



# SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi and Affiliated to Pondicherry University)

(Accredited by NAAC with 'A' Grade and Accredited by NBA-AICTE, New Delhi)

Madagadipet, Puducherry



## DEPARTMENT OF MANAGEMENT STUDIES

### Minutes of Sixth Board of Studies Meeting

**VENUE:**

***Virtual Mode through Google Meet***

**Date & Time:**

***22/07/2023 & 11.00 A.M***

From

Dr. Cailassame N S N,  
Head- Management Studies,  
Sri Manakula Vinayagar Engineering College,  
Puducherry.

To

The Director cum Principal,  
Sri Manakula Vinayagar Engineering College,  
Puducherry.

Respected Sir

Sub: Conduct of Board of Studies – reg.,

We the department of management studies has planned to conduct our Sixth Board of studies on 22/07/2023. In this regard, I kindly request your permission for the conduct of Sixth Board of studies on the proposed date.

Thanking you

Yours Faithfully



[Dr. Cailassame N S N  
Head – Management Studies]

Date: 21/07/2023  
Place: Puducherry



Dear Academics  
(Dr. Arivalagar A A)

Director cum Principal  
(Dr. V. S. K. Venkatachalapathy)

**SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE**



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Madagadipet, Puducherry



**Department of Business Administration (MBA Programme)**

**MODIFICATION CARRIEDOUT IN REGULATION**

The Clause and its content in the existing regulation in which modification required (R – 2020)

**5.2 Category of Courses and its Credit Distribution**

Sl.	Course Category	Credits per Semester				Total Credits	% of Credit
		I	II	III	IV		
<b>CORE COURSES</b>							
1	Foundation Core	22	0	0	0	22	
2	Functional Core	0	24	0	0	24	56.03%
3	Applied Core	0	0	6	3	9	
4	Practical Courses	4	3	2	1	10	
<b>ELECTIVE COURSES</b>							
5	Foundation	0	4	0	0	4	
6	Applied Electives	0	0	4	0	4	36.21%
7	Functional	0	0	12	20	32	
8	Online Certification	0	0	0	2	2	
<b>PROJECT/INTERSHIP</b>							
9	Project / Internship	1	2	6	0	9	7.76%
<b>TOTAL</b>		<b>27</b>	<b>33</b>	<b>30</b>	<b>26</b>	<b>116</b>	<b>100.00%</b>

The Clause number and the modified content in the proposed Regulation (R-2023)

**6.3 Credits Details of courses**

Sl.no	Course Category	Credits per Semester				Total Credits	% of Credit
		I	II	III	IV		
<b>CORE COURSES</b>							
1	Foundation Core	22	0	0	0	22	
2	Functional Core	0	23	0	0	23	58.25%
3	Applied Core	0	0	6	3	9	
4	Practical Courses	2	2	1	1	6	
<b>ELECTIVE COURSES</b>							
5	General Electives	0	3	0	0	3	
6	Applied Electives	0	0	3	0	3	33.00%
7	Functional	0	0	9	17	26	
8	Online	0	0	0	2	2	
<b>PROJECT/INTERSHIP</b>							
9	Project / Internship	1	2	6	0	9	8.73%
<b>TOTAL</b>		<b>25</b>	<b>30</b>	<b>25</b>	<b>23</b>	<b>103</b>	<b>100.00</b>

<p>2</p> <p><b>5.5 Project work /Internship</b></p> <p>The Process and guidelines for Social Immersion Project and Minor project is not described</p>	<p><b>Project Work</b></p> <p><b>SIP – Social Immersion Project</b></p> <p>A Social immersion project involves fully immersing oneself in a specific social environment or community to gain a deeper understanding of its culture, customs, and way of life. It typically entails actively participating in the activities, interacting with community members, and observing the dynamics of the group.</p> <p><b>The process and guidelines for Social Immersion Project</b></p> <ul style="list-style-type: none"> <li>• Students not exceeding 4 may be formed as a group, under the supervision of Faculty Guide(s).</li> <li>• Students execute their Social Immersion project with the proper approval from the HOD through the respective supervisor.</li> <li>• Students should maintain a record on the progress and get the approval from supervisor at least once in a week.</li> <li>• There shall be two assessments by a review committee. There will be due weightage for all the assessments. The student shall make presentation on the progress made before the committee.</li> </ul> <p><b>Minor Project</b></p> <p>Student group (maximum of 3 members) may be formed to undertake a suitable project in a business enterprise, an industry, a research organization or a Government department in consultation with the project guide, Head of the Department and the Project Co-coordinator and submit the project report before the dates announced by the Department.</p> <p><b>The process and guidelines for Minor project</b></p> <p>Project work may be assigned to a group of students not exceeding 3 per group, under the supervision of Faculty Guide(s).</p> <ul style="list-style-type: none"> <li>• Students execute their Minor Project with the proper approval from the HOD through the respective supervisor.</li> <li>• Students should maintain a record on the progress and get the approval from supervisor at least once in a week. If the progress is not found satisfactory due to any reason, the supervisor should take the corrective action, after consulting with Dean Academics through HOD for further extension of the project completion.</li> <li>• There shall be two assessments by a review committee. There will be due weightage for all the assessments. The student shall make presentation on the progress made before the committee.</li> </ul>
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3	5.8 Employability Enhancement Course	6.8 Ability Enhancement Courses																																															
4	9. Distribution of Marks	8. Assessment procedures for awarding marks																																															
<p><b>Table 6</b> The assessment method for theory courses has been modified</p> <table border="1"> <thead> <tr> <th rowspan="2">Assessment</th> <th colspan="4">Continuous Assessment Marks (CAM)</th> <th rowspan="2">End Semester Examination (ESE) Marks</th> <th rowspan="2">Total Marks</th> </tr> <tr> <th>CAT 1 &amp; CAT 2 (Best of Two)</th> <th>Model Exam</th> <th>Assessment Activities</th> <th>Attendance</th> </tr> </thead> <tbody> <tr> <td>Marks</td> <td>5</td> <td>10</td> <td>25</td> <td>5</td> <td>100*</td> <td>100</td> </tr> </tbody> </table> <p>* The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation.</p>	Assessment	Continuous Assessment Marks (CAM)				End Semester Examination (ESE) Marks	Total Marks	CAT 1 & CAT 2 (Best of Two)	Model Exam	Assessment Activities	Attendance	Marks	5	10	25	5	100*	100	<p><b>Table 8.1</b> Assessment Method for Theory Courses</p> <table border="1"> <thead> <tr> <th rowspan="2">Assessment</th> <th colspan="4">Continuous Assessment Marks (CAM)</th> <th rowspan="2">End Semester Examination (ESE) Marks</th> <th rowspan="2">Total Marks</th> </tr> <tr> <th>CAT 1</th> <th>CAT 2</th> <th>Model Exam</th> <th>Assessment Activities</th> </tr> </thead> <tbody> <tr> <td>Marks</td> <td>5</td> <td>5</td> <td>10</td> <td>25</td> <td>100*</td> <td>100</td> </tr> </tbody> </table> <p>* The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation.</p>	Assessment	Continuous Assessment Marks (CAM)				End Semester Examination (ESE) Marks	Total Marks	CAT 1	CAT 2	Model Exam	Assessment Activities	Marks	5	5	10	25	100*	100												
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a. Assessment method for practical courses is not Described.

b. CAM break-up for SIP & Mini Project work is not Described

**Table 8.8 Assessment Method for practical courses**

Assessment	Continuous Assessment Marks (CAM)			Attendance	Total Marks
	Performance in practical classes	Conduction of practical work	Record work		
Marks	20	15	10	5	50

**8.3.1 Social Immersion Project**

Sl. No	Description	Marks
1	Continuous Assessment	
a	Review 1 (Problem Identification)	10
	Review Committee*	10
	Project Advisor	10
b	Review 2 (Data Collection)	10
	Review Committee*	10
	Project Advisor	10
c	Project Report Evaluation	10
	Project Advisor	10
	<b>Total CAM</b>	<b>50</b>

8.1.12 CAM break-up Minor Project

Sl. No	Description	Marks
1	Continuous Assessment	
a	Review 1 (Research Proposal, Review of Literature, Objectives and Methodology)	10
	Project Advisor	10
b	Review 2 (Data Analysis and Interpretation)	10
	Project Advisor	10
c	Project Report Evaluation	10
d	Presentation & Viva Voce	10
	Internal Review Committee#	50
	<b>Total CAM</b>	<b>100</b>

c. CAM – Break up for Assignment and Seminar is not Described

Assessment method for Assignment

Assignment	Marks
Criteria	
Introduction of the of given topic and significance	1
Body of the content and flow of content	3
Relevance to the content	3
Conclusion, Reference and recent updated &	2
Grammar/ Spelling	1
<b>Total</b>	<b>10</b>

Assessment method for Seminar

Seminar	Marks
Criteria	
Content & Knowledge	2
Methods / Results (figures/graphs/tables, etc)	2
Creativity & Originality	3
Presentation Skills	2
Comprehension and Interaction	1
<b>Total</b>	<b>10</b>

<p>5</p> <p>11. Grievance Redressal Mechanism in Evaluation</p> <p>End Semester examination answer scripts (theory) will be evaluated independently by two examiners appointed by the Controller of Examinations.(Double Value System)</p>	<p>11. GrievanceRedressal Mechanism in Evaluation</p> <p>End Semester examination answer scripts (theory) will be evaluated independently by one examiner appointed by the Controller of Examinations.(Single value system)</p>
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## Department of Management Studies

21.07.2023

### Circular

Dear Board Members,

Sub: 6<sup>th</sup> Board of Studies Meeting – Department of Management Studies, SMVEC

We are pleased to inform that 6<sup>th</sup> Board of Studies meeting has been scheduled regarding the **Revision of Curriculum R2023** for the Department of Management Studies, SMVEC.

The details of the meeting are as follows:

**Date:** July 22, 2023

**Time:** 11:15 a.m.

**Venue:** Seminar Hall, 3<sup>rd</sup> Floor, University Block

**Meeting Link:** <https://meet.google.com/bwx-abhx-ycj>

Please ensure your presence. Your valuable insights and contributions are essential for the smooth functioning of the department and the development of the curriculum.

We look forward to your presence and participation in the meeting.

Board Chairman

Dr.N.S.N Cailassame

### Copy to

1. Dean Academics
2. HoD - Maths
3. HoD - English





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## Department of Management Studies Sixth Board of Studies - Members

The Sixth Board of Studies meeting for M.B.A. Programme of Department of Management Studies is to be held on 22<sup>nd</sup> July 2023 at 11.15 am in the Department of Management Studies, Sri Manakula Vinayagar Engineering College (Autonomous), with the Head of the Department in the Chair.

The following are the members for the BoS meeting

Sl. No	Name of the Member with Designation and official Address	MEMBERS AS PER UGC NORMS
1	<b>Dr. N.S.N. Cailassame</b> Professor and Head Department of Management Studies SMVEC, Puducherry	Chairman
2	<b>Dr. N. Thamaraiselvan</b> Professor Department of Management Studies National Institute of Technology, Thiruchirappalli	Subject Expert (University Nominee)
3	<b>Dr. P. Ganesan</b> Dean Department of Management Studies Kalasalingam University, Virudunagar	Subject Expert (Academic Council Nominee)
4	<b>Dr. V.R. Nedunchezian</b> Dean - Commerce & Management Sree Saraswathi Thyagaraja College Pollachi	Subject Expert (Academic Council Nominee)
5	<b>Dr. S. Sureender</b> Managing Director The Flavours (India) Private Ltd., Puducherry	Representative from Industry
6	<b>Dr. C. Ganeshkumar</b> Assistant Professor IIPM-B, Bengaluru	Postgraduate Alumnus (nominated by the Principal)
7	<b>Dr. S. Pougajendy</b> Professor Department of Management Studies, SMVEC	Internal Member

8	<b>Dr. B. Elamurugan</b> Associate Professor Department of Management Studies, SMVEC	Internal Member
9	<b>Ms. S. Visalakshi</b> Assistant Professor Department of Management Studies, SMVEC	Internal Member
10	<b>Mr. T. Chandramohan</b> Assistant Professor Department of Management Studies, SMVEC	Internal Member
11	<b>Mr. A. Mathiazhagan</b> Assistant Professor Department of Management Studies, SMVEC	Internal Member
12	<b>Dr. R. Sivakumar</b> Assistant Professor Department of Management Studies, SMVEC	Internal Member
13	<b>Dr. A.Vinoth</b> Assistant Professor Department of Management Studies, SMVEC	Internal Member
14	<b>Mr. R. Anbarasan</b> Assistant Professor Department of Management Studies, SMVEC	Internal Member
15	<b>Mrs. Deepa</b> Assistant Professor Department of Management Studies, SMVEC	Internal Member
16	<b>Mrs. Angela Mary</b> Assistant Professor Department of Management Studies, SMVEC	Internal Member
17	<b>Mrs. Ramya</b> Assistant Professor Department of Management Studies, SMVEC	Internal Member
18	<b>Mrs. Sureka</b> Assistant Professor Department of Management Studies, SMVEC	Internal Member

## Agenda of the Meeting

### Item No. : BoS / MBA 6.1

- ❖ Welcome Address
- ❖ Review of Fifth BoS meeting held on 1<sup>st</sup> Oct 2022

### Item No. : BoS / MBA 6.2

- ❖ Discussion on Regulation 2023
- ❖ Discussion on Curriculum 2023
- ❖ Discussion on Syllabus 2023

### Item No. : BoS / MBA 6.3

- ❖ Minor Project work of II Sem (2022-2024)

### Item No. : BoS / MBA 6.4

- ❖ Discussion on Results publication of III semester (2021-2023) & I semester (2022-2024)

### Item No. : BoS / MBA 6.5

- ❖ Placement Details 2023 (Batch 2021-23)

### Item No. : BoS / MBA 6.6

- ❖ Any other item with the permission of chair

## Minutes of the Meeting

Dr. N.S.N. Cailassame, Chairman, BoS opened the meeting by welcoming and introducing the external members, to the internal members and the meeting thereafter deliberated on agenda items that had been approved by the Chairman.

### BoS / 2022/ MBA / 6.1 – Fifth BoS Review

The suggestions highlighted in the fifth BoS meeting were reviewed as follows :

- ❖ In the course Business law (P20MST104) the changes made in the Units (I, II, III, V) were accepted and approved by the BoS members.
- ❖ The proposed change of blowing up syllabus in the courses Information Systems for Managers (P20MST106), Ethics and social Responsibility (P20MST107) from III units to V units was approved by the BoS members.
- ❖ The Board members appreciated the steps taken to implement the same.

### BoS / 2022/ MBA / 6.2 – Regulations /Curriculum/Syllabus 2023/Evaluation Scheme

#### Regulations 2023

- ❖ BoS members reviewed the regulation of 2023 based on the credit distribution summary, course list, and comparison summary of R2020 & R2023 and approved the same.
- ❖ BoS members suggested following the UGC credit norms of 1 Credit (15 hours), the same was implemented.
- ❖ BoS suggested more weightage in terms of credits may be given to Elective Courses, which was incorporated and approval has been given.
- ❖ In Semester I, the credits of the course "Organizational Behavior" have been reduced from 4 to 3 which was accepted by the BoS members.
- ❖ The credits for the "Data Analytics Lab" course have been reduced from 3 to 1 and approved by the members.
- ❖ The credits for all functional cores in the Semester II have been reduced from 4 to 3, also accepted by the Members.

- ❖ The Practical category “Business Documentation Lab” in the Semester II is removed and has been approved by the members.
- ❖ The credits of all Functional Electives in both Semester III & IV have been reduced from 4 to 3 and been approved by the members.
- ❖ The Practical category “Selling and Negotiation Skills” in the Semester III is removed and has been approved by the members.
- ❖ The total credits for Semester II have been reduced from 33 to 30, approved by the BoS members.
- ❖ The total credits for Semester III have been reduced from 30 to 25, accepted by the members.
- ❖ The total credits for Semester IV have been reduced from 26 to 21 and been approved by the members.
- ❖ Overall, the total Credits have been reduced from 116 to 103 also approved by the members.

### **Curriculum 2023**

- ❖ In the third semester, the course name Business Policy and strategic management may be changed to Strategic Management.
- ❖ In the fourth semester, the International Business Management course may be changed.
- ❖ The curriculum 2023 has been approved by the BoS members (Annexure 1).

### **Syllabus 2023**

- ❖ The syllabus which was framed based on Regulation 2023, for I semester and II semesters has been reviewed and approved by the BoS members (Annexure 2).

### **Scheme of Evaluation**

- ❖ The evaluation criterion for Regulation 2023 of the Practical Course Social Immersion project and the minor project were reviewed and approved the same.
- ❖ BoS members reviewed the scheme of evaluation for the continuous assessment method for the seminar/Assignments and same been approved.

### **BoS / 2022/ MBA / 6.3 – Minor Project**

- ❖ BoS viewed the project taken by the students based on their specialization and no specific comment has been recorded.

- ❖ Further members suggested motivating the students to publish the major project as a paper in the reputed journal.

#### **BoS / 2022/ MBA / 6.4 - Result**

- ❖ The results of the First year /I semester (Batch: 2022-2024) and Second year/ III semester (Batch: 2021-2023) were highlighted. BoS appreciated the performance of the students.
- ❖ Further, BoS members advised on exploring the result based on the Grade distribution method.

#### **BoS / 2021/ MBA / 6.5 - Placement Details 2023**

- ❖ BoS members appreciated the steps taken for placing the students in various companies.
- ❖ Further, BoS members suggested exploring the companies with higher packages since it will have direct impact on admission of quality students.

#### **BoS / 2021/ MBA / 6.6 – Other item**


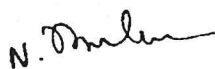



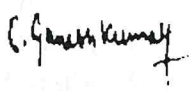
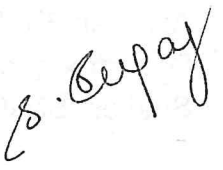

After the discussion, BoS members suggested the following





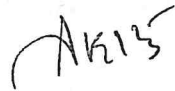





- ❖ Internal discussion may be conducted to reform the regulations and curriculum.
- ❖ More initiatives to be taken on research-oriented activities.
- ❖ Advised to concentrate more on internships for the students, which may yield rapid improvement for the job.
- ❖ Field-based tasks along with the course should be introduced to enhance the students' knowledge.
- ❖ Suggested to have a strategy and calendar to conduct activities like seminars, workshops, research, etc...
- ❖ BoS members suggested having a proposal with regard to forthcoming objectives, long term strategy, placements, etc...

