



## **PSGR KRISHNAMMAL COLLEGE FOR WOMEN**

### **College of Excellence**

(An Autonomous Institution, Affiliated to Bharathiar University)  
(Reaccredited with 'A' Grade by NAAC, An ISO 9001:2015 Certified Institution)  
Peelamedu, Coimbatore-641004



## **DEPARTMENT OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS)**

CHOICE BASED CREDIT SYSTEM &  
OUTCOME BASED EDUCATION SYLLABUS

BACHELOR OF BUSINESS ADMINISTRATION  
(INTERNATIONAL BUSINESS)

**2018 - 2019**



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### PROGRAMME OUTCOME-UG

After completion of the programme, the student will be able to

- PO1:** Develop ethical thinking, functional and general management skills, exhibit understanding of broad business concepts and principles.
- PO2:** Evaluate different business problems using analytical, creative and integrative abilities with a global mindset
- PO3:** Equip students to build and demonstrate leadership, team work and social skills.
- PO4:** Communicate effectively in different contexts and understand geopolitical environment of business organisations, analyse financial performance of an organization applying various tools that aid in decision making.

### PROGRAMME SPECIFIC OUTCOME

At the end of the programme student will be able to

- PSO1:** Identify and evaluate the complexities of international business and its impact on globalization.
- PSO2:** Understand Trade practices, procedures, documentation and global market issues in today's competitive world
- PSO3:** Gather, analyse, and evaluate business data and information and transform empirical data in to useful and action able information
- PSO4:** Apply knowledge paradigms in creating new products and adjust the international strategies based on global environmental changes
- PSO5:** Apply proven theoretical and conceptual knowledge of global business challenges in multicultural contexts and operate effectively demonstrating teambuilding and intercultural communication skills.



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**DEPARTMENT OF BUSINESS ADMINISTRATION**

**(INTERNATIONAL BUSINESS)**

**CHOICE BASED CREDIT SYSTEM & OUTCOME BASED EDUCATION**

**SYLLABUS & SCHEME OF EXAMINATION**

**2018 - 2021**

Semester	Part	Subject Code	Title of the Paper	Instruction persem	Tutorial (Hrs)	Practical	Instruction perweek	Total (Hrs)	Duration of Examination	Exam Marks			Credits
										CIA	ESE	Total	
I	I	TAM1701/ HIN1701/ FRE1701	Tamil Paper I / Hindi Paper I / French Paper I	86	4	-	6	90	3	40	60	100	3
I	II	ENG1701/ ENG17F1	English Paper I / Functional English Paper I	86	4	-	6	90	3	40	60	100	3
I	III	APB1701	Core -1: Principles and practice of Management	71	4	-	5	75	3	40	60	100	4
I	III	AOB1702	Core-2: Organisational Behaviour	71	4	-	5	75	3	40	60	100	4
I	III	TH16A02A/ TH16A02B	Allied 1: Mathematics for Management- Level II /Level I	86	4	-	6	90	3	40	60	100	5
I	IV	NME12WS/ AS/GS/ NME16A1/B1	Women Studies/ Ambedkar Studies/ Gandhian Studies	26	4	-	2	30	2	100	50	100	2
			Advance Tamil/ Basic Tamil	28	2	-	2	30	2	50		100	
II	I	TAM1702/ HIN1702/ FRE1702	Tamil Paper II / Hindi Paper II / French Paper II	86	4	-	6	90	3	40	60	100	3

II	II	ENG1702 ENG17F2	English Paper II/ Functional English Paper II	86	4	-	6	90	3	40	60	100	3
II	III	IB17C03	Core – 3: Introduction to International Business	71	4	-	5	75	3	40	60	100	4
II	III	IB17C04	Core - 4 :Executive and Exim Correspondence	71	4	-	5	75	3	40	60	100	4
II	III	TH16A24A/ TH16A24B	Allied - 2 Mathematics for Management - Level II /Level I	86	4	-	6	90	3	40	60	100	5
II	VI		PDP	-	-	-	-	-	-	-	-	100	2
II	IV	NME16B2/ NME16A2/	*Basic Tamil/ Advanced Tamil	-	-	-	2	-	-	-	-	-	-
	IV		**Open Course: (Self study- Online Course)	-	-	-	-	-	-	-	-	-	-
II	VI	NM12GAW	General Awareness	-	-	-	Self study	-	Online test	100	-	100	Grade
III	III	AFA1604	Financial Accounting	86	4	-	6	90	3	40	60	100	4
III	III	IB16C05	India's Foreign Trade	86	4	-	6	90	3	40	60	100	4
III	III	IB16C08	International Marketing Management	101	4	-	7	105	3	40	60	100	5
III	III	IB16A01 / RM16A01/	Allied-1 Management of Innovation / Tourism Management	86	4	-	6	90	3	40	60	100	5
III	IV	SB14FA01	Skill Based Subject–Finance and Accounting for Business Process Services – Paper I (Theory)(Optional)/	41	4	-	3	45	2	25	75	100	3
III	IV	SB18BA01	Business Analytics Paper I(Theory)***	29	1	-	2	30	2	-	-	-	-
III	IV	SB18BAP1	Basics in R-Programming (Practicals)***	15	-	-	1	15	2	-	-	-	-
III	III	NM14EVS	Foundation Course: Environmental Studies	Self Study	-	-	-	-	-	-	-	-	-
IV	III	AHR1607	Human Resource Management	86	4	-	6	90	3	40	60	100	4

IV	III	AFM1608	Financial Management	86	4	-	6	90	3	40	60	100	4
IV	III	IB16C10	Export and Import Procedures	101	4	-	7	105	3	40	60	100	5
IV	III	IB16A02/ RM16A02	Allied-4 Corporate Governance/ Banking and Insurance Management	86	4	-	6	90	3	40	60	100	5
IV	IV	SB14FA02	Skill Based Subject – Finance and Accounting for Business Process Services – Paper II (Theory) (Optional)/	41	4	-	3	45	2	25	75	100	3
IV	IV	SB18BA01	Business Analytics Paper I(Theory)***	29	1	-	2	30	2	25	75	100	4
IV	IV	SB18BAP1	Basics in R-Programming (Practicals)***	13	2	-	1	15	2	40	60	100	2
IV	IV		NSS/ NCC / YRC	-	-	-	-	-	-	-	-	-	1
V	III	ACA1802	Cost and Management Accounting	71	4	-	5	75	3	40	60	100	5
V	III	IB18C13	International Financial Management	71	4	-	5	75	3	40	60	100	4
V	III	AMS1810	Management Information System	71	4	-	5	75	3	40	60	100	4
V	III	ARM1811/ IB18E05	AOS-1 Research Methods for Management/ Personality Building	71	4	-	5	75	3	40	60	100	5
V	III	IB18E02/ IB18E06	AOS-2 International Economics / Total Quality Management	71	4	-	5	75	3	40	60	100	4
V	IV	SB18FAP2	Skill Based Subject– Computational Finance – Paper- II (Practical) (Optional)/	41	4	-	3	45	2	25	75	100	3
V	IV	SB18BA02	Business Analytics Paper II (Theory)***	29	1	-	1	30	2	-	-	-	
V	IV	SB18BAP2	Business Analytics-II (Practicals)  Advances in R-Programming (Practicals)***	15	-	-	1	15	2	-	-	-	

V		NM13IS1	Information Security (Level I)	26	4	-	2	30	-	-	-	100	Grade
V	III	IB18AC1	ALC1: Financial services **	-	-	-	-	-	3	25	75	100	5
V	III	IB18AC2	ALC 2:Event Management *	-	-	-	-	-	3	25	75	100	5
V			Personality Development	-	-	-	-	-	-	-	-	100	-
V			Field Work	-	-	-	-	-	-	-	-	100	2
V	III		Comprehensive Examination	-	-	-	-	-	-	-	-	100	Grade
VI	III	UED1801	Entrepreneurial Development	71	4	-	5	75	3	40	60	100	4
VI	III	IB18C14	Taxation	86	4	-	6	90	3	40	60	100	4
VI	III	SCM18E03/ IB18E07	AOS -3 Supply Chain Management/ Consumer Behaviour	71	4	-	5	75	3	40	60	100	4
VI	III	ASP1813/BB18E08	AOS -4 Advertising and Sales Promotion/ Services Marketing	71	4	-	5	75	3	40	60	100	4
VI	III	IB18PROJ	Project and Viva-voce	6	-	-	-	-	-	-	-	-	5
VI	IV	SB18FAP2	Skill Based Subject– Computational Finance – Paper- II (Practical)(Optional)/	41	4	-	3	45	2	25	75	100	3
VI	IV	SB18BA02	Business Analytics Paper II(Theory)***	29	1	-	2	30	2	25	75	100	4
VI	IV	SB18BAP2	Business Analytics –II (Practicals)  Advances in R-Programming (Practicals)***	13	2	-	1	15	2	40	60	100	2

\*Outside regular class hours.

\*\* - self study course

CIA: Continuous internal assessment

ESE: End semester examination

\*\*\* SBS Finance and Accounting for BPS-I will be studied in Semester III and Finance and Accounting for BPS-II will be studied in Semester IV. Business Analytics – I(Theory) and Basic in R-Programming (Practical) will be optional to Finance and Accounting for BPS-I and II and will be studied in Semester III and IV. Evaluation for Finance and Accounting for BPS I and II will be during Semesters III and IV respectively. Evaluation for Business Analytics – I and Basic in R-Programming will be during the Semester IV.

\*\*\* SBS Computational Finance Practical -I will be studied in Semester V and Computational Finance Practical II will be studied in Semester VI. Business Analytics – II (Theory) and Advances in R-Programming (Practical) will be optional to Computational Finance Practical-I and II and will be studied in Semester V and VI. Evaluation for Computational Finance Practical- I and II will be during Semesters V and VI respectively. Evaluation for Business Analytics – II and Advances in R-Programming will be during the Semester VI.

### **QUESTION PAPER PATTERN**

#### **CORE & ALLIED PAPERS**

#### **Continuous Internal Assessment: 50 Marks**

SECTION		MARKS	TOTAL
A	5 X 2 Marks	10	50
B	4 X 5 Marks	20	
C	2/3 X 10 Marks	20	

#### **End Semester Examination: 100 Marks**

SECTION	WORD LIMIT	MARKS	TOTAL
-12/15 X 2 Marks ( <b>Open Choice</b> )	One or two sentences	24	100
B – 6/8 X 6 Marks ( <b>Open Choice</b> )	300 words	36	

C – 4/6 X 10 Marks (Open Choice)	600 – 800 words	40
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**SKILL BASED SUBJECT**

**Continuous Internal Assessment: 25 Marks**

SECTION		MARKS	TOTAL
A	4 / 6 X 4 Marks	16	25
B	1 / 2 X 9 Marks	9	

**End Semester Examination: 50 Marks**

SECTION		MARKS	TOTAL
A	4 / 6 X 5 Marks	20	50
B	2 / 3 X 15 Marks	30	

**ADVANCED LEARNERS COURSE (ALC)**

**Continuous Internal Assessment: 25 Marks**

SECTION		MARKS	TOTAL
A	4 / 6 X 4 Marks	16	25
B	1 / 2 X 9 Marks	9	

**End Semester Examination: 75 Marks**

SECTION		MARKS	TOTAL
A	5 / 8 X 5 Marks	25	75
B	5/8 X 10 Marks	50	



**VALUE EDUCATION AND HUMAN RIGHTS / WOMEN STUDIES / AMBEDKAR  
STUDIES / GANDHIAN STUDIES / ENTREPRENEURSHIP / ENVIRONMENTAL  
STUDIES**

**Continuous Internal Assessment: 50 Marks**

SE CTION		MARKS	TOTAL
A	4 / 6 X 5 Marks	20	50
B	2 / 3 X 15 Marks	30	

Value Education and Human Rights & Environmental Studies two internal tests will be conducted for 50 marks each and the total marks secured will be equated to a maximum of 75 marks and 25 marks is allotted for project / group discussion / presentation of a report.

**INFORMATION SECURITY**

**Continuous Internal Assessment: 40 Marks**

SE CTION		MARKS	TOTAL
A	5 / 8 X 2 Marks	10	40
B	6 / 8 X 5 Marks	30	

**FIELD TRAINING**

The students have the option to carry out their field training work at any organizations such as Government / private organizations of different domains (Manufacturing, Textiles, Retails, Insurance & Banking, etc.,) and R&D institutes. Students will start the training work after getting approval from the respective faculty guide and HoD. The students will undergo training for a period of two weeks (15days) at the end of semester IV during vacation. The students must maintain a work diary and prepare report of the training undergone and submit the report. The field training will be assessed based on the components attendance, work diary, report and viva-voce with internal examiners at the beginning of the semester V.

MODE OF EVALUATION	MARKS	TOTAL
Attendance	10	100
Work Diary	15	
Report	50	
Viva-voce	25	

## **PROJECT**

### **Individual Project and Viva Voce**

Each student will be allotted with a faculty for project guidance. The topic/area of the project work and the organization will be finalized at the end of V semester and approved by the respective guide and HoD. The work will be carried out in the computer science lab as well as in the organization. Internal review will be conducted periodically to assess the progress of the project work. After completion of the work, a detailed project report will be prepared and submitted at the end of the semester VI. External examiner appointed by the Controller of Examination) will conduct the viva voce examination along with respective guide.

