

E.G.S. PILLAY ENGINEERING COLLEGE

(Autonomous)

Approved by AICTE, New Delhi |Affiliated to Anna University, Chennai
Accredited by NAAC with,, A "Grade Accredited by NBA (CSE, EEE, MECH, CIVIL, ECE, IT)
NAGAPATTINAM-611002



MASTER OF BUSINESS ADMINISTRATION

Full Time Curriculum and Syllabus – R2020

Second Year – Fourth Semester

Course Code	Course Name	L	T	P	C	Maximum Marks		
						CA	ES	Total
Theory Course								
2002BA401	Entrepreneurship Development	3	0	0	3	40	60	100
2003BA017	Financial Derivatives	3	0	0	3	40	60	100
2003BA024	Organizational Theory, Design and Development	3	0	0	3	40	60	100
2003BA007	Digital Marketing	3	0	0	3	40	60	100
Laboratory Course								
2004BA402	Project Work	0	0	12	6	100	100	200

L–Lecture |T–Tutorial |P –Practical |CA–Continuous Assessment |ES – End Semester

2002BA401	ENTREPRENEURSHIP DEVELOPMENT	L	T	P	C
		3	0	0	3

PRE REQUISITE:

Basic knowledge in Management Concepts, Human Resource management, Financial management

COURSE OBJECTIVES:

- 1.To enable the students to take up self-employment by exposing them to entrepreneurial Competence and environment.
- 2.To make the students understand business plan, launching of small business and management of Small business.
3. To develop and strength entrepreneurial quality and motivation in students. To impart basic entrepreneurial skills and under standings to run a business efficiently and effectively.

UNIT I	ENTREPRENEURIAL COMPETENCE	9 Hours
Entrepreneurship concept– Entrepreneurship as a Career– Entrepreneurial Personality - Characteristics Of Successful Entrepreneur– Knowledge and Skills of Entrepreneur.		
UNIT II	ENTREPRENEURIAL ENVIRONMENT	9 Hours
Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organizational Services- Central and State Government Industrial Policies and Regulations- International Business.		
UNIT III	BUSINESS PLAN PREPARATION	9 Hours
Sources of Product for Business- Prefeasibility Study- Criteria for Selection of Product- Owner ship- Capital- Budgeting Project Profile Preparation - Matching Entrepreneur with the Project – Feasibility Report Preparation and Evaluation Criteria.		
UNIT IV	LAUNCHING OF SMALL BUSINESS	9 Hours
Finance and Human Resource Mobilization Operations Planning- Market and Channel Selection- Growth Strategies -Product Launching– Incubation, Venture capital, IT startups		
UNIT V	MANAGEMENT OF SMALL BUSINESS	9 Hours
Monitoring and Evaluation of Business- Preventing Sickness and Rehabilitation of Business Units- Effective Management of small Business.		
TOTAL:		45 HOURS

FURTHER READING/CONTENT BEYOND SYLLABUS/SEMINAR:

- Entrepreneurship process, SWOT
- Importance of IPR in small business

COURSE OUT COMES:

- After completion of the course, Student will be able to
- CO1: Demonstrate the characteristics of successful entrepreneur.
 - CO2: Apply the central and state government industrial policies in business
 - CO3: Develop a business plan after studying the environment.
 - CO4: Demonstrate the launching of product in market successfully
 - CO5: Use the method of preventing the sickness and rehabilitation of business units

REFERENCES:

- 1.R.D.Hisrich, Entrepreneurship, TataMcGrawHill, New Delhi, 2018.
- 2.Prasanna Chandra, Projects–Planning, Analysis, Selection, Implementation and Reviews, TataMcGraw-Hill, 8th edition, 2017.
- 3.S.S.Khanka, Entrepreneurial Development, S. Chand and Company Limited, NewDelhi,2016.
- 4.AryaKumar.Entrepreneurship.Pearson.2012
- 5.DonaldFKuratko,T.VRao,Entrepreneurship:ASouth Asian perspective. Cengage Learning.2012
- 6.Rajeev Roy, Entrepreneurship, Oxford University Press, 2ndEdition, 2011.
- 7.Mathew Manimala, Entrepreneurship Theory at the Cross roads, Paradigms&Praxis, Biztrantra, 2ndEdition, 2005
- 8.R.D.Hisrich,Entrepreneurship,TataMcGrawHill,NewDelhi,2018.

2003BA017	FINANCIAL DERIVATIVES	L	T	P	C
		3	0	0	3

PRE REQUISITES:

1. Accounting for decision making
2. Financial Management

COURSE OBJECTIVES:

1. To understand the basic operational mechanisms in derivatives
2. To learn the basic modules of financial derivatives.
3. To grasp the activities of Securities Market.

