

SRI MANAKULA VINAYAGAR



Department

of

Management studies (MBA)

Minutes of Eighth Board of Studies Meeting

Venue:

Virtual Mode through Google Meet

Date & Time:

30/09/2024 & 11.00 am

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27/09/2024

From

Dr. D.Saravanan, Dean and Professor - Management Studies, Sri Manakula Vinayagar Engineering College (An Autonomous Institution), Puducherry.

To.

The Director cum Principal, Chairman/Academic Council, Sri Manakula Vinayagar Engineering College (An Autonomous Institution) Puducherry.

Respected Sir

Sub: Conduct of Board of Studies - reg.

We the department of management studies has planned to conduct our Eighth Board of studies on 30/09/2024. In this regard, I kindly request your permission for the conduct of Seventh Board of studies on the proposed date.

Thanking you

Yours Faithfully

Chairman/BoS

Dr. D. Saravanan

Academics

(Dr.S. Anbumalar)

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

2.82

183



SRI MANAKULA VINAYAGAR



DEPARTMENT OF MANAGEMENT STUDIES (MBA) EIGHTH MEETING - BOARD OF STUDIES <u>AGENDA OF THE MEETING</u> ANNEXURE - I

Date of Meeting: 30/09/2024

Item No.: BoS/MBA 8.1

Welcome Address

Review of Seventh BoS meeting held on 04/03/2024

Item No.: BoS/MBA 8.2

To discuss and approve the Syllabi of Fourth Semester (R23).

- Core Courses
- Specialisation
- Elective Courses
- Ability Enhancement Courses

Item No.: BoS/MBA 8.3

- Minor Project work of II Sem (2023-2025)
- Major Project work of III Sem (2023-2025)

Item No.: BoS/MBA 8.4

Discussion on Results publication of IV Semester (2022-2024) & II Semester (2023-2025)

Item No.: BoS/MBA 8.5

* Extracurricular /Co-curricular Activities/Club Activities

Item No.: BoS/MBA 8.6

Placement Details 2024 (Batch 2022-2024)

Item No.: BoS/MBA 8.7

Any other item with the permission of chair.

2.B.4



SRI MANAKULA VINAYAGAR



DEPARTMENT OF MANAGEMENT STUDIES (MBA)

ANNEXURE - II

COMPOSITION OF BOARD OF STUDIES

The 8th Board of Studies members for Department of Management Studies (MBA) program are detailed below.

Sl. No.	Name of the Member	Designation
1. Hea	d of the Department concerned (Chairperson)	,
1	Dr.D.Saravanan Dean and Professor Specialization: HRM &Marketing	
	Years of Experience: 21 Sri Manakula Vinayagar Engineering College deanmba@smvec.ac.in 9842519806	Chairman
2. All	faculty members of the Department	
2	Dr.N.S.N. Cailassame Dean - Placement	
	Specialization: Systems & Marketing Years of Experience: 20 Sri Manakula Vinayagar Engineering College placement@smvec.ac.in 98438811671	Member
3 4	Dr. S.Pougajendy Professor Specialization: Marketing and HRM Years of Experience: 22 Sri Manakula Vinayagar Engineering College pougajendy.mba@smvec.ac.in 98415 84683	Member
4	Dr.B.Elamurugan Associate Professor Specialization: HRM & Marketing Years of Experience: 19	Member
ering Kontribut	Sri Manakula Vinayagar Engineering College elamurugan@smvec.ac.in 9751715505	





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5	Dr.R.Sivakumar		T
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	Assistant Professor	t	
	Specialization: Marketing and Systems		
	Years of Experience: 14		Member
	Sri Manakula Vinayagar Engineering College		
	shiva12may@gmail.com		1
	9944613311		
6	Dr.A. Vinoth		*
	Assistant Professor		. "
	Specialization: Marketing & Operations		18
	Years of Experience: 6		Member
	Sri Manakula Vinayagar Engineering College drvinothmba@smvec.ac.in		
	9445509320		
7	Dr.R.Sureka		
	Assistant Professor	*	181
8	Specialization: Finance & operations		
	Years of Experience:		Member
	Sri Manakula Vinayagar Engineering College		
	sureka6ammu@gmail.com		
8	Mr.T. Chandramohan	1	
0	Assistant Professor		, ,
	Specialization: Marketing & HRM		
	Years of Experience: 16		Member
	Sri Manakula Vinayagar Engineering College		* '
	chandramohan.t@smvec.ac.in		11
	9894498073		
9	Mr.A.Mathiazhagan		
	Assistant Professor	·	, ,
	Specialization: HRM & Marketing		Member
	Years of Experience: 13		Wichilder
	Sri Manakula Vinayagar Engineering College mathiazhagan.a@smvec.ac.in		
	9787845666		
10	Ms. S. Visalakshi	4	
	Assistant Professor		
	Specialization: Finance		
*	Years of Experience: 20		Member
	Sri Manakula Vinayagar Engineering College		ė ,
	visalakshimba@smvec.ac.in	i	
	9894217475		e .
11	Mr. R. Anbarasan	£	
	Assistant Professor		V 4
	Specialization: HRM & Marketing		3.6-1
d	Years of Experience: 14		Member
	Sri Manakula Vinayagar Engineering College		
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12	Ms. S. Deepa	
	Assistant Professor	•
	Specialization: HRM & Systems	Member
	Years of Experience: 5	Wellber
	Sri Manakula Vinayagar Engineering College	,
	deepa.mba@smvec.ac.in 7094761813	5 A
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13	Ms. M.AngelaMary	
	Assistant Professor	
	Specialization: HRM & Marketing	Member
	Years of Experience: 2	Wiember
	Sri Manakula Vinayagar Engineering College	
	angelamary.mba@smvec.ac.in 6385228308	у К
14		
14	Assistant Professor	
100	Specialization: HRM & Marketing	
	Years of Experience: 7	Member
1.3	Sri Manakula Vinayagar Engineering College .	in mental from the adjustment fields a
100	satheeshramya101994@gmail.com	
	8778622941	
3. Tw	o subject experts from outside the Parent University	are nominated by the
	ademic Council	
15	Dr.K.Hariharanath	
	Professor	
	Specialization: Marketing and Strategy	1
	Years of Experience: 25	Cushin at Francis
	SSN School of Management,	Subject Expert .
	Kalavakkam, Tamil Nadu 603110	
1.1	hariharanathk@ssn.edu.in	
	944210305	
16	Dr. Shanthi Venkatesh	
	Professor	
	Specialization: Marketing	
	Years of Experience: 23 years	
	Loyola Institute of Business Administration (LIBA),	Subject Expert
	Loyola College Campus, Chennai – 600034.	
	shanthi.venketesh@liba.edu	,
	9840097489	
4 0	100 CO. (100	Parallel and St. Line of Thomas 200 m.
	ne Subject expert from Pondicherry University recor	nmended by the
A	utonomous college Principal	
17	Dr D Vasilinger	·
17	Dr.R.Kasilingam,	
	Professor & Head,	
	Department of Management Stúdies,	
	School of Management,	Subject Expert
	Pondicherry University, Pondicherry	
	kasilingam.dms@gmail.com	
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5.	One	representative from industry/Corporate sector/allied are	as are nominated by the
		cipal as an Industry Nominee.	
	18	Mr.Padmaraj.R	
		General Manager	<i>S</i> :
		Dana India Limited	,
		Kanchipuram, Tamil Nadu 631501	Member
		Padmaraj.r@dana.com	
	,	8220577111	
6.	One	member of the college alumni is nominated by the Princi	pal.
	19	Dr. Nivethitha Santhanam Assistant Professor	
		National Institute of Technology Tiruchirappalli nivetha.san@gmail.com 9344546699	Member
7.	Exp be fo	erts from outside the autonomous college, whenever speci- ormulated, to be nominated by the Principal.	al courses of studies are to
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SRI MANAKULA VINAYAGAR



Department of Management Studies Minutes of Eighth Board of Studies Meeting

The Eighth Board of Studies meeting for M.B.A. Programme of Department of Management Studies was held on 30th Sep 2024 at 11 am (online) in the Department of Management Studies, Sri Manakula Vinayagar Engineering College (Autonomous), with the Head of the Department in the Chair.

The following members were present for the BoS meeting

S	I. No.	Name of the Member	Designation
1.	Dean	Head of the Department concerned (Chairperson)	
	1	Dr.D.Saravanan Professor and Dean Specialization: HRM &Marketing Years of Experience: 22 Sri Manakula Vinayagar Engineering College deanmba@smvec.ac.in 9842519806	Chairman
2.	All fa	culty members of the Department	CH, 25 (3.886)
	2	Dr.N.S.N Cailassame Professor and Dean-Placement Specialization: Systems &Marketing Years of Experience: 20 Sri Manakula Vinayagar Engineering College placement@smvec.ac.in 98438811671	Member
	3	Dr. S.Pougajendy Professor Specialization: Marketing and HRM Years of Experience: 22 Sri Manakula Vinayagar Engineering College pougajendy.mba@smvec.ac.in 98415 84683	Member

		*
	Dr.B.Elamurugan Associate Professor	
91	Specialization: HRM & Marketing	
	Years of Experience: 19	Member
	Sri Manakula Vinayagar Engineering College	
	elamurugan@smvec.ac.in	. XII
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5	Dr.R.Sivakumar	
	Assistant Professor	TO THE STATE OF TH
	Specialization: Marketing and Systems	A TRANSPORTER TRANSPORTER
	Years of Experience: 14	Member
	Sri Manakula Vinayagar Engineering College	Carrier to the minutes
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6	9944613311 Dr.A.Vinoth	
Ü	Assistant Professor	(B) 16
	Specialization: Marketing & Operations	Control week Merch
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	Years of Experience: 8	Member.
	Sri Manakula Vinayagar Engineering College	ander and of
·	drvinothmba@smvec.ac.in	m A constant
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7	Dr.R.Sureka	es indicated
	Assistant Professor	11/1/11/11/11/11
	Specialization: Finance & operations	
	Years of Experience: 9	Member
	Sri Manakula Vinayagar Engineering College	
	sureka6ammu@gmail.com	DESCRIPTION 11
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8	Mr.T. Chandramohan	(ICTO MORGE)
	Assistant Professor	ACKED SEPT
	Specialization: Marketing & HRM	/ in KoneMag
	Years of Experience: 16	Member `'
	Sri Manakula Vinayagar Engineering College	A. 118852480
	chandramohan.t@smvec.ac.in	mount.T.H.
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9	Mr.A.Mathiazhagan	an entre all
9	Assistant Professor	San Transfer
	Specialization: HRM & Marketing	Vicinity of the second
		Member
	Years of Experience: 13	
	Sri Manakula Vinayagar Engineering College	
	mathiazhagan.a@smvec.ac.in	
	9787845666	**

	* *	
10	Ms. S. Visalakshi	
	Assistant Professor	
	Specialization: Finance	
	Years of Experience: 20	Member
	Sri Manakula Vinayagar Engineering College	DE CHARLENGE SET
	visalakshimba@smvec.ac.in	그 그 기가 된
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	Assistant Professor	a replicativings.
ř	Specialization: HRM & Marketing	se led to viral rods
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	Sri Manakula Vinayagar Engineering College	no Caldina ATO A
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12	Ms. S. Deepa	
	Assistant Professor	
	Specialization: HRM & Systems	and the state of t
	Years of Experience: 4	Member
	Sri Manakula Vinayagar Engineering College	
	deepa.mba@smvec.ac.in	2. 12. 1 BELT
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13	Ms. M.AngelaMary	
	Assistant Professor	BUTTER STATE MAG. E.
	Specialization: HRM & Marketing	The second secon
	Years of Experience: 2	Member
		ASSOCIAL RESIDENCE
	Sri Manakula Vinayagar Engineering College	mari Padri spali
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14	Ms.G.Ramya	1117 30908
	Assistant Professor	
	Specialization: HRM & Marketing	
	Years of Experience: 7	Member
	Sri Manakula Vinayagar Engineering College	B-confidence (C)
	satheeshramya101994@gmail.com	Reform two seal
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	subject experts from outside the Parent University	are nominated by the
14	demic Council Dr.K.Hariharanath	T .
17	and the second management of the control of the con	
1 695	Professor	THE TOLL THE !
	Specialization: Marketing and Strategy	production sellents,
	Years of Experience: 25	Subject Expert
	SSN School of Management,	,
* -	Kalavakkam, Tamil Nadu 603110	
	hariharanathk@ssn.edu.in	
	944210305	

15	Dr. Shanthi Venkatesh Professor Specialization: Marketing	Sin Marathija Waliaka Sin Mara		
12	Years of Experience: 23 years Loyola Institute of Business Administration (LIBA), Loyola College Campus, Chennai – 600034. shanthi.venketesh@liba.edu 9840097489	Subject Expert		
4.	One Subject expert from Pondicherry University reco	ommended by the		
16	Dr.R.Kasilingam,			
	Professor & Head,			
· Lax	Department of Management Studies, School of Management,	Subject Expert		
	Pondicherry University, Pondicherry kasilingam.dms@gmail.com	strickstyttet		
	9840179939	Gredm stylatin		
	One representative from industry/Corporate sector/allie Principal as an Industry Nominee. Mr.Padmaraj.R	ed areas are nominated b		
the F	One representative from industry/Corporate sector/allie Principal as an Industry Nominee. Mr.Padmaraj.R General Manager Dana India Limited Kanchipuram, Tamil Nadu 631501 padmaraj.r@dana.com	ed areas are nominated b Member		
the F	One representative from industry/Corporate sector/allie Principal as an Industry Nominee. Mr.Padmaraj.R General Manager Dana India Limited Kanchipuram, Tamil Nadu 631501	on Unavisable Approximation Approximation Buttenakhid		
the F 17	One representative from industry/Corporate sector/allie Principal as an Industry Nominee. Mr.Padmaraj.R General Manager Dana India Limited Kanchipuram, Tamil Nadu 631501 padmaraj.r@dana.com	Member		
the F	One representative from industry/Corporate sector/allies Principal as an Industry Nominee. Mr.Padmaraj.R General Manager Dana India Limited Kanchipuram, Tamil Nadu 631501 padmaraj.r@dana.com 8220577111 One member of the college alumni is nominated by the Dr. Nivethitha Santhanam Assistant Professor National Institute of Technology Tiruchirappalli	Member		
the F 17	One representative from industry/Corporate sector/allies Principal as an Industry Nominee. Mr.Padmaraj.R General Manager Dana India Limited Kanchipuram, Tamil Nadu 631501 padmaraj.r@dana.com 8220577111 One member of the college alumni is nominated by the Dr. Nivethitha Santhanam Assistant Professor	Member Principal.		
6. C	One representative from industry/Corporate sector/allies Principal as an Industry Nominee. Mr.Padmaraj.R General Manager Dana India Limited Kanchipuram, Tamil Nadu 631501 padmaraj.r@dana.com 8220577111 One member of the college alumni is nominated by the Dr. Nivethitha Santhanam Assistant Professor National Institute of Technology Tiruchirappalli nivetha.san@gmail.com	Member Principal. Member r special courses of		

Minutes of the Meeting

Dr. D.Saravanan, 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 / 2024/ MBA / 8.1

Seventh BoS meeting were reviewed and appreciated for implementing the same.

- BoS members approved the courses and the syllabus of R-2023 offered in III semester for MBA students.
- As suggested by the BoS members, the course name of Business policy and strategic management in III semester has been changed to Strategic Management.
- BoS members suggested replacing the finance elective course Indian financial system with Derivatives subjects, but due to non-feasibility it has been kept as such.
- Behavioral finance course also be replaced with Financial Tech related courses, as students are studying finance analytics in III semester, no changes are adopted.
- As far as Human resource specialization is concern, BoS members suggested that HR tech related courses may be added, since students are studying HR analytics as a core subject, it has been carried out as such.
- As BoS members suggested IRLL subjects may be changed, as a need in industrial relations play a vital role in an industry, it has been kept as such.
- * Marketing research course in marketing elective during III semester may be removed as it has relatedness of Business research methods, since students need depth knowledge in marketing research; it has been carried out as such.
- Integrated marketing communication may be replaced with digital marketing as digitalization becomes a vital role in marketing, since students are studying digital marketing course as one elective, replacement not done.
- As far as operation specialization is concerned, BoS suggested replacing the course production planning and control, but due to non-feasibility it has been kept as such.
- The continuous assessment system for internal has been reviewed and suggested to proceed with the same.
- The End semester examination pattern also highlighted and no specific comments are recorded.
- The question paper pattern for the ESE was reviewed and suggested to proceed with the same.
- Students participation in various extracurricular and co-curricular activities are highlighted, the same was appreciated by the BoS members and suggested to keep up with the same.
- BoS members insisted on concentrating more on internships for the students, which may yield rapid improvement for the job. Steps have been taken to improve the same.
- BoS members appreciated the steps taken for placing the students in various companies.
- BoS members appreciated the faculty performance in various research activities and also insisted to keep up with the same.

BoS / 2024/ MBA / 8.2

The curriculum structure of IV semester has been reviewed by the panel members and accepted the same.

FOURTH SEMESTER- CURRICULUM STRUCTURE

SI.	Course		Course	Pe	riods	6	Credits	·	lax. Mar	ks
No	Code	Course Title	Category	L	Т	P		CAM	ESM	Tota
The	ory									
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	P23MSOLxx	Electives 9 (Any Specialisation) Online Certification	Functional Electives	0	0	4	2	C	Successf Completion	
Prac	ctical				(a. 96300)					
8	P23MSP402	Business Innovation Lab	Practical	0	0	2	1	50	0	50
Tota	al	The second secon		18	0	6	21	350	300	650

As for the specialization of course is concerned the BoS members suggested the following

Entrepreneurship specialization

❖ BoS members has accepted the present course list

SI.		Javesa Cada	Course Title	. P	erio	ds	Cradita	M	ax. Mar	ks
No.		ourse Code	Course Title	£	Т	Р	Credits	CAM	ESM	Tota
1	<u></u>	P23MSEE06	Business Negotiation	3	0	0	. 3	50	50	100
2	Semester	P23MSEE07	Entrepreneurial Finance	3	0	0	3	50	50	100
3		P23MSEE08	Entrepreneurial Marketing	3	0	0	3	50	50	100
4	g Fourth	P23MSEE09	Managing Franchising Business	3	0	0	3	50	·50	100
5	during	P23MSEE10	Rural Entrepreneurship	3	0	0	3	5,0	50	100
6	Offered (P23MSEE11	, Social Entrepreneurship	3	0	0	. 3	50	50	100
7	Off	P23MSEE12	Family Business Management	3	0	0	3	50	. 50	100

 8^{th} BoS Meeting - 30/09/2024 @ 11 am

Page 6

Finance specialization

BoS members has accepted the present course list

SI. No.	С	ourse Code	Course Title	F	Perio	ds	Credits	M	ax. Mar	ks
140.			tali estrado Inésero e, b 5 v	L	T	Р		CAM	ESM	Total
1		P23MSEF06	International Finance	3	0	0	3	50	50	100
2	ourth	P23MSEF07	Banking Principles and Practice	3	0	0	3	50	50	100.
3	19 F	P23MSEF08	Investment Management	3	0	0	3	50	50	100
4	during l	P23MSEF09	Credit Management	3	0	0	3	·50	. 50	100
5	Offered d	P23MSEF10	Insurance and Risk Management	3	0	0	. 3	50	50	100
6	Offe	P23MSEF11	Mutual Funds Operations	3	0	0	3	50	50	100
7		P23MSEF12	Income tax law and practice	3	0	0	. 3	50	50	100

Human resource management specialization

BoS members has accepted the present course list

SI.	_	Course Code	Course Title	P	erio	ds	0	M	ax. Mar	ks
No.		Jourse Code	Course Title	L	T	Р	Credits	CAM	ESM	Total
1	er	P23MSEH06	Stress Management	3	0	0	3	50	50	100
2	mester	P23MSEH07	Compensation Management	3	0	0	. 3	50	50	100
3	Se	P23MSEH08	Career Management	3	0	0	3	50	50	100
4	Fourth	P23MSEH09	Emotional Intelligence and Managerial Effectiveness	3	0	o o	3	50	50	100
5	during F	P23MSEH10	Strategic Human Resource Management	3	0	0	3	50	·50	100
6	Offered d	P23MSEH11	HRM in Knowledge based organization	3	0	0	3	50	50	100
7	Offe	P23MSEH12	Cross Cultural Management	3	0	0	. 3	50	50	100

Marketing Specialization

BoS members recommended to include social media concepts in digital marketing course based on its viability.

