quality, Return on six Sigma (ROSS),– Continuous improvement – Lean manufacturing – Value, Customer focus, Perfection, Focus on waste, Overproduction – Waiting, Inventory in process (IIP), Processing waste, Transportation, Motion, Making defective products, Underutilizing people – Kaizen.

TOTAL NO OF PERIODS: 30 HOURS

Reference Books:

1. Michael L.George, David Rowlands, Bill Kastle, What is Lean Six Sigma, Mc Graw -Hill 2003.
2. Thomas Pyzdek, The Six Sigma Handbook, McGraw-Hill, 2000.
3. Fred Soleimannejed , Six Sigma, Basic Steps and Implementation, Author House, 2004
4. Forrest W. Breyfogle, III, James M. Cupello, Becki Meadows, Managing Six Sigma:A Practical Guide to Understanding, Assessing, and Implementing the Strategy That Yields Bottom-Line Success, John Wiley and Sons, 2000.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E40	TOTAL QUALITY MANAGEMENT	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
The key objectives of this course is to acquaint students with the needed skills and knowledge of						
<ol style="list-style-type: none"> 1. The basic concept of Total Quality (TQ) and Quality culture; 2. The customers’ expectations and planning of TQM accordingly; 3. International Quality Certification Systems – ISO 9000 and other standards and 4. Quality of services in contemporary environment. 						
COURSE OUTCOMES (COs)						
CO1	Being part of quality improvement in every step.					
CO2	Familiarisation and application of the concepts on total quality management.					
CO3	Implementing the total quality management tools in Industry.					
CO4	Ensuring quality control by adopting quality control circle.					
CO5	Acquiring knowledge on modern trends and concepts such and re-engineering.					

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3		1	
	CO2	2	3	3		
	CO3	3	2	1	2	2
	CO4			2	3	3
	CO5	3	3	3	2	2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E40

TOTAL QUALITY MANAGEMENT

UNIT- I QUALITY POLICY, PLANNING AND MANAGEMENT

6 hours

Evolution of quality as a strategy - Definitions of quality, Quality Philosophies of Deming, Crosby and Miller, Service Vs product Quality, Customer focus, Quality and Business performance leadership for quality management, Quality planning,, Vision, Mission statements and Quality policy.

UNIT – II BASIC CONCEPTS F TOTAL QUALITY MANAGEMENT

6 hours

Total Quality management - TQM models, Continuous improvement strategies, Deming wheel, Internal-external customer concept, Customer retention, Team work and team building, Empowerment, TQM culture, Quality Circle, 5S principle, Top management commitment.

UNIT – III QUALITY MANAGEMENT TOOLS

6 hours

Quality management tools - Principles and applications of quality function deployment, Failure Mode and Effect Analysis (FMEA), Taguchi Techniques, Basic tools - Statistical techniques and graphical tools and diagrams.

UNIT - IV VARIOUS CONCEPTS OF QC TECHNIQUES

6 hours

Modern QC techniques - Japanese production related techniques: Just in time (JIT) – Quality circles – Total productive maintenance (TPM) – Kaizen – Kanban – 5S concepts – Toyota production systems – Concepts on quality management systems (QMS – ISO 9000 – 2000) – Environmental Management Systems (EMS – ISO – 14000).

UNIT- V MODERN TREND AND CONCEPT IN MANUFACTURING MANAGEMENT **6 hours**

Modern Trend and Concept in Manufacturing Management: Business processes reengineering (BPR) – Lean / flexible– manufacturing systems – Six sigma concepts. Quality Leadership - Quality Tools -Quality function deployment.

TOTAL NO OF PERIODS: 30 HOURS

References Books:

1. Jill A. Swift, Joel E.Ross and Vincent K.Omachonu, *Peinciples of Total Quality*, St.Lucie Press, US, 1998.
2. Samuel K.Ho, *TQM*, An integrated approach, kogan page India Pvt Ltd, 2002
3. Dale H.N Besterfield et al, *Total Quality management*, Pearson Education Asia, 2001
4. RoseJ.E. *Total Quality Management* Kogan page India Pvt Ltd, 1993.
5. Mullar Max, ' *Essentials of Matrial Management*, Amacom



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University with Special Autonomy Status



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

SPECIALIZATION

- LOGISTICS AND SUPPLY

CHAIN MANAGEMENT

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E41	ADVANCED SUPPLY CHAIN MANAGEMENT	C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To make students should understand the basic concepts of the supply chain;
2. To Understand the supply chain design and customization;
3. To know supply chain process and strategies and
4. Gain knowledge in international supply chain and risks global logistics.

COURSE OUTCOMES (COs)

CO1	Establishing suitable process of supply chain for an organisation.
CO2	Analyze the supply -chain design based on customer value.
CO3	Develop strategies to ensure effective supply chain process.
CO4	Understanding issues and managing international supply chain.
CO5	Identifying and managing the forces influencing global logistics.

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	2		2
	CO2	2	3	3		3
	CO3	2	3	2		3
	CO4	3	3		3	2
	CO5	2	3	2	3	2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E42	BUSINESS LOGISTICS	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To give an insight into the importance of logistics as a business process;
2. Understanding material handling, inventory management and transportation, warehousing and
3. Assessing the benefits of containerization, logistics activities and relationship.

COURSE OUTCOMES (COs)

CO1	Understand the basic concept of logistics and add value to supply chain.
CO2	Integrating logistics considering warehousing, product and material handling system.
CO3	Planning packaging and transportation suitably for logistic purpose.
CO4	Choosing carriers suitably and freight management for global logistics
CO5	Capable of building relationship with business parties and effectively trade-off.

Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/POs	PO1	PO2	PO3	PO4	PO5	
2	CO1	3	2	2		1	
	CO2	3	3	2		2	
	CO3	3	2	2			
	CO4	2	3	2	3	2	
	CO5	3	3	3	3	2	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Approval					Meeting of Academic Council June 2022	

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E42

BUSINESS LOGISTICS

UNIT – I INTRODUCTION TO BUSINESS LOGISTIC

6 hours

Introduction to Business Logistics Management - Definition, Scope, Functions, Objectives - Integrated logistics management, Role of logistics in the supply chain - Role of logistics in competitive strategy, Value added logistical services - Supply chain management Vs. Logistics.

UNIT – II INTERGRATED LOGISTICS and MATERIAL HANDLING

6 hours

Warehousing – A logistical challenge, Nature and Importance of warehousing, Types, Functions, Layout and Design. Inventory planning: Inventory costs, Classifying inventory. Material handling: Objectives, Guidelines and Principles, Selection of material handling equipments.

UNIT – III LOGISTICAL PACKAING AND TRANSPORTATION

6 hours

Logistical Packaging – Objective, Concept, Design, Role of packaging, Packaging materials, Consumer and Industrial packaging. Transportation – Objective, Evolution of transportation system, Different modes of transportation – Freight management – Transportation network – Route planning - Intermodal operations.

UNIT – IV BENEFITS AND TYPES OF CARRIERS

6 hours

Containerization - Concept, Types, Benefits, Types of carriers - Indirect and special carriers, Role of intermediaries - Shipping agents, Brokers - Freight management - Route planning, Role of ports, ICDs, CONCOR - Global shipping options.

UNIT – V LOGISTICS ACTIVITIES AND RELATIONSHIPS

6 hours

Relationship of logistics to marketing and Production, Logistics relationships with third-party, Fourth party logistics – Industry–Logistics research study – Profile of logistics outsourcing activities –Trade-off analysis – Types of trade-off analysis. (Recent trends only for discussion).

TOTAL NO OF PERIODS: 30 HOURS

Reference Books:

1. R.P.Mohanty, S.G.Deshmukh, *Supply chain Management Theory and Practices*; Biztantra (edition Publisher: Biztantra and Wiley Publications 2005 (ISBN: 8177221914)
2. B.S.Shay *Supply Chain Management For Global Competitiveness*; (Publisher: Mac Millan publications, 2nd Edition: 2007, ISBN 10: 1403931992, ISBN: 9781403931993)
3. Ailawadi C Sathish and Rakesh Singh *Logistics Management*, Prentice Hall, India, (Publisher: Phi Learning Private Limited, Edition: 2005, ISBN: 9788120345041)
4. Agrawal D K, *Textbook of Logistics and Supply Chain Management*, Publisher: Macmillan India Ltd, Edition:2003, ISBN 10: 1403909954, ISBN 13: 9781403909954)
5. Coyle et al., *The Management of Business Logistics*, (Publisher: South-Western/Thomson Learning Publications, Edition 2003, ISBN: 9780324007510)

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E43	PURCHASING and SUPPLY CHAIN MANAGEMENT	C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
<ol style="list-style-type: none"> 1. Understanding the established principles, theories and practices of purchasing and supply management; 2. Assessing the role of purchasing and supply management in the organization; 3. To focus on purchasing strategies and industrial buyer behavior and 4. Understanding recent trends in supply chain management. 						
COURSE OUTCOMES (COs)						
CO1	Adopting the established principles, theories and practices of purchasing and supply management.					
CO2	Selecting, evaluating and strengthening suppliers’ relationship for effective industrial purchase,					
CO3	Framing purchase strategy for balancing pricing and maintaining contacts.					
COA	Adopting practices to achieve excellence of supply chain management.					
CO5	Applying technology in the performance of SCM.					

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	1		2
	CO2	2	3	1		2
	CO3	2	3	2		2
	CO4	2	3	2		
	CO5	2		3	1	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E43

PURCHASING and SUPPLYCHAIN MANAGEMENT

UNIT – I IMPORTANCE OF PURCHASE

6 hours

Role of purchasing in supply chain - Impact on the business strategies and structures - Role of purchasing in the value chain - Importance of purchasing to business – Purchasing - Cost reduction and technological innovation - Classification of purchasing goods - New developments in purchasing.

UNIT – II INDUSTRIAL BUYING BEHAVIOR

6 hours

Industrial buying behavior - Supplier selection and evaluation – SCM - Supplier performance measurement parameters in choosing suppliers - Purchasing process - Steps in the buying process - Buyer supplier relationship - Supply chain partner relationship - Strengthening supply chains through measurement of vendors satisfaction.

UNIT – III PURCHASE STRATEGIES

6 hours

Strategic sourcing - Linking purchase and corporate strategy - Purchasing strategy development process - Types of purchasing strategies - Evolving sourcing strategies - Prices and contracts.

UNIT – IV IMPORTANCE OF SUPPLY CHAIN MANAGEMENT

6 hours

SCM – Definition – Objectives – Evolution – Need - Issues involved in developing SCM framework – Types - SCM activities - Constituents – Organization - Supply chain integration: Stages - Barriers to internal integration - Achieving excellence in SCMD dimensions of supply chain excellence.

UNIT – V SCM PERFORMANCE

6 hours

Outsourcing in SCM – Meaning and Need - Outsourcing risks - Performance measurement in SCM – Meaning - Advantages of performance measures - Impact of digital technologies on planning - Procurement and logistics - Overview of the emerging IT tools and their impact on the supply chain (Discuss with recent trends).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Kenneth Lyons, Brian Farrington, Procurement and Supply Chain Management, Pearson Education Canada, 2020.
2. W. C. Benton, Jr. , Purchasing and Supply Chain Management, FOURTH EDITION, 2019.
3. John Manners-Bell , Supply Chain Ethics : Using CSR and Sustainability to Create Competitive Advantage, 2017.
4. David Simchi-Levi, Philip Kaminsky and Edith Simchi-Levi *Designing and Managing the Supply Chain* (Publisher: Tata MCgraw-hill ltd, 2nd edition 2004, ISBN: 0071410317).
5. Martin Christopher *Logistics and Supply Chain Management* (Publisher: Dorling Kindersley India Pvt Ltd, 2nd Edition 2007, ISBN: 8177588346).

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E44	DOMESTIC AND GLOBAL LOGISTICS	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
<ol style="list-style-type: none"> 1. Create awareness of Domestic and Global environment with reference to fleet management; 2. Understands about the vehicle selection; 3. Familiarizing global Economic Environment and forces driving globalization and 4. To get the clear insights on Global logistics information. 						
COURSE OUTCOMES (COs)						
CO1	Knowledge on domestic logistics and applying technology for fleet management.					
CO2	Develop the skills on Tachograph and fleet management techniques in choosing appropriate fleet.					
CO3	Capable of managing logistic economically in the global level.					
CO4	Framing strategies considering the barriers in global logistics.					
CO5	Using logistics information tools to make global logistic effective.					

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/Pos	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	2	3	1
	CO2	3	3	3	3	3
	CO3	2	3	2	3	3
	CO4	2	3	2	3	2
	CO5	2	3	2	3	2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E44

DOMESTIC AND GLOBAL LOGISTICS

UNIT – I INTRODUCTION TO DOMESTIC LOGISTICS

6 hours

Need for planning – Fleet management – Main types of road freight transport – Transport resource requirements – Vehicle routing and scheduling issues – Data requirements – Computer routing and scheduling – Information system applications.

UNIT – II VEHICLE SELECTION

6 hours

Vehicle Selection – Types of vehicles – Types of operations – Load types and characteristics – Main types of vehicle body – Implications of vehicle selection – Vehicle acquisition – Road transport directive – Tachographs – Vehicle dimensions.

UNIT – III INTRODUCTION TO GLOBAL ECONOMIC ENVIRONMENT

6 hours

Global economic environment: Global logistics - Global supply chain management, Strategy, sourcing. Global purchasing and supplier relation - Organizing for global logistics - Strategic issues in global logistics - Forces driving globalization.

UNIT – IV MODES OF TRANSPORTATION IN GLOBAL LOGISTICS

6 hours

Modes of Transportation in Global Logistics - Barriers to global logistics - Markets and competition - logistics strategy - Requirements for an effective logistics strategy - Strategic logistics planning - Implementation of strategy.

UNIT – V PRINCIPLES OF LOGISTICS INFORMATION ORGANIZATION

6 hours

Principles of Logistics Information - Performance - Planning global logistics - Risk management in the global level - Benchmarking logistics - Evaluation in global logistics – GPS – RFID – Recent trends in logistics Information system for discussions only.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. P. Fraser Johnson Anna E. Flynn, P. Fraser Johnson Anna E. Flynn, Purchasing And Supply Management, 15th Edition , MC GRAW HILL INDIA, 2019.
2. Lalwani, Tim Butcher–Global Logistics and Supply Chain Management (Publisher: John Wiley and Sons, Inc, Edition 2008, ISBN: 9780470066348).
3. Supply chain and logistics management made easy; methods and applications for planning, operation, integration (1st edition); Paul. A. Myerson Gwynne Richards.
4. International Logistics; The management of International Trade Operations (4th edition); Pierre A.David.
5. Business Logistics; Supply chain management (5th edition) L Ronald Ballou.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E45	EXPORT TRADE AND DOCUMENTATION	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
1. Understand global market and the different documentation procedures ; 2. Enable them to understand the pre-requisites for export and imports procedures and 3. Analyze financial avenues and customs clearance for global trade.						
COURSE OUTCOMES (COs)						
CO1	Capable of identifying and preparing different documentation and procedures for export and import.					
CO2	Executing the export and import registration procedures.					
CO3	Ability to identify and raise funds for export business and preparation of requisite documents.					
CO4	Enable to compile necessary documents required for clearance of goods.					
CO5	Preparing the documents for exporting products.					

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	2	2	3	2
	CO2	2	3	3	1	3
	CO3	3	3	1	3	2
	CO4	2	3		3	2
	CO5	2	3	2		2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E45 EXPORT TRADE AND DOCUMENTATION

UNIT - I INTRODUCTION TO EXPORT DOCUMENTATION

6 hours

Export procedure and export documentation: Significance of exports – Export prospect of a country – Search of product – Types – Schemes – Factors – Search of market –Determinants and schemes – Guidelines for international business negotiations – Appointing sales agents abroad –Processing of an export order.

UNIT- II EXPORT AND IMPORT REGISTRATION PROCEDURES

6 hours

Registration of Exporters – Importers – Import-Export code number – Membership certification –Quality control and pre-shipment inspection – Labeling – Marking –Packing and Packaging. Risksin Export Trade – Marine Risks – Marine Insurance - Market Risks – ECGC.

UNIT- III EXPORT FINANCE

6 hours

Exports Finance – Meaning and Concept explanation - Pre-shipment finance - Post-shipment finance – Role of EXIM Bank. Export Logistics: Meaning and Definition – Freight Forwarder -Export Document – Care in preparing export documents.

UNIT- IV EXCISE AND CUSTOMS CLEARANCE

6 hours

Document related to excise clearance - A.R.(4) - Form – Softex – Form - P.P. – Form –Documents related customs clearance – Lorry ticket –Documents related foreign exchange clearance – Bill of shipment – Documents related to transportation and procedures - L/C: Types of L/C UCP600 – Invoice – Types of invoices/Performa – Consular-Legalized.

UNIT V EXPORT DOCUMENTATION

6 hours

Documents required for Preparation of main documents – Bill of lading- Auxiliary documents -Mate’s Receipt - Inspections certificate - Insurance certificate - Packing/Shipping note –Antiquity-Black list certificate and others. – EPCG scheme – Duty drawback - Gem and Jewellery promotion scheme - Other Export Promotion Schemes. (Recent trends only for Discussion).

TOTAL NO. OF PERIODS: 30 Hours

Reference Books:

1. M.L. Jhingan, Money Banking and International Trade, Vrinda.
2. Mehta, Money Banking and International Trade, Shoban Lal Nagin Chand and Co.
3. Seth Money Banking and International Trade, Laxminarayanan Agarwal.
4. International Trade and Export Management – Francis Cherunilam – Himalaya Publishing House.
5. “Julian Walmsley”, Foreign Exchange and Money Markets Guide, John Wiley, 2006.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E46	TRANSPORT MANAGEMENT		C	L	T/SLr	P/R	T/L/ ETP	
	Total Contact Hours – 30		3	3	0	0	T	
	Prerequisite – Degree							
	Course Designed by – Faculty of Management Studies							
OBJECTIVES								
<ol style="list-style-type: none"> 1. Explore the fundamental concepts of transportation routing and scheduling management; 2. Gain knowledge in network planning, application of IT in transport management; 3. To focus on freight management and intermodal transport and 4. Focus on transportation strategy consideration. 								
COURSE OUTCOMES (COs)								
CO1	Gain knowledge about the role of transportation performing routing and scheduling activities.							
CO2	Selecting the suitable transport with the appropriate freight charges.							
CO3	Efficiency in managing transportation system including multi-model transportation.							
CO4	Understand the multiple modes of transportation and its merits and demerits.							
CO5	Develop the skill about the carriage of dangerous goods and E-Logistics.							
Mapping of Course Outcomes with Program outcomes (Pos)								
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5		
2	CO1	3	3	2		2		
	CO2	3	3		1	3		
	CO3	2	3	3	2	2		
	CO4	3	2	3	3	2		
	CO5	2	3		3			
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)		
					✓			
4	Approval						Meeting of Academic Council, June 2022	

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E46

TRANSPORT MANAGEMENT

UNIT – I TRANSPORTATION

6 hours

Role of Transportation in logistics -Transportation – Meaning, Importance, Functions – Principle and Participants - Scope and relationship with other business functions - Modes of transportation - Mode and carrier selection - Routing and Scheduling.

UNIT – II TRANSPORT SELECTION

6 hours

Types of transportation – Selection of transportation – Factors considering fixation of freight charges – Role of containers in modern transportation - Position of transportation in logistics and Supply chain management.

UNIT – III TRANSPORTATION MANAGEMENT SYSTEMS

6 hours

International transportation - Carrier - Freight management - Transportation management systems - Administration - Rate negotiation - Trends in transportation - Multimodal transportation.

UNIT – IV INTERMODAL TRANSPORT

6 hours

Intermodal Transport: Introduction - Shipping goods intermodal - Documentary considerations - Automation - INCOTERMS 2000 - Transfer of Liability Incorporating INCOTERMS into the Contract of Sale - INCOTERMS Structures - Mode of transport - Advantages of multi module transport document.

