BA 15101 FUNDAMENTALS OF MANAGEMENT 3 0 0 3

COURSE OBJECTIVES

- To equip students with basic concepts of management and organization, management functions and decision making.
- To make them understand management, its nature, scope, functions of a manager and historical evolution of management theory and practices
- To enrich planning, organizing and the concept of MBO, organizational structure and staffing and leading, motivation processes, and different control systems in management
- To provide an insight into the organizational structure and departmentation and staffing and leading processes
- To provide conceptual understanding of motivation processes, and different control systems in management

UNIT 1 MANAGEMENT OVERVIEW 9

Definition, Need, Functions, Levels and challenges. The Evolution of Management Theory. Management and society: The External Environment - SWOT, Social responsibility and Ethics – Globalization and Management - Mintzberg"s Management Roles - Value Based Management : Creating Shareholder Value.

UNIT 2 PLANNING 9

Vision, Mission, Objectives, Nature, Importance, Types and Process-Strategies, Policies, procedures and methods – nature and type of policies – functional policies, Premising and Forecasting – Core competence –Competitive advantage-Management By Objectives (MBO)-Decision Making.

UNIT 3 NATURE OF ORGANIZING AND ENTREPRENEURING, LEADING IN ORGANIZATION 9

Organizational Structure: Departmentation - Span of Management-Power and Distribution of Authority -Delegation and decentralization.

Leadership – Introduction –Fundamentals of Staffing-Line and Staff Relationship Direction and Supervision-Committees and Teams – Communication.

UNIT 4 SYSTEM AND PROCESS OF CONTROLLING 9

Controlling in management – control Process - Control Techniques and Information Technology - Leading – Concepts and Theories.

UNIT 5 CONTEMPORARY TRENDS AND PERSPECTIVES IN MANAGEMENT 9

Emerging forms of organization – Innovation Management - Co-ordination- organizational change.

TOTAL: 45 PERIODS

COURSE OUTCOMES

The student will be able to

- Demonstrate their conceptual skills understanding and application of principles and functions of management, Integrate management principles in to management practices and analyze management as both an art and Science.
- Evaluate the global context for taking managerial actions of planning, Organizing and Controlling and application of concepts of planning like MBO and Managerial decision making.
- List the steps in the recruitment and employee selection Process and analyze organizational structure and organizational control and Culture.
- Compare and contrast motivational and leadership theories and identify methods of organizational control.
- Demonstrate the ability in applying the managerial concepts learnt to analyze a case let.

REFERENCES

Koontz Harold & Weihrich Heinz Essentials of Management: An International Perspective Tat McGraw Hill – 8th Edition, 2009

1. Heinz Weihrich, Mark V. Cannice & Harold Koontz Management: A global and Entrepreneurial Perspective Tata McGraw Hill – 13th Edition, 2010
2. Peter F Drucker, Managing for Results, Elsevier, Second Reprint 2006.
3. PC Tripathi P N Reddy, Principles of Management, Tata MCGraw Hill – 4th Edition, 2008
4. V.S.P Rao, V.Harikrishnan, Management: Text and Cases Excel Books 2009

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Mapping of Course Outcomes with Programme Outcomes:

(1/2/3 indicates strength of correlation) 3-Strong, 2-Medium , 1-Weak

Course outcome	**Programme Outcomes (POs)**												
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**	**PSO1**	**PSO2**
CO 1	3					2			2					
CO 2	3			2		1						2		2
CO 3			2		3				1		2		3	
CO 4	3		1						3		3			
CO 5	2				3									

BA 15102 MANAGERIAL ECONOMICS 3 0 0 3

COURSE OBJECTIVES

- To appraise the students about the basic economic concepts, economic environment & its implications on the business.
- To know the various microeconomic aspects to be considered by the manager for effective decision making.
- To make the students familiar on the current aspects of macro economy relevant to the business.
- To expose the students to the economic concepts and tools that aids the managers for decision making in different business situations and
- To make the students to equip themselves in managing a business in an economic environment by understanding the economic growth and market economics.

UNIT 1 INTRODUCTION 8

Economic and Managerial Decision making, Economics of a Business- A brief review of important economic terms and concepts. The firm and its goals - Economic goal of the firm and optimal decision making, Goals other than profit.

UNIT 2 SUPPLY AND DEMAND INTRODUCTION 13

Market demand, market supply, and market equilibrium. Comparative statics analysis supply, Demand and price: The managerial challenge, Demand elasticity, the economic concept of elasticity, the price elasticity of demand, the cross elasticity of demand, income elasticity, other elasticity measures, elasticity of supply. Demand estimation and forecasting, Regression analysis, Forecasting, Subjects of forecasts, prerequisites of a good forecast, forecasting techniques.

UNIT 3 THEORY AND ESTIMATION OF PRODUCTION 13

The production function, A short-run analysis of total, Average and marginal product, the long run production function, the estimation of production functions, the importance of production function in managerial decision making, Multiple input case, Substituting input factors. The optimal combination of multiple inputs, Optimal levels of multiple inputs. Expressing the production function with the use of calculus. Marginal product. The first Derivative of the total product, converting the Cobb- Douglas function into a linear form, The optimal combination of two inputs.

UNIT 4 THE THEORY AND ESTIMATION OF COST 13

The importance of cost in managerial Decisions- The definition and use of cost in economic analysis, The relationship between production and cost, the short run cost function, the long run cast function, the learning curve, Economies of scope, Economies of scale: The short run versus long run, supply chain management.

UNIT 5 PRICING AND OUTSOURCING DECISIONS 13

Perfect competition and monopoly Introduction: Competition and market types in economic analysis. Pricing and output decision in monopoly markets, implications of perfect competition and monopoly for managerial decision making. The use of calculus in pricing and output decisions. Break even analysis. Special pricing practices, Cartel arrangements, Price leadership, Revenue maximization, Price discrimination, Non marginal pricing, multi- product pricing, transfer pricing, other pricing practices.