SI.	C	ourse Code	Course Title	F	erio	ds	Credits	. M	ax. Mar	ks
No.		ourse code	Course Title	L	Т	Р	Credits	CAM	ESM	Total
1	gų T	P23MSEM06	Brand Management	3	0	0	3	50	50	100
2	ourth	P23MSEM07	Services Marketing	3	0	0	3	50	50	100
3	111	P23MSEM08	Customer Relationship Marketing	3	0	0	3 .	50	50	100
4	during F emester	P23MSEM09	Retail Management	3	0	0	3	50	50	100
5	Offered	P23MSEM10	Industrial Marketing	3	0	0	3	50	50	100
6	JO	P23MSEM11	Digital Marketing	3	0	0	3	50	50	100
7	,	P23MSEM12	Green Marketing	3	. 0	0	3	50	50	100

Operating Specialisation

BoS members has accepted the present course list

SI.		Course Code	Course Title	F	erio	ds	Credits	M	ax. Mar	ks
No.		ourse oode	. Course Tille	L	Т	Р	·	CAM	ESM	Total
1		P23MSEN06	Logistics Management	3	0	0	3	50	50	100
2	Semester	P23MSEN07	Manufacturing Strategy	3	0	0	3	50	50	100
3		P23MSEN08	Lean Manufacturing	-3	0	0	3	50	50	100
. 4	ng Fourth	P23MSEN09	Service Operations Management	3	0	0,	3	50	50	100
5	d during	P23MSEN10	Strategic Global Sourcing	3	0	0	3	- 50	50	100
6	Offered	P23MSEN11	Technological Innovations in Operations	3	0	0	3	50	50	100
7		P23MSEN12	Supply Chain Analytics	3	0	0	3	50	50	100

Business systems and Analytics Specialization

BoS members has accepted the present course list

SI.		Course Code	Course Title	F	erio	ds	Credits	M	ax. Mar	ks
No.		ourse code	. Course Title	L	Т	Р	Credits	CAM	ESM	Total
1	ster	P23MSES06	Enterprise Resource Planning	3	0	0	3	50	50	100
2	emester	P23MSES07	E-Commerce	.3	0	0	3	50	50	100
. 3	ourth S	P23MSES08	Artificial Intelligence	3	0	0	3	50	50	100
4	II.	P23MSES09	Machine Learning	3	0	0	3	50	50	100
5	during	P23MSES10	Big Data Analytics	3	0	0	3	50	50	100
6	Offered	P23MSES11	Predictive Analytics	3	0	0	3	50	50	100
7	Offe	P23MSES12	Social Media Analytics	3	0	0	3	50	50	100

Ability Enhancement Course

- Industry 4.0 may be replaced with 5.0
- BoS members recommend to include selling and negotiation

BoS / 2024/ MBA / 8.3

BoS members appreciated students minor and major projects performance

BoS / 2024/ MBA / 8.4

The results of the II year /IV semester (Batch: 2022-2024) and I year/II (Batch: 2023-2025) semester were highlighted. BoS appreciated the performance of the students.

BoS / 2024/ MBA / 8.5

Students' participation in various extracurricular and co-curricular activities are highlighted, the same was appreciated by the BoS members.

BoS / 2024/ MBA / 8.6

- BoS members appreciated the steps taken for placing the students in various companies.
- BoS members suggested increasing the placement every year will improve the admission.

The meeting was concluded at 12.15 pm.

The Minutes of the Meeting of the Eighth Board of Studies for Department of Management Studies held on 30 September 2024 is signed by the members who attended the meeting:

SI. No.	Name of the Member	Designation	Signature
1.	Dean/ Head of the Department concerned	(Chairperson)	
1	Dr.D.Saravanan Professor and Dean Specialization: HRM &Marketing Years of Experience: 21 Sri Manakula Vinayagar Engineering College deanmba@smvec.ac.in 9842519806	Chairman	D. Janon !
2. All	faculty members of the Department		
2	Dr.N.S.N Cailassame Professor & Dean - Placement Specialization: Systems &Marketing Years of Experience: 20 Sri Manakula Vinayagar Engineering College placement@smvec.ac.in 98438811671	Member	
3	Dr. S.Pougajendy Professor Specialization: Marketing and HRM Years of Experience: 22 Sri Manakula Vinayagar Engineering College pougajendy.mba@smvec.ac.in 98415 84683	Member	& bugar.
, ,	Dr.B.Elamurugan Associate Professor Specialization: HRM & Marketing Years of Experience: 19 Sri Manakula Vinayagar Engineering College elamurugan@smvec.ac.in 9751715505	Member	
	Dr.R.Sivakumar Assistant Professor Specialization: Marketing and Systems Years of Experience: 14 Sri Manakula Vinayagar Engineering College shiva12may@gmail.com 9944613311	Member (No the office of the state of t

	D. 6.1/5	7	
6	Dr.A.Vinoth Assistant Professor Specialization: Marketing &Operations Years of Experience: 6 Sri Manakula Vinayagar Engineering College drvinothmba@smvec.ac.in 9445509320	Member	A. Vinoth
7	Mr.T. Chandramohan Assistant Professor Specialization: Marketing & HRM		8 2
7.1	Years of Experience: 16 Sri Manakula Vinayagar Engineering College chandramohan.t@smvec.ac.in 9894498073	Member	- Colomo
8	Mr.A.Mathiazhagan		
	Assistant Professor		·
	Specialization: HRM & Marketing Years of Experience: 13 Sri Manakula Vinayagar Engineering College mathiazhagan.a@smvec.ac.in	Member	Anix
many.	9787845666	1-2/3	
9	Ms. S. Visalakshi		
out with	Assistant Professor Specialization: Finance Years of Experience: 20 Sri Manakula Vinayagar Engineering College visalakshimba@smvec.ac.in 9894217475	Member	s. wie.
	0004217470	"OH J. " M	egi Morti
10	Mr. R. Anbarasan Assistant Professor Specialization: HRM & Marketing Years of Experience: 14 Sri Manakula Vinayagar Engineering College anbarasanmba@smvec.ac.in 9600318680	Member	a Contraction of the contraction
11	Ms. S. Deepa Assistant Professor Specialization: HRM & Systems Years of Experience: 4 Sri Manakula Vinayagar Engineering College deepa.mba@smvec.ac.in 7094761813	Member	8

8th BoS Meeting - 30/09/2024 @ 11 am

12	Ms. M.AngelaMary Assistant Professor Specialization: HRM & Marketing Years of Experience: 2 Sri Manakula Vinayagar Engineering College angelamary.mba@smvec.ac.in 6385228308	Member	
13	Ms.G.Ramya Assistant Professor Specialization: HRM & Marketing Years of Experience: 7 Sri Manakula Vinayagar Engineering College satheeshramya101994@gmail.com 8778622941	Member	QJ3
	Dr.R.Sureka Assistant Professor Specialization: Finance & operations Years of Experience: 9 Sri Manakula Vinayagar Engineering College sureka6ammu@gmail.com 9345541424 yo subject experts from outside the Parent Leademic Council	Member Jniversity are no	ominated by the
14	Dr.K.Hariharanath Professor Specialization: Marketing and Strategy Years of Experience: 25 SSN School of Management, Kalavakkam, Tamil Nadu 603110 hariharanathk@ssn.edu.in 944210305	Subject Expert	Haiharanofi.K
15	Dr. Shanthi Venkatesh Professor Specialization: Marketing Years of Experience: 23 years Loyola Institute of Business Administration (LIBA), Loyola College Campus, Chennai – 600034. shanthi.venketesh@liba.edu 9840097489	Subject Expert	S

16	Dr.R.Kasilingam, Professor & Head, Department of Management Studies, School of Management, Pondicherry University, Pondicherry kasilingam.dms@gmail.com	Subject Expert	Odos
5. O i	ne representative from industry/Corporati	te sector/allied are	as are nominated by
th	e Principal as an Industry Nominee.		1 4
17	Mr.Padmaraj.R General Manager Dana India Limited Kanchipuram, Tamil Nadu 631501 Padmaraj.r@dana.com 8220577111	Member	2000
6. O I	ne member of the college alumni is nomi	nated by the Princ	ipal.
18	Dr. Nivethitha Santhanam Assistant Professor National Institute of Technology Tiruchirappalli nivetha.san@gmail.com 9344546699	Member	S. 19 wethicker
	 operts from outside the autonomous coll udies are to be formulated, to be nomina		
			. ,

D. Sanc

Dr. D.Saravanan
Dean and Professor
Department of Management Studies
Chairman - BoS/MBA

and British

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d. 8.25

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	Mana	gement Studies	Progran	nne: MB	A				
Semester	Fourt	h	Course Function	Category onal Elect	Code: ive	*End Se	nester Ex	cam Type:	
Course Code		10 Technical Commission T	X-27	Periods	/Week	Credit	Ma	ximum M	arks
Course Code	P23M	IST401	L	T	P	C	CAM	ESE	TM
Course Name	Intern	ational Business Management	3	0	0	3	50	50*	100
Prerequisite						War III			
	On con	upletion of the course, the students will be			ě			BT Map (Highest I	
	CO1	Explain the various environmental factors			5.			K2	
Course	CO2	Associate the various elements for doing I		ness.				K2	
Outcomes	CO4	Demonstrate the various issues of Emergin Examine Market Opportunities and Entry			- securitario			K3	
	CO5	Solve various ethical and social responsib		Part Sono Tale	77		Titles:	K3	
UNIT-I	10000000	NDATIONS FOR INTERNATIONAL B			TOTAL STATE OF THE	Period		- K3	
									1
Firm Resources: C	lness, Form Competitive	al institutions: Political, Economic and Le	gal systems, Infor	mal instit	utions: Cul	iture, Relig	ion and L	_anguages	CO
UNIT-II	- 1	ERNATIONAL TRADING ENVIRONM	ENT		Lin :	Period	s: 9		L
Trade strategies, EU/UK Linkages,	Commodit NAFTA, I	ry Agreements, Cartels, State Trading, Tra Economic Integration of Developing Count	de Blocs, Forms ries, Integration S	of Integra Schemes o	tion, Europ	can Unior	, The Br	exit, Indo-	CO
ntegration, Coope	eration Agr	eements Involving India							
UNIT-III	UNDE	RSTANDING EMERGING MARKETS				Period	s: 9		
		veloping Economies and emerging Mark							СО
		f Emerging Markets, Risk and Challenges of				TV Int. The supple of the supp	The Assessment of the Con-	cets	CO
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DEPARTMENT OF MANAGEMENT STUDIES SRI MANAKULA VINAYAGAR ENGG., COLLEGE MADAGADIPET, PUDUCHERRY-605 197

COs/POs/PSOs Mapping

COs	Program Outcomes (PO)							
COS	PO1	PO2	PO3	PO4	PO5			
1	1	i	1	1	2			
2	1	-	2	2	1			
3	2	2	1	2	2			
4	2	1	-	1	1			
5	1	1 company	1	1	1			

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

Evaluation Method

	A CONTRACTOR OF THE PARTY OF TH	Cont	inuous Assessmer	nt Marks (CAM)			
Assessment	CAT 1	CAT 2	Model Exam	Assignment*	Attendance	End Semester Examination (ESE) Marks	Total Marks
Marks	5	5	10	25	5	100*	100

- * Application oriented / Problem solving / Design / Analytical in content beyond the syllabus
- * The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation

DEPARTMENT OF MANAGEMENT STUTES
SRI MANAKULA VINAYAGAR ENGG.. CCLLLIGE
MADAGADIPET, PUDUCHERRY-605 107

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Department	Mana	gement Studies	Programme	: MBA						
Semester	Fourt	h	Course Cate Practical	gory Code		End Seme	ster Exan	Type:	471	
E-1			P	eriods/We	ek	Credit	Max	aximum Marks		
Course Code	P23M	SP402	L	T	P	С	CAM	ESE	TM	
Course Name	Busin	ess Innovation Lab	0	0	2	1	50	==	50	
rerequisite										
	On co	mpletion of the course, the students will be able	e to			-		BT Map Highest		
	CO1	CO1 Engage in reflective practice regarding their ability to communicate professionally, their cultural capability and the ways in which they demonstrate a commitment to responsible business practice.								
Course Outcomes	CO2	CO2 Narrative insights informed by qualitative design research and business framework recommendations.								
	CO3	CO3 Apply entrepreneurial skills such as initiative, creativity and adaptability to achieve the project aims.								
UNIT-I	IDEATE Periods: 6									
& Emerging Tech, Assignment 1: Nev	Product		unication, Desi	gn Thinki	ng & Cust			uture	COI	
UNIT-II	PLAN		M-turestyl-		\$11,000	Period	is: 6			
Disruptive Business Assignment 2: Busi		Entrepreneurial Sales & Marketing, Financial Li- Presentation	teracy for Entre	preneurs					CO	
UNIT-III	LAUNCH Periods: 6									
Influence & Chang Assignment 3: Nev		ement, Digital Marketing, Technology for Entrep	oreneurs, Entrep	reneurial F	inance				CO	
UNIT - IV	The second second	TIVITY				Perio	de 6			
Inspiration, Clarific	y: Person cation, Ev	, Process, Product and Environment, Methods, P aluation, Distillation, Incubation and Perspiration etween man creativity and the rewards of innova	n	tivity ICEI	DIP –	1 2000		å-	CO4	
UNIT - V		VATION				Perio	ds: 6	17-		
Segmentive Models -	New ma	onary, — Introduction to TRIZ methodology of I rket disruption Il Tools for Creativity and Innovation	•/-	em Solving	32, 31, 32, 31	A CANADA	Andrew Commission		005	
Lecture Periods: 30)	Tutorial Periods: -	Practi	cal Period	S:	Tofa	al Period	s: 30		
technology ar	nd the art	rice, J., &Mulgan, G. (2010). The open book of so				ional endo	wment fo	or science	2,	
	Books,	N. B. Green marketing: opportunity for innovation	on. The Journal	of Sustain	able Prod	uct Design	, 60(7), 1	36-667.		
2. Christensen, Harper Busin		Dillon, K., Hall, T., & Duncan, D. S. (2016). C	Competing again	st luck: T	he story o	of innovati	ion and c	customer	choic	
 Kettunen, J., Teknova oy. 	Ilomäki,	S. K., & Kalliokoski, P. (2008). Making sense of								
		D. M., & Phillips, N. (Eds.). (2013). The Oxford I		11	anagemen	t. OUP Ox	ford			
6. Afuah, A. (2	014). Bus	iness model innovation: concepts, analysis, and	cases. Routledg	ge.						
Veb References										
		7/four-paths-to-business-model-innovation								
2. https://www.	whataver	ture.com/blog/10-inspiring-business-models/					4) EHCHC			
A STATE OF THE PARTY OF THE PAR		nnovation.com/guides/50-business-model-examp						1		
4. https://areksl	cuza.com	the-innovation-blog/business-model-innovation-	-strategies/		and the second s					
		lemy/lesson/business-model-innovation-definition		1	***************************************		***************************************			
		xam I.E.—I.ah Exam	· · · · · · · · · · · · · · · · · · ·							

* TE - Theory Exam, LE - Lab Exam

D. Su-

DEPARTMENT OF MANAGEMENT STUDIES SHAMANAKULA VINAYASAR ENGO., COLLEGE MADAGADIPET, PUD FOREREY 095 IV/ COs/POs/PSOs Mapping

CO-		P	rogram Outcomes ((PO)	
COs	PO1	PO2	PO3	PO4	PO5
1	3	3	3	2	3
2	3	3	2	2	2
3	2	2	2	2	3

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

Evaluation Method

	Continuous Assessment Marks (CAM)							
Assessment	Per	Attendance (5)	Total Marks					
	Report (20)	Internal Marks (15)	Viva (10)		(Internal)			
Marks	10	25	10	5	50			

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DEPARTMENT OF MANAGEMENT STUDIES SRI MANAKULA VINAYAGAR ENGG., COLLEGE MADAGADIPET, PUDUCHERRY-605 107

Department	Managen	nent Studies		Programn	ne : MBA					
Semester .	Fourth			Course Ca	ategory Cod al Elective		*End Sen	nester Exa	туре:	
Course Code					Periods/W	/eek	Credit	Max	cimum M	1arks
	P23MSE	E06		L	T	Р	С	CAM	ESE	TM
Course Name	Business	Negotiation -	Jana	3 .	0	0	3	50	50	100
Prerequisite	Company of the Compan					J		270	1 30 1	100
		letion of the course, the stud							(High)	Mapping est Level
	CO1 ·	Understand the essentials of negotiation.		and the ke	y principle:	s and gro	undwork f	or effective	/e	К2
Course Outcomes	CO2	Explains special scenarios in	n negotiation.			,	1		197	K5
	CO3	Discuss how to establish trus	st and build a	relationship	when nego	otiating.		*		K6
	CO4	Explains effective preparation	on strategies for	or negotiati	on.					K2
CINITION I	C05	Demonstrate power, persuasi	ion and influe	nce tactics	at the barga	nining tab	les.		0	K2
UNIT-I		DUCTION					Periods	:8		
effective negotiations – norms.	bargaining sty	versus other social interact de, goals and expectations,	tions, Aspects relationship,	s of negotia leverage, o	ition resear	interest,	authoritati	ve standai	ions of ds and	CO1
Negotiation Skills - Rule	s of negotiation	on, Behaviours of successful	negotiators	Magatistics	atulas Ma		Periods:	:10		
negotiations & Negotiation	nes, dearing v on ethics.	vitii tough negotiators. Build	ding a Persor	nal Brand.	Inside Sale	s Self-lea	arning mod	le: Cross	asures: cultural	CO2
UNIT-III	PREPAR	ING THE NEGOTIATION	NS				Periods:	:10		-
Goal-setting: identifying	your goals, o	ptions and criteria of succes	s, Identifying	your BAT	NA (best a	lternative	to a negot	iated agre	ement)	77.11
and ZOPA (Zone of pos	ssible agreeme	ent). Assessing the other si	de red-team	ing, Learr	ing about	catalysts	and barrio	ers of suc	cessful	CO3
conaddiation, Designing a	a negotiation p	olan, Creating a negotiation to	eam.					,		
UNIT-IV		ATION STRATEGIES	Boom Series				Periods:	:9	C. C. STAPPER	11-12-
Positional bargaining, P Negotiation by David Lax	rincipled negotiand James So	otiations by Roger Fisher ebenius Interim assessment: c	and William colloquium.	Ury, Mix	ed negotia	ting by	Willem M	lastenbroel	k, 3-D	CO4
UNIT-V		IVE NEGEOTIATIONS					Periods:	8		
Process of Negotiation a	nd Preparatio	n. How to derive creative s	solutions in a	Negotiatio	n. Team N	legotiatio	ne - Dyna	mice of a	Team	- Marie - Mari
negotiation and Key Stra	itegies. Integra	ating Competitive & Collabo ations and their respective in	rative Strateg	ries - Mans	aging Dead	lacke and	multivarie	ble negati	iations.	CO5
Lecture Periods: 45		Tutorial Periods: -	ipact over oth		l Periods:				vice 45	
Text Books	3			Tractica	r crious.		the second	otal relie	ius: 45	
Press		lobal negotiator: Making, ma			* 11/11/11/19	he world	in the twen	ity-first ce	ntury. St.	Martin's
2. Shell, G. R. (20)	06). Bargainir	ng for advantage: Negotiation	n strategies fo	or reasonab	le people. I	enguin.	~	MILE FAIR	31	
3. Fisher, R., Ury,	W. L., & Patte	on, B. (2011). Getting to yes:	: Negotiating	agreement	without giv	ing in. Po	enguin			
Publishing.	k Kaplan, R. (2004). Strategic negotiation:	: A breakthro	ugh four-ste	p process j	for effecti	ve business	negotiatio	on. Kapla	in
Reference Books		10. 5			The state of the s	A SECULATION OF THE SECURATION OF THE SECULATION OF THE SECULATION OF THE SECURATION				¥.
entrepreneurial	success. Palgi	19). Entrepreneurial negotic rave Macmillan.				4			ne your	•
2. Kumar, A. (201)	L). Entreprene	eurship: Creating and leading	g an entrepre	neurial org	anization. I	Pearson E	ducation In	ıdia.	7	4
3. Gates, S. (2011)	. The negotiat	ion book: Your definitive gui	ide to success	ful negotiat	ing. John V	Viley & S	ons.			
4. Mastenbroek, W	. (2014). Neg	otiating as emotion managem	nent. Manage	ment Site N	etwork.			90.0		
Press.	ebenius, J. K.	(2006). 3-D Negotiation: Por	werful tools to	o change th	e game in y	our most	important	deals. Har	vard Bus	iness
Web References	home I at a	C						100		7-1 1 7
1. https://www.por	i.narvard.edu/	freemium/business-negotiation	on-strategies-	how-to-neg	otiate-bette	r-busines	s-deals/ .			
2. https://www.por	i.narvard.edu/	daily/business-negotiations/s	shattering-the-	-mold-value	-creation-a	nd-creati	vity-in-neg	otiation/		
		.com/legal/article-7266-busin	ness-negotiati	on.html						
4. www.bdu.ac.in/s 5. www.suite101.c							***			
6. https://online.hb										
o. https://online.no	s.cuu/courses/	negotiation/								

