



PSGR Krishnammal College for Women



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DEPARTMENT OF BUSINESS ADMINISTRATION
(RETAIL MANAGEMENT)

CHOICE BASED CREDIT SYSTEM &
OUTCOME BASED EDUCATION SYLLABUS

BACHELOR OF BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

2019-2022



PROGRAMME OUTCOME - UG

At the end of the programme 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 :** Classify the retailers based on categories- traditional, merchandise offered ownership, operations and non store retailing.
- PSO2 :** Evaluate the factors contributing to the growth of Indian retail industry and how it has an impact on the GDP of Indian economy.
- PSO3 :** Design their own strategies for satisfying the retail customers.
- PSO4 :** Analyze the cases on retail life cycle and strategies taken by the retail players at different stages during introduction, growth, maturity and decline stages.
- PSO5 :** Design the retail business plan by doing SWOT analysis.
- PSO6 :** Design the retail marketing mix and make decisions on product merchandise, price, supply chain, and promotional mix with respect to their retail business..
- PSO7 :** Evaluate the impact of information technology on retail business concerns.



DEPARTMENT OF BUSINESS ADMINISTRATION

(RETAIL MANAGEMENT)

CHOICE BASED CREDIT SYSTEM & OUTCOME BASED EDUCATION SYLLABUS & SCHEME OF EXAMINATION

2019-2022

Semester	Part	Subject Code	Title of the Paper	Instruction per sem	Tutorial (Hrs)	Practical	Instruction per week	Total (Hrs)	Duration of the exam(Hrs)	Exam Marks			Credits
										CIA	ESE	Total	
I	I	TAM1901/ HIN1901/ FRE1901	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	IB19C01	Core -1: Business Management and Organisational Behaviour	71	4	-	5	75	3	40	60	100	4
I	III	RM17C03	Core-2: Principles of Retailing	71	4	-	5	75	3	40	60	100	4
II	III	TH17A02A/ TH17A02B	Allied 1: Mathematics for Management-Level II /Level I	86	4	-	6	90	3	40	60	100	5

I	IV	NME12WS/ AS/GS/ NME19A1/B 1	Women Studies/ Ambedkar Studies/ Gandhian Studies Advance Tamil/ Basic Tamil	26 28	4 2	- -	2 2	30 30	2 2	10 0 50	- 50	100 100	2
II	I	TAM1902/ HIN1902/ FRE1902	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	RM16C04	Core – 3: Retail Operations	71	4	-	5	75	3	40	60	100	4
II	III	ABC1903	Core -4 :Business Communicatio n	71	4	-	5	75	3	40	60	100	4
II	III	TH17A24A/ TH17A24B	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	NME19B2/ NME19A2/	*Basic Tamil/ Advanced Tamil	-	-	-	2	-	-	-	-	-	-
	IV		**Open Course: (Self study- Online Course)	-	-	-	-	-	-	-	-	-	-
II	VI	NM12GAW	General Awareness	-	-	-	Self stud y	-	Onlin e test	10 0	-	100	Gr ade
III	III	IB19C05	Accounting and Finance for Managers	101	4	-	7	10 5	3	40	60	100	5
III	III	RM19C06	Principles of Economics	86	4	-	6	90	3	40	60	100	4

III	III	RM19C07	Strategic Marketing Management	86	4	-	6	90	3	40	60	100	4
III	III	IB19A01 / RM19A01/ BA19A03	Allied-1 Management of Innovation / Tourism Management/ Insurance for Business Process Services	86	4	-	6	90	3	40	60	100	5
III	III	SB19BA01	Business Analytics Paper I(Theory)***	29	1	-	2	30	2	-	-	-	
III	III	SB19BAP1	Basics in R-Programming (Practicals)** *	15	-	-	1	15	2	-	-	-	
III	III	NM14VHR	Foundation Course Value Education	26	4	-	2	30	-	-	-	100	2
III	III	NM16EVS	Foundation Course Environmental Studies	Self Study	-	-	-	-	-	-	-	-	-
IV	III	RM19C09	Green Trade	86	4	-	6	90	3	40	60	100	4
IV	III	IB19C08	International Human Resource Management	101	4	-	7	105	3	40	60	100	5
IV	III	IB19C10	Export and Import Procedures	86	4	-	6	90	3	40	60	100	4
IV	III	IB19A02/ RM19A02/ BA19A04	Allied-4 Corporate Governance/ Banking and Insurance Management/ Campus to Corporate Transition	86	4	-	6	90	3	40	60	100	5
IV	III	SB19BA01	Business Analytics Paper	29	1	-	2	30	2	25	75	100	4

			I(Theory)***										
IV	III	SB19BAP1	Basics in R-Programming (Practicals)** *	13	2	-	1	15	2	40	60	100	2
IV	III	NM16EVS	Foundation Course Environmental Studies	26	4	-	2	30	-	-	-	100	2
IV	IV		NCC/NSS/YR C	-	-	-	-	-	-	-	-	-	1

**** - self study course**

AOS: Application oriented subject

CIA: Continuous internal assessment

ESE: End semester examination

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: 20 Marks

SECTION	WORD LIMIT	MARKS	TOTAL
A-12/15 X 2 Marks (Open Choice)	One or two sentences	24	100
B – 6/8 X 6 Marks (Open Choice)	300	36	
C – 4/6 X 10 Marks (Open Choice)	600-800 Words	40	