TOTAL: 60 PERIODS

COURSE OUTCOMES

Upon completion of this course of Business Economics, the student should be able to:

- Reveal the significance of economic environment and recognize its relevance to the Business Practices Become familiar in the microeconomic concepts related to any business
- Understand the operations of demand and supply in the market.
- Demonstrate and apply the various theories of markets
- Appreciate the importance of role of macroeconomic policies in general and
- Relate the implications of the macroeconomic environment on the corporate.

REFERENCES

- Dr.D.M.Mithani, Managerial Economics Theory and Application, Himalaya Publication, 7th edition, 2014.
- M.L.Jhingan and Stephen, Managerial Economics, Vrinda Publications, 2nd edition, 2014.
- Paul.G.Keat, Philip.K.Y.Young, Sreejatha Banerjee, Managerial Economics -Economic Tools for Today‟s Decision Makers, Pearson Education, 6th edition, 2011.
- Adhikary,M, Business economics, Excel Books, New Delhi, 2nd edition, 2000.
- Paul A. Samuelson and William D. Nordhaus, Economics, 19th edition, Tata McGraw Hill, 2010

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Mapping of Course Outcomes with Programme Outcomes:

(1/2/3 indicates strength of correlation) 3-Strong, 2-Medium , 1-Weak

Course outcome	**Programme Outcomes (POs)**													
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**	**PSO1**	**PSO2**
CO 1	2		3		2				2		1			
CO 2	3		3	2		2								3
CO 3			1		3	1			1		1		3	
CO 4	3		2		3	3					1			
CO 5	1	2	3		2	3		2			2			

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PMA 15107 STATISTICS FOR MANAGEMENT **3 2 0 4**

COURSE OBJECTIVES

- Define experiment, outcome, event, probability and equally likely.
- Understand Point Estimation and be able to compute point estimates.
- Appreciate the connection between probability sampling and parameter Estimation.
- Identify multiple applications where nonparametric approaches are appropriate.
- The goal of a correlation analysis is to see whether two measurement variables co vary, and to quantify the strength of the relationship between the variables, whereas regression expresses the relationship in the form of an equation.

UNIT 1 INTRODUCTION TO STATISTICS AND PROBABILITY 9+6

Statistics – Definition, Types. Types of variables – Organising data - Descriptive Measures. Basic definitions and rules for probability, conditional probability independence of events, Baye's theorem, and random variables, Probability distributions: Binomial, Poisson, Uniform and Normal distributions.

UNIT 2 SAMPLING DISTRIBUTION AND ESTIMATION 9+6

Introduction to sampling distributions, sampling distribution of mean and proportion, application of central limit theorem, sampling techniques. Estimation: Point and Interval estimates for population parameters of large sample and small samples, determining the sample size.

UNIT 3 TESTING OF HYPOTHESIS - PARAMETRIC TESTS 9+6

Hypothesis testing: one sample and two sample tests for means and proportions of large samples (ztest), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations. ANOVA one and two way.

UNIT 4 NON-PARAMETRIC TESTS 9+6

Chi-square test for single sample standard deviation. Chi-square tests for independence of attributes and goodness of fit. Sign test for paired data. Rank sum test. Kolmogorov-Smirnov – test for goodness of fit, comparing two populations. Mann – Whitney U test and Kruskal Wallis test. One sample run test, rank correlation.

UNIT 5 CORRELATION, REGRESSION AND TIME SERIES ANALYSIS 9+6

Correlation analysis, estimation of regression line. Time series analysis: Variations in time series, trend analysis, cyclical variations, seasonal variations and irregular variations, forecasting errors.

TOTAL (L: 45 + T: 30): 75 PERIODS

COURSE OUTCOMES

At the end of the course the students should be able,

- Understand the notation for the centre and spread of the population distribution, sampling distribution, and sample distribution.
- Recognize the difference between outcomes that are equally likely and not equally likely to occur.
- Hypothesis testing is the process used to evaluate the strength of evidence from the sample and provides a framework for making determinations related to the population.
- Understand the general meaning of non-parametric methods and when they might be used.
- Calculate the simple linear regression equation for a set of data and know the basic assumptions behind regression analysis.

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1. Richard I. Levin, David S. Rubin, Statistics for Management, Pearson Education, 7th edition, 2011.
2. Aczel A.D. and Sounderpandian J., "Complete Business Statistics", 6th edition, Tata McGraw – Hill Publishing Company Ltd., New Delhi, 2012.
3. Srivatsava TN and Shailaja Rego, Statistics for Management, Tata McGraw Hill, 2008.
4. Ken Black, Applied Business Statistics, 7th edition, Wiley India Edition, 2012.
5. Anderson D.R., Sweeney D.J. and Williams T.A., Statistics for business and economics, 11th edition, Thomson (South – Western) Asia, Singapore, 2012.

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Mapping of Course Outcomes with Programme Outcomes:

(1/2/3 indicates strength of correlation) 3-Strong, 2-Medium , 1-Weak

Course outcome	Programme Outcomes (POs)													
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**	**PSO1**	**PSO2**
CO 1	2		3		2				2		1			
CO 2	3		3	2		2								3
CO 3			1		3	1			1		1		3	
CO 4	3		2		3	3					1			
CO 5	1	2	3		2	3		2			2			

BA 15104 ORGANIZATIONAL BEHAVIOR 3 0 0 3

COURSE OBJECTIVES

- To provide conceptual inputs to manage behaviour in organisations
- To develop an understanding of the environment, organizational context in which behaviour is exhibited
- To understand the causes of behaviour
- To understand the outcomes of behaviour
- To understand the different ways of managing behaviour

UNIT 1 INTRODUCTION TO OB 5

Definition, need and importance of organizational behavior – Nature and scope – Frame work – Organizational behavior models.