UNIT – V TRANSPORTATION STRATEGY CONSIDERATIONS

6 hours

Transportation Strategy Considerations: Overview of the import process - Overview of the export process - E-logistics and the internet - Introduction to carriage of dangerous goods – Recent trends in transport management.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Jim Hendrikson, Transportation Management, Heartland, 2019.
2. Jerry Rudo, An Introduction to Transport, Warehousing, Trade and Distribution, 2018.
3. Thomas Goldbyetal, The definitive guide to Transportation, Pearson, 2014.
4. John Coyole, Robert A. Novack, Brian J. Gibson, Edward J. Bardi Management of Transportation Cengage, 2012.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E47	INVENTORY AND WAREHOUSE MANAGEMENT		C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30		3	3	0	0	T
	Prerequisite – Degree						
	Course Designed by – Faculty of Management Studies						
OBJECTIVES							
<ol style="list-style-type: none"> 1. To familiarize to student with warehousing and valuation; 2. Understand the importance of inventories and warehousing cost; 3. To understand efficient ways of merchandise management and 4. Improve the knowledge to MRP and MPS, store keeping procedure and maintenance of records. 							
COURSE OUTCOMES (COs)							
CO1	Knowledge about the impact on stores, warehouse and importance of warehouse and planning inventory when static and risk.						
CO2	Managing dynamic inventory and of warehousing management system.						
CO3	Executing merchandise functions and making stock valuation.						
CO4	Warehouse management skill and government support in warehouse.						
CO5	Applying inventory control management and warehouse up-gradation to global standard.						
Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/POs	PO1	PO2	PO3	PO4	PO5	
2	CO1	3	2	1		2	
	CO2	3	3	2		2	
	CO3	3	3	2		2	
	CO4	1	3			2	
	CO5	2	3	2	3	2	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Approval	Meeting of Academic Council, June 2022					

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E47 INVENTORY AND WAREHOUSE MANAGEMENT

UNIT – I INTRODUCTION 6 hours

Introduction to inventory control - Inventory as Money - Static inventory problems under risk - Static inventory problems under uncertainty - Cost concepts – Introduction - Objectives - Supply chain impact on stores and warehousing - Retail logistics - Retail transportation - Issues in retail logistics – Managing retail shrinkage.

UNIT – II DYNAMIC INVENTORY MODELS AND CONCEPT OF WAREHOUSE 6 hours

Dynamic Inventory models - Models with fixed and variable lead time - Under certainty - Under risk - Under uncertainty - Need for warehousing management - Evolution of warehousing - Role of a warehouse manager - Functions and types of warehouses -Warehousing cost - Warehousing strategies - Significance of warehousing in logistics – Warehousing management systems (WMS).

UNIT – III MERCHANDISE MANAGEMENT SYSTEM 6 hours

Introduction - Objectives - Meaning of merchandise management system - Organization structure in merchandise management - Warehousing function model - Stock valuation.

UNIT – IV VENDOR EVALUATION AND WAREHOUSE IN RETAIL 6 hours

Distribution management - Value analysis – Standardization - Variety Reduction - MAPI formulas - Quality management – MRP and MPS - Vendor evaluation and Vendor rating – Objectives - Retailing and warehousing - Challenges in retail warehousing - Setting up a warehouse - Retail product tracking in warehouse using RFID – Types and Benefits of warehousing - Role of government in warehousing.

UNIT –V STOCK CONTROL AND STRATEGIC ASPECTS OF WAREHOUSING 6 hours

Stores and Control - Store keeping - Procedures and records - Relations with accounting and inventory control - ABC systems of stock control – Introduction - Objectives - Different types of customers in warehousing, - Importance of warehouse in a value chain - Warehouse location - Modern warehouse operations - World-class warehousing.

TOTAL NO. OF PERIODS 30 HOURS

Reference Books:

1. Gopalakrishnan P.– Purchasing and Materials management – Tata McGraw Hill – 23rd Edition – 2008.
2. Bowersox, Closs, Cooper, Supply Chain Logistics Management, McGraw Hill.
3. Starr and Miller, Inventory Control Theory and Practice, Prentice Hall of India, New Delhi, 1989.
4. Ahuja, K.K., Materials Management, CBS Pub., New Delhi, 1992.
5. Mullar Max, 'Essentials of Material Management, Ama.com, 2006.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E48	MATERIALS AND SUPPLYCHAIN MANAGEMENT	C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
<ol style="list-style-type: none"> 1. Understand how to create value addition Materials Logistics Management (MLM); 2. Enabling students with knowledge of vendor network and Supplier Development and 3. To ensure the understanding of the supply chain analytics concepts to face the emerging trends. 						
COURSE OUTCOMES (COs)						
CO1	Enhanced knowledge and performing material management functions.					
CO2	Good understanding of strategic planning in material Management.					
CO3	Meeting the challenges in supply chain management and maintaining good relationship.					
CO4	Knowledge about supply chain synergies with related departments.					
CO5	Creating sustainable strategies for managing risk in SCM.					

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	2		1
	CO2	3	2		3	2
	CO3	2	2		3	
	CO4	3	3	2	3	
	CO5	2	3	3		2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E48 MATERIALS AND SUPPLYCHAIN MANAGEMENT

UNIT - I MATERIALS FLOW SYSTEMS

6 hours

Materials Management and its functions, Materials Logistics Management (MLM), Interfaces of Materials Management, Materials Flow Process, Materials Planning and Budgeting.

UNIT - II STRATEGIC ROLE OF MATERIALS MANAGEMENT

6 hours

Objectives and Advantages of Materials Management in an Organization, Roles of Materials Management in an Organization, Functional Role of Materials Management, Domestic and International purchase of Materials.

UNIT - III SUPPLIER NETWORK

6 hours

Selection of Suppliers, Overview of Decisions and Problem Definition in Supply Chain Network, Purchasing Performance and Supplier Development, Supplier Networking, Introduction of Supply Chain: Objectives and importance, Key issues in supply chain Management. .

UNIT- IV SUPPLY CHAIN SYNERGIES

6 hours

Collaborate with supply chain partners, Supply Chain Drivers and Design Drivers of supply chain performance: Framework for structuring facilities including warehouse, Inventory, Transportation, Information, Sourcing, and Pricing.

UNIT – V SUPPLY CHAIN ANALYTICS

6 hours

Use of computer software in supply chain problems - Electronic commerce – Emerging mega trends supply chain of the future – Seeking structural flexibility – Managing risk in supply chains - Creating a sustainable supply chain.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Bowersox D.J., Carter, P.L. and Monczk, R.M. (1984), “Materials Logistics Management”, IJPD and MM, 15(5), 27-35 in Christopher (1992).
2. Dutta A.K (1998), Materials Management: Procedures, Text and Cases, Prentice all of India Pvt ltd, New Delhi.
3. Gopalakrishnan, P. and Sundaresan, M (1998), Materials Management: An Integrated Approach, Prentice Hall of India Pvt ltd, New Delhi.
4. Coyle, J., Langley, J., Gibson, B. and Novack, R., A Logistic Approach to Supply Chain Management, Cengage Learning, 2009.
5. Handfield, R. and Monczka, R., Sourcing and Supply Chain Management, 5 th Edition, Cengage Learning, 2012.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E49	PURCHASE MANAGEMENT and MATERIAL REQUIREMENT PLANNING	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
1. Enable the students to know about the material management in efficient manner; 2. Learn about the Codification and Standardization and 3. To study the material management system and Stores Management.						
COURSE OUTCOMES (COs)						
CO1	Understanding and applying ABC analysis for better management of materials.					
CO2	Carrying out systematic codification of materials and standardization for economic inventory.					
CO3	Managing purchases by adopting vendor rating and appropriate supply chain.					
CO4	Proper store management with appropriate layout at optimal cost.					
CO5	Evaluating the material management and use of computers.					

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	2		2
	CO2	3	3	2	2	2
	CO3	2	3	2	1	2
	CO4	3	3	2		3
	CO5	2	2	2		3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
4	Approval	Meeting of Academic Council, June 2022				



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E49 PURCHASE MANAGEMENT and MATERIAL REQUIREMENT PLANNING

UNIT -I PURCHASE AND MATERIAL MANAGEMENT

6 hours

Introduction: Meaning and Scope - Objectives and Significance of Materials Management - Material Management in other areas of management functions - ABC analysis – Meaning and Advantages - Objectives - Purpose and Limitations - Simple Numerical of ABC Analysis.

UNIT -II CODING and CODIFICATION

6 hours

Codification and Standardization - Basis of Codification - Characteristics of Good Coding System - Types of Coding - Standardization and its benefits.

UNIT – III PURCHASING MANAGEMENT

6 hours

Purchasing Management - Objectives and functions of purchasing department - Purchase policy and procedure – Negotiations - Purchase of high capital equipment and their feasibilities - Supply chain management - Suppliers selection - Vendor rating and Vendor rating techniques - Vendors development and Vendors' relationship.

UNIT - IV STORES MANAGEMENT

6 hours

Stores Management: Purpose of Store Management - Location and Layout - Cost aspects and Productivity - Problems and New developments in storing.

UNIT -V EVALUATION OF MATERIAL MANAGEMENT

6 hours

Evaluation of materials management – Organization – Difficulties - Process and Criteria - Reporting and Purchasing - Computers in material management - Integrated Computer System for materials management - Recent trends in material planning.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Procurement - By peter Daikey, David Farmer, Barry Crocker David Jesson and David Jones.
2. Supply Manager's -2nd Edition – By Fred sollish, John Semanik
3. The window into strategic sourcing 1st edition -By Kiritpandit and H.Marmanis.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E50	INVENTORY PLANNING AND STOCK CONTROL	C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
<ol style="list-style-type: none"> 1. Understand the requirement of production planning and control in manufacturing organizations; 2. To develop skills to estimate and use appropriate forecasting techniques; 3. Ability to evaluate, analyze and make decisions for routing and schedule and 4. To understand the concept of Store keeping and stock control. 						
COURSE OUTCOMES (COs)						
CO1	Knowledge and skill on production planning and control.					
CO2	Understand and perform various forecasting techniques and follow up dispatching.					
CO3	Applying inventory control techniques and apply global techniques to minimize inventory cost.					
CO4	Demonstrate scheduling and routing related activities.					
CO5	Manage store and ability to control stock.					

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	2	2		2
	CO2	3	2	2		2
	CO3	3	3	3	3	2
	CO4	2	3	3		
	CO5	2	3	3		2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E50

INVENTORY PLANNING AND STOCK CONTROL

UNIT – I INTRODUCTION

6 hours

Definitions – Objectives of production planning and control - Functions of production planning and control - Elements of production control - Types of production - Organization of production planning and control – Internal organizations department – Static inventory problems under risk - Static inventory problems under uncertainty - Cost concepts - Activity based costing inventory management.

UNIT – II FORECASTING and DISPATCHING

6 hours

Forecasting – Importance of forecasting – Types of forecasting - Principles of forecasting techniques - Qualitative methods and quantitative methods – Dispatching – Activities of dispatcher - Dispatching procedure - Follow up and its Types.

UNIT – III INVENTORY MANAGEMNT

6 hours

Inventory management – Functions - Relevant inventory costs - ABC analysis - VED Analysis - EOQ model – Inventory – P-systems and Q–systems - Introduction to MRP and ERP -, JIT inventory - Japanese concepts.

UNIT – IV ROUTING AND SCHEDULE

6 hours

Routing – Definition – Routing procedure - Route sheets – Bill of material factors affecting routing procedure. Schedule – Definition – Difference with loading - Scheduling polices – Techniques - Standard scheduling methods - Job shop - Flow shop - Line balancing - Methods for aggregate planning- Chase planning – Expediting - Control aspects.

UNIT V IMPORTANCE OF STORES and STOCK CONTROL

6 hours

Stores and Control - Store keeping - Procedures and records - Relations with accounting and inventory control - Diminishing population cycle counting method - Materials movement and handling - Weather. (Disasters – Fire, Theft assessment and remediation only for discussion).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Starr andamp; Miller, Inventory Control Theory and Practice, Prentice Hall of India, New Delhi, 1989.
2. K C Jain and L N Agarwal, Production Planning and Control, 6th edition, Khanna Publishers, 2008.
3. M Mahajan, Production Planning and Control, DhanpatRai and Co., 2010.
4. E S Baffa and R K Sarin, Modern Production and Operation Managements, 8th edition, Wiley Publications, 2009.
5. R Paneerselvam, Production and Operations Management, 2nd edition, PHI Publications, 2006.



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University with Special Autonomy Status



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

SPECIALIZATION

- INTERNATIONAL BUSINESS

MANAGEMENT

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E51	INTERNATIONAL BUSINESS ENVIRONMENT		C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30		3	3	0	0	T
	Prerequisite – Degree						
	Course Designed by – Faculty of Management Studies						
OBJECTIVES							
<ol style="list-style-type: none"> To understand the basics in business environment in global scenario - Social, Cultural, Economic, Political and Ecological Environments; To know the various theories of international trade; To understand the concept of BOP; To have an understanding of foreign exchange market and To know the in-depth functions of WTO and its importance in the international business. 							
COURSE OUTCOMES (COs)							
CO1	Evaluate the basics business environment.						
CO2	Ability to apply theories of international trade and be protective in global business.						
CO3	Capability to manage BOP and able to grow internationally.						
CO4	Knowledge on foreign exchange market and take appropriate decision on international trade.						
CO5	Make use of international financial organization and progress.						

Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	
2	CO1	3	2	2		2	
	CO2			2	1		
	CO3	3	3	2			
	CO4	2	3		3		
	CO5	2	1	1		2	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Approval					Meeting of Academic Council, June 2022	

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E51

INTERNATIONAL BUSINESS ENVIRONMENT

UNIT- I GLOBALIZATION

6 hours

Introduction to International Business – Significance - Nature and scope - Modes of International Business - International Business Environment - Social, Cultural, Economic, Political and Ecological Environments to International Business.

UNIT – II THEORIES OF INT. TRADE

6 hours

Theories of international trade – Absolute and comparative advantage theories - Modern theory of trade – Hecksher-Ohlin theory - Terms of trade - Theory of international trade in services.

UNIT – III BALANCE OF PAYMENT

6 hours

Concept - Components of BOP - Disequilibrium in BOP - Causes for Disequilibrium - Methods to correct the Disequilibrium in BOP.

UNIT – IV FOREIGN EXCHANGE MARKET

6 hours

Introduction - Nature of transactions in foreign exchange market - Types of players - Exchange rate determination - Convertibility of rupee with other currencies - Euro currency market.

UNIT – V WORLD TRADE ORGANIZATION

6 hours

Objectives - WTO structure and Functioning - WTO and India - International Liquidity: Problems of Liquidity - International Financial Institutions - IMF, IBRD, IFC, ADB - Their role in managing international liquidity problems.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. John D Daniels and Lee H Radebaugh, Daniel P Sullivan and Prashant Salwan, International Business- Environment and Operations, 15th Edition, Pearson,2016.
2. Dr. RadhaRaghurampatruni, International Relations and Business Environment, Abhijeet Publications.
3. Charles W Hill, G.Thomas M Hult,RohitMehtani, International Business, 11th Edition, Mc Graw Hill, 2018.
4. Dr.S.Porkodi and Dr.AnsarAlHaque, International Business Environment, 2nd Edition, Golbal Academic Publichersand Distributors, 2015.
5. Dr. S. Sankaran, International Business and Environment, Margam Publications.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E52	INTERNATIONAL ECONOMIC ORGANISATIONS	C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
1. To understand the patterns of trade and how they are impacted by globalization and 2. To enable students to understand trade policy and foreign exchange.						
COURSE OUTCOMES (COs)						
CO1	Familiarity with international trade.					
CO2	Sound knowledge about international institutions.					
CO3	Good understanding of international development in trade.					
CO4	Knowledge in the process of national economy and interconnections.					
CO5	Improved knowledge of equilibrium in trade.					

Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/POs	PO1	PO2	PO3	PO4	PO5	
2	CO1	3					
	CO2	3	3	2		2	
	CO3	3	2	2	3		
	CO4	3		2	3		
	CO5	2	2		3	3	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Approval					Meeting of Academic Council, June 2022	

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22E52 INTERNATIONAL ECONOMIC ORGANISATIONS

UNIT - I INTRODUCTION

6 hours

Economics – Meaning, Scope, Objectives, Micro, Macro. International Trade – Bases of International Trade – Theories of International Trade: Absolute and comparative cost advantages theories

UNIT - II INTERNATIONAL INSTITUTIONS

6 hours

International Organizations as international institutions; International Monetary Fund (IMF): World Bank Group- International Bank for Reconstruction and Development (IBRD), International Development Agency (IDA), International Finance Corporation (IFC), Multilateral Investment Guarantee Agency (MIGA).

UNIT - III TRADE AND DEVELOPMENT

6 hours

Gains from trade – Trade as a substitute for growth – Theory of Immiserizing growth – Free trade vs. Protection – Trade Barriers – Trade Blocks: NAFTA, ECM, and ASEAN.

UNIT - IV ECONOMIC INTEGRATION and CO-OPERATION

6 hours

Economic Integration and Cooperation-Meaning and Scope, Rationale and Objectives, Forms of Integration, Integration Theory. Benefits and Disadvantages of RIAs. Economic Integration of Developed Countries and Developing countries. Exchange Rate: Theories: Gold Standard – Mint Parity and Purchase Paper Parity theories – Determinants of Exchange Rate – Fixed Rate Vs. Floating Rate systems.

UNIT - V TRADE and BALANCE OF PAYMENT

6 hours

Equilibrium in International Trade – Balance of Trade and Balance of Payments – Disequilibrium in BOP – Adjustments for equilibrium in BOP. Exchange Rate: Theories: Gold Standard – Mint Parity and Purchase Paper Parity theories – Determinants of Exchange Rate – Fixed Rate Vs Floating Rate systems.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Balassa, Bela, 'Theory of Economic Integration', Routledge.
2. Krugman, P.R. and M. Obstfeld, International Economics : Theory and Policy, Pearson Publication,
3. Daniels, D. John, Radebaugh, H. Lee, et.al, International Business, Dorling Kindersley Pvt Ltd.
4. Cherunilam, Francis, International Economics, TATA McGraw-Hill Publishing Company Ltd, New Delhi.
5. Environmental Economics, M.Karpagam, TATA McGraw-Hill Publishing Company Ltd, New Delhi.
6. International Economics : K.R. Gupta, Atma Ram, 1978

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E53	INTERNATIONAL BUSINESS ETHICS	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
<ol style="list-style-type: none"> 1. To evaluate the human behavior and calling up on the model standards; 2. To ensure the students learn to maintain the reputation of a company for ethical and responsible business practices and 3. To build positive international image. 						
COURSE OUTCOMES (COs)						
CO1	A good understanding about the purpose of ethics in business.					
CO2	Applying ethics in diversified culture.					
CO3	Understanding need and application of ethics in workplace.					
CO4	Importance of preserving natural resources.					
CO5	Establishing ethics in the field of finance.					

Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/POs	PO1	PO2	PO3	PO4	PO5	
2	CO1	3	2				
	CO2	2	3	3	2	3	
	CO3	3	2		3	3	
	CO4	3	3	3	2		
	CO5	3	3	3	3	2	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Approval					Meeting of Academic Council, June 2022	

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E53

INTERNATIONAL BUSINESS ETHICS

UNIT - I INTRODUCTION

6 hours

Nature - Purpose of ethics and morals for organizational interests - Ethics and conflicts of interests – International business ethics - Ethical and social implications of business -Policies and decisions - Corporate social responsibility - Ethical issues in corporate governance.

UNIT - II IMPACT OF CULTURE

6 hours

Ethics in marketing and consumer protecting - Healthy competition and protecting consumers' interest - Culture impact on culture diversification.

UNIT - III ETHICS IN WORKPLACE

6 hours

Individual in the organization - Discrimination - Harassment - Gender equality – Rare resources – Conservation of natural resources.

UNIT - IV ENVIRONMENTAL ISSUES

6 hours

Protecting the natural environment - Prevention of pollution and depletion of natural resources - Conservation of natural resources.

UNIT - V TAXATION

6 hour

Ethics in accounting and finance – Importance - Taxation issues and common problems.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Ethics, law, and business by William A. Wines
2. Abratt, D Sacks – Journal of Business Ethics, 1988 - Springer.
3. W. Michael Hoffman, Judith Brown Kamm, Robert E. Frederick, Edward S. Petry from the Tenth National Conference on Business Ethics sponsored by the Center for Business Ethics at Bentley College.
4. Environmental Economics- M.Karpagam, Sterling Publishers New Delhi.
5. Ballasa, Bela, Theory of Economic Integration, Routledge

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E54	CROSS CULTURE BUSINESS MANAGEMENT		C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30		3	3	0	0	T
	Prerequisite – Degree						
	Course Designed by – Faculty of Management Studies						
OBJECTIVES							
1. To enable students to understand cross culture and its dimensions; 2. To make them to realize the impact of culture on business and 3. To understand the challenges met by business organization because of cross culture							
COURSE OUTCOMES (COs)							
CO1	Knowing the cross culture and its determinants.						
CO2	Processing and executing business activities in cross cultural sphere.						
CO3	Handling the challenges specifically HR challenges in cross cultural scenario.						
CO4	Performing managerial functions such as negotiation and decision making among cross cultural work force.						
CO5	Managing the dynamics due to cross culture in an organization and sustain in business.						