### **Area of Work**

Mobile app development, website development, IoT, Dataset preparation, Biological sequence analysis etc.,

### **Methodology**

- Each project should contain the following details
- Brief introduction on the topic
- System Analysis
- System Design
- Testing and Implementation
- Conclusion
- Scope for Future Enhancement
- Bibliography

The above contents should not exceed 50 pages

## Internal Assessment: 20 Marks

Review	Mode of Evaluation	Marks	Total
I	Synopsis, Organization profile, System Specification, Existing system, Proposed system	5	20
II	DFD,ERD, Table Design	10	
III	Input forms, Output forms and Preparation of rough draft	5	

## External Assessment: 80 Marks

Mode of Evaluation	Marks	Total
<b>Project Report</b>		
Relevance of the topic	10	60
Technology	10	
Designing and development	20	
Report	20	
<b>Viva Voce</b>		
Presentation	10	20
Performance	10	

## WEIGHTAGE ASSIGNED TO VARIOUS COMPONENTS OF

### CONTINUOUS INTERNAL ASSESSMENT

#### Theory

	CIA I	CIA II	Model Exam	Assignment/ Class Notes	Seminar	Quiz	Class Participation	Library Usage	Attendance	Max. Marks
Core / Allied	5	5	6	4	5	4	5	3	3	40
SBS	5	5	15	-	-	-	-	-	-	25
ALC		10	15	-	-	-	-	-	-	25
Information Security	40	40		10		10				100

#### Practical

	Model Exam	Lab Performance	Regularity in Record Submission	Attendance	Maximum Marks
Core / Allied / SBS	12	20	5	3	40

### RUBRICS

#### Assignment/ Seminar

**Maximum - 20 Marks (converted to 4 marks)**

Criteria	4 Marks	3 Marks	2 Marks	1 Mark
<b>Focus Purpose</b>	Clear	Shows awareness	Shows little awareness	No awareness
<b>Main idea</b>	Clearly presents a main idea.	Main idea supported throughout	Vague sense	No main idea
<b>Organization: Overall</b>	Well planned	Good overall organization	There is a sense of organization	No sense of organization
<b>Content</b>	Exceptionally well presented	Well presented	Content is sound	Not good
<b>Style: Details and Examples</b>	Large amounts of specific examples and detailed description	Some use of examples and detailed descriptions	Little use of specific examples and details	No use of examples

## CLASS PARTICIPATION

**Maximum - 20 Marks (converted to 5 marks)**

<b>Criteria</b>	<b>5 Marks</b>	<b>4 Marks</b>	<b>3 Marks</b>	<b>2 Marks</b>	<b>1 Mark</b>
<b>Level of Engagement in Class</b>	Student proactively contributes to class by offering ideas and asks questions more than once per class.	Student proactively contributes to class by offering ideas and asks questions once per class	Student contributes to class and asks questions occasionally	Student rarely contributes to class by offering ideas and asking no questions	Student never contributes to class by offering ideas
<b>Listening Skills</b>	Student listens when others talk, both in groups and in class. Student incorporates or builds off of the ideas of others.	Student listens when others talk, both in groups and in class.	Student listens when others talk in groups and in class occasionally	Student does not listen when others talk, both in groups and in class.	Student does not listen when others talk, both in groups and in class. Student often interrupts when others speak.
<b>Behavior</b>	Student almost never displays disruptive behavior during class	Student rarely displays disruptive behavior during class	Student occasionally displays disruptive behavior during class	Student often displays disruptive behavior during class	Student almost always displays disruptive behavior during class
<b>Preparation</b>	Student is almost always prepared for class with required class materials	Student is usually prepared for class with required class materials	Student is occasionally prepared for class with required class materials	Student is rarely prepared for class with required class materials	Student is almost never prepared for class.

**MAPPING OF POs WITH COs**

COURSE	PROGRAMME OUTCOMES				
	PO1	PO2	PO3	PO4	PO5
<b>COURSE 1 - APB1701</b>					
CO1	M	S	M	M	M
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	M	M	S
CO5	S	S	S	S	S
<b>COURSE2-AOB1702</b>					
CO1	S	S	S	S	
CO2	S	S	S	S	
CO3	S	S	S	M	
CO4	M	S	S	M	
CO5	M	S	S	M	
<b>COURSE 3 - IB17C03</b>					
CO1	S	S	S	S	
CO2	S	S	S	S	
CO3	S	S	S	S	
CO4	S	S	S	S	
CO5	S	S	S	S	
<b>COURSE 4- IB17C04</b>					
CO1	S	S	S	S	
CO2	S	S	S	S	
CO3	S	S	S	S	
CO4	S	S	S	S	
CO5	S	S	S	S	

<b>COURSE 5 - AFA1604</b>					
CO1	S	S	M	S	
CO2	S	S	M	S	
CO3	S	S	S	M	
CO4	S	S	S	S	
CO5	S	S	S	S	
<b>COURSE 6 - IB16C05</b>					
CO1	S	S	S	S	
CO2	S	S	S	S	
CO3	S	S	S	S	
CO4	S	S	S	S	
CO5	S	S	S	S	
<b>COURSE 7 - IB16C08</b>					
CO1	S	S	S	S	
CO2	S	S	S	S	
CO3	S	S	S	S	
CO4	S	S	S	S	
CO5	S	S	S	S	
<b>COURSE 8 - IB16A01</b>					
CO1	S	S	S	S	
CO2	S	S	S	S	
CO3	S	S	S	S	
CO4	S	S	S	S	
CO5	S	S	S	S	
<b>COURSE 9 - SB18BA01</b>					
CO1	S	S	S	S	
CO2	S	M	S	S	
CO3	S	S	M	S	

<b>COURSE 10 - AHR1607</b>					
CO1	S	S	S	S	
CO2	S	S	S	S	
CO3	S	S	S	M	
CO4	M	S	S	S	
CO5	S	S	S	S	
<b>COURSE 11 - AFM1608</b>					
CO1	S	S	M	S	S
CO2	S	S	M	S	S
CO3	S	S	S	S	M
CO4	S	S	S	S	S
CO5	S	S	S	S	S
<b>COURSE 12-IB16C10</b>					
CO1	S	S	S	S	
CO2	S	S	S	S	
CO3	S	S	S	S	
CO4	S	S	S	S	
CO5	S	S	S	S	
<b>COURSE 13-IB16A02</b>					
CO1	S	S	S	S	
CO2	S	S	S	S	
CO3	S	S	S	S	
CO4	S	S	S	S	
CO5	S	S	S	S	
<b>COURSE 14-ACA1802</b>					
CO1	S	S	M	S	
CO2	S	S	M	S	
CO3	S	S	S	S	
CO4	S	S	M	S	
CO5	S	S	S	S	



<b>COURSE 15- IB18C13</b>					
CO1	S	S	S	S	
CO2	S	S	S	S	
CO3	S	S	S	S	
CO4	S	S	S	S	
CO5	S	S	S	S	
<b>COURSE 16- AMS1810</b>					
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	M	S
CO4	S	S	S	S	S
CO5	S	S	S	M	S
<b>COURSE 17- ARM1811</b>					
CO1	S	S	S	S	
CO2	S	S	S	S	
CO3	S	S	M	S	
CO4	S	S	M	M	
CO5	S	S	S	S	
<b>COURSE 18- IB18E05</b>					
CO1	S	S	S	S	
CO2	S	S	S	S	
CO3	S	S	S	S	
CO4	S	S	S	S	
<b>COURSE 19-IB18E02</b>					
CO1	S	S	S	S	
CO2	S	S	S	S	
CO3	S	S	S	S	
CO4	S	S	S	S	

CO5	S	S	S	S	
<b>COURSE 20 - IB18E06</b>					
CO1	S	S	S	S	
CO2	S	S	S	S	
CO3	S	S	S	S	
CO4	S	S	S	S	
CO5	S	S	S	S	
<b>COURSE 21- SB18BA02</b>					
CO1	S	S	M	S	
CO2	S	S	S	S	
CO3	S	S	S	M	
<b>COURSE 22- IB18AC1</b>					
CO1	S	S	S	S	
CO2	S	S	S	S	
CO3	S	S	S	S	
CO4	S	S	S	S	
CO5	S	S	S	S	
<b>COURSE 23- IB18AC2</b>					
CO1	S	S	S	S	
CO2	S	S	S	S	
CO3	S	S	S	S	
CO4	S	S	S	S	
CO5	S	S	S	S	
<b>COURSE 24- UED1801</b>					
CO1	S	S	S	S	
CO2	S	S	S	S	
CO3	S	S	S	S	
CO4	S	S	S	S	
CO5					

<b>COURSE 25- IB18C14</b>					
CO1	S	S	S	S	
CO2	S	S	S	S	
CO3	S	S	S	S	
CO4	S	S	S	S	
CO5	S	S	S	S	
<b>COURSE 26 - SCM18E03</b>					
CO1	S	S	S	S	
CO2	S	S	S	S	
CO3	S	S	S	S	
CO4	S	S	S	S	
CO5	S	S	S	S	
<b>COURSE 27- IB18E07</b>					
CO1	S	S	S	S	
CO2	S	S	S	S	
CO3	S	S	S	S	
CO4	S	S	S	S	
CO5	S	S	S	S	
<b>COURSE 28- ASP1813</b>					
CO1	S	S	S	S	
CO2	S	S	S	S	
CO3	S	S	S	M	
CO4	M	S	S	M	
CO5	M	S	S	M	
<b>COURSE 29- BB18E08</b>					
CO1	S	S	S	S	
CO2	S	S	S	S	
CO3	S	S	S	S	
CO4	S	S	S	S	
CO5	S	S	S	S	
<b>COURSE 30-- IB18AC3</b>					

CO1	S	S	S	S
CO2	S	S	S	S
CO3	S	S	S	S
CO4	S	S	S	S
CO5	S	S	S	S
<b>COURSE 31- IB18AC4</b>				
CO1	S	S	S	S
CO2	S	S	S	S
CO3	S	S	S	S
CO4	S	S	S	S

**H- High; M-Medium; L-Low**

<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
<b>APB1701</b>	<b>PRINCIPLES AND PRACTICE OF MANAGEMENT</b>	<b>CORE</b>	<b>71</b>	<b>4</b>	<b>-</b>	<b>5</b>

### **Preamble**

To develop ability to critically analyse and evaluate a variety of management practices in the contemporary context;

To understand and apply a variety of management and organisational theories in practice

To be able to mirror existing practices or to generate their own innovative management competencies, required for today's complex and global workplace;

To be able to critically reflect on ethical theories and social responsibility ideologies to create sustainable organisations.

### **Course Outcomes**

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	Understand various management concepts and the functions at various levels in the organizational.	K1
CO2.	Identify and understand the various types of plans and their process and limitations.	K2
CO3.	Interpret why a good organisational structure and coordination is needed for effective organisations	K2
CO4.	Understand the various types of decision and how to apply scientific decision making process	K3
CO5.	Estimate various types of performance evaluation and apply how budgetary controls promote efficient and optimal utilization of resources	K3

### **Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4
CO1.	M	S	M	M
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	M	M

CO5.	S	S	S	S
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S- Strong; M- Medium; L-Low

## **PRINCIPLES AND PRACTICE OF MANAGEMENT- APB1701**

### **Syllabus**

#### **UNIT – I (15 Hours)**

Management: Meaning & Definition – Scope -- Features - Level and Role of Management – Process of Managing — Management as an art or a science or a profession – Management Thought: Scientific & Modern Management thoughts only – Functions of Management.

#### **UNIT – II (15 Hours)**

Planning: Meaning and Definition – Nature and Characteristics of Planning – Importance – Types of Plans – Planning process – Limitations of Planning Decision Making: Definition, meaning and features of decision making- Types of decision making – Decision making process.

#### **UNIT – III (15 Hours)**

Organising: Meaning and Definition – Principles of Organizing – Formal and Informal Organisation– Importance of Organization - Delegation and Authority – Forms of organisation (organisation structure) – Organisation Charts.

#### **UNIT – IV (14 Hours)**

Controlling: Definition – Characteristics of control – Importance of controlling- Control process – Effective control system – Limitations of controlling - Types of Control - Control Techniques: Budgetary control and Non budgetary control.

#### **UNIT – V (12 Hours)**

Co-ordination: Meaning and Definition – Features and Benefits of co-ordination –Essential for effective co-ordination.

Case study Analysis- Simple cases from all units.

### **Text Books :**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	A.Kumudha	Principles of Management	Kalyani Publishers	2012
2.	Charles W.L.Hill and Steven L Mcshare	Principles of Management	Tata McGraw Hill	2011

**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Harold Kootz and Heinz Weihrich	Essentials of Management	Tata McGraw Hill	2014
2.	Stephen P. Robbins, Mary Coulter and Neharika Vohra	Management	Pearson Prentice Hall, New Delhi	2013
3.	Rao V.S.P.	Management: Text & Cases	Excel Books, New Delhi	2012
4.	Charles W.L.Hill and Steven L Mcshare	Principles of Management	Tata McGraw Hill	2011

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

**Course Designers**

Mrs.G.Nagamuthu

<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
<b>AOB1702</b>	<b>ORGANISATIONAL BEHAVIOUR</b>	<b>Core</b>	<b>71</b>	<b>4</b>	<b>-</b>	<b>4</b>

### Preamble

To provide an introduction to behavioural approach in management.

To familiarize the students with the behavioural patterns of human beings at individual and group levels in the context of an organization.

To introduce students with the history of the behavioural movement in management.

### Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	Identify the determinants of personality and relate the importance of attitudes to understand behavior.	K1
CO2.	Recognize how workplace perceptions, attitudes, and behaviors impact organizational performance	K1
CO3.	Describe the concepts, theories and models of organisational behaviour.	K2
CO4.	Associate the behaviour of individuals and groups in organisations and identify the problems associated with organizing and managing teams	K2
CO5.	Demonstrate the ability to use theories in the practice of leadership	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	M
CO4.	M	S	S	M
CO5.	M	S	S	M

**S- Strong; M -Medium; L-Low**



## ORGANISATIONAL BEHAVIOUR- AOB1702

### Syllabus

#### UNIT – 1 (15 Hours)

Nature and importance of Organisational Behaviour (OB) — concept and relevance of OB in Modern Management- Models of OB- Challenges and Opportunities faced by Managers applying OB.

#### UNIT – II (15 Hours)

Perception- process, importance, factors influencing perception, Managerial and Behavioural applications of Perception. Motivation-Concept, Theories (Maslow, Herzberg and McGregor).

#### UNIT – III (15 Hours)

Attitudes: characteristics, components, measurement of attitude, attitude surveys. Personality, meaning, self concept, self -esteem, major determinants of personality – personality tests.

#### UNIT – IV (15 Hours)

Group Dynamics- Definition, types of Groups, Stages of Group development, Team Building, Group processes and group decision Making, Transactional Analysis and Johari Window, Kinesics, Body Language.

#### UNIT – V (11 Hours)

Leadership- Leader Vs Manager, Leadership styles, Concepts and Theories, Transformational vs. Transactional Leadership.

Case study Analysis (For internal evaluation only) - simple cases from all units.

#### Text Books:

S.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	L.M. Prasad	Organizational Behavior	Sultan Chand & Sons	2014
2	Fred Luthans	Organizational Behavior	Tata Mc Graw Hill	2014

#### Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	K. Aswathappa	Organizational Behavior	Himalaya Publishing House Pvt. Ltd.	2014

2.	Shashi K. Gupta & Rosy Joshi	Organizational Behavior	Kalyani publishers	2014
3.	N. Kumar & R.Mittal	Organisational Behaviour	Anmol	2011

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

**Course Designers:**

Mrs.D.Mythili

Mrs.K.Sathiya priya

<b>COURSE NUMBER-</b>	<b>COURSE NAME</b>	<b>Category</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
<b>IB17C03</b>	<b>INTRODUCTION TO INTERNATIONAL BUSINESS</b>	<b>CORE</b>	<b>71</b>	<b>4</b>	<b>-</b>	<b>5</b>

**Preamble:**

To provide students with the knowledge, skills, and abilities to understand the global economic, political, cultural and social environment within which firms operate.