* TE – Theory Exam, LE – Lab Exam

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DEPARTMENT OF MANAGEMENT STUDIES SRI MANAKULA VINAYAGAR ENGG., COLLEGE MADAGADIPET, PUDUCHERRY-665 197 COs/POs/PSOs Mapping

	Program Outcomes (PO)								
Cos	PO1	PO2	PO3	PO4	PO5				
le la	3		3	Chom 1 1/2 Pa Long 111/0: 143	3				
2	2	An ing or i	3 11 14 - 1 - 1 - 1		2				
3	3	1	manufacti i e exec	Language Marie Company	3				
4	3	i	3	gring a superior tiple	2				
. 5	3	3	3		3				

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

Evaluation Method

		In	End Semester	Committee of the contract of t			
Assessment	CAT 1	CAT 2	Model Exam	Assignment*	Attendance	Examination (ESE) Marks	Total Marks
Marks	5	5	10	25	5	100*	100

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

* The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation

DEPARTMENT OF MANAGEMENT STUDIES SRI MANAKULA VINAYAGAR ENGG., COLLEGE SRI MANAKULA VINAYAGAR ENGG., COLLEGE SRI MANAKULA VINAYAGAR ENGG., COLLEGE

2.8.30

Semester	Management Stud	ies	Program	me: MBA				. 1 1		
Join Officer	Fourth	ice in the second		Category C		*End Se	mester Ex	am Type); ·	
Course Code	L LON		Light	Periods/Week			Max	ximum Marks		
	P23MSEE07		L	T	P	С	CAM	ESE	TM	
Course Name	Entrepreneurial F	inance	3	0	0	3	50	50*	100	
Pre requisite				-						
	On completion of the	he course, the students wil	l be able to				,	BT M (Highes	apping	
	CO1 Understand the venture life cycle and type of financing needed in different stages.									
Course		The second secon								
Outcomes								K5		
	CO4 Construct f	inancing plan for the growing the growing the capital valuation method	ing venture.				-	K6 K3		
UNIT-I		INTRODUCTION TO ENTREPRENEURIAL FINANCE Periods: 8								
400 x 0 x 0 x 1 x 1 x 1 x 1 x 1 x 1 x 1 x		Start-up stage, Survival stage		M.L.						
Projected Cash Flor UNIT-II	w Statement. DETERMINING	rt term Cash Planning, For CAPITAL NEEDS pes of Debt, Private Placen				Periods	s: 9	add manner	C01	
or New Projects, Lo	ease vs. Buy, Debt Fina	ancing and Equity Financin	g	nent, Kais	ing capital	, runding C	Japitai Eq	uipment	CO2	
UNIT-III	NEW VENTURE					Periods				
Creating and Recog Seed Investing, Inte	gnizing Venture Value ellectual Property and S		ital, VC vs The Entre	preneur,	Angel Fina	ncing, Bo	otstrap Fi	nancing, nancing,	CO3	
UNIT-IV		THE GROWING VENT			194327					
Capital Call, Con-	ducting Due Diligenc	fund objectives and polici	ies, Organizing the ne	ew fund, S	oliciting In	vestments	in the Ne	w Fund,		
Facilitators, Consul Programmes, Rece	ivables Lending and F	es, Banking and Financial I actoring, Mortgage Lending	nstitutions, Foreign In	ivestors, S	tate and Co	entral Gove	ing Alter miment F	matives: inancing	CO4	
Facilitators, Consul	ivables Lending and Fi	es, Banking and Financial I actoring, Mortgage Lending	nstitutions, Foreign In	ivestors, S	tate and Co	Periods	rnment F	matives: inancing	CO4	
Facilitators, Consul Programmes, Rece UNIT-V Venture Capital V	ivables Lending and Formal VENTURE VAL	es, Banking and Financial I actoring, Mortgage Lending	nstitutions, Foreign Ing, Venture Leasing. uation -Valuation of	Revenue	date and Co	Periods	ernment F	inancing	C04	
Facilitators, Consul Programmes, Rece UNIT-V Venture Capital V	ivables Lending and Fi VENTURE VAL aluation Methods— Keing Technology Compa	es, Banking and Financial I actoring, Mortgage Lending UATION by factors influencing Value	nstitutions, Foreign Ing, Venture Leasing. uation -Valuation of tions - Exit and Turn	Revenue	Generating	Periods g firms - 1	ernment F	inancing - Asset		
Facilitators, Consul Programmes, Rece UNIT-V Venture Capital V Valuations – Valuit	ivables Lending and Fi VENTURE VAL aluation Methods— Keing Technology Compa	es, Banking and Financial I actoring, Mortgage Lending UATION ey factors influencing Valuation of the Comments	nstitutions, Foreign Ing, Venture Leasing. uation -Valuation of tions - Exit and Turn	Revenue	Generating	Periods g firms - 1	mment F :: 8 Multiples	inancing - Asset		
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* TE – Theory Exam, LE – Lab Exam

DEPARTMENT OF MANAGEMENT STUDIES SRI MANAKULA VINAYAGAR ENGG., COLLEGE MADAGADIPET, PUDUCHERRY-605 107

COs/POs/PSOs Mapping

Cos	Program Outcomes (PO)							
	PO1	PO2	PO3	PO4	PO5			
1	3	1		1				
2	3	2	1	1	2			
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Correlation Level: 1 - Low, 2 - Medium, 3 - High

DEPARTMENT OF MANAGEMENT STUDIES SRI MANAKULA VINAYAGAR ENGG., COLLEGE

Evaluation Method

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Assessment	CAT 1	CAT 2	Model Exam	Attendance	Examination (ESE) Marks	Total Marks	
Marks	5	5	10	25	5	100*	100

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

* The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation

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Semester Fourth	Department	Man	agemenr Studies	Program	mme: MB	4		- Committee	10 THE STATE OF	
Course Name	Semester	Four	th					nester E	Exam Type	
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On completion of the course, the students will be able to COI Summarise the overview of Entrepreneurial Marketing CO2 Plan for Market study CO3 Appraise various ways for promoting the enterprise CO3 Appraise various ways for promoting the enterprise CO4 Examine perceived values to develop pricing for the product. CO5 Apply different tools of marketing for the business growth. CO5 Apply different tools of marketing for the business growth. Entrepreneurial marketing strategy UNIT-I INTRODUCTION Entrepreneurial marketing strategy UNIT-II MARKET STUDY Conceptualizing the market — Importance of customer segmentation —Understanding customer value — targeting using effectuation eveloping a positioning statement UNIT-III ENTERPRISE PROMOTION Sales learning curve — Sales process and activities — Developing customer relationships — Developing the sales message — Managing stomer expectations UNIT-IV EVALUATE PERCEIVED VALUE Price and perceived value — Perceived value in use for business to business products — Pricing of Intellectual property — Customer ettermined pricing — Revisiting costs in determining price — Methods for determining price at alternative price levels UNIT-V APPLICATIONS OF TOOLS Viral marketing — Event marketing —Product Placements — Campaign Management Lecture Periods: 45 Tutorial Periods:0 Practical Periods:04 Lecture Periods: 45 Tutorial Periods:0 Practical Periods:04 Lecture Periods: 45 Tutorial Periods:0 Practical Periods:05 TextBooks L. Edwin J. Nijssen, Entrepreneurial Marketing: An Effectual Approach, Taylor & Francis, 2017. 2. Leonard M. Lodish, Howard L. Morgan, Shellye Archambeau, Jeffrey Bubin, Marketing That Works: How Entrepreneurial Marketing Add Sustainable Value to Any Sized Companyl, Pearson Education, 2015 ReferenceBooks 1. Jeffry A. Timmons, Stephen Spinelli, "New Venture Creation", 7th ed, Tata Megraw Hill Education 2009. 2. A Sahay and V Sharma, "Entrepreneurship and New Venture Creation", Excel Books 2010. 3. D.F.Kuratko and T.V.Rao (2016), Entrepreneur		Entr	epreneurial Marketing	3	0	.0	3	50	50*	100
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COs			Program Outcomes (P	0)	
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3	3	1	1	1	3
4	3	1	3	1	2
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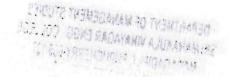
Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Method

	,	Conti	nuous Assessmer	it Marks (CAM)				
Assessment	CAT 1	CAT 2	Model Exam	Assignment*	Attendance	End Semester Examination (ESE) Marks	Total Marks	
Marks	5	5	10	25	5	100*	100	

- * Application oriented / Problem solving / Design / Analytical in content beyond the syllabus
- * The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation

D. Son



	Management	Studies	Program	nme: MB	A				
Semester	Fourth			Category on al Election		*End Se	mester Ex	am Type:	
Course Code	DISMORRAG			Periods	Week	Credit	Ma	ximum M	arks
	P23MSEE09		L	T	P	C	CAM	ESE	TM
Course Name Prerequisite	Managing Fra	anching Businesses	3	0	0	3	50	50*	100
Trerequisite	On completion	of the course, the students will	be able to					ВТ Мар	ping
								(Highest	
	CO2 Explore	to identify the opportunities to I the possibility of a making fram	chising a full-time b	is through	retail fran	chising		K3	(1)
Course Outcomes		h and acquire new franchise net		usiness.				K5	
Outcomes								K6	
	CO4 To deve	lop ability for handling franchis ability to manage relationships	ing challenges and le	gal proced	lures.			К3	
UNIT-I	INTRODUCT		With Franchisce.		And the Application			K3	
		- Types of franchises - Three	shald business in-			Period	s: 9		
Elements of a succ	essful system - Gro	wth of Franchising key Learning	snoid ousiness issue	s - Advan	tages and	Retail van	ages to fra	anchisee -	CO
UNIT-II		COME A FRANCHISOR	5	. Jecuares	o start tile			Nacional III II I	
TO SECRETARY OF THE REAL PROPERTY.		ion - Developing the operationa	I manual - Davida-:	an the fee	obico	Period	S: 9	C	
ackage - Selecting	g franchisees - Deve ing innovation) - In	eloping the franchisor's organization itial service and ongoing service	ation - Gross Revenu	es Profit a	nd loss sta	tement - C	anital Eve	anditura	
UNIT-III	HOW TO BE	COME A FRANCHISEE				Period	s: 9		
Differentiation be	etween franchisee a	and own non franchisee busine	ss - Self-examinatio	n - Type	of busines	s - Assess	ing the fra	anchisor -	-
assessing the busing	ness propositions - I	Mishaps of the franchisor							CO
UNIT-IV	DOCUMENTA	TION FOR FRANCHISING				n	14		
Documentation f			1			Period			
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D.S a -

COs			Program Out	comes (PO)	
COS	PO1	PO2	PO3	PO4	PO5
1	2	3	0	3	1
2	3	2	en received in received in	. 2	2
3	3	Asset Interes	2	3	1
4	3	1	2	3	2
5	2	3	1	2	3

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

Evaluation Method

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

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

* The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation

D.S. -

Semester	Mana	gement Studies	Program	nne: MBA		-	L-100-11-11-11-11-11-11-11-11-11-11-11-11	A.	
	Fourt	ch		Category C nal Electiv		*End Sem	ester E	xam Type:	
Course Code		(A) The section of th	Majoria I III J	Periods	/Week	Credit	T	Maximum	Marks
***************************************	P23M	SEE10	L	T	P	C	CAM		TM
Course Name	Rural	Entrepreneurship	3	0	0	3	50	50*	100
Prerequisite			To the beautiful to the second						1
	On con	impletion of the course, the students i				<u> </u>		BT Map (Highest	
	CO1	Relate and Interpret the impact of						K2	
Course	CO2	Explain the various rural sectors and		mport oppo	ortunities			K5	
Outcomes	CO3	Make use of various entrepreneurshi	ip support system					K3	
	CO4	Evaluate the various institutional su	pport available to rura	al entrepren	eurship.	Egheller.		K5	
	CO5	Appraise the rural technology and it	ts interventions.					K5	
UNIT-I		AL ENTREPRENEURSHIP Characteristics - Qualities of Entrepre	ar from			Periods:	8		
For The Developmen		neurship And Rural Industrialization - al Industries AL INDSUTRIAL SECTORS	Mad Light hear	war ca	pr (1.02	Periods:			
Small Scale indus ndustrial Promotion	tries – F	Iandloom - Agro Based Industries of the Agro Based Industries of the Agro Based Industries of the Industries of the Industries of the Industries of Industri	- Rural Artisans - H Implications - Rural	andicrafts a	and Sericult	ure Globali		And Rural	CO2
UNIT-III		L ENTREPRENEURSHIP SUPPO				Periods:	0		
		ent Bank of India (SIDBI) - National			CIO) C I				
Development Corpo	ration - S	State Finance Corporation (SFC) - Dis	trict Industry Center -	Functions	& Roles - In	centives & F	Nationa	al Research	CO3
UNIT-IV	INSTI	TUTIONAL SUPPORT TO RURA	L ENTREPRENEU	RSHIP	CC TOTOS - III	Periods:	THE COLUMN TWO IS NOT THE OWNER.	3 - 31DCO	1
Subsidiary-Level: Headquarter-Leve'	Global St	rategy Levels - Strategic Roles of Su le of Corporate Parent - Global Sourc	bsidiaries - Types of	Subsidiary-	Level Strate	gy - Global (Generic	Strategies	CO4
UNIT-V		AL TECHNOLOGY	ing budiogies 'Divois	strication 5	natogics - IVI	Periods:		ttonos.	1
Rural Technology: entrepreneur - Rural	concept Innovati	& application - CAPART and its Into ons: Current Status and Impact on ber	erventions - Successfunctions	I Intervent	ions based o		Commence of the	y – Techno	CO5
Lecture Periods:	15	Tutorial Periods:	Practica	l Periods:	THE THE	Total P	eriods:	45	1
TextBooks			720 A12 stee	1 1 1 1 1 1 1 1 1 1 1 1 1	350 A 14	N 4 12 (17)	Market Market		
1. Mondal Sa	agar. Tex	t Book of Rural development Entrepre			Il Kalvani P	ublishers 20	12		
		n, Rural Entrepreneurship: Growth an			14 TORK 18 95		12		
ReferenceBooks	iai aliula	i, Kurai Entrepreneurship. Growth an	id Potentials, Kamskin	a Publisher	Distributor	s, 2010	- 19		
TO ACCUSA SAMES AND A FINAL	Pradin M	anjrekar, Entrepreneurship and Innov	ration Management (or	a Industry I	Darama a stirra V	Eural Daale	- 2000		
		epreneurship Management, 1 edition,				Excel Book	s, 2009		
	Manager of the Park of the Park of						<u> </u>		
		Vilson, Nicholas. (2017) Small Busine	the state of the s	Maria Carlo Charles Carrier	The state of the s	ge Learning	Publish	hers, 7 th ed	ition
		epreneurship and Rural Development,							
	med, Ver	nkata Krishnan, Rural Entrepreneursh	ip, LAP Lambert Aca	demic Publ	ishing, 2013	i Namanganangan ka			
Web References					***************************************				
	ic.gov.in								
1. http://msm	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3								
1. http://msm 2. http://www									
1. http://msm 2. http://www 3. https://ww	w.scienc	edirect.com/journal/journal-of-rural-s	tudies						
 http://msm http://www https://www https://jou 	w.scienc		tudies						

COs			Program Outcome	s (PO)	
CUS	PO1	PO2	PO3	PO4	PO5
1	3	2	1	2	1
2	3	1	·	2	1
3	2	3	1	2	1
4	3		3	2	2
5	3	2	1	2	3

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

Evaluation Method

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

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

* The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation

Department	Management S	tudies	Program	nme : MBA	1	-			
Semester	Fourth		Course Function	Category Conal Electi	Code:	*End Ser	mester Ex	cam Type:	
Course Code	200740224		n III	Periods/	Week	Credit	Ma	ximum M	arks
	P23MSEE11		L	T.	P	С	CAM	ESE	TM
Course Name	Social Entrepr	eneurship	4	0	0	4	50	50*	100
Prerequisite			Consuming the Property						
	On completion	of the course, the students will be	e able to				!	BT Ma	
	CO1 Explain	and appreciate the nature of socia	l entrepreneurship					(Highest	Service and the
		and Working knowledge- of the c			allenges.		7000000	K	
Course Outcomes	CO3 Demons	trate the role of social entrepren	neurship in creatin	g innovati	ve respon	ses to critic	cal social	K	-
	CO4 Prepare	for meaningful employment on neurship issues.	a personal and p	rofessional	level by	reflecting	on social		
		g ethical issues surrounding entrep	reneurial decision	s and oblig	ations of e	ntrenreneu	- c		
UNIT-I		TREPRENEURSHIP	- Constant decision	s and oong	ations of c			K	3
						Period:	The state of the s		
entrepreneurs- The	four distinctions of	cial problem— factors impacting to social entrepreneurship	ransformation into	a social en	repreneur	- The char	acteristics	of social	COI
UNIT-II	FORMS OF S	SOCIAL ENTREPRISES				Period	s: 9		
Profit and non-profi registration- Factor	t Proprietorships – s determining the s	partnership - company Non-Gov election of the forms of registration	ernmental organiza	ation-organ	ization tru	st and Con	npany (sec	c. 25)	CO2
UNIT-III		E DEVELOPMENT	****			Description		-	
		and its importance Factors affecting	og sustainable deve	lonment l	Savironm	Period:	s: 9		
value - The Politica	l Challenge and de	velopment Issues in India- The M	illennium Ecosysto	m Assessn	ent - Inte	rnational In	fluences	onomic	CO3
UNIT-IV	OPPORTUNIT	TIES IN ENTREPRENEURS		17. 10.	V	Periods		1	
Methods of sensing – incubation – acces	opportunities and	fields of opportunities - Assessing al – CSR funds – PPP.	and prioritizing -	Enterprise :	launching	and its prod	cedures –	start-ups	CO4
UNIT-V		L SOCIAL ENTREPRENEUR	SHIP INITIATIV	ES		Periods	g. Q	NAME OF TAXABLE PARTY.	
Study of successful Amul – Evidence fr	models like Gran	een Bank - Aravind Eye Care S tudy on SELCO, case study on A	LEDIC	4 11 14 15 15	Pasumai I			SEWA -	COS
Lecture Periods: 4	5	Tutorial Periods: -	Practic	al Periods:		Total	Periods:	15	005
Text Books	2	A MISSIANI I CITOGO.	Tractic	ai i crious.	THOUGHT AND	. Total	rerious:	45	
The second secon	r Entrepreneurshi	o determinants: culture and capab	ilitias 12th Edition	Euro Stat	European	- Titalian			
. 2. Dinanath	Kaushik Studies in	Indian Entrepreneurship, New Do	elhi. Cyber Tech P	uCvber-Te	, Europear ch	i Union.			
Gopalkris	hnan The Entrepre	eneur's Choice: Cases on Family I	Business in India, N	New Delh.	Routledge	taylor& Fr	ancis Gro	up.	
4. Kaliyamo	orthy and Chandra	sekhar, Entrepreneurial Training:	Theory and Practic	e, New De	lhi, Kanisl	hka Publish	ersHill-	- New Del	hi
Reference Books	45.04	er ya a design ya y	11540 810						-
1. Philips, B	onefiel and Sharma	a, Global vision publishing house,	New Delhi.						
		ainable Livelihoods: Concepts and		Icfai Univ	ersity Pres	SS.			
		p (ed.2), New Delhi, Oxford Univ					-		
		Women Entrepreneurship, New D	eini, Monit Publica	itions.					
	your social enterp	nise guide			-	Acres (Acres (Ac		1	Gov Copy
Web References 1. https://sk.	sagenuh com/refer	ence/management/n3.xml	-		¥			· · · · · · · · · · · · · · · · · · ·	
		cle/10.1007/s11846-013-0104-6						william S. L	
		ary/view/social-entrepreneurship/	9781606495162/re	f.html				entropy of the	
		toc/rjse20/current							
5. https://ma	nagementhelp.org/	socialenterprise/index.htm						ajit-Australia	
		-journal-of-innovation-economics	s-2014-2-page-143	.htm					
	Evam IE - Lab E		r-0 10						