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	2	2		2
	CO2	2	3	3	1	
	CO3	3	3	3	3	2
	CO4	3	2		3	3
	CO5	2	3	3		2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E54

CROSS CULTURE BUSINESS MANAGEMENT

UNIT- I INTRODUCTION TO CROSS CULTURE MANAGEMENT

6 hours

Introduction – Concept of Culture in Business Context - Brief wrap up of organizational culture and its dimensions - Cultural background of business stakeholders - Managers, employees, shareholders, suppliers, customers and others.

UNIT- II GLOBAL CULTURAL MANAGEMENT AND ITS IMPACT

6hours Culture

and Global Management – Global Business Scenario and Role of Culture - Framework for Analysis – Elements and Processes of Communication across cultures.

UNIT - III CHALLENGES OF GLOBAL HUMAN RESOURCE MANAGEMENT

6 hours

Global Human Resource Management – Staffing and Training for Global Operations –Developing the values and behaviors necessary to build high-performance organization - Personnel, individuals /teams included – Retention strategies.

UNIT- IV CROSS CULTURE IN AN ORGANIZATIONAL CONTEXT

6 hours

Cross Culture – Negotiation and Decision Making – Process of Negotiation and Needed Skills and Knowledge Base – International and Global Business Operations – Structure and Culture in an organizational context.

UNIT- V DYNAMICS OF CORPORATE CULTURE

6 hours

Corporate Culture – The Nature of Organizational Culture - Diagnosing the As-Is Condition - Designing the Strategy for a Culture Change Building – Successful Building of Culture-change Phase.

TOTAL NO. OF PERIODS: 30 Hours

Reference Books:

1. Branine, M. Managing cross Cultures: Concepts, Policies and Practices London: Sage, 2011
2. Dumetz Jerome, Cross-cultural Management textbook, Student Edition, 2012.
3. Hall, Edward T., Mildred Reed Hall. Hidden Differences. Studies in International Communication: How to communicate with the Germans. Hamburg, 1983.
4. Adler, Nancy. International Dimensions of Organizational Behavior. Southwestern, 2002.
5. oran, R. T.; Harris, P. R.; Moran, S. V. (2010): Managing Cultural Differences: Global Leadership Strategies for Cross-Cultural Business Success. 8th edition. Butterworth-Heinemann.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E55	FOREX MANAGEMENT	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
<ol style="list-style-type: none"> 1. To make students understand the documents involved in international trade and impart knowledge about international financial institution available to promote foreign trade. 2. To have a knowledge of different types of FOREX markets and various quotations in Forex Markets. 3. To study risk in the FOREX market as well as volatility in FOREX market. 						
COURSE OUTCOMES (COs)						
CO1	Understand the significance of foreign exchange rates.					
CO2	Knowledge about different models and determinants of FOREX.					
CO3	Understand the requirements of various documents for international trade and export finance.					
CO4	Knowledge and implement proper forward contract during international trade.					
CO5	Knowledge about Indian FOREX rules and regulations.					

Mapping of Course Outcomes with Program outcomes (Pos)							
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low							
1	COs/POs	PO1	PO2	PO3	PO4	PO5	
2	CO1	3		2	2		
	CO2		3	2	2	3	
	CO3	3					
	CO4	3	3	3	1		
	CO5	3		2	3	2	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Approval					Meeting of Academic Council, June 2022	

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E55

FOREX MANAGEMENT

UNIT - I INTRODUCTION FOREIGN EXCHANGE

6 hours

Introduction – Participants, Functions - Concept and Significance – Foreign change Rate -Direct and Indirect quotations – Inter Bank and Merchant rates – Spot rates and forward rates – T.T. Foreign currency account.

UNIT - II DETERMINATION OF EXCHANGE RATE

6 hours

Foreign Exchange Transactions – Spot – Forward - Purchasing Power Parity theory – Interest rate parity theory – Flow model – Asset market model – Forecasting of exchange rates – Concepts of Nominal Effective Exchange Rate and Real effective Exchange rate.

UNIT - III INTERNATIONAL TRADE

6 hours

Documents involved in International trade: Statutory Documents - Financial Documents - Transport Documents - Risk Bearing Documents. 9 INCOTERMS: C.I.F., F.O.B., C.I.P. --Financing of Imports by Opening of Letter of Credit - Documents required - Trade and Exchange Control Formalities - Sanction of LC Limit.

UNIT - IV EXCHANGE CONTRACT

6 hours

Forward exchange contracts – Features of Forward Margin - Types – Forward exchange rate computation – Factors affecting forward rates – Extension and cancellation of forward contracts – Option contracts - Types and mechanism.

UNIT - V EXCHANGE MANAGEMENT IN INDIA

6 hours

Exchange rate arrangements in India - Fixed and flexi rates – Rupee convertibility – NOSTRO, VOSTRO and LORO Accounts – Exchange control measures: Need and Forms and relevance – Foreign Exchange Reserves of India: Trend - Composition and management – Impact on exchange rate – Monetary and fiscal policy initiatives for exchange rate - Economic Exposure risk – Inflating and exchange risk.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Foreign Exchange and Risk Management – C.Jeevanandham, Sultan, 2017
2. Foreign Exchange Management – H.P.Bharadwaj Wheeler Publishing Edition 2012.
3. M.VY.Phansalkar”, All about Foreign Exchange and Foreign Trade, English edition, 2005.
4. “Julian Walmsley”, Foreign Exchange and Money Markets Guide, John wiley, 2006.
5. “Surendra.s.Yadav, P.K.Jain and Max Peyrard”, Foreign Exchange Markets understanding derivatives.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E56	INTERNATIONAL TRADE PROCEDURE and PROMOTION	C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
1. This course discusses in detail the different theories that explain why nations trade with each other. 2. Additionally the course explains various factors that impact international trade.						
COURSE OUTCOMES (COs)						
CO1	Capable of managing the balance of payment.					
CO2	Aware of the policies and terms of international trade.					
CO3	Know about tariff concepts at international standard.					
CO4	Capable of making promotion to export the products.					
CO5	Aware of procedure to be followed for exporting.					

Mapping of Course Outcomes with Program outcomes (Pos)						
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low						
1	COs/Pos	PO1	PO2	PO3	PO4	PO5
2	CO1	3		3	3	
	CO2	3	3	3		2
	CO3	3	2	3	3	
	CO4	3	3	2	3	3
	CO5	3	2	2		
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E56 INTERNATIONAL TRADE PROCEDURE and PROMOTION

UNIT –I INTERNATIONAL TRADE

6 hours

Meaning – Definition - Emerging global scenario - Theories of international trade – Absolute and comparative advantage theories - Modern theory of trade – Hecksher-Ohlin theory - Terms of trade - Theory of international trade in services - Balance of payments and adjustment mechanism.

UNIT –II TERMS OF TRADE

6 hours

Gains from trade and terms of trade - Different concepts of terms of trade - Problems of measurement of terms of trade.

UNIT –III TARIFF

6 hours

Trade barriers – Tariffs – Classification of tariffs - Impact of tariff - Nominal tariff and effective tariff - Optimum tariff - Non-tariff barriers - Foreign exchange.

UNIT- IV EXPORT PROCEDURES

6 hours

Introduction - Stages in export procedure - Excise clearance procedure - Role of custom house agents - Shipping and custom formalities - Marine insurance - Negotiation of export documents - Realization of export proceeds - ISO 9000 certification.

UNIT- V EXPORT PROMOTION

6 hours

Export promotion – Review of export promotion policy through plans - Organizational set up – Incentives - Export house and Trading houses (state trading) - EXIM bank and ECGC - Commodity boards - Export Promotion Councils – IIFT - Federation of Indian Export Organization - Indian Council of Arbitration - Export Development Authority - Agricultural and Processed Foods Export Development Authority - SIDBI

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. M.L.Jhingan, Money Banking and International Trade, Vrinda
2. Mehta, Money Banking and International Trade, Shoban Lal Nagin Chand and Co
3. Seth oney Banking and International Trade, Laxminarayanan Agarwal
4. International Trade and Export Management – Francis Cherunilam –Himalaya Publishing House
5. “Julian Walmsley”, Foreign Exchange and Money Markets Guide, John wiley, 2006

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E57	INTERNATIONAL BUSINESS NEGOTIATIONS		C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30		3	3	0	0	T
	Prerequisite – Degree						
	Course Designed by – Faculty of Management Studies						
OBJECTIVES							
1. To make students understand cultural aspects of International Business negotiation 2. To bring awareness on best practices in negotiations, business etiquette, personality and negotiation skills.							
COURSE OUTCOMES (COs)							
CO1	Knowledge the impact of negotiation process at international level.						
CO2	Understand the implications of cross cultural patterns in negotiation.						
CO3	Understand the guidelines for international negotiation.						
CO4	Adopting the Business Etiquette in negotiation.						
CO5	Following ethics in negotiations with global business partners.						

Mapping of Course Outcomes with Program outcomes (Pos)							
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low							
1	COs/POs	PO1	PO2	PO3	PO4	PO5	
2	CO1	3					
	CO2	3	2	3	3	2	
	CO3	3	2		3		
	CO4	2	3	3	2	3	
	CO5	2	3	3		3	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Approval					Meeting of Academic Council, June 2022	

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E57 INTERNATIONAL BUSINESS NEGOTIATIONS

UNIT - I NEGOTIATIONS PROCESS

6 hours

Nature of International Business Negotiations: Framework for international business negotiations - Background factors - Impact of national culture - Organizational culture and personality on buyer-seller interaction – Model of the negotiation process with different strategies and planning – Distributive bargain and integrative negotiations.

UNIT - II CROSS CULTURE

6 hours

Cultural aspects of International Business negotiation - Role of culture - Patterns of cross-culture behavior and communication.

UNIT - III INTERNATIONAL NEGOTIATION

6 hours

Negotiating sales - Export transaction and agency agreements – Negotiating licensing agreements – Negotiating international joint venture – Project negotiations – Cooperative negotiation for mergers and acquisitions.

UNIT - IV INVESTMENT

6 hours

Investment negotiations – Negotiating with Europe, China and other East Asian countries -Business Negotiations between Japanese and Americans – General guidelines for negotiating international business.

UNIT - V ETHICS

6 hours

Ethics in negotiations – Communication in negotiations – Negotiation power and relationships in negotiations – Best practices in negotiations – Business etiquette – Assertive skills – Personality and negotiation skills.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Claude Cellich, Subhash Jain, Global Business Negotiations: A Practical Guide , South-Western Educational Publishing.
2. Pervez N. Gauri and Jean Claude Usunier, International Business Negotiations, Elsevierltd.
3. Leigh L, Negotiation Theory and Research. Thompson.
4. M.L.Jhingan, Money Banking and International Trade, Vrinda
5. Walter.OCHYMSKI”, Foreign Exchange Management, Book sorge Publication, 2006.



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FACULTY OF MANAGEMENT STUDIES
MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

SPECIALIZATION

- TOURISM MANAGEMENT

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E58	HOSPITALITY MANAGEMENT	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
1. To understand the essentials of tourism industry 2. To familiarize with hotel industry and its classification 3. To enable them to aware of them about various function in hotel industry.						
COURSE OUTCOMES (COs)						
CO1	Detailed knowledge about fundamental principles of essential hospitality and apply in tourism business.					
CO2	Understanding and raising to the global needs of hospitality industry with value enhanced services.					
CO3	Efficient in handling of hospitality activities to meet the global needs.					
CO4	Effective in performing various functions in hotel industry efficiently.					
CO5	Creating CSR and by ethical practices building global business.					

Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	
2	CO1	3	2		2		
	CO2	2	3	3	2	2	
	CO3	3	3			3	
	CO4	3	2	2		2	
	CO5	3	3	2	3	2	
3	Category	General (A)	Basic Sciences and Maths (B)	Profession al Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Approval					Meeting of Academic Council, June 2022	

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22E58

HOSPITALITY MANAGEMENT

UNIT – I INTRODUCTION

6hours

Era of Hospitality – Introduction to Hotel - Travel and tourism industry – Nature of hospitality – Economic and other impacts of tourism – Factors affecting hospitality and tourism industry – Employment opportunities in hospitality and tourism

UNIT – II SCOPE OF HOSPITALITY

6hours

Organization – Nature, size and scope – Classification of hotels – Hotel market segments – Organization and development of hotels – Scope of restaurant services - Global standards for hotels – Managing value added services.

UNIT – III ACCOMODATIONS MANAGEMENT

6 hours

Accommodation – Types of rooms - Front office department – Tariff section and plan – Job description and Specification - Uniformed service department - Meeting guest needs - Competition in the lodging business.

UNIT – IV MAINTANANCE MANAGEMENT

6 hours

Functions of hotels - Engineering and maintenance section – Safety and precaution - Electricity and lighting accounting Section – Human resources management – Performance management – Employee discipline.

UNIT – V CUSTOMER RELATIONSHIP

6 hours

Future trends and potential in hospitality industry – Usage of CRS in hotel industry – International chain of hotels – Role and functions of associations in hospitality management – (Recent trends and Ethics in hospitality management only for discussion).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Gray and Ligouri: Hotel and Motel Management and operations (Delhi: Prentice Hall India) Published by Prentice Hall ISBN 10: 013394719X ISBN 13: 9780133947199
2. Hotel Front Office: A Training Manual Paperback – 1 Feb 2013 by Andrews (Author) Publisher: McGraw Hill Education (India) Private Limited; Third edition (1 February 2013) ISBN-10: 125900497X ISBN-13: 978-1259004971
3. Human Resource Development and Management in the Hotel Industry Paperback – 2002 by Dr. Jagmohan Negi (Author) Publisher: Frank Brothers; 1 edition (2002) ISBN-10: 8171704530 ISBN-13: 978-8171704538
4. Professional Hotel Management, 2/E Unbound– 2002 by Jagmohan Negi (Author) Publisher: S Chand and Company (2002) ISBN-10: 812191518X ISBN-13: 978-8121915182

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E59	TOURISM PLANNING AND MARKETING	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	Ty
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To expose the students to the concepts tourism;
2. To acquaint them with tourism policies in India;
3. To enable them to understand the tourism planning and development and
4. To familiarize them with the contemporary marketing practices

COURSE OUTCOMES (COs)

CO1	Able to perform tourism planning for various levels.
CO2	Enlightened on tourism policies and development programmes and enable to sustain in the industry.
CO3	Knowledge on tourism projects both in private and public sector and preparing viable tourism project.
CO4	.Knowledge and skill to go globally in tourism sector.
CO5	Applying apt marketing mix for tourism with its related sectors for sustainable growth.

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	2	2	
	CO2	3	3	3		
	CO3	3	3		2	2
	CO4	3	3	3	3	2
	CO5	3	3	3	3	3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E59

TOURISM PLANNING AND MARKETING

UNIT - I INTRODUCTION

6 hours

Introduction – Tourism planning - Tourism Planning at International: National, Regional, State and Local Level - Steps and stages in destination planning - Tourism master plan - Five year plans - Tourism in India.

UNIT – II TOURISM POLICY

6 hours

Tourism Policy – Study of National Tourism Policy 1982 and 2002 – National Action Plan on Tourism 1992 – Special Tourism Area Development Program – The concept of National Tourism Board - National Committee on Tourism - Global Sustainable Tourism Criteria.

UNIT – III TOURISM PLANNING

6 hours

Understanding Tourism Planning – Evolution of tourism planning – General concepts of planning – Public and private sectors role in tourism development – Analysis of an individual tourism project.

UNIT - IV GLOBALIZATION and TOURISM

6 hours

Globalization and Tourism: General Agreement on Trade in Services (GATS) – Effect on hospitality and tourism industry - Freedom of movement and transportation - Impact of trade ties between countries - Global code of ethics for tourism - International agreements.

UNIT –V TOURISM MARKETING

6 hours

Tourism marketing mix – Marketing of Tourism – Services: Marketing of Airlines, Hotel, Resort, Pilgrimage centres – Technology in tourism marketing. (Recent trends and Ethics in Tourism planning and marketing only for discussion).

TOTAL NO OF PERIODS: 30 HOURS

Reference Books:

1. New Inskeep, Edward, Tourism Planning : An Integrated and Sustainable Development Approach(1991) VNR, New York. Publisher: John Wiley and Sons
2. Ashworth, G. J. (2000),The Tourist Historic City. Retrospect and Prospect of Managingthe Heritage City, Pergamon, Oxford Publisher: A Pergamon Title; 2nd Revised edition
3. Marketing Management: An Indian Perspective Paperback – 8 Nov 2011by Prof. Vijay Prakash Anand (Author) Publisher: Wiley India Private Limited
4. New Inskeep,Edward,Tourism planning-An Integrated and sustainable Development Approach (1991),VNR-New York. Publisher: Wiley;
5. Tourism and Hoteliering: A World-wide IndustryJagmohan Negi,Gitanjali Publishing House

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E60	INTERNATIONAL TOURISM MANAGEMENT	C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30	3	3	0	0	Ty
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
1. To understand the challenges of international tourism; 2. To familiarize the students with use of technology for better service and 3. To sensitize them on cross cultural diversities and to develop skills of managing in cross cultural contest.						
COURSE OUTCOMES (COs)						
CO1	Able to meet the challenges in domestic and international tourism.					
CO2	Knowing and acting based on the emergence of hotel industry factors in global scenario.					
CO3	Using socio-cultural factors for developing Indian tourism.					
CO4	Building capacity to market Indian tourism and take it to global market.					
CO5	Capable of performing research and apply technology for tourism development.					

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	3	3	
	CO2	3	3	2	3	1
	CO3	2	3	3	2	2
	CO4	3	3	3	3	2
	CO5	2	3	3	3	3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E60 INTERNATIONAL TOURISM MANAGEMENT

UNIT - I CHALLENGES OF TOURISM INDUSTRY

6 hours

Measurement of international tourism: Methods and their merits and demerits - Forces and factors influencing growth of international tourism - Tourism Industry – Challenges - Factors affecting global and regional tourist movements.

UNIT – II REGULATIONS OF TOURISM

6 hours

The emergence of international hotels and tourism – Historical aspects - Development of chains - Development abroad
Airline connection – Political aspects of the international travel tourism influencing tourists’ behavior – Environmental factors – Individual factors.

UNIT - III CULTURAL ASPECTS OF TOURISM

6 hours

Concept and fundamentals of Indian culture – Tourism Relationship - Socio-cultural impact on tourism - Spiritual basis of Indian culture - Human resources and cultural diversity - Tourism Promotion – Promotion Mix – Components of Promotion mix.

UNIT - IV INTERNATIONAL MARKETING STRATEGY

6 hour

International tourism sales and marketing – Marketing Research - Concept and process - Problem in conducting marketing research in developing countries - People in tourism – Service quality ingredients - Service encounters – Internal marketing – Capacity building.

UNIT - V TECHNOLOGY IN TOURISM

6 hours

Tourism and environment - Socially responsible marketing – Social marketing – Government bodies – NGOs in tourism – (Recent trends and Ethics in International tourism only for discussion).

TOTAL NO OF PERIODS: 30 HOURS

Reference Books:

1. International Tourism Paperback – July 22, 2011 by Yvette Reisinger
2. Chris Cooper and C.Michael Hail Contemporary tourism: an international approach
3. Susan Horner and John Susan Brooke International cases in Tourism Management
4. The International Marketing of Travel and Tourism: A Strategic approach March 24, 1997 by Allen Z. Reich
5. Contemporary Human Resource Management: Text and Cases Paperback – May 16, 2013 by Tom Redman (Author), Adrian Wilkinson (Author) Publisher: Pearson Education Limited.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E61	TOURISM PRODUCTS	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	Ty
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
<ol style="list-style-type: none"> 1. To study the historical importance in tourism industry; 2. To provide knowledge about fine arts and festivals in promoting tourism and 3. To identify the resources of tourism industry. 						
COURSE OUTCOMES (COs)						
CO1	Ability to differentiate tourism products from other industries products from marketing view point.					
CO2	Highlighting ancient and archaeological assets of India to develop tourism in India.					
CO3	Utilizing fine arts and spiritual sources as a potential opportunity for tourism.					
CO4	Natural resources as a potential opportunity for tourism development.					
CO5	Performing tourism marketing activities.					