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 : 20 Marks

SECTION	MARKS	TOTAL
A-5/8X5 Marks	25	75
B – 5/8X10 Marks	50	

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

Continuous Internal Assessment: 50 Marks

SECTION	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: 50 Marks

SECTION	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
Project Report		
Relevance of the topic	10	60
Technology	10	
Designing and development	20	
Report	20	
Viva Voce		
Presentation	10	20
Performance	10	

WEIGHTAGE ASSIGNED TO VARIOUS COMPONENTS OF

CONTINUOUS INTERNAL ASSESSMENT

Theory

	CIA I	CIA II	Mode 1 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
Focus Purpose	Clear	Shows awareness	Shows little awareness	No awareness
Main idea	Clearly presents a main idea.	Main idea supported throughout	Vague sense	No main idea
Organisation: Overall	Well planned	Good overall organization	There is a sense of organization	No sense of organization
Content	Exceptionally well presented	Well presented	Content is sound	Not good
Style: Details and Examples	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)

Criteria	5 Marks	4 Marks	3 Marks	2 Marks	1 Mark
Level of Engagement in Class	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
Listening Skills	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.
Behavior	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
Preparation	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
COURSE 1 - IB19C01				
CO1	H	H	H	H
CO2	H	H	H	H
CO3	H	H	H	M
CO4	M	H	H	M
CO5	M	H	H	M
COURSE 2- RM17C03				
CO1	H	H	H	H
CO2	H	H	H	H
CO3	H	H	H	H
CO4	H	H	H	H
CO5	H	H	H	H
COURSE 3- RM16C04				
CO1	H	H	H	H
CO2	H	H	H	H
CO3	H	H	H	H
CO4	H	H	H	H
CO5	H	H	H	H
COURSE 4- ABC1903				
CO1	H	H	H	H
CO2	H	H	H	M
CO3	H	H	H	M
CO4	H	H	H	H
CO5	H	H	H	H

H- High; M-Medium

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB19C01	BUSINESS MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR	Core	71	4	-	4

Preamble

1. To develop conceptual knowledge of Business management and Organizational Behaviour.
2. To enable students understand and analyze practical aspects of management and organizational Behaviour to become skilled at the art of getting things done through people in a corporate business scenario.
3. To impart the students with the concept, importance and models of Business management and Organizational Behaviour.
4. To give students a basic understanding of individuals and groups in 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 organization.	K1
CO2.	Describe the importance and models of planning and organizing.	K2
CO3.	Recognize how workplace perceptions, attitudes, and behaviours impact organizational performance	K2
CO4.	Reveal the ability to use theories of leadership and motivation in organisation.	K3
CO5.	Associate the behaviour of individuals and groups in organisations and identify the problems associated with organizing and managing teams	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4
CO1.	H	H	H	H
CO2.	H	H	H	H
CO3.	H	H	H	M

CO4.	M	H	H	M
CO5.	M	H	H	M

H- High; M-Medium

BUSINESS MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR (71 HRS)

UNIT – I (13 Hours)

Management: Meaning & Definition - Nature - importance and characteristics - Level and Role of Management - Scope and functional areas of management in Organizations, Management as a science art or profession - Management & Administration.

UNIT – II(17 Hours)

Planning: Introduction to Planning – Importance - Management by objectives (MBO) - Strategic Planning Cycle - Types of Planning Premises - Strategic Planning Process - Vision, Mission, Objectives, Types of objectives, Hierarchy of objectives, Max E. Douglas model for writing effective objectives - Internal and External Analysis - SWOT, PESTEL. Organizing: Introduction and Importance - Steps in Organizing process - Organizing Employees - Organizational Design and Structure - Types of Organizational Structure - Specialization - Centralization - Decentralization - Formalization - Span of Control - Authority & Responsibility.

UNIT – III (15 Hours)

Nature and importance of Organisational Behaviour (OB) - Concept and relevance of OB in Modern Management- Understanding individual behaviour - Personality – MBTI - The Big Five Model - Personality types in different cultures – Perception - Perceptual Process - Perceptual Distortions – Stereotyping - Halo Effect - Contrast Effects - Self-fulfilling prophecy – Projection - Contrast Effects - Impression Management - Attribution Theory -Attributions across cultures, Professional and Ethical behaviour - Managing Negative Behaviour in the workplace - Employee Morale and Engagement.

UNIT – IV (14 Hours)

Meaning and nature of Leader - Leadership styles – Basic and Two-dimensional Leadership styles – Job Centred& Employee Centred - Management by Exception - Management by Walking around - Open Door Policy - Emotional Intelligence for Effective Leadership - Leadership across cultures - understanding individual behaviour - Motivating Employees - Theories of Motivation - Organizational Behaviour Models – Autocratic, Custodial, Supportive, Collegial, Managing cross-cultural motivational challenges.

UNIT – V (12 Hours)

Group Development - Stages of Group Development - Turning Groups into Effective Teams - Managing Work Teams - Types of Work Teams - Conflict Management Techniques -Managing generational differences - Best practices for Organizing Tasks and Creating High Performance Teams.

