

E.G.S. PILLAY ENGINEERING COLLEGE

(Autonomous)

Affiliated to Anna University, Chennai | Approved by AICTE, New Delhi

Accredited by NAAC with "A++" Grade | Accredited by NBA under T1

NAGAPATTINAM – 611 002.



MASTER OF BUSINESS ADMINISTRATION

Full Time Curriculum and Syllabus

REGULATIONS – 2024

SEMESTER II									
Course Code	Course Name	L	T	P	C	Maximum Marks			Category
						CA	ES	Total	
Theory Course									
2402BA 201	Operations Management	4	0	0	4	40	60	100	PCC
2402BA 202	Financial Management	4	0	0	4	40	60	100	PCC
2402BA 203	Marketing Management	4	0	0	4	40	60	100	PCC
2402BA 204	Human Resource Management	4	0	0	4	40	60	100	PCC
2402BA 205	Applied Operations Research	3	2	0	4	40	60	100	PCC
2402BA 206	Business Research Methods	4	0	0	4	40	60	100	PCC
Practical Course									
2402BA 207	Computer Applications for Business	0	0	4	2	60	40	100	PCC
2404BA 208	Indian Ethos and Business Ethics	0	0	2	1	100	-	100	EEC
2404BA 209	Community Engagement	0	0	2	1	100	-	100	EEC
2404BA 210	Life Skills II	0	0	2	1	100	-	100	EEC
Total		23	2	10	29	600	400	1000	

2402BA201	OPERATIONS MANAGEMENT						L	T	P	C
							4	0	0	4
PREREQUISITE										
Students should have the knowledge of Management concepts and Organizational Behavior										
COURSE OBJECTIVES:										
1. To introduce students to Operations terminology and concepts.										
2. To enable the students to comprehend the important aspects like production layout, production planning and inventory management.										
3. To enable the students to understand the utility of work measurement techniques.										
COURSE OUTCOMES:										
After completion of the course, Student will be able to										
1. Interpret the concepts of operation strategy for managing the operations.										
2. Construct the forecasting method to measure the demand and design plant layout in best location										
3. Demonstrate the factors influencing product design and methods to improve the productivity										
4. Interpret the contributions towards the quality management										
5. Apply the various scheduling techniques for completing the task within the time										
CO VS PO MAPPING:										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2		
CO1	3	-	3	-	2	3	2	-		
CO2	3	-	2	-	2	3	2	-		
CO3	3	-	2	-	2	3	2	-		
CO4	3	-	2	--	2	3	2	-		
CO5	2	-	2	-	2	3	2	-		
Average	2.8	-	2.2	-	2.0	2.8	2.0	-		
COURSE CONTENTS										
UNIT I	INTRODUCTION TO OPERATIONS MANAGEMENT						12 Hours			
Operations Management – Nature, Importance, historical development, Operations as a System, transformation processes, differences between services and goods, a system perspective, functions, challenges, current priorities, recent trends; Operations Strategy – role - building operations strategy on competitive priorities and elements, Strategic fit.										
UNIT II	FORECASTING, CAPACITY AND FACILITY DESIGN						12 Hours			
Demand Forecasting – Need, Types, Objectives and Steps. Overview of Qualitative and Quantitative methods. Capacity Planning – Long range, Types, Developing capacity alternatives, tools for capacity planning. Overview of sales and operations planning. Overview of MRP, MRP II and ERP.										
Facility Location – Theories, Steps in Selection, Location Models. Facility Layout – Principles, Types, Planning tools and techniques.										
UNIT III	DESIGN OF PRODUCT, PROCESS AND WORK SYSTEMS						12 Hours			
Product Design – Influencing factors, Approaches, Legal, Ethical and Environmental issues. Process – Planning, Selection, Strategy, Major Decisions. Work Study – Objectives, Procedure. Method Study and Motion Study. Work Measurement and Productivity – Measuring Productivity and Methods to improve productivity										

UNIT IV	QUALITY MANAGEMENT	12 Hours
Quality Management- TQM Philosophies, Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques- Concepts of Quality circle, Japanese 5S principles, Six sigma and 8D methodology.		
UNIT V	SCHEDULING AND PROJECT MANAGEMENT	12 Hours
Materials Management–Purchasing–Supply Chain Management- Vendor rating and Value Analysis- Stores Management -Inventory – elements of JIT manufacturing. Project Management – Scheduling Techniques, PERT, CPM; Scheduling - work centers – nature, importance; Priority rules and techniques, shop floor planning and control; Johnson’s Algorithm – Gantt charts; personnel scheduling in services.		
		Total: 60 Hours
FURTHER READING / CONTENT BEYOND SYLLABUS / SEMINAR :		
SimQuick / Gold Sim software		
Cellular manufacturing, Centre of gravity model, Product tree, Andons, Motion study		
REFERENCES:		
1. Dale H.Besterfield, Carol Besterfield – Michna, Glen H. Besterfield, Mary Besterfield – Sacre, Hermant – Urdhwareshe, Rashmi Urdhwareshe, Total Quality Management, Revised Third edition, Pearson Education, 2011.		
2. Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Nicholas J. Aquilano, Operations and Supply Management, Tata McGraw Hill, 12th Edition, 2010.		
3. Aswathappa K and Shridhara Bhat K, Production and Operations Management, Himalaya Publishing House, Revised Second Edition, 2010		
4. William J Stevenson, Operations Management, Tata McGraw Hill, 9 th Edition, 2009.		
5. Chary S. N, Production and Operations Management, Tata McGraw Hill, Third Edition, 2008		
6. Pannerselvam R, Production and Operations Management, Prentice Hall India, Second Edition, 2008.		
7. Mahadevan B, Operations Management Theory and practice, Pearson Education, 2007		
8. Russel and Taylor, Operations Management, Wiley, Fifth Edition, 2006.		