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3			2
	CO2	3	3	2		2
	CO3		3	2	3	2
	CO4	3	3	2	3	3
	CO5	3	3		2	1
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E61

TOURISM PRODUCTS

UNIT – I INTRODUCTION

6 hours

Definition of tourism product – Features – Components of tourism industry – Differentiation of tourism industry from other consumer industries – Tourism resources as products.

UNIT – II SOCIAL CULTURAL RESOURCE I

6 hours

Social Cultural Resource I: Architectural heritage of India – Historical monuments of tourism significance – Ancient, medieval and modern – Important historical/archaeological cities: Museum, art galleries and libraries.

UNIT – III SOCIAL CULTURAL RESOURCE II

6 hours

Classical dance - Forms and styles – Indian folk dance, Ceremonies - Celebrations – Place of worships: Belief - Attitude - Perception – Special interest.

UNIT - IV NATIONAL TOURISM RESOURCE

6 hours

Desert safaris - Desert festival – Coastal areas - Beaches - Islands with special reference to Andaman and Nicobar islands - Impact on personal and work life – Impact on tourist.

UNIT - V TOURISM PRODUCT MARKETING

6 hours

Introduction to product marketing – Pricing of tour packing – Designing and printing of tour brochure - Market Segmentation – Targeting.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Acharya, Ram: Tourism and Cultural Heritage of India, RBSA publisher, 2nd edition 2007, ISBN8176114006.
2. Douglas Foster: Travel and Tourism Management, palgrave macmillan publisher, ISBN0333364082.
3. Eck Dianna, Varanasi, The City of Light, knopf publisher, 1st edition 2013, ISBN0231114478.
4. Harle, J.C.: The Art and Architecture of Indian sub-continent November 30, 1994 by J. C. Harle (Author) ISBN-13: 978-0300062175 ISBN-10: 0300062176 Edition: 2ndz
5. Hussain, A.A.: The National Culture of India 2007 ISBN9788123701462

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E62	INTERNATIONAL HOSPITALITY LAW	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	Ty
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To understand the basic principles of various Laws, Codes, roles and regulations relating to hospitality;
2. To provide knowledge about laws pertaining to duties of hotels and
3. To share law relating to ethics, hotel employees and Crime and trespass activities.

COURSE OUTCOMES (COs)

CO1	Knowledge about principles and basic law pertaining to hotel to be a hotelkeepers or for contract.
CO2	Apply law relating to duties and rights of a hotelkeeper.
CO3	Enable to apply laws relating to maintenance of guests.
CO4	Adhering to laws relating to payment of salary and also relating to frauds and trespassers.
CO5	Ethics in maintaining a hotel to enable safety and health of customers.

Mapping of Course Outcomes with Program outcomes (Pos)

(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3			
	CO2	3	3	3		
	CO3	3	3	3		3
	CO4	3	3	3		3
	CO5	3	3	3		3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E62

INTERNATIONAL HOSPITALITY LAW

UNIT – I PRINCIPLES

6 hours

Basic legal principles governing hospitality operations – The Common Law – Basics for Laws governing the hotelkeeper – The Hotelkeeper and the law of contracts.

UNIT – II HOSPITALITY

6 hours

The Hotelkeeper and the Laws of Torts and Negligence – The Hotel’s Duty to receive guests and its right to refuse Guests – The Hotel’s Duty to protect Guests.

UNIT – III MAINTENANCE

6 hours

The Hotel’s right to evict a Guest – Tenant – Restaurant - Patron and others – The Guest’s right to privacy – The Hotel’s Liability regarding Guests’ property – Maintenance of guest registers.

UNIT – IV LAWS

6 hours

Frauds committed against Hotels and Crimes of Trespass – Other laws relating to food services – Wage and hour Laws applicable to Hotel employees.

UNIT - V ETHICS

6hours

Legal Medicine Law Ethics - Consumer protection laws affecting hotels – Public health and Safety requirements – (Recent trends in hospitality law and ethics in practicing only for discussion).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Jack.P. Jeffries and Banks Brown Understanding hospitality Law, educational institute,5th edition 2012.ISBN0133076903.
2. M.Boustiv, J.Ross, N.Geddes, W.Stewart Hospitality and tourism law, , International Thomson Business press 1999.
3. Food Safety and Standards Act,2006., International Law Book Company 3rd edition2009 ISBN 938055991.
4. Mike Boella, Alan Pannett, Principles of Hospitality Law, Cengage Learning, Business Press 2nd edition 2000,ISBN 0826452736.
5. Framework for Marketing Management, A (4th Edition) Paperback – March 6, 2008by Phil Kotler (Author), Kevin Keller (Author)ISBN-13: 978-0136026600 ISBN-10: 0136026605 Edition: 4th

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E63	TRAVEL and TOURISUM MANAGEMENT	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	Ty
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To be aware of principles of tourism policy and role of travel agents;
2. To provide roles of travel agents and its rules governing travel agents and etc.
3. Necessary documentation to apply for various purposes like passport, visa etc.

COURSE OUTCOMES (COs)

CO1	Knowing the policies, pull and push factors governing travel intermediaries for the success of agents.
CO2	Analyze the operations and other intricacies of travel agents and tour operators.
CO3	Applying the rules and regulations governing travel agencies for running the business.
CO4	Able to prepare Itinerary for tours and capacity to compute tariffs for tour packages.
CO5	Maintaining proper documentation and presenting necessary reports.

Mapping of Course Outcomes with Program outcomes (Pos)

(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	3	2	3
	CO2	2	3	3	2	2
	CO3				3	
	CO4	3	3	2	2	3
	CO5	3	3			2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E63

TRAVEL and TOURISUM MANAGEMENT

UNIT – I INTRODUCTION

6 hours

Concept – Need – Objective - Institutional framework of public tourism policy; Emergence of Travel Intermediaries - Indian Travel Agents and Tour operators - Interplay of Push and Pull factors.

UNIT – II TRAVEL AGENTS AND TOUR OPERATORS

6 hours

Travel Agents and Tour operators: Differentiation and Interrelationship - Functions and organizational structures of travel agencies and tour operators - Linkages of tour operation of business with principal suppliers

UNIT – III RULES AND REGULATIONS IN TRAVEL AGENCY

6 hours

Set Up of Travel Agency/Tour Operation Business: Sources of Funding - Comparative study of various types of organization The IATA general conditions of carriage (passenger and baggage) - Regulations and accreditation - Documentation.

UNIT – IV ITINERARY DEVELOPMENT

6 hours

Functions of tour managers - Planning tools for an itinerary. Tour Costing: Tariffs, FITS and GITS - Confidential tariff - Packaging: types and Forms of Package Tour.

UNIT – V TRAVEL DOCUMENTATION

6 hours

Tour Operation Documentation: Voucher - Hotel and Airline Exchange Order - Pax Docket - Status Report - Daily Sales Record - AGT Statements - Credit Cards - Importance and Future of RBI. Travel Documentation: Familiarization with TIM (Travel Information Manual)

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Bhatia A.K. (2012). The business of travel agency and tour operations Management
Studies Sterling publishers Pvt. Ltd., New Delhi.
2. Mohinder Chand. (2009). Travel Agency Management: An introductory Text. Anmol Publications Pvt. Ltd.,
3. Peter Robinson. (2009). Operations Management in the Travel Industry. CABI Head Office, UK



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(An ISO 9001 : 2015 Certified Institution)
University with Special Autonomy Status



FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

SPECIALIZATION

- HOSPITAL AND HEALTH

CARE MANAGEMENT

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E64	HOSPITAL OPERATIONS MANAGEMENT	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To utilize the resources of the organization in a right way.
2. To provide the care or services that satisfies the need of the patients by providing right thing at the right place, price and time.

COURSE OUTCOMES (COs)

CO1	Knowledge on planning and designing a hospital.
CO2	Understanding the operations in various departments.
CO3	Knowledge on Admissions and Billing.
CO4	Acquaint the students about patient satisfaction.
CO5	Knowledge on Accreditation and Evaluation of Hospitals.

Mapping of Course Outcomes with Program outcomes (Pos)						
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	2		2	2	
	CO2		3		2	
	CO3	3		2		2
	CO4	3	2			2
	CO5		3			3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E64 HOSPITAL OPERATIONS MANAGEMENT

UNIT - I INTRODUCTION

6 hours

Concept of Hospitals-Planning and Design of a Hospital (Building and Physical Layout)-Different types of Hospital - History of Hospital Development –Departmentalization in Hospital – Organization structure-Vertical and Horizontal.

UNIT - II MANAGEMENT AND ORGANIZATION OF CLINICAL SERVICES

6 hours

Organization and Administration of various clinical services-Outpatient Services-In-patient Services-Emergency services-Operation Theatre – ICUs - Super Specialty Services including their utilization study-Nursing services.

UNIT - III

6 hours

FrontOffice-Admission–Billing–MedicalRecords–AmbulatoryCare-DeathinHospital–Brought-inDead -Maintenance and Repairs Bio Medical Equipment.

UNIT - IVQUALITY AND PATIENT SATISFACTION

6 hours

Quality and Patient orientation for total patient satisfaction – Adopting ‘5S technique for quality in housekeeping and support services-Implementing ISO 9001:2000 Quality Management System Standards in Hospitals –Need, Process, Benefits.

UNIT - V EVALUATION OF HOSPITAL and HEALTH

6 hours

Accreditation-Assessing Patient Satisfaction-Techniques of Hospital Services Evaluation-Indicators of Hospital Efficiency and Effectiveness- Current Issues in Hospital Management-Telemedicine, Bio-Medical Waste Management, Organ Transplantation. (Recent trends in hospital operations).

TOTAL NO. OF PERIODS- 30 HOURS

Reference Books:

1. Arnold D. Kalcizony and Stephen M. Shortell - Health Care Management – The Wharton School, University of Pennsylvania – 1998, and revised volume - 2013.
2. Carolyn Semple Piggot - Business Planning for Health Care Management – U.K. Open University – 2000.
3. G.D Kunders – Hospital Facilities Planning and Management – Tata Mc Graw Hill – 2004.
4. B.M Shagarkhar - Organization and Planning of Hospitals – Jaypee Publishing - 2010.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

MMBA22E65	HOSPITAL FACILITIES MANAGEMENT	C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30	3	3	0	0	TY
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To get familiarized with support service systems
2. To get acquainted with hazards and its management in hospital environment

COURSE OUTCOMES (COs)

CO1	Knowledge in supporting services in hospital
CO2	To Understand different Engineering services in a hospital.
CO3	Understanding the energy conservation methods.
CO4	Knowledge on hospital safety and utility services
CO5	Understand the importance of Hospital wastes.

Mapping of Course Outcomes with Program outcomes (Pos)

(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3		2		2
	CO2		3			
	CO3				3	2
	CO4	3		2		
	CO5		2		3	3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E65

HOSPITAL FACILITIES MANAGEMENT

UNIT-I SUPPORTING HEALTHCARE SERVICES

6 hours

Nutrition and Dietary services–Pharmacy services–Medical Records services.CSSD.

UNIT-II ENGINEERING SERVICE

6 hours

Facilities Engineering –Maintenance of Civil Assets–Electrical supply and Water supply –Medical gas pipeline–Plumbing and Sanitation–Air conditioning system–Hot water and Steam supply–Communication Systems–Biomedical engineering departments in modern hospitals.

UNIT-III UTILITY SERVICES

6 hours

Laundry services–House keeping services–Energy conservation methods–AMC.

UNIT-IV UTILITY SUPPORTING SERVICES

6 hours

Ambulance services –Mortuary services–Hospital safety and security services.

UNIT-V HOSPITAL HAZARDS

6 hours

Disaster management–Fire hazards–Engineering Hazards–Radiological hazards.–Outsourcing of Support services–Waste disposal and management-few case studies.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. G.d.kunders, hospital and facilities planning and design
2. Jacob line, handbook of bio-medical engineering
3. Websterj. Gandalbertm. Co, clinical engineering principles and practices
4. Antony kelly, maintenance planning and control

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E66	PATIENT CARE MANAGEMENT	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	TY
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To understand the importance of patient care management
2. To be acquainted with the disaster and safety and Security Management in Hospitals

COURSE OUTCOMES (COs)

CO1	Knowledge on Patient Care.
CO2	Understand models of quality improvement.
CO3	Understand the type of Patient Classification.
CO4	Acquaint the students about medical audit.
CO5	Knowledge on disaster plans in a hospital.

Mapping of Course Outcomes with Program outcomes (Pos)

(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3		2		
	CO2		3		2	2
	CO3	2			3	
	CO4		2	2		3
	CO5	3			2	2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E66 PATIENT CARE MANAGEMENT

UNIT-I INTRODUCTION

6 hours

Patient centric management-Concept of patient care, Patient-centric management, Organization of hospital departments, Roles of departments/managers in enhancing care, Patient counseling and Practical examples of patient centric management in hospitals-Patient safety and patient risk Management.

UNIT-II QUALITY IN PATIENT CARE MANAGEMENT

6 hours

Quality in patient care management-Defining quality, Systems approach towards quality, Quality framework: Key theories and concepts, Models for quality improvement and Variations in practice.

UNIT-III PATIENT CLASSIFICATION SYSTEMS

6 hours

Patient classification systems and the role of case mix- why we need to classify patients, Types of patient classification systems, ICD9(CM,PM), Case mix classification systems, DRG, HBG, ARDRG, Case mix innovations and Patient empowering classification systems.

UNIT-IV MEDICAL AUDIT

6 hours

Introduction/need and procedures for medical audit, Audit administration and Regulating committees- Confidentiality and professional secrecy, Ethics of trust and ethics of rights – Autonomy and informed consent, under trading of patient rights – Equity and social justice, human dignity

UNIT-V DISASTER PREPAREDNESS

6 hours

Disaster preparedness-Policies and procedures for general safety, Fire safety procedure for evacuation, Disaster plan and crisis management. Policies and procedures for maintaining medical records, e-records, Legal aspects of medical records, its safety, preservation and storage. (Trends in Patient Management for discussions).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. **Goel S L and Kumar R.** HOSPITAL CORE SERVICES: HOSPITAL ADMINISTRATION OF THE 21ST CENTURY 2004 ed., *Deep Deep Publications Pvt Ltd: New Delhi*
2. **Gupta Sand Kant S.** Hospital and Health Care Administration: Appraisal and Referral Treatise 1998 ed., *Jaypee, New Delhi*

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E67	HEALTHCARE LAW AND ETHICS	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	Ty
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. This subject designed to assist students by getting knowledge about legal laws related to hospital.
2. Understanding MCI, 1956-code of medical ethics.
3. To get knowledge about MTP act, related to medical termination of pregnancy-guidelines, Rules and Regulations
4. To get knowledge about PNDT act, related to prenatal diagnostic procedure followed by determination of sex prohibited.

COURSE OUTCOMES (COs)

CO1	Acquaint the students about the death certificate issuing procedure and its content, importance of death
CO2	Knowledge about malpractice in health care.
CO3	Understanding about medical jurisprudence.
CO4	Knowledge about patient’s Rights and provider’s responsibility.
CO5	Knowing about patient protection as per law.

Mapping of Course Outcomes with Program outcomes (Pos)							
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low							
1	COs/POs	PO1	PO2	PO3	PO4	PO5	
2	CO1	3					
	CO2		2	3		2	
	CO3		2		3		
	CO4	3		2	2		
	CO5	3			3		
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Approval					Meeting of Academic Council, June 2022	

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E67

HEALTHCARE LAW and ETHICS

UNIT - I CODE OF MEDICAL ETHICS (MCI)

6 hours

Code-Duties of Physician to their patients-Duties of Physician to the profession at large-Duties of Physician to the profession in consultation- Duties of Physician to the profession to the public-Disciplinary action.

UNIT- II THE MEDICAL TERMINATION OF PREGNANCY ACT 1971

6 hours

Indication or Grounds of MTP-Requirements for MTP-Complications of MTP-Doctor and Criminal Abortion-The Pre Natal Diagnostic Techniques Act 1994- -Determination of Sex prohibited.

UNIT- III DYING DECLARATION

6 hours

Definition – Precautions-Procedure of Recording - Death Certificate-Precautions while issuing death certificate--Contents of Death Certificate- Importance of Death Certificate.

UNIT- IV MEDICAL JURISPRUDENCE

6 hours

Introduction and Legal Procedure-Medical ethics- Patient's rights and provider's responsibility-Medical Malpractice-Management of Medical Malpractice.

UNIT- V MEDICO LEGAL ASPECTS

6 hours

Impotence – Sterility-Medico Legal aspects of Psychiatric and mental Health – Toxicology-Organ Transplantation Act-Tamil Nadu Clinics Act. Recent trends relating to health care laws for discussion only).

TOTAL NO. OF PERIODS- 30 HOURS

Reference Books:

1. N.D. Kapoor - Elements of Mercantile Law - Sultan Chand and Sons, New Delhi – 2003.
2. E. Venkatesan - Hand Book of Mercantile Law - M. L. J. Publications.
3. Bulchandai K. R. - Industrial Law - Himalaya Publishing House.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E68	PUBLIC HEALTH SYSTEM and OUTREACH PROGRAMMES	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	Ty
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. Reducing inequalities in health and access to health services.
2. To help detect health issues as early and respond appropriately.

COURSE OUTCOMES (COs)

CO1	To understand the Epidemiological methods.
CO2	Knowledge on infectious diseases and National programmes.
CO3	Understanding the occupational health hazards
CO4	Knowledge on infection control
CO5	Acquaint the students about the maintenance of surveillance.

Mapping of Course Outcomes with Program outcomes (Pos)						
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3				
	CO2		2	3		2
	CO3		2		3	
	CO4	3		2	2	
	CO5					
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E68 PUBLIC HEALTH SYSTEM and OUTREACH PROGRAMMES

UNIT - I CONCEPT OF HEALTH AND DISEASE and EPIDEMIOLOGICAL METHODS 6 hours

Introduction to Epidemiological concepts, definitions, etc.-Concept of health- Definition, indicators, determinants- Epidemiological triad and disease transmission – Disease- Natural History, causes, etc.- Descriptive epidemiological studies-Analytical epidemiological studies.

UNIT - II INFECTIOUS DISEASE EPIDEMIOLOGY 6 hours

National Health Programmes related to Communicable diseases-Malaria, Filarial, Tuberculosis, Leprosy, AIDS and STD
National Health Programmes related to Non Communicable diseases–Cancer, Blindness, Diabetes, and Mental Health-
Reproductive and child health programme (RCH)-Health related national programmes–Integrated Child development scheme, Water supply and sanitation, Minimum needs programme.

UNIT - III EPIDEMIOLOGY, OCCUPATIONAL SAFETY 6 hours

Unit objectives and introduction to Occupational health and hazards- Nature, origin determinants and solutions - Roles of national and international organizations in promoting occupational and environmental health.

UNIT - IV HOSPITAL INFECTIONS CONTROL 6 hours

Hospital infections Definitions - Importance, Determinants, Sources, Routes of transmission-Principles of control of infection - Control measures in wards, Operating theatres, Laundry, Kitchen, Water, Special units e.g. (ICCU, ICU, Renal units) after discharge, waiting rooms, etc.

UNIT - V MAINTENANCE OF SURVEILLANCE, RECORDS and REPORTS 6 hours

Unit objectives and importance of surveillance and records/reports maintenance - Outline and risk surveillance measures - Record keeping and reports presentation.

TOTAL NO. OF PERIODS- 30 HOURS

Reference Books:

1. G.E.Alan Dever - Epidemiology in Health Services Management, (1984) – publication at Maryland – June 1984.
2. G.A.J. Ayliffe, E.J.L. Lawbury, A.N. Geddes - Control of hospitals infection - Chapman and Hall publication – 1997.
3. Roger detels, James Menon, Robert Beaglenole - Textbook of Public Health – Oxford University Press – May 15, 2002.
4. J.E. Park - Preventive and social Medicine by Banarsidas, Bhanot Publication – Published on Feb 2011 – 1st edition – July 1970.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E69	RISK MANAGEMENT AND HEALTH INSURANCE			C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30			3	3	0	0	T
	Prerequisite – Degree							
	Course Designed by – Faculty of Management Studies							
OBJECTIVES								
1. To acquaint the students with the concepts of risk management and its techniques, implementation 2. outline of insurance , principle and its types 3. To know about regulatory framework of insurance IRDA. 4. To get knowledge about the health insurance and group insurance.								
COURSE OUTCOMES (COs)								
CO1	Give emphasis on TPA claims management and its process.							
CO2	Understanding about social security and its benefits.							
CO3	Getting knowledge about ratemaking-pricing of insurance.							
CO4	Understanding about reinsurance and its types							
CO5	Assessing and implementation of action plan during disasters.							
Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5		
2	CO1	3						
	CO2		2	3			2	
	CO3		2		3			
	CO4	3		2	2			
	Co5		2					3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)		
					✓			
4	Approval	Meeting of Academic Council, June 2018						

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E69 RISK MANAGEMENT AND HEALTH INSURANCE

UNIT - I RISK, INSURANCE AND MANAGEMENT

6 hours

Introduction to Risk and Insurance-Risk Identification and Risk Evaluation-Risk Management Techniques-Principles of Insurance -Selection and Implementation of risk management techniques.