COs	and septiment	P	rogram Outcomes (PO)	
COS	PO1	PO2	PO3	PO4	PO5
1	3	3	2	3	2
2	3	1	1	2	2
3	2	2	2	salva a 3 march of	1
4	3	1	2	3	1
5	3	2	3	3	2

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

Evaluation Method

		Conti	nuous Assessmen	t Marks (CAM)	are to another the	t - ollogidicast .	100
Assessment	CAT 1	CAT 2	Model Exam	Assignment*	Attendance	End Semester Examination (ESE) Marks	Total Marks
Marks	5	5	10	25	5	100*	100

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

* The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation

DEPARTMENT OF MANAGEMENT STUDIES

CHIMANAKIN A VINAYAGAR ENGC

MADAGADIPET, PUDUCHERRY

Course Outcomes UNIT-I Nature, Importance an Competitive Advantage UNIT-II Family Culture — Zei Intelligence — ECI-U Molicy — Conflict mana UNIT-III Enterprise ownership	P23MSEE12 Family Business Management On completion of the course, the students with the concepts of family Understands the basic perspectives on Understands the different ownership story Understands the different ownership story Understands the importance and modification of Gains an exposure into the strategic in THEORIES ON FAMILY BUSINESS and Uniqueness of Family Business — Systems is (Resource Based View) — The Stewardship FAMILY CULTURE for sum dynamics and family culture — Family Business interaction factor—gement. DWNERSHIP IN FAMILY BUSINESS	L ill be able to a family business ly culture structures in family busines alities of succession planni management of family busin Theory Perspective – Age Perspective.	Elective eriods/Weel T 0 ss ng ness	TE k Credit P C 0 3	CAM 50	ESE 50* BT Mapp (Highest I K2 K3 K2 K1 K2	TM 100 ping
Course Name Prerequisite Course Outcomes UNIT-I Nature, Importance ar Competitive Advantage UNIT-II Family Culture — Zeintelligence — ECI-U Molicy — Conflict mana UNIT-III Enterprise ownership	Family Business Management On completion of the course, the students will CO1 Understands the basic perspectives on CO2 Familiarize with the concepts of familiarize with the concepts of familiarize with the importance and model understands the importance and model GO5 Gains an exposure into the strategic in THEORIES ON FAMILY BUSINESS and Uniqueness of Family Business — Systems of (Resource Based View) — The Stewardship FAMILY CULTURE To sum dynamics and family culture — Family Business interaction factor—gement.	L ill be able to a family business ly culture structures in family busines alities of succession planni management of family busin Theory Perspective – Age Perspective.	T 0 o o o o o o o o o	P C 0 3	CAM 50	BT Mapp (Highest I K2 K3 K2 K1	TM 100 ping
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Enterprise ownership	OWNERSHIP IN FAMILY BUSINESS	14	gs – unity a	ly Genograms - and continuity -	- Family family en	Emotional nployment	CO
Enterprise ownership hareholder meetings,		,		Period		- 1	
amily managers - Boa	 shareholder priorities - effective gover family meetings, and meetings of the family rd's role in adaptation over the generations. 	nance of the shareholder- y council – Ownership str	-firm relati ucture – Fa	onship - Role mily business o	of Board consultants	- role of and non-	CC
	SUCCESSION PLANNING			Period	ls: 9		
	- profile of successful successors - reward						
	crafting the next generation career plan – Vis						
	ower - role types of the CEO spouse and the ming - Measuring performance of family firm		Planning -	Trust – pitralis t	o avoid in	estate and	1
UNIT-V	STRATEGIC PLANNING AND THE FA		170	Perioc	ls: 9		-
	the family business - Zero-sum family dyn		reation - th			ing family	
	ture – Changing the culture – Three states of generational growth in entrepreneurial family						CC
Lecture Periods:45	Tutorial Periods:0	Practical P	eriods:-0	Total	Periods:	45	- 19
Text Books		t - Wildelman					
	6). Keeping the family business healthy: How				ily leaders	hip. Sprin	ger.
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Reference Books	A THE RESIDENCE TO A COURT OF THE PARTY AND DESCRIPTION OF THE PARTY O	2000 0000000000000000000000000000000000		•			-
1. Melin, L., No "New Ventur	ordqvist, M., & Sharma, P. (Eds.). (2013). The Creation", 7th ed, Tata Mcgraw Hill Educa	ation 2009.					
Nordqvist, M Publishing.	., Melin, L., Waldkirch, M., & Kumeto, G. (Eds.). (2015). Theoretical		g an extransion or comment of the contract	nesses. Edv	ward Elgai	
	Sharma, V. (2008). Entrepreneurship and no						
4 Tr	F., & Rao, T. V. (2012). Entrepreneurship: A						1
	A. (2003). The successful business plan: secr				Anna Carlo		
5. Abrams, R. N		s: Exploring the difference:	s between fa	mily and nonfar	mily busine	<i>sses</i> . Busi	ness
 Abrams, R. N Alderson, K. Expert Press. 	J. (2018). Understanding the family business						
5. Abrams, R. M 6. Alderson, K. Expert Press. Web References	J. (2018). Understanding the family business						-
5. Abrams, R. M 6. Alderson, K. Expert Press. Web References 1. https://swaya	J. (2018). Understanding the family business. m.gov.in/nd2_cec20_mg19/preview						
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COs	PO1	PO2	PO3	PO4	PO5
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3	2	Escher Zona	2	2	.2
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Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Method

And the second second second second		Contin	uous Assessment	Marks (CAM)		re resolution (a)	7.56.1
Assessment	CAT 1	CAT 2	Model Exam	Assignment*	Attendance	End Semester Examination (ESE) Marks	Total Marks
Marks	5	5	10	25	5	100*	100

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

* The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation

D.S. 01

DEPARTMENT OF MANAGEMENT STUDIES SRI MANAKULA VINAYAGAR ENGG., COLL: 3E MADAGADIPET, PUDUCHERRY-505 107

> GEPARTMENT OF MANAGEMENT STUDIES SPITMANAKULA VINANAGAR ENGG, COLLEGE SANAGAMOLT PURINGERT

Department	Manag	chiche beadles		Program	me: MBA					
Semester	Fourth	(5th) so	months and		Category C nal Electiv	e	*End Ser	mester Ex		
Course Code		Laci		-358	Periods	Week	Credit	Max	cimum M	arks
	P23MS	EF06		L	T	P	С	CAM	ESE	TM
Course Name	Interna	tional Finance		3	0	0	3	50	50*	100
Prerequisite			and the same of th							
	On con	pletion of the course, th	e students will be able	e to			L	A Parameter	BT M (Highe	apping
	CO1 -			ves of international finance.						(2
Course	CO2	Understand the transact	ions of foreign exchan	ige market.					T	(2
Outcomes		Describe the impact of v							I	C2
	CO4	Knowledge about finan				's.			-	(3
VINITO Y		Design and study to mar		Charles Assessment of the Control of	ange.		T		I	(6
UNIT-I		RNATIONAL FINANC tional Finance, Foreign E	Committee of the Commit			**	Periods	s: 8		
Convertibility- Cu	rrent Accou	int and Capital Account. Market, World Bank and	World Financial Mari	kets and Instit	tutions: In	ternational	Banking, I	nternation	nal Bond	COI
UNIT-II	FOR	EIGN EXCHANGE MA	RKET				Periods	s: 10		
Foreign Exchange Rate, Exchange R Theories of Excha	ate Mechan	tructure, Types of Trans ism: Determination of e chaviour.	actions, Exchange Ra xchange rate in spot i	te quotations market and fo	and arbitra	ige between ket, Facto	en Exchange	e rate and	l Interest nge rate,	CO2
UNIT-III	IMPO	RT-EXPORT MECHA		لموسول بي			Period	. 10		
			NISM AND FINANC	CE.						
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COs	No. of the State Confession	pols transferdi	Program Outcomes	(PO)	
COS	PO1	PO2	PO3	PO4	PO5
1	3	4 1 1 2 2 2	=	3	1
2	2	-		3	
3	3	1		3	
4	3	1.	2	3	1
5	3	. 3	2	3	2

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

Evaluation Method

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

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

* The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation

D'Sa

DEPARTMENT OF MANAGEMENT STUDIES SRI MANAKULA VINAYAGAR ENGG., COLLEGE MADAGADIPET, PUDUCHERRY-605 107

> BEGARTMENT OF BLANAGEMENT STUDIES SELEKANAMULA VINAYAGAR ENGG... (COL. EGG. VALDAGA OPET FUDUCUERRY (GG. 19)

Semester	Z. A.C.	gement Studies	Programi	me: MBA					
	Fourt		Course C	Category C	ode:	*End S	emester E	xam Typo	e:
Course Code	11			Periods	Week	Credit	Max	kimum M	arks
Course Code	1204 134 134 134 134 134	SEF07	L	T	P	С	CAM	ESE	TM
Course Name	Banki	ng Principles and Practice	3	0	0	3	50	50*	100
Prerequisite									
		mpletion of the course, the students wil	and the second second second					The second second	apping st Level)
Course	CO1	Understand the banking system in Ind						I I	ζ2
Outcomes	CO2	Outline different types of lending active Examine Asset Liability Management	vities available in the	banking ir	idustry.				(2
o decomes	CO4	Make use of Aware of the Negotiable	Instrument Act	S.			April		(4
	CO5	Understand the modern activities of the	ne Banking Industry	W. D. C. WATE	Arrufpe 13	17401	THE		(3 (2
UNIT-I	Intro	duction to Banking	8			Period	le R	1 1	
Commercial Bank	cs – Deposi	king in India —Types of Banks — Comr t mobilization by Commercial Banks — of Bank Products and Services-Financial	Types of Deposits - 1	tions of C Bank Cust	onimercial omers – B	Banks – anker-Cus	Credit Cr	reation by lationship	CO1
UNIT-II	Bank	CLending				Period	ls: 10		
Security for Adva	ances - Ty	oans, Advances, Cash Credits, Overdra pes of Collaterals and their characterist and Significance – Problems of NPAs in	ics - Working Capita	1 Loans -	unting - D Norms fo	ifferent ty r WCL to	pes of A	dvances – es – Non-	CO2
UNIT-III	Asset	Liability Management	e e tag. Of Carlot Sur.	Carry II		Period	ls: 9		
Asset Liability N		t (ALM) in banks: Components of L	ighilities and Compo	ments of	accete Sic			Liebilita	
UNIT-IV	Nogat			17 29 E A					
The Negotiable Instruments Act-	Instruments The Payi	iable Instruments ACT Act 1881-Features of Negotiable insing Banker- Dishonour of cheques-Nate-Discharge of Negotiable instruments	egotiation-Endorseme	concepts a	nd explan	ations un	der the N	Negotiable e-Bills of	CO4
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* TE - Theory Exam, LE - Lab Exam

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DEPARTMENT OF MANAGEMENT S

COs		Pre	ogram Outcomes (PO) ———————	
COS	PO1	PO2	PO3	PO4	PO5
1		1	-	Durlo, House Libert	i
2	. 1	2	1		
3	-	1	1	2	1
4	1	1		1	1
5	1	1	1		1

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

Evaluation Method

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

^{*} Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

DEPARTMENT OF MANAGEMENT STUDIES

OEPARTMENT OF MANAGEMENT STUDIES

SRI MANAKULA VINAYAGAR ENGG., COLLEGE

SRI MANAKULA VINAYAGAR ENGG., COLLEGE

MADAGADIPET, PUDUCHERRY-505 107

^{*} The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation

Department	Man	agement Studies	Program	nine: MBA	· ·				III GOLD III OO
Semester	Four	th		Category (onal Electi		*End Ser	nester Ex	am Type:	
Course Code	4-1-1	19.37 530 00 530 530 530		Periods/	Week	Credit	Ma	ximum M	arks
Course Code	P23N	ISEF08	L	T	P	С	CAM	ESE	TN
Course Name	Inves	stment Management	3	0	0	3	50	50*	100
Prerequisite									1
	On co	mpletion of the course, the students will be		L				BT May (Highest	
	CO1	Understand the foundations of investment of	concepts in valuat	ion of equi	ty and bor	nds		K2	
Course	CO2	Explain the content and procedure of carry	ing out Fundamer	ital Analys	es	Service and the service and th		IK2	
Outcomes	CO3	Examine various methods of Technical An		ques involv	ed		7122	K4	
	CO4	Understand the Derivatives and Options Co	ontracts	ataria. h	and a locality			K2	
	CO5	Measure the performance of portfolio and t	the strategies to ex	valuate the	מר			K5	
UNIT-I	INT	RODUCTION TO INVESTMENTS				Periods	3: 9		
Ianagement Strate UNIT-II	egies: Dur	k and Return, Valuation of Equity: Divider ation. DAMENTAL ANALYSIS nomic analysis: Key Macroeconomic Facto				Periods	:: 10		
memistry of Earn	mgs, rore	casting via the Earnings Model, Market Sh	lare/Profit Margir	Approach	, Indepen	dent Foreca	est of Rev	venue and	CO
UNIT-III Technical Analys	TECH	INICAL ANALYSIS tet Indicators, Forecasting Individual Stock	k Performance.	Efficient N	Market Th	Periods	ndom Wa	alk – The	
UNIT-III Technical Analys Efficient Market H Lisk and investor P	TECH sis: Mark lypothesis. Preference	INICAL ANALYSIS tet Indicators, Forecasting Individual Stock Portfolio Analysis: Effects of combining S - Constructing the portfolio - Significance	k Performance. securities – Mark	owitz's M	Market Th ean-Varian	cory - Ra	ndom Wa	alk — The selection	
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Efficient Market H Risk and investor P UNIT-IV An Introduction to Securities, and othe UNIT-V	TECH sis: Mark (ypothesis. Preference DERI o Derivati er Embedd	INICAL ANALYSIS tet Indicators, Forecasting Individual Stock Portfolio Analysis: Effects of combining s – Constructing the portfolio – Significance VATIVES ANALYSIS tet Markets and Securities – Forward and F led Derivatives. TFOLIO MANAGEMENT	k Performance. securities – Mark of beta in the Por Futures Contracts	cowitz's M rtfolio – Options	ean-Variar	Periods Periods Periods	ndom War Portfolio :: 8 ntracts, C	selection onvertible	CO3
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CO.					
COs	PO1	PO2	PO3	PO4	PO5
1	3	3	1		
2	3	3	-	· 1	
3	3	3	-carriage_ca_lillor co-galg	head at the 18th most gr	os mil
4	3	2	de mentang.		
5	3	3	1		LIVE LANCE

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

Evaluation Method

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

- * Application oriented / Problem solving / Design / Analytical in content beyond the syllabus
- * The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation

DEPARTMENT OF MANAGEMENT STUDIES
SRIMANAMULA VINAYAGAR ENGG., COLLEGE
SRIMANAMULA VINAYAGAR ENGR., COLLEGE
MADAGADIPET, PUDUCHERRY-605 107

OSPAZINENT DE MAGACIAPENT PTUDES SM MAHAKULA HWAYADAR EMICO, COLLEGE MATAARADEET, PUDUCHERRY 808 TO

Department	Manag	gement Studies	Program	nme : MB	A	-			
Semester	Fourt	h		Category onal Elect	ive	*End S	emester	Exam Type	1
Course Code	2027.50	27700		Periods	/Week	Credi	· N	Aaximum N	Tarks
Course Code	P23MS	EF09	L	T	P	С	CAM	ESE	TM
Course Name	Credit	Management	3	0	0	3	50	50*	100
Prerequisite						-			
		upletion of the course, the students will be						BT Map (Highest	
_	CO1	Understand the credit management polic	ies and regulations			1		K2	
Course	CO2	Understand the credit management in Go			institutions.			K2	
Outcomes	CO3	Apply credit analysis of risk, return, fixed	and floating rates	i. [K2	
	CO4	Examine the working capital finance and	l long-term finance	e of credit	manageme	nt.		K4	
TINITO T		Develop strategies for management of no		ets.				K3	
UNIT-I		DIT MANAGEMENT INTRODUCTION nks -Screening of Applications-Appraisal				Perio	ds: 9		
supervision –Revi	cw- Gover	nment policies for credit extension - Credit ks- Government regulation of credit -Prude	institutions- Princ	iples of go	ood lending	g- Borrow	er study	and banker	COI
UNIT-II		DIT POLICY	a S			Perio	ds: 9		
equests — Financ Fundamental cred	ial statem it issues -	d loan characteristics-The credit process —Cent analysis-Cash flow analysis- Projectic Credit analysis-Different types of borrower ort term and long term advances	ns-Management of	of the firm	n and othe	r factors	-Feasibi	lity study	
UNIT-III	99.77.75.00.00	IT ANALYSIS				Perio	de 0		
analysis and loan	pricing- F	- Types- Credit analysis of consumer located Vs floating rates. Loan and advances	against pledge- H	Ivpothecat	ion- Morte	age - Lie	en- Adva	nces agains	t
Real estates – Adv	rance agair		sages i gig e one il ciddodo	garder i		Perio	ds: 9		
ndustrial finance- Project financing	Working —Industrial	ndustries and large scale industries- Tern capital finance- Turnover method – Modii sickness and BIFR, NABARD initiatives or credit financing.	fied version of MI	PBF – Cas mes – Res	sh budget a tail banking	ipproach- g advance	Long te	rm finance	_
UNIT-V	NPA	MANAGEMENT	- VV . (1)	17500	* William	Perio	ds: 9		
Regulation-Basel sanction supervisi Recovery Tribuna Components:• Stu	II – asset on on- Monit lls, Corpor dents can	uction- Identification of NPAs- Asset classiclassification provisioning – effect of NPA oring systems for existing and likely NPAs ate Debt Restructuring, Willful defaulters, visit a bank and study the lending and loa NPA status of leading two PSU banks and to	fication- Prudenti on profitability - A —Tools to manag SARFAESI Act, n appraisal systen	al norms- Assessmer ge NPAs - Asset Re	Capital ade nt procedure -Compromi constructio	equacy – le-Pre-sar ise schem in Compa	Internation appointment of the control of the contr	praisal –Pos dalats, Deb IL Practica	ot al CO5
Lecture Periods		Tutorial Periods:		al Period	s:-	Tota	l Period	s: 45	4 1
Text Books	e- 5	lig A ii		1					
edition (1 January			1 .				Ltd.; 2017	Edition
Vaidyan	athan.K –	Credit Risk Management for Indian Banks	- Sage Publication	s Pvt. Ltd;	, 1 edition (30 May 2	013)		
Reference Book	S	the state of the s							
 Popli, G 	.S. and Pu	ri.S.K – Strategic Credit Management in Ba	nks - PHI Learnin	g; I editio	n (23 Janua	ry 2013).			
2. Murali.S	and Subb	akrishna.K.R Bank Credit Management -	Himalaya Publish	ning House	e, 2012.	woner and homesta			778 i i i i i i i i i i i i i i i i i i
Web References				-					-
		com/bookshop-learning-materials/							
		:.in/m/14694-note-for-strategic-credit-mana	gement-stm-by-in	tu-heroes/	9				
		courses/110/106/110106040/							
5. Intps://ii	P.01.40.111								was only

COs	Program Outcomes (PO)									
COS	PO1	PO2	PO3	PO4	PO5					
1	2	0	1	2	1					
2	2	1		2	1					
3	2	2	2 - 10	2	1 93 ru(1)					
4	2	=t1 xt. bda.t	2	2	2					
5	1	i	2	2	2					

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

Evaluation Method

al e sa	<u> </u>	Cont	inuous Assessme	nt Marks (CAM)	A STATE OF THE STA		
Assessment	CAT 1	CAT 2	Model Exam	Assignment*	Attendance	End Semester Examination (ESE) Marks	Total Marks
Marks	5	5	10	25	5	100*	100