2402BA202	FINANCIAL MANAGEMENT						L	T	P	C
							4	0	0	4
PREREQUISITE:										
		Basics of Financial Management								
COURSE OBJECTIVES:										
1. To enable the students to understand the concepts of Financial Management										
2. To understand the concepts and techniques of Capital Budgeting, Working Capital Management and Dividends										
3. To throw light on the significance of Cost of Capital for deciding the Capital Structure										
COURSE OUTCOMES:										
After completion of the course, Student will be able to										
1. Demonstrate the concept of risk and return in single asset and two asset portfolios.										
2. Compute payback method and accounting rate of return to make investment decisions										
3. Illustrate appropriate Capital Structure and Dividend Policy for optimal risk return trade-off.										
4. Solve different Working Capital policies to improve liquidity.										
5. Interpret the volatility of stock market										
CO VS PO MAPPING:										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2		
CO1	2	3	-	-	-	2	2	-		
CO2	2	3	-	-	-	2	2	-		
CO3	2	3	-	-	-	2	2	-		
CO4	2	3	-	-	-	2	2	-		
CO5	2	3	-	-	-	2	2	-		
Average	2	3	-	-	-	2	2	-		
COURSE CONTENTS										
UNIT I		FOUNDATIONS OF FINANCIAL MANAGEMENT						12 Hours		
Introduction to finance- Financial Management – Nature, scope and functions of Finance, organization of financial functions, objectives of Financial management, Major financial decisions – Time value of money – features and valuation of shares and bonds – Concept of risk and return – single asset and two asset portfolios.										
UNIT II		INVESTMENT DECISIONS						12 Hours		
Capital Budgeting: Principles and techniques - Nature of capital budgeting- Identifying relevant cash flows - Evaluation Techniques: Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index - Comparison of DCF techniques - Concept and measurement of cost of capital - Specific cost and overall cost of capital										
UNIT III		FINANCING AND DIVIDEND DECISION						12 Hours		
Leverages - Operating and Financial leverage – measurement of leverages– Combined leverage, EBIT – EPS Analysis, Capital structure – Theories – Net Income Approach, Net Operating Income Approach, MM Approach – Determinants of Capital structure. Dividend decision- Issues in dividend decisions, Relevance and Irrelevance theories- Corporate dividend behavior, Walter’s Model, Gordon’s model and MM model. – Factors determining dividend policy – Types of dividend policies – forms of dividend.										

UNIT IV	WORKING CAPITAL MANAGEMENT	12 Hours
Principles of working capital: Concepts, Needs, Determinants, issues and estimation of working capital - Accounts Receivables Management - Inventory management – Cash management - Working capital finance: Trade credit, Bank finance and Commercial paper, Factoring services-various committee reports on bank finance.		
UNIT V	LONG TERM SOURCES OF FINANCE	12 Hours
Indian capital and stock market, New issues market Long term finance: Shares, debentures and term loans, lease, hire purchase, venture capital financing, Private Equity and Fintech.		
		Total: 60 Hours
FURTHER READING / CONTENT BEYOND SYLLABUS / SEMINAR :		
1. Real and Nominal Interest Rate, Project selection under Capital Rationing		
2. Term Structure of Interest Rate, Share Split, GWC vs. NWC		
REFERENCES:		
1. M.Y. Khan and P.K. Jain Financial management, Text, Problems and cases, Tata McGraw Hill, 8 th Edition, 2021.		
2. M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 10th edition, 2012.		
3. Prasanna Chandra, Financial Management, 9th edition, Tata McGraw Hill, 2012.		
4. George Foster, Financial Statement Analysis, Second Edition, Pearson, 2012		
5. James C. Vanhorne –Fundamentals of Financial Management– PHI Learning, 11th Edition, 2012.		
6. Srivatsava, Mishra, Financial Management, Oxford University Press, 2011		
7. Brigham, Ehrhardt, Financial Management Theory and Practice, 12th edition, Cengage Learning 2010.		
8. Sudhindra Bhat, Financial Management- Principles of Management, 2nd Edition, Excel Books, 2008.		
9. Eugene F. Brigham, Micheal C. Ehrhardt, Financial Management- Theory and Practice, 11th , Thomson South Western, 2007		