UNIT - II INSURANCE LAW AND REGULATION

6 hours

Insurance Laws-Regulation of Insurance and IRDA-Principles of Health Insurance-Health Insurance Products-Group Insurance Products-Risk Assessment.

UNIT - III CLAIMS MANAGEMENT

6 hours

Claims Management – Third Party Administration-Actuarial Principles-Principles of Ratemaking – Data Required for Ratemaking.

UNIT - IV REINSURANCE

6 hours

Principles of Reinsurance-Types of Reinsurance-Casualty and Property Reinsurance-Reinsurance Markets-Underwriting and its Considerations.

UNIT - V DISASTER MANAGEMENT

6 hours

The concept of managing Disaster-Issues of Manmade and Natural disaster-Planning Process involved in Disaster Management.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Rajiv Jain and Rakhi Biswas - Insurance Law and Practice - Vidhi Publishers, Delhi – 1st edition 2001, revised 2006.
2. Shailendra K. Singh - Safety and Risk Management - Mittal Publishers – 1998.
3. J. H. Diwan - Safety, Security and Risk Management – Mittal Publishers – 1998.
4. Stephen Ayres and Garmvik – Holbook and Shoemaker - Text Book of critical care – Andhra University.
5. Kenneth Black, Herald. D - Life and Health insurance (13th Edition) — U.K. Open University Press – Sep 17, 1999.



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(An ISO 9001 : 2015 Certified Institution)
University with Special Autonomy Status



FACULTY OF MANAGEMENT STUDIES
MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

SPECIALIZATION

- SPORTS MANAGEMENT

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E70	ORGANIZATION AND MANAGEMENT IN SPORTS	C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30	3	2	1	0	T
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
1. The main objective of the course is to inculcate the organizational behavior for better 2. Understanding of the individual decision making, group dynamics, conflicts and improving leadership effectiveness.						
COURSE OUTCOMES (COs)						
CO1	Knowing different types of organization structure of sports organizations and behavior of people.					
CO2	Possessing leadership qualities and having ability to make decisions.					
CO3	Capacity to build group, making team effective and manage to solve conflicts.					
CO4	Manage to set appropriate goal and take the performance to achieve the goal.					
CO5	Ability to run a sports and recreation organizations successfully by serving the society and achieving organizational goals.					

Mapping of Course Outcomes with Program outcomes (Pos)						
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3			2
	CO2		3	2		
	CO3		3	3	2	
	CO4	2	3			
	CO5	2	3		3	3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22E70 ORGANIZATION AND MANAGEMENT IN SPORTS

UNIT – I CONCEPT OF ORGANISATIONAL BEHAVIOUR AND STRUCTURE 6 hours

Meaning of O.B.,- Contributing Disciplines to O.B - Individual Behaviour as applicable to sports personnel – Ability – Learning - Values – Attitudes – Personality – Perceptions. Organization Structure: Meaning of organization structure - Types of organization structure - Flat organizations, - Reporting relationship.

UNIT – II DECISION MAKING PROCESS AND LEADERSHIP 6 hours

Individual decision-making - Rational decision making - Decision making Styles - Creativity in Decision Making - Participate decision making - Group decision making. Leadership: Meaning - Theories of Leadership - Leadership Styles - Leaders influencing people - Fielder Model - Trust and Leadership - Improving Leadership Effectiveness.

UNIT – III GROUP, TEAMS AND CONFLICTS 6 hours

Meaning of Group - Group dynamics - Group cohesiveness - Types of groups - Task groups - Work teams - Nature of teams - Team building - Group/Teams effectiveness - Making teams effective. Conflict: Definition of conflict - Stages in conflict redressal process - Functional conflict - Dysfunctional conflict - Managing conflict - Negotiation.

UNIT – IV MANAGING FOR HIGH PERFORMANCE 6 hours

High performance work practices - Goal setting - Performance management techniques associated with goal setting - Application of goal setting to organizational performance.

UNIT – V MANAGEMENT OF SPORTS 6 hours

Management of sports and Recreation Organisation - Decision process - Leadership in sports management - Delivery of recreation services - Impact of organizational process on Individuals. (Recent trends in behavioural aspects and ethics in sports only for discussion) .

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Fred Luthans – *Organizational Behaviour*: McGraw Hill International, 12th Edition , ISBN-10: 007115471 ISBN-13: 978-0071154710
2. S P Robins – *Organizational Behaviour*: Prentice Hall India Ltd, 15th Edition, ISBN-13: 978-0132834872 ISBN-10: 0132834871
3. Anjali Ghanekar – *Organizational Behaviour Concepts and Cases*: everest publishing house, latest Edition, ISBN10: 818631412X
4. Daniel Covell, Sharienne Walker, *Managing Sports Organizations (Fundamentals of sports management)* Edition: 2nd 2013, ISBN-13: 978-0750682381 ISBN-10: 0750682388
5. E.Eksteen Sport Management Manual for Sport Management 1st Edition, 2014 ISBN 978-87-403-0644-6

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E71	MANAGING AND PROMOTING SPORTS EVENTS	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	2	1	0	Ty
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

- A great scope is given to the readers for understanding risk and safety measure, planning and conducting sports events, career opportunities in sports management and to manage sports bodies.

COURSE OUTCOMES (COs)

CO1	Awareness about pre and post sports event management arrangements.
CO2	Manage to use sponsors, sports personalities, media etc., for sports event.
CO3	Knowledge about functions of sports management companies and various career opportunities in sports management
CO4	Ability to promote sports events at national and international levels using IMC, PR and advertising.
CO5	Knowledge about various sports bodies existing in India.

Mapping of Course Outcomes with Program outcomes (Pos)

(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3			
	CO2		3	2		2
	CO3	3		2		3
	CO4		3			
	CO5		3	3	3	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E71 MANAGING AND PROMOTING SPORTS EVENTS

UNIT – I INTRODUCTION

6 hours

Sports event Definition - Scope of event management - Risk and safety measures - Managing sports events - Planning, organizing, coordinating, controlling pre-events - Post events issues management.

UNIT – II SPORTS EVENT MANAGEMENT

6 hours

World of sports event management – Sponsors - Sports management companies – Spectators - Sports personalities - Media etc.

UNIT – III SPORTS MANGEMENT COMPANIES

6 hours

Sports management companies – Introduction – Role - Scope of Work - Service rendered to the clients - Ways of functioning - Team work - Departments etc. - Career opportunity in sports management companies.

UNIT – IV CASE STUDY IN SPORTS MANGEMENT

6 hours

Case study presentation - Promoting national and international Sports Events - Importance of IMC in promoting sports Events - Role of advertising - PR etc.

UNIT – V MANAGING SPORTS BODIES

6 hours

Case study and presentation - Managing Sporting Bodies - Association-AIFF, IFA, BCCI, CAB, LEADING INDIAN football clubs etc.(Recent trends and ethical practices only for discussion).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Thirunarayanan and Hariharan, *Organization and Administration in Physical Education*, CTandSH Publication , Karariludi, latest edition 2005, ISBN-10: 8175242876 ISBN-13: 978-8175242876.
2. E.Eksteen *Sport Management Manual for Sport Management* 1st Edition, 2014 ISBN 978-87-403-0644-6
3. T.Cristoper Greenwell ISBN 13-9780736096119: ISBN 10:0736096116.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E72	ADMINISTRATION OF SPORTS ORGANIZATIONS	C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30	3	2	1	0	Ty
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVE

The objective is to emphasis on sports organization of India that promotes sports and culture through their organizational and administrative set up, and to impart knowledge on sports and physical education.

COURSE OUTCOMES (COs)

CO1	Understand the relation between physical education and sports with physiology.
CO2	Organizing and establishing physical education.
CO3	Knowledge about role and functions of government in sports promotion.
CO4	Knowledge about sports organizations' roles.
CO5	Practicing ethics and building sports culture to result in conducive environment.

Mapping of Course Outcomes with Program outcomes (Pos)						
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	H	M			
	CO2		H	M	M	H
	CO3	H		M		H
	CO4	H				
	CO5			H	H	M
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E72 ADMINISTRATION OF SPORTS ORGANIZATIONS

UNIT – I HISTORY OF MODERN SPORTS

6hours

A historical overview of sports - Evolutionary processes of modern sports - Relation between physical education, sports and exercises with physiology.

UNIT – II PHYSICAL EDUCATION AND SPORTS

6 hours

History and Principles of Physical Education – Organization - Administration - Methods in Physical Education - Elements of statistics for Physical Education - Supervision and curriculum design in Physical Education.

UNIT – III GOVERNMENT AND ITS ROLE

6 hours

Role of the Ministry of Human Resource Development in development of sports and physical education - Various boards and statutory bodies established by Govt. for control and Promotion of sports - Roles and functions - Importance and contributions.

UNIT – IV NATIONAL/ INTERNATIONAL SPORTS ORGANIZATION

6 hours

Roles of IFA, FIFA, BCCI ,ICC, CAB - Sports Authority of India (SAI) - National Hockey Association -Bengal volley ball association - Bengal tennis association - Functions and importance in the promotion and management of sports.

UNIT – V ENVIRONMENT OF SPORTS ORGANIZATION

6 hours

Role of sports in society – Issues that sports Administrators face on day to day basis in the contemporary world - Drug abuse and gratuitous Violence – Recent trends and ethical practices relating to administration of sports organization (Only for discussion).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Kathaleen armour, *Methods in physical education and sports*, Latest Edition 2012, ISBN-10: 0415618851 ISBN-13: 978-0415618854
2. Jesse Feiring Williams, *Organization and Administration in Physical Education*, BiblioBazaar, 2008, ISBN: 0559274912, 9780559274916

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E73	LEADERSHIP PRINCIPLES IN SPORTS	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	2	1	0	T
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVE

This course aims to impart leadership training for the management students which is an important aspect for managing very great sports and cultural extravaganza.

COURSE OUTCOMES (COs)

CO1	Learning the formal and informal leadership.
CO2	Realization on transactional and transformational leadership.
CO3	Understand the global sports leadership styles that are successful.
CO4	Identifying able leaders in international sports organization.
CO5	Knowing the role and functions of successful sports leaders in the global scenario.

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	H		M	M			
	CO2		H	H	M			
	CO3	H	H	M		H	H	H
	CO4		H			H		H
	CO5				M		H	H
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)
						✓		
4	Approval	Meeting of Academic Council, June 2022						

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E73 LEADERSHIP PRINCIPLES IN SPORTS

UNIT – I LEADERSHIP **6 hours**
Meaning - Management and Leadership in the past and 21st century - Formal and Informal Leadership.

UNIT – II STUDIES IN LEADERSHIP **6 hours**
Chio State Leadership studies - Trait theory of leadership - Contingency theory - Charismatic leadership theory - Transactional and Transformational leadership.

UNIT – III ISSUES IN LEADERSHIP **6 hours**
Different leadership styles - Authentic Leadership - Trust and leadership a relevant issue in sports - Global leadership in sports across culture.

UNIT – IV LEADERSHIP IN SPORTS **6 hours**
National and International Sports Organizations Leaders – CAB, IFA, AIFF, BCCI, FIFA, ICC, IOA, BTTA.

UNIT – V CASE STUDY **6 hours**
Case study on successful leadership from sports world and presentation - Role and activities of successful leaders in sports management organizations.(Recent leaders and their ethical practices only for discussion).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. R.Dayal, P.Zachariah, K.Rajpal: *Personnel Management and Industrial Relations*, mittal publications, 1st Edition 1996, ISBN: 8170996341.
2. Anjali Ghanekar: *Human Resource Management*, Everest Publishing, 2004. ISBN: 8131301648
3. Russell Hoye, Matthew Nicholson, Hans Westerbeek, Aaron Smith, Bob Stewart, *Sport Management* Allen and Unwin pvt ltd, 1999, ISBN:1864487518
4. Mike Voight *The Sports Leadership Playbook: Principles and Techniques for Coaches*, mCfARLAND and Company Inc., Publishers, 2014, ISBN:1476615446
5. Dr. Frank W. Dick O.B.E. *Sports Training Principles: An Introduction to Sports Science* 6th Edition 2014, Bloomsbury Publishing Plc, ISBN:9781472905277

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E74	ADVERTISING, PUBLIC RELATION AND SPONSORSHIP IN SPORTS	C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30	3	2	1	0	T
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVE

This course aims at giving tips to the managers, the technique of fund raising through advertising using the great sport personalities to be the brand ambassadors.

COURSE OUTCOMES (COs)

CO1	Ability to make integrated marketing communication in the field of sports.
CO2	Capable of using advertisement to build sports business.
CO3	Build PR with sports personalities in promoting sports events.
CO4	Ability to raise funds through various means for sports events.
CO5	Knowing and executing legal documentation with related parties.

Mapping of Course Outcomes with Program outcomes (Pos)

(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1		3	2		2
	CO2		3	2	2	2
	CO3		3	3		3
	CO4		3	3	3	
	CO5	3		3	2	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E74 ADVERTISING, PUBLIC RELATION AND SPONSORSHIP IN SPORTS

UNIT – I INTRODUCTION

6 hours

Introduction to advertising - History and Development in Advertising - Definition of Advertising - Objectives of Advertising in Sports - IMC in sports - Concepts of integrated marketing communication in sports - Elements of integrated marketing communication.

UNIT – II BUSINESS OF ADVERTISING

6 hours

Business of advertising – Advertiser - Advertising agency and world of media - Brand manager - Duties and responsibilities of a brand manager - Client advertising agency relationship in the 21st century.

UNIT – III SPORTS PEOPLE AS BRAND AMBASSADOR

6 hours

Sports personalities as brand endorser - Reputed sports persons the brand they are endorsing - Public relations – History - Definition - Role of Public Relations in promoting sporting events.

UNIT – IV SPONSORSHIP

6 hours

Sponsorship issues in sports - Meaning and objectives of sponsorship - Advertising and sponsorship - Developing sponsorship proposal.

UNIT – V CASE STUDY

6 hours

Case study and presentation - Details of sponsorship agreement in national and international sports bodies.(Recent trends and ethical practices in sports promotion only for discussion).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Ajali Ghanekar: *Human Resource Management Studies* Everest Publishing 2004, ISBN: 8131301648
2. A. M Sheikh: *Human Resource Development and Management*, Mohit Publications, 2003, ISBN: 8174451935, 9788174451934
3. Debraj Datta and Mahua Datta, *Marketing Management* Vrinda Publications P. Ltd 2014, ISBN: 9788182812888, 8182812887
4. Mathew D.Shank *Sports Marketing –A strategic perspective*, TAYLOR and Francis Group 2015 ISBN:1317743458

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E75	SPORTS TRAINING AND CONDITIONING	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	2	1	0	T
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVE

This course imbibes knowledge about sports training load based on condition and motor abilities to sports managers.

COURSE OUTCOMES (COs)

CO1	Knowledge about principles and types of apt training methods for sports personnel.
CO2	Ability to identify the training load, symptoms and tackling of overload.
CO3	Analyzing conditions and deciding suitable training methods for speed improvement. And endurance.
CO4	Improvement in coordinating abilities in providing training for sports events.
CO5	Providing technical training for competitive situations.

Mapping of Course Outcomes with Program outcomes (Pos)

(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3		2		3
	CO2		3	3		3
	CO3		3	3		3
	CO4		3		2	
	CO5		3	3	2	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22E75

SPORTS TRAINING AND CONDITIONING

UNIT – I INTRODUCTION

6 hours

Introduction to sports training – Meaning and definition of sports training - Aims and tasks of sports training - characteristics of sports training - Principles of sports training - Training methods.

UNIT – II TRAINING LOAD

6 hours

Training load – Meaning and definition of load - Components of load - Measurement of load. Overload: Meaning and definition – Causes - Symptoms and tackling of overload.

UNIT – III CONDITIONAL ABILITIES

6 hours

Conditional abilities – Strength: Meaning - Forms of strength - Factors determining strength - Training methods for strength improvement - General guidelines for strength training speed: Meaning - Forms of speed - Factors determining speed - Training methods for speed improvement - Endurance: Meaning - Forms of speed - Factors determining endurance.

UNIT – IV MOTOR ABILITIES

6 hours

Motor abilities - Flexibility: Meaning - Forms of flexibility - Factors determining flexibility - Training methods for flexibility improvement. Coordinative abilities: Meaning - Forms of coordinative abilities - Factors determining coordinative abilities.

UNIT – V TECHNICAL TRAINING

6 hours

Technical training - Tactical training – Periodization – Planning and Competitions – Technical training: Meaning - Tasks in technical training - Principles of technical preparation - Training the technique. Tactical training: Meaning - Tasks in tactical training - Principles of tactical preparation - Training for tactics. Periodization: Meaning and types of periodization - (Recent trends and ethical practices in sports training only for discussion).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Caratty,B. *Perceptual And Motor Development In Infants And Children*, Prentice Hall, Edition:15 Aug 2008, ISBN: 0136571646, 9780136571643
2. Dick.F.W *Sports Training Principles*, Lepus, London, A. and C. Black, 2002, ISBN: 0713658657, 9780713658651
3. Frank W. Dick, A.G *Scientific Basis of Athletic Condition* Hendry Kimpton (publishers) ltd. 2014, ISBN: 9781472905277.
4. Matveyew.L.P. *Fundamentals of Sports Training*, Victor Kamkin, 1982, ISBN: 0828521204, 9780828521208
5. Jack H. Wilmore. *Athletic Training And Physical Fitness*, publisher: Allyn and Bacon, 1977, ISBN: 020505630X, 9780205056309

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

SPECIALIZATION - EDUCATION MANAGEMENT

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E76	PRINCIPLES OF EDUCATION MANAGEMENT	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To extend familiarity with the principles of education administration;
2. To enable them to plan the frame work for education system and frame suitable structure;
3. To know the ways and means of administering an educational institution and
4. To educate students to adopt proper communication and to ensure quality education.

COURSE OUTCOMES (COs)

CO1	Acquaintance with the fundamental principles to administer in educational institutions.
CO2	Capable of making educational planning properly based on the different education system.
CO3	Capacity to frame proper organization structure to suit the educational system.
CO4	Ability to administer an educational institute effectively.
CO5	Adopt management techniques to ensure quality education.

Mapping of Course Outcomes with Program outcomes (Pos)

(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	1		2	1
	CO2	3	3	3	1	1
	CO3	3	3	2	1	2
	CO4	3	3	3	2	3
	CO5	3		3	2	1
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22E76 PRINCIPLES OF EDUCATION MANAGEMENT

UNIT – I INTRODUCTION

6 hours

Education Management – Meaning – Need – Importance – Characteristics – Scope – Objectives – Art or Science or Profession – Functions: Managerial and Operative – Education administration Vs Education management – Theory of education management – Principles of education administration.

UNIT – II EDUCATION PLANNING

6 hours

Education Planning – Meaning – Rationale – Types of education plans – Approaches to education planning – Educational planning process – MBO in education – Decision making: Types – Process.

UNIT – III ORGANIZATION

6 hours

Organization – Meaning – Structures – Organization Chart – Organization for education administration: Central and State Government bodies – Delegation Vs Decentralization – Organizational competence – Strategic alliances.

UNIT – IV SUPERVISION

6 hours

Direction – Meaning and significance – Principles of effective direction – Supervision – Education Leadership – Meaning – Scope – Importance – Styles – Qualities of successful educational leader - Motivation – Meaning – Types – Motivational theories and impact on educational management - Motivating the employees of educational institutions.