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

* The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation

-= BARTHENT OF MANAGEMEN. SRI MANAKULA VINAYAGAR ENGG., COLLEGE MADAGADIPET, PUDUCHERRY-605 107

Department	Mana	gement S	tudies		Program	nme: M	BA					
Semester	Four	th	a	tagging.		Categor		e:	*End Se	mester Ex	am Type	1
Course Code	2002	******				Period	ls/We	ek	Credit	Ma	ximum M	larks
	P23N	ISEF10			L	T		P	С	CAM	ESE	TM
Course Name	Insura	ince and I	Risk Management		3	0		0	3	50	50*	100
Prerequisite	On co	mpletion o	of the course, the stu	dents will be able to	0						BT Maj	
	COI	Underst	and the concept tune	a and handling after	ialea in horale		-		****		(Highest K2	
Course	CO2		and the concept, type s the insurance princi		isks in ousii	iess.						
Outcomes	CO3		dge about the relation		a and rick		andre en		- Akaraharan		K3	-
0 410011100	CO4		about the insurance of			7777			Carnel	_	K1	na mana - 150
	CO5		dge about insurance l			OIRDA					K2	-
UNIT-I			ION TO RISK MA		tur respect t	o non.			Period	c· 0	K3	-
Management - Per	sonal Risk	Managem	- Types of risk, Risk ent - Rules of Risk N	Management.	eaning, obje	ctives, R	isk M	anagem	ent Proce	ss - Bene	fits of Ris	COI
UNIT-II			GEMENT APPLIC						Period			
Risk Managemen choice between Inc	it Decision surance an	s – Utility d Retentio	Theory, Decision The n - Selecting the age	neory; Buying insur nt and the company	rance – Con y – Alternat	nmon err	ors – omme	Need for	r a plan – surance –	Other con Risk reter	nsideratio ntion.	CO2
UNIT-III	INSU	RANCE	AND RISK						Period	c. Q	- Healt	
			, Nature and function	s of Insurance - R	Pick sharing	and Ric	k tran	cfer Ri	The state of the s		th pooling	
dear requirements osses.	or an ins	urable risk	- Adverse selection			Isurance					neasurabl	CO3
and the second	1.		pefor, can to	are many is all a	moning - m	1 Q . y	neit.	uging -,	C + Destrict	r politorii		
UNIT-IV		a mide visit in	COMPANY OPERA	TIONS		1.9.00		n madiat	Period	s: 8	A.A.	103
UNIT-IV Cost and benefits	of insura	nce - Princ	pefor, can to	TIONS Insurance contracts	s - Kinds of	f insuran	ce, In	surance	Period	s: 8	A.A.	e
UNIT-IV Cost and benefits naking – underwr	s of insura	nce - Prince duction - 0	COMPANY OPERA ciples of insurance - Claim settlement - Re	TIONS Insurance contracts	s - Kinds of	f insuran	ce, In	surance	Period operation unctions.	s: 8 s – Ratin	A.A.	e
UNIT-IV Cost and benefits naking – underwr	s of insurations of i	nce - Prince duction - C	COMPANY OPERAciples of insurance - Claim settlement - Re	TIONS Insurance contracts sinsurance, Investm	s - Kinds of nents - Othe	f insuran r insuran	ce, In	surance mpany f	Period operations.	s: 8 s – Ratin	g and Rat	cos ce cos
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COs	Program Outcomes (PO)								
COS	PO1	PO2	PO3	PO4	PO5				
1	3		<u> </u>	Chicago Co. Mal. San San San San	2				
2	3	3	1	2	Taget				
3	2	3	sky - t Ma l gundan, ad	Commercial Programmes	1				
4	2	3	1	2) A				
5	2	3	lead factor (a) It surinter tim	2	1				

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

Evaluation Method

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

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

* The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation

Department	Mana	gement St	udies		Program	nme : MI	BA	i de la companya de l			
Semester	Four	th	Outline to an electric	Lange Ma		Category onal Elec		*End Se	nester E	xam Type	
Course Code				rupi.		Period	s/Week	Credit	Ma	aximum M	Iarks
	P23N	ASEF11			L	T	P	С	CAM	ESE	TM
Course Name	Muti	ual Funds	Operations		3	0	0	3	50	50	100
Prerequisite				7							
	On co	mpletion o	f the course, the studen	ts will be able to						BT Ma	
	CO1	Describe	the characteristics of m	utual fund investm	nents.			-		(Highest	1
Course	CO2	Classify	Mutual Funds by Investi	ment Objective.						K	
Outcomes	CO3	Evaluate	mutual funds for investi	ment purposes.						K	
	CO4	Understa	nd accounting and value	ting of mutual fur	nds and d	escribes n	narket simu	lations		K	
	CO5	Understa	nd the mutual funds and	lits related legal a	spects in	India.				K	
UNIT-I	INT	RODUCT	ION			Transacra de		Period	s: 9	(ALT IVE)	
ntroduction, mutu	al fund str	ucture in I	ndia, custodian, AMC, N	NFO role of regist	rar and tr	ansfer ag	ents invest		9	ione	T
Autual fund produ	cts and fe	atures - eq	uity funds open ended & entry and exit load, expe	close ended, inde	ex fund, c	liversified	large cap	funds, mide	ap funds.	ions.	COI
UNIT-II			DEBT AND LIQUID			a Yadan Mi	A TOLER	Period		ETAL JAX	
cash component.	Debt fund	ds - salient	(ETF), salient features, features, interest rate an cheme, portfolio chumir	d credit risk, prici	arket mal	king by A t instrum	PS, creatio ent, debt m	n units, por utual fund s	folio dep chemes.	osit and Liquid	CO2
UNIT-III			R INVESTMENT IN		S			Period	o. 0	100	
			tages of mutual funds, s			SIP) eve	tematic tran				
systematic withda	rawal plan	(SWP), ch	loosing between dividen ithout indexation, with i	d payout, dividend							CO3
UNIT-IV	MAR	KET SIM	ULATION AND ACC	OUNTING OF F	UNDS	and the same	Mark College	Period	s: 9		
			ernet based software to d s – Fees & Exchanges –						nutual fu	nds	CO4
UNIT-V	LEC	GAL STRU	JCTURE AND REGUI	LATORS IN IND	IA	Maura.		Period	s: 9		-
	f mutual fi lia – Reser	ınd – Righ ve Bank o	ts and responsibilities of India, Securities and E	f market constitue	nts – Fun India, As	d mergers	and Schen		lia –		COS
Lecture Periods	: 45		Tutorial Periods:0					Total		45	
Text Books				54 Minus A 1440 C		1		* * *			
1. John C.	Bogle, Bo	gle on Mut	rual Funds: New Perspec	ctives for the Intel	ligent Inv	estor, Wi	ley, 1st Edi	tion, 2015.			
2. Vivek. F	C. Negi, M	utual Fund	ls: Ladder to Wealth Cre	eation, Diamond P	ocket Bo	oks Pvt. I	imited, 20	15			
Reference Book	S	Parte de parte de la constanta	The state of the s								
1. Sundar S 2018	Sankaran,	Indian Mut	tual Funds Handbook: A	Guide for Industr	y Profess	sionals an	d Intelligen	it Investors,	Vision B	ooks, 5th	Edition
	Thamaraip	andy, Mut	ual Funds the Money M	ultiplier, Notion P	ress, Inc,	1st Editio	n, 2017.				
3. Shashi F	Cant Singh	, Mutual F	und Year Book 2020-21	: A complete Guid	de on Mu	tual Fund	Investmen	t, Notion Pr	ess, 2020	1	
4. John. C.	Bogle and	David F.	Swensen, Common Sen	se on Mutual Fund	ds, Wiley	, 10 th Edi	tion, 2010.			1	
			ial Services and Market								
Web References						-					خالاه حدالت
		alfundindia	n.com/								
			mes.com/mutual-funds		······································	THE STATE OF THE S	www.seemink.ac.iq./////issueniteepin				
	roww.in/				percent property	out none			-		
		com/2020/	01/11/direct-fund-sites-	in-india/							
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CO-	Program Outcomes (PO)								
COs	PO1	PO2	PO3	PO4	PO5				
1	3	I	· ·		ĺ				
2	1	3	2	i	i				
3	1	3	1	1	1				
4	1	3	i	-	1				
5	3		1	1	2				

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

Evaluation Method

		Cont	inuous Assessm	ent Marks (CAM		100 200	
Assessment	CAT 1	CAT 2	Model Exam	Assignment*	Attendance	End Semester Examination (ESE) Marks	Total Marks
Marks	5	5	10	25	5	100*	100

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

DEPARTMENT OF MANAGEMENT STUDIES
SRI MANAKULA VINAYAGAR ENGG., COLLEGE
SRI MANAKULA VINAYAGAR ENGG., COLLEGE
MADAGADIPET, PUDUCHERRY \$15 197 * The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation

	Manag	ement Studies	Program	nme: MB	A				
Semester	Fourt			Category onal Elect		*End Ser	nester E	xam Type:	
Course Code		(Cilesande) moreary		Periods	/Week	Credit	Ma	aximum M	arks
	P23M	SEF12	L	T	P	С	CAM	ESE	TM
Course Name	Incom	e Tax Law and Practice	3	0	0	3	50	50*	100
Prerequisite									
	On con	npletion of the course, the students will be a	The state of the s					BT Map (Highest	
	CO1	Understand the provisions of Income Tax A	Act 1961.	-				K2	
Course	CO2	Understand the procedure and provisions of	and the second s				-11	K2	
Outcomes	CO3	Describe the procedure for clubbing and set	ting off income a	ind carry f	forward of I	osses.		К6	
	CO4	Explain the various deductions to make und	er section 80C to	80U in c	omputing to	otal income		K2	
	CO5	Design and study the valuation of assets and	l wealth tax.				BA-17-74	K6	
UNIT-I	INC	DME TAX ACT, 1961	4800			Perio	ds: 9		
Income Tax Act, incomes to	1961: Bas exempt from	c concepts – Income – Previous year – Asse: n tax.	ssment year, Res	idential st	atus – Basi	s of charge	d and sco	ope of tota	CO1
UNIT-II	COM	IPUTATION OF TOTAL INCOME	Jack Land	Lande L		Perio	ds: 9		-
Computation of t	otal incom	e under - Salaries - Houses property - Profits	and Gains of bus	siness/Pro	fession, - C	apital gains	s - Other	Sources.	CO2
the same of the sa									
UNIT-III Clubbing of inco	me – Set o	EDURE AND PROVISIONS OF TOTAL ff and carry Forward of loss — Computing total nies — Dividend distribution tax — MAT —	al income, rebate	es and relie	efs in respe	ct of incom	ds: 9	raxation o	4
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D. Sa

COs			Program Out	comes (PO)	
COS	PO1	PO2	PO3	PO4	PO5
1	3	-	3	1	3
2	2	-	3	Line and the contract for	2
3	3	1	1	1	3
4	3	1	3	1	2
5	3	3	3		3

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

Evaluation Method

DATE OF STREET		Con	tinuous Assessme	nt Marks (CAM)			
Assessment	CAT 1	CAT 2	Model Exam	Assignment*	Attendance	End Semester Examination (ESE) Marks	Total Marks
Marks	5	5	10	25	5	100*	100

DEPARTMENT OF MANAGEMENT STUDIES

DEPARTMENT OF MANAGEMENT STUDIES

SRIMANAKULA VINAYAGAR ENGG., COLLEGE

NADAGADIFET, PUDUCHERRY-505 107 * Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

* The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation

COMPANY NEW PROPERTY SERVICES HAVASAGRAFT PROBERS - 25 FOR

Department	Mana	gement S	tudies	Progr	amn	ne: MBA					
Semester	Fourt	1				ategory C		*End Se	mester Ex	am Type):
	-	1051	tend. Dimensis	Func	tion	al Electiv		TE			
Course Code	P23M	SEM06				Periods/	Control of the second	Credit		imum M	arks
Course Name				I I		T	P	C	CAM	ESE	TM
Prerequisite	Brand	Manage	ment	ه ا		0	0	3	50	50*	100
Frerequisite											
	On co.	mpletion	of the course, the students will l	be able to						BT M (Highe:	apping
	CO1	Define	the Brand Management concept	S.							(1
	CO2	Formula	te effective branding strategies f	for both consum	er an	d busines	s products	/services.			6
Course Outcomes	CO3	Demon	strate the Brand Hierarchy, Bran	nd Architecture,	Bran	nd Structu	res and ma	anaging Bra	inds.		3
	CO4		Brand equity		-					F	
	C05	Examine	brand concepts in real-life set	ting by articula	ting	the conte	xt of and	the rationa	le for the		<u></u>
		applicati	on						10 101 1110	ŀ	(3
UNIT-I			ION TO BRAND MANAGEN				No.	Periods	: 8		
Significance of Brand	s - Brandi and Image.	ng and Bi Brand Id	and Management - Significance entity, Brand Associations, Bran	of a Brand - B	rand	ing impac	t on Buye	rs and Selle	ers - Mea	ning and	COI
3				io poisonanty, E	ranc	Loyalty,	Drand Eq	uity - Types	or Branc	15.	COL
UNIT-II			STRATEGIES					Periods			
Brand Vision - Str Creating competiti	rategic Bra	and Mana	gement Process - Brand Positio	ning and establ	ishir	ng Brand	Values - 0	Crafting of	Brand El	ements -	100 100 100
Creating competiti	ve auvailla	ige.									CO ₂
UNIT-III	THE RESERVE TO SERVE THE PARTY OF THE PARTY	March Colon V (C) Plant C . United St	TRUCTURES	2.3	Oin:	Para	•	Periods	: 11		
Brand Hierarchy: 1	Levels, Pri	inciples o	f designing the brand hierarchy,	Managing the	Bran	d Portfoli	o - Brand	Architectu	re: Maste	r Brand,	2.782
Over Brand, Frees	tanding Bi	rand and I	Endorser Brand structures, Price	- Quality - Bra	ind S	Structures:	House of	Brands, B	randed Ho	ouse and	
Hybrid Structures cons of Brand exte	- Managin	g Brands:	Brand Revitalization, Brand E	xtension strateg	ies, l	Product C	ategory ar	nd Line Ext	ension -	Pros and	CO3
cons of Brand exte	1151011.						And I I'd	THE STATE			
UNIT-IV	BRAI	ND VALU	JATION					Periods	: 9		
Methods of Valuat	ion — Imp	lications f	or Buying & Selling Brands. Le	veraging Brand	s: Br	and Exter	nsion – Br	and Licensi	ng - Co-l	branding	CO4
- Brand Architectu	ire and Por	tfolio Ma	nagement								CO4
UNIT-V			N PRACTICE					Periods			
Handling Name Cl	hanges and	Brand T	ransfer - Brand Rejuvenation - ucts, Services and Retailers - B	Global Brandin	g Str	rategies -	Building a	and Managi	ng Brand	s Across	
Indian Brands Glo	bal.	striar i 100	ucis, Scivices and Retailers – B	diding Brands	Om	ne – mara	illisation o	i Foreign E	orands and	laking	COS
Lecture Periods:	45		Tutorial Periods: -	Pra	ctica	al Periods	e -	Total	Periods:	45	
Text Books											
	ane Keller, Education		varan, Jacob, "Strategic Brand N	Aanagement: Bu	ildin	ig, Measu	ring and M	lanaging Br	and Equit	ty", 4 th E	dition,
			w Strategic Brand Management	: Advanced Insi	ghts	and Strate	egic Think	ing" 5th Ed	lition Kos	zan	
Reference Books					B.1.00		Bio Immi	g , 5 DO	rtion, reo	Sun	
			agement: Text and Cases", 4th E								
			ent", Oxford University Press, 2								
The second of th			V, "Brand Equity: An Indian Pe				ate Limite	d, 2016.			
			Strategic Brand management", A				151-1	2014			
The same of the sa			arlson, "Contemporary Brand M	ranagement" Sa	ige F	'ublication	ıs, I"Edn,	2014			
	e Minsky,	lianGeva,	"Global Brand Management",								
Web References 1. https://w	ww.tandfo	nline.com			-		terini and a second				
			blishing.com/journal/jpbm				THE STATE OF THE S		- Sales Office		
3. https://w	ww.brandi	ingmag.co	m/			4			-42 mg		-
* TE - Theor	y Exam, L	E-Lab E	xam								

Cos	Program Outcomes (PO)						
Cos	PO1	PO2	PO3	PO4	PO5		
1	3	1	· · · · · ·	1			
2		1	District Control of the Control of t	2	3		
3	1		i		Ţ		
4	- 02	le i i live promeile	2	3			
5	2			I nes-	2		

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

Evaluation Method

		Iı	ternal Assessment	t Marks (IAM)		End Semester	
Assessment	CAT 1	CAT 2	Model Exam	Assignment*	Attendance	Examination (ESE) Marks	Total Marks
Marks	5	5	10	25	5	100*	100

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

* The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation

Department	Mana	gement Studies	Progr	amme : N	/IBA					30.00
Semester	Fourt	h	Cours	e Catego	ry Code:	. 16	*End Sen	nester Exa	am Type:	- Pider
	De 10. 180.3 V		Func	tional El			TE	~		
Course Code	P23M	SEN06		P	eriods/We	ek .	Credit	Max	imum M	arks
Course Name	12:00	MINER SOUR		L	T	P	С	CAM	ESE	TM
Prerequisite	Logist	tics Management		3	0	0	3	50	50*	100
0 m m m m m m	On co	mpletion of the course, the students	s will be able to							apping
	CO1	Understand the process and functi	ons of logistics s	ustem					(Highes	
Course	CO2	Understand the process, functions	and performance	metrics						(2
Outcomes	CO ₃	Describe the decisions in logistics	and supply chain	network.						(2 (1
	CO4	Describe the technology advancement	ent in logistical p	erformar	nce.					1
	CO5	Design and study the reverse logis	tics in e-commer	ce.					-	6
UNIT-I		RODUCTION TO LOGISTICS Magement; Definition, scope, function			1 - 1 , 1, .)		Periods	s: 8	1.11.7	
UNIT-II Inventory planning	INV	estomer service, Role of logistics in ENTORY ory costs, classifying inventory, N	ature & importa	nce of w	varehousin	a times	Periods	:: 10	1	СО
Packaging, role of	packaging	& design. Material handling object , packaging materials, consumer & i	ives guidelines	& princir	ales select	ion of ma	tarial hand	ling equi	pment's.	CO
UNIT-III	THE RESERVE THE PROPERTY OF THE PARTY OF THE	RSPORTATION portation in logistics, transportation		rot distri	Length and F	av ha film	Periods	: 9	 	
ripenne, character	istics of ai	fferent modes transport economics, l	Inter modal opera	tions						COS
UNIT-IV		TAINERIZATION	5.80 7.45	The sale	in de la company	130 tua	Periods	: 10		
Containerization-c	oncept, typ	CAINERIZATION pes, benefits, Types of carriers- ind anning Role of ports, ICDs, CONCO	irect & special c	arriers. R	ons.	ermediarie	s- shipping	: 10 g agents,	brokers-	1
Containerization-c freight managemer	oncept, typ	pes, benefits, Types of carriers- ind	irect & special c	arriers. R	ons.	ermediarie	s- shipping	g agents,	brokers-	1
Containerization-c freight managemer UNIT-V Reverse logistics-	REV	pes, benefits, Types of carriers- ind anning Role of ports, ICDs, CONCO ERSE LOGISTICS design, e-logistics- logistics inform	irect & special c DR - Global shipp	arriers, R	ons.	n logistic	Periods	g agents,		CO
Containerization-c freight managemen UNIT-V Reverse logistics- technologies- bar c	REV scope, coding, RF	pes, benefits, Types of carriers- ind anning Role of ports, ICDs, CONCO ERSE LOGISTICS	irect & special c DR - Global shipp	arriers, Roing option	n of IT	in logistic	Periods sues.	g agents, : 8 atic ident	ification	CO
Containerization-c freight managemer UNIT-V Reverse logistics-	REV scope, coding, RF	pes, benefits, Types of carriers- ind anning Role of ports, ICDs, CONCOUNTERSE LOGISTICS design, e-logistics- logistics inform ID, Logistics outsourcing- 3PL & 4E	irect & special c DR - Global shipp	arriers, Roing option	ons.	in logistic	Periods sues.	g agents,	ification	CO-
Containerization-c freight managemen UNIT-V Reverse logistics- echnologies- bar of Lecture Periods: Fext Books 1. V.V.Sop	REV scope, coding, RF	pes, benefits, Types of carriers- ind anning Role of ports, ICDs, CONCOUNTERSE LOGISTICS design, e-logistics- logistics inform ID, Logistics outsourcing- 3PL & 4F Tutorial Periods: -	irect & special c DR - Global shipp mation system-a PL, Global logisti	arriers, R ping option pplication cs- opera Practica	n of IT tional & st	n logistic rategic iss	Periods cs- automa sues. Total	g agents, : 8 atic ident Periods:	ification	CO
Containerization-c freight managemen UNIT-V Reverse logistics- technologies- bar of Lecture Periods: Text Books 1. V.V.Sop 2. James St Manager	REV scope, coding, RF le, Logistic evens, Supnent, Proce	pes, benefits, Types of carriers- ind anning Role of ports, ICDs, CONCOUNTERSE LOGISTICS design, e-logistics- logistics inform ID, Logistics outsourcing- 3PL & 4F Tutorial Periods: - cs Management, 3 rd Edition, Pearson oply Chain Management: Strategy, Curement), Shepal Publishing, 2016	irect & special con property of the property o	arriers, R ping option pplication cs- opera Practica	n of IT tional & so	in logistic rategic iss	Periods CS- automatues. Total	g agents, : 8 atic ident Periods: 4	ification	CO
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DEPARTMENT OF MANAGEMENT STUDIES SRI MANAKULA VINAYAGAR ENGG., COLLEGE MADAGADIPET, PUDUCHERRY-605 107