2402BA203	MARKETING MANAGEMENT						L	T	P	C
							4	0	0	4
PREREQUISITE										
		Basics in Management concepts								
COURSE OBJECTIVES:										
1. To gain insight on the impact of marketing environment on the marketing strategies adopted by the business organizations.										
2. To provide understanding about STP in marketing and give an comprehensive view about the individual buyer behavior										
3. To give detailed insight into the 4Ps of Marketing.										
Course Outcomes:										
After completion of the course, Student will be able to										
1. Interpret the concepts of marketing and services.										
2. Illustrate the marketing research process using a flow chart.										
3. Employ the New Product Development in marketing.										
4. Relate the buyer behavior with purchase decision using buyer behavior model.										
5. Demonstrate the impact of customer relationship management in business using real time examples.										
CO VS PO MAPPING:										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2		
CO1	2	2	3	3	3	3	2	2		
CO2	3	2	2	3	3	3	3	3		
CO3	3	2	-	3	3	3	2	3		
CO4	-	3	3	3	3	3	3	2		
CO5	3	-	3	3	3	3	2	2		
Average	2.2	1.8	2.2	3.0	3.0	3.0	2.4	2.4		
COURSE CONTENTS										
UNIT I		INTRODUCTION							12 Hours	
Concepts of marketing, Marketing Management Philosophies, Marketing and Services – Digital Marketing – Social Media Marketing – Current marketing challenges; Rural Marketing – International Marketing – Industrial Marketing.										
UNIT II		STRATEGIC MARKETING							12 Hours	
Marketing Management Process – Analysis of Marketing opportunities, Selecting Target Consumers, Developing Marketing Mix, Analysis of Macro and Micro environment -Marketing Research as an Aid to Marketing, Marketing Research Process – Sales Forecasting – Techniques. Service mix and Retail Marketing										
UNIT III		PRODUCT POLICIES							12 Hours	
Product Decisions, Branding, Packaging and Labeling – New Product Development and Product Life Cycle Strategies, Pricing – Pricing Strategies and approaches, Promotion Decisions: Promotion Mix – Integrated Marketing Communication – Advertising and Sales Promotion - Sales Force Decisions, Selection, Training, Compensation and Control – Publicity and Personal Selling – Distribution Management – Channel Management: Selection, Co-operation and Conflict Management – Vertical, Horizontal and Multi-channel Systems- Consumer Protection – Awareness of Consumer Rights in the Market Place.										

UNIT IV	BUYER BEHAVIOUR	12 Hours
Factors Influencing Consumer Behaviour – Buying situation– Buying Decision Process – Industrial Buyer Behaviour. Market Segmentation : Targeting and Positioning – Competitive Marketing Strategies. Customer Life Cycle – Customer Life time Value, Product Portfolio Management.		
UNIT V	MIS	12 Hours
Marketing Information Systems- Customer Relationship Management (CRM), Customer Engagement Marketing – Sales force Automation- Marketing Analytics.		
		Total: 60 Hours
FURTHER READING / CONTENT BEYOND SYLLABUS / SEMINAR :		
1. Sensory Marketing, Green marketing, Brand identity prism		
2. Organized Retailing, Marketing Communications through Social Media, International marketing.		
References:		
1. Philip Kotler and Kevin Lane Keller, Marketing Management, PHI 16th Edition, 2015		
2. KS Chandrasekar, “Marketing management-Text and Cases”, Tata Mc Graw Hill-Vijaynicole, First edition,2010		
3. Paul Baines, Chris Fill and Kelly Page, Marketing, Oxford University Press, 2nd Edition,2011.		
4. Lamb, Hair, Sharma, Mc Daniel– Marketing – An Innovative approach to learning and teaching- A south Asian perspective, Cengage Learning — 2012		
5. Micheal R. Czinkota & Masaaki Kotabe, Marketing Management, Vikas Thomson Learning, 2000.		
6. Duglas,J. Darymple, Marketing Management, John Wiley & Sons, 2008.		
7. Kerin, Hartley, Berkowitz, Rudelius, Marketing, 8th Edition, McGraw Hill, 2007.		
8. Boyd Walker, Marketing Management, McGraw Hill, 2002		
9. https://www.wordstream.com/social-media-marketing https://www.disruptiveadvertising.com/marketing/digital-marketing/		