To examine the strategies and structures of international business

To assess the special roles of an international business's various functions.

To prepare students to formulate and execute strategies plans, and tactics to succeed in international business ventures.

**Course Outcomes**

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	Define key international business terms and to know the strategic decisions in international business.	K1
CO2.	To understand the meaning and ramifications of globalization and to get an idea of the factors determining competitive advantage	K2
CO3.	To discuss the significance of economic, political, socio-cultural, demographic and technological factors to international business and to understand how differences in the environment affect business strategies.	K2
CO4.	Describe and analyse the functions of international monetary system and risk associated with Foreign Exchange market.	K2
CO5.	Examine India's position in the emerging global economy and to demonstrate India's integration with the global economy.	K3

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S

CO3.	S	S	S	S
CO4.	S	S	S	S
CO5.	S	S	S	S

S- Strong; M-Medium; L-Low

## INTRODUCTION TO INTERNATIONAL BUSINESS- IB17C03

### Syllabus

#### UNIT – I (15 Hours)

IB an overview – Reasons for International Business-Types of International Business- Constraints of International Business-. International Business Orientation-International Commercial Terms.

#### UNIT – II (16 Hours)

Definitional dimensions – Globalization of world economy – essential conditions for Globalisation – Factors favouring globalization – Globalization strategies – implications and Impact – Comparisons between the old and new Globalisation–Policy options.

#### UNIT – III (16 Hours)

International of International Business and its significance- Economic environment-Socio /cultural environment- Demographic environment- Political environment Technological environment.

#### UNIT – IV (14 Hours)

Bretton Woods system- EMS, ECU and Euro, Foreign exchange market- Determinants of exchange rates- Classifications and convertibility-Currency exchange risk- Foreign exchange management.

#### UNIT – V (10 Hours)

India- An emerging market- India in Global Trade- Libéralisation and intégration with Global economy.

### Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Francis Cherunilam	International Business- Text and Cases	PHI Learning Private Ltd	2014

**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Charles W L Hill & Arun KumarJain	International Business: Competing in the Global marketplace	McGraw Hill Education India Pvt Ltd	2014
2.	C.B.Gupta	International Business	Sultan Chand & Sons.	2014
3.	Rakesh Mohan Joshi	International Business	Oxford University press India	2009

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

**Course Designer:**

Dr.M.Theivanayaki

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
IB17CO4	EXECUTIVE AND EXIM CORREPENDENCE	CORE	71	4	-	5

### Preamble

To help the students in communication and developing communication skills, which adds to their knowledge.

To understand the purpose and responses in an interpersonal communication from personal to professional situations,

To understand the dynamics of group communication, students are made to participate in various team activities followed by their experience sharing and learning.

### Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	Identify the importance of communication to gain a general understanding of communication process, and to overcome barriers in communication.	K1
CO2.	Associate the fundamentals of the report writing process and to produce effective reports characterized by using creative charts, tables and diagrams.	K2
CO3.	Describe the nature of import and export, Different terms used in import and export correspondence.	K2
CO4.	Demonstrate the critical thinking skills to produce successful letters or emails in any given context or situation.	K3
CO5.	Describe the concept of presentation skill, group discussion, personality effectiveness, Business Etiquette and demonstrate through role plays in any given context or situation.	K3

### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S

CO4.	S	S	S	S
CO5.	S	S	S	S

### **EXECUTIVE AND EXIM CORREPENDENCE- IB17CO4**

#### **Syllabus**

#### **UNIT – I (15 Hours)**

Communication: Meaning – Importance - Objectives – Types – Media – Communication devices – Use of Internet and email - Barriers to communication – Principles of Effective Communication.

#### **UNIT – II (15 Hours)**

Letter writing – Essential of an effective Business letter –Functions of Business Letter - Layout of business letter – Enquiry and reply letter – Order and Execution-Credit and status enquiry- Collection letters- Sales letters.

#### **UNIT – III (15 Hours)**

Import and Export Correspondence -Terms used in Import and export correspondence-Direct Importing- import through Indent Houses-Letter to Open an irrevocable letter of credit- Bank Correspondence- Insurance Correspondence.

#### **UNIT – IV (15 Hours)**

Reports: Types, Preparation, structure and organization of reports – Reports by individuals and committees.

#### **UNIT – V (11 Hours)**

Presentation skill - Public relation department-Group Discussion- Personality Effectiveness- Business etiquette and email etiquette

#### **Text Book:**

S1. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Rajendra Pal &Korlahalli	Essentials of Business Communication	Sultan Chand & Sons.	2008

**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Dr.V.K.Jain & Dr.Omprakash Biyani	Business Communication	S.Chand & Company ltd	2010
2.	Raj Kumar	Basic Business Communication	Excel Books Publishing house	2010
3.	M.V. Rodriques	Effective Business Communication	Concept Publishing Company	2003
4.	Kitty O. Locker & Stephen KyoKaczmarek	Business Communication-Building Critical Skills	McGraw-Hill Irwin	2014

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

**Course Designer**

Mrs. D.Mythili



COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
AFA1604	FINANCIAL ACCOUNTING	CORE	71	4	-	5

**Preamble:**

To understand the basic concepts and principles of financial accounting.

To deepen knowledge on all the components of the balance sheet, using a double entry book keeping perspective.

To convey sufficient knowledge for an adequate interpretation, analysis and use the information provided by financial accounting.

To effectively communicate financial results and position to stakeholders.

**Course Outcomes:**

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO6.	Identify the importance of accounting and to gain a broad understanding of concepts, principles and terminology of financial accounting.	K1
CO7.	Recognize and familiarize kinds of accounts and use of various accounting tools.	K1
CO8.	Associate the components of balance sheet using double entry booking keeping.	K2
CO9.	Analyze and perform fundamental accounting operations.	K2
CO10.	Demonstrate the critical thinking skills to analyze and prepare financial reports in any given context or situation.	K3

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4
CO1	S	S	M	S
CO2	S	S	M	S
CO3	S	S	S	M

CO4	S	S	S	S
CO5	S	S	S	S

S- Strong; M-Medium; L-Low

## FINANCIAL ACCOUNTING- AFA1604

### Syllabus

#### UNIT – I (17 Hours)

Accounting Concepts – Principles – Kinds of Accounts – Journal, Ledger, Subsidiary Books: Purchase Book, Sales Book, Returns Book, Cash Book.

#### UNIT – II (16 Hours)

Trial Balance-objectives and methods of preparing Trial Balance-Rectification of Errors -types of errors- preparation of suspense account - effect of errors on profit– preparation of Bank Reconciliation Statement.

#### UNIT – III (19 Hours)

Capital and Revenue expenditure- Preparation of Manufacturing – Trading and Profit and Loss Account – Balance Sheet- Treatment of adjustments.

#### UNIT – IV (16 Hours)

Depreciation – Meaning, Need for depreciation - Methods: Straight line and Diminishing balance methods – Bills of Exchange – entries in the books of drawer and acceptor

#### UNIT - V (18 Hours)

Final accounts of a company- Horizontal and vertical forms of income statement and Balance sheet and its contents-Financial statement analysis- comparative, common size statements and trend analysis- Ethics in financial reporting.

(Theory and Problems in the ratio of 20% and 80% respectively)

#### Text Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Mohan JunejaC	Financial Accounting	Kalyani Publishers	2013
2	S P Jain and Narang	Financial Accounting	Kalyani Publishers	2005 Reprint 2016

#### Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Grewal T.S	Double entry book keeping	Sultan Chand & Company	2000

2	Gupta and Radhaswamy	Advanced Accountancy	Sultan Chand & Sons	2002
3	S.N. Maheswari	Financial Accounting	Sultan Chand & Sons.	2000

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

**Course Designers:**

Dr.S.Poornima

Dr.K.Nithyakala.

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB16C05	INDIA'S FOREIGN TRADE	CORE	86	4	-	4

### Preamble

To give students a basic understanding of trade strategies and their implications for business.

To impart the students with the nature, scope and trends in economic trading policies over the decades.

To get a broad picture of functions, role and impact of trade policies in globalized economy.

To analyse the trade performance of India.

### Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	To impart fundamentals of foreign trade policies.	K1
CO2.	To understand the theoretical foundations of international trade and enabling them to learn the pattern, structure and policy framework of India's foreign trade.	K2
CO3.	To acquaint the students with the trade practices, procedures and documentation of international trade.	K2
CO4.	To compare various aspects relating to India's Foreign Trade practices.	K2
CO5.	To analyse the trade performance of India by examining the determinants of India's exports and imports procedures.	K3

### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	S	S
CO5.	S	S	S	S

S- Strong; M-Medium; L-Low  
**INDIA'S FOREIGN TRADE- IB16C05**

## **Syllabus**

### **UNIT – I (17Hours)**

Development of Foreign trade policy- India's foreign trade since 1951- Foreign trade policy 2015- 2020 - Recent changes in Foreign Trade policy.

### **UNIT – II (18 Hours)**

Recent trends in foreign trade-Composition of foreign trade-Major items of India's exports and Imports-Traditional and Non-traditional exports- Direction of Foreign trade-Comparative export performance of India.

### **UNIT – III (18Hours)**

Institutional infrastructure or Exports- Department of commerce- Consultative and Deliberative Bodies-Export Promotion councils- Commodity Boards-Ministry of Textiles.

### **UNIT – IV (18 Hours)**

Service Institutions- Indian Institute of foreign trade- Trade development authority-Indian Institute of Packaging- Indian council of arbitration-Department of commerce Intelligence and statistics- Government participation in foreign trade- International trade fair and exhibitions.

### **UNIT – V (15 Hours)**

Trade prospects of India with other countries – Regional groupings –FIEO services- Export Inspection council- International Trade Promotion Organization.

### **Text Book:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Francis Cherunilam	International Trade and Export Management	Himalaya Publishing House	2017

### **Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Shri O.P. Agarwal & B.K. Chaudhuri	Foreign Trade and Foreign Exchange	Jain Book House	2015
2.	Varma & Agarwal	Export Management	Himalaya Publishing House	2009

3.	Bhanu Prakash Verma, Naina Agarwal	International trade and Business	Thakur Publishers	2014
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**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar.

**Course Designers:**

Dr.M. Theivanayaki

M. Ganeshwari

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB16C08	INTERNATIONAL MARKETING MANAGEMENT	CORE	101	4	-	5

### Preamble:

To impart the students with the knowledge, concepts of the unique aspects involved in marketing internationally.

To give students a basic understanding of international marketing management and various risks associated with it.

To develop, extend and improve the ability to plan and act strategically in International marketing environment.

To learn and apply skills to current on-going marketing issues involved in today's competitive world.

### Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	To acquire the basic knowledge, concepts, tools, and international terminology necessary to understand international problems and issues.	K1
CO2.	To understand how companies adjust their international strategies based on the global environmental changes.	K2
CO3.	To build skills and respect toward the understanding of cultures of nations by critically analyzing the social, political, legal, and economic forces that affect the business performance of international marketing.	K2
CO4.	Apply knowledge paradigms in international marketing to gain insights into similarities/differences across cross-cultural markets and their marketing implications.	K3
CO5.	To develop a formal analytical framework of decision making based on recent developments in the field of international marketing.	K3

### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	S	S	S	S

CO2	S	S	S	S
CO3	S	S	S	S
CO4	S	S	S	S
CO5	S	S	S	S

S- Strong; M-Medium; L-Low

## **INTERNATIONAL MARKETING MANAGEMENT- IB16C08**

### **Syllabus**

#### **UNIT – I (16 Hours)**

**Introduction to Marketing:** Meaning and Nature of Marketing - Market – Objectives and Characteristics- Marketing Functions- Factors influencing Marketing functions -International Marketing – Nature and scope - Role of International Marketing in economic development –International Business Intelligence: source of information – International marketing information system and market research.

#### **UNIT – II (18 Hours)**

Market selection process – determinants of market selection – market profile – market segmentation – market segment selection- Market entry strategies – Exporting, licensing and franchising – Contract manufacturing – Management Contracting – Turnkey contracts – Joint ventures

#### **UNIT – III (17 Hours)**

International product decisions – Product mix - Product Life Cycle – **New product development** – Branding - Packaging and Labelling - **Business Environment** and Product Strategies- Product communication strategies - Globalization Vs Localization.

#### **UNIT – IV (18 Hours)**

**International pricing** and distribution – Exporters cost – pricing objectives – factors affecting pricing – pricing methods – Transfer pricing – dumping – steps in pricing – Retrograde pricing – International channel system: Distribution channel strategy-International distribution channels, their roles and functions- **Marketing Research- Objectives and Elements of Marketing Research- Importance and Limitations of Marketing Research.**

#### **UNIT – V (17 Hours)**

International Promotion: Business environment and promotion strategies- major decisions in **International Marketing Communication**- Communication Mix-Role of export promotion organisation- Trade fairs and exhibitions-Personal selling- Management of Sales force- Problems in International Marketing Communication.



**Text book:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Francis Cherunilam	International Business- Text and Cases	PHI Learning Private Ltd	2014

**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Francis Cherunilam	International Trade and Export Management	Himalaya Publishing House	2017
2.	Philip Kotler and Kevin Keller	Marketing Management	Prentice Hall Of India	2009
3.	R.S.N. Pillai & Bagavathi	Modern Marketing	S.Chand & Company	2010

**Reference Links**

Sl. No	Units	Topic	Links	No of Hours
1.	Unit I	Introduction to marketing	<a href="https://www.class-central.com/subject/marketing">https://www.class-central.com/subject/marketing</a>	10
2	Unit II,III,IV, V	Global Marketing management	<a href="https://onlinecourses.nptel.ac.in/noc19_mg10/preview">https://onlinecourses.nptel.ac.in/noc19_mg10/preview</a>	20
3.	Unit IV	Market research	Field study	10

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

**Course Designers:**

Ms.M.Theivanayaki  
Ms.M.Ganeshwari

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB16A01	ALLIED- MANAGEMENT OF INNOVATION	CORE	86	4	-	5

### Preamble

Develop an awareness of the range, scope, and complexity of technological innovation, and the issues related to managing technological change.

Understand different approaches to managing of innovation.

Identify drivers and barriers to technological innovation within an organization.

Understand what it takes to manage technological innovation.

### Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	To acquire the basic knowledge, concepts, tools, innovation and new product creation.	K1
CO2.	To understand the innovation strategy, planning and evaluation.	K2
CO3.	Demonstrate a broad view of technological innovation and methods.	K2
CO4.	Apply knowledge paradigms in creating new product and methods in protecting the innovated product.	K3
CO5.	To develop a formal analytical framework in selecting the tools for developing new product.	K3

### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	S	S
CO5.	S	S	S	S

## **ALLIED- MANAGEMENT OF INNOVATION- IB16A01**

### **Syllabus**

#### **UNIT- I (17 Hours)**

Concept of innovation and creativity- definition – Importance of innovation - 4 P's of creativity – Sources of innovation – Types and pattern of innovation – Technologies used in innovation.

#### **UNIT – II (17 Hours)**

Innovation internal strategy – innovation planning- types – process – internal innovation and implementation – evaluation and control – implementing evaluation and control.

#### **UNIT – III (17 Hours)**

Formulating technological innovation strategy- defining the organization's strategy – Identifying core competencies - choosing innovation project – quantitative method – qualitative method – Advantages and Disadvantages.

#### **UNIT – IV (17 Hours)**

Collaborative strategy – types and advantages of collaboration – choosing the mode of collaboration - protecting innovation – effectiveness and uses of protection – mechanism – advantages.

#### **UNIT – V (18 Hours)**

Managing new product development process – objectives –tools for measuring new product development – team – structure. Case studies on innovative management strategies.

Case Studies: For internal evaluation only.

#### **Text book:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Margaret A.White, Garry D.Bruton	The Managemetn of Technology & Innovation: a Strategic Approach	Cengage Learning	2011
2.	Melissa A. Schilling	Strategic Management of Technological Innovation - Fifth Edition	McGrawHill, International Edition	2011

**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Paul Trott	Innovation Management and New Product Development	Prentice Hall	2013
2.	John Dessant	Innovation and Entrepreneurship	Wiley Publication	2015

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

**Course Designers:**

Ms.V. Akalya

Ms. M.Theivanayaki

**SEMESTER –III SKILL BASED SUBJECT**

**FINANCE AND ACCOUNTING FOR BUSINESS PROCESS SERVICES– Paper I**

**SUB CODE- SB14FA01**

**Credits: 3**

**Hours-41**

**Objectives:** To give an understanding of F&A standards, accounts payable and receivable financial processes and general ledger activities.

**UNIT –I(6HRS)**

Outsourcing need and current trends- BPO areas- horizontal and business verticals-BPO industry- Future of BPO

**UNIT II (10HRS)**

Accounts payable- vendor master-invoice and payment processing-vendor reconciliation-Role of technology in accounts payable

**UNIT III (11HRS)**

Accounts receivable-Sub categories-credit management-sales order management-Billing and revenue recognition-collection procedures-cash application-reconciliation and reporting

**UNIT-IV (8HRS)**

General Ledger Process-Chart of accounts-Tax accounting-Tax accounting in India and US-Reporting

**UNIT-V (6HRS)**

Accounting standards Board-Key Indian Accounting Standards-India and IFRS-International financial accounting standards-comparison between Indian/US GAAP and IFRS

**TEXT BOOKS: TCS MATERIALS**

<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>Category</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
<b>SB18BA01</b>	<b>Business Analytics- Level I</b>		<b>86</b>	<b>4</b>		<b>6</b>

### **Preamble**

- To achieve and establish vital understanding of big data application in business intelligence.
- To institute the concept of systematic transformation of process-oriented data into information of underlying business process.
- To exhibit knowledge of data analysis techniques and to apply principles of data sciences integrating enterprise reporting.

### **Course Outcomes**

On the successful completion of the course, students will be able to Mapping with

### **Programme Outcomes**

CO Number	CO Statement	Knowledge Level
CO1	To identify the importance of data science in business process	K1
CO2	To discuss data integration and modelling techniques	K2
CO3	To examine business intelligence concepts for enterprise reporting.	K3

### **Mapping with Programme Outcome**

Cos/POs	PO1	PO2	PO3	PO4
CO1	S	S	S	S
CO2	S	M	S	S
CO3	S	S	M	S

S- Strong; M-Medium

## **Business Analytics- Level I- SB18BA01**

### **Syllabus**

#### **Unit I (12 hrs)**

Introduction to Business Analytics: Business Analytics- Business Analyst- Evolving role of Business Analyst-BA Roadmap: Different levels of Business Analysis-Basic rules of Business and Business Analysis

#### **Unit II (12 hrs)**

Data Modeling: Basics- Types-Techniques- Fact table- Dimension table- Typical dimensional Models- Dimensional modeling life cycle- Designing the dimensional model

#### **Unit III (12 hrs)**

An overview of R:

Introduction to R expressions, variables and functions- Vectors: Grouping variables into vectors and then doing arithmetic and graphs with them

#### **Unit IV (12 hrs)**

Matrices: Creating and graphing two dimensional data sets

#### **Unit V (10 hrs)**

Calculating and plotting some basic statistics:

Mean, median and standard deviation- Factors: Creating and plotting categorized data

Program: (28 Hours) SB19BAP1

- 1.Check if a number is positive, negative or zero
- 2.Creating vector and matrices using R program.
- 3.Import and visualize data using scatter plots.

4. Create datasets using data frames and plot a graph
5. Create factors and plot a graph
6. Find addition, subtraction, multiplication and division of given data using R.
7. Write program to calculate multiplication matrix using R
8. Find mean, median and mode using R.
9. Find Standard deviation and variance using R.
10. Find factorial of a number using R.

**Text Book:**

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Hadley Wickham	R for Data Science	O'Reily Media	2018

**Reference Book:**

S.No.	Author	Book name	Publisher	Year of Publication
1	RN Prasad, Seema Acharya	Fundamentals of Business Analytics	Wiley	Reprint Edition 2014
2	Haydn Thomas - Demonoid	Business Analysis Fundamentals	Pearson	First Edition, 2014

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, group discussion, assignment, quiz, peer learning, seminar.

**Course Designers:**

Dr.M.Theivanayaki



<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
<b>AHR1607</b>	<b>HUMAN RESOURCE MANAGEMENT</b>	<b>CORE</b>	<b>86</b>	<b>4</b>	<b>-</b>	<b>4</b>

### **Preamble**

To provide the students with knowledge on concepts, theories, scope and development of Human Resource Management practice at national and global level.

To develop human relation skills (Writing a Job Description, Job Specification, Job Design).

Synthesize information regarding the effectiveness of recruiting methods and the validity of selection procedures, and make appropriate staffing decisions.

Design a training program using a useful framework for evaluating training needs, designing a training program, and evaluating training results and evaluate a company's implementation of a performance-based pay system.

To Import knowledge on e-HRM and its significance in business.

### **Course Outcomes**

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	Analyze the process of Job analysis and its importance as a foundation of human resource management practice.	K1
CO2.	Understand the importance of career planning and succession planning.	K1
CO3.	Understand the practical knowledge on e-HRM, e-compensation, e- learning	K2
CO4.	Expose knowledge on HRD intervention in Business	K2
CO5.	Apply the policies and practice of the primary areas of human resource management, including staffing, training and compensation.	K3

## Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	M
CO4.	M	S	S	S
CO5.	S	S	S	S

S- Strong; M-Medium;L-Low

### **HUMAN RESOURCE MANAGEMENT - AHR1607**

#### **Syllabus**

##### **UNIT – 1 (16Hours)**

(A) Meaning and Definition of HRM – Objectives and Nature of HRM – Functions and Importance of HRM – Role of HRM

(B) Job Analysis: Process of Job Analysis – Job Description –Job Specification.

##### **UNIT – II (17 Hours)**

(A)Recruitment: Definition and Objectives of Recruitment – Recruitment Policy –Sources of Recruitment and Methods of Recruitment. Selection: Definition and Purpose of Selection – Selection Procedure.

(B) Training and development of Employees – Training Objectives – Need for Training – Training Methods – Advantages of Training – Performance Appraisal System: Components and Methods of Performance Appraisal.

##### **UNIT – III (16Hours)**

Individual and Organizational Development: Definition, Objectives and Characteristics of OD and HRD Intervention. Job Satisfaction: Definition and Factors of Job Satisfaction. Job enrichment, Job Enlargement, and Job rotation

##### **UNIT – IV (16 Hours)**

Career Planning and Succession Planning- Objectives, Process and Career Counseling – Advantages and Limitations – Career Development stages Promotion, Transfer and Demotion **UNIT – V (16Hours)**

HRM, Nature of e-HRM, e-learning, e-compensation -Recent Techniques in HRM: HRM audit, Knowledge management, Talent management, cloud computing, ethics in HRM.

Case let -5Hrs (Internal evaluation only).

**Text Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Subba Rao. P,	Personnel and Human Resource Management (Text and cases)	Himalaya Publishing House	2010
2	C.B. Gupta	Human resource Management	Sultan Chand & sons.	2015

**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	S.S .Khanka	Human Resource Management Text and cases	S Chand Company private limited	2013
2.	L.M. Prasad	Human Resource Management	Sultan Chand & sons.	2016
3	Shashi K. Gupta	Human Resource Management	Kalyani publishers	2014

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar.

**Course Designers:**

Dr.A.Kumudha

J.Deepa

<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
<b>AFM1608</b>	<b>FINANCIAL MANAGEMENT</b>	<b>CORE</b>	<b>86</b>	<b>4</b>	<b>-</b>	<b>4</b>

### **Preamble**

1. To understand the basic concepts, principles and objectives of financial management.
2. To deepen knowledge on all the components of the financial environment of business.
3. To equip necessary skills to take decisions on various financial matters.
4. To convey sufficient knowledge for organizing financial transaction effectively.

### **Course Outcomes**

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	Identify the importance of financial management and to gain a broader understanding of concepts, principles and terminology in financial management.	K1
CO2.	Recognize and familiarize the various tools used in financial management.	K1
CO3.	Associate the components of capital budgeting using time value of money.	K2
CO4.	Analyse and perform fundamental financial decisions by associating the tools and techniques with the situation	K2
CO5.	Demonstrate the critical thinking skills for interpretation of business information and application of financial theory in corporate investment decisions, with special emphasis on working capital management.	K3

### **Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5
CO1.	S	S	M	S	S

CO2.	S	S	M	S	S
CO3.	S	S	S	S	M
CO4.	S	S	S	S	S
CO5.	S	S	S	S	S

S- Strong; M-Medium; L-Low

## **FINANCIAL MANAGEMENT - AFM1608**

### **Syllabus**

#### **UNIT – I-Theory (17 Hours)**

Meaning of finance – Definition and scope of finance function – Objectives of financial management Time Value of money – Present value, Future Value, Lumpsum & Annuity – Functions – Sources of finance long term equity – Preference – Debt – Short term bank and non bank sources.

#### **UNIT – II-Theory and simple problems (17 Hours)**

Financing decision: Cost of capital – Cost of specific sources of capital – Equity – Preferred stock – Debt – Reserves – Weighted average cost of capital.

#### **UNIT – III-Theory (17 Hours)**

Capital structure – Factors influencing capital structure – Approaches – MM – Optimal capital structure – Operating leverages and financial leverage.  
Dividend decisions-Determinants-Dividend policies-forms.

#### **UNIT – IV-Theory and simple Problems (18 Hours)**

Capital Budgeting-Meaning-Factors affecting capital expenditure-Methods of appraisal-pay back- ARR-NPV-IRR-Profitability index.

#### **UNIT – V-Theory (17 Hours)**

Working capital management: Meaning – Concepts – Importance – Determinants of working capital– Cash management: Motives for holding cash – Objectives and strategies of cash management. Receivables management: Objectives – Cost of credit extension, Benefits – Credit policies – Credit terms – Collection policies.

\*70% theory and 30% problems.

**Text Book:**

S. No.	Author	Book name	Publisher	Year of Publication
1.	Sharma RK and Gupta SP	Financial Management	Kalyani Publications	2012

**Reference Books:**

S. No.	Author	Book name	Publisher	Year of Publication
1.	Khan and Jain	Financial Management Approach	Tata McGraw Hill Publishing	2004
2.	I.M.Pandey	Financial Management	Vikas Publishing	2009
3.	S.N.Maheswari	Management Accounting	Sultan Chand & Sons	2008

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

**Course Designers:**

Dr. S. Poornima

Mrs. N. Nandhini devi

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB16C10	EXPORT AND IMPORT PROCEDURES	CORE	101	4	-	5

### Preamble

To enable the students to understand the concepts of starting export and Import business.  
 To help the students to familiarize various Pricing and Payment Methods available for Exporters.  
 To develop a good understanding of Documentation and Quality Inspection Procedures.  
 To help the students to develop an understanding the various Financial Aids available for Exporters.

### Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	Identify the procedure for Selection of products and market in Export and import business.	K1
CO2.	Identify the Registration Formalities and Financial Options available in India.	K1
CO3.	Summarize various Steps in export procedure like pre-shipment, Shipment, post-shipment procedure.	K2
CO4.	Discuss various Steps in import procedure like Customs clearance for imported goods-Warehousing of imported goods.	K2
CO5.	To apply relevant knowledge, skills while exercising the same in starting up new export business.	K3

### Mapping with Programme Outcomes

COS	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	S	S
CO5.	S	S	S	S

S- Strong; M-Medium; L-Low

## EXPORT AND IMPORT PROCEDURES- IB16C10

### SYLLABUS

#### UNIT- I (21Hours)

**Preliminary steps for starting export business-** Meaning-Classification of goods for exports- Advantages and Disadvantages of Direct and Indirect Exporting-Registration formalities- procedure for obtaining IEC number-Export license, **Selection of Products and Markets:** Selection of Export Product- Focus Product Scheme- Focus Market Scheme- Selection of Export Markets -Selection of Overseas Buyers.

#### UNIT - II (21 Hours)

**Preliminary for imports – SCOMET-Export Pricing and Methods of Payment:** Export Pricing Strategies-INCOTERMS-Methods of Payment, Letter of Credit – Types of Letter of Credit **Export Procedure and export contract:** Steps in export procedure- pre-shipment procedure- Shipment procedure-post-shipment procedure.

#### UNIT- III (21 Hours)

Export contract: Meaning- FOB contract- CIF Contract- Exchange rate fluctuations Risks- Forward Contracts, **Excise clearance and Quality inspection:** Excise Clearance for exportable goods - Procedure for Central Excise-Quality Control and Pre shipment Inspection-Methods- Procedure for Pre-shipment Inspection.

#### UNIT- IV (21 Hours)

**Arrangement of export finance:** Meaning of export finance-Pre-shipment finance- features- Types- Post-shipment finance-Features-Types-Role of reserve bank of India in export finance, Import Finance: Meaning-Benefits-Types.

**Import procedure:** Meaning-Pre-import procedure-legal dimension of import procedure- Customs clearance for imported goods-Warehousing of imported goods- Exchange control provisions for imports.