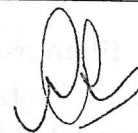
The meeting was concluded at 12.45 pm.



The Minutes of the Meeting of the Sixth Board of Studies of the Department of Management Studies held on 22 July 2023 is signed by the members who attended the meeting:

Sl.No.	Name of the Member with Designation and official Address	Members as Per UGC Norms	Signature
1	<b>Dr. N.S.N. Cailassame</b> Professor and Head Department of Management Studies SMVEC, Puducherry	Chairman	
2	<b>Dr. N. Thamaraiselvan</b> Professor Department of Management Studies National Institute of Technology, Thiruchirappalli	Subject Expert (University Nominee)	
3	<b>Dr. P. Ganesan</b> Dean Department of Management Studies Kalasalingam University, Virudunagar	Subject Expert (Academic Council Nominee)	
4	<b>Dr. V.R. Nedunchezian</b> Dean - Commerce & Management SreeSaraswathiThyagarajaCollege Pollachi	Subject Expert (Academic Council Nominee)	
5	<b>Dr. S. Surender</b> Managing Director The Flavours (India) Private Ltd., Puducherry	Representative from Industry	
6	<b>Dr. C. Ganeshkumar</b> Assistant Professor IIPM-B, Bengaluru	Postgraduate Alumnus (nominated by the Principal)	
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18	<b>Mrs. Sureka R</b> Assistant Professor Department of Management Studies, SMVEC	Internal Member	



**Dr. N.S.N. Cailassame**  
Professor and Head of Management Studies  
Chairman - BoS/MBA

Annexure - I



**SRI MANAKULA VINAYAGAR  
ENGINEERING COLLEGE**  
An Autonomous Institution  
PUDUCHERRY

**M.B.A.  
MASTER OF BUSINESS ADMINISTRATION**

**ACADEMIC REGULATIONS 2023  
(R-2023)**

**CURRICULUM - 2023**

2.B.19

## COLLEGE VISION AND MISSION

### Vision

To be globally recognized for excellence in quality education, innovation and research for the transformation of lives to serve the society.

### Mission

#### M1: Quality Education

To provide comprehensive academic system that amalgamates the cutting edge technologies with best practices.

#### M2: Research and Innovation

To foster value-based research and innovation in collaboration with industries and institutions globally for creating intellectuals with new avenues.

#### M3: Ability and Entrepreneurship

To inculcate the Ability and entrepreneurial skills through value and skill based training.

#### M4: Ethical Values

To instill deep sense of human values by blending societal righteousness with academic professionalism for the growth of society

## DEPARTMENT VISION AND MISSION

### Vision

To be the most preferred place for learning management principles and practices and contribute to the growth of the individual, corporate, society and the nation.

### Mission

#### M1: Inculcating Skills

To inculcate managerial and entrepreneurial skills with a zeal to attain excellence in business administration

#### M2: Motivating to gain professional competence

To motivate students gaining professional competence through constant knowledge update, empathetic leadership qualities, and fostering strategic relationships with the industry and practitioners

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**M3: Cultivating Values**

To cultivate personal integrity, ethical consciousness, care for environment and society among future managers

**PROGRAMME OUTCOMES (POs)**

**PO1: Application orientation:**

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

**PO2: Analytical thinking:**

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

**PO3: Value leadership:**

Ability to develop Value based Leadership.

**PO4: Proficiency in all walks of business:**

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

**PO5: Organizing capability:**

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

**PROGRAM EDUCATIONAL OBJECTIVES (PEOs)**

**PEO1: Application of Managerial Knowledge and Skills:**

To nurture the managerial skills, integrate and apply the conceptual knowledge in areas of business

**PEO2: Developing Traits and Communication Skills:**

To develop the managerial traits and effective communication skills among the budding managers

**PEO3: Efficiency in Business Decision-making:**

To encourage efficient use of strategic analysis and decision-making skills, supported by appropriate quantitative methods and computing skills

**PEO4: Corporate Governance & Responsibility:**

To provide a holistic view of present-day business, and practice Corporate Governance & Social Responsibility

**PEO5: Professional Development:**

To gain strategic relationships with industry as a means of providing professional development and training opportunities




D. B. 21

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**CREDIT DISTRIBUTION SUMMARY**

Sl.	Course Category	Credits per Semester				Total Credits	% of Credit
		I	II	III	IV		
	<b>Core Courses</b>						
1	Foundation Core	22	0	0	0	22	<b>60</b> <b>58.25%</b>
2	Functional Core	0	23	0	0	23	
3	Applied Core	0	0	6	3	9	
4	Practical Courses	2	2	1	1	6	
	<b>Elective Courses</b>						
5	Foundation Electives	0	3	0	0	3	<b>34</b> <b>33.00%</b>
6	Applied Electives	0	0	3	0	3	
7	Functional Electives	0	0	9	17	26	
8	Online Certification	0	0	0	2	2	
	<b>Project / Internship</b>						
9	Project / Internship	1	2	6	0	9	<b>9</b> <b>8.73%</b>
	<b>Ability Enhancement Courses</b>						
10	Certification Courses	0	0	0	0	0	<b>0</b> <b>0.00%</b>
	<b>TOTAL</b>	<b>25</b>	<b>30</b>	<b>25</b>	<b>23</b>	<b>103</b>	<b>100.00%</b>

  
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2.B.22

PREPARATORY COURSES								
Sl.	Course Code	Course Title	Category	PERIODS			Credits	MARKS
				L	T	P		
1	P23MSTPR1	Business Essentials	Preparatory	16	4	0	0	Successful Completion
2	P23MSTPR2	Accounting Fundamentals	Preparatory	12	8	0	0	Successful Completion
3	P23MSTPR3	Management Principles	Preparatory	16	4	0	0	Successful Completion
4	P23MSTPR4	Essential Computer Skills	Preparatory	4	16	0	0	Successful Completion
5	P23MSTPR5	Case Method of Learning	Preparatory	12	8	0	0	Successful Completion

## FIRST SEMESTER

Sl.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
<b>Theory</b>										
1	P23MST101	Organisational Behaviour	Foundation Core	3	0	0	3	50	50	100
2	P23MST102	Accounting For Management	Foundation Core	3	1	0	4	50	50	100
3	P23MST103	Economics for Business Decisions	Foundation Core	4	0	0	4	50	50	100
4	P23MST104	Business Law	Foundation Core	3	0	0	3	50	50	100
5	P23MST105	Business Statistics	Foundation Core	3	1	0	4	50	50	100
6	P23MST106	Information Systems for Managers	Foundation Core	3	0	0	3	50	50	100
7	P23MST107	Business Ethics and Social Responsibility	Foundation Core	3	0	0	3	50	50	100
<b>Practical</b>										
8	P23ENP108	Business Communication Lab	Practical	0	0	2	1	50	0	50
9	P23MSP109	Data Analytics Lab	Practical	0	0	2	1	50	0	50
<b>Project</b>										
10	P23MSW110	Social Immersion Project	Project	0	0	2	1	50	0	50
<b>Ability Enhancement Course*</b>										
11	P23MSC1xx	Certification Course – I	AEC	0	0	4	-	100	-	100
<b>TOTAL</b>				22	2	6	27	500	350	850

\* The marks awarded for Ability Enhancement Courses is not factored into CGPA.


  
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**SECOND SEMESTER**

Sl.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
<b>Theory</b>										
1	P23MST201	Financial Management	Functional Core	3	1	0	4	50	50	100
2	P23MST202	Marketing Management	Functional Core	3	0	0	3	50	50	100
3	P23MST203	Human Resource Management	Functional Core	3	0	0	3	50	50	100
4	P23MST204	Operations Management	Functional Core	2	0	2	3	50	50	100
5	P23MST205	Business Research Methods	Functional Core	2	0	2	3	50	50	100
6	P23MAT206	Operations Research	Functional Core	3	0	2	4	50	50	100
7	P23MST207	Business Analytics	Functional Core	2	0	2	3	50	50	100
8	P23MST208 / P23MST209	Project Management / Total Quality Management	General Electives	3	0	0	3	50	50	100
<b>Practical</b>										
9	P23ENP210	Career Planning	Practical	0	0	2	1	50	0	50
10	P23MSP211	Python Programming Lab	Practical	0	0	2	1	50	0	50
<b>Project</b>										
11	P23MSW212	Minor Project	Project	0	0	4	2	50	0	50
<b>Ability Enhancement Course*</b>										
12	P23MSC2xx	Certification Course – II	AEC	0	0	4	-	100	-	100
<b>Total</b>				21	1	16	30	550	400	950

\* The marks awarded for Ability Enhancement Courses is not factored into CGPA.


  
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**THIRD SEMESTER**

Sl.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
<b>Theory</b>										
1	P23MST301	Strategic Management	Applied Core	3	0	0	3	50	50	100
2	P23MST302	Entrepreneurship	Applied Core	3	0	0	3	50	50	100
3	P23MST303 / P23MST304 / P23MST305 / P23MST306	Finance Analytics / HR Analytics / Marketing Analytics / Operations Analytics	Applied Electives	3	0	0	3	50	50	100
4	P23MSExxx	Electives 1	Functional Electives	3	0	0	3	50	50	100
5	P23MSExxx	Electives 2	Functional Electives	3	0	0	3	50	50	100
6	P23MSExxx	Electives 3	Functional Electives	3	0	0	3	50	50	100
<b>Practical</b>										
7	P23MSP307	Career Readiness	Practical	0	0	2	1	50	0	50
<b>Major Project</b>										
8	P23MSW350	Major Project	Project	0	0	12	6	100	50	150
<b>Ability Enhancement Course*</b>										
9	P23MSC3xx	Certification Course – III	AEC	0	0	4	-	100	-	100
<b>Total</b>				18	0	14	25	450	350	800

\* The marks awarded for Ability Enhancement Courses is not factored into CGPA.

  
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**FOURTH SEMESTER**

Sl.	Course Code	Course Title	Course Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
<b>Theory</b>										
1	P23MST401	International Business Management	Applied Core	3	0	0	3	50	50	100
2	P23MSExxx	Electives 4	Functional Electives	3	0	0	3	50	50	100
3	P23MSExxx	Electives 5	Functional Electives	3	0	0	3	50	50	100
4	P23MSExxx	Electives 6	Functional Electives	3	0	0	3	50	50	100
5	P23MSExxx	Electives 7	Functional Electives	3	0	0	3	50	50	100
6	P23MSExxx	Electives 8	Functional Electives	3	0	0	3	50	50	100
7	P23MSC4xx	Electives 9 (Any Specialisation) Online Certification	Functional Electives	0	0	4	2	Successful Completion		
<b>Practical</b>										
8	P23MSP402	Business Innovation Lab	Practical	0	0	2	1	50	0	50
<b>Total</b>				18	0	6	21	350	300	650

**PROGRAM SUMMARY**

Master of Business Administration	Periods			Credits	Max. Marks		
	L	T	P		CAM	ESM	Total
First Semester	22	2	6	27	500	350	850
Second Semester	21	1	16	30	550	400	950
Third Semester	18	0	14	25	450	350	800
Fourth Semester	18	0	6	21	350	300	650
<b>GRAND TOTAL</b>	<b>79</b>	<b>3</b>	<b>42</b>	<b>103</b>	<b>1850</b>	<b>1400</b>	<b>3250</b>

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**Annexure -1****List of Specialization Course****I. ENTREPRENEURSHIP SPECIALISATION**

Sl. No.	Course Code	Course Title	Periods			Credits	Max. Marks		
			L	T	P		CAM	ESM	Total
1	Offered during Third Semester	P23MSEE01	3	0	0	3	50	50	100
2		P23MSEE02	3	0	0	3	50	50	100
3		P23MSEE03	3	0	0	3	50	50	100
4		P23MSEE04	3	0	0	3	50	50	100
5		P23MSEE05	3	0	0	3	50	50	100
6	Offered during Fourth Semester	P23MSEE06	3	0	0	3	50	50	100
7		P23MSEE07	3	0	0	3	50	50	100
8		P23MSEE08	3	0	0	3	50	50	100
9		P23MSEE09	3	0	0	3	50	50	100
10		P23MSEE10	3	0	0	3	50	50	100
11		P23MSEE11	3	0	0	3	50	50	100
12		P23MSEE12	3	0	0	3	50	50	100

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**II. FINANCE SPECIALISATION**

Sl. No.	Course Code	Course Title	Periods			Credits	Max. Marks			
			L	T	P		CAM	ESM	Total	
1	Offered during Third Semester	P23MSEF01	Stock Market Operations	3	0	0	3	50	50	100
2		P23MSEF02	Financial Services Management	3	0	0	3	50	50	100
3		P23MSEF03	Indian Financial System	3	0	0	3	50	50	100
4		P23MSEF04	Behavioural Finance	3	0	0	3	50	50	100
5		P23MSEF05	Business Taxation	3	0	0	3	50	50	100
6	Offered during Fourth Semester	P23MSEF06	International Finance	3	0	0	3	50	50	100
7		P23MSEF07	Banking Principles and Practice	3	0	0	3	50	50	100
8		P23MSEF08	Investment Management	3	0	0	3	50	50	100
9		P23MSEF09	Credit Management	3	0	0	3	50	50	100
10		P23MSEF10	Insurance and Risk Management	3	0	0	3	50	50	100
11		P23MSEF11	Mutual Funds Operations	3	0	0	3	50	50	100
12		P23MSEF12	Income tax law and practice	3	0	0	3	50	50	100

  
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**III. HUMAN RESOURCES SPECIALISATION**

Sl. No.	Course Code	Course Title	Periods			Credits	Max. Marks			
			L	T	P		CAM	ESM	Total	
1	Offered during Third Semester	P23MSEH01	Human Resources Planning	3	0	0	3	50	50	100
2		P23MSEH02	Training and Development	3	0	0	3	50	50	100
3		P23MSEH03	Industrial Relations and Labour Legislation	3	0	0	3	50	50	100
4		P23MSEH04	Performance Management	3	0	0	3	50	50	100
5		P23MSEH05	Leadership development	3	0	0	3	50	50	100
6	Offered during Fourth Semester	P23MSEH06	Stress Management	3	0	0	3	50	50	100
7		P23MSEH07	Compensation Management	3	0	0	3	50	50	100
8		P23MSEH08	Career Management	3	0	0	3	50	50	100
9		P23MSEH09	Emotional Intelligence and Managerial Effectiveness	3	0	0	3	50	50	100
10		P23MSEH10	Strategic Human Resource Management	3	0	0	3	50	50	100
11		P23MSEH11	HRM in Knowledge based organization	3	0	0	3	50	50	100
12		P23MSEH12	Cross Cultural Management	3	0	0	3	50	50	100

  
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**IV. MARKETING SPECIALISATION**

Sl. No.	Course Code	Course Title	Periods			Credits	Max. Marks			
			L	T	P		CAM	ESM	Total	
1	Offered during Third Semester	P23MSEM01	Marketing Research	3	0	0	3	50	50	100
2		P23MSEM02	Consumer Behaviour	3	0	0	3	50	50	100
3		P23MSEM03	Management of Marketing Channels	3	0	0	3	50	50	100
4		P23MSEM04	Sales Force Management	3	0	0	3	50	50	100
5		P23MSEM05	Integrated Marketing Communications	3	0	0	3	50	50	100
6	Offered during Fourth Semester	P23MSEM06	Brand Management	3	0	0	3	50	50	100
7		P23MSEM07	Services Marketing	3	0	0	3	50	50	100
8		P23MSEM08	Customer Relationship Marketing	3	0	0	3	50	50	100
9		P23MSEM09	Retail Management	3	0	0	3	50	50	100
10		P23MSEM10	Industrial Marketing	3	0	0	3	50	50	100
11		P23MSEM11	Digital Marketing	3	0	0	3	50	50	100
12		P23MSEM12	Green Marketing	3	0	0	3	50	50	100

  
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**V. OPERATIONS SPECIALISATION**

Sl. No.	Course Code	Course Title	Periods			Credits	Max. Marks			
			L	T	P		CAM	ESM	Total	
1	Offered during Third Semester	P23MSEN01	Business Process Re-engineering	3	0	0	3	50	50	100
2		P23MSEN02	Production, Planning and Control	3	0	0	3	50	50	100
3		P23MSEN03	Product and Process Design	3	0	0	3	50	50	100
4		P23MSEN04	Supply Chain Management	3	0	0	3	50	50	100
5		P23MSEN05	Materials Management	3	0	0	3	50	50	100
6	Offered during Fourth Semester	P23MSEN06	Logistics Management	3	0	0	3	50	50	100
7		P23MSEN07	Manufacturing Strategy	3	0	0	3	50	50	100
8		P23MSEN08	Lean Manufacturing	3	0	0	3	50	50	100
9		P23MSEN09	Service Operations Management	3	0	0	3	50	50	100
10		P23MSEN10	Strategic Global Sourcing	3	0	0	3	50	50	100
11		P23MSEN11	Technological Innovations in Operations	3	0	0	3	50	50	100
12		P23MSEN12	Supply Chain Analytics	3	0	0	3	50	50	100

  
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**VI. BUSINESS SYSTEMS AND ANALYTICS SPECIALISATION**

Sl. No	Course Code	Course Title	Course Category	PERIODS			Credits	MARKS			
				L	T	P		CAM	ESM	Total	
1	Offered during Third Semester	P23MSES01	Software Engineering	Functional Electives	3	0	0	3	50	50	100
2		P23MSES02	System Analysis and Design	Functional Electives	3	0	0	3	50	50	100
3		P23MSES03	Decision Support Systems	Functional Electives	3	0	0	3	50	50	100
4		P23MSES04	Data Mining and Analytics	Functional Electives	3	0	0	3	50	50	100
5		P23MSES05	Business Intelligence and Tools	Functional Electives	3	0	0	3	50	50	100
6	Offered during Fourth Semester	P23MSES06	Enterprise Resource Planning	Functional Electives	3	0	0	3	50	50	100
7		P23MSES07	E-Commerce	Functional Electives	3	0	0	3	50	50	100
8		P23MSES08	Artificial Intelligence	Functional Electives	3	0	0	3	50	50	100
9		P23MSES09	Machine Learning	Functional Electives	3	0	0	3	50	50	100
10		P23MSES10	Big Data Analytics	Functional Electives	3	0	0	3	50	50	100
11		P23MSES11	Predictive Analytics	Functional Electives	3	0	0	3	50	50	100
12		P23MSES12	Social Media Analytics	Functional Electives	3	0	0	3	50	50	100