2402BA204	HUMAN RESOURCE MANAGEMENT						L	T	P	C
							4	0	0	4
PREREQUISITE										
				Basics in Organizational Behavior						
COURSE OBJECTIVES:										
1. To enable the students to understand the various HR functions in-depth.										
2. To familiarize students with contemporary practices.										
3. To enable the students to understand the challenges in domestic and IHRM										
COURSE OUTCOMES:										
After completion of the course, Student will be able to										
1. Illustrate the importance of human resource and their effective management in organization.										
2. Demonstrate the procedures and practices using recruitment and selection.										
3. Interpret how to implement the successful training program using types of training methods.										
4. Practice the activities involved in performance appraisal.										
5. Prepare the employee benefit packages with compensation plans.										
CO VS PO MAPPING:										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2		
CO1	3	-	3	3	3	3	2	1		
CO2	3	-	1	3	3	3	3	3		
CO3	3	-	-	3	3	3	2	3		
CO4	3	-	3	3	3	3	3	3		
CO5	3	-	3	3	3	3	2	2		
Average	3.0	-	2	3.0	3.0	3.0	2.4	2.4		
COURSE CONTENTS										
UNIT I		INTRODUCTION						12 Hours		
Introduction of Human Resource Management: Importance of Human Resources, Definition and Objectives of Human Resources Management, Qualities of a good HR manager – Evolution and growth of Human Resource Management in India. Functions of Human Resource Management. Strategic Human Resource Management (SHRM).Human Resource Policies: Need, type and scope, Human Resource Accounting and Audit- Gig Economy-Industrial Relations.										
UNIT II		HUMAN RESOURCE PLANNING						12 Hours		
Human Resources Planning: Long and Short term planning, Job Analysis, Skills inventory, Job Description, Job Specification and Succession Planning, Strategic Human Resource Planning. Recruitment and selection: Purposes, types and methods of recruitment and selection, Relative merits and demerits of the different methods, Recruitment and Social Media. Placement, Induction, Transfers, Promotions, Dismissal, Resignation, Exit Interviews, Reduction of attrition rate- Attrition and retention management.										
UNIT III		TRAINING, DEVELOPMENT AND CAREER MANAGEMENT						12 Hours		
Importance and benefits of Training and Development, Types of Training Methods, Executive Development Programs, Concept and process of Career Management; Competency mapping, Knowledge Management & Talent Management.										
UNIT IV		PERFORMANCE MANAGEMENT						12 Hours		

Importance, process and Methods: Ranking, rating scales, critical incident method, Removing subjectivity from evaluation, MBO as a method of appraisal, Performance Feedback, Online PMS. Human Resource Information System; International Human Resource Management; Cross cultural diversity management; Hybrid work culture; work-life balance; Quality of worklife; HR Analytics.		
UNIT V	COMPENSATION MANAGEMENT	12 Hours
Wage and Salary Administration: Job Evaluation, Calculation of Wage, Salary, Prerequisites, Compensation Packages, Cost of Living Index and Calculation of Dearness Allowance, Rewards and Incentives; ESOP-Financial and non-financial incentives, Productivity linked Bonus, Compensation Criteria, Rewards and Recognition		
		Total: 60 Hours
FURTHER READING / CONTENT BEYOND SYLLABUS / SEMINAR :		
1. HRIS, Social networking, e-learning, Recent trends in compensation		
2. Changing roles of HR during the transition from Local to Global		
REFERENCES:		
1. John M Ivancevich, Human Resource Management, Mc Graw Hill, Indian Edition, 2018.		
2. Dessler & Varkkey, Human Resource Management, 14th edition, Pearson Education Limited, 2016		
3. Bernadin, Human Resource Management ,Tata McGraw Hill ,8th edition 2012.		
4. Luis R.Gomez-Mejia, David B.Balkin, Robert L Cardy. Managing Human Resource. PHI Learning. 2012		
5. Ivancevich, Human Resource Management, McGraw Hill 2012.		
6. K.Aswathappa, Human Resource and Personnel Management- Text & Cases, Tata Mc Graw Hill, 2012		
7. Uday Kumar Haldar, Juthika Sarkar. Human Resource management. Oxford. 2012.		
8. Decenzo and Robbins, Human Resource Management, Wiley, 8th Edition, 2007.		
9. Biswajeet Pattanayak, Human Resource Management, PHI, Third Edition, 2005		