Text Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Charles W L Hill, Steven L McShane	Principles of Management	Tata McGraw Hill Education	2018
2.	Koontz. (n.d.)	Principles of Management	Tata McGraw Hill Education.	2015

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Lussier, R. N	Management Fundamentals (1st ed.)	Cengage Learning	2012
2.	Stepten 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	2012

Pedagogy:

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

Course Designers:

K.Sathiya Priya

V.Akalya

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
RM17C03	PRINCIPLES OF RETAILING	Core	71	4	-	4

Preamble:

- To understand the impact of retailing industry on the business world, and on individuals.
- To understand the details of retailing and retail management and how that impacts and improves the rate of the success of a retail operation.
- To explore the techniques and strategies employed in retailing
- To impart how location decisions, vendor selections, pricing, and merchandising impact a retail operation

Course Outcome:

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

CO Number	CO Statement	Knowledge Level
CO1.	Identify the types of retail organizations and their basic retail operations.	K1
CO2.	Identify and describe current domestic and international retail environment	K1
CO3.	Describe the key factors which influence the development of retail industry.	K2
CO4.	Discuss how to become a good retail planner and decision maker and help focus on change and adaption to change	K2
CO5.	Apply the strategic planning process in retailing sector to operate in the global retailing environment	K3

Mapping with Programme Outcomes

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

H- High

PRINCIPLES OF RETAILING (71 Hrs)

UNIT – I (15 Hours)

Retail: Meaning – characteristics of a Retailer – Functions of a retailer – Services provided by a retailer - Reasons for studying Retailing – Retailing as a career – Trends in Retailing-Ethical issues in retailing.

UNIT – II (16 Hours)

Retail Model: Theories of Retail Development – Life cycle and phase in growth of retail markets – Business models in retail – Rural retailing – Retail value stream - Multichannel retailing – Corporate social responsibility.

UNIT – III (17 Hours)

Strategic Planning in Retailing: Situation Analysis – Objectives – Need for identifying consumer needs – Overall strategy, feedback and control –Strategic planning process for global retailing-consumer decision-making process.

UNIT – IV (13 Hours)

Retail in India: Evolution and Size of retail in India – Drivers of retail change in India– Foreign Direct Investment in retail – Challenges to retail developments in India- Role of BPO and IT in retail.

UNIT – V (10 Hours)

International Retail Environment- socio, economic, political, legal, technical environment- Global retail markets – Challenges and Threats in global retailing – Factors affecting the success of a global retailing industry.

Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Swapna Pradhan	Retailing Management- Text &cases	Tata McGraw-Hill Education Private Limited	2013

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Gibson G Vedamani	Retail Management – Functional Principles and Practice	Jaico Publishing House,	2013
2	Michael Levy,Barton a Weitz,AjayPandit	Retail Management	The McGraw- Hill companies	2010
3	Barry Berman ,Joel R. Evans,MiniMathur	Retail Management – a Strategic Approach	Dorling Kndersley (India) p ltd	2011

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion and Case Study.

Course Designers:

K.Sathiya Priya

D.Mythili

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
RM16C04	RETAIL OPERATIONS	Core	71	4	-	4

Preamble

1. To enable the students to understand the importance of store location for a retailer.
2. To enlighten the students about the different store operating processes and their significance in running retail operations smoothly.
3. To increase an awareness and understanding of key financial operations such as profit planning, asset management and budgeting.
4. To help the students to develop skill and knowledge in retail methods of accounting.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Identify the types of retail locations and their merits.	K1
CO2.	Identify and describe site evaluation criteria and store layout.	K1
CO3.	Describe the scope of operations management in operational and financial dimensions.	K2
CO4.	Discuss the concept of trading area and storekeeping.	K2
CO5.	Apply the retail methods of inventory valuation.	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4
CO1.	Strong	Strong	Strong	Strong
CO2.	Strong	Strong	Strong	Strong

CO3.	Strong	Strong	Strong	Strong
CO4.	Strong	Strong	Strong	Strong
CO5.	Strong	Strong	Strong	Strong

RETAIL OPERATIONS (71 HRS)

UNIT –I (15 Hours)

Store Location: Trading Area Analysis-Importance of location to a retailer- Size and shape of Trading Areas- Use of GIS in TA Analysis-Delineating TA of an Existing Store and New Store- Methods of Evaluating Retail Trade Area-Characteristics of the trading areas.

UNIT –II (15 Hours)

Site selection :Types of location – Location and Site Evaluation - Characteristics of the available site - Retail store layout - The circulation plan - Space mix and effective retail space management - Floor space management.

UNIT- III (16 Hours)

Operations Management : Operational Dimensions - Operations Blueprint-Store maintenance , Energy management and renovations - Inventory management - Store security – Insurance - Credit management- Computerisation – Outsourcing – Crisis Management- Evaluating a retail operation: Store Operating parameters – Using the Strategic resources model in retailing- Designing a performance programme.

UNIT –IV (13 Hours) Operation Management- Financial Dimensions-: Profit Planning- Asset Management- Budgeting, Store keeping: Objectives, Functions, Importance of Storekeeping – Duties and Responsibilities of a storekeeper – Factors underlying successful storekeeping – Stores ledger – Bin card.

UNIT –V (12 Hours)

Retail Inventory : Inventory Planning - Return on inventory investments and stock turnover - Inventory Management - Physical and perpetual inventory systems - Retail method of inventory valuation , Retail Technology- e- Retailing, Retail Analytics, Retail Disruption.

Text Books:

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Swapna Pradhan	Retailing Management, Text and cases	Tata McGrawhill	2009
2.	Gibson G Vedamani	Retail Management ,Functional Principles and Practice	Jaico Publishing House, 4 th Edition	2012

3.	James R Ogden and Denise T Ogden	Integrated Retail Management	Biztantra	2015

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion and Case Study.