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Con	Program Outcomes (PO)							
Cos	PO1	PO2	PO3	PO4	PO5			
ĭ	3	2	I	2	2			
2	3	3	3	3	2			
3	2	2	Ethia responsiblish		3			
4	2	3		2	1			
5	3	2, 4 11 12 13	article wheeled all	3	2			

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

Evaluation Method

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

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

* The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation

Department	Managem	ent Studies	Progr	amme : MB	A				<u>.</u>
Semester	Fourth	3		e Category ional Electi		*End Ser	nester E	xam Type:	
Course Code	1	was in fall and the second		Periods	/Week	Credit	M	aximum M	arks
	P23MSEN	07	L	T	P	С	CAM	ESE	TM
Course Name	Manufactu	ring Strategy	3	0	0	3	50	50*	100
Prerequisite						Book of the property			
	On compl	etion of the course, the students wil	ll be able to				5	BT Map	
	CO1 U	nderstand the application of various	strategies of manufa	cturing to a	n organizat	ion		(Highest)	
Course	CO2 U	nderstand the significance of decision	n making in various	manufactur	ing and ope	erations des	ign.	K2	
Outcomes		escribe the impact of modern approa					-	K2	
		plain the characteristic of appropriat			-			K2	
		sign and study the impact of technology			71.5				
UNIT-I	The state of the s	ACTURING COMPETITION		8 1 3 11 11 11 11 11 11 11 11 11 11 11 11 11	Mal .	Periods		K6	
			Secretary V						r
trategy, Competit	environment tive Advantage	in the market, The WTO agreemers and Disadvantages.	nt and its effect or	Indian Ind	lustries, M	anufacturin	g as a c	ompetitive	со
UNIT-II	MANU	FACTURING DESIGN	10 W. C. 10 PANES - ALAN 18 S. 10 S. 10 V. AARM 18 S. 10 S.			Periods	s: 9		
Product Variety, ating, Just in time	Modular Desi	gn, Design for manufacturability, S g, Kanban system, and Agile Manufa	Selection of manufa	cturing tech	nnologies,	Vendor De	velopme	nt, Vendor	CO
UNIT-III	MANUF	ACTURING TECHNIQUES				Periods	. 0	war.	
Reengineering, 7	Total Quality	Management (TOM), Materials Re-	guirement Planning	(MRP) F	nternrise R	esource Pl	anning (EDD) and	
imulation as tools	s for competitive	e manufacturing, Intelligent Manufa	acturing.	(), 2	iiioi prioc 1	.0504100 11	dimining (Lici), and	CO
UNIT-IV		ACTURING SYSTEMS		1 AC 10 AC 10		Periods	: 9		
Elementary of mystem (FMS), constems.	nanufacturing s ellular manufa	systems for different manufacturing cturing system (CMS), and Re-co	g scenarios – Dedic onfigurable manufac	ated manuf cturing syst	acturing sy em (RMS)	stem, Flex; Selection	ible mar of mar	nufacturing nufacturing	СО
UNIT-V	MANUE	ACTURING TECHNOLOGY	lesowik ed limited		X 10 10 10 10 10 10 10 10 10 10 10 10 10	Periods	. 0		<u> </u>
							: 9		
Concept of Comp	outer Integrated	d Manufacturing (CIM), FIFO, Netw	ork based manufact	uring, and E	-Manufact	uring.			CO
Lecture Periods	: 45	Tutorial Periods:-	Pract	ical Periods		Total	Periods:	45	
Text Books	-	T BOOK AND A COLOR					rerious:	45	1-3-3
	ill Manufactur	ing Strategy: The Strategic Manager	monto file Monifer	* * C F S & W	(Appringra	5 C 1141	017		1
2. John Mi	Itenburg, Mani	ifacturing Strategy, second edition, I	Productivity Press. 2	ol7	tion, Secor	ia eaition, 2	:017.		
Reference Book	s	0 00,	,,						
1. Charles	H Fine, and A	malodo C. Hax, Manufacturing Stra	itegy: A Methodolog	y and an Ill	ustration. C	Creative Me	dia Partr	ers. LLC.	2018
		Systems Design and Analysis, Spri					Malayan		
		ring Strategy: Text and Cases, Januar							
		turing Engineering and Technology,							
		ses: APICS Readings for CIRMHarv		ice of the II	niversity D	iblisher 10	00		
Web References			and Chivelony, Oll	too or the O	inversity Ft	19			
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		m/referenceworkentry/10.1007/978-3	3-642-20617-7_656	2		MARKATA TO THE RESIDENCE OF THE PARTY OF THE			
5. https://or	nlinecourses.np	otel.ac.in/noc21_mg68/preview							

CO	No. 11		Program Outcomes (PO)	
COs	PO1	PO2	PO3	PO4	PO5
1	3	-	2	1	1
2	3	et a lim al lawer	3	th reference 1 and	1
3	3	Andro to treat to a law	and the state 3 has provided	1.0	-
4	3		2		innect 1
5	3	ENGLISH OF STREET		Í	2

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

Evaluation Method

		Cont	inuous Assessm	ent Marks (CAM)	And a control and drawn with	EV Interd	
Assessment	CAT 1	CAT 2	Model Exam	Assignment*	Attendance	End Semester Examination (ESE) Marks	Total Marks	
Marks	5	. 5	10	25	5	100*	100	

^{*} Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

DEPARTMENT OF MANAGEMENT STUDIES
SRI MANAKULA VINCYAGAR ENGG, COLLEGE
MATARGANPET, PUDUCHERRY-605 107
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^{*} The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation

Semester	Management Studies	Program	nme: MBA	k .				
en semengerstadt.	Fourth	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Category Conal Electiv	ve	*End Ser	nester Ex	cam Type:	
Course Code			Periods/	Week	Credit	Ma	ximum M	arks
	P23MSEN08	L	T.	P	C	CAM	ESE	TN
Course Name	Lean Manufacturing	3	0	0	3	50	50*	100
Prerequisite							1 07/	7.5
	On completion of the course, the students will be						BT Map (Highest	
	CO1 Understand the objectives, key principles a		f lean mani	facturing.			K2	
Course	CO2 Understand the methods and tools of lean n	nanufacturing.					K2	
Outcomes	CO3 Describe the types of lean manufacturing.					4	K1	
	CO4 Explain the characteristic of project selection CO5 Design and study applications of lean manual CO5						K2	
TINITO Y		maciuming.	the course of the				K6	
UNIT-I	PRINCIPLES OF MANUFACTURING				Periods			
ontinuous flow, c	facturing paradigm; Objectives of lean manufacturing, acturing characteristics; Value creation and waste elimontinuous improvement, single piece flow.	nination-major k	nds of mar	tions of le ufacturing	an manufa waste, co	ecturing, ncept of	traditional take time,	СО
UNIT-II	LEAN MANUFACTURING TOOLS AND ME	ETHODOLOGI	ES	1, 1,2	Periods	: 10		
imployees, visual	napping: Current state and future state value stream controls; Quality at the source, 5S principles, Tota gFailure mode and effect analysis, line balancing, mi	I Productive Ma	intenance	Commur Changeov	ication of er and set	standard up time	d work to reduction;	со
UNIT-III	GROUP TECHNOLOGY AND JUST IN TIME	MANUFACTU	RING		Periods	· A	TIT	
Group technology	philosophy: Part family, Machine cell design and anal			anban, cas		Ť	×	СО
UNIT-IV	PROJECT SELECTION FOR LEAN	The second secon			Periods	. 0		
	A STATE OF	C 1 C .						
nitiatives.	oject selection, Selecting projects, Process mapping, (Current and futur	re value str	eam mapp	ing, projec	ct suitabl	e for lean	СО
UNIT-Y	LEAN MANUFACTURING IMPLEMENTAT	TION		9	Periods	: 9		
Road man for lar	n manufacturing implementation; Reconciling lean wi oduction in Industry 4.0: Impact of industry 4.0 on lean	th other systems	Lean six si m, case stu	gma, integ	rating lear	principl	es in ERP	СО
and PLM; Lean pro	The state of the s	production syste						
nd PLM; Lean pro Lecture Periods:		The second secon	7 100	THE RESERVE OF THE PERSON NAMED IN		Periods:	45	
nd PLM; Lean pro Lecture Periods:		Practic	al Periods:	-0	, Total	Periods:	45	
nd PLM; Lean pro Lecture Periods: Text Books	45 Tutorial Periods:0	Practic	al Periods:	-0	,Tòtal l	Periods:	45	
nd PLM; Lean pro Lecture Periods: Text Books 1. Paul My	Tutorial Periods:0 erson., Lean Supply Chain and Logistics Management,	Practice first edition, Mc	al Periods: Graw Hill E	ducation,	Total) 2012.			
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Lecture Periods: Text Books 1. Paul My 2. S. R. De 3. Suvabrat Reference Books 1. Beata M 2. Pascal I 3. Jeffrey 4. James P Perennii	erson., Lean Supply Chain and Logistics Management, vadasan, V. Sivakumar, "Lean and Agile Manufacturin a Mitra Lean and Six Sigma – Six Sigma Black Belt (2 trugalska, Magdalena K. Wyrwicka, "Towards Lean Propennis, Lean Production Simplified, 3 rd edition, Produc K. Liker. "The Toyota Way: 14 Management Principles Womack, Daniel T Jones, and Daniel Roos, The Mach	first edition, Medge: Theoretical, Precoduction in Industrictivity Press, 2015 is from the World hine that changed	al Periods: Graw Hill E- actical and prise-Wide stry 4.0", Prise S Greatest the World.	ducation, Research Deploymer rocedia En Manufactu The Story	Total) 2012. futurities", ent Paper E gineering, re" of Lean Pi	PHI, 201 Back. 182, 201	7Harper	mai
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COs	Program Outcomes (PO)							
COS	PO1	PO2	PO3	PO4	PO5			
1	3	2	-	3	T			
2	2	2	2	2	2			
3	2	2	I a single	3	3			
4	3	3	2	2	1			
5	3	3		2	2			

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

Evaluation Method

		Co	ntinuous Assessm	ent Marks (CAM)		e a mention partity at a	Communication of the Communica
Assessment	CAT 1	CAT 2	Model Exam	Assignment*	Attendance	End Semester Examination (ESE) Marks	Total Marks
Marks	5	5	10	25	5	100*	100

^{*} Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

^{*} The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation

Department	Manag	ement Studies	Programme : MBA								
Semester	Fourt	i — — — — — — — — — — — — — — — — — — —	Course	Course Category Code: Functional Elective			*End Semester Exam Typ				
Course Code	Daana			Periods/Week			M	Maximum Marks			
		SEN09	L	T	P	C	CAM	ESE	TM		
Course Name	Service	Operations Management	3	0	0	3	50	50*	100		
Prerequisite			THE TWO BUILDINGS AND ADDRESS					20	ile iv		
		pletion of the course, the students will be al				100,000-0		BT Maj (Highest			
		economy.									
Course		Management.									
Outcomes	377.55	service operations system.									
		Design Service delivery operations to produ				AUH	tellä jusk	K5	i		
	CO5	Propose solutions with which a service organisation can improve its operations and achieve									
UNIT-I	UNDE	ERSTANDING SERVICE OPERATIONS		- FRANKE		Perio	ds: 9				
Introduction; Na Positioning of Serv	ture & Rol	e of Services in Economy; Service Oper Organisation Value Chain.	rations and the	ir Manage	ement Fun	damentals;	Service	Strategy;	COI		
UNIT-II	A comment of the state of the state of	ICE OPERATION INFRASTRUCTURE				Perio	de O				
Service Facility		yout & Location, Off-shoring & Outsource	ing: Technolog	u in Comi	ana Frant			*	Т		
Iuman Factor in S	ervices; Ext	ernal Associates in Service Processes.	mg, recimolog	y ili Servi	ces, Front	-omee Bac	K-office	Interface	CO		
UNIT-III		CE PROCESS MANAGEMENT				Perio	ds: 9				
Service Encounte	er Design ar	nd Control;Managing Service Processes;Exp	erience Manag	ement in S	Service Op	erations; Se	ervice Qu	uality and			
Reliability Assura	nce;Service	Process Improvement & the Associated	Methodologie	s;Experience	ce Innovat	ion Paradi	gın; Nev	v Service	CO3		
Development.	Janner		375 mg	4.	11/4		-1V				
UNIT-IV		CE DELIVERY PROPOSITIONS	181	10 M S 14 H	Agens	Perio	ds: 9				
Planned Provision	in Service	zation; Forecasting Demand for Services; Ca Delivery; Legal Aspects of Expectation-D	apacity and Der Telivery Gaps;	Service W	aiting Line	ustomer Exe and Cust	pectation omer Re	ns and the lationship	CO		
		gement for Improved Service Delivery.			# 7.300m	"是是我们的	14				
UNIT-V		OVING SERVICE OPERATIONS			16.5%	A CALO					
Service innovations a world control of the service innovation of the service of	on, service lass service	improvement, driving continuous improve organisation.	ment, learning	from pro	olems, lear	rning from	other of	perations;	COS		
Lecture Periods:	45	Tutorial Periods:-	Practic	al Periods	-	Total P	eriods: 4	15			
Text Books 1. Robert Jo Limited,	ohnston, Mi	chael Shulver, Nigel Slack and Graham Clark	k, Service Oper	ations Man	agement, F				on		
2. Sanjeev	Bordoloi, Ja	mes A Fitzsimmons and Mona J Fitzsimmon aw Hill Education, 2018.	s, Service Man	agement O	perations, S	Strategy, In	formation	Technolo	ogy,		
		B., Russel S. R. and Murdick R. G., Service	Management a	nd Operati	ons, 2nd Ed	d.,Prentice I	Hall, 200	7			
Reference Books			The second secon								
		ce Operations Management, Cengage Learning							- No. and		
 Deborah Bill Holl 	ing Sadie St	Competitive Strategies for Service Businesse, hinkins, Managing Service Operations, Sage	S, First Edition,	Jaico Publ	ishing Hou	ise, 2008.					
4. Davis &	Heineke, M	anaging Services: People and Technology, T	ata McGraw Hi	11 2003							
		Graham Clark, Service Operations Managem							N-1-		
Web References			1 10111100 1								
1. https://np		ntent/syllabus_pdf/110106046.pdf							·		
2. https://or	linecourses.	.nptel.ac.in/noc20_mg36/preview			A Company of the Comp						
3. https://w	ww.studocu	.com/en-ca/document/athabasca-university/so	ervice-operation	is-managei	nent/lectur	e-notes-lect	ures-1-1	1/709034			
4. https://w	ww.civilser	viceindia.com/subject/Management/notes/ma	nagement-of-se	rvice-oper	ations.html						
5. https://w	ww.civilserv	viceindia.com/subject/Management/notes/ma	nagement-of-se	rvice-oper	ations.html			er en water her own a transmission of			

00		The state of the s	Program Outcomes (PO)	
COs	PO1	PO2	PO3	PO4	PO5
1	3	## ### ### ###########################		1	1
2	3		1	-	B
3		3	1	I I I I I I I I I I I I I I I I I I I	2
4		Tennest (Martinger)	1	1	2
5	2	3	-	3	3

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

DEPARTMENT OF MANAGEMENT STUDIES

Evaluation Method

Assessment		Conti	uous Assessmen		176		
	CAT 1	CAT 2	Model Exam	Assignment*	Attendance	End Semester Examination (ESE) Marks	Total Marks
Marks	5	5	10	25	5	100*	100

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

* The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation

DEPARTMENT OF MANAGEMENT STUINS THE HANGISTA VINAPAGAR ENGOL COLLEGE DAJAGADIRET PUDDEMERNY SZETÜT

Department	Management Studies Programme: MBA								
Semester	Fourth	Course	Course Category Code: *End Sen Functional Elective TE			Semester Exam Type:			
Course Code	D22MCDNI40		Periods/Week			Ma	laximum Mar		
	P23MSEN10	L	T	P	С	CAM	ESE	TM	
Course Name	Strategic Global Sourcing	3	0	0	3	50	50*	100	
Prerequisite		8		1.165 TH					
	On completion of the course, the students wi	Il be able to		-		4	BT Ma (Highes		
	CO1 Understand the concepts of operational alignment with sourcing strategy.								
Course	CO2 Understand the basic concepts of Supplier Research and market analysis.								
Outcomes	CO3 Apply negotiation techniques during the process of sourcing								
	CO4 Understand the concepts involved in su	upplier diversity & su	stainability	y.		7	K3		
	CO5 Associate the importance of knowing r	risk involved in Globa	l sourcing				K2 K4		
UNIT-I	OPERATIONAL ALIGNMENT WITH SO	OPERATIONAL ALIGNMENT WITH SOURCING STRATEGY Periods: 9							
The Strategic Sc	ourcing Plan - Operational Sourcing Strategy	- Understanding R	equiremen	ts - Opp	ortunity A	nalvsis -	Categor	J	
Segmentation - Sou	arce to Settle - Sourcing Challenges.			ОРР	ortainty 11	iidiyətə -	Category	CO	
UNIT-II .	SUPPLIER RESEARCH AND MARKET.	ANALYSIS			Por	iods: 9			
Conducting Supp	lier Research - Conducting Market Analysis. So		d Proposa	ls - Solic	itation Plan	ning - S	olicitation	1	
Methods - Evaluati	on Criteria		,			ining - b	oncitation	CO	
UNIT-III	NEGOTIATION				Per	iods: 9	Target Ta	L	
Negotiation Revis	sited - The Nature of Negotiation - Negotiation	Strategy - Negotia	ion Plann	ing - Dev	veloping a	Negotiatio	on Plan	T -	
Exception Conditio	ns.			•	1 3	3		CO3	
YINIYO YY	Towns and the					. 21			
UNIT-IV	SUPPLIER DIVERSITY & SUSTAINABII				Per	iods: 9			
Diversity Program	as - The Business Case for Diversity - Supplier Di	versity Best Practices	- Global	Supplier I	Diversity - 1	Diversity 2	Advocacy	1	
organizations. Issu	ss - The Business Case for Diversity - Supplier Di es in Sustainability – Guidelines - Criteria for Supp	piter Evaluation.	DAMAN 2	THOMAS				CO4	
UNIT-V	RISK AND GLOBAL SOURCING	,	10 Jarau	775 Mile	Per	iods: 9	-		
The Nature of Ri	sk - Understanding Risk - Risk Management Pri	inciples. Developing	a Global	Sourcing			nal Trade	J	
Requirements.				1/4		incinatio	nai Ilauc	COS	
Lecture Periods:	45 Tutorial Periods:-	Practic	al Periods	·-	Total	Periods: 4	15	THE REAL PROPERTY.	
Text Books		- A Meeter			1 Julia	ci ious.	13		
 Fred Sol 	llish and John Semanik (2011) Strategic Global So	urcing Best Practices	John Wile	ev & Sons				14.	
	ras (2015). Global Production: Firms, Contracts and			-		On the Control of the			
	ng Schneid (2010). Global Sourcing - The strategic			in Publish	ing				
Reference Books	The state of the s		Bi Oi		6			•	
1. Gerd Ke	erkhoff (2006). Global Sourcing: Opportunities for	the Future China Inc	ia Fasterr	Furone '	Wiley				
	Senft (2013). International Sourcing: A Method to (vii i i i i i i i i i i i i i i i i i i	
	n Schuh, Robert Kromoser, Micheal F. Strohmer an					1. (4) 7. 1			
Cost and	Increase Value with Suppliers. Springer.	nd Alenka Tripiat (20	09). The P	urchasing	Chessboard	1: 64 Meth	ods to Re	educe	
Web References								***************************************	
1. https://wv	vw.dragonsourcing.com/global-sourcing/								
	vw.purchasing-procurement-center.com/what-is-gl	obal-sourcing.html	# 500 - S - S - S - S - S - S - S - S - S -						
	ww.cgnglobal.com/global-sourcing-and-procureme		THE STREET					-	
	vw.mindtools.com/pages/article/10-cs.htm								
poin tr	Pages article to obtain								
5 https://www	www.prokuria.com/post/supplier avaluation								
	vw.prokuria.com/post/supplier-evaluation vw.smartsheet.com/content/vendor-assessment-eva	Justina							