2402BA205	APPLIED OPERATIONS RESEARCH						L	T	P	C
							3	2	0	4
PREREQUISITE										
		Basic knowledge in Mathematics and Statistics								
COURSE OBJECTIVES:										
1. To enable the students to have insight into basic linear programming.										
2. To enable the students to understand operations research techniques in business operations.										
3. To enable the students to become more analytical for solving real life problems.										
COURSE OUTCOMES:										
After completion of the course, Student will be able to										
1. Describe the theoretical workings of the graphical and simplex method and formulate real-world problems as a linear programming model and										
2. Examine the solution of some real life problems using optimization techniques such as Transportation, Assignment models.										
3. Implement the techniques of network scheduling to minimize the project duration.										
4. Discuss the solution techniques of Game theory and Propose the best time of replacement of equipment and sequence the jobs to minimize the working time.										
5. Utilize the queuing models to minimize the time of service in a queuing system.										
CO VS PO MAPPING:										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2		
CO1	3	3	-	-	-	2	2	-		
CO2	3	3	-	-	-	2	2	-		
CO3	3	3	-	-	-	2	2	-		
CO4	3	3	-	-	-	2	2	-		
CO5	3	3	-	-	-	2	2	-		
Average	3.0	3.0	-	-	-	2.0	2.0	-		
COURSE CONTENTS										
UNIT I		INTRODUCTION TO LINEAR PROGRAMMING(LP)						12 Hours		
Introduction to applications of operations research in functional areas of management. Linear Programming – Formulation of LPP - solution by graphical and simplex methods – Artificial variable.										
UNIT II		LINEAR PROGRAMMING EXTENSIONS						12 Hours		
Transportation Models (Minimizing and Maximizing Problems) – Balanced and unbalanced Problems – Initial Basic feasible solution by N-W Corner Rule, Least cost and Vogel’s approximation methods - Check for optimality - Solution by MODI / Stepping Stone method - Case of Degeneracy.										
Assignment Models (Minimizing and Maximizing Problems) – Balanced and Unbalanced Problems.										
UNIT III		NETWORK MODELS						12 Hours		
Network Construction – Critical Path Method – Project Evaluation and Review Technique – Resource analysis in Network.										

UNIT IV	GAME THEORY AND REPLACEMENT MODELS	12 Hours
<p>Game Theory-Two person Zero sum games-Saddle point, Dominance Rule, Convex Linear Combination (Averages), methods of matrices, graphical and LP solutions.</p> <p>Replacement of items that Deteriorate with Time – Value of Money Changing with Time – Not Changing with Time – Optimum Replacement Policy – Individual and Group Replacement.</p>		
UNIT V	QUEUING MODELS	12 Hours
<p>Characteristics of Queuing Models- Little's formula - Single and multiple server queuing models: (M / M / 1) : (FIFO / ∞ / ∞), (M / M / C) : (FIFO / ∞ / ∞)- Queues with finite waiting rooms- – (M / M / 1) : (FIFO / N / ∞), (M / M / C) : (FIFO / N / ∞) .</p>		
		Total: 60 Hours
FURTHER READING / CONTENT BEYOND SYLLABUS / SEMINAR :		
1. Introduction to DEA, Travelling salesmen, Network components		
2. Decision making under uncertainty, Queuing theory		
REFERENCES:		
1. Hamdy A Taha, Introduction to Operations Research, Pearson, 9 th Edition, 2014.		
2. Pradeep Prabakar Pai, Operations Research - Principles and Practice, Oxford Higher Education,. 2012		
3. N. D Vohra, Quantitative Techniques in Management, Tata McGraw Hill, 2010.		
4. Paneerselvam R., Operations Research, Prentice Hall of India, Fourth Print, 2008.		
5. G. Srinivasan, Operations Research – Principles and Applications, PHI, 2007		
6. Gupta P.K, Hira D.S, Problem in Operations Research, S.Chand and Co, 2007.		
7. Frederick & Mark Hillier, Introduction to Management Science – A Modeling and case studies approach with spreadsheets, Tata McGraw Hill, 2005.		
8. Kalavathy S, Operations Research, Second Edition, Vikas Publishing House, 2004.		

2402BA206	BUSINESS RESEARCH METHODS						L	T	P	C
							4	0	0	4
PREREQUISITE										
		Basic knowledge in functional areas of management and Research skills								
COURSE OBJECTIVES:										
1. To introduce the concept of scientific research and the methods of conducting scientific enquiry										
2. To familiarize students in the area of application of multivariate statistical tools in Business Research										
3. To enable the students to prepare Business Reports and present them to top management for decision making.										
COURSE OUTCOMES:										
After completion of the course, Student will be able to										
1. Apply the concepts, types of research and problems while conducting research.										
2. Use research on a scientific basis and select appropriate research design.										
3. Make use of the various data collection methods and sampling techniques.										
4. Manipulate the collected data using appropriate statistical tools for interpretation of the data										
5. Produce the research report adopting the right tools for enhancing the quality of presentation.										
CO VS PO MAPPING:										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2		
CO1	3	-	-	2	-	2	2	3		
CO2	3	3	-	2	-	2	2	3		
CO3	3	3	-	2	-	2	2	3		
CO4	3	3	-	3	-	2	2	3		
CO5	3	3	-	3	-	2	2	3		
Average	3.0	2.4	-	2.4	-	2.0	2.0	3.0		
COURSE CONTENTS										
UNIT I		INTRODUCTION							12 Hours	
Business Research – Definition and Significance – the research process – Types of Research – Exploratory and causal Research – Theoretical and empirical Research – Cross –Sectional and time – series Research – Research questions / Problems – Research objectives – Research hypotheses – characteristics – Research in an evolutionary perspective – the role of theory in research.										
UNIT II		RESEARCH DESIGN AND MEASUREMENT							12 Hours	
Research design – Definition – types of research design – exploratory and causal research design– Descriptive and experimental design – different types of experimental design – Validity of findings – internal and external validity – Variables in Research – Measurement and scaling – Different scales – Construction of instrument – Validity and Reliability of instrument.										
UNIT III		DATA COLLECTION							12 Hours	
Types of data – Primary Vs Secondary data – Methods of primary data collection – Survey Vs Observation – Experiments – Construction of questionnaire and instrument – Validation of questionnaire – Sampling plan – Sample size – determinants optimal sample size – sampling techniques – Probability Vs Non–probability sampling methods.										