  
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**Annexure - II**

**ABILITY ENHANCEMENT COURSES – CERTIFICATION COURSES**  
(Not included in CGPA and Credits computation)


Sl. No.	Course Code	Course Title
1	P23MSCX01	Advanced Excel
2	P23MSCX02	Artificial Intelligence
3	P23MSCX03	Block Chain
4	P23MSCX04	Cloud Computing
5	P23MSCX05	Corel Draw
6	P23MSCX06	Data Science Using R
7	P23MSCX07	Digital Marketing
8	P23MSCX08	Google Analytics
9	P23MSCX09	Industry 4.0
10	P23MSCX10	Microsoft Analytics
11	P23MSCX11	Microsoft Dynamics 365 ERP for HR, Marketing and Finance
12	P23MSCX12	Web Programming - I (HTML, CSS, JAVA Script)

  
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Annexure - II

**ABILITY ENHANCEMENT COURSES - CERTIFICATION COURSES**

Sl. No.	Course Name	Faculty
1	English	Dr. S. S. Chavan
2	Computer Graphics	Dr. S. S. Chavan
3	Business Writing	Dr. S. S. Chavan
4	Business Law	Dr. S. S. Chavan
5	Business Ethics	Dr. S. S. Chavan
6	Business Communication	Dr. S. S. Chavan
7	Business Statistics	Dr. S. S. Chavan
8	Business Mathematics	Dr. S. S. Chavan
9	Business Economics	Dr. S. S. Chavan
10	Business History	Dr. S. S. Chavan
11	Business Geography	Dr. S. S. Chavan
12	Business Psychology	Dr. S. S. Chavan
13	Business Sociology	Dr. S. S. Chavan
14	Business Anthropology	Dr. S. S. Chavan
15	Business Linguistics	Dr. S. S. Chavan
16	Business Semiotics	Dr. S. S. Chavan
17	Business Mythology	Dr. S. S. Chavan
18	Business Folklore	Dr. S. S. Chavan
19	Business Traditions	Dr. S. S. Chavan
20	Business Customs	Dr. S. S. Chavan
21	Business Superstitions	Dr. S. S. Chavan
22	Business Taboos	Dr. S. S. Chavan
23	Business Rituals	Dr. S. S. Chavan
24	Business Ceremonies	Dr. S. S. Chavan
25	Business Festivals	Dr. S. S. Chavan
26	Business Games	Dr. S. S. Chavan
27	Business Sports	Dr. S. S. Chavan
28	Business Arts	Dr. S. S. Chavan
29	Business Music	Dr. S. S. Chavan
30	Business Dance	Dr. S. S. Chavan
31	Business Drama	Dr. S. S. Chavan
32	Business Film	Dr. S. S. Chavan
33	Business Television	Dr. S. S. Chavan
34	Business Radio	Dr. S. S. Chavan
35	Business Internet	Dr. S. S. Chavan
36	Business Mobile	Dr. S. S. Chavan
37	Business Social Media	Dr. S. S. Chavan
38	Business Big Data	Dr. S. S. Chavan
39	Business Cloud Computing	Dr. S. S. Chavan
40	Business Cyber Security	Dr. S. S. Chavan
41	Business Artificial Intelligence	Dr. S. S. Chavan
42	Business Blockchain	Dr. S. S. Chavan
43	Business Virtual Reality	Dr. S. S. Chavan
44	Business Augmented Reality	Dr. S. S. Chavan
45	Business Internet of Things	Dr. S. S. Chavan
46	Business Smart Cities	Dr. S. S. Chavan
47	Business Smart Homes	Dr. S. S. Chavan
48	Business Smart Transportation	Dr. S. S. Chavan
49	Business Smart Manufacturing	Dr. S. S. Chavan
50	Business Smart Agriculture	Dr. S. S. Chavan
51	Business Smart Healthcare	Dr. S. S. Chavan
52	Business Smart Education	Dr. S. S. Chavan
53	Business Smart Retail	Dr. S. S. Chavan
54	Business Smart Marketing	Dr. S. S. Chavan
55	Business Smart Customer Service	Dr. S. S. Chavan
56	Business Smart HR	Dr. S. S. Chavan
57	Business Smart Finance	Dr. S. S. Chavan
58	Business Smart Insurance	Dr. S. S. Chavan
59	Business Smart Banking	Dr. S. S. Chavan
60	Business Smart Investment	Dr. S. S. Chavan
61	Business Smart Real Estate	Dr. S. S. Chavan
62	Business Smart Energy	Dr. S. S. Chavan
63	Business Smart Environment	Dr. S. S. Chavan
64	Business Smart Urban Planning	Dr. S. S. Chavan
65	Business Smart Infrastructure	Dr. S. S. Chavan
66	Business Smart Logistics	Dr. S. S. Chavan
67	Business Smart Supply Chain	Dr. S. S. Chavan
68	Business Smart Procurement	Dr. S. S. Chavan
69	Business Smart Manufacturing	Dr. S. S. Chavan
70	Business Smart Distribution	Dr. S. S. Chavan
71	Business Smart Retail	Dr. S. S. Chavan
72	Business Smart Marketing	Dr. S. S. Chavan
73	Business Smart Customer Service	Dr. S. S. Chavan
74	Business Smart HR	Dr. S. S. Chavan
75	Business Smart Finance	Dr. S. S. Chavan
76	Business Smart Insurance	Dr. S. S. Chavan
77	Business Smart Banking	Dr. S. S. Chavan
78	Business Smart Investment	Dr. S. S. Chavan
79	Business Smart Real Estate	Dr. S. S. Chavan
80	Business Smart Energy	Dr. S. S. Chavan
81	Business Smart Environment	Dr. S. S. Chavan
82	Business Smart Urban Planning	Dr. S. S. Chavan
83	Business Smart Infrastructure	Dr. S. S. Chavan
84	Business Smart Logistics	Dr. S. S. Chavan
85	Business Smart Supply Chain	Dr. S. S. Chavan
86	Business Smart Procurement	Dr. S. S. Chavan
87	Business Smart Manufacturing	Dr. S. S. Chavan
88	Business Smart Distribution	Dr. S. S. Chavan
89	Business Smart Retail	Dr. S. S. Chavan
90	Business Smart Marketing	Dr. S. S. Chavan
91	Business Smart Customer Service	Dr. S. S. Chavan
92	Business Smart HR	Dr. S. S. Chavan
93	Business Smart Finance	Dr. S. S. Chavan
94	Business Smart Insurance	Dr. S. S. Chavan
95	Business Smart Banking	Dr. S. S. Chavan
96	Business Smart Investment	Dr. S. S. Chavan
97	Business Smart Real Estate	Dr. S. S. Chavan
98	Business Smart Energy	Dr. S. S. Chavan
99	Business Smart Environment	Dr. S. S. Chavan
100	Business Smart Urban Planning	Dr. S. S. Chavan

  
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ANNEXURE - II  
SYLLABUS

Department	Department of Management Studies		Programme: MBA							
Semester	First		Course Category Code: FC			*End Semester Exam Type: TE				
Course Code	P23MST101		Periods / Week			Credit	Maximum Marks			
			L	T	P	C	CAM	ESE	TM	
Course Name	Organizational Behaviour		3	-	-	3	50	50	100	
Prerequisite	Management Principles									
Course Outcome	On completion of the course, the students will be able to							BT Mapping (Highest Level)		
	CO1	Understanding the relevance of OB and the evolution of organizational behavior							K2	
	CO2	Infer the knowledge of individual behavior and its influence on achieving organizational objectives							K4	
	CO3	Outline the importance of leadership and its effect on organizational outcomes							K4	
	CO4	Evaluating and considering the complexities of group behavior in the workplace							K4	
	CO5	Assessing the significance of current behavioral patterns among employees and their connection to firm success.							K4	
<b>UNIT-I</b>	<b>PURPOSE OF ORGANIZATIONAL BEHAVIOUR</b>					<b>Periods: 7</b>				
Introduction to Organizational Behaviour- Nature, and Scopes- Disciplines that contribute to OB Field -Models of Organizational Behaviour. -Challenges and opportunities of OB.								CO1		
<b>UNIT-II</b>	<b>INDIVIDUAL BEHAVIOUR</b>					<b>Periods: 10</b>				
Perception and Learning; Personality and Individual Differences; Motivation – Content & Process Theories of Work Motivation - Personal Values and Attitudes; Conflicts & Stress Management-Emotional Intelligence.								CO2		
<b>UNIT-III</b>	<b>LEADERSHIP AND GROUP BEHAVIOUR</b>					<b>Periods: 10</b>				
Group Dynamics and Determinants of Group Culture; Group Decision Simulation; Team Orientation; Leadership-Roles-Traits-Types – Communication-Power and Politics in Organizations.								CO3		
<b>UNIT-IV</b>	<b>DYNAMICS OF ORGANIZATIONAL BEHAVIOUR</b>					<b>Periods: 10</b>				
Organizational Structure and its influence on personnel behavior in organizations; Organizational Climate and Culture; Factors affecting organizational climate -Organizational Change and Development.								CO4		
<b>UNIT-V</b>	<b>EMERGING TRENDS IN ORGANIZATIONAL BEHAVIOUR</b>					<b>Periods: 8</b>				
Trends in Organizational Behavior- Organizational Citizenship Behavior-Gender Sensitivity-Culture based influences in International OB and Communication in the global environment.								CO5		
<b>Lecture Periods: 45</b>		<b>Tutorial Periods: 0</b>			<b>Practical Periods: 0</b>		<b>Total Periods: 45</b>			
<b>Text Books</b>										
1. Robbins, S. P., and Judge, T. A. Organizational behaviour. 18th edition. Pearson education limited, 2018.										
2. Udai Pareek and Sushama Khanna. Understanding Organizational Behavior. Oxford University Press, 2018.										
3. John W. Newstrom, "Organizational Behavior Human Behavior at Work", McGraw-Hill/Irwin, 2 <sup>nd</sup> Edition, 2014.										
<b>Reference Books</b>										
1. Fred Luthans. Organizational Behaviour. 12th edition. McGraw-Hill Education, 2010										
2. K. Aswathappa. Organizational Behaviour. 12th edition. Himalaya Publishing House, 2017.										
3. Dr. S.S. Khanka. Organizational Behaviour. 4th edition. S. Chand & Company Ltd, 2013, 2015.										
4. Joseph E. Champoux. Organizational Behavior. 2 <sup>nd</sup> edition. South-Western College Pub.										
5. Kaptan and Sanjay, Human Relations & Organizational Behavior, 5th Edition, Everest Publishing House.										
<b>Web References</b>										
1. www.brandweek.com										
2. www.obmnetwork.com										
3. Academy of Management Journals										
4. https://www.studocu.com/										
5. https://nptel.ac.in/										

\* TE – Theory Exam, LE – Lab Exam

COs/POs/PSOs Mapping

Cos	Program Outcomes (Pos)				
	PO1	PO2	PO3	PO4	PO5
1	3	-	3	2	1
2	3	1	2	1	2
3	2	2	3	2	3
4	2	1	3	1	3
5	2	-	3	2	2

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Methods

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment*	Attendance		
Marks	10	10	10	25	5	50	100

\* Application-oriented / Problem solving / Design / Analytical in content beyond the syllabus

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Department	Management Studies		Programme: MBA						
Semester	First		Course Category Code: FC			*End Semester Exam Type: TE			
Course Code	P23MST102		Periods / Week			Credit	Maximum Marks		
Course Name	Accounting For Management		L	T	P	C	CAM	ESE	TM
Prerequisite	Basic Calculations		3	1	-	4	50	50	100
Course Outcome	On completion of the course, the students will be able to							BT Mapping (Highest Level)	
	CO1	Analyze the financial statements given in an annual report of a corporate entity						K4	
	CO2	Construct funds and cash flow statements and interpret them meaningfully.						K4	
	CO3	Understand the cost concepts and their application in costing estimates						K2	
	CO4	Evaluate analytical decisions in various business-world situations using CVP .						K4	
	CO5	Compile various budgets and conduct variances analysis based on actuals						K4	
UNIT-I	FINANCIAL REPORTING AND ANALYSIS				Periods: 12				
Generally Accepted Accounting Principles – Accounting Concepts and Conventions – Accounting Standards: Evolution and current trends. Branches of Accounting: Financial, Cost, and Management Accounting – Role in managerial decision-making. Significance and Role of Corporate Financial Statements. Reading and Understanding Annual Reports of Corporate Entities. Financial Statements – Meaning – Types of Financial Analysis – Techniques of Financial Analysis – Ratio Analysis – Profitability Ratios – Coverage Ratios – Turnover Ratios – Financial Ratios – Ratios to Financial Statement (problems) – uses and limitations of Ratio Analysis. Du Pont Analysis. Practical Problems.								CO1	
UNIT-II	FUNDS AND CASH FLOW ANALYSIS				Periods: 12				
Funds Flow Analysis – Concept of Funds and Flow – Statement of Changes in Working Capital – Funds From Operations – Funds Flow Statement – Uses and Limitations of Funds Flow Statements. Cash Flow Analysis – Meaning and Significance of Cash Flow Statements. Preparation of Cash Flow Statement as per Accounting Standard 3 – Format – Direct and Indirect method. Uses and Limitations of cash flow analysis – Practical Problems.								CO2	
UNIT-III	COST CONCEPTS FOR MANAGEMENT				Periods: 12				
Concept of cost – Elements of Cost – Types of Cost – Cost Accounting – Objectives – Cost Unit and Cost Centre – Methods of Costing – Techniques of Costing– Cost Sheet (Simple and Comprehensive) – Tenders / Quotations – Practical Problems.								CO3	
UNIT-IV	COST-VOLUME-PROFIT ANALYSIS				Periods: 12				
Marginal costing – assumptions – Concepts of Contribution and Profit-Volume Ratio: Breakeven Analysis – Preparation of Break-Even Charts. Cost Volume Profit Analysis –Key Factor – Profit Planning using variations in Sales volume, price, and costs (problems) – Decisions involving Alternative Choices: Determination of sales mix, exploring new markets and Make or Buy decisions (Problem for case study).								CO4	
UNIT-V	BUDGETING AND VARIANCE ANALYSIS				Periods: 12				
. Budgetary Control: Preparation of Cash Budgets, Sales Budgets, Purchase Budgets, and Production Budgets. Concept and significance of Flexible Budgets; Concept of Zero-Based Budgeting. Balanced Scorecard – Financial Perspectives. Standard Costing – Setting and Implementation of Standards – Variance Analysis – Computation of Variances – Cost and Sales Variances – Material and Labour Variances. Distinction between Budgeting and Standard Costing.								CO5	
Lecture Periods: 50		Tutorial Periods:10		Practical Periods: 0			Total : 60		
<b>Text Books</b>									
1..R. Narayanaswamy, Financial Accounting – A managerial perspective, PHI Learning, New Delhi. (2015 or later edition)									
2.M.Y.Khan & P.K.Jain, Management Accounting, Tata McGraw Hill. (2018 or later edition)									
<b>Reference Books</b> Eric W. Noreen, Peter C. Brewer & Ray H. Garrison. Managerial Accounting for Managers. McGraw-Hill Irwin, New York. (Latest available edition)									
1. Charles T. Horngren, Gary L. Sundem, Jeff O. Schatzberg & Dave Burgstahler. Introduction to Management Accounting. Prentice Hall India. (Latest available edition)									
2. Bhattacharyya S K & Dearden J-: Accounting for Management: Vikas Publishing, New Delhi. (2015 or later edition)									
3. M.N. Arora. Cost and Management Accounting (Theory and Practice). Himalaya Publishing House. (2015 or later edition)									
4. S.N. Maheswari, Sharad K. Maheswari & Suneel K. Maheswari. Accounting for Management. Vikas Publishing (2017 or later edition)									
<b>Web References</b>									
1. <a href="https://www.similarweb.com/website/corporatefinanceinstitute.com/">https://www.similarweb.com/website/corporatefinanceinstitute.com/</a>									
2. <a href="https://onlinelibrary.wiley.com/journal/1467629x">https://onlinelibrary.wiley.com/journal/1467629x</a>									
3. <a href="https://www.similarweb.com/website/teachoo.com/">https://www.similarweb.com/website/teachoo.com/</a>									
4. <a href="https://www.ifa.org.uk/">https://www.ifa.org.uk/</a>									

\* TE – Theory Exam, LE – Lab Exam

COs/POs/PSOs Mapping

COs	Program Outcomes (POs)				
	PO1	PO2	PO3	PO4	PO5
1	2	2	-	2	1
2	2	2	-	2	2
3	2	1	-	1	1
4	2	1	3	2	1
5	2	1	1	1	1

Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Methods

Assessment	Continuous Assessment Marks (CAM)				End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment*		
Marks	10	10	25	5	100	100

\* Application-oriented / Problem solving / Design / Analytical in content beyond the syllabus