COs			Program Outcom	es (PO)	
	PO1	PO2	PO3	PO4	PO5
1	2	1	4	2	2
2	2	1		2	2
3	3	3		3	3
4	2	I	- -	2	2
5	2	2	1	2	2

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

Evaluation Method

Assessment		Cor	itinuous Assessme		T		
	CAT 1	CAT 2	Model Exam	Assignment*	Attendance	End Semester Examination (ESE) Marks	Total Marks
Marks	5	5	10	25	5	100*	100

^{*} Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

* The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation

DEPARTMENT OF MANAGEMENT STUDIES
SRI MANAKULA VINAYAGAR ENGG., COLLEGE
MADAGADIPET, PUDUCHERRY-505 107

DERARTHERT OF MANAGEMENT BTURES STERANGELA VINAYADAR ENGOL COLLC SE MADAGADIRET RUDUCHERRY COS NE

Department	Mana	gement Studies	Program	nme: MB	A				
Semester	Four	th		Category on al Election		*End Ser	nester Exa	ım Type:	
Course Code				Periods/\	Veek	Credit	Ma	ximum M	arks
TOTAL TRANS	P23M	SEN11	L	T	P	C	CAM	ESE	TM
Course Name	Techr	ological Innovations in Operations	4	0	0	4	50	50*	100
Prerequisite							7.5	1 20	100
	On co	mpletion of the course, the students will be a					Name of the Owner	BT M (Highes	apping
	CO1	Understand the concepts of critical success f	actors in manag	ing techno	logy.		T		(2
Course	CO2	Understand the basic concepts of IT role in (Operations Mana	agement.					(2
Outcomes	CO3	Illustrate the knowledge on Behavioural Ope	erations Manage	ment					(3
	CO4	Infer the use of Big Data in Operations Man	agement.				77		(2
UNIT-I	CO5	Associate the importance of AI in Operation	s Management.				TANKS I	k	4
		TICAL FACTORS IN MANAGING TECH anagement policy; Flexibility in Technology				P	eriods: 9		
UNIT-II	INFO	ging Uncertainty, Complexity and Chaos; R&gement. DRMATION TECHNOLOGY AND OPER Operations and IT working together - The pro	ATIONS MAN	AGEME	NT	Pe	eriods: 9		
CONTRACTOR	The second secon			1 ecnnolog	y risk -	I rends and	developm	ents.	CO
UNIT-III		AVIOURAL OPERATIONS MANAGEME. Behavioural Operations - Individual Decision				Pe	eriods: 9		
Operations Manag	ations Mar ement - M	ATA IN OPERATIONS MANAGEMENT nagement - Pros and Cons of Applying Opin anagement of SME's Semi Structured Data Usin OPERATIONS MANAGEMENT	nion Mining on sing Semantic T	echnique.		gement - Pr	prinds 0		100
Systems - A Colla Uncertainties: Lot Intelligent Technic System of Modula	borative D -sizing an ques for S r, Dynamic	ral Networks in Predicting the Degradation of ecision-making Approach for Supply Chain Fd Scheduling Rules - Meta-heuristics for Rafety Stock Optimization in Networked Mac Reconfigurable and Collaborative Systems.	Based on a Multi eal-time Routin nufacturing Sys	-agent Sys g Selectio tems - Fa	stem - Son in Floor	Data - Intelupply Chair exible Man the Future	ligent Manager n Manager ufacturing e: A Servi	nent Unde Systems ce-oriente	er
Lecture Periods:4	5	Tutorial Periods:0		al Periods		Tota	l Periods:	45	
Text Books				(HILL 11)	MARKE ATT	74 ₅)			
		2015). Handbook of Technology Managemen							
Elsevier	Science	Graeme Biggs (2002). Managing Technology							
Springer	nyoucef an	d Bernard Grabot (2010). Artificial Intelligen	ce Techniques fo	or Network	ed Man	ufacturing I	Enterprises	Managen	nent.
Reference Books									
and Ope	rations Ma	and Yaozhong Wu (2005). Behavioral Opera anagement. now Publishers.				nd Trends in	Technolo	gy, Inforn	nation
		117). Applied Big Data Analytics in Operation					- 0		
3. Robert S	Szakonyl (2015). Handbook of Technology Management	t, Viva Books Pr	ivate Limi	ted.				
Web References				- Comment of the Comm					
1. https://w	ww.tandfo	nline.com/doi/full/10.1080/09537287.2021.18	382690						
		nforms.org/doi/abs/10.1287/msom.2019.0828		V	-				
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		.com/sites/louiscolumbus/2021/01/29/10-way						n+/	
		ations.techtarget.com/definition/IT-operations	and the second s	The second second second	oc-and-t	operations-i	nanagenie	110	
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6. https://w	www.researc	chgate.net/publication/336158837_Behavioral	_operations_Ma	anagement	_A_Rev	rew_of_the	Field		

DiSa -

COs	Program Outcomes (PO)						
COs	PO1	PO2	PO3	PO4	PO5		
1	2	1	-	2	2		
2	2	er prima Pilia probi	nere mare more	2	2		
3	ranconina 3 and annual	and the 3 min soling	Leadershipe, edition	3	3		
4	2	1		2	2		
5	2	2	1	2	2		

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

Evaluation Method

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

^{*} Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

* The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation

DEPARTMENT OF MANAGEMENT STUDIES SRI MANAKULA VINAYAGAR ENGG., COLLEGE MADAGADIPET, PUDUCHERRY-605 107

DEPARTMENT OF MANAGEMENT STEDIES

19 TANANAMAN A RIVANDA RABARAN PARTMENT STEDIES

19 TANANAMAN PROBEST PROBLEMENT STEDIES

10 TANANAMAN STEDIE

Department	Management Studies	Programme				Company of the company of the company		
Semester	Fourth	Course Cate				nester Exa	m Type:	
		Functional	Periods/We	nole.	TE	Mai		. 1
Course Code	P23MSEN12	TEMP			1 80 77.092 9		cimum M	WEIGHT .
		L	T	P	С	CAM	ESE	TM
Course Name	Supply Chain Analytics		0	0	3	- 50	50*	100
Prerequisite		the state of the s					DTM	
	On completion of the course, the stude	ents will be able to					(Highes	apping
	CO1 Understand the concepts of Sup	oply Chains Analytics.						(2
Course	CO2 Understand the basic concepts		in Network	Design.			ŀ	(2
Outcomes	CO3 Creating Advanced Supply Cha				·	100.0.0.0.0.0.00.0	ŀ	(6
	CO4 Analyze Supply Chain Risk Ana							(4
	CO5 Apply Prescriptive Analytics for						I I	(3
UNIT-I	d defining the supply chain analytics; Imp				Perio			
Chains Analytics a	ANALYTICS FOR SUPPLY CHAI				Perio	ds: 10	ng l	
	ly chain Network Design; Intuition Building			uni Pratti	1 2 21 10	-3. 10		
Optimal Baselines		2776					lines and	CO
UNIT-III	ADVANCED MODELING AND EX	Charles the fill but the control of	The state of the s	The second second	Perio			
Aggregation in Ne	apply Chain Modeling; Adding Multiple stwork Design; Creating a Group and Runnit	ng a Project; Case Study: JP	MS Chemic			W 3.	ng; Data	CO3
UNIT-IV	SUPPLY CHAIN RISK ANALYTICS	They are a superior to the sup	SHOW THE RESERVE OF THE PARTY O	A second second		B1-5-12-100-1		
Measures. Simula Analysis, Method	ly Chain Risk Analysis; Main Elements of S tion for Supply Chain Analytics; Design, M of Least Squares, ANOVA, Measures of ctional Factorial Experiments for Analysis o	eta modelling and Analysis Factor Effects, Full Factor	of Simulatorial Experi	ion Expo ments fo	eriments; A or the Ana	nalysis: Re lysis of Pr	egression oduction	
UNIT-V	PRESCRIPTIVE ANALYTICS FO				Perio	The state of the s		
Prescriptive Analy	ytics in Network Planning in a Supply Cha		ization and	Simula	tion; Suppl	y Chain D	ecisions:	
mathematical or in Importance of Ne	nterpretative modelling; Analytics of a Tran twork Planning; Design of Logistics Netwo [: Managerial implication of results of analyt	sportation problem in a Surk using Heuristics or optimics.	pply Chain; nization; Co	Networ	k Planning f 3PL/4PL	in a Suppl in a Suppl	ly Chain; ly Chain;	COS
Lecture Periods:	45 Tutorial Periods: -	Practi	cal Periods		Tota	al Periods:	45	
Text Books	al Water Carl I and Bris Carl	Jan Janasana (2012) C	-le Clasia N	latur - 1	Design			
2. Apply	nel Watson, Sara Lewis, Peter Cacioppi, and ring Optimization and Analytics to the Globa			retwork	Design:		, , , , , , , , , , , , , , , , , , ,	
Reference Books	columna (2016) Towards Sumaly Clair Bir	ole Apolitics: Fundamentals	Cimulation	Ontin	ization S	inger Cal-1	A.F.	
	eckmann (2016). Towards Supply Chain Ris ra, Meindl & Kalra (2007). Supply Chain M						er.	-
Web References	ra, wienich & Kaira (2007). Supply Cliam Wi	anagoment. Strategy & Ana	rysis. I carsi	on Lauce	auon, Asia.			
	//www.dragonsourcing.com/global-sourcing	1	Way Way and a second	Partie Starter				
	//www.purchasing-procurement-center.com/		nl					
The control of the same of the	//www.cgnglobal.com/global-sourcing-and-			4				
		the second secon						
	//www.mindtools.com/pages/article/10-cs.ht							
	//www.prokuria.com/post/supplier-evaluation							
6. https:/	//www.smartsheet.com/content/vendor-asses	ssment-evaluation						

D. Sa -

COn	Program Outcomes (PO)								
COs	POI	PO2	PO3	PO4	PO5				
1	2	1		2	2				
2	2	ì	-	2	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 Method

	W. C. and L. C.	Cor	ntinuous Assessmen	t Marks (CAM)		End Semester	
Assessment	CAT 1	CAT 2	Model Exam	Assignment*	Attendance	Examination (ESE) Marks	Total Marks
Marks	5	5	10	25	5	100*	100

^{*} Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

^{*} The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation

Department	Manag	gement Stu	dies	Programme		~~~			774-77	
Semester	Fourth	1		Course Cate Functional	gory Code		*End S	emester E	xam Type	:
Course Code	D2234	CEGO.C			Periods/W	eek	Credit	Ma	ximum M	larks
	P 23 IVI	SES06		L	T	P	C	CAM	ESE	TM
Course Name	Enterp	orise Resou	rce Planning	3	0	0	3	50	50*	100
Prerequisite										1
	On cor		the course, the students will							lapping st Level
	CO1	Develop	model for ERP for large proje	ects.						(2
	CO2	Develop	model for E-business architec	cture for any applicat	tion.				T	(3
Course Outcomes	CO3	accounting	the advantages, strategic valu gement of information across g and finance, human resourc	the functional areas on the management, and s	of a busine supply chai	ss: sales : n.	and marke	eting,	l de la prima	ß
teis!	CO4	to manag	rate a working knowledge of e the sales order process, proc	luction process, and	procuremen	t process	2		ŀ	(3
pat 430	CO5	scenario.	organizational opportunities	and challenges in	the design	system	within a	business	ŀ	ß
UNIT-I	ERP	INTRODU	ICTION	and the state of t			Period	ls: 8		
ERP Introduction,	Origin, Evol	ution and S	tructure, Business Processes,	Justifying ERP Inves	stment, Ris	ks of ERI	P, Benefit	s of ERP.	mer 1957	COI
UNIT-II	RE	ENGINEE	RING	na becalika (b) s			Period	le• 10		4
Business Intelligen	ce and Busin	ness Analyt	ics, Business Process Reengir (PLM), Link Access Procedu	neering, Data ware H	lousing. Da	ta Minin	g. Online	Analytic	Processin	a
OLAP), Product L	ife Cycle M	anagement	(PLM), Link Access Procedur	io (Ditt), buppiy cit	illi ivialiage	HICHIL.	8, 0,,,,,,	remary tro	1100033111	CO2
UNIT-III	FUNC	TIONAY.	MODILLES		1 31 1 1 1 1 V		Period	ls: 9		
Business Modules	of an ER	P Package	Financials, Manufacturing	(Production), Hum	an Resour	ce Mana	agement,	Marketin	g, Qualit	y
Management, Sale:	,	n and Servi	or, interest and intering citions.		Carlot III	W. P. C.	×(&)	12 11 11		CO3
				T. 1 T.C.	C I D	21	Period	ls: 10		
Methodologies. Co	ontract with	Consultants	lementation Strategies, ERP , Vendors and Employees, D	ata Migration Post	Cycle, Pre	-impleine	entation, l	ERP Impl	ementatio	n
ERP Implementation	on.		, condors and Employees, D	ata iviigiation, rost-	mpiement	ation, suc	cess and	Tallure Ta	ctors of a	nCO4
UNIT-V	ER	P MARKE	T AND TRENDS			History Harriston Charles	Period	ls: 8	200	
ERP Marketplace : Quality Manageme	and Marketp	lace Dynan	nics, ERP Vendors, Enterprise	e Application Integra	ation (EAI)	, ERP ar			and Tota	CO5
Lecture Periods:		1	Tutorial Periods: -	Practical 1	Davia das		l m-		4.5	
Text Books			z acormiz criods.	Tractical	crious		1 10	al Period	3: 45	
1. Alexis L	eon, ERP De	mystified,	Tata McGraw Hill, 4th Edition	. 2014.						
Joseph A	Brady, Elle	n F Monk, 1	Bret Wagner, Concepts in Ent	erprise Resource Pla	nning, Tho	mpson C	ourse Tec	hnology.	2012	
Reference Books								5),		
1. Mary Su	mner, Enterp	rise Resour	ce Planning, Pearson, 1st Edit	ion, 2013.						
			crishnan N K, Enterprise Resc		epts and Pra	actice, PI	HI, 2003.		The Carlo Comment	
3. Rahul V.	Altekar, En	terprise Res	ource Planning, Tata McGrav	v Hill, 2005.						
4. Vinod K	umar Garg a	nd Venkital	crishnan N K, Enterprise Resc	ource Planning - A C	oncepts and	1 Practice	e, PHI, 20	06.		
	Bradford, N	nodern ERI	2: Select, Implement, and Use	Today's Advanced I	Business Sy	stems, L	uLu.com,	2014.		
Web References 1. https://te-	chinonitar ai	/tochonolog	y/software/10-crp-software-to	pole to keep train 1			-4L1- 473	0726		
	chnologyady			oots-to-keep-your-bu	isiness-runi	iing-smo	otnly-473	0736		
	ww.trustradi						-			
			/full/10.1080/13614576.2020	.1742770						
			nals/journal-of-enterprise-reso		osl					
	ory Exam, L			ouroc-planting-studi	C3/		mana managara	***************************************		

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

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

TIMENT OF MANAGEMENT STUDIES
ON MANAGEMENT STUDIES
ON MANAGEMENT STUDIES

Evaluation Method

		I	nternal Assessment	Marks (IAM)	i di dele del	End Semester	T. 4
Assessment	CAT 1	CAT 2	Model Exam	Assignment*	Attendance	Examination (ESE) Marks	Total Marks
Marks	5	5	10	25	5	100*	100

^{*} Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

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^{*} The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation

Contract the same of the same	Manag	gement St	tudies		Programm	ne: MBA					
Semester	Fourth	Fourth Course Category Code: *End Semester Exam Ty Functional Elective TE									
Course Code					of a	Periods/W	eek	Credit	Ma	ximum M	larks
77 723 97 97	P23MS	SES07			L	T	P	C	CAM	ESE	TM
Course Name	E-Con	imerce			3	0	0	3	50	50*	100
Prerequisite						1,500	.2		Province of the Control of the Contr		
	On con	npletion o	of the course, the	students will b	e able to		A1.00. China		1-		Mapping est Leve
	CO1	Understa	and identify t	he scope of E-B	usinesses in a	n economy.					K1
Course Outcomes	CO2	society a	nd the obstacles nd individuals.					its impact	on busine	ss,	K3
Outcomes	CO3	Identify:	and understand d	ifferent technolo	ogies and stra	tegies of E-E	usiness.				K3
	CO4	Develop	strategies to han	dle present and	future challen	ges of E-Bus	siness.				K4
			ind to map differe					isinesses.	n_k=	E Mallan	K5
UNIT-I	ELE	CTRONI	C COMMERCI	E BUSINESS M	IODELS AN	D CONCE	TS	Peri	ods: 8		
Overview of E-Co	tural require	ments, E-	-commerce and ir	merce, Types, conternet, World V	origins and gr Vide Web Wi	owth of E-C reless and ha	ommerce, ndheld de	vices, Cloud	d based e-b	e Busines ousiness.	con
UNIT-II	The second secon		PPLICATIONS		Album on Later.		d - may to		ods: 10	<u>Aduation</u>	
Online Retailing, Systematic approa Engine Optimizati	ach to build	ing an EC	ve commerce, O C web site, Choo	nline services (sing Software t	(Financial ser	re for EC, Se	& online earch engi	e career ser ne marketin	vices),E-C g (SEM) a	overnance and Searce	h CO2
UNIT-III		DUCTIO	ON TO MOBIL	E TECHNOLO	OGIES AND	M-COMM	ERCE	Peri	ods: 10		
Introduction - Info	rastructure	of M-Con	nmerce Types								
Limitations, Supp comparisons.		e Marketi	ng & Advertise	ment, Non-Inte	rnet applicati	ons in M-C	ommerce	- Wireless	siness - Be / Wired	enefits an Commerc	e CO3
comparisons.		e Marketi	ng & Advertise	ment, Non-Inte	rnet applicati	ons in M-C	ommerce	- Wireless	/ Wired	enefits an Commerc	d e CO3
comparisons. UNIT-IV	SOCIA	e Marketi AL MEDI	ing & Advertise [A AND NETW	ment, Non-Inte	met applicati	ons in M-C	ommerce	- Wireless Peri	/ Wired	enefits an Commerc	ce CO3
comparisons. UNIT-IV Social media appli	SOCIA	L MEDI	ing & Advertise [A AND NETW	ment, Non-Inte	met applicati	ons in M-C	ommerce	- Wireless Peri	/ Wired	enefits an	ce CO3
comparisons. UNIT-IV Social media appli UNIT-V E-Commerce and	SOCIA ications for ETH	e Marketi AL MEDI E-Busine ICAL AN	ing & Advertise (A AND NETWo ss, Social media ND LEGAL ISSI	ment, Non-Inte ORKS-BASED analytics, Netwo	BUSINESS orks and Platf	MODELS	ommerce	- Wireless Peri	/ Wired ods: 9	Commerc	CO4
comparisons. UNIT-IV Social media appli UNIT-V E-Commerce and Chain.	SOCIA ications for ETH ethics, Pri	e Marketi AL MEDI E-Busine ICAL AN	ing & Advertise (A AND NETWo ss, Social media ND LEGAL ISSI	ment, Non-Inte ORKS-BASED analytics, Netwo	BUSINESS orks and Platf - Indian and	MODELS	susiness M	- Wireless Peri Codels: Peri	/ Wired ods: 9	Commerce Commerce Suppl	CO4
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D.S.