UNIT IV	DATA PREPARATION AND ANALYSIS	12 Hours
Data Preparation – editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analyses – Bivariate and Multivariate statistical techniques – Factor analysis – Discriminant analysis – cluster analysis – multiple regression and correlation – multidimensional scaling – Application of statistical software for data analysis.		
UNIT V	REPORT DESIGN, WRITING & ETHICS IN BUSINESS RESEARCH	12 Hours
Research report – Different types – Contents of report – need of executive summary – chapterization – contents of chapter – report writing – report format – title of the report – ethics in research.		
		Total: 60 Hours
FURTHER READINGS:		
1. Post Facto Research, Bivariate Vs. Multivariate techniques		
2. Subjectivity and Objectivity in research		
REFERENCES:		
1. Adrian Thornhill, Philip Lewis, Mark N. K. Saunders, Research Methods For Business Students, PEARSON, 2019		
2. Uma Sekaran and Roger Bougie, Research methods for Business, 7th Edition, Wiley India, New Delhi, 2016.		
3. HK Dangi, Shruti Dewen, Business Research Methods, Cengage Learning, 2016		
4. Mark N.K. Saunders, Philip Lewis, Adrian Thornhill, Research Methods for Business Students, Pearson; 7 th edition, 2015		
5. C.R.Kothari, Research Methodology, New age International Publisher Ltd., 2014		
6. Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research methods, 11th Edition, Tata Mc Graw Hill, New Delhi, 2012.		
7. William G Zikmund, Barry J Babin, Jon C.Carr, Atanu Adhikari, Mitch Griffin, Business Research methods, A South Asian Perspective, 8th Edition, Cengage Learning, New Delhi, 2012.		
8. Zikmund, Babin, Carr, Adhikari, Griffin, Business Research Methods – A South Asian Perspective, Cengage Learning, 2012		
9. Alan Bryman and Emma Bell, Business Research methods, 3rd Edition, Oxford University Press, New Delhi, 2011.		
10. Naval Bajpai, Business Research Methods, Pearson, 2011		

2402BA207	COMPUTER APPLICATIONS FOR BUSINESS						L	T	P	C
							0	0	4	2
PREREQUISITE										
			Basics of computer skills							
COURSE OBJECTIVES:										
	1. To provide an insight into basic features of Computer Systems and their Applications in Managerial Decision Making									
	2. To empower the students to use Microsoft Office Applications in Business Analytics									
	3. To enable students to have a basic knowledge on Computer Networks.									
COURSE OUTCOME:										
1.To gain proficiency in creating and formatting professional documents using Microsoft Word.										
2.To analyze and visualize business data using tools like Excel, improving business insight and strategic decisions.										
3.To use tools like PivotTables and conditional formatting to summarize and present data efficiently.										
4.To apply animation and transition effects to create dynamic and engaging presentations.										
5.To learn how data is transmitted across networks and the role of networking in business and organizational communication.										
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CO VS PO MAPPING:										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2		
CO1	3	2	3	2	3	3	2	2		
CO2	3	2	2	3	2	3	3	3		
CO3	3	2	-	3	3	3	2	3		
CO4	-	3	3	3	3	2	3	2		
CO5	2	0	3	3	3	3	2	2		
Average	2.8	1.8	2.2	2.8	2.8	2.8	2.4	2.4		
COURSE CONTENTS										
EXPT. NO.	MS Word									
1	Introduction to MS Word a. Opening, Saving and Editing Documents b. Saving documents in various formats like PDF c. Menu, Toolbar and Navigations									
2	Working with Documents a. Working with formatting documents like indents, alignment, bold, italic, underline and fonts, font colour, font style, word arts b. Working with tables, table design, table formatting c. Working with page design, watermark, inserting pictures d. Working with margins, page layout, orientations, splitting a page into columns and printing options e. Report generation									
	MS Excel									
3	1. Data Editing & Formula: a. Toolbar & Navigations b. Entering & Deleting Data, Cut, Copy, Paste,									