Course Designer:

Mrs.N.V.Kavitha

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
ABC1903	BUSINESS COMMUNICATION	CORE	71	4	-	5

Preamble

- To give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program.
- To create an awareness of the importance of written expression to modern business communication

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.	Recognize the importance of non-verbal communication and use of various communications devices.	K1
CO3.	Describe the concepts of Interpersonal communication, corporate and interpersonal communication.	K2
CO4.	Associate the fundamentals of the report writing process and to produce effective reports characterized by using creative charts, tables and diagrams.	K2
CO5.	Demonstrate the critical thinking skills to produce successful letters or emails; agenda and minutes in any given context or situation.	K3 & K4

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	Strong	Strong	Strong	Strong
CO2.	Strong	Strong	Strong	Strong
CO3.	Strong	Strong	Strong	Medium
CO4.	Strong	Strong	Strong	Strong
CO5.	Strong	Strong	Strong	Strong

BUSINESS COMMUNICATION (71 Hrs)

UNIT – I (15 Hours)

Communication: Meaning – Objectives – Importance – Channels – Media – Barriers to communication – Essentials of Effective Communication-Communication through letters – Layout of letter – Business letter format.

UNIT – II (16 Hours)

Business Letters-Enquiries and Reply – Offers and Quotations – Orders and Execution – Claims and Adjustments – Collection – Status Enquiries – Application for jobs.

UNIT – III (15 Hours)

Non-verbal communication – Body Language — Designing and Delivering Business Presentations-Managing Data and Using Graphics– Preparing Agenda & Minutes.

UNIT – IV (13 Hours)

Reports: Types, Preparation, structure and organization of reports – Reports by individuals and committees- Press Releases

UNIT – V (12 Hours)

Interpersonal Communication-Group Communication-Managerial Communication- Corporate Culture- Inter cultural communication– Communication devices –Communicating Electronically- Use of internet and email- Business etiquette and email etiquette.

Case study Analysis- (for internal Valuation only)

Text Book :

Sl.	Author(s)	Title of the Book	Publisher	Year of
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No.				Publication
1.	Rajendra Pal &Korlahalli	Essentials of Business Communication	Sultan Chand & Sons.	Reprints 2017
2.	Gupta C.B	Basic Business Communication	Cengage Learning India Pvt. Ltd.	2019

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Kitty O. Locker & Stephen KyoKaczmarek	Business Communication-Building Critical Skills	McGraw-Hill Irwin	2014
2.	Raj Kumar	Basic Business Communication	Excel Books Publishing house	2010
3.	M.V. Rodriques	Effective Business Communication	Concept Publishing Company	2003
4.	Ramesh, MS,& C. C Pattanshetti	Business Communication	R.Chand& Co,	2003

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion and Case Study.

Course Designer:

Dr.K.Nithyakala

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
IB19C05	ACCOUNTING AND FINANCE FOR MANAGERS	CORE	101	4	-	5

Preamble

1. Help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.
2. To familiarize the students about basic knowledge of the financial management.
3. To enable students to understand the theories risk & return and concept of capital budgeting.
4. To acquire skills necessary to manage the finance of business.
5. **To enable the students to learn the accounting standards and the concept of IFRS.**

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO6.	Explain and apply accounting concepts, principles and conventions; record basic accounting transactions and prepare annual financial statements	K1
CO7.	Understand both the theoretical and practical role of financial management in business corporations.	K1
CO8.	Have a greater appreciation and understanding of the importance of risk within the context of financial decision making	K2
CO9.	Demonstrate the ability to organize, analyze and draw appropriate conclusions from financial information	K2
CO10.	Demonstrate ability of financial management and forecast, ensuring competitiveness of a company and increasing its added value in the changing environment of global economy	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	M	S	L

S- Strong; M-Medium; L-Low

ACCOUNTING AND FINANCE FOR MANAGERS (101 Hrs)

Unit-I (Theory & Simple Problems Only) (22 Hours)

Book-Keeping and Accounting – Financial Accounting – Concepts and Conventions – Double Entry System – Preparation of Journal, Ledger and Trial Balance – Preparation of Final Accounts –Trading, Profit and Loss Account and Balance Sheet With Adjustment Entries(**Simple Problems Only**) – Depreciation – Causes – Types of Depreciation –Capital and Revenue Expenditure(**Theory Only**).

Unit-II (Theory Only) (19 Hours)

Financial management – nature, characteristic, functions, scope & process - objectives of financial management – profit maximization - wealth maximization - time value of money - Long term financing - shares, Debentures, Warrants, Term loans, Lease financing, Hybrid financing, Venture capital financing, Sources of short term financing.

Concept of Working Capital, Types of Working Capital, Operating Cycle, Importance of Working Capital, Dangers of Inadequate and Excessive Working Capital, Accounts Receivables

and Payable Management - Inventory management – Cash management - Working capital finance: Trade credit, Bank finance and Commercial paper.

Unit-III (Theory & Simple Problems Only) (21 Hours)

Introduction to the Concept of risk and return – single asset and of a portfolio – Financing decision: Cost of capital – Cost of specific sources of capital – Equity – Preferred stock – Debt – Reserves – Weighted average cost of capital.

Capital Budgeting: Principles and techniques – Nature of capital budgeting – Identifying relevant cash flows – Evaluation Techniques: Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, and Profitability Index.