#### UNIT- V (17 Hours)

Export Documentation: Introduction-Aligned Documentation System (ADS) - Export Documentation in India -Shipping documents - Import Documentation: Transport documents -Bill of entry –Certificate of Inspection, Export promotion measures in India.

#### Text book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Khushpat S. Jain	Export Import Procedures & Documentation	Himalaya Publishing House	2013



**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Francis Cherunilam	International Business	PHI Learning Private Ltd	2009
2.	P. Subba Rao	International Business	Himalaya Publishing House	2012

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

**Course Designers:**

Mrs. P.Saranya

Ms.V.Akalya

<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
<b>IB16A02</b>	<b>CORPORATE GOVERNANCE</b>	<b>Allied</b>	<b>86</b>	<b>4</b>	<b>-</b>	<b>5</b>

### **Preamble**

Recognize the theory and practice of Corporate Governance.  
 Identify the role of Board of directors and other stakeholders.  
 Analyze the issues and problems of Corporate Governance in emerging economies.  
 Appreciate ethical practices in business/ profession.

### **Course Outcomes**

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	To acquire knowledge of ethics, trends in good governance practices and sustainability.	K1
CO2.	To understand Corporate governance in emerging economies and models .	K2
CO3.	To build Rights, privileges, shareholder & investors protection and its relationship with corporate governance.	K2
CO4.	To develop Institutional framework for corporate governance.	K3
CO5.	To apply Ethical and legal principles of Corporate governance in organization.	K3

### **Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	S	S
CO5.	S	S	S	S

S- Strong; M-Medium; L-Low

## CORPORATE GOVERNANCE - IB16A02

### SYLLABUS

#### UNIT – I (17Hours)

Introduction to Corporate Governance – People orientation of Public Governance – Different systems in Public Governance – Structure of Corporate Governance – History – Indian Context – Concept of Corporate Governance and Stake Holder.

#### UNIT – II (18 Hours)

Corporate Governance Mechanism and Principles- 4 P's of Corporate Governance – Wealth creation, Management and Distribution – Rights and Equitable Treatment of shareholders – Role and Responsibilities of Board – Disclosure and Transparency - OECD Principles .

#### UNIT – III (18Hours)

Corporate Capital and Property Rights – Mechanism and Control - Decision System – Performance Monitoring System – Remuneration System – Bankruptcy System.

#### UNIT – IV (17 Hours)

Ownership Structure – Ownership Concentration and Composition – Ambiguous Relationship – Kinds of Ownership Structures – Corporate Social Responsibility

#### UNIT – V (16 Hours)

Codes and Guidelines – Rules Vs Regulations – International Corporate Governance –Germany, United Kingdom, USA.

#### Text Book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Swami Dr.Parthasarathy	Corporate Governance Principles, Mechanisms	Biztantra Publication	2009

#### Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Jayati Sarkar and Subrata Sarkar	Corporate Governance in India	Sage Publishing	2012
2.	Vasudha Joshi	Corporate Governance: The Indian Scenario	Foundation Books	2004
3.	Fernando A C	Corporate Governance: Principles, Policies and Practices	Pearson Education	2012

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

**Course Designer**

1. Ms. M.Theivanayaki
2. Ms.V.Akalya

## **SEMESTER –IV**

### **SKILL BASED SUBJECT**

FINANCE AND ACCOUNTING FOR BUSINESS PROCESS SERVICES- Paper II

SUB CODE : SB14FA02

Credits:3      Hours-41

Objectives: To give an insight into supply chain, F & A control and compliance and Operating model of BPS

#### **Unit I (7hrs)**

Emerging trends in F&A technology-ERP-ERP software system-XBRL reporting

#### **Unit II (8hrs)**

Supply chain- Decision process- Activities – e-procurement-SIPOC-SCOR model

#### **Unit III (11hrs)**

F&A control and compliance-Internal controls-SOX act-2002-corporate governance in India-SAX compliance/ISAE 3402 provision-types of SSAE 16-audit engagements-information security

#### **Unit IV (7Hrs)**

Operating model of BPS -Cost effectiveness and process efficiency-Phases before process outsourcing-transaction flows in BPS-SIPOC-ISO standards-CMMI

#### **Unit V (8Hrs)**

Role of quality in BPO- Introduction to Lean Management – Introduction to Six Sigma

**TEXT BOOKS: TCS MATERIALS**

<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
<b>ACA1802</b>	<b>COST AND MANAGEMENT ACCOUNTING</b>	<b>THEORY</b>	<b>71</b>	<b>4</b>	<b>-</b>	<b>5</b>

**Preamble:**

- To understand the basic concepts and principles of cost and management accounting.
- To deepen knowledge on all the components of the financial statements using ratios.
- To convey sufficient knowledge for an adequate interpretation, analysis and use the information provided by cost and management accounting.
- To effectively communicate cost situation and management decision to stakeholders.

**Course Outcomes**

On the successful completion of the course, students will be able to:

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
CO1.	Identify the importance of cost and management accounting, to gain a broader understanding of concepts, principles and terminology in cost and management accounting.	K1
CO2.	Recognize and familiarize the various tools used in cost and management accounting.	K1
CO3.	Associate the components of financial statements using ratios.	K2
CO4.	Demonstrate the critical thinking skills to analyse and prepare cost sheet and perform ratio analysis.	K2
CO5.	Analyze and evaluate information for cost ascertainment, planning, control and decision making.	K3

**Mapping with Programme Outcomes**

<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>
CO1.	S	S	M	S
CO2.	S	S	M	S
CO3.	S	S	S	S
CO4.	S	S	M	S
CO5.	S	S	S	S

S- Strong; M-Medium; L-Low

## **COST AND MANAGEMENT ACCOUNTING - ACA1802**

### **SYLLABUS**

#### **UNIT – I (13Hours)**

Meaning- Definition – Scope – Objectives – Functions – Merits and Demerits of Cost and Management Accounting – Distinction between Cost, Management and Financial Accounting – Elements of Cost – Cost concepts and Cost Classification. Preparation of Cost Sheet.

#### **UNIT – II (15 Hours)**

Inventory Control – Maximum, Minimum and Re-order levels – EOQ –Pricing of material issues

FIFO, LIFO, Simple average and Weighted average price methods. Labour cost –remuneration

Time rate and Piece rate system- Halsey and Rowan Plan - Taylor’s and Merrick’s Differential Piece rate system.

#### **UNIT – III (16 Hours)**

Ratio analysis – Liquidity, Profitability, Solvency, Capital structure ratios – Preparation of balance sheet from ratios.

#### **UNIT – IV (14 Hours)**

Fund Flow analysis – Preparation of Fund Flow Statements.

#### **UNIT – V (12 Hours)**

CVP analysis – Budgets and Budgetary Control – Types of Budget - Cash Budget – Flexible Budget.

Theory and problems in the ratio of 20% and 80% respective

#### **Text Book**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Shashi.K.Gupta and R.K.Sharma	Cost and Management Accounting	Kalyani Publishers	Reprint 2017

#### **Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Jain and Narang	Cost Accounting	S.Chand& Company	Reprint 2015
2	Maheswari.S.N	Principles of Management Accounting	Sultan Chand & Sons	Reprint 2014

3	T.S.Reddy &Y.Hari Prasad Reddy	Cost and Management Accounting	Margham Publications	2014
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**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

Course Designer  
V.Akalya



COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB18C13	INTERNATIONAL FINANCIAL MANAGEMENT	THEORY	71	4	-	5

### Preamble

To give students a basic understanding of international financial markets.

To introduce the environment of international finance and its implications on international business.

To increase awareness on various theories and techniques used in Foreign Exchange Risk Management.

To help the students to understand the complexities and issues in financial management of a multinational firm.

### Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	To recognize the concepts of Financial Management in the context of Global Trade.	K1
CO2.	To understand the scope of investment under fast changing globalised economic and business environment.	K1
CO3.	To evaluate the determination of exchange rate risk and capitalize on anticipated exchange rate movements.	K2
CO4.	To explore various analytical tools and techniques for financial decision making in a global setting.	K2
CO5	To analyse the nature and functioning of foreign exchange markets, determination of exchange rates and interest rates and their forecasting at globalisation.	K3

### Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	S	S
CO5.	S	S	S	S

S- Strong; M-Medium; L-Low

## **INTERNATIONAL FINANCIAL MANAGEMENT - IB18C13**

### **SYLLABUS**

#### **UNIT – I (15Hours)**

International Financial Management- An Overview-Nature and scope – Importance – International financial Management Vs. Domestic Financial Management – International Flow of Funds – International Trade Flow- International Capital Flow - Balance of Payments- Current Account, Capital Account – Contemporary issues in international financial management.

#### **UNIT – II (15 Hours)**

International Money Market – International Capital Market- International Bond Market - Foreign Exchange – Administration of foreign exchange–Functions of Forex department – Foreign Currency Accounts- Exchange Rate Regimes.

#### **UNIT – III (15 Hours)**

Foreign Exchange Market – Functions- Participants- Structure of Foreign Market- SWIFT framework – Exchange Rates – Exchange Quotation- direct, indirect - Foreign Exchange Transactions – SPOT transaction – Forward transaction – Derivatives – Forward, Future, Option, SWAP.

#### **UNIT – IV (14 Hours)**

Foreign exchange risk and exposure – types of exposure – Transaction Exposure- Translation and Economic exposure – Internal techniques of exposure management – Leading and Lagging. External Techniques of exposure management- Foreign currency invoicing.

#### **UNIT – V (12 Hours)**

International Monetary System-- International Banking- Agencies facilitating international flow IMF – Role of IMF – International Institutions – World Bank- IBRD– IDA – IFC – MIGA – Recent changes in international financing.

#### **Text Book**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	C. Jeevanandam	Foreign Exchange Management	Sultan and Sons	2012

#### **Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Francis Cherunilam	International Economics	Tata Mc Graw hill	2017
2	Lan H Giddy	Global financial markets	AITBS Publishers and distributors,	1993

3	David K. Eiteman, Arthur I. Stonehill, Michael H. Moffett	Multinational Business Finance	Pearson Education	2016
4	Apte, P.G	International Financial Management	Tata Mc Graw hill	2011

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

**Course Designer:**

Mrs.P.Saranya;  
Mrs. S.Deivamani

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
AMS1810	MANAGEMENT INFORMATION SYSTEM	THEORY	71	4	-	4

### Preamble

To provide knowledge on foundation concepts in information systems.

To provide knowledge on how information systems can support managerial decision making and strategies for competitive advantage.

To explain steps in systems analysis, design and implementation.

To define and recognize key enabling technologies internet, telecommunication that may advance organizations in providing right information for effective decision making.

To explain the process of functional subsystems and global systems.

### Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	Able to describe the concepts functions, uses and challenges of information systems in business	K1
CO2.	Able to explain the process of systems analysis design and implementation.	K2
CO3.	Able to apply latest internet and communication technologies to advance and gain competitive advantage in business	K3
CO4.	Ability to analyse and design functional subsystems to provide information to suit organizational needs	K2
CO5.	Able to use information and information systems for effective decision making and solve business problems	K3

### Mapping with Programme Outcome

Cos	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	M
CO4.	S	S	S	S
CO5.	S	S	S	M

S-strong; M-Medium; L-Low

## MANAGEMENT INFORMATION SYSTEM - AMS1810

### Syllabus

#### UNIT I (14Hours)

MIS- objectives foundations- levels-features - real world systems - roles-trends-types-managerial challenges-components-information system resources- competitive advantage, business process re-engineering - creating agile and virtual company - knowledge management systems

#### UNIT II (15 Hours)

Data Base Management System – concept - Database Structures - Data resources -Types - Database warehouse- Mining - Database Management approach, Software - Application software- End user applications- Groupware-Software Alternatives-Cloud computing – Big Data-Concepts

#### UNIT II (14 Hours)

Systems approach- System Analysis and Design- System Development Life Cycle- End user development-Steps in implementing systems-evaluating hardware - software- testing-conversion-maintenance- Software Licensing - Application Service Providers

#### UNIT IV (14 Hours)

Decision Support System -Trends-Components-Online Analytical processing-DSS Analysis-EIS- Enterprise portal and Decision support-Artificial Intelligence technologies , Telecommunication network model-Types of Telecommunication network-Telecommunication processors-Tele communication media-wireless technologies

#### UNIT V (14 Hours)

Functional Sub Systems- Marketing- Manufacturing- Human Resource- Payroll - Accounting - Finance - Inventory – Account payables –Receivables, Enterprise Resource planning: The business backbone-benefits and challenges-costs-causes of failure- Trends- Managing Global information systems - dimensions – challenges – platforms

#### Text Book:

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	James AO Brien, etal	Management Information Systems	McGraw Hill Education(India) P Ltd	2013

**Reference Books:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Kenneth.C. Laudon, Jane.P.Laudon	MIS-Managing the digital firm	Pearson Publications	2013
2	LM. Prasad, Usha Prasad	Management Information Systems	Sultan Chand & Sons	2005
3	Saroj Kumar, RatnaYadav	Management Information Systems	Thakur Publication	2010

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

**Course Designer:**

Dr.S.Poornima

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
ARM1811	RESEARCH METHODS FOR MANAGEMENT	THEORY	71	4	-	4

**Preamble:**

To understand the basic concepts of research

To deepen knowledge on all the components of data collection and analysis in research.

To impart knowledge on interpretation and use the information provided by research in an effective manner.

To effectively communicate research solution in the form of report for future use.

**Course Outcomes**

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Understand meaning of research types and methodology.	K1
CO2	Identify various sampling methods and its scope.	K1
CO3	Understand the statistical application and its importance.	K2
CO4	Understand the process of designing questionnaire and tabulation.	K2
CO5	To analysis the data and report writing.	K3

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4
CO1	S	S	S	S
CO2	S	S	S	S
CO3	S	S	M	S
CO4	S	S	M	M
CO5	S	S	S	S

S- Strong; M-Medium; L-Low

**RESEARCH METHODS FOR MANAGEMENT - ARM1811**

**Syllabus**

**UNIT – I (15Hours)**

Meaning and Importance of Research – Methods of research – Defining research problem – Research process.

**UNIT – II (13 Hours)**

Research Design - Formulation –Sampling and Sampling Design - Sampling Method: Probability Sampling and Non- probability Sampling.

**UNIT – III (16 Hours)**

Data Collection – Primary and Secondary Data – Designing of Questionnaire – Interview – Observation – Pilot Study and Case Study. Measurement and Scaling Techniques. Data Processing: Editing, Coding, Classification and Tabulation.

**UNIT – IV (14 Hours)**

Statistical Measures for Data Analysis: Types of Hypothesis - Formulation and testing of Hypothesis – t-test, Chi- Square Test and one-way Anova (Simple Problems only).