	<ul style="list-style-type: none"> c. Undo, Redo, Filling Continuous rows, columns, highlighting values, Find, Search & replace, Inserting Data d. Insert Cells, Column, rows & sheets, Symbols, Data from external files, Frames, Clipart, e. Pictures, Files etc, Inserting Functions, Manual break f. finding total in a column or row, Mathematical operations (Addition, Subtraction, Multiplication, Division, Exponentiation), g. Using other Formulae (Using simple aggregate functions - Sum, Count, Average, Min, Max) h. Calculation of Various Financial Functions i. Application of IF statements
4	Formatting Spreadsheet: <ul style="list-style-type: none"> a. Labelling columns & rows, Formatting- Cell, row, column & Sheet, Category - Alignment, Font, Border & Shading, Hiding/ Locking Cells b. Formatting layout for Graphics, Clipart etc., Worksheet Row & Column Headers c. Row height & Column width, Visibility - Row, Column, Sheet, Security, Sheet Formatting & style, Sheet background, Colour etc, Borders & Shading
5	Graphs & Charts: Types of Charts and Graphs
6	Application of Pivot table and Charts using Excel
7	Application of Bivariate Analysis using Excel
8	Application of Frequency Distribution in Excel
9	Application of Chi-Sq. test in Excel
	MS Powerpoint
10	Creating a Presentation and Formatting: <ul style="list-style-type: none"> a. Toolbar & Navigations b. Introduction to Slides, Usage of Templates, Setting Presentation style, Adding text to the Presentation c. Adding style d. Colour, gradient fills, arranging objects, Adding Header & Footer, Slide Background, Slide layout & Notes on Slides e. Adding Graphics to the Presentation- Inserting pictures, movies, tables etc into presentation, Adding sections between slides f. Drawing Pictures using Draw.
11	Adding Effects and Printing: <ul style="list-style-type: none"> a. Setting Animation & transition effect. b. Printing Handouts, Generating Standalone Presentation viewer
12	Using Hyperlinks in presentation
	Computer Networks

13	Introduction to Networks: Network Overview, Communication Processors, Communication Media - Types of Networks & Network Topologies -Local Area Network, Wide Area Network, Wireless LAN, Metropolitan Area Network & Campus Area Network- Network Topologies: Mesh, Star, Bus, Ring & Hybrid
14	Network Protocols -Transmission Control Protocol (TCP), Internet Protocol (IP) and Post office Protocol (POP)
15	Network Architecture -Peer to Peer & Client – Server
	Total : 60 hours
Software Required : Ms Office (Excel, Word, Powerpoint)	
Computers: 30	

2404BA108	INDIAN ETHOS AND BUSINESS ETHICS							L	T	P	C
								0	0	2	1
PREREQUISITE:											
				Basic concepts of ethics an Indian Ethos							
COURSE OBJECTIVES:											
1. To enable the learners in understanding of the basic concepts of Indian Ethos and familiarize about ethical behavior and value systems at work.											
2. To enable the learners to have exposure on business ethics and ethical business perspectives.											
COURSE OUTCOMES:											
After completion of the course, Student will be able to											
Apply the basic concepts of Indian ethos and value systems at work.											
Interpret issues of business ethics and offer solutions in ethical perspectives											
Practice professionally efficient and skillful in value systems and culture											
Interpret ethically manage business towards well-being of the society.											
Apply socially effective in undertaking business responsibilities.											
CO VS PO MAPPING:											
CO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2			
CO1	-	-	3	2	3	-	-	2			
CO2	-	-	3	-	-	-	-	2			
CO3	-	-	3	2	2	-	-	2			
CO4	-	-	3	-	-	-	-	3			
CO5	-	-	3	2	-	-	-	3			
Average	-	-	3	1.2	1	-	-	2.4			
COURSE CONTENTS											
									30 Hours		
The following is the list of topics suggested for preparation and presentation by students twice during the semester.											
1) Indian Ethos and Personality Development 2) Work ethos and values for Professional Managers 3) Indian Values, Value Systems and Wisdom for modern managers 4) Management Lessons from the Vedas, Puranas, Indian religions 5) Spirituality in Business Management 6) Individual Culture and Ethics 7) Ethical codes of conduct and value Systems 8) Loyalty and Ethical Behaviour 9) Ethical business issues and solutions 10) Social Responsibilities of Business											
FURTHER READING / CONTENT BEYOND SYLLABUS / SEMINAR :											
Management Lessons from Vedas, Mahabharata, Bible, Quran, Kautilya's Arthashastra											
Indian Heritage in Business, Management-Production and Consumption. Ethics v/s Ethos											
Note: Indian Ethos and Business Ethics paper is to be treated as Seminar. The students are expected to give presentation on the topics given in the course. Every student must present minimum two topics in the class room for continuous assessment.											

Based on the presentation and answering skills of the students, marks will be awarded by the faculty members and the consolidated marks can be taken as the final mark.

No end semester examination is required for this course.