Unit-IV (Theory Only) (20 Hours)

Leverages – measurement of leverages– Operating Leverage, Financial Leverage, Combined Leverage. Introduction to capital structure – Factors affecting capital structure – Features of an optimal capital structure –Capital structure Theories – Net Income Approach, Net Operating Income Approach, and MM Approach – Determinants of Capital structure. Dividend decision- Issues in dividend decisions, Importance, Relevance & Irrelevance theories – Walter’s Model, Gordon’s model and MM model. – Factors determining dividend policy – Types of dividend policies – forms of dividend.

Unit-V (Theory Only) (19 Hours)

Over View of IAS - Meaning of IFRS - relevance of IFRS to India; merits and limitations of IFRS - process of setting IFRS - Practical challenges in implementing IFRS - theoretical study of International financial reporting standards (IFRS) 1 – 15 - List of International accounting standards issued by IASB - Recognition criteria’s for Investment properties - Government grants, Borrowing costs, Construction contracts, share based payments - Provisions, Contingent liabilities and Contingent assets - Elements of financial statements as per IFRS.

Note:*60% Theory and 40% Problems.

Text Book:

S. No.	Author	Book name	Publisher	Year of Publication
1.	S P Jain and Narang	Financial Accounting	Kalyani Publishers	2016
2.	Sharma RK and Gupta SP	Financial Management	Kalyani Publications	2016

Reference Books:

S. No.	Author	Book name	Publisher	Year of Publication
1.	Khan and Jain	Financial Management: Text, Problems and Cases	Tata McGraw Hill Publishing	2018
2.	I.M.Pandey	Financial Management	Vikas Publishing	2018
3.	CA. Kamal Garg	Practical guide to Ind AS & IFRS	Bharat Law House Pvt. Ltd.	2018

Pedagogy:

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

Course Designers:

V.Akalya

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
RM19C06	PRINCIPLES OF ECONOMICS	Core	86	4	-	4

Preamble

- To familiarize the students with elementary concepts of Economics.
- To acquaint the students with tools and techniques those are useful in their profession in Managerial Decision Making which will enhance their employability.
- To gain understanding of some Macroeconomic concepts to improve their ability to understand the business climate.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	Remember concepts of demand, supply, cost and revenue.	K1
CO2.	Identify and describe the cost minimization techniques and relevant theories.	K1
CO3.	Describe the scope of macroeconomic variables in influencing business decisions.	K2
CO4.	Discuss the concept of factor distribution and its pricing.	K2
CO5.	Apply the strategies of pricing product under different market types.	K3

Mapping with Programme Outcomes

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

PRINCIPLES OF ECONOMICS - RM16C10 - (86 Hrs)

UNIT I (20 Hours)

Meaning and Definition of Economics, Nature and Scope of Economics, Firm- Industry- Objectives of firm-Profit Maximization-Social responsibilities of firm- Demand- Meaning- Types-Law of demand- Elasticity of Demand- Measurement of Elasticity of Demand – Advertising Elasticity of Demand – Demand Forecasting : Types and Methods.

UNIT - II (20 Hours)

Production- Factors of Production- Production function- Least cost combination- Laws f Returns- Law of Variable Proportions- Returns to scale- Economies of Scale- Law of Supply- Elasticity of Supply - Cost and Revenue- Concepts and curves.

UNIT - III (20 Hours)

Market- Meaning- Types- Equilibrium of the firm- Industry- Pricing under perfect competitions- Monopoly- Price Discrimination- Pricing under Monopolistic Complementations- Pricing under Oligopoly – Pricing under Duopoly.

UNIT – IV (21 Hours)

Distribution- Factor Pricing- Marginal Productivity theory- Wages- Demand and supply theory- Causes for wage difference- Trade Union and wages- Rent- Ricardian theory rent- Quasi – Rent- Modern theory of rent- Interest- Profit – Theories of Profit.

UNIT - V (20 Hours)

National Incomes- Concepts- measurement – Problems- Uses- Inflation- Types- Causes and Control – Trade Cycle – Balance of Payments.

Text book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Sankaran S	Principles of Economics	Marghan Publications	2015

Reference Book

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1.	H.L Ahuja	Business Economics	Sultan Chand & Sons	2014
2.	PL Mehta	Managerial Economics	Tata McGraw Hill	2008
3.	Kaveri,SudhaNayak, Girija&Meenakashi	Business Economics	Sultan Chand & Sons	2013

Pedagogy:

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

Course Designer

Mrs.N.V.Kavitha

COURSE NUMBER- RM19C07	COURSE NAME – STRATEGIC MARKETING MANAGEMENT	Category	L	T	P	Credit
		Core	86	4	-	4

Preamble

- To give students a basic understanding of the concepts and processes of strategic marketing planning and development.
- To enable students to understand the importance of strategic marketing analysis and research
- To impart students to how an organisation determines and achieves its strategic decision
- To enable students to understand implementation and evaluation of strategic marketing plans

Course outcome

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

CO Number	CO Statement	Knowledge Level
CO11.	Understanding about what is involved in making marketing decisions, including product, price, promotion, and place decisions to create a marketing mix.	K1
CO12.	Develop insights into how differences in economic, cultural, social, political, and legal environments can affect marketing decisions.	K2
CO13.	Acquire the necessary analytical and conceptual skills for developing successful marketing programs	K2
CO14.	Develop analytical skills necessary to deal with the changes and uncertainty faced by today's marketers.	K3
CO15.	Develop the ability to integrate the important societal dimensions of diversity, environmental concerns, ethics, and technological change into their thinking.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	Medium	High	High	High
CO2.	High	High	High	High
CO3.	High	High	High	High
CO4.	High	High	High	High

CO5.	High	High	High	High
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STRATEGIC MARKETING MANAGEMENT

Unit 1: (16 Hours)

Strategic Marketing Management : Objectives & concept of Strategic Marketing Management - Strategy Definition -Strategy Formulation – Vision, Mission, Objectives and Goals of business and their relationship with Strategic Marketing Management - Considerations for formulation of marketing strategies for all components of Product, Price, Promotion and Distribution.