**UNIT – V (12 Hours)**

Interpretation and Report Writing – Techniques of Interpretation – Steps in Report Writing – Layout and Types of Report. Norms for using Index, Tables, Charts, Diagram, Appendix and Bibliography.

Case study – Internal Evaluation only

Theory and problems in the ratio of 80% and 20% respectively

**Text Book:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	C.R.Kothari	Research Methodology	New Age International(P) Ltd Publishers	Re-print 2017

**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	P.Saravanavel	Research Methodology	KitabMahal	2015
2	P.P.Arya and Yesh Pal	Research Methodology in Management ( Theory and Case studies)	Deep and Deep Publications	2nd Revised edition 2011
3	<u>C. Burns Alvin, Veeck</u> <u>Ann, F. Bush Ronald</u>	Marketing Research	Pearson Education	8 <sup>th</sup> edition 2017

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

**Course Designers:**

Mrs.G.Nagamuthu

Mrs.D.Mythili



COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB18E05	PERSONALITY BUILDING	THEORY	71	4	-	4

### Preamble

To have through understanding about importance of personality development.

The objective of the course is to make students to understand the need developing public speaking skills, body language etc,

It will facilitate the students to improve their group dynamics.

To understand the applications of business etiquette in developing personality.

### Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	Basic knowledge and understanding about the principle communication	K1
CO2.	Understand the key concepts relating to public speaking, group discussion and business etiquette	K2
CO3.	Explain the concepts relating to group discussion and role play	K2
CO4.	Ability to analyze and apply the concepts personality development in different life situations	K3

### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	S	S

S- Strong; M-Medium; L-Low

### PERSONALITY BUILDING - IB18E05

#### Syllabus

#### UNIT - I (15 Hours)

Introduction to Communication - Flow of Communication - Barriers of Communication - How to overcome barriers of communication. Definition and importance of social image – public speaking – voice modulation - social grace and proper e-mail and telephone etiquette – body language and social etiquette.

#### UNIT - II (14 Hours)

Group Dynamics: Importance of groups in organization, and Team Interactions in group, Group

Building Decision Taking, Team Building, Interaction with the Team, How to build a good team?

**UNIT - III (14 Hours)**

Stress: Introduction to Stress, Causes of Stress, Impact Management Stress, Managing Stress  
 Time: Time as a Resource, Identify Important Time Management Wasters, Individual Time Management Styles, Techniques for better Time Management

**UNIT - IV (14 Hours)**

Conflict: Introduction to Conflict, Causes of Conflict, Management Managing Conflict  
 Decision making: Importance and necessity of Decision Making, Process and practical way of Decision Making, Weighing Positives & Negatives.

**UNIT - V (14 Hours)**

Organizational culture: Meaning and Definition – Cultural Dimensions – How is Culture Created? – Sustaining the Culture – Effects of Culture – Changing Organisational Culture.  
 Developing the winning edge: Organisational and Managerial Efforts – Managing Diversity – Career Management – Talent Management – Changing Demographics of Workforce – Changed Employee Expectations –Technology Transformation – Promoting Ethical Behaviour and CSR

**Text Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	K.Aswhappa	Organizational Behaviour	Himalaya Publishing House	2016

**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Nishith Rajaram Dubey, Avinash K. Chitale, Rajendra Prasad Mohanty	Organizational Behaviour: Text and Cases	PHI Learning	2013
2.	Laurie J. Mullins	Management & Organisational Behaviour	Pearson Education India	2016

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

**Course Designers:**

Ms.V.Akalya, Mrs.N.V.Kavitha

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB18E02	INTERNATIONAL ECONOMICS	THEORY	71	4	-	4

### Preamble

To understand the concepts of international trade patterns, trade policies and address topical issues of international economics

To acquire the analytical methods needed and understanding of how and when to apply different models and approaches to events in the world economy

To offer explanations of the international pattern of trade and specialisation and of the reasons why similar economies often trade more with each other than with dissimilar ones.

To provide an understanding of the intellectual and practical problems that arises from the economic interaction between countries.

### Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	To explain how international economic theory has been shaped by real world events.	K1
CO2.	Understand major recent developments in the world trading system and analyze their effects on countries' economies and on the wider international community.	K2
CO3.	To apply economic reasoning to the analysis of a wide range of policy issues	K2
CO4.	To apply equilibrium models to analyze the economic effects of policy interventions including tariffs, quotas, export subsidies, anti-dumping duties, countervailing duties and the creation of preferential trading agreements.	K3
CO5.	Apply a specific framework to illustrate the connection between a variety of models and approaches. Explain the connections between Ricardian, Heckscher-Ohlin and the specific factors models in trade theory, and between the 'monetary approach' and the 'asset approach' in exchange rate theory.	K3

### Mapping with programme outcomes

Cos	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	S	S
CO5.	S	S	S	S

S- Strong; M-Medium; L-Low

## **INTERNATIONAL ECONOMICS - IB18E02**

### **Syllabus**

#### **UNIT - I (14Hours)**

International trade equilibrium – The production possibility curve, the community indifference curve – The offer curve – Smith's theory of absolute difference in costs – Ricardo's theory of comparative difference in costs – Mill's theory of reciprocal demand.

#### **UNIT - II (16 Hours)**

Heckscher – Ohlin theory- Haberler's theory of opportunity cost – Kravis's theory of availability – Linder's theory of trade and demand – Posner's imitation or technological gap theory – Vernon's product cycle theory – Kenon's theory of Human capital – Emmanuel's theory of unequal exchange.

#### **UNIT - III (15 Hours)**

Terms of trade – types of terms of trade, determination of TOT – Factors affecting TOT – Gains from trade – Potential and actual gains from trade – Measurement of gains from trade – Factors affecting gains from trade – static and dynamic gains from trade.

#### **UNIT - IV (14 Hours)**

Free trade vs. protection – Tariff and Non-tariff barriers, import quotas –International Cartels – Custom's union.

#### **UNIT - V (12 Hours)**

International economic relations- WTO, UNCTAD, ADB, SAARC, NIEO, OPEC and oil crisis.

### **Text Book:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	M.L.Jingan	International Economics	Vrinda Publishing	2016

### **Reference Book:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	C. Jeevanandam	International Economics	Sultan Chand & Sons	2007
2	Paul Krugman, Maurice Obstfeld, Marc Melitz	International Economics: Theory and Policy	Pearson publication	2017

### **Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

### **Course Designers:**

Mrs.Kavitha.N.V

Ms.V.Akalya

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB18E06	TOTAL QUALITY MANAGEMENT	THEORY	71	4	-	4

### Preamble

To explain the basic concepts in Total Quality Management(TQM).

To impart the students with the latest techniques followed in maintaining quality in the competitive environment.

To explain specific tools and techniques for quality improvement.

To Develop analytical skills for investigating and analysing quality management issues in the industry

To explain the process of planning for quality.

### Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	To Develop an understanding on quality management philosophies and frameworks.	K1
CO2.	Develop in-depth knowledge on various tools and techniques of quality management.	K2
CO3.	To enable students to obtain a basic understanding of quality principles and practices.	K2
CO4.	To Explain the system of documentation, implementation and assessment of quality.	K2
CO5.	To Learn the applications of quality tools and techniques in both manufacturing and service industry.	K3

### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	S	S
CO5.	S	S	S	S

## TOTAL QUALITY MANAGEMENT- IB18E06

### Syllabus

#### UNIT - I (15 Hours)

Introduction to quality-Meaning of quality- Dimensions of quality- introduction to Total quality Management- Meaning – Objectives and Importance of TQM in Business.

#### UNIT - II (15 Hours)

TQM principles-customer satisfaction-need and importance-Employee involvement-Benefits-Supplier partnership and selection-Performance measuring-Strategies followed.

#### UNIT - III (14 Hours)

Statistical quality control-Total quality control-Benefits-Role of Senior management in maintaining quality-Quality statements-TQM implementation- Barriers.

#### UNIT - IV (15 Hours)

Statistical quality control-tools of quality control-process charts-types and benefits-flow diagram-control charts- objectives-types-advantages-six sigma concepts-Advantages.

#### UNIT - V (12 Hours)

Bench marking – Introduction-Definition-\*Reasons to bench marking-Process. Quality need for quality system – ISO 9000 quality standards- introduction –benefits-quality auditing-techniques and procedures - ISO 14000- Benefits.

#### Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	S.Basker	Total Quality Management	Anuradha Agencies	2005

#### Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	G.R Basotia	Total Quality Management	Mangal Deep Publications	2002
2.	Dale H Basterfield	Total Quality Management	Pearson Education	2004
3.	<u>V.Jayakumar</u>	Total Quality Management	Lakshmi Publications	2014

#### Pedagogy:

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

**Course Designer:**  
Mrs. Sathiyapriya.K;  
Mrs. G.Nagamuthu

## SEMESTER V

### SKILL BASED SUBJECT

Computational Finance Paper I - SB18FAP1

Credit:3

Hours: 43

**Objective:** To enable the students to construct spreadsheet for basic financial applications using financial functions available in spreadsheet.

#### Unit I (9 hrs)

**Introduction to Excel:** Creating an Excel Workbook- Entering Data - Formatting - Using Formulas - Working with Rows and Columns- Editing Worksheets- Finalizing Excel Worksheets. Computation of Mean, Mode, Standard Deviation and Correlation in MsExcel.

#### Unit II (9 hrs)

Preparation of Income Statement Input: Receipts & Payments

Tools to be used: Data Validation, 'fx' – functions, Conditional Formatting, Scenarios, Goal seek, Auto correct & Comboboxes

Expected Outcome: Income statement

#### Unit III (9 hrs)

Financial Analysis with Spread sheets

Input: Cash flows

Tools to be used: NPV, IRR

Expected output: NPV, IRR and Payback

#### Unit IV (8 hrs)

Forecasting and Estimation of Share price Input: Share Prices

Tools to be used: Graph and Trend Expected output: Trend

#### Unit V (8 hrs)

Preparation of Cash Budget and Flexible Budget Input: Cash flows

Tools to be used: Auto Correct Expected output: Cash budget

Note: Practical Classes to be arranged in Computer lab.

Software essential: MS Office Excel

#### Text Book:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Bodhanwala.R.J	Financial Management using Excel Spreadsheet	Taxmann Publication, New Delhi	3rd Edition, 2010



<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>Category</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
<b>SB18BA02</b>	<b>Business Analytics- Level II</b>	<b>THEORY</b>	<b>86</b>			<b>6</b>

### **Preamble**

To be exposed with the basic fundamentals of business intelligence system

To understand the modeling aspects behind Business Intelligence

To understand of the importing and exporting of data's.

Be exposed with different data analysis techniques.

### **Course Outcomes**

On the successful completion of the course, students will be able to Mapping with Programme Outcomes

CO Number	CO Statement	Knowledge Level
CO1	To identify the fundamentals of business intelligence.	K1
CO2	To examine business intelligence methods to various situations.	K2
CO3	To Apply various modeling techniques.	K3

### **Mapping with Programme Outcome**

Cos/POs	PO1	PO2	PO3	PO4
CO1	S	S	M	S
CO2	S	S	S	S
CO3	S	S	S	M

S- Strong; M-Medium; L-Low

### **Business Analytics- Level II - SB18BA02**

### **SYLLABUS**

### **Unit I (12 hrs)**

**Introduction to Business Intelligence:** Definition and concepts- Evolution of BI- Need for BI- BI Value chain- component frame work- BI Users- BI Applications- BI Roles and Responsibilities

### **Unit II (12 hrs)**

**Project Definition and Scoping:** Aspects- Projects phases- Project Approaches- ( Waterfall, Agile, Iterative, Incremental)- The role of the BA across the project life cycle.

### **Unit III (12 hrs)**

Csv File:

Reading and writing- Importing and exporting of data- Merging- Reading and converting file involving date-

### **Unit IV (12 hrs)**

**Multivariate statistical Technique:** Discriminant analysis and Factor Analysis

### **Unit V (10 hrs)**

Formula notation and complex statistics:

ANOVA, Manipulating Data and Extracting Components: Creating Data for complex analysis- Simple linear Regression

Programs: (28 Hours) SB18BAP2 BASIC IN R PROGRAMMING

Find correlation for the given data using R.

Find ANOVA for the given data using R.

Compute discriminant analysis using R.

Compute factor analysis using R.

Calculate Regression for the given data using R.

**Text Book:**

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Hadley Wickham	R for Data Science	O'Reily Media	2018

**Reference Book**

S.No.	Author	Book name	Publisher	Year of Publication
1	RN Prasad, Seema Acharya	Fundamentals of Business Analytics	Wiley	Reprint Edition 2014
2	Haydn Thomas - Demonoid	Business Analysis Fundamentals	Pearson	First Edition, 2014

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, group discussion, assignment, quiz, peer learning, seminar.

**Course Designer:**

Dr.M.Theivanayaki

**Semester** : V of UG programme / III of PG programme

**Title** : Information Security (Level I)\*NM13IS1

**Credits** : 2

**Lecture Hours: 26**

### Objective

This course aims on introducing the theory and practice of designing and building secure computer systems that protect information and resist attacks. It covers all aspects of cyber security including network security, computer security and information security.

#### UNIT-I (5HRS)

Information security: History of IS-What is security?-characteristic of IS-components of I system –security system life cycle model.

#### UNIT- II (6 HRS)

Cryptography: Concepts and techniques-Plain text and cipher text- Encryption principles- Cryptanalysis. Authentication methods-passwords-keys versus passwords-Attacking Systems via passwords-Password verification

#### UNIT - III (5HRS)

Fire walls: Viruses and worms- Digital rights management-What is firewalls- Types of Fire wall- Design Principles of Firewall

#### UNIT - IV (5HRS)

Hacking: Hacker hierarchy-password cracking-Phishing- Network Hacking- Wireless hacking.

#### UNIT - V (5HRS)

Case studies: DNS, IP SEC- Social media

Applicable to\* BA( all Branches), B. Sc Advanced Zoology & Biotechnology, B. Sc Plant Biology & Plant Biotechnology, B. Sc Chemistry, B. Com Aided & SF , BBA Aided & SF MA & M. Sc all branches except Mathematics & Physics

### Text Book:

S.no	Author	Title of book	Publisher	Year of publication
1	Dr.Michael E. Whitman, Herbert J. Mattord	Principles and Practices of Information Security	Course Technology Cengage Learning	4 <sup>th</sup> edition, 2012
2	Atul Kahato	Cryptography and Network Security	McGraw Hill Education	3 <sup>rd</sup> Edition 2012
3	William Stallings	Network Security Essential Applications and standard	Prentice Hall	2 <sup>nd</sup> Edition 2009
4	Devan N. Shah	Information Security Principles and Practice	Wiley India	2009

Course material will be supplied

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB18AC1	FINANCIAL SERVICES	THEORY	-	-	-	5

### Preamble

To enrich the students with the basics of Indian financial system.