2404BA209	COMMUNITY ENGAGEMENT							L	T	P	C
								0	0	2	1
PREREQUISITE:											
				Basic knowledge on community engagement							
COURSE OBJECTIVES:											
To enable the students to involve in community engagement											
To enable the students to involve in participatory learning and social mapping											
									30 Hours		
COURSE OUTCOMES:											
After completion of the course, Student will be able to											
Familiarize the students with the concept of community and social realities											
In depth knowledge on institutions operating in the community											
Ability to devise plans for disaster response and management											
In depth knowledge of health and hygiene, rights and policies and programs in community											
Identify the opportunities for contributing to community's socio-economic improvements											
CO VS PO MAPPING:											
CO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2			
CO1	-	-	2	-	-	-	-	3			
CO2	-	-	-	-	-	-	-	3			
CO3	-	-	-	-	-	-	-	3			
CO4	-	-	2	-	-	-	-	3			
CO5	-	-	2	-	-	-	-	3			
Average	-	-	1.2	-	-	-	-	3			
COURSE CONTENTS											
1.Dynamics of society: Social, economic, political and cultural; Identifying groups in the community like women, children, elderly and disabled											
2. Community goal setting: Inner Engineering											
3. Participatory learning and social mapping: Approaches and methods, community mapping, project proposal and project management, concept and steps, Thematic maps											
4. National development programs: History, status and way forward											
5. Resource Mapping: Natural and Human resource mapping and management											
6. Institutions: Engagement with school/ street/ Health center/ Panchayat/ SHGs											
7. Community Awareness: Health & Hygiene/ Rights/ Policies and Programmes											
8. Disaster Management: Disaster Preparedness - Risk reduction, Rehabilitation- Physical and psychological aspects											
9. Professional Intervention: Partnership with Public, Private and Non-governmental organizations											
COMMUNITY ENGAGEMENT (EEC): Every student enrolls in the Community Engagement Programme (1 credit) during the second semester and participates in the field activity for a period of 30 hours (6hrs per day for a week). The pattern of evaluation shall be as applicable to EEC. Based on the presentation and report of the students, marks will be											

awarded by the faculty members and the consolidated marks can be taken as the final mark. *No end semester examination is required for this course.

REFERENCES

de Weger, Esther & Vooren, N. & Luijkx, K. & Baan, Caroline & Drewes, H.. (2018). Achieving successful community engagement: A rapid realist review. BMC Health Services Research. 18. 10.1186/s12913-018-3090

Singh, Katar, Rural Development : Principles, Policies and Management, Sage Publications, New Delhi, 2015.

A Hand book on Village Panchayat Administration, Rajiv Gandhi Chair for Panchayati Raj Studies, 2002.

United Nations, Sustainable Development Goals, 2015 un.org/sdgs/

M.P.Boraian, Best Practices in Rural Development, Shanlax Publishers, 2016.

Principles of Community Engagement, 2nd Edition, NIH Publication No. 11-7782, Printed June 2011.

2404BA210	LIFE SKILLS II							L	T	P	C
								0	0	2	1
PREREQUISITE :											
	Life Skills I										
COURSE OBJECTIVES:											
To ensure students can learn and think outside the box											
To help them to understand the chances and challenges ahead of their career											
To enable the student to cope up with change and guide them to lead a team with their unique leadership skills.											
COURSE OUTCOMES:											
After completion of the course, Student will be able to											
CO1	Apply interview etiquettes during interview process.										
CO2	Enhance the skill of writing letters and drafting emails in office environment										
CO3	Analyze and Present the cases effectively.										
CO VS PO MAPPING:											
CO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2			
CO1	-	-	-	3	-	3	-	-			
CO2	-	-	-	3	-	3	-	-			
CO3	-	-	-	3	-	3	-	-			
Average	-	-	-	3	-	3	-	-			
COURSE CONTENTS											
UNIT I- Interview Essentials II									10 Hours		
Interview Etiquettes, Handling interview question, E-mail etiquettes, Developing professional Behavior											
UNIT II - Writing Skills									10 Hours		
E-mail writing, Essay writing, Letter writing, Paragraph writing, Listening and speaking skills											
UNIT III – Practice									10 Hours		
Resume presentation, Self-introduction Presentation, Mock interview practice, Case study & Presentation											
							TOTAL:		30 HOURS		
REFERENCES:											
1. Lesikar, R/ Flatley, M. Basic Business Communication: Skills For Empowering The Internet Generation,10th ed, Tata McGraw Hill.											
2. Alpana Gupta and SM Gupta, Effective Business Communication, Viva Books											
3. Bedi, R/ Aruna, K, Business Communication, 1st edition, Vrinda Publishing House											
4. Kaul, Asha, Business Communication, 2nd edition Prentice Hall of India											
5. Shiv Khera, “You can Win: A step by step tool for Achievers”, Bloomsbury Publishing India Pvt. Ltd., 2016											
6. Stephen R.Covey, “The Seven habits of Highly Effective people”, Franklin Covey Co., 2015.											
7. Dr.K.Alex, “Soft skills: Know yourself and Know the world”, Third Revised Edition, S.Chand and company Pvt. Ltd., 2014											
8. Janet G. Woititz, “Life skills for Adult Children”, Health Communications, Inc, 1990											