Unit2: (17 Hours)

Strategic Marketing analysis: SWOT Analysis, GAP Analysis – Competitive Analysis – Porter’s 5 forces Model of competition- BCG Matrix - GE 9 Cell Model as the basic foundation of Strategic Marketing- Mckinsey’s 7s framework for analyzing and improving organizational effectiveness.

Unit3: (18 Hours)

Market and environment analysis: Nature of the marketing environment - Evolution of environmental analysis - The political, economic, social and technological environments- Approaches to environmental analysis and scanning - Approaches to customer analysis- Buying decision process -Approaches to competitor analysis- Identifying competitor objectives- competitor analysis and development of strategy.

Unit4 :(18 Hours)

Marketing Strategy Implementation: Integration of Marketing Strategies and their application to different business sectors – FMCG, Industrial, & Services - Constraints on marketing strategy implementation. Marketing Strategy Evaluation – Marketing Audits & their scope – Reviewing marketing effectiveness- Competitive advantage and the value chain.

Unit5: (17 Hours)

Strategic management of the marketing mix: Product decision and strategy – Dimension of the product policy- Pricing policies and strategies- Approaches to price setting- Methods of pricing- Promotion and Marketing communication- soft elements of the marketing mix- Integrating the elements of the marketing mix.

Text Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Richard M.S, Wilson and Colin Gilligan	Strategic marketing Management	Elsvier	2010
2.	Phillip Kotlar	Marketing Management: Analysis, Planning & Control	15 th Edition, Pearson	2017

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Azar Kazmi	Strategic management and business policy	3 rd edition, Tata McGraw Hill	2008
2.	Alexander Chernav	Strategic Marketing Management	Cerebellum Press	2013
3.	David W.Cravens, Nigel f.Piercy	Strategic Marketing Problems	12 th Edition, Dorling Kindersley India Pvt.Ltd	2011

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion , Case Study , Peer learning and assignment.

Course Designers:

Mrs.G.Nagamuthu & Dr.M.Ganeshwari

COURSE NUMBER	COURSE NAME	Category	L	T	P	Cre dit
RM19A01	TOURISM MANAGEMENT	ALLIED	86	4	-	5

Course Wise Knowledge level Evaluation**Preamble**

1. To enable the student to understand the tourism concept and the role played by different types of tourists.
2. To help the students to apply relevant knowledge and skills on domestic and international tour.
3. To increase the awareness and understanding the importance of technology in tourism.
4. To help the students to develop the skill and knowledge in business tourism.

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 tourism management.	K1
CO2.	To understand the theoretical foundations of tourism and enabling them to learn the pattern, methods and services oftourism.	K2
CO3.	To acquaint the students with the managerial functions of tourism.	K2

CO4.	To compare various aspects relating to global tourism.	K2
CO5.	To analyse the services provided by tourism in other sector.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1.	High	High	High	High
CO2.	High	High	High	High
CO3.	High	High	Medium	High
CO4.	High	High	High	High
CO5.	High	High	High	High

TOURISM MANAGEMENT - RM19A01 - (86 Hrs)

UNIT – I (17Hours)

Introduction of Tourism: Definition and Meaning - Basic Components-Elements- Domestic Tourism – Measurement-Historical Developments - WTO.

UNIT – II (17 Hours)

Marketing Concepts and Strategies In Tourism: Definition of Marketing Concept- Marketing for Tourism-The Tourist Product- Special Features of Tourism Marketing-Marketing Functions- Marketing Research-Market Segmentation- Tourist Marketing Mix.

UNIT – III (18 Hours)

Marketing Communication: Advertising - Planning the Advertising- Advertising Agency- Public Relations in Tourism- Public Relation Techniques- Sales Support- Sales Support Techniques- Tourist Publicity- Travel Agency Operation- Scope of Work of Travel Agency- The Tour Operator.

UNIT – IV (17 Hours)

Business Tourism: Defining Business Travel - Geographical Factors for Distribution -Structure of the Market- Conference Bidding Process – ICCA – ICPB - Incentive Travel- Marketing Objectives.

UNIT – V (17 Hours)

Information Technology in Tourism: Modern Media Techniques – Networking – Internet and Tourism Industry – Computer Technology – Computers in Air Cargo, Airlines, Hotels and Railways – Computers Reservation Systems (CRS).