UNIT 2 INDIVIDUAL BEHAVIOUR 10

Personality – types – Factors influencing personality – Theories – Learning – Types of learners – The learning process – Learning theories – Organizational behavior modification. Misbehaviour – Types – Management Intervention. Emotions - Emotional Labour – Emotional Intelligence – Theories. Attitudes – Characteristics – Components – Formation – Changing Attitude – Measurement- Values. Perceptions – Importance – Factors influencing perception – Interpersonal perception- Impression Management. Motivation – importance – Types – Theories – Effects on work behavior.

UNIT 3 GROUP BEHAVIOUR 10

Group Formation –Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – Developing Effective Team - Interpersonal relations – Communication – Improving verbal and non verbal communication.

UNIT 4 LEADERSHIP AND POWER 10

Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Finding and creating effective leaders – Sources of power – Power canters – Power and Politics.

UNIT 5 ISSUES AND CHALLENGES OF OB 10

Organizational culture – Multi cultural organization and climate – Factors affecting organizational climate – Importance. Job satisfaction – Determinants – Measurements – Influence on behavior. Organizational change – Resistance to change – Managing change – Promoting creativity in an organization – Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life. Organizational development – Characteristics – objectives –. Organizational effectiveness.

TOTAL: 45 PERIODS

COURSE OUTCOMES

The student will have the ability to:

- Relate the environmental and organizational context in which behaviour occurs.
- Identify the causes of behaviour (individual, interpersonal, group and organizational)
- To predict the outcomes of specific behaviour
- Understand the leadership style, theories and its application in organisational settings.
- Manage behaviour in a dynamic environment

REFERENCES

1. Ivancevich, Konopaske & Maheson, Organisational Behaviour and Management, 10th Edition, Tata McGraw Hill, 2013
2. Udai Pareek, Understanding Organisational Behaviour 3rd Edition, Oxford Higher Education, 2012
3. Lionnel Robbins , Judge, Sanghi, Organisational Behaviour, 14th Edition Pearson Publication
4. Fred Luthans Organisational Behaviour, 12th Edition, McGraw Hill Publications, 2010.
5. Aswathappa.K, Organisational Behaviour, HPH, New Delhi, 2010

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Mapping of Course Outcomes with Programme Outcomes:

(1/2/3 indicates strength of correlation) 3-Strong, 2-Medium , 1-Weak

Course outcome	**Programme Outcomes (POs)**													
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**	**PSO1**	**PSO2**
CO 1	3		3	2					3		1			
CO 2	2		3				1	2				2		
CO 3			2		3				2					
CO 4	2		2		1	2	1	2						3
CO 5	2			3	3			3					3	

BA 15105 BUSINESS COMMUNICATION 3 0 0 3

COURSE OBJECTIVES

- To improve the conceptual understanding of written, oral and symbolic communication
- To know the importance of communication for a manager.
- To acquire listing and speaking skills.
- To get habituated to business correspondence.
- To have an idea of preparing project reports, performance appraisal and product appraisal.

UNIT 1 COMMUNICATION IN BUSINESS 9

Systems approach- forms - functions and principles of communication - management and communication- communication patterns - barriers to communication - interpersonal perception – SWOT analysis -Johari Window -Transactional Analysis.

UNIT 2 NON-VERBAL AND INTERCULTURAL COMMUNICATION 9

Importance of non-verbal communication - personal appearance - facial expressions- movement- posture – gestures - eye contact –voice - beliefs and customs- worldview and attitude.

UNIT 3 ORAL COMMUNICATION 9

Listening - types and barriers to listening - speaking - planning and audience awareness - persuasion- goals - motivation and hierarchy of needs - attending and conducting interviews-participating in discussions, debates - and conferences - presentation skills- paralinguistic features -fluency development strategies.

UNIT 4 BUSINESS CORRESPONDENCE 9

Business letter - principles of business writing- memos -e-mails – agendas - minutes- sales letter- enquiries- orders- letters of complaint- claims and adjustments- notice and tenders- circulars- letters of application and résumé.

UNIT 5 BUSINESS PROPOSALS AND REPORTS 9

Project proposals- characteristics and structure- Project reports – types- characteristics,- structureAppraisal reports – performance appraisal, product appraisal- Process and mechanics of report writing- visual aids- abstract - executive summary- recommendation writing- definition of terms.

TOTAL: 45 PERIODS

COURSE OUTCOMES

The Student will have the ability to:

- Understand the different types of communications, process and barriers.
- To realise the importance of gestures, eye contact, facial expression etc.,
- To understand how to listen effectively and the art of public speaking.
- To apply email etiquettes in business, drafting a complaint letter, sales letter, enquiry letter etc.,
- To understand the layouts of business proposals and business reports

REFERENCES

1. McGrath, E. H., S.J,Basic Managerial Skills for All, 8th edition. Prentice-Hall of India, New Delhi, 2008.
2. Raman, Meenakhshi, and Prakash Singh, Business Communication. O U P, New Delhi, 2008.
3. Stuart Bonne E., Marilyn S Sarow and Laurence Stuart, Integrated Business Communication in a Global Market Place.3rd edition. John Wiley India, New Delhi, 2007.
4. Guffey, Mary Ellen., Business Communication: Process and Product. 3rd edition. Thomson and South- western, 2004.
5. Rajendra pal and Korlahalli., Essentials Of Business Communication,13th edition, Sultan Chand & sons, 2012.