UNIT I INTRODUCTION 10 Hours

Derivatives– Definition– Types– Forward Contracts– Futures Contracts– Options– Swaps– Differences Between Cash and Future Markets–Types of Traders– OTC and Exchange Traded Securities–Types of Settlement – Uses and Advantages of Derivatives – Risks in Derivatives

UNIT II FORWARD AND FUTURES CONTRACT 10 Hours

Forward Contract- Types of forward contracts- Speculations-Specifications of Futures Contract - Margin Requirements – Marking to Market – Hedging using Futures – Types of Futures Contracts – Securities, Stock Index Futures, Currencies and Commodities–Delivery Options–Relationship between Future Prices, Forward Prices and Spot Prices.

UNIT III OPTIONS 10 Hours

Definition – Exchange Traded Options, OTC Options – Specifications of Options–Call and Put Options – American and European Options – Intrinsic Value and Time Value of Options– Option payoff, options on Securities, Stock Indices, Currencies and Futures– Options pricing models–Differences between future and Option contracts.

UNIT IV SWAPS 7 Hours

Definition of SWAP– Interest Rate SWAP– Currency SWAP– Role of Financial Intermediary– Warehousing– Valuation of Interest rate SWAPs and Currency SWAPs Bonds and FRNs– Credit Risk.

UNIT V DERIVATIVES IN INDIA 8 Hours

Evolution of Derivatives Market in India – Regulations - framework – Exchange Trading in Derivatives – Commodity Futures – Contract Terminology and Specifications for Stock Options and Index Options in NSE – Contract Terminology and specifications for stock futures and Index futures in NSE– Contract Terminology and Specifications for Interest Rate Derivatives.

TOTAL: 45 HOURS

FURTHER READING/CONTENT BEYOND SYLLABUS/SEMINAR:

1. Derivatives Market
2. Commodity market– Present Situation

COURSE OUTCOMES:

After completion of the course, Student will be able to

- CO1: Possess good skills in hedging is causing derivatives
- CO2: Understand about future contract and options
- CO3: Learning in depth about options and swaps
- CO4: Knowing about the evolution of derivative markets
- CO5: Develop in depth knowledge about stock options and index futures in NSE

REFERENCES:

1. John. C.Hull, “Options, Futures and other Derivative Securities”, PHI Learning, 9th Edition, 2012.
2. S.L. Gupta, “Financial Derivatives- Theory, Concepts and Practice”, Prentice Hall Of India, 2011.
3. Sundaram Janakiraman, “Derivatives and Risk Management”, Pearson Education 2011
4. Keith Redhead, “Financial Derivatives– An Introduction to Futures, Forwards, Options and SWAPs”, PHI Learning, 2011.
5. Stulz, Risk Management and Derivatives, Engage Learning, 2nd Edition, 2011.
6. Varma, Derivatives and Risk Management, 2nd Edition, 2011.
7. N.R. Parusuraman, Fundamentals of Financial Derivatives, Wiley India Edition 2009
8. David Dubofsky– Option and Financial Futures–Valuation and Uses, McGrawHill International Edition. 1992.
9. Website of NSE, BSE.
10. Website References <http://www.himpub.com/documents/Chapter723.pdf>

2003BA024	ORGANISATIONAL THEORY, DESIGN AND DEVELOPMENT	L	T	P	C
		3	0	0	3

PRE REQUISITE:

Organizational Behavior and Human Resource Management

COURSE OBJECTIVES:

1. To facilitate students to understand the organizational change process.
2. To enable students to understand organization development and Interventions.
3. To help students understand Change Management Strategies.

UNIT I ORGANISATION & ITS ENVIRONMENT 8 Hours

Meaning of Organization – Need for existence - Organizational Effectiveness – Creation of Value – Measuring Organizational Effectiveness – External Resources Approach, Internal Systems Approach and Technical approach - HR implications.

UNIT II ORGANISATIONAL DESIGN 15 Hours

Organizational Design – Determinants – Components – Types - Basic Challenges of design – Differentiation, Integration, Centralization, Decentralization, Standardization, Mutual adjustment- Mechanistic and Organic Structures- Technological and Environmental Impacts on Design- Importance of Design – Success and Failures in design - Implications for Managers.

UNIT III ORGANISATIONAL CULTURE 6 Hours

Understanding Culture – Strong and Weak Cultures – Types of Cultures – Importance of Culture - Creating and Sustaining Culture - Culture and Strategy - Implications for practicing Managers.

UNIT IV ORGANISATIONAL CHANGE 6 Hours

Meaning – Forces for Change - Resistance to Change – Types and forms of change – Evolutionary and Revolutionary change – Change process -Organization Development – HR functions and Strategic Change Management - Implications for practicing Managers.