UNIT – V EDUCATION COMMUNICATION

6 hours

Education Communications – Types – Barriers – Methods to overcome barriers – Principles of effective communication – Coordination – Importance of coordination in education institutions – Techniques of coordination - Control – Meaning – Need. (Recent trends and ethical practices in education management only for discussion).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Koontz and O'Donnel - Essentials of Management – Tata McGraw Hill – 7th and 8th edition – 2008. :
2. Griffin - Management – Cengage Learning – 10th edition.
3. John I Nwankwo - Educational Administration – Theory and Practice – Vikas Publishing House – 1982.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E77	EDUCATION ENVIRONMENT		C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30		3	3	0	0	T
	Prerequisite - Degree						
	Course Designed by – Faculty of Management Studies						
OBJECTIVES							
1. To understand the education environment such as philosophical and social environment; 2. To know the political and technological environment and the influence on educational system; 3. To have an overview about global educational environment.							
COURSE OUTCOMES (COs)							
CO1	Acquaintance with the fundamental concepts of educational environment to implement in institutions.						
CO2	Applying the philosophical and social environment relating to education in institutions.						
CO3	Identifying the political system and its influence on education system.						
CO4	Creating awareness about technology and apply in educational sector.						
CO5	Understanding and implementing the global educational environment to suit the value system.						

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	2		2	
	CO2	3	2		3	1
	CO3		3	2	1	2
	CO4	3	3		3	
	CO5	3			3	2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E77

EDUCATION ENVIRONMENT

UNIT – I INTRODUCTION

6 hours

Environment of Education – Managing environmental factors and its impact of on education system – Institutions, spatial spread and methods of teaching-cum-learning – Trend in educational environment in government and private sectors – Linkage between education and business institutions.

UNIT –II PHILOSOPHICAL AND SOCIAL ENVIRONMENT

6 hours

Value and ethics in education management – Socio-cultural environment, Demographic and cultural factors and Economic environment with their implication on education sector – Linkage between economy and education – Investment in education at various levels – Cost of education.

UNIT – III POLITICAL ENVIRONMENT

6 hours

Political system – Ideologies - Parties - Culture of political bodies and their impact on education. Constitution provisions: Fundamental Rights – Directive Principles of State Policy – Common University Act.

UNIT – IV TECHNOLOGY IN EDUCATION

6 hours

Technology in Education Management – Technological impact on Education system – Streams - Thrust courses - Teaching and learning – Managing technological obsolescence in education system.

UNIT – V GLOBAL EDUCATION ENVIRONMENT

6 hours

WTO and Education: Globalization of education market – Challenges – Opportunities – Trades in services – GATS: Articles of WTO – Internal Environment: Campus tranquility and dynamism – Relations management among different stake holders in education system.(Trends in education environment and ethical practices only for discussion).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Adhikary - Economic Environment of Business – S. Chand and Co. – 1978.
2. Francis Cherunilam - International Business – Prentice Hall of India – 4th edition.
3. Palle Krishna Rao - Academy of Business Studies – WTO – PSG Excel Books – 1st edition – 2005, Reprint 2006, 2008.

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FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E78	EDUCATIONAL INSTITUTION MANAGEMENT	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
<ol style="list-style-type: none"> 1. To familiarize with the different issues in institution management; 2. To give a practical exposure to institutional climate and culture; 3. To highlight the significance of adopting to changes by learning institutions and 4. To provide knowledge about developing educational institutions. 						
COURSE OUTCOMES (COs)						
CO1	Clear understanding of issues pertaining to institutional management and to manage the issues.					
CO2	Practical exposure to institutional climate and culture and the factors deciding them.					
CO3	Ability to bring in changes and to overcome the resistance to change.					
CO4	Knowledge on developing educational institution using various strategies.					
CO5	Ability to administer educational institutions.					

Mapping of Course Outcomes with Program outcomes (Pos)							
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low							
1	COs/POs	PO1	PO2	PO3	PO4	PO5	
2	CO1	3	2	3	1	2	
	CO2		3		2		
	CO3	3	3	3	1	3	
	CO4	3	3	2			
	CO5	3	3	3	2	2	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Approval					Meeting of Academic Council, June 2022	

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E78

EDUCATIONAL INSTITUTION MANAGEMENT

UNIT – I ISSUES IN INSTITUTION MANAGEMENT

6 hours

Goal setting – Institution nurturing – Manpower grooming – Alliance with society – Planned development – Learning institution and environmental adaptation.

UNIT – II CLIMATE and CULTURE

6 hours

Institutional climate and culture – Facts of institutional climate and culture – Factors influencing institutional climate and culture in education institutions – Impact of these on institutional performance – Power and politics and their Management.

UNIT – III CHANGE MANAGEMENT

6 hours

Need for Change – Strategies for change management – Dealing with resistance to change – Planned obsolescence and change – Process and tools of change and development.

UNIT – IV INSTITUTIONAL DEVELOPMENT

6 hours

Organization development intervention strategies – Institutional effectiveness: Nature and criteria – Management implications – Management of crisis – Management of growth - Communication Management – Forms, Systems and other aspects – Online and Offline communication.

UNIT – V ACTIVITY MANAGEMENT

6 hours

Managing student admissions – Planning - Execution - Managing conflicts with students and among students and among staff-members - Management of Examinations: Preparation - Carrying out - Control of conducting examination – Difficulties involved – Managing result publication and dispatch of mark statements – Convocation.(Trends and ethical practices relating to education institution management only for discussion).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Stephen P. Robbins - Organization Behaviour – Pearson Education – Sep 2009.
2. Fred Luthans - Organization Behaviour – McGraw Hills – 2005.
3. AIU - University News (Various Issues)
4. Rajavel. N - Management of Higher Educational Institutions – Neha Publishers and Distributors.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E79	OFFICE MANAGEMENT	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
<ol style="list-style-type: none"> 1. To peep into the concept of modern office and execute its functions; 2. To develop skill on good record and filing system; 3. To understand about need identification, purchase procedure and maintenance of office equipments and machines and 4. To know the manner in which meetings are to be conducted and the ways of handling human resource. 						
COURSE OUTCOMES (COs)						
CO1	Knowing the functions, duties and responsibilities of office manager and capable of executing.					
CO2	Awareness about office system and ability to handle the system.					
CO3	Ability to create record and scientific system of filing.					
CO4	Skill to identify the suitable furniture and adopting a systematic procurement of furniture.					
CO5	Ability to communicate with internal members, stake holders and public and also capacity to manage human resource effectively.					

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	2	2		
	CO2	3	3		2	
	CO3	2	3	2	2	
	CO4		3	3	2	2
	CO5		3	3	2	3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E79

OFFICE MANAGEMENT

UNIT – I MODERN OFFICE

6 hours

Meaning and functions – Basic functions – Importance of office to educational institution – Office management – Meaning – Process of office management – Office manager – Duties and responsibilities – Essential qualities.

UNIT – II OFFICE ORGANIZATION

6 hours

Principles – Organization Charts – Office Supervisor – Functions – Responsibilities – Office accommodation and layout – Office furniture – Physical conditions – Office Systems: Meaning – Purpose – Importance – Principles – Office procedure – Mail Handling Systems: Inward and Outward mails.

UNIT – III RECORDS MANAGEMENT

6 hours

Meaning – Importance and Essentials – Filing – Classification of files – Methods of filing – Advantages – Filing equipment – Indexing: Types of Index – Office Forms and Design: Types, objects, control: Office stationeries and supplies: Types – Selection – Purchase – Regulating consumption.

UNIT – IV OFFICE EQUIPMENTS AND MACHINES

6 hours

Office furniture – Office machines: Object - Types – Mechanization of office work – Types – Advantages – Principles in selection of furniture, equipment and machines - Purchase and Stores Management: Purchase systems – Principles - Purchase procedure – Store keeping and records – Stock control – Purchase related correspondence: Quotation – Order – Invoice - Dispatch advice - Complaint and settlement.

UNIT – V MEETINGS

6 hours

Requisites – Preparation of notice and agenda – Conduct of meeting – Preparation of minutes – Reports – Types – Essentials of good report – Press release - Advertising and Public Relations – Human Relations in Office: Need and importance – Morale and motivation of employees – Staff welfare – Handling of grievances.(Trends and ethical practices in office management only for discussion).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Prasantha Ghosh K, - 'Office Management' - Sultan Chand and Sons, New Delhi - 1995.
2. Denyer JC and Josephine Shaw - 'Office Management' - ELBS, London - 1982.
3. William H Leffingwell and Edwin M Robinson - 'Textbook of Office Management', TMH, New Delhi – 3rd edition - 1986.
4. Rajendra Pal and Korlahalli JS - 'Essentials of Business Communication' - Sultan Chand and sons, New Delhi - 1999.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E80	INSTITUTIONAL LINKAGE FOR EDUCATION MANAGEMENT	C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. Understanding the higher education system in India and
2. Knowledge on the institutional linkage with governing bodies of educational system for different categories.

COURSE OUTCOMES (COs)

CO1	Understanding the higher educational system, its structure and capability of linking with institutions.
CO2	Knowledge about higher education bodies such as UGC, DST, AICTE and NCTE their powers, functions, rules and regulations and adopting their guidelines.
CO3	Knowing the structure, functions, power, rules and regulations of MCI, DCI and PCI and adopting the same.
CO4	Knowing the objectives, functions and structure of RCI, ICAR and CSIR and following the same.
CO5	Understanding the purpose, functions and governance of SAI, BCI, DEB and international bodies such as UNESCO, COL and enable to get accreditation.

Mapping of Course Outcomes with Program outcomes (Pos)						
((3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low)						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	3	2	
	CO2	3	3	2	2	
	CO3	3	3	2	2	2
	CO4	3	3	2	2	2
	CO5	3	3	2	2	2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22E80 INSTITUTIONAL LINKAGE FOR EDUCATION MANAGEMENT

UNIT – I HIGHER EDUCATION IN INDIA

6 hours

Higher education system – National Policy on higher education – Agencies of higher education – Institutions in the higher education system – Administrative structure of higher education – Types of higher educational institutions.

UNIT – II INSTITUTIONAL LINKAGE-I

6 hours

University Grants Commission (UGC): Objectives – Functions – Schemes – Department of Science and Technology (DST): Objectives – Functions – Projects and programmes – Schemes for funding – National Assessment and Accreditation Council (NAAC) – Objectives – Functions – Assessment and accreditation procedures – Quality indicators. All India Council for Technical Education (AICTE) and – National Council for Teacher Education (NCTE): Objectives – Functions – Policies and programmes.

UNIT – III INSTITUTIONAL LINKAGE-II

6 hours

Medical Council of India (MCI) , Indian Council of Medical Research (ICMR), Indian Nursing Council, Dental Council of India (DCI and Pharmacy Council of India (PCI): Constitution: Constitution – Objectives – Functions – Procedure for registration..

UNIT – IV INSTITUTIONAL LINKAGE-III

6 hours

Rehabilitation Council of India (RCI): Programmes of RCI – Rehabilitation training programmes – Inspection and recognition of institutions – Indian Council of Social Science Research (ICSSR): Functions – Sponsored programmes – Financial assistance – Research project programmes – Indian Council of Agricultural Research (ICAR): Functions – Thrust areas – Council of Scientific and Industrial Research (CSIR): Objectives – Functions.

UNIT – V INSTITUTIONAL LINKAGE-IV

6 hours

Sports Authority of India (SAI): Objectives – Programmes – Incentives for promotion of sports – Bar Council of India (BCI): Functions – Powers – Functions of State Bar Council. UNESCO: Organization structure – Functions – Commonwealth of Learning (COL): Purpose and functions – Governance – Services offered – IGNOU: Objectives – Features – Functions – Thrust areas – Distance Education Bureau (DEB): Objectives – Powers and functions – Assessment and accreditation – Recent trends and ethical practices in institutional linkage for education management).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Bare Acts/Policy Notes on Establishment of each Institution.
2. Annual Reports of Relevant Institutions
3. University News
4. Relevant Websites.
5. Marguerite.G.Lodico: Dean T.SPAULING, ISBN : 9780470588673 Methods in Educational Research

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E81	FINANCE MANAGEMENT IN EDUCATION INSTITUTIONS	C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To educate the students on the basics of finance requirement for educational institute and related grants;
2. To depict the overriding importance of financial planning towards fixed and overheads financial requirements;
3. To know the means and ways of effective cost control in educational institutions.

COURSE OUTCOMES (COs)

CO1	Acquaintance and application of financial functions with reference to educational institutions;
CO2	Capability of raising fund for educational institutions;
CO3	Capacity to plan financial aspects relating to investment on fixed assets and overheads;
CO4	Knowledge about account keeping and its application and
CO5	Ability to control the cost aspects in this industry.

Mapping of Course Outcomes with Program outcomes (Pos)						
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	2	3	2	
	CO2	3	3	2	2	2
	CO3	2	3			1
	CO4	3			2	
	CO5	2	3	2	2	2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22E81 FINANCE MANAGEMENT IN EDUCATION INSTITUTIONS

UNIT – I INTRODUCTION

6 hours

Essence of Financial management – Importance of finance in education institutions – Functions of finance in educational institutions – Goals of financial management in education institutions.

UNIT – II SOURCES OF EDUCATION FINANCE

6 hours

Government grants – Central and State – UGC grants – Fees – Local bodies – Donations – Endowments – Grant-in-aid - Other grants – Private institutional capital for education.

UNIT – III INVESTMENT FUNCTION

6 hours

Investment Function – Concept – Types of assets – Evaluation of investments by institutions – Capital budgeting – Social cost-benefit analysis - Expenditure management – Patterns of education expenditure – Patterns of expenditures in distance education.

UNIT - IV EDUCATION FINANCE PLANNING

6 hours

Education institutional financial planning and analysis – Budgets – Preparation of budget – Expenses budget – Cash budget – Education break-even analysis - Finance and accounting: Double entry system – Preparation of financial statements – Analysis of financial statement – Comparative income statement – Common size financial statement - Trend percentage - Ratio analysis.

UNIT – V COST CONTROL

6 hours

Educational cost control – Internal control – Local fund audit – A.G. Audit - Audit fee - Other receipts – Deposits – Expenditure - Vouching of expenses and verification of assets – TDS – Authorized deductions – Recent trends and ethical practices in finance management in education management (Only for discussion).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Khan and Jain - Financial Management – McGraw Hill – 5th edition.
2. Prasanna Chandra - Financial Management – McGraw Hill – 8th edition.



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FACULTY OF MANAGEMENT STUDIES
MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

SPECIALIZATION- MEDIA AND ENTERTAINMENT MANAGEMENT

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E82	HISTORY OF MEDIA		C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30		3	3	0	0	T
	Prerequisite – Degree						
	Course Designed by – Faculty of Management Studies						
OBJECTIVES							
1. To be aware of evolution in the field of media communication 2. To make a clear insight about mass media and its impact on society 3. To understand the stages of development in film industry 4. To know about the use of modern technology in media effectiveness.							
COURSE OUTCOMES (COs)							
CO1	Understand the development in the field of media.						
CO2	Knowledge about the history of sound.						
CO3	Knowledge on various medias such as print, television and its impact on society.						
CO4	Clear understand and knowledge about media history.						
CO5	Understand the impact of ICT Tool.						

Mapping of Course Outcomes with Program outcomes (Pos)						
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3		2	1	2
	CO2	3	2		2	2
	CO3	3		2		
	CO4	3	2		3	2
	CO5	2	3	2	1	3
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E82

HISTORY OF MEDIA

UNIT- I INTRODUCTION

6 hours

Media History - Communication in prehistory - Communication in the middle ages - The Print Revolution - Electricity & Communication.

UNIT – II HISTORY

6 hours

History of the image - History of sound - Radio History - Television History - Media Convergence.

UNIT – III MASS MEDIA

6 hours

Mass media - Newspapers & Magazines/ Books - Radio & Music, Television, Movies - New Media - Technologies & Advertising - Public Relations - Media & Society - Media Ownership -Media epics.

UNIT – IV FILM HISTORY & MEDIA

6 hours

Film & Media History - The pre-history of film - Silent Film - The Advent of sound - The 1930's & 1940's genre - Film Noir - Neo-realism - The new wave - 1950's, 1960's, 1970's, 1980's, 1990's - The present.

UNIT – V ICT

6 hours

ICT – Internet - Mobile Internet - Convergence Technology (Television, Internet, DTH) - Digital Light Projection/Digital Cinema (DI) - Reverse Telecine - Recent trends and ethics in media (Only for discussion).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Christine Geraghty - British Cinema in the Fifties – Routledge – 2000.
2. Jurgen Muller - Movies of the Forties – Taschen – Sep 2005.
3. Jurgen Muller - Movies of the Fifties – 1st March 2005.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E83	FILM ANIMATION AND GAME PROGRAMMING MANAGEMENT	C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To give an insight into quality film animation with 2D and 3D effect;
2. To explain about use of software in production process;
3. To impart animation skill on various departmental functions such as music, dance etc., in film industry and
4. To provide skill to understand consumers and develop ads to attract customers with all its components.

COURSE OUTCOMES (COs)

CO1	Familiarity with animation production pipeline
CO2	Practical knowledge about use of software and various departmental activities for developing good quality product.
CO3	Understand about the Role and Responsibilities of production manager, Cinematographer
CO4	Complete knowledge and skill about production practices and its generation
CO5	Ability to understand consumers' psychology and develop effective advertisements.

Mapping of Course Outcomes with Program outcomes (Pos)						
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	3	2	2
	CO2	3	3	3	3	3
	CO3			2	2	
	CO4	3		2		2
	CO5	3	3		2	3
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E84	MANAGING MEDIA			C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30			3	3	0	0	T
	Prerequisite – Degree							
	Course Designed by – Faculty of Management Studies							
OBJECTIVES								
<ol style="list-style-type: none"> 1. To make the students familiar with various medias and their intricacies. 2. To highlight the importance of new media and comparative media. 3. To explain in detail the legal aspects governing media. 4. To understand the concept of entertainment business finance and budgeting. 5. To get clear insights upon understanding consumers’ and industrial trends. 								
COURSE OUTCOMES (COs)								
CO1	Understanding the concept of media management techniques.							
CO2	Knowledge about the importance of new media and comparative media.							
CO3	Knowledge about law on cyberspace, IPR and filling Patent							
CO4	Capacity to plan for business finance and budgeting.							
CO5	Knowledge and ability to cope with consumers’ and industry trends.							

Mapping of Course Outcomes with Program outcomes (Pos)						
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3		3		2
	CO2	3	3	3	3	2
	CO3	3			2	2
	CO4		3	3		
	CO5	2	3	3	2	3
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22E84

MANAGING MEDIA

UNIT – I MEDIA ARTS

6 hours

Oral – Print – Performance – Photographic – Broadcast - Cinematic and Digital cultural forms and practices - Network culture and Media Convergence - Peer to peer authoring etc.- Media as TV sound - Live events - Film animation - Journalism and reporting.

UNIT – II NEW MEDIA AND COMPARATIVE MEDIA

6 hours

Blogs – Wikis - RSS Feeds - Pod casts and Web technologies.

UNIT – III ADVANCED ENTERTAINMENT LAW IN INDIA

6 hours

Contracts - Copyrights and IP in India - Drafting contracts - Filing of patents - Formalities and necessary procedures –Legal issues and law related to Cyberspace and Internet - Security concerns -Trade secrets and Privacy – IP - Digital signature - Telecommunication regulations.

UNIT - IV ENTERTAINMENT BUSINESS FINANCE AND BUDGETING

6 hours

Understanding of the strategic role financial management plays in the Entertainment Business - Financial function of the organization - Roles and Responsibilities - Ability to analyze business opportunities and contracts from a financial standpoint - global markets vs. Local markets effect - Raising long term finance - Venture financing of Corporation - Returns on values to shareholders - Capital Management and laws to do with fund raising.

UNIT – V CONSUMER PATTERNS AND INDUSTRY TRENDS

6 hours

Print media – Film - Sound and social websites - Advertising in different media fields and revenue patterns as in Sound film - Animation Games - LIVE events and internet - Publishing rights and role of publishing companies - Various forms of distribution - Real world scenario in order to solve common issues in publishing rights and distribution – Trends and ethical practices in media management (Only for discussion).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Noah Wardrip - Fruin, Nick Montfort - The New Media Reader (Hardcover) – ITC Chapparal, Officina Sans by Michael Crumpton – 2003.
2. Professor John D H Downing (Editor) Denis McQuail (Editor), Professor Philip Schlesinger (Editor) Ellen A. Wartella (Editor) - The SAGE Handbook of Media Studies (Hardcover) - SAGE Publications, Inc; - 1st edition - September 8, 2004
3. John W. Cones - 43 ways to Finance your Feature Film, Updated Edition: A Comprehensive Analysis of film Finance (Paperback) – 3rd edition – 2008.
4. Sherri L. Burr - Entertainment Law: In a Nutshell (Nutshell Series) (Paperback) - West; 2nd edition - January 16, 2007.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E85	FILM TV PRODUCTION, PROGRAMMING MANAGEMENT	C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

- 1.To make them to understand the genres of film and television programmes;
- 2.To provide skill on story boarding, visualization, editing etc;
- 3.To discuss the uses of story boarding and basic photography, operating TV cameras lighting
- 4.To understand various operations of production house and managing the unit and
5. To understand how to market the product and shows.