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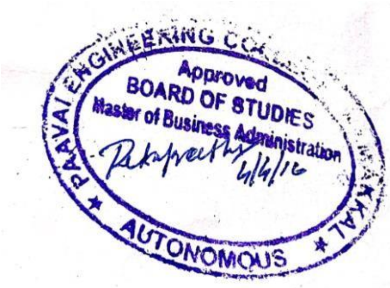
2.www.businesscommunication.org

3.www.notesdesk.com

Mapping of Course Outcomes with Programme Outcomes: **(1/2/3 indicates strength of correlation) 3-Strong, 2-Medium , 1-Weak**														
Course outcome	**Programme Outcomes (POs)**													
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**	**PSO1**	**PSO2**
CO 1	2		2	2					2		2			
CO 2	3	1						3			3			3
CO 3	2			1		2		3	2		2		3	
CO 4	2			2	1	1		3			3			
CO 5	1							3			2			



COURSE OUTCOMES

BA 15106 ACCOUNTING FOR MANAGERS 3 2 0 4

COURSE OBJECTIVES

- To inculcate the principles, importance and use of financial statements.
- To develop the skills for preparation, analysis and interpretation of financial statements
- To highlight the principles involved in the preparation of Cost statements.
- To develop an understanding of latest tools and techniques in financial accounting.
- To know about the usage of computers in accounts department.

UNIT 1 FINANCIAL ACCOUNTING 9+6

Introduction to Financial, Cost and Management Accounting- Generally accepted accounting principles, Conventions and Concepts-Balance sheet and related concepts- Profit and Loss account and related concepts - Introduction to inflation accounting- Introduction to human resources accounting.

UNIT 2 COMPANY ACCOUNTS 9+6

Meaning of Company -Maintenance of Books of Account-Statutory Books- Profit or Loss Prior to incorporation- Final Accounts of Company- Alteration of share capital- Preferential allotment, Employees stock option- Buyback of securities.

UNIT 3 ANALYSIS OF FINANCIAL STATEMENTS 9+6

Analysis of financial statements – Financial ratio analysis, cash flow (as per Accounting Standard) and funds flow statement analysis.

UNIT 4 COST ACCOUNTING 9+6

Cost Accounts - Classification of manufacturing costs - Accounting for manufacturing costs. Cost Accounting Systems: Job order costing - Process costing- Activity Based Costing- Costing and the value chain- Target costing- Marginal costing including decision making- Budgetary Control & Variance Analysis - Standard cost system.

UNIT 5 ACCOUNTING IN COMPUTERIZED ENVIRONMENT 9+6

Significance of Computerised Accounting System- Codification and Grouping of Accounts-Maintaining the hierarchy of ledgers- Pre-packaged Accounting software.

TOTAL (L: 45 + T: 30): 75 PERIODS

COURSE OUTCOMES

After the course the students will be able to:

- Prepare, analyse and interpret basic financial statements
- To understand how to analyse the balance sheet.
- To have an idea about inflow and outflow of cash in an organisation.
- To interpret cost sheet which aids in decision making
- Able to develop, use and apply latest concepts and tools in financial accounting.

REFERENCES

1. Jan Williams, Financial and Managerial Accounting – The basis for business Decisions, 13th edition,Tata McGraw Hill Publishers, 2011.
2. Horngren, Surdem, Stratton, Burgstahler, Schatzberg, Introduction to Management Accounting, PHI Learning, 2010.
3. Stice & Stice, Financial Accounting Reporting and Analysis, 7th edition, Cengage Learning, 2008.
4. Singhvi Bodhanwala, Management Accounting -Text and cases, 2nd Edition PHI Learning, 2008.
5. M.Y.Khan & P.K.Jain, Management Accounting, Tata McGraw Hill, 2011

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3. www.ifac.org

COURSE OUTCOMES

Mapping of Course Outcomes with Programme Outcomes: (1/2/3 indicates strength of correlation) 3-Strong, 2-Medium , 1-Weak														
Course outcome	**Programme Outcomes (POs)**													
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**	**PSO1**	**PSO2**
CO 1	3							2	2		3			
CO 2	2							2	1		2			2
CO 3	2	1			2	2		3	1		2		3	
CO 4	2				2	3			1	3				
CO 5	3	2			2		1			2	2			

COURSE OUTCOMES

BA 15107 BUSINESS LAW 3 0 0 3

COURSE OBJECTIVES

- To provide basic understanding of law of contract, Law of agency, Bailment & Pledge
- To provide basic requirements of Negotiable Instruments Act, Law of Insurance and Law of Partnership for the purpose of conducting business
- To impart basic provisions of Companies Act concerning incorporation and regulation of business organizations
- To create an awareness about important legislations namely Sale of Goods Act, Consumer Protection Act, Factories Act having impact on business.
- To appraise the students on the leading practical application oriented case studies – relevant and updated and analyzing case laws in arriving at conclusions facilitating business decisions

UNIT 1 LAW OF CONTRACT 9

Law of contract - Indian Contract Act 1872 - essentials of a valid contract - offer, acceptance, competence, consent, consideration, legality of objects-performance of Contract -breach of contract and remedies - quasi contract.

UNIT 2 SPECIAL CONTRACTS 9

Special contracts – bailment – agency-Contract of sale and hire purchase- Sale and transfer of property in goods – delivery-rights of an unpaid seller - auction sale.

UNIT 3 INDIAN PARTNERSHIP ACT AND CONSUMER PROTECTION ACT 9

Indian Partnership Act 1932 – definition – formation – registration-partnership deed, minor in partnership - rights, duties and liabilities of partners - dissolution.

Consumer Protection Act 1986 - Meaning of consumer- rights of consumer - complaints- grounds, time- unfair and restrictive trade practices - consumer grievance redressal machinery, district, state, and national level, jurisdiction.

UNIT 4 INDIAN COMPANIES ACT 9

Indian Companies Act 1956 - Nature and types of companies - incorporation, commencement of business-documents associated with formation - issue and allotment of shares -dematerialization of shares - transfer and transmission of shares - management and directors - meetings and resolutions -

postal ballot - buyback of shares - prevention of oppression of mismanagement - merger and acquisitions.