UNIT V ORGANISATION EVOLUTION AND SUSTENANCE 10 Hours

Organizational life cycle – Models of transformation – Models of Organizational Decision making – Organizational Learning– Innovation, Entrepreneurship and Creativity-HR implications.

TOTAL: 45 HOURS

FURTHER READING/ CONTENT BEYOND SYLLABUS/ SEMINAR:

1. Fear of Change, Formal Culture
2. Unfreezing change, Role of Change agents

COURSE OUTCOMES:

After completion of the course, Student will be able to

- CO1: Analyze the environmental forces that influence organization.
- CO2: Apply the relationship among organizational change, redesign, an organizational effectiveness
- CO3: Develop skills for understanding the impact of organizational culture on organizational and inter organizational relationships.
- CO4: Apply the various change models during the change process.
- CO5: Understand, predict and influence organizational design to innovative business strategies and practices.

REFERENCES:

1. Robert A Paton, James McCalman, Change Management, “A Guide to effective implementation”, Response Books, 2012.
2. Richard L. Daft, “Understanding the theory & Design of Organisation”, Cengage Learning Western, 10th Edition 2012.
3. Thomson G. Cummings and Christopher G. Worley, “Organisational development and Change”, Cengage learning, 9th edition 2011.
4. Gareth R. Jones, “Organizational Theory, Design & Change”, Pearson Education, 6th Edition 2011.
5. Bhupen Srivastava, Organisational Design and Development: Concepts application, Biztantra, 2010.
6. Adrian Thorn Hill, Phil Lewis, Mike Millmore and Mark Saunders, “Managing Change -A Human Resource Strategy Approach”, Wiley, 2010.
7. Robbins, “Organisation Theory; Structure Design & Applications”, Prentice Hall of India, 2009.
8. Hodge, Anthoy & Gales, “Organization theory”, 5th Edition, Prentice hall 2003.

2003BA007

DIGITAL MARKETING

L	T	P	C
3	0	0	3

PREREQUISITE :

Marketing Management

COURSE OBJECTIVES:

To examine and explore the role and importance of digital marketing in today's rapidly changing business environment.

To understand the students the role on digital marketing today

To know how digital marketing can be utilized by organizations and how its effectiveness can be measured

MODULE I

9 Hours

Online Market space- Digital Marketing Strategy- Components -Opportunities for building Brand-Website - Planning and Creation- Content Marketing.

MODULE II

9 Hours

Search Engine optimization - Keyword Strategy- SEO Strategy - SEO success factors - On-Page Techniques - Off-Page Techniques. Search Engine Marketing- How Search Engine works- SEM components- PPC advertising -Display Advertisement

MODULE III

9 Hours

E- Mail Marketing - Types of E- Mail Marketing - Email Automation - Lead Generation - Integrating Email with Social Media and Mobile- Measuring and maximizing email campaign effectiveness. Mobile Marketing- Mobile Inventory/channels- Location based; Context based; Coupons and offers, Mobile Apps, Mobile Commerce, SMS Campaigns-Profiling and targeting.

MODULE IV

9 Hours

Social Media Marketing - Social Media Channels- Leveraging Social media for brand conversations and buzz. Successful /benchmark Social media campaigns. Engagement Marketing-Building Customer relationships - Creating Loyalty drivers - Influencer Marketing.

MODULE V

9 Hours

Digital Transformation & Channel Attribution- Analytics- Ad-words, Email, Mobile, Social Media, Web Analytics - Changing your strategy based on analysis- Recent trends in Digital marketing.

TOTAL: 45 HOURS

FURTHER READING / CONTENT BEYOND SYLLABUS / SEMINAR :

Big Data

Social Media Marketing

COURSE OUTCOMES:

- CO1 After completion of the course, Student will be able to
To examine and explore the role and importance of digital marketing in today's rapidly changing business environment
- CO2 To focus on how digital marketing can be utilised by organisations and how its effectiveness can be measured.
- CO3 To know the key elements of a digital marketing strategy
- CO4 To study how the effectiveness of a digital marketing campaign can be measured
- CO5 To demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Social media and Blogs.

REFERENCES:

- 1.Fundamentals of Digital Marketing by Puneet Singh Bhatia; Publisher: Pearson Education; First edition, 2017.
- 2.Marketing 4.0: Moving from Traditional to Digital by Philip Kotler;Publisher: Wiley; 1st edition, April 2017,
- 3.Pulizzi,J Beginner's Guide to Digital Marketing , Mcgraw Hill Education.
- Barker, Barker, Bormann and Neher(2017), Social Media Marketing: A Strategic Approach, 2E South-Western ,Cengage Learning
- 4.Digital Marketing by Vandana Ahuja ;Publisher: Oxford University Press, 2015.
- 5.Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.