To provide the students with adequate knowledge and understanding of banking and non banking functions.

To have understanding about negotiable instrument and credit rating agencies.

To develop an insight on SEBI guidelines on mutual funds operations.

### Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Acquire conceptual knowledge about the fundamentals of Financial services in India	K1
CO2	Understanding the importance and functions of financial institutions in Indian financial market.	K2
CO3	Recognize and familiarize the process of negotiable instruments	K2
CO4	Explain the process and functions of various credit rating agencies in India.	K2
CO5	Application of their knowledge in Project appraisal, credit appraisal, pre and post Issue management activities	K3

### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	S	S	S	S
CO2	S	S	S	S
CO3	S	S	S	S
CO4	S	S	S	S
CO5	S	S	S	S

S- Strong; M-Medium; L-Low

### FINANCIAL SERVICES- IB18AC1

### Syllabus

#### UNIT -I

Financial system-introduction-components of the formal financial system-functions- financial

system designs-nature and role of financial institutions (intermediaries) and financial markets-relationship with financial system & economic growth.

**UNIT - II**

Banking and non banking institutions: development of banking in India-categories of banks, reforms in banking sector-phase I and phase II-merger and acquisition in banking-risk management in Indian banks- nonperforming assets.

Non banking financial companies-definition-types-growth-overview of regulation of NBFCs since 1997(brief).

**UNIT - III**

Negotiable instrument-crossing-types-endowment –types-payment and collections of cheque.

Principles of sound lending. Banker customer relationship-opening and closing A/c-special type of customer- types of deposit, secrecy of customers A/c.

**UNIT - IV**

Introduction to Primary and Secondary Markets: Nature and Role of money market in India, Commodity and Derivatives market, money and forex market, Management of IPO, Commercial Papers, Certificate of Deposits, Bills of Exchange. Secondary market, Demat, Stock exchanges in India: BSE,NSE.

**UNIT -V**

Mutual Funds-introduction-definition-benefits-growth of mutual funds in India-types- net asset value-organization-SEBI regulations relating to mutual funds-association of mutual funds in India.

**Text Book:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Bharati V.Pathak	Indian financial system	Pearson Education	2015

**Reference Book:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Sundaram and Varsheney	Banking Law and Practices.	Margham Publishers	2010

**Course Designers:**

Ms.V.Akalya

Ms.M.Theivanayaki

<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
<b>IB18AC2</b>	<b>EVENT MANAGEMENT</b>	<b>THEORY</b>	-	-	-	<b>5</b>

### **Preamble**

The purpose of this course is to enable the students to acquire a general knowledge about the "event management"

To enable students to understand how to organize events.

To understand about sponsoring and marketing the events.

To gain knowledge regarding event delivery and evaluation.

### **Course Outcomes**

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1	To acquire an understanding of the role and purpose(s) of special events in the organizations.	K1
CO2	To acquire an understanding of the techniques and strategies required to plan successful special events.	K2
CO3	To acquire the knowledge and competencies required to promote, implement and conduct special events.	K2
CO4	To acquire the knowledge and competencies required to assess the quality and success of special events.	K3
CO5	To apply the knowledge on how to market an event, publicize it, generate interest and attract participants.	K3

Mapping with programme outcomes

COs	PO1	PO2	PO3	PO4
CO1	S	S	S	S
CO2	S	S	S	S
CO3	S	S	S	S
CO4	S	S	S	S
CO5	S	S	S	S

S- Strong; M-Medium; L-Low

### **EVENT MANAGEMENT -IB18AC2**

#### **Syllabus**

#### **UNIT - I**

**INTRODUCTION:** An overview of event marketing – types of events – 5 G’s of Events - Event Designing Understanding the structure of event industry, economy, culture and trends – Creating Opportunities for Better Deals with Different-Media - Diverse Marketing Needs.

**UNIT - II**

**DESIGNING EVENT MARKETING :** Application of Marketing mix to events – designing and developing – Adoption of events – Event life cycle analysis – Key drivers influencing strategic planning and execution of different types of events – Branding issues for events - Segmentation and Targeting of the Market for Events - Targeting Clients - Selecting Event Categories to Serve - Selecting and Contracting.

**UNIT - III**

**PRICING STRATEGIES :** Pricing methods for events - Revenue Generating Customers – Approach towards sponsorships, funding agencies - types and choice of sponsorships – Event Hierarchy - Profitability analysis – Skills Required for-Negotiating the Best Price.

**UNIT - IV**

**EVENT PROMOTION:** Pre-event Activities, During-event Activities, Post-event Activities - Campaign for sports cultural - Entertainment - Formal functions – Event advertising – Establishment – Festivals – Conventions – Exhibitions - Public relations – Interpersonal relationship – Media management – Role of regulatory authorities - Gaining-Competitive Advantages - Market Attractiveness - Business Strengths.

**UNIT - V**

**EVENT DELIVERY AND EVALUATION:** Dealing with agents, Promoters and event executors – Event Planning Implementation and evaluation from stake holders perspectives - Evaluation Process,-Establishing Tangible Objectives and Sensitivity in Evaluation - Measuring Performance - Concept Research - Formative Evaluation, Objective Evaluation,-Summative Evaluation Correcting deviations, Critical Evaluation Points and report.

**Text Book:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Charles Bladen, James Kennel, Emma Abson and Nick Wilde	Event management	Routledge publishers	2017

**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Logan gaspar	Event management	Spna book house	2009
2.	Sita Ram singh	Event management	APH Publishing corporation	2009

**Course Designers:**

Ms.V.Akalya  
Mrs.D.Mythili



COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
UED1801	ENTREPRENEURIAL DEVELOPMENT	THEORY	71	4	-	4

### Preamble

To impart knowledge and skills needed to become an entrepreneur.

To motivate young people to set up own ventures and contribute to national economic development.

### Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	Understand the concept, origin and growth of entrepreneurship	K1
CO2.	Examine the various governmental and non-governmental support offered to the entrepreneurs	K2
CO3.	Understand the process of starting a new venture	K2
CO4.	Prepare a business plan	K3

### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	S	S	S	S
CO2	S	S	S	S
CO3	S	S	S	S
CO4	S	S	S	S

S- Strong; M-Medium; L-Low

### ENTREPRENEURIAL DEVELOPMENT - UED1801

#### Syllabus

#### UNIT - I (15Hours)

Entrepreneurship-Meaning-Origin-Theories of Entrepreneurship-Functions-Factor affecting entrepreneurial growth-Traits-Types-Entrepreneur Vs Intrapreneur Vs Manager-Women entrepreneurship-Rural entrepreneurship-Barriers in Entrepreneurial development- Social Entrepreneur-Role of entrepreneurship in economic development.

#### UNIT - II (14 Hours)

Entrepreneurial support - DIC, Industrial Estates- SIDCO – SIPCOT – STEP – SIDO – EDII – NSIC – SISI - TIIC – NAYC – KVIC – TCO – SEZ – Incubators - Angel Investors - Venture Capital -Entrepreneurship Development Programme. Incentives and subsidies.

**UNIT-III (14Hours)**

Innovation-concept-Types-Role of Innovation in Entrepreneurship-Innovation as a core business process-Building into innovative organization-creativity process-Intellectual property-Meaning-Need for protection – Copyright- Registration-Patents-Trademark-Design and Procedure for registration. Causes and remedies for industrial sickness.

**UNIT-IV ( 14Hours)**

Starting a New venture – Steps for starting a small Industry - Project- Idea generation- Project identification and Clarification - Project Formulation- Feasibility Analysis – Market Analysis – Technical Analysis - Project appraisal- Project Report Presentation as per MSME format.

**UNIT - V (14 Hours)**

Financial Analysis- Estimation and Projection - Operating Cost- Revenue estimates-Working capital- cash Flow- errors in estimation – **\*case study analysis- Field visit and Developing Business plan.**

Note: \*Case Study Analysis: For internal evaluation only.

**Text Book:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Gupta. C.Band Srinivasan.N.P	Entrepreneurial Development	Sultan Chand and Sons	2017
2	Sauhari Vinnieand BhushanSudhashu	Innovation Management	Oxford	2014

**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Kolb Bonita M	Entrepreneurship for the creative and cultural industries	Routledge	2015
2.	Prasanna Chandra	Projects- Planning , Analysis , Financing ,Implementation and review	Tata Mcgraw Hill Publishing CompanyLtd, New Delhi	8 <sup>th</sup> edition 2017

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

Course Designer:  
Mrs.D.Mythili

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB18C14	TAXATION	THEORY	86	4	-	4

### Preamble

To understand the basic concepts and definitions under the Income Tax Act,1961.

To Acquire knowledge about Computation of Income under different heads of Income.

To provide a conceptual understanding of GST.

To Prepare students to understand the importance of Direct Tax and GST in Indian tax structure.

### Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Define key terms and to know how income is assessed and to have an understanding of basic tax concepts and their application	K1
CO2	Understand and compute income from Salary and House Property.	K2
CO3	To have adequate knowledge and understanding of computing Business and Profession Income	K2
CO4	To acquire knowledge about the basic principles underlying the provisions of direct and indirect tax laws and to develop a broad understanding of the tax laws and accepted tax practices.	K2
CO5	Understand about the inter-state transactions and imported goods or services, and an Integrated GST (IGST)	K3

### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	S	S	S	S
CO2	S	S	S	S
CO3	S	S	S	S
CO4	S	S	S	S
CO5	S	S	S	S

S- Strong; M-Medium; L-Low

### TAXATION - IB18C14

### Syllabus

UNIT - I (14Hours)

Scope of Income Tax Act- Varied Categories of income- Basis of Charge- Residential status - Incidence of Tax- Exempted Income (Theory only).

UNIT - II (18 Hours)

Income from Salary- Computation of Taxable & Non- Taxable Salary income (Simple Problems)

UNIT - III (20 Hours)

Income from House Property- Let out and Self Occupied House Property- Computation of Income from House Property and Deductions u/s 24 (Simple Problems) - Income from Business and Profession (Simple Problems).

UNIT - IV (18 Hours)

Capital Gains- Computation of Capital Gains and Exemptions u/s 54 (Simple Problems) - Income from other Sources & Set off and Carry forward of Losses (Theory only).

UNIT - V (16 Hours)

GST in India – An Introduction – classification of goods and services under GST – Types of GST - Supply under GST - Charge of GST - Exemptions from GST – Registration - Payment of Tax.

(Theory and Problems in the ratio of 60% & 40% respectively.)

**Text Book:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	V.P.Gaur and D.B.Narang	Income Tax law and Practice	Kalyani Publishers	2017

**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	G. Sekar	Handbook on Direct Taxes Compendium for Users for A. Y. 2017-18	CCH Wolter Kluwer	2017
2.	Dr. Vinod, K. Singhania & Kapil Singhania	Direct Taxes- Law & Practice	Taxmann	2017
3.	N. Hariharan	Income Tax Law and Practice	Tata McGraw Hill	2017

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

**Course Designer:**

Ms. V.Akalya, Mrs. S.Deivamani

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
SCM18E03	SUPPLY CHAIN MANAGEMENT	THEORY	71	4	-	4

### Preamble

To enable the students to understand the needs and requirements of Supply chain management and its disciplines.

To help the students to gain fundamental skills for analysing and managing a supply chain in an organisation.

To provide an overview of the key activities performed by the logistic function, including distribution, transportation, global logistics and modern inventory paradigms.

To help the students to assess the importance of the role played by information technology in a supply chain, and identify major IT applications.

### Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1	Identify the importance and understand the multiple facets of supply chain business in their own perspective.	K2
CO2	Apply supply chain management principles and operational concepts to integrate, coordinate and synchronize supply chain activities to articulate and deliver customer-directed quality out comes within legal, regulatory, business and ethical frameworks in local and international environments.	K3
CO3	Students will be able to identify the principles of customer and supplierrelationship management in supply chains and the principles of quality and lean manufacturing.	K2
CO4	Analyse the smooth transition of goods and services from manufacturers to the customers.	K3
CO5	Apply the knowledge of current information technology in all the major supply chain management practices.	K3

### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	S	S	S	S
CO2	S	S	S	S
CO3	S	S	S	S
CO4	S	S	S	S
CO5	S	S	S	S

S- Strong; M-Medium; L-Low

## SUPPLY CHAIN MANAGEMENT - SCM18E03

### Syllabus

#### UNIT- I (15 Hours)

Supply Chain Management (SCM) – Meaning and Definition- Objectives – Importance of SCM- Scope of SCM- Types of SCM- Major drivers of SCM- Supply chain as a profession- Need for SCM in market today-Supply chain strategy - Supply chain metrics.

#### UNIT- II (14 Hours)

Demand Management-Basic concepts-supplier Management-Basic concepts-Operation Management in SCM- Basic principles- Lean Manufacturing and SCM--Benefits of Lean Manufacturing-Elements. Mass Customization-Levels- characteristics-Outsourcing-Core competencies-working models.

#### UNIT- III (14 Hours)

Procurement Management in SCM- Introduction-Purchasing cycle- types – Inventory models- EOQ model-Inventory terminology- Inventory Management- Inventory counting system. JIT- Elements- Benefits-Vendor Management.

#### UNIT- IV (16 Hours)

Logistics Management- History and Evolution- Elements-Functions-Logistics in India-Integrated Logistics Systems. Transportation Management-\*Participants in transportation-\*modes of Transportation- Multimodal transportation- Fleet management- process- factors- Inter model transportation- containerization-Role of ICD's- Warehousing-Types- Warehouse Management System (WMS)-Packaging-3PL-4PL-Reverse Logistics.

#### UNIT-V (12 Hours)

Information Technology for SCM- RFID – GPS – GIS -concepts- Role of internet in logistics and SCM- Emerging trends in SCM-Green Logistics-Data Mining and Data Warehouse – Logistics Administration.

#### Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Rahul V.Altekar	Supply chain management (Concepts and cases)	PHI learning Private Limited	2012

#### Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Donald Bowersox, David Closs, M. Bixby Cooper	Supply Chain Logistics Management	MC Graw Hill	2012
2	G.Raghuram, N.Rangaraj	Logistics and Supply Chain Management	Macmillan India Ltd	2010

3	S.K.Bhattacharyya	Logistics Management	S.Chand&company	2010
4.	D.K. Agarwal	Logistics and Supply Chain Management	Macmillan India Ltd	2003

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

**Course Designer:**

Mrs. G.Nagamuthu  
Mrs. N.Nandinidevi

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB18E07	CONSUMER BEHAVIOUR	THEORY	71	4	-	4

### Preamble

To impart knowledge about consumer behavior in today's marketing environment.