COURSE OUTCOMES (COs)

CO1	Through knowledge about genres of film and TV production.
CO2	Awareness about making story board and visualization more aesthetic.
CO3	Complete knowledge about production process of a film.
CO4	Developing ability to handle production house in total.
CO5	Understanding the carrier opportunities on Television media

Mapping of Course Outcomes with Program outcomes (Pos)						
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3				2
	CO2	2	3	2	2	2
	CO3	2	3	3	2	3
	CO4	2	3	2	3	2
	CO5	3	3	3	3	3
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E86	MEDIA BUSINESS PRACTICES	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To familiarize with the different dimensions of music business practices;
2. To give a practical exposure to TV and film business;
3. To highlight the significance of animation and video game preparation and marketing and
4. Knowledge on developing entertainment business, conducting live shows and marketing strategies.

COURSE OUTCOMES (COs)

CO1	Knowledge on developing of Business in Music world
CO2	Understanding the capable of producing film and TV shows and marketing them and function within
CO3	Highly skilled on creating animation and video games.
CO4	Knowledge on live stage events with entertainment license.
CO5	Making use of modern technology to publish and market entertainment products.

Mapping of Course Outcomes with Program outcomes (Pos)						
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	2	3	3	3	3
	CO2	3	3	3		3
	CO3		3	2	2	3
	CO4	2	3		2	
	CO5	2	3	3		3
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E86

MEDIA BUSINESS PRACTICES

UNIT - I MUSIC BUSINESS

6 hours

Music and concert copyrights and publishing - Record label development - Future of music business due to new streaming and place shifting technologies - Indian Music label companies - Music Royalty.

UNIT - II FILM AND TV BUSINESS

6 hours

Laws and Copyrights involves with the Film and TV Business in India - Distribution of content for film and TV - Business structures relating to development – Production - Programming of content - Theatres and Distributors - Technology and legal aspects surrounding film and TV business.

UNIT - III ANIMATION AND VIDEO GAMES BUSINESS

6 hours

Growth of the Animation and Gaming Industry -, Business structures relating to development –Production - Programming of content - Distribution Rights of video games and content.

UNIT - IV EVENTS AND LIVE MEDIA MANAGEMENT

6 hours

Researching of Product and Company brand - Identifying target audience - Developing Management Plan and hiring people - Procuring venues and entertainment licenses to stage events.

UNIT - V ENTERTAINMENT MEDIA PUBLISHING & DISTRIBUTION AND MOBILE MARKETING

6 hours

Publishing rights - Effective Publishing rights for different products - Integrating mobile technology as part of marketing strategy - Incorporating new technology as part of business plan and distribution - Current events and future trends in the industry, Products and companies – Recent trends and ethical practices in media business practices (only for discussion).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Kevin S. Sandler - Reading the Rabbit: Explorations in Warner Bros. Animation, New Brunswick, New Jersey - Rutgers University Press – 1998.
2. Saradhi Kumar Gonela - Case studies on Media and Entertainment Industry – Vol I - ICFAI University Press – 2009.
3. C. Wright Mills - The Mass Society, Chapter in the Power Elite – Oxford University Press - 1956.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E87	SOUND PRODUCTION AND MUSIC INDUSTRY MANAGEMENT	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To give an insight and clear knowledge into sound production techniques
2. To have a knowledge on planning, budgeting, and Professional recording studios
3. To discuss the application of modern tools in the production of music.
4. To understand the concept of electronic music production.

COURSE OUTCOMES (COs)

CO1	Familiarize with the different dimensions of recording music with notes, scales etc.
CO2	Practical exposure post production activities in music production.
CO3	Highlight the significance of professional recording of music for films.
CO4	Skill on radio broadcast technology (AM and FM) and routing and transmission of music.
CO5	Practical knowledge on uses of software and modern tools in music production.

Mapping of Course Outcomes with Program outcomes (Pos)						
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	2	3	2		2
	CO2	2		3		
	CO3	3	3	3	3	3
	CO4	2	3	3	2	2
	CO5	3	2	3	3	3
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E87 SOUND PRODUCTION AND MUSIC INDUSTRY MANAGEMENT

UNIT – I MUSIC THEORY AND STUDIO STUDIES 6 hours

Music History - Musical Notes & Scales - Time signatures & Key signatures - Chords and Triads -Studio Protocol - Recording, Mixing and Mastering concepts.

UNIT - II RECORDING FOR FILM 6 hours

DAW – Editing - Professional Recording Studios - Audio Post production Concepts - Recording Music - Recording Session Planning and Budgeting.

UNIT – III RECORDING FOR TV 6 hours

DAW and Professional Recording Studios - Audio Post production concepts - Recording Music for TV - Recording Session Planning and Budgeting.

UNIT - IV SOUND FOR RADIO 6 hours

Recording sound for radio - Audio content for radio (Spots and Jingles) - Radio broadcast technology (AM and FM) - Routing and transmission.

UNIT – V INTRODUCTION TO ELECTRONIC MUSIC PRODUCTION 6 hours

Introduction to song and jingle structures - Introduction to software based music production - Software tools for music production (Nuendo and VST instruments) – Reason - Ableton live and logic pro – Recent trends and ethical practices in sound production (Only for discussion).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Gary Davis, Ralph Jones - Yamaha Sound Reinforcement Hand Book, Standard Handbook of Audio and Radio – Hal Leonard Corporation – 2nd edition – February 1990.
2. Jerry C. Whitaker, K. Blair Benson – Standard Handbook of Audio and Radio Engineering, 2nd Edition.



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FACULTY OF MANAGEMENT STUDIES
MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

SPECIALIZATION- AGRICULTURE MANAGEMENT

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E88	PRINCIPLES OF AGRI-BUSINESS MANAGEMENT	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To provide knowledge on Agri business;
2. To learn to manage various Agri related operations such as irrigation, power machinery, environment and food technology;
3. To gain knowledge about farm management functions and
4. To provide knowledge about Agri production and marketing functions.

COURSE OUTCOMES (COs)

CO1	Acquaintance with the basic knowledge on Agri business in India.
CO2	Problems in Agri business and managing related operations such as irrigation, power and machinery management
CO3	Knowledge on managing farms and related functions.
CO4	Skill on producing Agri products using modern inputs and related veterinary hospital management
CO5	Ability to market Agri related products profitably.

Mapping of Course Outcomes with Program outcomes (Pos)						
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3		2		
	CO2	2	3	2	1	
	CO3	2	3	2	1	1
	CO4	2	3	2	2	2
	CO5	2	3	2	2	2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E88

PRINCIPLES OF AGRI-BUSINESS MANAGEMENT

UNIT- I INTRODUCTION TO AGRI-BUSINESS

6 hours

Nature of Agri-Business - Evolution of Changing Dimensions of Agri-Business in India -Application of management principles in agri-business – Type - Pattern and scope of Agri-Business.

UNIT- II MANAGEMENT OF AGRI-BUSINESS

6 hours

Management of agro industries - Location Factors and other problems faced by Agri. industries and other industries related to Agri-business - Management of water shed and development projects - Management of irrigation system - Farm power and machinery management - Food technology management environmental Management.

UNIT- III MANAGEMENT IN FARM BUSINESS

6 hours

Nature - Scope and functions of farm business management - Working out existing and alternative farm plans - Farm labour, farm capital and farm machinery - Decision making process in farm management.

UNIT- IV AGRI-BUSINESS TECHNOLOGY

6 hours

Advanced concepts in agricultural production: Technology management for livestock products -Quality management in food industry - Agricultural inputs supply management - Vegetable seeds production management - Crop seed production management - Fertilizer management - Management of veterinary hospitals.

UNIT – V MARKETING AGRI BUSINESS IN INDIA

6 hours

Characteristics of Production - Consumption and marketable surplus of Agri business in India - Rural Marketing - Distribution system - Marketing of agriculture inputs - Marketing by the Govt., - Functioning of selected procurement agencies - Location factors and other problems in processing of agricultural products – Recent trends and ethical practices in Agri business management (Only for discussion).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Koontz, H. and Wechrich, Horticulture Management, 10th edition .Newyork McGrawhill 1995
2. Stoner, J.etc., Horticulture Management, 6th ed., N. Delhi, Prentice Hall Of India,1996.
3. Acharya, S.S and Agarwal,NL Agriculture Marketing In India, Oxford and IBH Publishing Company ,New Delhi 1987
4. Kenneth D. Dull, Principles of Management in Agri-Business, Western Publication.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E89	AGRICULTURE MARKETING SYSTEMS AND MODELS	C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
<ol style="list-style-type: none"> 1. To study the models applicable to marketing of agricultural marketing; 2. To understand pre and post-harvest technologies like grading of products and 3. To understand the role of IT and telecommunication in marketing of agricultural commodities. 						
COURSE OUTCOMES (COs)						
CO1	Familiarity in marketing of Agricultural products supported by research and extension activities.					
CO2	Knowledge about inspection, certification and labeling of produces with pre and post inputs.					
CO3	Capacity to market agricultural produce and effectively by cooperative movement.					
CO4	Improving socio-economic status by modern agricultural approaches like organic farming and processing produces.					
CO5	Use of information technology and telecommunication to extend the market and export of agricultural products.					

Mapping of Course Outcomes with Program outcomes (Pos)						
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3		2	3	2
	CO2	2	2	2	2	2
	CO3	3	2	3	3	2
	CO4	3	3	3	3	2
	CO5	3	3	3	3	3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E90	FARM MANAGEMENT	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
1. To study the scope of farm management and equip with skills to be an effective farm manager; 2. To study the principles and different systems of farming and 3. To understand the different size and practices of farming methods and specializing in diversified farming.						
COURSE OUTCOMES (COs)						
CO1	Acquaintance with the fundamental knowledge on farm management					
CO2	Familiarity with various principles of farm management					
CO3	Planning and budgeting for a farm.					
CO4	Knowing various systems of farms.					
CO5	Able to manage diversified farms and different size of farms.					

Mapping of Course Outcomes with Program outcomes (Pos)						
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	2		
	CO2	3	2	2		2
	CO3	3	2	2	2	2
	CO4	2	3	3	3	2
	CO5	2	3	2	2	2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22E90

FARM MANAGEMENT

UNIT- I INTRODUCTION

6 hours

Introduction – Definitions - Objectives of farm Management - Scope of Farm Management - Economic theory and farm management science - successful farm manager - Relationship of farm management with other sciences - Farm management problems under Indian conditions.

UNIT – II PRINCIPLES OF FARM MANAGEMENT

6 hours

Economic Principles applied to Farm management: Principle of Variable proportion - Cost principle - Principle of factor substitution - Law of Equi-marginal returns - Opportunity cost principle - Principle of combining enterprises - Principle of comparative advantage - Time Comparison principle - Limitations of principles of farm management.

UNIT- III PLANNING

6 hours

Farm Planning, Budgeting and Programming: Farm planning - Farm budgeting - Steps of Complete budgeting - Programming Techniques - Integrated farming systems - Organic farming - resource conservation technology including modern concept of tillage.

UNIT- IV SYSTEMS OF FARM ORGANIZATION

6 hours

Systems of Farm Organization: Different systems of farming, Peasant farming, Corporate farming, State farming, Co-operative farming, Collective farming, Criteria for choice in India, Suitability of alternative systems

UNIT- V SIZE AND PRACTICES

6 hours

Farm Size and Practices: Measurement of size of farm - Pattern of farm holdings in India - Factors determining economic holdings - Farm size practices – Large scale and small scale farming - Specialized and diversified farming - Mixed farming - Extensive and intensive farming – Recent trends and ethical practices in farm management (Only for discussion).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Bhattacharjee, Reflection on the Approach to Studies in Farm Economics in India, Indian Society of Agricultural Economics, Bombay, 196 1.
2. Fundamentals of *Farm Business Management* by S S Johl and T R Kapur. ... 2001, 2005, 2009) ISBN:9788127252236 8127252239 415 Yr. of Pub.2014 Paper ...

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E91	BRANCHES OF AGRICULTURAL MANAGEMENT	C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To understand the importance of floriculture and horticulture management;
2. To study the activities relating to sericulture;
3. To gain exposure on vermin culture and apiculture and
4. To learn to environmental control strategies.

COURSE OUTCOMES (COs)

CO1	Skill on Floriculture and horticulture Management
CO2	Expertise on sericulture Management
CO3	Familiarity with the technique of vermin compose.
CO4	Ability to develop quality apiculture and the organic farm too.
CO5	Environmental control for all these farming.

Mapping of Course Outcomes with Program outcomes (Pos)						
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	3		2
	CO2	3	3	3		2
	CO3	3	3	3	1	2
	CO4	2	3	3	1	
	CO5	2	3	3	2	1
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E91

BRANCHES OF AGRICULTURAL MANAGEMENT

UNIT- I INTRODUCTION OF FLORICULTURE

6 hours

Prospects of protected floriculture in India - Types of protected structures – Greenhouses – Poly houses - Shade houses - Rain shelters etc., - Designing and erection of protected structures - Low cost/Medium cost/High cost structures – Economics of cultivation - Location specific designs - Structural components - Suitable flower crops for protected cultivation - Crop regulation by chemical methods and special horticultural practices (pinching, disbudding, deshooting, deblossoming, etc.) - Staking and netting - Photoperiod regulation.

UNIT- II SERICULTURE

6 hours

Sericulture – Merits of sericulture – Silkworm – Kinds of silkworm – Mulberry silkworm – Feeding – Cleaning – Spacing - Disinfection techniques – Diseases of silkworms and their management.

UNIT- III VERMICULTURE

6 hours

Vermi composting - Process and cultivation of worms - Using red, white wiggler worms –Vermi compost bedding material – Vermi composting and decomposition plant waste - Mixture of decomposing vegetables and food waste – Vermi compost feeding and managing of vermin compost.

UNIT- IV APICULTURE

6 hours

Beekeeping - Inspection programs - Organic apiculture standards - Various bee pests and diseases - Inspection programs - Education and training opportunities.

UNIT – V ENVIRONMENT CONTROL

6 hours

Environment control – Management and manipulation of temperature - light, humidity, air and CO₂ - Heating and cooling systems – Ventilation - Naturally ventilated greenhouses - Fan and pad cooled greenhouses - Light regulation – Recent trends and ethical practices in branches of development in agricultural management (Only for discussion).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. American horticultural society encyclopedia of gardening / christopher brickell, 2003.
Msu reference, 1 center - sb450.95 .a45 2003
2. dirr's hardy trees and shrubs: an illustrated encyclopedia / by michael a. Dirr. 1997.
Msu reference, 1 center - sb435.5 .d556 1997
3. encyclopedia of agriculture research / editors: gary c. Reiter and caleb j. Schuster.
Series: agriculture issues and policies series.Msu main library - s540.a2 e53 2011 v.1 and 2

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E92	AGRICULTURAL EXPORT MANAGEMENT	C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To study the scope for exporting agricultural produce;
2. To know the steps in exporting the agricultural products and
3. To understand the legal and financial aspects relating to export of agricultural products.

COURSE OUTCOMES (COs)

CO1	Familiarity with the scope of exporting agricultural products.
CO2	Knowledge on the steps to export agricultural products by selecting suitable market and channels.
CO3	Understanding the steps involved in exporting agricultural products and related legal dimensions.
CO4	Identifying and ability to raise financial support for exporting agricultural products.
CO5	Knowledge and capable of doing export documentation procedure and promotions using agencies.

Mapping of Course Outcomes with Program outcomes (Pos)						
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3		1		1
	CO2	3	3	3	1	2
	CO3	3		3	1	2
	CO4	2	3	3	2	2
	CO5	3	3	3	3	3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E92

AGRICULTURAL EXPORT MANAGEMENT

UNIT- I INTRODUCTION EXPORT MANAGEMENT

6 hours

Definition and Nature of Export Management - Scope of Export Management in Agri business.

UNIT – II MARKETING IN AGRIBUSINESS

6 hours

Steps in Export of Agri-business products - Selection of Market and Channels of Export.

UNIT- III LEGAL IN AGRIBUSINESS

6 hours

Issues related to the export of agribusiness products - Legal requirements for export of agribusiness products.

UNIT- IV FINANCING CONTROL

6 hours

Financing of Agribusiness exports - Role of Govt. in promotion of Exports.

UNIT- V EXPORT PROCEDURE

6 hours

Export documentation and procedure - External agencies for promotions of export – Recent trends and ethics in agricultural product export (Only for discussion).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. *Chemical Risk Management: Reference Manual ... NSW Agriculture, 2001 - Agricultural chemicals - 168 pages ... ISBN, 0734712278, 9780734712271.*
2. *The economic justification for fisheries reform by World Bank and Kelleher, Kieran and Willmann, Rolf and World Bank and Food and Agriculture Organization of the United Nations 2009, Agriculture and rural development, ISBN 0821379143, xxiii, 100*

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E93	MANAGEMENT OF DAIRIES and CO-OPERATIVES	C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30	3	3	0	0	T
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
1. To understand the nutrition, composition properties of milk; 2. To understand the cooperative principles of dairies and issues in cooperative societies and 3. To study the microbiological and bacteriological aspects of milk processing and production of milk products.						
COURSE OUTCOMES (COs)						
CO1	Familiarity with chemical composition of milk of various breeds.					
CO2	Able to form cooperative mils society and grading milk based on microbiological quality of milk.					
CO3	Management of cooperative societies and composition of milk products.					
CO4	Processing of milk to produce milk products.					
CO5	Knowing the microbiological aspects of milk and its preservatives.					

Mapping of Course Outcomes with Program outcomes (Pos)						
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	2	3	1	2
	CO2	3	3	3	3	3
	CO3	3	3	3	3	3
	CO4	3	3	3	3	2
	CO5	3	3	3		2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E93 MANAGEMENT OF DAIRIES and CO-OPERATIVES

UNIT- I INTRODUCTION OF DAIRIES

6 hours

Chemical composition of various food of plant and animal origin - Structure and functions of food constituents – additives – Preservatives - Flavors and antioxidants - Composition and Physico-chemical and nutritional properties of milk and colostrums - Chemistry of milk – Constituents - Nutrients and milk products.

UNIT – II INTRODUCTION OF CO-OPERATIVES

6 hours

Nature of cooperative principles - Management principles and applications to cooperative organizations - Structure and functions of various types of cooperatives. Introduction to dairy microbiology – Milk production - Hygiene and critical risk factors affecting microbiological quality - Microorganisms associated with milk and their classification based on increasing temperature.

UNIT- III MANAGERIAL PROBLEMS OF COOPERATIVES

6 hours

Managerial problems of cooperatives - Consumer stores - Role of Govt., financing of cooperatives - Staffing and training - Efficiency criteria. Composition and chemistry of cream - butter, ghee, ice-cream, cheese, condensed and dried milks - Infant food - Spoilage of ghee and use of antioxidants - Chemistry of milk fermentation.

UNIT- IV BACTERIOLOGICAL ASPECTS OF MILK PROCESSING

6 hours

Bacteriological aspects of milk processing – Theorization – Pasteurization – Boiling – Sterilization – UHT - Bctofugation and membrane filtration - Microbiological quality of cream, butter, ice-cream, concentrated dairy products, dried milks, infants milk foods, indigenous dairy products.

UNIT- V MICROBIOLOGY OF DAIRY STARTERS

6 hours

Microbiology of dairy starters: Classification - Genetic aspects and carbohydrate metabolism of Lactic Acid Bacteria (LAB) – Preservation - propagation and quality control of dairy starters and their inhibition by antibiotic residues – Detergents – Sanitizers - Bacteriophages etc., - Recent trends and ethical practices in dairy management (Only for discussion).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Xiangyu Guo, Brian Henehan (2007). Rural Supply and Marketing Co-operatives in China: Historical Development, Problems and Reforms. (PhD. Thesis) China. All China Federation of Supply and Marketing Co-operatives. www.chinacoop.com
2. Dogarawa A.B (2005). Role of Co-operative Societies in Economic Development. Department of Accounting (PhD. Thesis) Ahmadu Bello University, Zaria 14, Nigeria.
3. Choubey B.N. (1978). Problems and Prospects of Weavers Co-operatives in Bihar Indian Co-operative Review Volume 15, No.3.
4. Ramesh Babu G. (1993). Problems in Co-operative Agricultural Marketing Societies, Indian Co-operative Review, Volume 30, No.2 pp 182-187.