Text Book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Bhatia, A.K.	Tourism Development and Principles and Practices	Sterling Publisher	2014

Reference Book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Vandhana Joshi and Archana Biwal	Tourism Operations Management	Oxford Publications	2016
2.	A.K. Raina	Fundamentals of Tourism System	Kanishka Publishers	2003
3.	Dr. Lathika Goswami	Perspectives of Tourism Development	S.S. Publishers	2007

Pedagogy:

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

Course Designers:

K.SathyaPriya

V.Akalya

SEMESTER III & IV

COURSE NUMBER	COURSE NAME	Category	L	T	P	Credit
SB19BA01	BUSINESS ANALYTICS- LEVEL I		86	4	28	6

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	Strong	Strong	Strong	Strong
CO2	Strong	Strong	Strong	Strong
CO3	Strong	Medium	Strong	Strong

BUSINESS ANALYTICS- LEVEL I (86 Hrs)

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 Designer:

Dr.M.Theivanayaki

COURSE NUMBER- RM19C09	COURSE NAME – GREEN TRADE	Category	L	T	P	Credit
		CORE	86	4	-	4

Preamble

1. To understand basic concepts of green business and provide insights about risks and opportunities in green trade.
2. To explore the concepts of sustainability in logistics operations and identify the strategies for sustainable branding of green products.
3. To impart the knowledge on green consumers and learn the buying strategies adopted by green consumers.
4. To identify, evaluate and analyze various green trade practices followed in different organisations.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO16.	To comprehend and apply effective marketing techniques required for green trade.	K1
CO17.	To understand the opportunities, challenges and issues in designing and implementing green marketing strategies.	K2
CO18.	To provide insights on green consumer segments and examine how the marketers are responding to their needs.	K2
CO19.	To identify, evaluate, and improve the sustainability of manufacturing and supply chain operations.	K2
CO20.	To analyse and discuss issues pertaining to the planning, development and implementation of green practices in business to enhance the positive effects on the environment.	K3

Mapping with Programme Objectives

COs	PO1	PO2	PO3	PO4
CO6.	Strong	Strong	Strong	Strong
CO7.	Strong	Strong	Medium	Strong
CO8.	Strong	Medium	Strong	Strong
CO9.	Strong	Strong	Strong	Strong
CO10	Strong	Strong	Strong	Strong

GREEN TRADE (86 Hrs)

UNIT I(17 Hours)

Green Trade; Introduction, key concepts, trends and development, fundamentals of green trade-risks and opportunities to green business - assessing sustainable trade opportunities in different sectors- Agriculture; Energy sector- Green accounting

Unit II(17 Hours)

Introduction to green marketing- evolution of green marketing- importance of green marketing- benefits of green marketing- Green marketing planning- Green marketing implementation - green marketing mix- strategies to green marketing- Enviropreneur Marketing

UNIT III(18 Hours)

Green consumers-Five shades of green consumers-Segmenting the green consumers, based on Green interest- Green consumer's motives-Buying strategies of green consumers- green product and pricing – green washing- strategies for establishing credibility for sustainable branding of green products- green behaviour

UNIT IV(17 Hours)

Green supply chain management- Benefits of Green SCM-need for Green SCM - supply chain Eco- system framework- Green distribution and Packaging – sustainable logistics- ISO 14000- Eco- Designing, Eco- labelling- Ethics and social responsibility for green trade

UNIT V(17 Hours)

Environmental strategy and competitive advantage- Building Sustainable Competitive Advantage- Green trade future trends- Green Firms- HCL's Green Management Policy – IBM's Green Solutions- Maruti's Green Supply Chain- Green piece movements WWF, UNEP, UNECD.

Text Book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Esakki & Thangasamy	Green Marketing and Environmental Responsibility in Modern Corporations	IGI Global	2017
2.	David B. Grant & Chee Yew Wong	Sustainable Logistics and Supply Chain Management: Principles and Practices for Sustainable Operations and Management	Kogan Page	2017
3.	Robert Dahlstrom	Green Marketing Management	Cengage India Private Limited	2016

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Philip M. Porker	The 2018-2023 World Outlook for Green Marketing	ICON Group international INC	2017
2.	Zulkiflle Leman & Elham Falatoonitoosi	Green Supply Chain Management: Product Life Cycle Approach	Auris Reference Limited	2016
3.	Maruf Hasan, S., Maryam Masoumik & Elham Falatoonitoosi	Encyclopaedia of Green Supply Chain Management: Principles, Techniques and Applications	Auris Reference Limited	2016

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion and Case Study

Course Designer: Dr.M.Theivanayaki

COURSE NUMBER- IB19C08	COURSE NAME – INTERNATIONAL HUMAN RESOURCE MANAGEMENT	Category	L	T	P	Credit
		CORE	101	4	-	5

Preamble

- Understand issues, opportunities and challenges pertaining to international HRM;
- Develop competency in dealing with cross cultural situations;
- Understand the strategic and functional roles of HRM in various international contexts such as recruitment and selection, performance management, training and development, career development.
- To impart knowledge on the importance of HRIS in current scenario.

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, scope and functional roles of HRM.	K1
CO2.	To understand the reasons for emergence of IHRM and how it differs with basic functional roles of HRM.	K2
CO3.	Expose knowledge on International Recruitment, selection, training & development and Performance Management.	K2
CO4.	Ability to apply Human Resource Information System in decision making	K3
CO5.	Demonstrate the critical thinking skills to deal with the cultural context of employees' across boundaries	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4
CO1.	Strong	Medium	Medium	Medium
CO2.	Strong	Strong	Strong	Medium
CO3.	Strong	Strong	Medium	Strong
CO4.	Strong	Strong	Strong	Strong
CO5.	Strong	Strong	Strong	Strong

INTERNATIONAL HUMAN RESOURCE MANAGEMENT (101Hrs)

UNIT 1 (20 hrs)

Meaning and Definition of HRM – Objectives and Nature of HRM – Functions and Importance of HRM – Role of HRM -Job Analysis- Recruitment- Selection- Training and development- Performance Appraisal- Job Satisfaction- Job enrichment, Job Enlargement and Job rotation - Career Planning and Succession Planning- Promotion, Transfer and Demotion.