UNIT 5 NEGOTIABLE INSTRUMENT ACT AND RIGHT TO INFORMATION ACT 9

Negotiable Instrument Act - Types and characteristics of negotiable instruments-Promissory notes, bills of exchange, cheques - parties - holder and holder in due course - negotiation - crossing, endorsement, dishonor and discharge-banker and customer.

Right to Information Act 2005 - salient features – information – request – fee – response social issues.

TOTAL: 45 PERIODS

COURSE OUTCOMES

The student will able to

- Demonstrate understanding of basic provisions of law of contract, Law of Agency and bailment and pledge.
- Apply these concepts to any given business situation.
- Demonstrate the understanding of strategic management process at various levels across various functions of a business organisation.
- Appraise the environment and the organization and develop suitable strategies.
- Analyse a given business context using basic understanding of the concepts and develop a suitable framework of strategies.

REFERENCES

1. Saravanavel & Senthil Kumar, Business Law, Himalaya Publishing House, 1st edition, 2011.
2. N D Kapoor, Elements of Mercantile Law, Sultan Chand & Sons, 35th edition, 2014.
3. P. K. Goel, Business Law for Managers, Bizentra Publishers, India, 2008.
4. P. P. S. Gogna, Mercantile Law, S. Chand & Co. Ltd., India, Fourth Edition, 2008.
5. Akhileshwar Pathack, Legal Aspects of Business, 4th Edition, Tata McGraw Hill, 2007.

WEB LINKS

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3. www.civilserviceindia.com.au

Mapping of Course Outcomes with Programme Outcomes:

(1/2/3 indicates strength of correlation) 3-Strong, 2-Medium , 1-Weak

Course outcome	Programme Outcomes (POs)												
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**	**PSO1**	**PSO2**
CO 1	1		3		3	2			3	3		3		
CO 2	1		3			3			2	3				
CO 3	2		3			3			3	3				
CO 4	1		2		3	3			2	3				
CO 5	2		300		3	3			2	3		3		

BA 15108 PERSONAL ENRICHMENT - LAB 0 0 4 2

COURSE OBJECTIVES

- To foster an all round development of students by focusing on soft skills, the role and the content of soft skills through instruction, knowledge acquisition, and practice.

UNIT 1 12

Verbal Communication includes Planning, Preparation Delivery, Feedback and assessment of activities like: Public speaking, Listening and observation skills, body language and use of Presentation aids-- Written communication that includes project proposals, brochures, newsletters, articles, business letters.

UNIT 2 12

Etiquettes that include: etiquettes in social as well as office settings, email etiquettes, telephone etiquettes etc. Improving Personal Memory, study skills that include rapid reading, notes taking and creativity. Problem solving and decision making skills, perceptive, conceptual, creative, analytical and decisive.

UNIT 3 12

Personal Growth and Group Development Awareness of self, Emotional Intelligence, Body language, Mannerism, Telephone Etiquette, Goal setting, Grooming, Role playing.

UNIT 4 12

Team Building ,Conflict Resolution, Stages of team development, Teamwork for innovation and change, managerial leadership Acclimatization of Organizational climate, Adapting with new Organizational change, Continuous learning

UNIT 5 12

Time management skills, HR skills: leadership, communication, negotiation, motivating (inter personal and inter group).Risk taking skills--Organising skills: Events management Methodology, Emotional intelligence and Management.

(There should be adequate exposure to demonstrations, games, case studies, role plays, field works, presentations, debates and discussions, simulation of real life situations, stress exercises, team exercises, planning exercises, personality testing and feedback etc.)

TOTAL: 60 PERIODS

COURSE OUTCOMES

- The students will understand the art of public speaking and listening, awareness about professional etiquettes, implication of body language and leadership skills.

REFERENCES

1. Masters Ann, Personality Development for Life and Work, Cengage Learning, 10th edition, 2012.
2. Menakshi Raman, Prakash Singh, Business Communication, Oxford University Press, 2nd edition, 2012.
3. Rhonda Abrams, Business Plan in a Day, PHI Learning, 3rd edition, 2015.
4. B.Hurlock, Personality Development, Tata McGraw Hill, 1st edition, 2010.
5. J.R.Bhatti, The Dynamics of Successful Personality Development and Projection, Pearson Education, 2nd edition, 2011.

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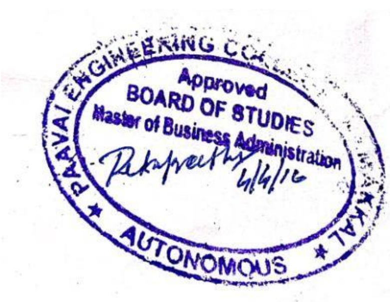
Mapping of Course Outcomes with the Programme Outcomes (1/2/3 indicates streangth of correlation) 3-Strong, 2-Medium, 1-Week														
Cos	Programme Outcomes (Pos)												Programme Specific Outcomes	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	POS1	POS2
CO1	2			3				3		3	2		3	



BA 15201 PRODUCTION AND OPERATIONS MANAGEMENT 3 0 0 3

COURSE OBJECTIVES

- To impart the knowledge of Production and Operations Management (POM) in the context of changing business environment.
- To identify and trace the recent developments in the POM.
- To expose the different factors considered for taking decisions regarding Production.
- To experience various techniques adopted at different levels of production management of an organization and
- To equip with the skills required for managing a business in a global technological environment.

UNIT 1 INTRODUCTION 9

Introduction to Production and Operations Management – History and Evolution of POM – OM today – Production/Operations as a System – Decisions in POM – Strategic, Operating and Control Decisions – Scope of POM - Recent Trends in Production and Operations Management. Role of Operations in Strategic Management Production and Operations Strategy. Demand Forecasting for Production – Need, Types, Objectives and Steps Overview of Qualitative and Quantitative methods

UNIT 2 PRODUCT DESIGN AND DEVELOPMENT 9

Product Design and Development – Influencing factors, Approaches, Legal, Ethical and Environmental issues. Process Planning - Selection, Strategy, Major Decisions. Capacity Planning – Factors considered – Types – Capacity requirement Planning Facility/Plant Location Decision – Factors considered – Techniques for Selection of Location.