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Department	Management Studies			Programme: MBA						
Semester	First			Course Category Code: FC		*End Semester Exam Type: TE				
Course Code	P23MST103			Periods / Week			Credit	Maximum Marks		
				L	T	P	C	CAM	ESE	TM
Course Name	Economics For Business Decisions			4	-	-	4	50	50	100
Prerequisite										
Course Outcome	<b>On completion of the course, the students will be able to</b>								BT Mapping (Highest Level)	
	CO1	Apply the economic way of thinking to individual decisions and business decisions.							K3	
	CO2	Evaluate the different costs of production and how they affect short and long-run decisions.							K4	
	CO3	Interpret the four basic market models of perfect competition, monopoly, monopolistic competition, and Oligopoly, and how price and quantity are determined in each model							K5	
	CO4	Compose the current economic phenomenon with existing theory and put their views on contemporary economic issues							K5	
	CO5	Apply the principle of Macroeconomics in explaining the behaviour of Macroeconomic variables at the national as well as global levels.							K3	
<b>UNIT-I</b>	<b>INTRODUCTION TO MANAGERIAL ECONOMICS</b>					<b>Periods: 12</b>				
Introduction- Meaning- Scope of Managerial Economics- Importance - Major Functions of a Managerial Economist- Demand Analysis: Introduction- Meaning and Law of Demand- Elasticity of Demand- Meaning of Supply and Law of Supply- Market Equilibrium and Changes in Market Equilibrium- Demand Forecasting- Criteria for Good Demand Forecasting- Methods or Techniques of Demand Forecasting- Survey Methods- Statistical Methods.										CO1
<b>UNIT-II</b>	<b>PRODUCTIONS FUNCTION AND COST CONCEPTS</b>					<b>Periods: 12</b>				
Meaning and types of production function- application and importance of production function in Managerial decision making- Economies of scale & Scope-Producers surplus. Cost concepts cost-output relationships types of cost- Revenue concepts- TR- MR- AR.										CO2
<b>UNIT-III</b>	<b>MARKET STRUCTURE</b>					<b>Periods: 12</b>				
Market structure- meaning- types Perfect Competition- features- price and output determination with diagrams- Monopoly- features Price Discrimination Oligopoly: characteristics Monopolistic competition- definition and characteristics- price and output determination, Duopoly- Pricing policies and practices.										CO3
<b>UNIT-IV</b>	<b>MACROECONOMICS</b>					<b>Periods: 12</b>				
Basic Concepts - Macroeconomic Ratios- National income concepts- circular flow of income- Consumption Function- Investment Function- Marginal efficiency of capital and business expectations-Multiplier- Accelerator.										CO4
<b>UNIT-V</b>	<b>STABILIZATION POLICIES</b>					<b>Periods: 12</b>				
Economic Stability- Instruments of Economic Stability- Monetary Policy- Fiscal Policy- Business Cycle- Meaning and Features- Inflation - Meaning- Measures to Control Inflation- Deflation – FDI and FII.										CO5
<b>Lecture Periods: 60</b>		<b>Tutorial Periods: 0</b>			<b>Practical Periods: 0</b>			<b>Total Periods: 60</b>		
<b>Text Books</b>										
<ol style="list-style-type: none"> <li>1. P.L Mehta, Managerial Economics, Sultan Chand and Sons, 2014, 4th edition.</li> <li>2. Yogesh Maheswari, Managerial Economics, Phi Learning, New Delhi, 2005, 1st edition.</li> <li>3. Dominick Salvatore and Siddhartha K. Rastogi, Managerial Economics: Principles and Worldwide Applications, Oxford University Press, 2020, 9th edition.</li> </ol>										
<b>Reference Books</b>										
<ol style="list-style-type: none"> <li>1. William F. Samuelson, Stephen G. Marks, and Jay L. Zagorsky, Managerial Economics, Wiley, 2021, 9th edition.</li> <li>2. D.N. Dwivedi, Managerial Economics, Vikas Publishing House, 2016, 8th edition.</li> <li>3. Barla C.S.- Managerial Economics- National Publishing House- Raipur.</li> <li>4. Craig Petersen H.- W. Cris Lewis- Managerial Economics- Prentice-Hall of India- New Delhi.</li> <li>5. Dominick Salvatore- Theory and Problems of Micro Economic Theory.</li> </ol>										
<b>Web References</b>										
<ol style="list-style-type: none"> <li>1. <a href="https://journals.agh.edu.pl/manage">https://journals.agh.edu.pl/manage</a></li> <li>2. <a href="http://www.managerial.zarz.agh.edu.pl/">http://www.managerial.zarz.agh.edu.pl/</a></li> <li>3. <a href="https://www.iupindia.in/Managerial_Economics.asp">https://www.iupindia.in/Managerial_Economics.asp</a></li> <li>4. <a href="http://online.wsj.com/home-page">http://online.wsj.com/home-page</a></li> <li>5. <a href="http://www.economist.com/">http://www.economist.com/</a></li> </ol>										

\* TE – Theory Exam, LE – Lab Exam

**COs/POs/PSOs Mapping**


Cos	Program Outcomes (Pos)				
	PO1	PO2	PO3	PO4	PO5
1	3	2	-	3	1
2	3	3	-	3	2
3	2	2	-	3	1
4	3	3	1	2	1
5	3	2	-	2	2

Correlation Level: 1 - Low, 2 - Medium, 3 – High

**Evaluation Methods**

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment*	Attendance		
Marks	10	10	10	25	5	50	100

\* Application-oriented / Problem solving / Design / Analytical in content beyond the syllabus

  
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Department	<b>Management Studies</b>		Programme: <b>MBA</b>						
Semester	<b>First</b>		Course Category Code: <b>FC</b>			*End Semester Exam Type: <b>TE</b>			
Course Code	<b>P23MST104</b>		Periods / Week			Credit	Maximum Marks		
			L	T	P	C	CAM	ESE	TM
Course Name	<b>Business Law</b>		3	-	-	3	50	50	100
Prerequisite	Basic rules and regulations								
Course Outcome	<b>On completion of the course, the students will be able to</b>								BT Mapping (Highest Level)
	<b>CO1</b>	Understand requirements for contract formation and the manner of discharging business contracts							<b>K2</b>
	<b>CO2</b>	Differentiate between rules pertaining to the transfer of moveable and immovable business properties							<b>K3</b>
	<b>CO3</b>	Explain various types of negotiable instruments and agency contracts needed for businesses							<b>K2</b>
	<b>CO4</b>	Understand special features of companies and laws relating to financing company operations							<b>K2</b>
	<b>CO5</b>	Demonstrate an understanding of the rights of consumers and the manner of protecting them							<b>K5</b>
<b>UNIT-I</b>	<b>BUSINESS CONTRACTS: FORMATION and PERFORMANCE</b>					<b>Periods: 9</b>			
Contracts – Meaning and Formation – Essential elements of a valid Contract – classification of Contracts – Offer and Acceptance – Lawful Consideration – Legality of Object – Free Consent – Discharge of Contracts – Modes of Discharge – Breach of Contracts – Remedies for Breach – Quasi Contracts (Sec.1 to 75 of Indian Contract Act, 1872).									<b>CO1</b>
<b>UNIT-II</b>	<b>SALE OF MOVEABLE and IMMOVABLE PROPERTIES</b>					<b>Periods: 10</b>			
Sale of Goods Act, 1930 – Sale and agreement to sell, Types of Goods – Rules as to the delivery of goods – Conditions and Warranties – Doctrine of Caveat Emptor – Rights of Unpaid Seller. Transfer of Property Act, 1882 – Meaning – Rules of transfer of properties – Mortgages – types of Mortgages – Charges – Fixed charge and Floating charge.									<b>CO2</b>
<b>UNIT-III</b>	<b>NEGOTIABLE INSTRUMENTS and AGENCY CONTRACTS</b>					<b>Periods: 10</b>			
Negotiable Instruments Act, 1881 – Meaning of Negotiability – Negotiability and Transferability – Types and Features of Negotiable Instruments – Cheque - Crossing – Meaning and Types – Endorsement – Meaning and Types – Holder in due course. Contract of Agency – Essentials – Creation of Agency – Types of Agents – Rights, Duties, and Liabilities of Principal and Agent – Sub-agent and Substituted Agent.									<b>CO3</b>
<b>UNIT-IV</b>	<b>LEGAL ASPECTS OF COMPANIES and FINANCING</b>					<b>Periods: 10</b>			
Companies Act, 2013 – Meaning and Definitions of Company – promotion, and Formation of a Company – Types of Companies – MOA - AOA – Prospectus – Shares and Debentures – Types and Features – Share Warrants and Debenture Warrants – Members of a Company – Members and Shareholders – Debenture holders of a company – Rights of Shareholders and Debenture holders.									<b>CO4</b>
<b>UNIT-V</b>	<b>CONSUMER PROTECTION</b>					<b>Periods: 6</b>			
Consumer Protection Act, 1986 – Consumer Protection councils-redressal machinery District forum – State, national commission relief available to the consumers									<b>CO5</b>
<b>Lecture Periods: 45</b>			<b>Tutorial Periods: 0</b>		<b>Practical Periods: 0</b>		<b>Total Periods: 45</b>		
<b>Text Books</b>									
1. N.D. Kapoor, Dr Rajni Abbi, Bharat Bhushan, Rajiv Kapoor. "Business Laws". Sultan Chand & Sons, 2019									
2. P. C. Tulsian, Bharat Tulsian, "Business Law", McGraw Hill Education (MGH), 4th Edition, 2020									
3. Saravanavel & Balakumar. Legal Aspects of Business. Himalaya Publishing House 2017									
<b>Reference Books</b>									
1. Parul Gupta. Legal Aspects of Business: Concepts and Applications. Vikas Publishing 2019.									
2. Kapoor.G.K. & Sanjay Dhamija. Company Law. Taxmann Publishers 2018.									
3. Rohini Agarwal. Mercantile and Commercial Laws. Taxmann Publishers 2018.									
4. Avtar Singh "Company Law", Eastern Book Company (EBC), 2018.									
5. Padhi. P.K. Legal Aspects of Business. PHI Learning 2013.									
<b>Web References</b>									
1. <a href="https://www.mca.gov.in/Ministry/pdf/CompaniesAct2013.pdf">https://www.mca.gov.in/Ministry/pdf/CompaniesAct2013.pdf</a>									
2. Delhi. <a href="http://www.indialawinfo.com/bareacts/soga.html">http://www.indialawinfo.com/bareacts/soga.html</a>									
3. <a href="http://nalsa.gov.in/">http://nalsa.gov.in/</a>									
4. <a href="http://lawmin.gov.in/">http://lawmin.gov.in/</a>									
5. <a href="https://indiankanoon.org/">https://indiankanoon.org/</a>									

\* TE – Theory Exam, LE – Lab Exam

## COs/POs Mapping


COs	Program Outcomes (POs)				
	PO1	PO2	PO3	PO4	PO5
1	3	2	-	1	1
2	3	2	-	2	2
3	3	2	-	3	1
4	3	2	1	2	3
5	3	2	2	1	2

Correlation Level: 1 - Low, 2 - Medium, 3 – High

## Evaluation Methods

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment*	Attendance		
Marks	10	10	10	25	5	50	100

\* Application-oriented / Problem solving / Design / Analytical in content beyond the syllabus

  
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Department	<b>Management Studies</b>		Programme: <b>MBA</b>						
Semester	<b>First</b>		Course Category Code: <b>FC</b>			*End Semester Exam Type: <b>TE</b>			
Course Code	<b>P23MST105</b>		Periods / Week			Credit	Maximum Marks		
			L	T	P	C	CAM	ESM	TM
Course Name	<b>Business Statistics</b>		<b>3</b>	<b>1</b>	<b>-</b>	<b>4</b>	<b>50</b>	<b>50</b>	<b>100</b>
Prerequisite	Students should have a solid grasp of fundamental mathematical concepts, Critical Thinking, Problem-solving Skills								
Course Outcome	<b>On completion of the course, the students will be able to</b>							BT Mapping (Highest Level)	
	<b>CO1</b>	Categorize the different types of data and variables.						<b>K4</b>	
	<b>CO2</b>	Calculate the measures of Central Tendency and Measures of Dispersion						<b>K3</b>	
	<b>CO3</b>	Explain the possibility of happening of an event						<b>K2</b>	
	<b>CO4</b>	Determine the effect of a process on the population						<b>K3</b>	
	<b>CO5</b>	Select appropriate non-parametric test for analysis of data						<b>K4</b>	
<b>UNIT-I</b>	<b>STATISTICS: AN INTRODUCTION</b>					<b>Periods: 10</b>			
Statistics: Definition, Meaning, Applications of Statistics in Business and other disciplines. Data: Meaning, Classification of Data, Discrete and Continuous data, Primary and Secondary data. Variable: Meaning, Types of Variables. Frequency Distribution, Cumulative Frequency Distribution, Inclusive and Exclusive Frequency Distribution									<b>CO1</b>
<b>UNIT-II</b>	<b>DESCRIPTIVE STATISTICS</b>					<b>Periods: 14</b>			
Meaning, Types, Measures of Central Tendency: Mean - Arithmetic mean, Geometric mean and Harmonic mean, Median, and Mode. Measures of Dispersion: Standard Deviation, Variance, Quartiles, Interquartile Range, Skewness (Karl Pearson Method, Bowley's Coefficient of Skewness) and Kurtosis, Index Number, Diagrammatic Representation of Data (Charts & Graphs)									<b>CO2</b>
<b>UNIT-III</b>	<b>PROBABILITY DISTRIBUTION</b>					<b>Periods: 12</b>			
Probability: Definition, Basic terminologies of Probability, Addition and Multiplication Theorems of Probability, Conditional Probability (No Derivations). Probability Distributions: Binomial, Poisson, and Normal distribution (No Derivations).									<b>CO3</b>
<b>UNIT-IV</b>	<b>PARAMETRIC TEST</b>					<b>Periods: 12</b>			
Z-test: One sample and Two samples Z-test for means; t-Test: One sample t-test, Independent Two samples t-test, and paired sample t-test.									<b>CO4</b>
<b>UNIT-V</b>	<b>NON-PARAMETRIC TEST</b>					<b>Periods: 12</b>			
Difference between Parametric and non-parametric test, one sample run test, Sign test for paired data, Kolmogrov-Smirnov test (K-S test), Rank Sum test: Mann-Whitney U-test, Kruskal Wallis Test, Spearman Rank Correlation test.									<b>CO5</b>
<b>Lecture Periods: 45</b>			<b>Tutorial Periods: 15</b>		<b>Practical Periods: 0</b>		<b>Total Periods: 60</b>		
<b>Text Books</b>									
1. Business Statistics A First Course, David M. Levin, David F. Stephen et al., 2017									
2. Statistics for Business & Economics, Anderson, Sweeny, Williams et al., 13 <sup>th</sup> Edition, Cengage Publications.									
<b>Reference Books</b>									
1. Business Statistics. Gupta M.P, Gupta S.P, 1 <sup>st</sup> Edition, Sultan Chand & Sons, 2019									
2. Levin Richard, H. Siddiqui Masood, et al. "Statistics for Management", 8 <sup>th</sup> Edition, Pearson Education, 2017.									
3. Beri G. "Business Statistics", 3 <sup>rd</sup> Edition. McGraw Hill Education, 2017.									
4. Gupta & Kapoor. "Fundamentals of Applied Statistics". 4 <sup>th</sup> Edition. Sultan Chand & Sons, 2014.									
5. Ken Black. "Applied Business Statistics". 7 <sup>th</sup> Edition. Wiley, 2012..									
<b>Web References</b>									
1. <a href="https://www.statistics.com/">https://www.statistics.com/</a>									
2. <a href="https://www.statisticshowto.com/statistics-basics/">https://www.statisticshowto.com/statistics-basics/</a>									
3. International Statistical Review									
4. Electronic Journal of Statistics									
5. <a href="https://nptel.ac.in/courses/110/107/110107114/">https://nptel.ac.in/courses/110/107/110107114/</a>									

\* TE – Theory Exam, LE – Lab Exam

## COs/POs/PSOs Mapping

COs	Program Outcomes (POs)				
	PO1	PO2	PO3	PO4	PO5
1	2	2	-	1	-
2	3	3	3	1	-
3	1	2	-	1	-
4	3	3	-	1	-
5	3	3	-	1	-

Correlation Level: 1 - Low, 2 - Medium, 3 – High

## Evaluation Methods

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment*	Attendance		
Marks	10	10	10	25	5	100	100

\* Application-oriented / Problem solving / Design / Analytical in content beyond the syllabus



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Department	Management Studies		Programme: MBA						
Semester	First		Course Category Code: FC		*End Semester Exam Type: TE				
Course Code	P23MST106		Periods / Week			Credit	Maximum Marks		
			L	T	P	C	CAM	ESE	TM
Course Name	Information Systems for Managers		3	-	-	3	50	50	100
Prerequisite	Essential Computer Skills								
Course Outcome	On completion of the course, the students will be able to							BT Mapping (Highest Level)	
	CO1	Analyze and model the flow of information through business processes.						K5	
	CO2	Identifying Opportunities for Strategic Information Systems.						K3	
	CO3	Apply networking concepts and technologies to support business needs.						K5	
	CO4	Evaluate Security Software tools.						K5	
	CO5	Understand the importance of IT in the digital environment and how it impacts businesses						K5	
<b>UNIT-I</b>	<b>INFORMATION SYSTEM AND GLOBAL E-BUSINESS</b>					<b>Periods: 9</b>			
Information System Transforming business-New in Information System-Globalization Challenges and Opportunities-Strategic Business Objectives of Information Systems-Dimensions of Information Systems- Business Process- Collaboration and Social Business.								<b>CO1</b>	
<b>UNIT-II</b>	<b>STRATEGY, ETHICAL AND SOCIAL ISSUES</b>					<b>Periods: 9</b>			
Economic Impact-Organizational and Behavioral Impacts-Information System for dealing with Competitive Forces-Sustaining Competitive Advantage-Model for thinking about Ethical and Social Issues-Moral dimensions of Information Age-Ethical Analysis-Computer-related liability problem.								<b>CO2</b>	
<b>UNIT-III</b>	<b>IT INFRASTRUCTURE, DATABASE, AND NETWORKING</b>					<b>Periods: 9</b>			
IT Infrastructure-Evolution- Components-Current trends in Hardware and Software Platforms-DBMS-Designing Database-Non relational Databases-Cloud Databases and Blockchain-Computer Network-Types of Networks-Internet - Wireless networking, communication, and Internet Access.								<b>CO3</b>	
<b>UNIT-IV</b>	<b>SECURING INFORMATION SYSTEMS AND E-COMMERCE</b>					<b>Periods: 9</b>			
Malicious Software-Information Systems Controls-Risk Assessment-Security Policy-Disaster recovery Planning-role of auditing- tools and technologies for safeguarding Information Resources- E-commerce-New E-commerce- Types- E-commerce transformed marketing.								<b>CO4</b>	
<b>UNIT-V</b>	<b>MANAGING KNOWLEDGE AND DECISION MAKING</b>					<b>Periods: 9</b>			
Role of knowledge management systems requirements of knowledge work Systems- Business Value of improved Decision Making-Business intelligence and business analytics support decision making.								<b>CO5</b>	
<b>Lecture Periods: 45</b>		<b>Tutorial Periods: 0</b>		<b>Practical Periods: 0</b>		<b>Total Periods: 45</b>			
<b>Text Books</b>									
1. KC. Laudon, JC Laudon, "Management Information Systems: Managing the Digital Firm"17 <sup>th</sup> Edition Pearson, 2021									
2. O'Brien, James A., George M. Marakas, and Ramesh Behl, "Management Information Systems", 11 <sup>th</sup> Edition, New Delhi: McGraw Hill Education, 2019.									
<b>Reference Books</b>									
1. Turban, Efraim, Linda Volonino and Wood, R., Gregory, "Information Technology for Management - Advancing Sustainable, Profitable Business Growth", New Delhi: Wiley India, 2017.									
2. Sharma, Sourabh, and K. S. Thakur, eds, "Management information system", Horizon Books, 2015.									
3. Jawadekar, Waman S, "Management Information Systems: Text and Cases: A Global Digital Enterprise Perspective", Tata McGraw-Hill Education, 2013.									
4. Jaiswal, Mahadeo, and Monika Mital, "Management information systems", Oxford University Press, 2006.									
5. Curtis, Graham, and David Cobham, "Business information systems: Analysis, design and practice", Pearson Education, 2008.									
<b>Web References</b>									
1. <a href="https://swayam.gov.in/nd1_noc20_mg59/preview">https://swayam.gov.in/nd1_noc20_mg59/preview</a>									
2. <a href="https://www.coursera.org/articles/management-information-system">https://www.coursera.org/articles/management-information-system</a>									
3. <a href="https://www.shiksha.com/online-courses/articles/management-information-systems/">https://www.shiksha.com/online-courses/articles/management-information-systems/</a>									
4. International Journal of Information Management – Elsevier									
5. Journal of Enterprise Information Management – Emerald Insight									
* TE – Theory Exam, LE – Lab Exam									