UNIT 2 (20 hrs)

Introduction to IHRM: Definition, Reasons for emergence of IHRM, Approaches to IHRM, Difference between IHRM and Domestic HRM, Organizational context of IHRM, Issues in IHRM, Barriers to effective global HRM, Role of culture in International HRM, Cross cultural context and international assignees , Socio-cultural context, Culture and employee management issues, future of IHRM, cultural factors in international career choice.

UNIT 3 (21 hrs)

International Recruitment:International labour market-sources, functions, head-hunters, cross-national advertising, e-recruitment; recent trends in international staffing- selection criteria, international staffing issues. Training and development: developing staff through international assignments, training strategies- types of expatriate training, sensitivity training, repatriate training, emerging trends in Training for competitive advantage.

UNIT 4 (20 hrs)

Performance Management: Performance Management and MNE, Constraints in goal attainment, performance management cycle, Performance Management of International Assignees, issues and challenges in international performance management, International compensation, key components of international compensation, variables influencing international compensation, emerging issues in compensation management.

UNIT 5 (20 hrs)

IHRM Trends &Challenges: Repatriation and Expatriation- Key issues in International Industrial Relations –Ethics and Social responsibility-Managing workforce diversity in the global context, Talent Management. International HRIS: meaning-Role of IT in HR- HRIS application in MNE's- Limitation of HRIS.

Text Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Subba Rao. P	International Human Resource Management	Himalaya Publishing House	2017
2	Hilary, & Harris	International HRM	SAGE Publications	2019

Reference Books

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1	Jane, B., & Punnet	International Perspective on Organization Behaviour and HRM	Routledge Publications	2018
2	K.Aswathappa & Sadhna Dash	International Human Resource Management	Tata McGrew Hill	
3	Michael J.Kavanagh & Mohan Thite	Human resource Information Systems	SAGE Publications	2014

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
S.Deivamani

COURSE NUMBER	COURSE NAME	CATEGORY	L	T	P	CREDIT
IB19C10	EXPORT AND IMPORT PROCEDURES	CORE	86	4	-	4

Preamble

1. To enable the students to understand the concepts of starting export and Import business.
2. To help the students to familiarize various Pricing and Payment Methods available for Exporters.
3. To develop a good understanding of Documentation and Quality Inspection Procedures.
4. 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.	Strong	Strong	Strong	Strong
CO2.	Strong	Strong	Strong	Strong
CO3.	Strong	Strong	Medium	Strong
CO4.	Strong	Strong	Strong	Strong
CO5.	Strong	Strong	Strong	Strong

EXPORT AND IMPORT PROCEDURES (86Hrs)

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

COURSE NUMBER	COURSE NAME	Category	L	T	P	Cre dit
RM19A02	BANKING & INSURANCE MANAGEMENT	Core	86	4	-	5

Preamble

1. To give students a basic understanding of corporate banking and insurance markets.
2. To impart the principles and governance perspectives in the current banking and insurance environment.
3. To inculcate students with knowledge in life and non-life insurance including reinsurance management.
4. To analyze practical applications of insurance and risk management techniques in a dynamic business environment.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1.	To obtain fundamentals of banking and insurance markets.	K1
CO2.	To understand the structure and pattern of banking and insurance operations in India.	K2
CO3.	To accustom the students with the knowledge on policy framework of various types and terms of insurance business.	K2
CO4.	To acquaint the students with the structure and procedures of regulatory authorities in India.	K2
CO5.	To analyse the risk associated in banking and insurance markets and enabling the students to apply risk management concepts in the business.	K3

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4
CO1.	Strong	Strong	Strong	Strong
CO2.	Strong	Strong	Strong	Strong
CO3.	Strong	Strong	Medium	Strong
CO4.	Strong	Strong	Strong	Strong
CO5.	Strong	Strong	Strong	Strong

BANKING & INSURANCE MANAGEMENT - RM19A02 - (86 Hrs)

UNIT – I (17Hours)

Introduction to Banking Sector- Basic Concepts: Origin, Need, Scope and Functions of Banking, Need for regulation and supervision

UNIT – II (18 Hours)

Banking Scenario in India - Banking Operations -Types of accounts - Banking Services - Current Scenario, Financial Inclusion and Banking Regulations & Role of RBI.

UNIT – III (18Hours)

Understanding Risk - Kinds of business risks - Principles of insurance, Types of insurance and policies, Need and Scope of insurance - Risk and Return relationship.

UNIT – IV (18 Hours)

Principles of General Insurance- Role of Tariff Advisory Committee- Fire insurance- Essentials elements, types, Coverage- Marine insurance –Basic Principles, Types of Marine insurance Policies, Coverage.

UNIT – V (15 Hours)

Insurance Business Environment in India - Growth of Insurance Business - Actuarial Role - Claim and Settlement Procedures - Insurance Regulations Role of IRDA

Text book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	P.K Gupta	Insurance and Risk Management	Himalaya Publishing House	2016
2.	O.P.Agarwal	Banking and Insurance	Himalaya Publishing House	2014

Reference Book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Vasantdesai	Banks and Institutional Management	Himalaya Publishing House	2010
2.	Shakti R. Mohapatra,	Banking and Insurance	Dorling Kindersley (India) Pvt Ltd.,	2012
3.	Neelam C. Gulati	Banking and Insurance	Anurag Jain for Excel Books	2011

Pedagogy:

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

Course Designers:

Mrs. N.V.Kavitha & S.Deivamani