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FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus

Program Structure for MBA (Full Time)

SPECIALIZATION

- ENTREPRENEURSHIP

MANAGEMENT

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E94	ENTREPRENEURIAL FINANCE		C	L	T/SLr	P/R	T/L/ ETP	
	Total Contact Hours – 30		3	3	0	0	Ty	
	Prerequisite - Degree							
	Course Designed by – Faculty of Management Studies							
OBJECTIVES								
1. To explain how financial planning of entrepreneurs; 2. To understanding the sources of long term and working capital finance and 3. To know the avenues of venture capital and tax aspects of a business.								
COURSE OUTCOMES (COs)								
CO1	Thorough knowledge about the basics of financial aspects of an entrepreneur.							
CO2	Analyze the different sources of long term finance for medium and small scale businesses.							
CO3	Analyze the different sources of working capital and its management of medium and small scale businesses.							
CO4	Complete knowledge and evaluation of venture capital.							
CO5	Adopting various venture capital valuation methods to compute the value.							
Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5		
2	CO1	3	3	3	3	1		
	CO2	3	3	3	3	2		
	CO3	3	3	3	3	2		
	CO4	3	2	3	3	3		
	CO5	3	3	3	2	3		
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)		
					✓			
4	Approval						Meeting of Academic Council, June 2022	

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22E94

ENTREPRENEURIAL FINANCE

UNIT – I ENTREPRENEURIAL FINANCE

6 hours

Finance for Entrepreneurs: Principles of entrepreneurial finance- Role of entrepreneurial finance- The successful venture life cycle - Financing through venture lifecycle - Life cycle approach for teaching - Developing Business Idea - Business Model - Screening venture opportunities: Pricing / Profitability considerations - Financial, / harvest considerations - Financial plans and projections.

UNIT – II SOURCES OF FINANCE

6 hours

Sources of Finance: Various sources of finance available - Long term sources: Equity Shares - Preference Shares – Debentures - Kinds Private Placements – IPO – SEBI – FDI - Institutional Finance – Banks: IDBI, IFCI, IIBI, ICICI, SIDBI, SFC's in India - Merchant Banks in India - NBFC's in India - Their way of financing in India for small and medium business.

UNIT – III WORKING CAPITAL

6 hours

Short Term Sources: Banks and financial Institutions that give short term finance - Bills Discounting - Factoring - Working Capital - Concepts - Importance - Cash Management - Inventory Management - Receivables Management - Sources of Working Capital.

UNIT – IV VENTURE CAPITAL

6 hours

Venture Capital: Venture capital - Meaning - origin - Importance - Venture capital in India - Benefits. Hire Purchase - Concept - Hire Purchase and Leasing - Evaluation of Hire Purchase Proposals - Leasing - Overview - Tax aspects - Lease Accounting - Evaluation of Leasing Proposals.

UNIT – V VENTURE VALUATION

6 hours

Venture Valuation: Valuing early stage ventures - Venture Worth - Basic Mechanics of valuation - Developing the projected financial statements for a discounted Cash Flow Valuation - Accounting Vs Equity Valuation Cash Flow - Venture Capital Valuation Methods: Basic Venture Capital Valuation Method - Earnings Multiplier - Discounted Dividends – Trends in entrepreneurial finance and ethical practices (Only for discussion).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Prasanna Chandra. *Projects - Planning, Analysis, Selection, Implementation and Review*-(Tata McGraw - Hill Publishing Corporation Limited, New Delhi). Edition 4 reprint
2. M. Y. Khan, *Indian Financial System*, (Tata McGraw - Hill Publishing Corporation Limited, New Delhi).
3. L. M. Bhole, *Financial Institution and Markets*, (Tata McGraw - Hill Publishing Corporation Limited)
4. Gordon and Natarajan, *Financial Markets*, (BPB Publications). 4th Edition
5. V. K. Blialla, *Investment Management*, (S. Chand and Company Publishers Ltd)

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E95	PROJECT MANAGEMENT	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	Ty
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To explain project management and the role of a project manager;
2. To train on project planning and analyzing the feasibility of the project and
3. To enable the project to implemented and to have effective control.

COURSE OUTCOMES (COs)

CO1	Awareness about project management and the role of project manager.
CO2	Ability to plan a project proposal.
CO3	Able to perform feasibility study relating to market, financial technical etc.
CO4	Capacity to implement and control project as per the standard
CO5	Understanding project life cycle and process of terminating a project.

Mapping of Course Outcomes with Program outcomes (Pos)

(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3		3		2
	CO2	3	3	3	2	2
	CO3	2	3	3	3	3
	CO4	2	3	3	2	
	CO5	3	3	3	2	2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22E95 PROJECT MANAGEMENT

UNIT – I INTRODUCTION

6 hours

Project management: Project initiation - Introduction – Understanding project management – Project life cycle – Systems theory and concepts of project management – Organizational structures for project management – Project selection – Role of project manager – Project planning – Conflict – Negotiation.

UNIT – II PROJECT PLANNING

6 hours

Project planning - Project planning as a value adding activity - Process of project planning -Managing the planning process - Communicating project plans - Dealing with increased complexity through network diagrams - Analyzing the network - Critical Path Analysis - Activity on nodes diagramming- Dealing with the uncertainty Programme Evaluation and Review Technique - Computerized project management - Planning with standards.

UNIT – III PROJECT FEASIBILITY

6 hours

Project feasibility study - Market Feasibility - Technical Feasibility - Financial Feasibility - Economic Feasibility - Critical Success factors - Demand forecasting techniques -Project financing and development banks - Development banking and western world - Internal Generation of Funds - Leasing Financing - Public sector bonds - Debentures.

UNIT – IV PROJECT IMPLEMENTATION

6 hours

Project implementation: Budgeting and cost estimation – Scheduling of projects – PERT – CPM – Cost control in project management – Project management information systems – Project control.

UNIT – V PROJECT LIFE CYCLE

6 hours

Project management in New Era: International project management – Project auditing – Project audit life cycle – Project management selection – Training – Project termination - Process of termination – Project management in practice - Project management in new millennium – Trends and ethical practices in project management (Only for discussion).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Harvey Maylor, *Project Management*, Macmillan India Ltd. 4th Edition ISBN-10: 027370432X ISBN-13: 978-0273704324
2. S. Choudhury, *Project Management*, Tata McGraw Hill publishing ISBN-10: 0074600680 ISBN-13: 978-0074600689
3. B.B. Goel, *Project Management Principles and Techniques*, Deep and Deep publications Pvt Ltd. Reprint ISBN NO 8171007880, 9788171007882
4. Prasanna Chandra Project Planning, Analysis, Selection, implementation and Review- Tata McGraw Hill Publishing Company Ltd 8th edition ISBN: 9789332902572
5. Harold Kerzner, *Project Management A systems Approach to Planning Scheduling and Controlling*

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E96	CREATIVITY AND INNOVATION FOR SUSTAINABLE ENTERPRISE	C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 30	3	3	0	0	Ty
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
<ol style="list-style-type: none"> 1. To study about the knowledge management and transformation of an enterprise through knowledge management; 2. To enable to share knowledge by joint venture, collaboration and in RandD; 3. To understand about web marketing and web marketing strategies and 4. To explain technology innovation and enterprise resource planning for sustainable enterprise. 						
COURSE OUTCOMES (COs)						
CO1	Awareness about knowledge management and transformation of an enterprise through knowledge					
CO2	Able to foresee the problems because of joint venture and ability to overcome the same.					
CO3	Enhancing entrepreneurial viability through web marketing.					
CO4	Familiar with web marketing strategies to attract and satisfy customers.					
CO5	Application of enterprise resource planning for sustainable business.					

Mapping of Course Outcomes with Program outcomes (Pos)							
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low							
1	COs/POs	PO1	PO2	PO3	PO4	PO5	
2	CO1	3	3	3	2	3	
	CO2	3	3	3	3	2	
	CO3	3	2	3	2	3	
	CO4	3	3	3	3	3	
	CO5	3	2	2	3	3	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Approval					Meeting of Academic Council, June 2022	

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22E96 CREATIVITY AND INNOVATION FOR SUSTAINABLE ENTERPRISE

UNIT – I INNOVATION

6 hours

Innovation: - Need - Objectives of innovation - Technology innovation - Importance of knowledge management - Need - Business strategies related to knowledge management - Knowledge Management approaches - Transformation of an enterprise through Knowledge Management - Creating knowledge management System in organization.

UNIT – II JOINT VENTURE

6 hours

Technology transfer and Joint Ventures – Policies, Procedure and Practices - India's technology base and capabilities - Preference of Indian technology - Major constraints and problems operational constraints - Problems in Indian Business Environment - Problems in finalization of agreement - Major problems in technology transfer - Collaboration agreements.

UNIT – III WEB MARKETING

6 hours

Web Marketing – Meaning - Benefits of Web Marketing - Myths and Facts in Web Marketing - Web Psychology: Understanding the Internet mind - The Internet and the Law: Copyright, Censorship, Privacy - Jurisdiction - Do's and Don'ts on Web.

UNIT – IV WEB MARKETING STRATEGY

6 hours

Web marketing Strategies - Choosing the strategy - Online store fronts - Target marketing Attracting customers - Web Advertising - E-Mail Marketing - Instant market research - Securities Issues.

UNIT – V ENTERPRISE RESOURCE PLANNING

6 hours

Enterprise Resource Planning: The E- Business backbone - Meaning- ERP decision enterprise architecture Planning- ERP implementation - The future of ERP applications – Procurement -Business blueprint planning – Recent trends in technology and ethics in use of technology (Only for discussion).

TOTAL NO. OF PERIODS: 30 HOURS

REFERENCE BOOKS:

1. Harish chandra Chaudharaty, *Knowledge Management for Competitive advantage*, Excel Books Publications New Edition ISBN NO 978-81-7446-437-8
2. R.R.Azad, *Technology Transfer and Joint Ventures Abroad*, Deepand deep Publications, New Delhi 1st Edition ISBN: 817629294X ISBN-13: 9788176292948
3. J Kuegler, Jr. *Web Advertising And Marketing*, Thomas 3rd Edition-Prentice- Hall of India, New Delhi 3rd Edition ISBN-10: 0761528539 ISBN-13: 978-0761528531
4. Dr. ravi Kalakotae, *Business Roadmap for Success*, Perason Education 2nd Edition ISBN-10: 0201721651 ISBN-13: 978-0201721652
5. Ravi Kalakota, Andrew B. Whinston, *Frontiers of Electronic Commerce*, Addition -Wesley, 2000

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E97	BUSINESS PLAN and ETHICS	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	Ty
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To understand business plan and its parameters;
2. To know the steps involved in the business plan process and its components and
3. To be aware of business ethical practices.

COURSE OUTCOMES (COs)

CO1	Ability to build a business plan.
CO2	Ability to identify the sources of information and able to conduct market research.
CO3	Knowing the every component and its significance of business plan.
CO4	Aware of business ethical practices and its importance.
CO5	Undertaking ethical business decision making and ensuring corporate governance.

Mapping of Course Outcomes with Program outcomes (Pos)							
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low							
1	COs/POs	PO1	PO2	PO3	PO4	PO5	
2	CO1	3	3	3	2	2	
	CO2	3	3	3	3	3	
	CO3	3	3	3	3	3	
	CO4	3		2		2	
	CO5	3	3	3	2	2	
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓		
4	Approval					Meeting of Academic Council, June 2022	

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E97 BUSINESS PLAN and ETHICS

UNIT – I BUSINESS PLAN

6 hours

Business Plan – Meaning - Importance of business plan - Basic parameters - Timing of decision undertaken - Project parameters - Common considerations - Factors of successful business -Capital management- Financial control - Anticipating change and adaptability.

UNIT – II BUSINESS PLAN PROCESS

6 hours

Business plan process - Sources of information – Internet - Government sources and statistics -Offline research resources - Library - SBDC'S - Trade and industries associations - Sources of market research - Evaluating data- Benefits of market study - Coverage of market study -Information sources.

UNIT – III BUSINESS PLAN COMPONENTS

6 hours

Business plan components - The Executive summary - Company description - Industry analysis and trends - Target market - Competition - Strategic position and risk assessment - Marketing plan and sales strategy - Operations - Technology plan - Management and organization.

UNIT – IV BUSINESS ETHICS

6 hours

Business ethics - Definition and importance - Benefits of business ethics - Emerging ethical issues in business - Ethics as a dimension of social responsibility.

UNIT – V ETHICAL DECISION MAKING PROCESS

6 hours

The ethical decision making process - Understanding ethical decision making and corporate governance - Individual factors - Organizational factors - Implementing and auditing ethics programs - Business ethics in a global economy _ Recent trends in business plan (Only for discussion).

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. O.C.Ferrell John Paul, *Business ethics – Ethical decision making and case,s* 10th Edition ISBN-10: 1285423712 ISBN-13: 978-1285423715 Fraedrich, Linda Ferrell. 6th Edition, Biztantra.
2. *Business ethics* - William H. Shaw 4th Edition Published by Thompson Wadsworth 8th edition
3. Rhonda Abrams, *The Successful business Plan Secrets Strategies*, prentice 6th Edition ISBN-10: 1933895462 ISBN-13: 978-1933895468
4. Rhonda Abrams, *The business plan in a day* Prentice, 3rd Edition
5. *Business plan preparation* - Entrepreneurship Development Institute of India.

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus
Program Structure for MBA (Full Time)

MMBA22E98	MANAGING DIVERSITY	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	Ty
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To explain relevance of ethics in today's business scenario;
2. To know the theories on ethics and the relationship between culture and ethics and
3. To prepare oneself how to adopt to changes and also with amended legal framework.

COURSE OUTCOMES (COs)

CO1	Identify and interpret the business innovations and trends both nationally and internationally.
CO2	Understanding cultural theories and various cultures to manage cultural impact on business.
CO3	Evaluate ethical theories and to have competitive advantage both in domestic and international market.
CO4	Critically analyze the legislation, government policies and case law to ensure positive process change.
CO5	Manage with legal issues in domestic and international business lands.

Mapping of Course Outcomes with Program outcomes (Pos)						
(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5
2	CO1	3	2	3	2	3
	CO2	3		3	2	2
	CO3	3	3	3	2	3
	CO4	3	3	3	3	2
	CO5	3		3	L	2
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E98

MANAGING DIVERSITY

UNIT – I BUSINESS ETHICS

6 hours

Business - Concepts and significance - Entry of multinationals - New changes in business –Innovation of new products - Technological changes – Competition in business - Social responsibility of business.

UNIT – II CULTURE and ETHICS

6 hours

Cultural concept - Cultural change - Culture and workplace - Cross culture - Culture and competition - Differences in culture - Cultural theories - Impact of culture on business -Managing cultural impacts and changes.

UNIT – III ETHICAL THEORIES

6 hours

Nature of competition - Heckscher Ohlin theory - The new trade theory - National competitive advantage - Porter's Diamond - Impact of competition - Managing competition - Updating of new technology - Era of globalization - Significance - Profiting from global expansion - Pressures for cost reductions and local responsiveness - Liberalization of Indian economy.

UNIT – IV PROCESS CHANGE

6 hours

Strategic responses to changing environment - Portfolio related - Process related and structure related- Aligning HR strategy - Strategic changes- Planned changes – Drawbacks Unplanned change- Steps in planned change - Changes and amendments in labors laws - International trade unions and business associations.

UNIT – V LEGAL ISSUES

6 hours

Legal acts in India - Industrial Developmental Regulation Act (IDRA) - New industrial policy - New economic policy - Abolition of MRTP Act and introduction of Competitive Act - Consumer Protection Act - Imposing of MODVAT in India.

TOTAL NO. OF PERIODS: 30 HOURS

Reference Books:

1. Francis Cherunilam, *Business Environment*, (Himalaya Publishers) 17th Edition ISBN 8183182240
2. Aswathappa, *Business Environment*, (Himalaya Publishers) New Edition
3. Francis Cherunilam, *International Business*, (Prentice Hall of India). New Edition ISBN no 8120342143
4. *Competing in the Global Market Place International Business*, Hill. C. W. (Tata McGraw -Hill Publishing Corporation Limited, New Delhi). New Edition
5. N. Agarwal, *Indian Economy*, (Wishwa Prakashan). 4th Edition

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus Program Structure for MBA (Full Time)

MMBA22E99	EVENT MANAGEMENT	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 30	3	3	0	0	Ty
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To help the students learn how to design, plan, market and stage an event.
2. To plan various aspects of event organizing.
3. To learn about legal compliance, risk management, financial control and to evaluate the success of the events to be staged.

COURSE OUTCOMES (COs)

CO1	Capable of managing events for various segments with various implications.
CO2	Plan an event by gathering relevant information with respect to operations, finance and marketing aspects.
CO3	Ability to make budget and make plan relating to financial aspects including raising funds.
CO4	Executing event project activities including public relations.
CO5	Organising and executing an event by negotiating with a team with complete accountability and responsibility.

Mapping of Course Outcomes with Program outcomes (Pos)

(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low

1	COs/Pos	PO1	PO2	PO3	PO4	PO5
2	CO1	3	3	3	3	2
	CO2	3	2	3	2	2
	CO3	2	3	3	3	2
	CO4	3	3	3	3	3
	CO5	3	3	3	3	3
3	Category	General (A)	Basic Sciences and Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar/ Internship (H)
					✓	
4	Approval	Meeting of Academic Council, June 2022				

FACULTY OF MANAGEMENT STUDIES

MBA- Two Year Full Time Program- Curriculum and Syllabus **Program Structure for MBA (Full Time)**

MMBA22E99

EVENT MANAGEMENT

UNIT – I INTRODUCTION TO EVENT MANAGEMENT

6 hours

Introduction - Definitions and frameworks - Categories and typologies - Historical contexts and precedents - Characteristics of events - Market demand for events - size and scope of the events market - Determinants and motivations - Structure of demand for events - The events business: Supply and suppliers

UNIT – II EVENT PLANNING

6 hours

Making a Start: Introduction - Getting organized - Event feasibility: Finding and testing an idea - The screening process - Progressing the idea - Events planning: Introduction - The planning process – Objectives - Environmental search and information gathering - Demand and operational planning - Financial planning - Marketing planning - Getting it together.

UNIT – III FINANCIAL PLANNING and BUDGETING

6 hours

Financial Management and the Budget: Introduction - Objectives and financial planning - Creating a budget - Detailed budget - Who spends what - Other sources of income - Sponsorship and public funding - Creating the ambience.

UNIT – IV PUBLIC RELATION

6 hours

Marketing and Public relations for events -Target market - Influence the target market - The marketing plan - Marketing for a new event - Marketing for repeat events and new editions - Managing the event as a project: Event as a project - Risk management - Legalities and insurance - Systems set-up and ticketing - Operational activities.

UNIT – V THE ORGANIZATION MANAGER AND THE TEAM

6 hours

Introduction - Organization - Organizational effectiveness - Staffing: professional or volunteer - Factors influencing the number and type of staff - Finding staff - Running the event on the day - Close-down - Evaluation and Legacies:

TOTAL NO. OF PERIODS: 30 HOURS

Reference books:

1. Anton Shone and Bryn Parry, *Successful Event Management*, Cengage Learning India Edition Fenich, G. (2005). Meetings, Expositions, Events, and Conventions: An introduction to the industry. New Jersey: Pearson Prentice Hall. 4TH EDITION ISBN-10: 1408075997
2. Getz. D (1997). *Event Management and Event Tourism*. New York: Cognizant Communication Corporation. 2nd Edition ISBN-13: 978-1882345465
3. Montgomery, R. J. and Strick, S. K. (1995). *Meetings, Conventions, and Expositions: An Introduction to the Industry*. New York: John Wiley and Sons, Inc. 5th Edition ISBN: 9780521150088
4. Devesh Kishore, Ganga Sagar Singh - *Event Management: A Blooming Industry and an Eventful Career* Anand Publications Pvt. LATEST EDITION ISBN - 1551803674