COs/POs/PSOs Mapping

COs	Program Outcomes (Pos)				
	PO1	PO2	PO3	PO4	PO5
1	2	2	1	2	2
2	2	2	1	1	2
3	2	2	1	1	2
4	2	3	2	2	2
5	2	2	2	2	2

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Methods

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment*	Attendance		
Marks	10	10	10	25	5	50	100

\* Application-oriented / Problem solving / Design / Analytical in content beyond the syllabus



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Department	<b>Management Studies</b>		Programme: <b>MBA</b>						
Semester	<b>First</b>		Course Category Code: <b>FC</b>			*End Semester Exam Type: <b>TE</b>			
Course Code	<b>P23MST107</b>		Periods / Week			Credit	Maximum Marks		
Course Name	<b>BUSINESS ETHICS AND SOCIAL RESPONSIBILITY</b>		L	T	P	C	CAM	ESE	TM
			3	-	-	3	50	50	100
Prerequisite	Management Principles and Case Method of Learning								
Course Outcome	<b>On completion of the course, the students will be able to</b>								BT Mapping (Highest Level)
	<b>CO1</b>	Analyze and assess various ethical situations in society							<b>K4</b>
	<b>CO2</b>	Apply Ethical theories to manage the organizations							<b>K3</b>
	<b>CO3</b>	Analyze and assess the various CSR issues in society							<b>K4</b>
	<b>CO4</b>	Analyze whether resources are used judiciously to protect the environment							<b>K4</b>
	<b>CO5</b>	Understand and create management strategies for facilitating ethical and socially responsible decision-making.							<b>K2</b>
<b>UNIT-I</b>	<b>OVERVIEW OF BUSINESS ETHICS</b>					<b>Periods: 9</b>			
Definition & nature of Business ethics and Sources of Business Ethics – Factors influencing Business Ethics - Causes of unethical behaviour - Management of Ethics - Ethical Analysis [Hosmer model]									<b>CO1</b>
<b>UNIT-II</b>	<b>ETHICAL THEORIES</b>					<b>Periods: 7</b>			
Utilitarian theory - Deontological Theory - Rights Theory - Egoism Theory - Divine command theory or Justice Theory - Social contract theory - Casuist Theory - Virtue Theory.									<b>CO2</b>
<b>UNIT-III</b>	<b>SOCIAL RESPONSIBILITY OF BUSINESS</b>					<b>Periods: 10</b>			
CSR Definition, Concepts – Responsibility towards Employees – Customers – Shareholders – Government and Society - CSR problems in India - CSR and Consumer Protection - Consumerism - Cost-benefit analysis of corporate social responsibility and good corporate citizenship.									<b>CO3</b>
<b>UNIT-IV</b>	<b>ENVIRONMENTAL AND SOCIAL ISSUES</b>					<b>Periods: 9</b>			
Environmental issues - Pollution – Types - Kyoto Protocol of global warming - judicious use of natural resources. - Social issues - Labour and related issues- Ethics and human rights									<b>CO4</b>
<b>UNIT-V</b>	<b>CASELETS IN BUSINESS ETHICS AND CSR</b>					<b>Periods: 10</b>			
. Apple vs. FBI Case Study - The CEO of Starbucks and the Practice of Ethical Leadership - Is the Customer Always Right? - BP: The Cost of Going Green - Carbon Credit Trading: Selling the Right to Pollute.									<b>CO5</b>
<b>Lecture Periods: 45</b>			<b>Tutorial Periods:</b>		<b>Practical Periods: -</b>		<b>Total Periods: 45</b>		
<b>Text Books</b>									
1. C.S.V Murthy, "Business Ethics- Text and Cases", Himalayan Publishing House									
2. R.V. Badi & N.V. Badi. (2007). Business Ethics 1st Edition, Vrinda Publications Pvt. Ltd.									
3. Wayne Visser and Nick Tolhurst, The World Guide to CSR – Green leaf publishing.									
<b>Reference Books</b>									
1. DesJardins, J. R., & DesJardins, J. R. (2009). An introduction to business ethics. New York: McGraw-Hill Higher Education.									
2. Crane, A., Matten, D., Glozer, S., & Spence, L. (2019). Business ethics: Managing corporate citizenship and sustainability in the age of globalization. Oxford University Press, USA.									
3. Frederick, R. E. (Ed.). (2008). A companion to business ethics. John Wiley & Sons.									
4. Shaw, W. H. (2016). Business ethics: A textbook with cases. Nelson Education.									
5. Visser, W. (2011). The age of responsibility: CSR 2.0 and the new DNA of the business. John Wiley & Sons.									
<b>Web References</b>									
1. <a href="https://www.ethicssage.com/ethics-resources.html">https://www.ethicssage.com/ethics-resources.html</a>									
2. <a href="https://managementhelp.org/businessethics/index.htm">https://managementhelp.org/businessethics/index.htm</a>									
3. <a href="https://study.sagepub.com/stanwick3e">https://study.sagepub.com/stanwick3e</a>									
4. <a href="https://guides.emich.edu/c.php?g=187879&amp;p=1241872">https://guides.emich.edu/c.php?g=187879&amp;p=1241872</a>									
5. <a href="https://josephsononbusinessethics.com/resources/links/">https://josephsononbusinessethics.com/resources/links/</a>									

\* TE – Theory Exam, LE – Lab Exam

**COs/POs/Mapping**

Cos	Program Outcomes (Pos)				
	PO1	PO2	PO3	PO4	PO5
1	3	3	-	2	2
2	3	2	-	2	2
3	2	2	-	2	1
4	2	2	-	2	1
5	3	2	3	3	1

Correlation Level: 1 - Low, 2 - Medium, 3 – High

**Evaluation Methods**

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment*	Attendance		
Marks	10	10	10	25	5	50	100

\* Application-oriented / Problem solving / Design / Analytical in content beyond the syllabus



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Department	<b>Management Studies</b>	Programme: <b>MBA</b>						
Semester	<b>First</b>	Course Category Code: <b>PRACTICAL</b> *End Semester Exam Type: -						
Course Code	<b>P23ENP108</b>	Periods / Week			Credit	Maximum Marks		
		L	T	P	C	CAM	ESE	TM
Course Name	<b>Business Communication Lab</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>50</b>	<b>0</b>	<b>50</b>
Prerequisite	Basic English Knowledge							
Course Outcome	<b>On completion of the course, the students will be able to</b>							BT Mapping (Highest Level)
	<b>CO1</b>	Understand soft skills to be competent in the global business environment						<b>K2</b>
	<b>CO2</b>	Express the ideas coherently with assertiveness						<b>K3</b>
	<b>CO3</b>	Use appropriate terminology and gain confidence to appear for competitive examinations						<b>K3</b>
	<b>CO4</b>	Draft effective business writing with brevity and lucidity						<b>K2</b>
	<b>CO5</b>	Articulate the language without any grammatical errors in all modes of communication						<b>K3</b>
<b>List of Experiments:</b>								
<p><b>Listening</b></p> <ol style="list-style-type: none"> <li>1. Soft Skills</li> <li>2. Etiquettes</li> </ol> <p><b>Speaking</b></p> <ol style="list-style-type: none"> <li>3. Team Presentation, Success Stories of Entrepreneurs</li> <li>4. Debate</li> <li>5. Product Description, Negotiation, and Persuasions Skills</li> </ol> <p><b>Reading</b></p> <ol style="list-style-type: none"> <li>6. Business Vocabulary</li> <li>7. Verbal Aptitude: Letter Series, Coding &amp; Decoding, Blood Relations, One-word Substitution, Verbal Analogies</li> </ol> <p><b>Writing</b></p> <ol style="list-style-type: none"> <li>8. Official Letters - E-mail Writing - Business Proposals-Referencing Style (APA &amp; MLA)</li> <li>9. Creating Slogans for Advertisement</li> </ol> <p><b>Grammar</b></p> <ol style="list-style-type: none"> <li>10. Tense, Voice, Conditionals, Concord, Idioms and Phrases, Prepositions, Articles</li> </ol>								
<b>Lecture Periods: -</b>		<b>Tutorial Periods: -</b>		<b>Practical Periods: 30</b>		<b>Total Periods: 30</b>		
<b>Reference Books</b> (Latest editions to be given)								
<ol style="list-style-type: none"> <li>1. Raman, Meenakshi. and Singh, Prakash. Business Communication, Oxford, 2nd Edition, 2012.</li> <li>2. Sherfied, Robert, et.al. Developing Soft Skills. 4th Edition, Pearson Publication, 2010.</li> <li>3. Seely, John. Oxford A-Z of Grammar and Punctuation. Oxford Publication, 2011.</li> </ol>								
<b>Web References</b>								
<ol style="list-style-type: none"> <li>1. <a href="https://www.geektonight.com/flow-of-communication/">https://www.geektonight.com/flow-of-communication/</a></li> <li>2. <a href="https://www.aplustopper.com/formal-letter/">https://www.aplustopper.com/formal-letter/</a></li> <li>3. <a href="https://www.aplustopper.com/email-writing-format/">https://www.aplustopper.com/email-writing-format/</a></li> <li>4. <a href="https://novoresume.com/career-blog/soft-skills">https://novoresume.com/career-blog/soft-skills</a></li> <li>5. <a href="https://venngage.com/blog/business-proposal/">https://venngage.com/blog/business-proposal/</a></li> </ol>								
* TE – Theory Exam, LE – Lab Exam								

COs/POs/PSOs Mapping

COs	Program Outcomes (POs)				
	PO1	PO2	PO3	PO4	PO5
1	3	3	2	3	3
2	3	3	2	3	3
3	3	3	2	3	3
4	3	3	2	3	3
5	3	3	2	3	3

Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Methods

Assessment	Continuous Assessment Marks (CAM)				Total Marks (Internal)
	Performance			Attendance	
	Presentation/ Report	Internal Marks	Viva		
Marks	10	25	10	5	50

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Department	Master of Business Administration		Programme: MBA						
Semester	First		Course Category Code: PRACTICAL			*End Semester Exam Type: -			
Course Code	P20MST109		Periods / Week			Credit	Maximum Marks		
Course Name	DATA ANALYTICS LAB		L	T	P	C	CAM	ESE	TM
			0	0	2	1	50	0	50
Prerequisite	Basic System Knowledge								
Course Outcomes	<b>On completion of the course, the students will be able to</b>								BT Mapping (Highest Level)
	CO1	Understand the basic functions of MS-Excel.							K2
	CO2	Apply the application knowledge of Mathematical functions in MS-Excel.							K3
	CO3	Outline the application knowledge of Logical functions in MS-Excel.							K2
	CO4	Apply the application knowledge of Statistical data Analysis by using SPSS.							K3
	CO5	Evaluate the data's by using Non-Parametric Test Using SPSS.							K5
<b>List of Experiments:</b>									
<b>UNIT I BASICS OF EXCEL (6 Hrs)</b> Workbook, Worksheet, Manipulation of Cells, Editing Worksheet Data, Formatting and Proofing, Cell Reference, Basic functions: Sum, Max, Min, and Count									
<b>UNIT II MATHEMATICAL FUNCTIONS (6 Hrs)</b> Mathematical functions: sumif, sumifs, Countif, Countifs, averageif, averageifs, Charts: (Bar charts / Pie Charts / Line Charts), Histograms Descriptive Statistics: Mean, Median, Mode, Standard Deviation, Variance, Kurtosis, Skewness, Range.									
<b>UNIT III LOGICAL FUNCTIONS (6 Hrs)</b> Logical functions: IF functions If, nested Ifs, if and or functions, Lookup functions: Vlookup / Hlookup									
<b>UNIT IV DATA ANALYSIS USING SPSS (6 Hrs)</b> Introduction to SPSS, Parametric Tests: one sample t-test, independent sample t-test, Correlation, Paired Sample t-test, Correlation, Regression, One way ANOVA.									
<b>UNIT V NON-PARAMETRIC TEST USING SPSS (6 Hrs)</b> Non-parametric tests: Chi-Square, Wilcoxon signed-rank Test, Mann Whitney U Test, Spearman Correlation, Kruskal Wallis test									
<b>Lecture Periods: - 0</b>			<b>Tutorial Periods: - 0</b>			<b>Practical Periods: 30</b>		<b>Total Periods: 30</b>	
<b>Reference Books</b>									
1. Lokesh Lalwani, "Excel 2019 All-in-One", 1st ed, BPB, 2019									
2. David M, "Statistics for Managers, Using Microsoft Excel", Pearson Education India, 2017.									
3. Meyers LS, Gamst GC, Guarino AJ, "Performing data analysis using IBM SPSS", John Wiley & Sons, 2013.									
4. George D, Mallery P, "IBM SPSS statistics 23 step by step: A simple guide and reference", Routledge, 2016.									
5. Hair JF, Black WC, Babin BJ, Anderson RE, Tatham RL, "Multivariate Data Analysis", 8th ed, Cengage Learning India Pvt. Ltd, 2018.									
<b>Web References</b>									
1. <a href="https://swayam.gov.in/nd1_noc20_bt28/preview">https://swayam.gov.in/nd1_noc20_bt28/preview</a>									
2. <a href="https://www.coursera.org/courses?query=spss">https://www.coursera.org/courses?query=spss</a>									
3. <a href="https://www.lynda.com/SPSS-tutorials/SPSS-Statistics-Essential-Training/2822057-2.html">https://www.lynda.com/SPSS-tutorials/SPSS-Statistics-Essential-Training/2822057-2.html</a>									
4. <a href="https://www.coursera.org/learn/business-statistics/">https://www.coursera.org/learn/business-statistics/</a>									
5. <a href="https://www.udemy.com/course/data-statistics/">https://www.udemy.com/course/data-statistics/</a>									
* TE – Theory Exam, LE – Lab Exam									

COs/POs/PSOs Mapping: DATA ANALYTICS LAB

COs	Program Outcomes (POs)				
	PO1	PO2	PO3	PO4	PO5
1	3	3	1	3	2
2	3	3	1	3	2
3	1	1	1	3	2
4	3	3	1	2	2
5	3	2	2	2	2

Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Methods

Assessment	Continuous Assessment Marks (CAM)				Total Marks (Internal)
	Performance in practical classes			Attendance (5)	
	Report (20)	Internal Marks (15)	Viva (10)		
Marks	10	25	10	5	50