UNIT 3 PLANT LAYOUT AND PROJECT MANAGEMENT 9

Facility/Plant Layout – Factors considered – Types – Techniques for Selection. Project Management – PERT and CPM.

UNIT 4 AGGREGATE PLANNING / PRODUCTION PLANNING 9

Aggregate Planning – Approaches, Types of Plans, Strategies, relationship to Master Production schedule. Overview of MRP, MRP II and ERP. Production Planning and Control – Scheduling – Assignment – Johnson‟s Rule – Gantt Chart.

UNIT 5 MATERIALS MANAGEMENT & WORK STUDY 9

Materials Management – Objectives, Planning, Budgeting and Control. Purchasing –Objectives, Functions, Policies, Vendor rating and Value Analysis. Stores Management – Nature, Layout, Classification and Coding. Inventory Management – Objectives, Costs and Control techniques – EOQ Models. Work Study – Objectives –Types. Method Study and Motion Study. Work Measurement and Productivity.

TOTAL: 45 PERIODS

COURSE OUTCOMES

Upon completion of this course of Production Management, the student should be able to:

- Demonstrate and appreciate the role and importance of the production function in organizations.
- Demonstrate the effects of the evolution of production management in global business.
- Demonstrate their comprehensive understanding of theories and concepts in POM
- Recognize and apply basic appropriate analytical techniques related to decision making in the critical areas of product design, process design, capacity design, facility location, facility layout and project management.
- Recognize and apply basic appropriate analytical techniques related to decision making in the areas of production planning, materials management and work study.

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1. Norman Gaither and Gregory Frazier, "Operations Management", Cengage Learning – 9th Edition, 2013
2. Buffa and Rakesh, "Modern Production and Operation Management", John Wiley & Sons – 8th Edition 2010
3. Aswathappa K and Shridhara Bhat K, "Production and Operations Management Himalaya Publishing House, New Delhi– 2nd Edition, 2011
4. Lee J. Krajewski and Larry P. Rotzman, "Operations Management – Strategy and Analysis" Person Education, New Delhi 9th Edition, 2011
5. Roberta S Russel and Bernard W Taylor, "Operations Management- Creating Value along the Supplychain, Wiley- 8th Edition, 2014

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3. www.epicor.com

Mapping of Course Outcomes with Programme Outcomes: (1/2/3 indicates strength of correlation) 3-Strong, 2-Medium , 1-Weak														
Course outcome	**Programme Outcomes (POs)**													
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**	**PSO1**	**PSO2**
CO 1	2													
CO 2	3					3			2		3			3
CO 3	2					3					3		3	
CO 4	2		2			2		3			3			
CO 5	2		3			3					2	2		

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Master of Business Administration
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BA 15202 FINANCIAL MANAGEMENT 3 0 0 3

COURSE OBJECTIVES

- To make students understand the nature of financial management, time value of money, cost of capital and working capital and dividend decisions.
- To familiarise the students about the various sources of funds and leverage
- To improve the knowledge with regard to various financial decisions using appropriate tools and techniques.
- To improve the ability to understand corporate financial news and information.
- To develop the students knowledge pertains to balance sheet analysis for assessing firm‟s performance.

UNIT 1 INTRODUCTION TO FINANCIAL MANAGEMENT AND COST OF CAPITAL 9

Objectives of financial management, risk return trade off, emerging role of financial manager in India, Indian Financial System: Financial market, Capital Market, Money Market, Forex Market, Time value of money. : Basic concepts, cost of debt and preference, cost of equity, weighted average cost of capital, CAPM, cost of retained earnings, floatation cost and WACC

UNIT 2 CAPITAL BUDGETING 9

Importance, Project classification, Investment Criteria - discounting and non-discounting criteria, estimation of cash flows – elements, basic principles and cash flow estimation for new and replacement projects. Capital budgeting techniques Capital Structure Theories – NI, NOI and MM Approach.

UNIT 3 DIVIDEND POLICY 9

Dimensions of dividend policy, legal procedural aspects, Bonus shares and stock splits, share buy backs. Dividend models – Traditional and MM models.

UNIT 4 LEVERAGES AND SOURCES OF FUNDS 9

Meaning, difference between capital structure and financial structure, EBIT – EPS Analysis, ROI – ROE Analysis, leverages. **Sources of Funds**: Long term sources – equity capital, internal accruals, preference capital, term loans and debentures. Raising long term finance – initial public offer, venture capital, rights issue, private placement, and preferential allotment.

UNIT 5 WORKING CAPITAL MANAGEMENT 9

Characteristics of current assets, factors influencing working capital requirements, level of current assets, current assets financing policy, operating cycle and cash cycle, estimation of working capital requirements, Projected P&L account, Balance sheet Working capital financing – accruals, trade credit, working capital advance by commercial banks, public deposits, short term loans from financial institutions, commercial paper, factoring.

TOTAL: 45 PERIODS

COURSE OUTCOMES

- The student will exhibit the conceptual understanding of various steps involved in raising, allocation and distribution finance.
- The student will be able to evaluate capital budgeting and capital structure decisions of the firm.
- The student will be able demonstrate the understanding of various sources of funds in the market
- The student will be able to determine the working capital requirements and the impact of dividend decisions on the value of the firm.
- The student will be able to apply concepts learnt to demonstrate the understanding of the published reports of business firms and companies and also demonstrate the ability to draw meaningful conclusions about the financial performance of business firms and companies.