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

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

Evaluation Method

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

^{*} Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

^{*} The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation

Department	Manageme	ent Studies	Programm						
Semester	Fourth		Course Ca Functiona		le:	*End Sen	nester Ex	am Type	:
Course Code	P23MSES	ne .		Periods/	'Week	Credit	Ma	ximum l	Marks
Course Name		The state of the s	L	T	P	C	CAM	ESE	· TM
CARROLL WAS A STREET	Artificial I	ntelligence	3	0	0.	3	50	50*	100
Prerequisite					-		CHARLES.	VEST	1194
		tion of the course, the students w	ill be able to						St Level
Course	CO1	Illustrateagentandenvironment		4					K2
Outcomes	CO3	Recognizeappropriatesearchalgori Represent and inferring knowledg	thmstoranyAlproble	n r	· ·		,		K2
, 410,7110,7	CO4	Applyvariousreasoningtechniques	inuncertaindomain	predicate	logic				K2
1.	CO5	UsevariousPlanningstrategiestosol	lveanroblem		4000				K3
JNIT-I		EW OF ARTIFICIAL INTELL		DRIEMS	OL VINC	Periods:	0		K3
ssues in thedesign	nof search prog		Agents&environmer, blem as state space se	nt,nature of earch, prod	environme uction syste	m, problem	character	s, goal ristics,	COI
JNIT-II		H TECHNIQUES .				Periods:			
nunectional searc	on, comparing I heuristic sea	ng for solutions; uniform search s uniform search strategies. Heuris arch:local search algorithms &	sticsearch strategies	Greedy he	et-firet coore	h A* coare	1 AO*	coonel	CO2
JNIT-III	KNOWLI	EDGE & REASONING				Periods:	10		
UNIT-IV Reasoning Under	UNCERT Uncertainty: In	ference - Probabilistic inference -	Types of Reasoning-	Expectation		Periods:	9	ON BUILD	CO3
JNIT-V	odels - Reason	ing Systems for Categories -Reason BILISTICREASONINGANDEX	oningwithDefaultInfo	rmation.	13 4 14 14 14 15 6		. 1		CO4
A CONTRACTOR OF THE PERSON NAMED IN COLUMN	The same of the sa			772	L. C. C. Color	Periods:			
Shafertheory, Plani	ningOverview,	n an uncertain domain, componentsofaplanningsystem,Go owledge, expertsystem shells,andk	oalstackplanning,Hier knowledgeacquisition	archicalpla		A 1 1 W 15 MM	niques	1	CO5
Text Books	40	Tutorial Periods: -	Practical	Periods:	•	Total Pe	riods: 45	5	
DOMESTIC TO SOME STATE		// · · · · · · · · · · · · · · · · · ·		•		- Control			
1. S.Russel	lland P.Norvig,	"Artificial Intelligence: A Modern	n Approach", Prentic	e Hall, Thi	rdEdition,20	009.			
	The second secon	cialIntelligence",TataMcGrawHill			ti.			W .	A
JosephC	.Giarratano,Ga	ryD.Riley,"ExpertSystems:Princip	olesandProgramming	,FourthEd	lition, Cenga	ge,2007.		70004100010 10	,
Reference Books		9	William Control of the Control of th			•	4.	700000	
		ialIntelligence",ThirdEdition,Tata							and the second of
		ntoArtificialIntelligence&ExpertSy			15.	THE PERSON AND ADDRESS OF THE PERSON ADDRESS OF THE PERSON AND ADDRESS OF THE PERSON ADDRESS OF THE PERSON ADDRESS OF THE PERSON ADDRESS OF THE PERS			
SarojKa	ushik,"Logic&	PrologProgramming",FirstEdition	n,NewAgeInternation	al,2008.					· .
eb References			,						
		es/106/105/106105077/		(#				1	
		com/artificial-intelligence-tutorial		***************************************					7.
3. https://w	ww.tutorialspo	int.com/artificial_intelligence/inde	ex.htm	-			,		
4. https://w	ww.guru99.co	n/artificial-intelligence-tutorial.ht	mI				-		-
https://data-fi	air.training/blo	gs/ai-tutorials-home/		T					
* mn m	heory Evam I	D V I D							

COs		P	rogram Outcomes (PC	0) 4	
COs	, POI	PO2	PO3	PO4	PO5
1	. 3	1		2	
2 · ·	2	3	-	1	
3	3	3		I	-
4	3	3	• 1	• 1	
5	. 3	3		2	3

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

Evaluation Method

	*	In	ternal Assessment	Marks (IAM)		End Semester	75.4.1
Assessment	CAT 1	CAT 2	Model Exam	Assignment*	Attendance	Examination (ESE) Marks	Total Marks
Marks	5	5	10	25	5	100*	100

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

. * The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation

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DEPARTMENT OF MANAGEMENT STUDIES GR. MANAKULA VINAYAGAR ENGG., COLLEGE MADAGADIPET, PUDUCHERRY-805 107

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Department -	Management	Studies	Prograi	nme : ME	BA				
Semester .	Fourth			Category onal Elect		*End Se	mester Ex	am Type	•
Course Code	Paratereno			Periods	/Week	Credit	Ma	ximum N	1arks
G 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	P23MSES09		I.	T	P	С	CAM	ESE	TM
Course Name	Machine Lear	ning	3	0	. 0	3	50	50*	100
Prerequisite					L			1	diament :
- 101	On completion	of the course, the students will l	be able to			103	4	BT Maj (Highest	
the party	CO1 Disting	uish between, supervised, unsupe	rvised and semi-sup	pervised le	arning.			'K3	
Course	CO2 Modify	existing machine learning algorit	thms to improve cla	ssification	efficiency			K3	
Outcomes	CO3 Build a	basic neural network for real-tim	e data.			and the state of the state of		K3	3
		supervised models for clustering of						K3	3
UNIT-I	CO5 Design	a system that uses the information	n mining models of	machine l	earning.			K3	
		TIONTOMACHINELEARNIN				Period.			
earn ; Example app	olications of ML	1L);Relationship between ML and		v quick su	rvey or maj			achines	COI
		DLEARNING ALGORITHMS assification; Featureengineering; T				Period			
valuation (precision urfaces; Naïve Ba Vector Machines	on, recall, F1-mesu	re, accuracy, area under curve); S Bayesian networks; Decision T	Statistical decision th	neory inch	models; uding discri Nearest ne	iminant for	nlidation; actions and ssification	Mode d decision Suppor	
UNIT-III	CLASSIFICA	TIONANDTEMPORALMOD	ELS		3.14.7	Periods	: 9		
UNIT-IV	UNSUPERVIS	Regularization; LASSO; Applicat EDLEARNINGALGORITHM	S			Periods			
	elinkage;Ward'sål	gorithm;Minimumspanningtreech	ustering;K-nearestn	eighbours	clustering;I	BIRCH;CU	RE		CO4
UNIT-V	MININGALO					Periods			
etection methods.		udingapriori-Expectation-Maxim	ization (EM) Algor	ithm for u	nsupervised	d learning a	inomaly a	nd outlier	CO5
Lecture Periods:	45	Tutorial Periods:	Practica	al Periods	:-	Total 1	Periods: 4	15	4 10 1
Text Books				74 Grant 31	- 15. Tar	FRX .			
I. E.Alpayd	in,"IntroductiontoN	MachineLearning", ThirdEdition, P	Prentice-Hall,2014.	ALXAVA:	THE A LEE	174.			-9
		ur,M.Mohri,"FoundationsofMach			1138004.6				
		d-Page Machine Learning Book, i							
Reference Books	2 2 2 1 2 2 2 1 2 2 2 2 2 2 2 2 2 2 2 2	Se realization Dearling Dook, I							
	PE Hart DOSt	ork,"PatternClassification",Secon	dEdition William 200	1					
				л.					
		onandMachineLearning",Springer			*			Marine Harris Harris	
	StatisticalPatternR	ecognition",ThirdEdition,Wiley,2	2011.						
Web References	o in/on	06/1061061207							
	c.in/courses/106/1	and the second s							
	avatpoint.com/mac					3			
	geeksforgeeks.org/i				£				
	Commence of the contract of th	ntro-to-machine-learning	NIMA PROMIS						
	nelearningmastery.						•		
6. https://intellip	paat.com/blog/tutor	ial/machine-learning-tutorial/			1				
d Com con	Evam IF - Lab F						in a		

COs	Program Outcomes (PO)								
CUs	PO1	PO2	PO3	PO4	PO5				
1	3	3	landa artea - expression descri	Programme Legal					
2	3	3 .	MILANCO SINGS TO SPECI						
3	3	3		A soften description state and	-				
4	3	3 1	i amalini seliterires de	PLANTING THE BUILDING FOR	-				
5	Circums 3	3	PRINCIPAL D	Star Bellana en Fammenten					

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

Evaluation Method

		Cont	inuous Assessme	ent Marks (CAM)		La describina	The state of the state of	
Assessment	CAT 1	CAT 2	Model Exam	Assignment*	Attendance	End Semester Examination (ESE) Marks	Total Marks	
Marks	5	5	10	25	5	100*	100	

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

* The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation

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DEPARTMENT OF MANAGEMENT STUDIES

"ANAKULA VINAYAGAR ENGG., COLLEGE
MADAGADIPET, PUDUCHERRY-605 197

2300-12 Turngdarah 20 Turngarah 2341-120 - Dong Ragarahy Ajurahan Re 101-203 Yershong - 1 Bongsarah

Department	Managemen	t Studies	Programı	ne: MBA				787 III	
Semester	Fourth	And a second second	The second secon	ategory C		*End Sei	nester Ex	am Typ	e;
Course Code	D22340F010		Tion Target	Periods/	Week	Credit	Max	inum N	Aarks
	P23MSES10		L	T	P	С	CAM	ESE	TM
Course Name	BigData Ana	lytics	3	0	0	3	50	50*	100
Prerequisite									
	On completion	on of the course, the students will h	be able to					CONTRACTOR CONTRACT	/apping
	CO1 Descr	ibe the fundamentals of Big data.							est Leve K2
Course		rm big data analytics for the given	dataset.						K3
Outcomes	CO3 Use o	f technology and tools for various I	Big data related task	s.					K3
		Big data environment with proper						The Control of the Co	K3
		ig data on real time cases.	у рожина						K3
UNIT-I	INTRODU	CTION TO BIG DATA			- Continue	Periods	: 8		
BigData–TheEvol UNIT-II		asics-BigDataAnalyticsanditsImpor		sues-Futu	reofBigDa	Periods	. 10	riona.	СО
		PORAL CONTROL OF THE PROPERTY							1
Introductionto"R"	analyzingandexpl	loringdatawith"R"-Modeling:Archi	tecture-HybridDatal	Modeling	-DataCom	putingMod	eling		CO
UNIT-III		OGY AND TOOLS	n tipe a fear that side		non Hara	Periods	: 9	Pool Rep	
Map Reduce/ Had	oop –NoS QL:Cas	ssandra, HBASE- Apache Mahout-	-Tools						CO:
UNIT-IV	BIG DATA	SECURITY	53/01	Tri Yugan		Periods	: 10	Biron w Z	
Big Data Security Data Analytics, Bi	Compliance, Aug Data and Comp	diting and Protection: Pragmatic S liance, The Intellectual PropertyCh	tens to Securing Bio	Data Cla	ssifving D	ata, Protect	ing Big		CO
UNIT-V	CASE STU		181 G	40-787-30	Marie 1	Periods	: 8		
MapReduce: Sim Relational Databas	plified Data Proc se's - Analytics: Tl	cessing on Large Clusters- RDE he real-world use of big data - New	BMS to NoSQL: F AnalysisPractices for	Reviewing orBig Data	SomeNez	ct-Generation	n Non-		cos
Lecture Periods:	45	Tutorial Periods: -	Practic	al Periods	:-	Total	Periods:	45	-
Text Books									707-1
1. Frank.J.	Ohlhorst,"BigData	Analytics:TurningBigDataintoBig	Money", Wiley & Sas	Business	eries.2013			7107	1000
2. PaulC.Z		aton,DirkdeRoos,ThomasDeutsch,C	the state of the s		A CONTRACTOR OF THE PARTY OF TH		terpriseC	lassHad	oopand
Reference Books	outa , a nonte of a v								
1. BigData	NowCurrentPers	pectives, O'Reilly Media, 2011.							
		ReillyRadarTeam,2012.							
2. "Planni					-				
Web References	ww.softwaretestir	nghelp.com/big-data-tutorial/							
Web References 1. https://w	and the second second second	nghelp.com/big-data-tutorial/ .com/hadoop/hadoop_big_data_ov	crview.htm						
Web References 1. https://w 2. https://w	ww.tutorialspoint	The second secon	crview.htm					and the same of	
Web References 1. https://w 2. https://w 3. https://w	ww.tutorialspoint ww.guru99.com/v	.com/hadoop/hadoop_big_data_ov	,	r-data-scie	nce-579ae	46880d8?gi	=a952fa6	9e354	

COs	10	Pro	gram Outcomes (PO)		
COS	PO1	PO2	PO3	PO4	PO5
1	3	3	•	ind year on wheel with	sanden
2	3	3			
3	3	3	in process. Discounted in	The Millson Suits Mills	
4	3	3		Later Grand	
5	3	3	The second secon	3	2

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

Evaluation Method

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

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MADAGADIPET, PUDUCHERRY-605 107

Department	Mana	gement Studies	Programn	e: MBA					
Semester	Fourt	h		tegory Code:		*End Sen	nester Ex	am Type:	
Course Code	D2225	oriota.	Teste.	Periods/W	eek	Credit	M	aximum N	Marks
	P23M	processing and the state of the	L	T	P	С	CAM	ESE	TN
Course Name	Predic	tive Analytics	4	0	0	4	50	50*	100
Prerequisite	-				***************************************				
	On con	upletion of the course, the students	s will be able to					BT Ma	
	CO1	Understand how to use predictive	analytics tools to analyz	e real-life bu	siness prol	olems.		(Highest	
Course	CO2	Demonstrate case-based practical p	problems using predicti	ve analytics t	echniques.				
Outcomes	CO3	Construct regression models and in		that a	ni Madri	- 1 - 1 - 1 - 1	Francis I	K	_
	CO4	Understand concepts of decision tr	The state of the s					K:	
	COS	Apply forecasting and time series a			-			K	Torrespond
UNIT-I	and the second second	RODUCTION TO PREDICTIVE				Dou:	ods: 9	K3	3
			111111111111111111111111111111111111111			ren	0us: 9		
ntroduction to Ana	lytics, An	alytics in Decision Making, Game o	changers & Innovators,	Predictive Ar	nalytics, Ex	cperts view	on Analy	tics.	co
UNIT-II	SIMI	PLE AND MULTI LINEAR REG	RESSION			Peri	ods: 9		
Introduction to Reg Diagnostics, Dumm	ession, M y, Derive	lodel Development, Model Validati d & Interaction Variables, Multi-col	on. Multiple Linear Replinearity, Model Deplo	gression, Esti	mation of I	Regression l	Paramete	rs, Model	CO
UNIT-III		STIC REGRESSION				Peri	ods: 9		
Logistic Regression	MIFFS	timation of Parameters, Logistic Mo	adal Interpretation Tea	intin Madal F					
UNIT-IV			A CONTRACTOR OF THE PARTY OF TH		nagnostics			ployment.	CO.
The second seconds		SION TREES AND UNSTRUCTU		A CONTRACTOR OF THE PARTY OF TH			ods: 9		
introduction to Deci	sion Tree	s, CHI-Square Automatic Interactio	on Detectors (CHAID),	Classification	and Regre	ession Tree	(CART),	Analysis	CO
UNIT-V		ECASTING AND TIME SERIES	ANAL VSIS			D.	ods: 9		
Forecasting, Time S egressive and Mov	eries Ana	lysis, Additive & Multiplicative mo	ndels Exponential smoo	othing technic	ues, Forec	acting A cou	aptiv -	to-	COS
Lecture Periods:45		Tutorial Periods:-	Prac	tical Pariods	CEU CON	Total P	Pariada	15	00.
Text Books		A designation of the second of	Trac	raan Terrous raan Juguq	THE A HIM	Total P	erious:	45	
Barry Kea McGraw I	ting, J. H Hill	olton Wilson, Shovan Chowdhury a	and John Galt Solutions	(2020). Fore	casting and	l Predictive	Analytic	s with For	recast
2. Kumar, U	D. (2017	7). Business analytics: The science of	of data-driven decision	making. Wile	y.				
 Ramanath CRC Pres 	an, R., M s.	athirajan, M., & Ravindran, A. R. (I	Eds.). (2017). Big data	analytics usin	g multiple	criteria dec	ision-ma	king mode	els.
Reference Books			The state of the s					***************************************	
		tive Analytics for Dummies. Wiley							
	oott (2014). Applied Predictive Analytics: Pri	inciples and Techniques	for the Profe	essional Da	ta Analyst.	Wiley		
	Larose (2	2015). Data Mining and Predictive A	Analytics, 2 nd Edition, \	Viley				To Proposition and	
Veb References									
		dvice.com/blog/information-technol		lytics-tools/					13.7400
		tiveanalyticstoday.com/top-predictive	and the second control of the second control	and an other section of the con-	NAME OF THE OWNER OF THE OWNER OF THE		Alexander of the second		
		alytics.com/predictive-analytics/wha			291100				
		academy.com/blogs/business-analyt		tive-analytics	:/	Communication of the Communica			
5. https://ww	w.omniso	ci.com/technical-glossary/predictive	-analytics						
6. https://ww		.com/resources/how-to-use-predicti							

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COs	17	Prog	ram Outcomes (PO)		
COS	PO1	PO2	PO3	PO4	PO5
1	3	3		2	-
2	3	3	-	2	-
3	3	3	Annual Carala Santa		457
4	3	3			-
5	3	3	j- 1	2	-

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

Evaluation Method

en e		Contin	uous Assessment	Marks (CAM)		I all a services		
Assessment	CAT 1	CAT 2	Model Exam	Assignment*	Attendance	End Semester Examination (ESE) Marks	Total Marks	
Marks	5	5	10	25	5	100*	100	

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D.S.

Department	Mana	gement Studies	Program	me: MBA						
Semester	Fourt	h ,	Course Category Code: Functional Elective			*End Semester Exam Typ			oe;	
Course Code	P23M	SES12		Periods/	Week	Credit	Max	kimum N	larks	
Course Name		Media Analytics	L	T	P	С	CAM	ESE	TM	
Prerequisite	Social	Media Analytics	3	0	0	3	50	50*	100	
	On co	mpletion of the course, the students will	be able to						lapping	
	CO ₁	Understand the basic of Social Media A	nalytics	HOLDER TO SERVICE TO S					st Level	
Course	CO2	Demonstrate case-based practical probl		nodel					(3 .	
Outcomes	CO3									
	CO4									
	CO5									
UNIT-I	INT	INTRODUCTION TO SOCIAL MEDIA ANALYTICS (SMA) Periods: 8							K3	
UNIT-II	NET	d for SMA; SMA in Small organizations; WORK FUNDAMENTALS AND MOD	DELS	T IN LINE	1147	Periods	. 0		COI	
measures for indiv	iduals and	ctive - nodes, ties and influencers, Social networks. Information visualization	X	data and	methods.	Graphs and	l Matrice	s- Basic	CO2	
UNIT-III		ING CONNECTIONS AND WEB ANA nalysis. Random graphs and network evol			100	Periods	: 10	1147		
UNIT-IV		BOOK ANALYTICS	E Seith o			Periods	: 10			
Introduction, para campaigns. Measu	meters, de ring and A	mographics. Analyzing page audience. Inalyzing social campaigns, defining goals	Reach and Engager and evaluating outc	comes, Net	vork Anal	ysis.	ce on FE	3. Social	CO4	
UNIT-V	VISU	JALISATION	70 CU)	ากหรีกวบ	un alta.	Periods	· Ŕ .			
Processing and Vis Applications in Ad	ualizing D	ata, Influence Maximization, Link Predic nd Game Analytics	tion, Collective Clas	sification,	111/1 1 2000	art prijek			C05	
Lecture Periods:	15	The state of the s		Total Periods: 45						
Text Books								-	-	
1. Marshall	Sponder (2014). Social Media Analytics: Effective	Tools for Building.	Interpreting	and Usir	g Metrics	McGraw	Hill Ed	eation	
2. Jim Sterr	ne (2020).	Social Media Metrics: How to Measure an	nd Optimize Your M	arketing In	vestment	Wiley	- Incoran	-IIII Edi	cation	
		2019).Social Media ROI: Managing and N								
Reference Books		, and the		- C A GOLISIIII	.2				-	
the control of the second second	Sponder (2019). Social Media Analytics. McGraw I	Н ;11					ryanca alian arta 44		
		chael R. Solomon (2020). Social Media M			-					
Web References	Tuten, MI	Chach R. Solomon (2020). Social Media M	larketing. Sage							
	unu 11									
		om/in-en/topics/social-media-analytics								
		er.com/journal/13278	t and the second							
	And the second second	edirect.com/science/article/pii/S02684012	217308526				and the letter of the			
		s.org/index.php/JSMS		See planta and begin a supple						
5. https://w	ww.henrys	tewartpublications.com/jdsm								

COs	Program Outcomes (PO)						
COs	PO1	PO2	PO3	PO4	PO5		
1	3	3	=	2. 14			
2	3	3		2	-		
3	3	3	- 27.09	or male in the April 1991	-		
4	3	3 11-11-11		AND PARTY			
5	3	3	The call of the	2	a"		

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

Evaluation Method

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

^{*} Application oriented / Problem solving / Design / Analytical in content beyond the syllabus

^{*} The end semester examination will be conducted for 100 marks and converted into 50 marks for final computation