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II Semester

Department	<b>Management Studies</b>			Programme: <b>MBA</b>							
Semester	<b>Second</b>			Course Category Code: <b>FUC</b>		*End Semester Exam Type: <b>TE</b>					
Course Code	<b>P23MST201</b>			Periods / Week			Credit	Maximum Marks			
				L	T	P	C	CAM	ESE	TM	
Course Name	<b>FINANCIAL MANAGEMENT</b>			<b>3</b>	<b>1</b>	<b>-</b>	<b>4</b>	<b>50</b>	<b>50</b>	<b>100</b>	
Prerequisite	Basic finance concepts										
Course Outcome	<b>On completion of the course, the students will be able to</b>								BT Mapping (Highest Level)		
	<b>CO1</b>	Understand the foundations of finance and concepts in valuation of shares and debentures								<b>K2</b>	
	<b>CO2</b>	Determine capital structure and evaluate various financing options								<b>K3</b>	
	<b>CO3</b>	Examine various methods of capital budgeting and their appropriateness in decision situations								<b>K4</b>	
	<b>CO4</b>	Estimate working capital needs of a firm and use of various tools of working capital components								<b>K5</b>	
	<b>CO5</b>	Measure the impact of dividend policy of a business on its share prices								<b>K5</b>	
<b>UNIT-I</b>	<b>FOUNDATIONS OF FINANCE</b>					<b>Periods: 12</b>					
Meaning, Scope and Importance of Finance – Financial Management: Meaning, Objectives and Scope – Importance and Tools of Financial Management. Concepts in valuation: Time Value of Money – Valuation of Shares and Debentures. Concepts and Measurements of Risk and Return – Trade-off between Risk and Return in Finance. Practical Problems.										<b>CO1</b>	
<b>UNIT-II</b>	<b>CAPITAL STRUCTURE AND FINANCING DECISIONS</b>					<b>Periods: 12</b>					
Financial Planning: Need and Significance – Estimating capital requirements – Capitalisation. Capital Structure: Meaning and Patterns – Determination of Capital Structure. Leverages: Meaning and Types – Operating, Financial, and Combined Leverages. EBIT-EPS Analysis – Financial Break-Even Point – Point of Indifference in financing options. Capital Gearing and Trading on Equity. Sources of Financing – Long-term, Short-term and Spontaneous Sources of Financing. Practical Problems.										<b>CO2</b>	
<b>UNIT-III</b>	<b>LONG-TERM INVESTMENT DECISIONS</b>					<b>Periods: 12</b>					
Cost of Capital – Concept and significance – Component Costs of capital – CAPM and Weighted Average Cost of Capital – Capital Budgeting – Features and Importance – Methods of selecting long-term investment proposals – Pay-Back Method, Accounting Rate of Return Method, Net Present Value Method, Benefit Cost Ratio, Internal Rate of Return method – Capital Rationing Decisions – Practical Problems.										<b>CO3</b>	
<b>UNIT-IV</b>	<b>WORKING CAPITAL DECISIONS</b>					<b>Periods: 14</b>					
Working Capital: Concepts, Need, and Types – Working Capital Financing – Estimating Working Capital Requirements of a Firm. Management of Cash – Tools – Cash Budget, Playing on Float, Lock Box system. Management of Inventory – Tools and Techniques of Inventory Management – ABC Analysis, VED Analysis, EOQ Analysis, Perpetual Inventory system, Maintenance of Stock Levels. Management of Receivables – Cost of maintaining receivables – Factors affecting size of receivables: Credit Policies, Credit Terms, Cash Discount, Collection Policies – Aging Schedule – Practical Problems.										<b>CO4</b>	
<b>UNIT-V</b>	<b>DIVIDEND POLICY AND DECISIONS</b>					<b>Periods: 10</b>					
Dividend – Concept and Types. Dividend Decision: The irrelevance of Dividend – MM Hypothesis – Relevance of Dividends: Walter's model, Gordon's Model – Practical problems. Determinants of Dividend Policy: Dividend Pay-Out Ratio – Stability of Dividends – Legal, Contractual and Internal constraints and Restrictions – Owner's considerations – Capital market considerations – Inflation.										<b>CO5</b>	
<b>Lecture Periods :45</b>		<b>Tutorial Periods :15</b>			<b>Practical Periods: 0</b>			<b>Total Periods: 60</b>			
<b>Text Books</b>											
1. M.Y. Khan and P.K. Jain. Financial Management. Tata-McGraw Hill Publishers, New Delhi, 2019											
2. I.M. Pandey. Financial Management. Vikas Publishing House, New Delhi, 2015											
<b>Reference Books</b>											
1. James C. Van Horne and John M. Wachowicz, Jr. Fundamentals of Financial Management. Prentice Hall – Financial Times, New York. (Latest available edition)											
2. Eugene F. Brigham and Joel F. Houston. Fundamentals of Financial Management. Cengage Learning, New York. (Latest available edition)											
3. Eugene F. Brigham and Michael C. Ehrhardt. Financial Management: Theory & Practice. Thomson Western Learning, New York. (Latest available edition)											
4. Vishwanath. S.R. Corporate Finance: Theory and Practice. Sage Response, New Delhi. (2015 or later edition)											
5. Bhabatosh Banerjee. Fundamentals of Financial Management. Prentice-Hall of India, New Delhi. (2015 or later edition)											
<b>Web References</b>											

1.	<a href="https://study.com/academy/topic/money-banking-and-financial-markets.html">https://study.com/academy/topic/money-banking-and-financial-markets.html</a>
2.	<a href="https://www.khanacademy.org/economics-finance-domain/core-finance/interest-tutorial">https://www.khanacademy.org/economics-finance-domain/core-finance/interest-tutorial</a>
3.	<a href="https://www.yourarticlelibrary.com/financial-management/capital-structure/top-4-theories-of-capital-structure-with-calculations/65449">https://www.yourarticlelibrary.com/financial-management/capital-structure/top-4-theories-of-capital-structure-with-calculations/65449</a>
4.	<a href="https://efinancemanagement.com/financial-management/capital-budgeting-techniques-with-an-example">https://efinancemanagement.com/financial-management/capital-budgeting-techniques-with-an-example</a>
5.	<a href="https://www.extension.iastate.edu/agdm/wholefarm/html/c5-240.html">https://www.extension.iastate.edu/agdm/wholefarm/html/c5-240.html</a>

\* TE – Theory Exam, LE – Lab Exam

#### COs/POs/PSOs Mapping

COs	Program Outcomes (POs)				
	PO1	PO2	PO3	PO4	PO5
1	2	1	-	2	1
2	2	1	-	2	2
3	2	2	3	1	1
4	3	3	3	1	1
5	3	1	3	-	1

Correlation Level: 1 - Low, 2 - Medium, 3 – High

#### Evaluation Methods

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10	10	10	25	5	50	100

\* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus



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Department	<b>Management Studies</b>		Programme: <b>MBA</b>						
Semester	<b>Second</b>		Course Category Code: <b>FUC</b>			*End Semester Exam Type: <b>TE</b>			
Course Code	<b>P23MST202</b>		Periods / Week			Credit	Maximum Marks		
Course Name	<b>Marketing Management</b>		L	T	P	C	CAM	ESE	TM
			<b>3</b>	-	-	<b>3</b>	<b>50</b>	<b>50</b>	<b>100</b>
Prerequisite	Basic rules and regulations								
Course Outcome	<b>On completion of the course, the students will be able to</b>								BT Mapping (Highest Level)
	<b>CO1</b>	Analyse the impact of the environment on marketing function.							<b>K4</b>
	<b>CO2</b>	Build suitable marketing strategies in light of the marketing environment.							<b>K3</b>
	<b>CO3</b>	Build a suitable Product and Pricing mix for an organisation.							<b>K3</b>
	<b>CO4</b>	Identify a suitable strategy for Place and Promotional mix.							<b>K3</b>
	<b>CO5</b>	Relate the latest trends in marketing and utilize it for the growth of the organisation.							<b>K2</b>
<b>UNIT-I</b>	<b>INTRODUCTION</b>					<b>Periods: 9</b>			
Introduction to Marketing Management - Core concepts of Marketing - Importance of Marketing Management -Marketing Environment - Ethical and Social Responsibility of Marketing Management.								<b>CO1</b>	
<b>UNIT-II</b>	<b>CONSUMER BEHAVIOUR AND MARKETING STRATEGY</b>					<b>Periods: 9</b>			
Understanding Consumer behaviour and buying decision process –Online buyer behaviour– Strategic Marketing - Market Segmentation, Targeting, Positioning and Competitive Strategies. 4 P's of Marketing								<b>CO2</b>	
<b>UNIT-III</b>	<b>PRODUCT AND PRICING MIX</b>					<b>Periods: 9</b>			
Product classifications - Product Life cycle - Strategies for managing Product Life cycle – New Product Development – Packaging – Labelling – Pricing objectives – Pricing strategies								<b>CO3</b>	
<b>UNIT-IV</b>	<b>PLACE AND PROMOTION MIX</b>					<b>Periods: 9</b>			
Distribution Channel and Physical distribution - Channel design decisions – Classification of distribution Channels – Objectives of Promotion – Types of Promotion – Introduction to IMC -								<b>CO4</b>	
<b>UNIT-V</b>	<b>TRENDS IN MARKETING</b>					<b>Periods: 9</b>			
Marketing Information Systems - Emerging trends in Marketing; Customer Relationship Management - Neuro Marketing - Experiential Marketing - Mobile Marketing - Digital Marketing – Inbound marketing - Marketing Analytics.								<b>CO5</b>	
<b>Lecture Periods: 45</b>		<b>Tutorial Periods: 0</b>		<b>Practical Periods: 0</b>		<b>Total Periods: 45</b>			
<b>Text Books</b>									
1. Keller & Kotler, Marketing Management, 15 <sup>th</sup> Edition, Pearson Education Limited, 2017.									
2. V. S. Ramaswamy and S. Namakumari, 06 <sup>th</sup> Edition, Sage Publications India Pvt Ltd, 2018.									
<b>Reference Books</b>									
1. Carl McDaniel, Charles W. Lamb, Dheeraj Sharma, Joe F, Marketing: A South-Asian Perspective with CourseMate - Published by Cengage Learning India, 2016.									
2. R.L. Varshney, S.L. Gupta, Marketing Management: Text & Cases, Sultan Chand and Sons, 2014.									
3. S.Kala, R.S.N.Pillai and Bagavathi, Modern Marketing, S.Chand, New Delhi.2016.									
4. Pride and Ferrell: Marketing-Concepts and strategies, 7 <sup>th</sup> Edn, Cengage learning; 2016									
5. Ramesh Kumar. S: Case Studies in Marketing Management, Pearson Education Limited: 2012									
<b>Web References</b>									
1. <a href="http://www.aaa.org/">http://www.aaa.org/</a>									
2. <a href="http://indianjournalofmarketing.com/">http://indianjournalofmarketing.com/</a>									
3. <a href="http://www.publishingindia.com/ijamm/">http://www.publishingindia.com/ijamm/</a>									
4. <a href="https://swayam.gov.in/nd2_imb20_mg36/preview">https://swayam.gov.in/nd2_imb20_mg36/preview</a>									
5. <a href="https://swayam.gov.in/nd1_noc20_mg61/preview">https://swayam.gov.in/nd1_noc20_mg61/preview</a>									

\* TE – Theory Exam, LE – Lab Exam

**COs/POs Mapping**


COs	Program Outcomes (POs)				
	PO1	PO2	PO3	PO4	PO5
1	2	2	1	3	1
2	2	2	1	1	1
3	2	1	-	2	2
4	2	1	-	2	2
5	-	-	1	2	2

Correlation Level: 1 - Low, 2 - Medium, 3 - High

**Evaluation Methods**

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment*	Attendance		
Marks	10	10	10	25	5	50	100

\* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

  
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Department	Management Studies		Programme: MBA						
Semester	Second		Course Category Code: FUC			*End Semester Exam Type: TE			
Course Code	P23MST203		Periods / Week			Credit	Maximum Marks		
			L	T	P	C	CAM	ESE	TM
Course Name	Human Resource Management		3	-	-	3	50	50	100
Prerequisite	Organizational Behavior								
Course Outcome	On completion of the course, the students will be able to							BT Mapping (Highest Level)	
	CO1	Understanding of the concept of human resource management and its relevance in organizations						K2	
	CO2	Analyze the strategic issues and strategies required to select the manpower resources						K4	
	CO3	Develop the strategy and address the issues in developing human resources						K4	
	CO4	Acquiring the knowledge of HR concepts concerning work quality						K4	
	CO5	Understand the components of HRM i.e., Industrial relations, employee grievance handling, etc.						K2	
UNIT-I	INTRODUCTION				Periods: 9				
Human Resource Management: Environment - Concepts and perspectives. Human Resource Planning: Objectives - Process and Techniques - Job Analysis and Job Evaluation. Strategic HRM and Human resource information system. Recent trends in HR practices.								CO1	
UNIT-II	ATTRACTING THE TALENTS				Periods: 9				
Recruitment: Concept - Process and Methods. Employee Selection: Selection process - basic testing concepts - selection tests and techniques. Job Interview: Designing and conducting an effective interview.								CO2	
UNIT-III	TRAINING AND DEVELOPMENT				Periods: 9				
Training and Development: Concept – Methods - Process and Techniques. Career Planning - Coaching - Mentoring. Orienting the employees - Training via the internet. Management Development: Concept and methods. Performance and Potential Appraisal, Career planning and development.								CO3	
UNIT-IV	COMPENSATION AND MANAGING WORK QUALITY				Periods: 9				
Wage and Salary Administration: Concept - Elements and Methods. Incentive Plans and Fringe Benefits. Quality of work-life – Health - Safety and Employee Welfare - Social Security - Work Stress - Counseling - Competency Mapping.								CO4	
UNIT-V	EMPLOYEE RELATIONS				Periods: 9				
Industrial Relations and Trade Unions: Objectives - approaches and significance of Industrial Relations - Trade Union activities - Collective Bargaining: Issues and Strategies - Employee Grievances and their Resolution procedures- Employee relations from an international perspective.								CO5	
Lecture Periods: 45		Tutorial Periods:		Practical Periods: -		Total Periods: 45			
<b>Text Books</b>									
1.Varkkey, B., & Dessler, G. Human Resource Management 15th Edition (Revision), P Prentice-Hall of India Pvt. Ltd. Pearson. 2018.									
2.David A. DeCenzo, Stephen P. Robbins. Fundamentals of Human Resource Management. 13th Edition. John Wiley & Sons Inc, 2018.									
3.Armstrong, M., & Taylor, S. Armstrong's handbook of human resource management practice. 15th Edition. Kogan Page Publishers, 2020									
<b>Reference Books</b>									
1.Raymond A. Noe, John R. Hollenbeck, Gerhart, B., & Patrick M. Wright. Fundamentals of human resource management. 6th Edition, McGraw-Hill Higher Education, 2015									
2.Rao, V. S. P., & Krishna, V. H. Human Resource Management: Text and cases. 3rd Edition. Excel Books India, 2010									
3.Sparrow, P., Brewster, C., & Chung, C. Globalizing human resource management. Routledge, 2016									
4.Uday Kumar Haldar and Juthika Sarkar. Human Resource management. Oxford Press. 2012									
5.Gary Dessler, Biju Varkkey. Human Resource Management Fifteenth Edition, Pearson Education.2017									
<b>Web References</b>									
1.https://swayam.gov.in/nd1_noc20_mg15/preview									
2.http://www.sciencepublishinggroup.com/j/jhrm									
3.https://journals.sagepub.com/home/hrm									
4.https://www.hrdguru.com/									
5.https://www.citehr.com/									

\* TE – Theory Exam, LE – Lab Exam

COs/POs/PSOs Mapping

Cos	Program Outcomes (Pos)				
	PO1	PO2	PO3	PO4	PO5
1	2	2	1	3	1
2	3	3	1	3	2
3	2	2	2	3	1
4	3	3	1	2	1
5	2	2	3	2	2

Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Methods

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10	10	10	25	5	50	100

\* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

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Department	Management Studies		Programme: MBA						
Semester	Second		Course Category Code: FUC			*End Semester Exam Type: TE			
Course Code	P23MST204		Periods / Week			Credit	Maximum Marks		
			L	T	P	C	CAM	ESE	TM
Course Name	OPERATIONS MANAGEMENT		2	-	2	3	50	50	100
Prerequisite	Basic Knowledge about business Concepts, Production and Quality Management								
Course Outcome	<b>On completion of the course, the students will be able to</b>								BT Mapping (Highest Level)
	CO1	Apply the facility location and layout analysis techniques in modern operations processes							K3
	CO2	Understand the basic models of Inventory and apply them in Industry to solve the Inventory problems.							K2
	CO3	Apply the scheduling techniques and strategies in the significant industrial flow shop scheduling process.							K3
	CO4	Understand the concepts involved in quality control and its techniques to maintain standard quality in the organization.							K2
	CO5	Associate the importance of operational paradigms and how they are integrated together in managing operations including TQM, and Lean.							K4
<b>UNIT-I</b>	<b>Introduction To Operations Management</b>					<b>Periods: 9</b>			
Operations Management- Nature, Scope - A Systems Perspective- Manufacturing Trends in India- Production Design and Process Planning-Types of Production Processes- Capacity Planning- Make or Buy Decisions, Plant Location: Factors to be considered in Plant Location- Location Analysis Techniques, Layout of Manufacturing Facilities: Principles of a Good Layout, Layout Factors- Basic Types of Layouts- Principles of Materials Handling.									<b>CO1</b>
<b>UNIT-II</b>	<b>Inventory Control and Maintenance</b>					<b>Periods: 9</b>			
Basic Inventory Models- Economic Order Quantity- Economic Batch Quantity- Reorder Point-Safety Stock- Inventory Costs- Classification and Codification of Stock- ABC Classification. Material Requirement Planning: Product Structure/Bill of Materials (BOM), MRP-II. - Maintenance: Objectives-Types- Procedure for Maintenance. Basic Concept of Supply Chain Management.									<b>CO2</b>
<b>UNIT-III</b>	<b>Aggregate Planning</b>					<b>Periods: 9</b>			
Line Balancing: Concept of Mass Production System, Objective of Assembly Line Balancing, Rank Positional Weight Method. Nature of Aggregate Planning Decisions, Aggregate Planning Strategies-Master Production Schedule/Plan, Scheduling; Loading - Sequencing – Monitoring, Flow Shop Scheduling: Introduction, Johnson's Problem, and Extension of Johnson's Rule.									<b>CO3</b>
<b>UNIT-IV</b>	<b>Design Of Work Systems and Quality Control</b>					<b>Periods: 9</b>			
Work Study: Objectives- Procedure- Method Study and Motion Study- Work Measurement -Time Study - Performance Rating- Allowance Factors - Standard Time- Work Sampling Techniques. Quality Control: Importance-Classification- -Acceptance Sampling-Six Sigma. Quality Circle. Benchmarking. Control Charts for Variables and Attributes.									<b>CO4</b>
<b>Unit-V</b>	<b>Modern Production Tools</b>					<b>Periods: 9</b>			
Just In Time. Total Quality management. Lean Manufacturing's 9000 Series. Basic Concepts of Kaizen, Poka Yoke and KANBAN. ERP: Modules – Implementation.									<b>CO5</b>
<b>Lecture Periods: 30</b>		<b>Tutorial Periods: -</b>		<b>Practical Periods: 15</b>		<b>Total Periods: 45</b>			
<b>Text Books:</b>									
1.B Mahadevan, Operations Management: Theory and Practices, 2 <sup>nd</sup> Edition, Pearson.									
2.Panneerselvam,R., Production and Operations Management, 2 <sup>nd</sup> Edition, PH Learning Pvt Ltd., New Delhi									
<b>Reference Books</b>									
1. William J. Stevenson, Operations Management Eight,2018, Tata - McGraw Hill									
2. J.R. Tony Arnold, Introduction to Materials Management, Sixth edition,2008, Pearson									
3. An Introduction to Management Science: Quantitative Approaches to Decision Making,David R. Anderson,14th edition ,2019,ENGAGE									
<b>Web References</b>									
1. <a href="https://www.coursera.org/learn/operations-management">https://www.coursera.org/learn/operations-management</a> .									
2. <a href="https://www.smartsheet.com/operations-management">https://www.smartsheet.com/operations-management</a>									
3. <a href="https://global.oup.com/uk/orc/busecon/business/jones_robinson/">https://global.oup.com/uk/orc/busecon/business/jones_robinson/</a>									
4. <a href="https://onlinelibrary.wiley.com/journal/18731317">https://onlinelibrary.wiley.com/journal/18731317</a>									
5. <a href="https://onlinecourses.swayam2.ac.in/imb21_mg23/preview#_=_">https://onlinecourses.swayam2.ac.in/imb21_mg23/preview#_=_</a>									