REFERENCES

1. Prasanna Chandra, Financial Management, 8th Edition, TMH Publication 2008
2. M.Y.Khan & P.K.Jain, Basic Financial Management, TMH 5th Edition, 2009
3. Sharma & Shashi k Gupta, Financial Management, Kalyani Publisher, 6th Edition, 2010
4. IM Pandey, Financial Management, Vikas Publishing House 10th Edition 2012
5. Srivatsava, Mishra, Financial Management, Oxford University Press, 2008.

WEB LINKS

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3. www.exinfm.com

Mapping of Course Outcomes with Programme Outcomes:

(1/2/3 indicates strength of correlation) 3-Strong, 2-Medium , 1-Weak

Course outcome	**Programme Outcomes (POs)**													
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**	**PSO1**	**PSO2**
CO 1	1					2	2							
CO 2	2				2			2	3		3			
CO 3	1				1		2	2			1		2	
CO 4	3				2			2			2			3
CO 5	2				2						3			

BA 15203 MARKETING MANAGEMENT 4 0 0 4

COURSE OBJECTIVES

- To understand the conceptual foundations of Marketing Management as a functional area of business.
- To understand the application of marketing concepts in making strategic decisions.
- To enrich the student in the area of decisions like product, pricing, promotion and distribution.
- To familiarise buyer behaviour theories and models as well as buyer decision making process.
- To make the student understand marketing research methods and its applications as well as online commerce and its trends.

UNIT 1 INTRODUCTION 12

Marketing – Definitions – Marketing Mix – Conceptual frame work – Selling Vs Marketing – Marketing environment: Internal and External – Techniques for Environmental Scanning –Marketing interface with other functional areas – Production, Finance, Human Relations Management, Information System. Marketing in global environment – Prospects and Challenges.

UNIT 2 SEGMENTATION AND BRANDING 12

Need for Segmentation – Bases for segmentation – Evaluation and selecting the segment – Target strategies – Positioning. Brand building – Brand valuation – Brand loyalty – Measuring brand loyalty – Brand equity – Industrial – consumer – services marketing strategies – Competitor analysis.

UNIT 3 ASSEMBLING MARKETING MIX 12

Product planning and development – Product life cycle – New product Development and Management – Channel Management – Advertising and sales promotions – Pricing Objectives, Policies and methods.

UNIT 4 BUYER BEHAVIOR 12

Understanding industrial and individual buyer behaviour – Influencing factors – Buyer Behavior Models – Tools to study buyer behaviour – Online buyer behaviour – Building and measuring customer satisfaction – Customer relationships management – Customer acquisition, Retaining, Defection.

UNIT 5 MARKETING RESEARCH & ONLINE MARKETING 12

Marketing Information System – Research Process – Concepts and applications: Product – Advertising – Promotion – Consumer Behavior – Retail research –Green Marketing Strategy– Cause related marketing – Ethics in marketing – Online marketing trends and strategies.

TOTAL: 60 PERIODS

COURSE OUTCOMES

At the end of this course students will be able to:

- State the role and functions of marketing department.
- Explain how the strategic decisions are influenced by various external forces.
- Analyse the individual and industrial buyer behaviour.
- Use marketing mix concept for decision making.
- Explain the current trends & development in the market.

REFERENCES

1. Philip Kotlar & Kevin Lane Keller – Marketing Management PHP 14th Edition – 2012
2. S.H.H. Kazmi, Marketing Management – Tata McGraw Edition, 2007
3. Micheal R Czinkota & Masaaki Kotabe Marketing Management, Vikas Thomas Learning, 2012 11th Edition
4. Boyd Walker, Marketing Management, Mc Graw Hill, 2012
5. Keith Flether, marketing Management and Information Technology, Prentiece Hall, 2010

WEB LINKS

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2. www.drmitrangnekar.com
3. www.riseforums.com

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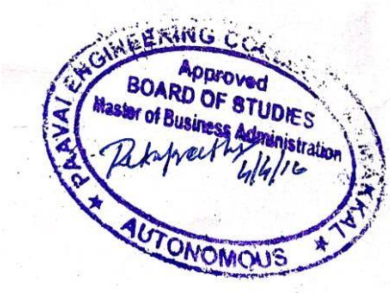
CO 1	3				3		3	2		3				
CO 2	3				3		2				2	3		
CO 3	3				2		3				2	3	3	
CO 4	2				3		2		2			3		3
CO 5	2						3		3			3		



BA 15204 HUMAN RESOURCE MANAGEMENT 3 0 0 3

COURSE OBJECTIVES

- To enable students understand basic concepts and functions of HRM, concept of HR planning, process, functions of HRP and recruitment policy, techniques and process.
- To Make students aware about various steps involved in Selection, Placement and providing methods, procedure and evaluation in Training and development
- To make students aware about the Career planning bases of Internal mobility and, HR audit and HR outsourcing
- To help students on the practical application of case analysis and arriving at conclusions facilitating business decisions.
- To familiarise emerging HRM practices in the Multi National Corporations and its impact.

UNIT 1 INTRODUCTION TO HUMAN RESOURCE MANAGEMENT 9

Evolution of human resource management – The importance of the human factor – Principles of HRM - Objectives of human resource management – Inclusive growth and affirmative action – Quality of a good human resource manager – Human resource policies – Computer applications in human resource management – Human resource accounting and audit. Institutions of repute which impart HRM education in India.

UNIT 2 FINDING AND HIRING THE BEST HUMAN FOR THE JOB 9

Importance of Human Resource Planning – Forecasting human resource requirement – Internal and External sources. Selection process screening – Tests – Validation – Interview - Medical examination – Recruitment introduction – Cost – Benefit analysis of recruitment - Importance – Practices – Socialization benefits.

UNIT 3 TRAINING AND DEVELOPMENT 9

Types of training methods purpose benefits resistance Training implementation and evaluation - Executive development programmes – Common practices – Benefits – Self-development – Knowledge management.