To impart knowledge on concepts of consumer behaviour.

To enlighten the students about how to research on consumer behaviour.

To help the students to develop skill and knowledge in implementation of different consumer behavior strategies.

### Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	Understand the basic knowledge and concepts of consumer buying behavior, behavioral theories, research, decision making strategies	K1
CO2.	Understand the various phases of consumer behavioral research	K2
CO3.	Explain the concepts, principles associated with Consumer Behavioural Models and Strategies.	K2
CO4.	Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy regarding consumer decision making model.	K3

### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO 4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	S
CO4.	S	S	S	S

### CONSUMER BEHAVIOUR - IB18E07

#### Syllabus

#### UNIT - I (18 Hours)

Introduction – Consumer Behaviour – Definition – Scope of Consumer Behaviour – Discipline of Consumer Behaviour – Customer Value Satisfaction – Retention- Marketing Ethics.

#### UNIT - II (18 Hours)

Consumer Research – Paradigms – The Process of Consumer Research- Consumer Motivation Dynamics – Types- Measurement of Motives- Consumer Perception- Element Dynamics.



**UNIT - III (18 Hours)**

Consumer Learning- Elements - Behavioural Learning Theories- Measures of Consumer Learning - Consumer Attitude Formation- Models- Strategies For Attitude Change.

**UNIT -IV (18 Hours)**

Social Class And Consumer Behaviour - Lifestyles Profiles Of Consumer Classes - Cross Cultural Consumers Behaviour Strategies.

**UNIT-V (14 Hours)**

Consumer Decision Making Process – Opinion Leadership – Dynamics – Types of Consumer Decision Making – A Model of Consumer Decision Making.

**Text Book:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	S.Shahjahan	Relationship Marketing	McGraw Hill	1997

**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Paul Green Berg	CRM	Tata McGraw Hill	2002
2.	Barry Berman and Joel R Evans	Retail Management- A strategic Approach	Prentice Hall of India, Tenth Edition	2006
3.	Gibson G Vedamani	Retail Management, Functional Principles and Practice	Jaico Publishing House, Second Edition	2004

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

**Course Designer:**

Mrs. K.Sathiya Priya

Mrs. V.Devipriya

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
ASP1813	ADVERTISING AND SALES PROMOTION	THEORY	71	4	-	4

### Preamble

To understand the role of advertising and promotion that effects business world

To explain use of advertising and sales promotion as a marketing tool.

To import knowledge on appropriate selection of media

Synthesize information regarding testing the effectiveness of advertising and sales promotion.

### Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	Identify advertising Ms, both traditional, new and experimental	K1
CO2.	To Understand the function of Advertising Agencies	K1
CO3.	To Understand the principles of advertising layout and campaign	K2
CO4.	To Apply various sales promotion strategies and techniques	K2
CO5.	Will be able to manage Sales force	K3

### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	S	S	S	S
CO2.	S	S	S	S
CO3.	S	S	S	M
CO4.	M	S	S	M
CO5.	M	S	S	M

S- Strong; M-Medium; L-Low

### ADVERTISING AND SALES PROMOTION - ASP1813

#### Syllabus

UNIT-I (13Hours)

Advertising: Meaning – Importance – Objectives – Media: Print Media, Electronic Media, Outdoor Media & Transportation Advertising, Digital advertising -Cinema -Exhibitions, Trade fair.-Key Players in Advertising.

UNIT – II (13 Hours)

Advertising Agencies: Features and Functions of Advertising Agencies – Selection of an Advertising Agency. Advertising Budget - Advertising Appeal: Essentials of Good Appeal – Classifications of Advertising Appeals. Ethics in Advertising

**UNIT –III (13 Hours)**

Advertising Layout – Functions –Types Layout – Advertising Campaign – Steps in Campaign Planning – Measurement of Advertising Effectiveness: Pre – Concurrent and Post testing. Unfair advertising practices, ASCI advertising standard council of India Techniques for measuring advertising effectiveness.

**UNIT – IV (13 Hours)**

Sales Promotion: Meaning – Methods – Promotional Strategy –Advertising Technique of Sales Promotion – Consumer and Dealer Promotion – After Sales service – Warranty – Guarantee – Personal selling – Objectives – Process of Personal Selling – Salesmanship – Types of Salesmen

**UNIT – V (14 Hours)**

Sales Force Management – Importance – Sales Force decision – Sales Force size – Training, Methods and Motivating Salesmen – Fixing sales territories – Quota – Evaluation.

\* 5 Hrs case study (Internal valuation only)

**Text Book:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	C.N.Sontaki	Advertising	Kalyani Publishers	2012
2	P.Saravanavel & S.Sumathi	Advertising and salesmanship	Margham Publication	Reprint 2017

**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	George E. Belch & Michael A belch	Advertising & Promotion	Mc Graw Hill Publishing	2014
2.	S. H. H. Kazmi and Satish Kumar Batra	Advertising And Sales Promotion	Excel Books	2008

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

Course Designer:

Ms. V.Devipriya.

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
BB18E08	SERVICES MARKETING	THEORY	71	4	-	4

### Preamble

To provide students with a basic knowledge of service marketing concepts.

To understand the meaning of services and the significance of marketing the services.

To inculcate knowledge on Service delivery system.

To impart knowledge about practical application of concepts in service industry.

### Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1	To recognize the primary requirements and magnitude of services marketing in promoting services.	K1
CO2	To Identify and discuss characteristics and challenges of managing service firms in the modern world.	K2
CO3	To enable the students in evolving marketing strategies that meets the unique challenges and opportunities of the services industry.	K2
CO4	To examine the service gap between customers' expectation and perceived services by developing appropriate communication system.	K2
CO5	To analyse the customer satisfaction by applying key elements of service concepts in service industry and to establish and sustain service excellence and provide better customer value for longrun.	K3

### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	S	S	S	S
CO2	S	S	S	S
CO3	S	S	S	S
CO4	S	S	S	S
CO5	S	S	S	S

S- Strong; M-Medium; L-Low

### SERVICES MARKETING- BB18E08

### Syllabus

UNIT –I (14Hours)

Introduction to Services - Service Marketing - Meaning and Definition- Nature and Scope- Characteristics - Challenges and issues of service marketing- Service marketing in India – Classifications of services - Services and Technology.

**UNIT -II (14 Hours)**

Marketing Mix in Service Marketing: The Seven Ps: Product Decision, Pricing, Strategies and Tactics, Promotion of Service and Placing of Distribution Methods for Services- additional dimension in Services Marketing – People, Physical Evidence and Process.

**UNIT - III (14 Hours)**

Positioning of services – Designing service delivery System, Service Channel – Pricing of services, – objectives - methods -Services on retail sector – Service Level Agreements (SLA) – Service marketing triangle - Integrated Service marketing communication.

**UNIT- IV (15 Hours)**

Importance of quality in services, Delivering Quality Service: Causes of Service – Service Quality Dimensions-Service Quality Models, Parsuraman-Zeithamal-Bitnerv (PZB) Gaps Model, SERVQUAL and SERVPEF.

**UNIT – V (14 Hours)**

Service Marketing Strategies for health – Hospitality – Tourism – Financial – Logistics - Educational – Entertainment & public utility Information technique Services – Applying technology to service settings – e-services.

**Text Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler	Services marketing: Integrating customer focus across the firm	Dubuque McGraw- Hill Education	2018

**Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	R. Srinivasan	Services Marketing: The Indian Context	PHI Learning Pvt. Ltd	2014
2.	Malcolm McDonald, Pennie Frow, Adrian Payne	Marketing Plans for Services: A Complete Guide	Wiley India Pvt. Limited	2015
3.	K Rama Mohana Rao	Services Marketing	Pearson Education	2011

**Pedagogy:**

Lecture by chalk and talk, power point presentation, e-content, Numerical exercise, group discussion, assignment, quiz, peer learning, seminar

**Course Designer:**

Ms. V.Devipriya

## SEMESTER VI

### SKILL BASED SUBJECT

#### Computational Finance Paper II - SB18FAP2

**Credit:3**

Hours: 43

Objective: To enable the students to construct spreadsheet for basic financial applications using financial functions available in spreadsheet.

Unit I (9 hrs)

Calculation of Leverage & BEP

Input: Various cost

Tools to be used: Data Source Dialog Box and Goal seek Expected Output: DOL, DFL and DCL , Chart showing BEP

Unit II (9 hrs)

Designing Capital Structure:

Input: Summarized Income Statement Tools to be used: Goal Seek

Expected Output: EBIT, Interest EBIT to EPS, Growth rate calculation

Unit III (9 hrs)

Inventory management: Input: Inventory Data

Tools to be used: Scenarios

Expected output: EOQ, Max Level, Min Level, Graph

Unit IV (8 hrs)

Credit Policy:

Input: Opening and closing Receivables

Tools to be used: Date function, Countif, Min and Max Expected output: Ageing Schedule

Unit V (8 hrs)

Calculation of Depreciation- WDV and Straight line method Input : Cost,Salvage,Period

Tools to be used: SLN,DB

Expected Output : Depreciation Value ,Asset Value,Chart

Note: Practical Classes to be arranged in Computer lab.

Software essential: MS Office Excel

#### Text Book:

Sl.No.	Author	Book name	Publisher	Year of Publication
1.	Bodhanwala.R.J	Financial Management using Excel Spreadsheet	Taxmann Publication, New Delhi	3rd Edition, 2010

<b>COURSE NUMBER</b>	<b>COURSE NAME</b>	<b>CATEGORY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>
<b>IB18AC3</b>	<b>E-BUSINESS MANAGEMENT</b>	<b>THEORY</b>	-	-	-	<b>5</b>

### **Preamble**

To understand the current status of e-business concepts and follow its development.

The course also aims to show how the technical and business aspects of e-commerce have to be integrated together.

To describe the best practices in e-business

Students should also become aware of the global nature of e-commerce and how traditional means of doing business will need to change in the electronic age.

### **Course Outcomes**

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1	To understand the current state of e-business and the possible advantages and disadvantages of an e-business strategy.	K1
CO2	To understand e-business strategy into the organization's goals and objectives.	K2
CO3	To identify the organizational processes and relationship that may have value added through the application of an e-business strategy.	K2
CO4	To evaluate the opportunities and risk factors involved in conducting e-Business.	K3
CO5	To aid the development of managerial e-business tactics and objectives for the organization's	K3

### **Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4
CO1	S	S	S	S
CO2	S	S	S	S
CO3	S	S	S	S
CO4	S	S	S	S



CO5	S	S	S	S
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S- Strong; M-Medium; L-Low

### **E-BUSINESS MANAGEMENT - IB18AC3**

#### **Syllabus**

Unit 1: e-Business Strategy and Models

e-Business –element- roles and their challenges-e-Business requirements & its impact  
Inhibitors of e-business-e Business Strategy- e Business Models-eBusiness Architecture and  
Enabling technologies.

Unit 2:e-Markets and Technology

Functions-eMarkets vs Traditional Market-effects of eMarkets - eMarkets success factors - e-  
Markets Technology solutions - eProcurements: The purchasing process, Developments in  
Purchasing - EDI Applications in Business – EDI and Electronic Commerce - Internet Based  
EDI

Unit 3: Security and Reliability for e-business

Reliability and Quality considerations - Quality requirements - Risk Management - Trust, e-  
business risks - e-Business security - realizing a secure e-Business infrastructure.

Unit 4: e Buying Process

E Marketing strategies and diffusion process - E buying decisions and processes - B2B e  
procuring decisions – Post purchase actions.

Unit 5: e Buying Protection

E buyer protection – Regulatory network – Forums and redressal process - Research and  
applications of consumer responses to e marketing approaches.

#### **Text Book:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Rayude, C.S	e-Commerce and e-Business	Himalaya Publishing House	2015

#### **Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Andreas meier, Henrik stormer	e-Commerce and e-Business	springer	2009
2.	Harvey M.Deitel, paulJ Deitel, Katesteinbuhler	e-Commerce and e-Business	Prentice Hall	2001

#### **Course Designer:**

Ms. V.Akalya

Ms. K.Sathiya Priya

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB18AC4	INTERNATIONAL STRATEGIC MANAGEMENT	THEORY	-	-	-	5

### Preamble

To impart knowledge on strategic management and its importance in an organizations.

To impart knowledge on concepts of international strategic planning.

To enlighten the students about how to formulate functional strategies for MNC's.

To help the students to develop skill and knowledge in implementation of different corporate strategies.

### Course Outcomes

On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1.	Understand the basic knowledge and concepts of strategic management and applications in global context;	K1
CO2.	Understand the various phases of strategic planning and its complications in strategic decision.	K2
CO3.	Explain and evaluate the basic concepts, principles and practices associated with strategy formulation and implementation.	K3
CO4.	Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi- functional perspectives.	K3

### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO 4
CO1.	Strong	Strong	Strong	Strong
CO2.	Strong	Strong	Strong	Strong
CO3.	Strong	Strong	Strong	Strong
CO4.	Strong	Strong	Strong	Strong

## **INTERNATIONAL STRATEGIC MANAGEMENT – IB18AC4**

### **Syllabus**

#### **UNIT -I**

INTRODUCTION: A conceptual Exposition – Characteristics - Dimensions – International and Domestic Strategic Management.

#### **UNIT – II**

INTERNATIONAL STRATEGIC PLANNING: Significance of International Strategic Planning - Phases of Multinational Strategic Plan- Complication involves Strategic Planning and Control.

#### **UNIT - III**

FORMULATION OF STRATEGIES FOR MNCs: Formulating Strategy for a Multinational Enterprise – Setting Objectives – Identifying Strategic Alternatives – Choice of Multi Corporate Strategy – Choosing Mode of Entry in Cross Border Countries.

#### **UNIT - IV**

FORMULATING FUNCTIONAL STRATEGIES: International Marketing Strategies - International Production and Technology Strategies – International Human Resource Strategies- International FinancialStrategies.

#### **UNIT - V**

IMPLEMENTATION OF STRATEGIES :Implementing Multinational Strategies – Strategic Implementation and Corporate Culture – Corporate Strategy and Leadership – Organizing Off-Shore Operations – Controlling Multinational Strategy – Controlling Off – Shore Operations.

### **Text Book**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Sri Vastava	International Strategic Management	Himalaya Publishing House	2011

### **Reference Books:**

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Ramasamy And Namakumari	Strategic Management And Theory	Himalaya Publishing	2005
2.	Sarika Kulkarni	Business Process Outsourcing	Jaico Books	2005

### **CourseDesigner:**

Mrs. D.Mythili

Mrs. S.Deivamani