\* TE – Theory Exam, LE – Lab Exam

**COs/POs/PSOs Mapping**


COs	Program Outcomes (Pos)				
	PO1	PO2	PO3	PO4	PO5
1	3	2	3	2	3
2	3	3	3	2	2
3	-	-	-	-	-
4	1	3	3	2	3
5	1	3	1	3	3

Correlation Level: 1 - Low, 2 - Medium, 3 – High

**Evaluation Methods**

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment*	Attendance		
Marks	10	10	10	25	5	50	100

\* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

  
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2.B.60

Department	Management Studies		Programme: M.B.A						
Semester	Second		Course Category Code: FUC		*End Semester Exam Type: TE				
Course Code	P23MST205		Periods / Week			Credit	Maximum Marks		
			L	T	P	C	CAM	ESE	TM
Course Name	Business Research Methods		2	0	1	3	50	50	100
Prerequisite	Business Statistics, Data Analytics Lab								
Course Outcome	On completion of the course, the students will be able to							BT Mapping (Highest Level)	
	CO1	Understanding of various kinds of research, objectives of doing research, research process						K2	
	CO2	Formulate research problem and research design						K3	
	CO3	Understands concepts of qualitative, quantitative as well as measurement and scaling techniques						K2	
	CO4	Apply relevant data analysis for a given dataset						K3	
	CO5	Develop independent thinking for critically analyzing research reports						K3	
UNIT-I	INTRODUCTION TO BUSINESS RESEARCH				Periods: 9				
Research: Meaning, types, characteristics of good research, and research process, Management Problem/Objectives, Defining the research problem, Research Hypothesis: Types of Research hypothesis, writing a research proposal, Contents of a research proposal, Research Application in business decisions.								CO1	
UNIT-II	RESEARCH DESIGN				Periods: 9				
Research Design, Types of Business Research Design: Exploratory research Design, Conclusive research Design, Descriptive Research Design, Experimental research design, Features of good research design; Statement of the problem, Review of literature; Research gap, Framing Objectives of the study, Sampling: Concepts: Types of Sampling, Probability Sampling and Non Probability Sampling, Determination of Sample size.								CO2	
UNIT-III	MEASUREMENT AND SCALING TECHNIQUES				Periods: 9				
Data Collection: Primary and Secondary data Primary data, collection methods: Observations, survey, Interview and Questionnaire, Qualitative Techniques of data collection, Questionnaire design: process of designing questionnaire, Secondary data: Sources advantages and disadvantages, Measurement and Scaling Techniques: Basic measurement scales-Nominal scale, Ordinal scale, Interval scale, Ratio scale.								CO3	
UNIT-IV	DATA ANALYSIS				Periods: 9				
Hypothesis testing: Null and alternate hypothesis, level of significance, parametric and non-parametric tests, Univariate analysis, Bi-variate analysis (Correlation, Regression, Chi-Square, ANOVA), Multivariate analysis (Multiple Linear regression, Multiple Linear Correlation, Discriminant Analysis and Factor Analysis)								CO4	
UNIT-V	RESEARCH REPORT WRITING				Periods: 9				
Research Report Writing: Types of research reports, Brief reports and Detailed reports, Report writing: Structure of the research report, Preliminary section, Main report, Interpretations of Results and Suggested Recommendations, Mechanics of writing research report - Research Publications – Plagiarism, Impact Factor, Citation Database								CO5	
Lecture Periods: 30		Tutorial Periods:		Practical Periods: 15		Total Periods: 45			
<b>Text Books</b>									
1. Donald R. Cooper, Pamela S. Schindler, "Business Research Methods", 12th ed, McGraw Hill, 2014.									
2. Kothari CR, "Research methodology: Methods and Techniques", 4 <sup>th</sup> ed, New Age International, 2019.									
<b>Reference Books</b>									
1. Bell E, Bryman A, Harley B, "Business Research Methods", Oxford University press, 2018.									
2. Zikmund WG, Carr JC, Griffin M, "Business Research Methods", Cengage Learning, 2013.									
3. Shajahan S, "Introduction to Business Research Methods", Jaico Publishing House, 2014.									
4. Panneerselvam R, "Research methodology", New Delhi: PHI learning Pvt Ltd, 2013.									
5. Pamela S. Schindler, "Business Research Methods", 13 <sup>th</sup> ed, McGraw Hill; 2021.									
<b>Web References</b>									
1. <a href="https://onlinecourses.nptel.ac.in/noc20_mg23/preview">https://onlinecourses.nptel.ac.in/noc20_mg23/preview</a>									
2. <a href="https://onlinecourses.nptel.ac.in/noc19_ge21/preview">https://onlinecourses.nptel.ac.in/noc19_ge21/preview</a>									
3. <a href="https://www.researchgate.net/">https://www.researchgate.net/</a>									
4. <a href="https://journals.sagepub.com/home/jmx">https://journals.sagepub.com/home/jmx</a>									
5. <a href="https://www.journals.elsevier.com/journal-of-business-research">https://www.journals.elsevier.com/journal-of-business-research</a>									
* TE – Theory Exam, LE – Lab Exam									

**COs/POs/PSOs Mapping**


COs	Program Outcomes (Pos)				
	PO1	PO2	PO3	PO4	PO5
1	3	3	1	3	2
2	3	3	1	3	2
3	3	2	1	1	1
4	3	3	1	2	2
5	3	3	2	3	3

Correlation Level: 1 - Low, 2 - Medium, 3 – High

**Evaluation Methods**

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment*	Attendance		
Marks	10	10	10	25	5	50	100

\* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

  
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Department	Mathematics		Programme: MBA						
Semester	Second		Course Category Code: FUC			End Semester Exam Type: TE			
Course Code	P23MAT206		Periods/Week			Credit	Maximum Marks		
			L	T	P	C	CAM	ESE	TM
Course Name	OPERATIONS RESEARCH		3	0	2	4	50	50	100
Prerequisite	Basic Mathematics								
Course Outcome	<b>On completion of the course, the students will be able to</b>							BT Mapping (Highest Level)	
	CO1	Find the optimum solution of Linear programming problems						K3	
	CO2	Solve Transportation and Assignment problems						K3	
	CO3	Design new simple models by using critical path method						K3	
	CO4	Understand the applications of game theory						K3	
	CO5	Know the application of Queuing theory						K3	
UNIT – I	<b>LINEAR PROGRAMMING PROBLEMS</b>					Periods:12			
Stages of development of Operations Research – Applications of Operations Research – Limitations of Operations – Introduction to Linear Programming – Graphical Method – Simplex Method - Duality.									CO1
UNIT – II	<b>TRANSPORTATION AND ASSIGNMENT PROBLEMS</b>					Periods:12			
Basic feasible solution by different methods - Fixing optimal solutions - Stepping stone method - MODI method - Assignment problem – Formulation – Optimal solution.									CO2
UNIT – III	<b>NETWORKS MODELS</b>					Periods:12			
Shortest Path Problem – Floyd's Algorithm – Minimum Spanning Tree Problem - CPM/PERT – Crashing of a Project network.									CO3
UNIT – IV	<b>THEORY OF GAMES</b>					Periods:12			
Rectangular games - Minimax theorem - Graphical solution of 2 x n or m x 2 games - Game with mixed strategies.									CO4
UNIT – V	<b>QUEUEING THEORY</b>					Periods:12			
Basic Waiting Line Models: (M/M/1):(GD/a/a) – (M/M/1):(GD/N/a) – (M/M/C):(GD/a/a) – (M /M/C):(GD/N/a)									CO5
Lecture Periods: 45		Tutorial Periods: 0		Practical Periods: 15		Total Periods: 60			
<b>Text Books</b>									
1. R.Pannerselvam, "Operations Research", PHI Learning Pvt, Ltd,2006.									
2. Michael W. Carter, Camille C. Price, Ghaith Rabadi, "Operation Research – A Practical Introduction" Chapman and Hall/CRC; 2 <sup>nd</sup> Edition, 2018.									
3. Jiongmin Yong, "Optimization Theory: A concise Introduction", World scientific publishing Company, 2018.									
<b>Reference Books</b>									
1. S. Kalavathy,"Operation Research", Vikas Publishing House,4 <sup>th</sup> Edition,2015									
2. A. Ravi Ravindran, "Operations Research Methodologies", Taylor and Francis, 2019									
3. Hasting, Kevin J. "Introduction to the Mathematics of Operations Research with Mathematics", Taylor and Francis, 2019									
4. A.M.Natarajan, P.Balasubramane and A.Tamilarasi, " Operations Research", Pearson. 2 <sup>nd</sup> Edition,2014									
5. Hamdy A. Taha, "Operations Research: An Introduction", Pearson Publications, 10 <sup>th</sup> Edition, 2020									
<b>Web References</b>									
1. <a href="https://www.researchgate.net/publication/313880623">https://www.researchgate.net/publication/313880623</a>									
2. <a href="https://nptel.ac.in/courses/117/103/117103017/">https://nptel.ac.in/courses/117/103/117103017/</a>									
3. <a href="https://nptel.ac.in/courses/111/107/111107128/">https://nptel.ac.in/courses/111/107/111107128/</a>									
4. <a href="https://youtu.be/MrONmSYqkiE">https://youtu.be/MrONmSYqkiE</a>									
5. <a href="https://youtu.be/4U3B5lr-MqM">https://youtu.be/4U3B5lr-MqM</a>									
* TE – Theory Exam, LE – Lab Exam									

**COs/POs/PSOs Mapping**

COs	Program Outcomes (POs)				
	PO1	PO2	PO3	PO4	PO5
1	3	2	-	2	1
2	2	3	-	2	3
3	3	3	-	2	2
4					
5					

Correlation Level: 1 - Low, 2 - Medium, 3 – High

**Evaluation Methods**

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment*	Attendance		
Marks	10	10	10	25	5	50	100

\* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus



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Department	<b>Management Studies</b>		Programme: <b>MBA</b>						
Semester	<b>Second</b>		Course Category Code: <b>FUC</b>			*End Semester Exam Type: <b>TE</b>			
Course Code	<b>P23MST207</b>		Periods / Week		Credit	Maximum Marks			
			L	T		P	C	CAM	ESM
Course Name	<b>BUSINESS ANALYTICS</b>		<b>2</b>	<b>-</b>	<b>2</b>	<b>3</b>	<b>50</b>	<b>50</b>	<b>100</b>
Prerequisite	Students should have a solid grasp of fundamental concepts of Computer, Python and MS-Excel								
Course Outcome	<b>On completion of the course, the students will be able to</b>								BT Mapping (Highest Level)
	<b>CO1</b>	Demonstrates the applications of different types of business analytics.							<b>K2</b>
	<b>CO2</b>	Illustrates data mining process.							<b>K2</b>
	<b>CO3</b>	Applies various data visualisation techniques using visualisation software to get meaningful information from the given dataset.							<b>K3</b>
	<b>CO4</b>	Construct predictive models using relevant analytics tools and techniques to solve real world Business Problem							<b>K3</b>
	<b>CO5</b>	Analyze the given business situation and prescribe optimal solutions to enhance the business performance.							<b>K3</b>
<b>UNIT-I</b>	<b>INTRODUCTION TO BUSINESS ANALYTICS</b>					<b>Periods: 8</b>			
Introduction - Business Analytics - Role of Analytics in Industry - Domains involved in Analytics, Types of Business Analytics: Descriptive, Predictive and Prescriptive Analytics - Types of Data: Structured, Semi-structured and Unstructured Data - Big data analytics - Framework for Data driven Decision Making.									<b>CO1</b>
<b>UNIT-II</b>	<b>DATA MINING</b>					<b>Periods: 8</b>			
Introduction - Business Analytics - Role of Analytics in Industry - Domains involved in Analytics, Types of Business Analytics: Descriptive, Predictive and Prescriptive Analytics - Types of Data: Structured, Semi-structured and Unstructured Data - Big data analytics - Framework for Data driven Decision Making.									<b>CO2</b>
<b>UNIT-III</b>	<b>DATA VISUALIZATION</b>					<b>Periods: 11</b>			
Data Visualization and its types - Vlook up and Hlook up - Pivot tables - Dash board - Univariate Analysis: Histograms / Dist Plot, Box Plot, Count Plot, Line Plot, Area Plot, Pie Plot - Bivariate Analysis: Joint Plot - Hex Bin Plots, Kernel Density Estimation, Column Plot / Bar Plot, Scatter Plot, Pair Plot, Linear Regression Model Plot, Strip Plot, Swarm Plot, Box Plot, Bar Plot, Point Plot, Multi-Panel Categorical Plot - Multivariate Analysis: Factor Plot.									<b>CO3</b>
<b>UNIT-IV</b>	<b>PREDICTIVE ANALYTICS - SUPERVISED</b>					<b>Periods: 09</b>			
Supervised Learning - Simple Linear Regression - Multiple Linear Regression (MLR): Assumptions of MLR, Interpretation of MLR Coefficients, Statistical significance of Individual Predictors (t-Test), Overall model Validation (F-Test), MLR metric, R-Squared and RMSE, Residual Analysis in MLR, Multi-Collinearity and Variance Inflation Factor (VIF) - Logistic Regression - Decision trees: CART and CHAID Predictive Analytics - Unsupervised Learning - Introduction to clustering - Text Mining.									<b>CO4</b>
<b>UNIT-V</b>	<b>PREScriptive ANALYTICS AND APPLICATION OF STATISTICS</b>					<b>Periods: 09</b>			
Introduction to Prescriptive analytics - Linear Programming Model Building, Assumptions of Linear Programming - Roadmap for Analytics Capability Building - Challenges in Data driven Decision Making and future - Application of Analytics in Finance, Marketing and Human Resource Management.									<b>CO5</b>
<b>Lecture Periods: 30</b>			<b>Tutorial Periods: -</b>			<b>Practical Periods: 15</b>		<b>Total Periods: 45</b>	
<b>Text Books</b>									
1. U. Dinesh Kumar, Business Analytics: The science of Data-Driven Decision Making, Wiley, 2017. 2. R N Prasad and Seema Acharya, Fundamentals of Business Analytics, 2 <sup>nd</sup> Edition, Wiley, 2016. 3. James R. Evans, Business Analytics: Methods, Models, and Decisions. 2 <sup>nd</sup> Edition, Pearson, 2015.									
<b>Reference Books</b>									
1. Thomas H. Davenport, Analytics at Work: Smarter Decisions, Better Results, Harvard Business Review, 2010. 2. Anil Maheshwari, Data Analytics, 1 <sup>st</sup> Edition, McGraw Hill Education, 2017. 3. Hadley Wickham & Garrett Grolemund, R for Data Science: Import, Tidy, Transform, Visualize, and Model Data, 1 <sup>st</sup> Edition, Shroff/O'Reilly, 2017. 4. Greg Harvey, Excel 2016 All-in-One for Dummies, 1 <sup>st</sup> Edition, John Wiley & Sons, 2016. 5. Dr. Anasse Bari, Mohamed Chaouchi, Tommy Jung, Predictive Analytics for Dummies, 2 <sup>nd</sup> Edition, Wiley, 2016.									
<b>Web References</b>									
1. <a href="https://nptel.ac.in/courses/110/105/110105089/">https://nptel.ac.in/courses/110/105/110105089/</a> 2. <a href="https://nptel.ac.in/courses/110/107/110107129/">https://nptel.ac.in/courses/110/107/110107129/</a> 3. <a href="https://towardsdatascience.com/self-driving-cars-past-present-and-future-71532430346">https://towardsdatascience.com/self-driving-cars-past-present-and-future-71532430346</a> 4. <a href="https://data-flair.training/blogs/data-mining-architecture/">https://data-flair.training/blogs/data-mining-architecture/</a> 5. <a href="https://www.tableau.com/learn/articles/data-visualization">https://www.tableau.com/learn/articles/data-visualization</a>									
* TE – Theory Exam, LE – Lab Exam									

COs/POs/PSOs Mapping

COs	Program Outcomes (POs)				
	PO1	PO2	PO3	PO4	PO5
1	3	3	-	1	2
2	2	2	-	1	2
3	3	3	2	3	3
4	3	3	2	3	3
5	3	3	2	3	3

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Methods

Assessment	Continuous Assessment Marks (CAM)				End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment		
Marks	10	10	10	25	5	50

\* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus



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Department	<b>Management Studies</b>			Programme: <b>MBA</b>						
Semester	<b>Second</b>			CourseCategoryCode: <b>GE</b>		*End SemesterExamType: <b>TE</b>				
CourseCode	<b>P23MST208</b>			Periods/Week		Credit	MaximumMarks			
				L	T	P	C	CAM	ESE	TM
Course Name	<b>PROJECT MANAGEMENT</b>			<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>50</b>	<b>50</b>	<b>100</b>
Course Objectives	<ul style="list-style-type: none"> <li>To understand the concept of project and steps in project management.</li> <li>To familiarize with the project feasibility studies.</li> <li>To be able to schedule the project.</li> <li>To understand the risk management and project control process.</li> <li>To know about the project closure and strategies to be an effective project manager.</li> </ul>									
Prerequisite	Basic principles of project									
Course Outcome	<b>On completion of the course, the students will be able to</b>								BT Mapping (Highest Level)	
	CO1	Interpret the different concepts and the various steps in defining a project.							K2	
	CO2	Examining the feasibility of a project.							K3	
	CO3	Develop the schedule for a Project.							K6	
	CO4	Predict the risk associated with a project and demonstrate the project audit.							K2	
CO5	Analyse the project team for project closure outline.							K4		
<b>UNIT-I</b>	<b>PROJECT MANAGEMENT CONCEPTS</b>					<b>Periods:9</b>				
Project: Meaning Attributes of a project, Project Life cycle, Project Stakeholders, Classification, Importance of project management, Project Portfolio Management System, Different Project Management Structure, Choosing the Appropriate Project Management Structure: Organizational considerations and Project consideration - Steps in Defining the Project - Responsibility Matrices - Causes of delay and major constraints in a project.										<b>CO1</b>
<b>UNIT-II</b>	<b>PROJECT FEASIBILITY ANALYSIS</b>					<b>Periods:9</b>				
Opportunity Studies, Pre-Feasibility studies and Feasibility Study: Market Feasibility, Technical Feasibility. Financial Feasibility and Economic Feasibility - Social Cost Benefit Analysis in India - Project Life Cycle and Project constraints.										<b>CO2</b>
<b>UNIT-III</b>	<b>PROJECT SCHEDULING &amp; NETWORK TECHNIQUES</b>					<b>Periods:9</b>				
Scheduling Resources: Types of project constraints, classification of scheduling problem, Resources allocation methods, Splitting, Multitasking, Benefits of scheduling resources - Reducing Project duration: Rationale for reducing project duration, Options for accelerating Project completion - Developing and Constructing the Project Network (Problems), PERT, CPM - Crashing of Project Network, Resource Levelling and Resource Allocation- Avoiding Cost and Time Overruns (Problems).										<b>CO3</b>
<b>UNIT-IV</b>	<b>PROJECT RISK MANAGEMENT AND PROJECT CONTROL</b>					<b>Periods:9</b>				
Project Risk management; Risk concept, Risk identification, Risk assessment, Risk response development, Contingency planning, Contingency funding and time buffers, Risk response control, and Change control management										<b>CO4</b>
Budgeting and Project Control Process, Control issues, Tendering and Contract Administration. Steps in Project Appraisal Process, Methodology for Project Evaluation and Project Audits										
<b>UNIT-V</b>	<b>PROJECT CLOSURE AND MANAGING PROJECT</b>					<b>Periods:9</b>				
Project Closure: Team, Team Member and Project Manager Evaluations. Managing versus Leading a Project: Qualities of an Effective Project Manager, Managing Project Stakeholders, Managing Project Teams: Five Stage Team Development Model, Situational factors affecting team development and project team pitfalls.										<b>CO5</b>
<b>LecturePeriods:45</b>		<b>Tutorial Periods:0</b>			<b>PracticalPeriods: 0</b>			<b>TotalPeriods:45</b>		
<b>TextBooks</b>										
1. Erik Larson and Clifford Gray.. Project Management: The Managerial Process, 6th Edn. McGraw Hill Education; 2017. 2. Harold Kerzner. Project Management: A systems approach to Planning, Scheduling and Controlling. 12th Edn. John Wiley & Sons; 2017 of Faculty										
<b>ReferenceBooks</b>										
1. P Gopalakrishnan & VE Ramamoorthy. "Text Book of Project Management". Laxmi Publications 2014 2. Prasanna Chandra. "Projects: Planning, Analysis, Selection, Financing, Implementation, and Revie Edn. McGraw Hill Education; 2019. 3. BC Punmia by K K Khandelwal. "Project Planning and Control with PERT and CPM 4th Edm Lam Publications Private Limited; 2016. 4. Hira N Ahuja, S.P.Dozzi, S.M.Abourizk. "Project Management". 2nd Edn. Wiley India Pvt List 2013 5. "A guide to Project Management Body of Knowledge". 6th Edn. Project Management Institut 2017										
<b>Web References</b>										
1. www.pmi.org										

2. [www.projectmanagement.com](http://www.projectmanagement.com)  
 3. <https://www.sciencedirect.com/journal/international-journal-of-project-management>  
 4. <https://nptel.ac.in/courses/110/107/110107081/> 5.  
 5. [psimple.ac.in/courses/110/104/110104073/](https://psimple.ac.in/courses/110/104/110104073/)

\* TE – Theory Exam, LE – Lab Exam

**COs/POs/PSOs Mapping**

COs	Program Outcomes (Pos)				
	PO1	PO2	PO3	PO4	PO5
1	2	-	-	2	3
2	3	1	-	1	1
3	3	3	1	-	1
4	3	1	-	2	1
5	2	-	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 – High

**Evaluation Methods**

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment*	Attendance		
Marks	10	10	10	25	5	50	100

\* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus



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2.B.68

Department	<b>Management Studies</b>		Programme: <b>MBA</b>						
Semester	<b>Second</b>		Course Category Code: <b>GE</b>			*End Semester Exam Type: <b>TE</b>			
Course Code	<b>P23MST209</b>		Periods / Week			Credit	Maximum Marks		
			L	T	P	C	CAM	ESE	TM
Course Name	<b>TOTAL QUALITY MANAGEMENT</b>		<b>3</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>50</b>	<b>50</b>	<b>100</b>
Prerequisite	Business Statistics								
Course Outcome	<b>On completion of the course, the students will be able to</b>							BT Mapping (Highest Level)	
	<b>CO1</b>	Understand the Total Quality Management vision, mission and policy statement of the organization.						<b>K2</b>	
	<b>CO2</b>	Apply quality philosophies and tools to facilitate continuous process improvement ensuring customer delight.						<b>K3</b>	
	<b>CO3</b>	Formulate the right strategy for applying statistical process control.						<b>K3</b>	
	<b>CO4</b>	Tap the tools and techniques of quality management to improve quality.						<b>K4</b>	
<b>CO5</b>	Understand the importance of quality systems organizing and implementation of TQM quality audits.						<b>K2</b>		
<b>UNIT-I</b>	<b>INTRODUCTION TO QUALITY AND QUALITY GURUS CONTRIBUTION</b>					<b>Periods: 10</b>			
Definitions – TQM framework, benefits, awareness and obstacles; Quality – vision, mission and policy statements; Customer Focus – customer perception of quality, Translating needs into requirements, customer retention; Dimensions of product and service quality; Cost of quality; Overview of the contributions of Deming, Juran, Crosby, Masaaki Imai, Ishikawa, Taguchi - Concepts of Quality circle - Japanese 5S principles and 8D methodology.								<b>CO1</b>	
<b>UNIT-II</b>	<b>STATISTICAL PROCESS CONTROL AND PROCESS CAPABILITY</b>					<b>Periods: 9</b>			
Meaning and significance of Statistical Process Control (SPC) – construction of control charts for variables and attributes; Process Capability – meaning, significance and measurement; Six-sigma concepts of Process Capability; Total Productive Maintenance (TPM) – relevance to TQM; Business Process Re-engineering (BPR) – principles, applications, reengineering process, benefits and limitations.								<b>CO2</b>	
<b>UNIT-III</b>	<b>TOOLS AND TECHNIQUES FOR QUALITY MANAGEMENT</b>					<b>Periods: 10</b>			
7 Quality Tools - Seven new management tools, Quality Function Deployment (QFD) – Benefits, Voice of customer, information organization, House of Quality (HOQ), building a HOQ, QFD process - Quality circles, FMEA – requirements of reliability, failure rate, stages, design, process and documentation; Introduction, loss function, parameter and tolerance design, signal to noise ratio; Benchmarking and POKA YOKE.								<b>CO3</b>	
<b>UNIT-IV</b>	<b>QUALITY SYSTEMS ORGANIZING AND IMPLEMENTATION</b>					<b>Periods: 7</b>			
Introduction to IS/ISO 9004:2000 – Quality Management Systems, Guidelines for performance, quality management systems – guidelines for performance improvements. Organizational limitations, Process approach, PDCA cycle.								<b>CO4</b>	
<b>UNIT-V</b>	<b>MANAGEMENT AND QUALITY</b>					<b>Periods: 10</b>			
Improvements - Quality Audits - TQM culture – Leadership - Quality Council - Employee involvement - Motivation – Empowerment -Recognition and Reward - Information Technology – Computers and quality functions - Internet and electronic communications - Information quality issues.								<b>CO5</b>	
<b>Lecture Periods: 45</b>		<b>Tutorial Periods:</b>		<b>Practical Periods: -</b>		<b>Total Periods: 45</b>			
<b>Text Books</b>									
1. Dale H.Besterfield et al.First Indian Reprints. (2004). Total Quality Management. (3rd edition). New Delhi.Pearson Education									
2. Indian standard -Quality Management Systems– Guidelines for performance improvement (Fifth Revision). New Delhi. Bureau of Indian Standards									
3. Poornima M.Charantimath. First Indian Reprint (2003). Total Quality Management, New Delhi. Pearson Education.									
<b>Reference Books</b>									
1. Oakland, J. S. (2014). Total quality management and operational excellence: text with cases. Routledge.									
2. Goetsch, D. L., & Davis, S. B. (2014). Quality management for organizational excellence. Upper Saddle River, NJ: pearson.									
3. Bergman, B., &Klefsjö, B. (2010). Quality from customer needs to customer satisfaction. Studentlitteratur AB.									
4. Douglas C. Montgomery, Introduction to Statistical Quality Control, Wiley Student Edition, 4th Edition, Wiley India Pvt Limited, 2008.									
5. Dr. V. Jayakumar and Dr. R. Raju (2014) Total quality management, 7 <sup>th</sup> Edition, Lakshmi Publication.									
<b>Web References</b>									
1. <a href="https://asq.org/quality-resources/total-quality-management">https://asq.org/quality-resources/total-quality-management</a>									
2. <a href="https://study.sagepub.in/sharma_tqm">https://study.sagepub.in/sharma_tqm</a>									
3. <a href="https://www.lucidchart.com/blog/8-total-quality-management-principles">https://www.lucidchart.com/blog/8-total-quality-management-principles</a>									

4. <https://www.cgma.org/resources/tools/essential-tools/quality-management-tools.html>
5. <https://www.isixsigma.com/methodology/total-quality-management-tqm/introduction-and-implementation-total-quality-management-tqm/>

\* TE – Theory Exam, LE – Lab Exam

#### COs/POs/Mapping

Cos	Program Outcomes (Pos)				
	PO1	PO2	PO3	PO4	PO5
1	3	2	3	3	1
2	3	3	-	2	2
3	2	2	-	2	1
4	3	3	-	2	2
5	3	2	3	3	1

Correlation Level: 1 - Low, 2 - Medium, 3 – High

#### Evaluation Methods

Assessment	Continuous Assessment Marks (CAM)				End Semester Examination (ESE) Marks	Total Marks	
	CAT 1	CAT 2	Model Exam	Assignment			Attendance
Marks	10	10	10	25	5	50	100

\* Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

  
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2. B. 70

### CAREER PLANNING

Department	Management of studies	Programme: MBA							
Semester	Second	CourseCategoryCode: P				*End SemesterExamType: Internal			
CourseCode	P23ENP210	Periods/Week			Credit	MaximumMarks			
		L	T	P	C	CAM	ESE	TM	
Course Name	Career Planning	0	0	2	1	50	-	50	
Prerequisite									
Course Outcome	On completion of the course, the students will be able to							BT Mapping (Highest Level)	
	CO1	Obtain the skillsets required in industries and gain self-confidence to attend interview					K2		
	CO2	Excel in language fluency and attend the interview with self-reliance					K3		
	CO3	Answer the verbal questions confidently in multitude of exams					K2		
	CO4	Identify self-potentials and groom themselves to the expectations of corporate sectors					K2		
	CO5	Construct error free sentences in written and oral communication					K3		
<b>List of Experiments:</b>									
<p><b>Listening</b></p> <ol style="list-style-type: none"> <li>1. Body Language</li> <li>2. Interview Videos</li> </ol> <p><b>Speaking</b></p> <ol style="list-style-type: none"> <li>3. Group Discussion- Extempore - Theme based Conversation- Mock Interview</li> <li>4. Video Resume'- Video Presentation</li> </ol> <p><b>Reading</b></p> <ol style="list-style-type: none"> <li>5. Reading Comprehension</li> <li>6. Verbal Aptitude: - Verbal Reasoning - Cloze Test- Para Jumbles- One Word Substitution- Ordering of Sentences- Synonyms and Antonyms</li> </ol> <p><b>Writing</b></p> <ol style="list-style-type: none"> <li>7. SWOT Analysis</li> <li>8. Resume' Writing and Job Application Letter</li> <li>9. Writing Social Blogs</li> </ol> <p><b>Grammar</b></p> <ol style="list-style-type: none"> <li>10. Error Detection</li> </ol>									
LecturePeriods: -		TutorialPeriods: -		PracticalPeriods: 15		TotalPeriods: 30			
<b>ReferenceBooks</b> (Latest editions to be given)									
<ol style="list-style-type: none"> <li>1. Raman, Meenakshi. and Singh, Prakash. <i>Business Communication</i>, Oxford, 2nd Edition, 2012.</li> <li>2. Sherfied, Robert, et.al. <i>Developing Soft Skills</i>. 4<sup>th</sup> Edition, Pearson Publication, 2010.</li> <li>3. Seely, John. <i>Oxford A-Z of Grammar and Punctuation</i>. Oxford Publication, 2011.</li> </ol>									
<b>Web References</b>									
<ol style="list-style-type: none"> <li>1. <a href="https://www.geektonight.com/flow-of-communication/">https://www.geektonight.com/flow-of-communication/</a><a href="https://www.aplustopper.com/formal-letter/">https://www.aplustopper.com/formal-letter/</a></li> <li>2. <a href="https://www.aplustopper.com/email-writing-format/">https://www.aplustopper.com/email-writing-format/</a></li> <li>3. <a href="https://novoresume.com/career-blog/soft-skills">https://novoresume.com/career-blog/soft-skills</a></li> <li>4. <a href="https://venngage.com/blog/business-proposal/">https://venngage.com/blog/business-proposal/</a></li> </ol>									

\* TE – Theory Exam, LE – Lab Exam


**COs/POs/PSOs Mapping**

Cos	Program Outcomes (Pos)				
	PO1	PO2	PO3	PO4	PO5
1	3	2	2	3	3
2	3	3	2	3	3
3	3	3	2	3	3
4	3	3	2	3	3
5	3	3	2	3	3

Correlation Level: 1 - Low, 2 - Medium, 3 – High

**Evaluation Methods**

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	Performance in practical classes			Model Practical Examination	Attendance		
	Conduction of practical	Record work	viva				
Marks	15	5	5	15	10	50	100

  
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Department	Management Studies			Programme: MBA		*End SemesterExamType:- Internal				
Semester	Second			Course Category Code: P						
Course Code	P20MSP21			Periods/Week			Credit	Maximum Marks		
				L	T	P	C	CAM	ES E	TM
Course Name	PYTHON PROGRAMMING LAB			0	0	2	1	50	0	50
Prerequisite	Basic System Knowledge								BT Mapping (Highest Level)	
Course Outcome	<b>On completion of the course, the students will be able to</b>									
	CO1	Implement a given algorithm as a computer program (in Python)							K5	
	CO2	Adapt and combine standard algorithms to solve a given problem (includes numerical as well as non-numerical algorithms)							K5	
	CO3	Adequately use standard programming constructs: repetition, selection, functions, composition, modules, aggregated data (arrays, lists, etc.)							K3	
	CO4	Explain what a given program (in Python) does							K2	
	CO5	Identify and repair coding errors in a program							K5	
<b>List of Experiments:</b>										
<b>UNIT I FOUNDATION OF ANALYTICS &amp; MACHINE LEARNING</b> Learning theoretical concepts in AI and ML. Basics of Python Programming for Data Science, Learning Python: Basics of Python, List, Functions & Packages, Numpy, Matplotlib, Control Flow, and Pandas, summarizing data using Python.										
<b>UNIT II UNDERSTANDING SUPERVISED LEARNING ALGORITHMS: CLASSIFICATION PROBLEMS</b> Classification Tree: Splitting the data set, building a decision-tree classifier, measuring test accuracy, understanding Ginni impurity, and finding optimal criteria and max depth.										
<b>UNIT III ADVANCED MACHINE LEARNING</b> Gradient Descent Algorithm, dealing with imbalanced data, ensemble methods, random forest, boosting.										
<b>UNIT IV INTRODUCTION, SENTIMENT CLASSIFICATION</b> Loading dataset, exploring the dataset, models for sentiment classification, and challenges of text classification.										
<b>UNIT V TIME SERIES FORECASTING</b> Forecasting overview, components of time series Exponential Smoothing Methods: Moving averages, single exponential smoothing, Holt's linear method, Holt's-Winters' trend and seasonality method, Decomposing Time Series, Auto-Regressive Integrated Moving Average Models: AR models, MA models, ARMA and ARIMA models.										
LecturePeriods: -			TutorialPeriods: -			PracticalPeriods: 15		TotalPeriods: 15		
<b>ReferenceBooks</b>										
1. Martin C. Brown, Python: The Complete Reference, McGraw Hill Education, 2018. 2. U Dinesh Kumar, Manaranjan Pradhan, Machine Learning using Python, Wiley, 2019.										
<b>Web References</b>										
1. <a href="https://examupdates.in/python-programming/#Python-Programming-Notes-Pdf-Download">https://examupdates.in/python-programming/#Python-Programming-Notes-Pdf-Download</a> 2. <a href="https://lecturenotes.in/notes/30074-note-for-python-programming-py-by-shekhharesh-barik">https://lecturenotes.in/notes/30074-note-for-python-programming-py-by-shekhharesh-barik</a> 3. <a href="https://lecturenotes.in/download/note/31671-note-for-python-programming-py-by-palak-goel">https://lecturenotes.in/download/note/31671-note-for-python-programming-py-by-palak-goel</a> 4. <a href="https://nptel.ac.in/courses/106/106/106106182/">https://nptel.ac.in/courses/106/106/106106182/</a> 5. <a href="https://nptel.ac.in/courses/106/106/106106212/">https://nptel.ac.in/courses/106/106/106106212/</a>										

\* TE – Theory Exam, LE – Lab Exam

**COs/POs/PSOs Mapping : PYTHON PROGRAMMING LAB**

Cos	Program Outcomes (Pos)				
	PO1	PO2	PO3	PO4	PO5
1	3	2	-	1	2
2	3	2	-	2	2
3	1	1	-	2	1
4	2	2	-	2	1
5	2	2	-	1	2

Correlation Level: 1 - Low, 2 - Medium, 3 – High

**Evaluation Methods**

Assessment	Continuous Assessment Marks (CAM)				Total Marks (Internal)
	Performance in practical classes			Attendance (5)	
	Report	Internal Marks	Viva		
Marks	10	25	10	5	50



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