UNIT 4 COMPENSATION & BENEFITS AND PERFORMANCE APPRAISAL 9

Compensation plan – Reward – Structured pay scales of the government sector and cost to the company approach of the private consultant. Motivation – Theories of motivation – Career management – Development of mentor – Protégé relationships. Method of Performance evaluation – Aligning performance outcome to career & succession planning. Promotion, Demotion, Transfer and separation.

UNIT 5 INTERNATIONAL HRM & EMERGING HORIZONS OF HRM 9

Concepts of International HRM – challenges of international HR managers. Global HR practices. EHRM, HRIS (Human Resource Information System). Measuring intellectual capital: Impact of HRM practices on organizational performance: contemporary issues in Human Resource Management. Case studies.

TOTAL: 45 PERIODS

COURSE OUTCOMES

- The Student will demonstrate their conceptual understanding of basic concepts and functions of HRM, concept of HR planning, process, functions of HRP and recruitment policy, techniques and process.
- The students will demonstrate their conceptual knowledge about various steps involved in Selection, Placement and Induction and providing methods, procedure and evaluation in Training and Development
- The students will demonstrate their conceptual knowledge of Performance appraisal and Payroll and Benefits in corporates
- The students will demonstrate their conceptual skill of Career planning bases of internal mobility and, HR audit and HR outsourcing.
- The students will demonstrate their conceptual knowledge of the subject in real time problems.

REFERENCES

1. Luis R.Gomez-Mejia, David B.Balkin, Robert L Cardy. Managing Human Resources, PHI Learning, 2012.
2. Bernadin, Human Resource Management, Tata Mcgraw Hill ,8th edition 2012.
3. Decenzo and Robbins, Human Resource Management, Wiley 13th Edition, 2015.
4. Wayne Cascio, Managing Human Resource, McGraw Hill, 2013.
5. Dessler Human Resource Management, Pearson Education Limited, 2014

WEB LINKS

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2. www.weightbooks.eu
3. www.docstoc.com

Mapping of Course Outcomes with Programme Outcomes:

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Course outcome	Programme Outcomes (POs)												
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**	**PSO1**	**PSO2**
CO 1	3				3		3	2		3				
CO 2	3				3		2				2	3		
CO 3	3				2		3				2	3	3	
CO 4	2				3		2		2			3		3
CO 5	2						3		3			3		

BA 15205 MANAGERIAL DECISION SUPPORT SYSTEMS 3 0 0 3

COURSE OBJECTIVES

- To inculcate students the importance of decisions in business.
- To know the technologies and methods used for effective decision making in an organisation.
- To enrich the students application of decision support system in the various functional areas.
- To familiarise the measures and tools used for the security of organisation information system.
- To empower the students knowledge in the emerging IT areas Cloud Computing and Pervasive Computing.

UNIT 1 INTRODUCTION TO SYSTEM 9

Data, Information, Intelligence, Information Technology, Information System, evolution, types based on functions and hierarchy, System Analyst – Role, Functions.

UNIT 2 SYSTEMS INVESTIGATION AND PLAN 9

SDLC, SSLC, Systems Analysis and System Design, Case Tools – DFD – ER – Object modelling, DBMS – RDBMS – OODBMS, UML Diagram

UNIT 3 FUNCTION OF INFORMATION SYSTEM 9

Financial, Marketing, Personnel, Production, Materials Information System, DSS, EIS, KMS, GIS, International Information System.

UNIT 4 SAFETY, RESISTOR AND REPORTING 9

Security, Testing, Error finding, Controls, IS Vulnerability, Computer Crimes, Securing the Web, Intranets and Wireless Networks, Software Audit, Ethics in IT.

UNIT 5 NEW IT INITIATIVES 9

E-business, E-governance, ERP, SCM, E-CRM, Data warehousing and Data Mining, Business Intelligence, Cloud Computing, Pervasive Computing, CMM.

TOTAL: 45 PERIODS

COURSE OUTCOMES

- To impart the fundamentals of Management Information System
- To make aware the various Management Information Systems and to review the role played by MIS in business environment
- To introduce the core activities in the systems development process
- To expose MIS subsystems and technologies including software, hardware and networking and also to know about the security issues and control mechanism
- To improve the knowledge of emerging trends of Management Information Systems

REFERENCES

1. Gordon Davis, Management Information System : Conceptual Foundations, Structure and Development, Tata McGraw Hill, 2000.
2. Haag, Cummings and Mc Cubbrey, Management Information Systems for the Information Age, McGraw Hill, 2005.
3. Turban, McLean and Wetherbe, Information Technology for Management – Transforming Organizations in the Digital Economy, John Wiley, 2007.
4. Raymond McLeod and Jr. George P. Schell, Management Information Systems, Pearson Education, 2007.
5. James O Brien, Management Information Systems – Managing Information Technology in the E-business enterprise, Tata McGraw Hill, 2002.

WEB LINKS

1. www.bitsmithsoft.com
2. www.syncios.com
3. www.mytreedb.com

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CO 1					2		2			2	2			
CO 2	2				3						2			
CO 3	3				3	2	2		3		3			3
CO 4	3		2		3						3		3	
CO 5	2										1			

PMA 15201 APPLIED OPERATIONS RESEARCH 3 2 0 4

COURSE OBJECTIVES

- To familiarise the complex, diverse and evolving social, political and cultural dimensions of practising as a mathematics and statistics professional in organisational and community settings.
- To enhance the knowledge of managing transportation is a critical and often ignored component of the supply chain.
- To gain game theory is the study of strategic decision making. Specifically, it is "the study of mathematical models of conflict and cooperation between intelligent rational decision-makers.
- To develop an understanding and appreciation for the field of inventory and production management.
- To provide the student with a rigorous framework with which to model and analyze queuing systems.

UNIT 1 INTRODUCTION TO LINEAR PROGRAMMING (LP) 9+6

Introduction to applications of operations research in functional areas of management. Linear Programming-formulation, solution by graphical and simplex methods (Primal - Penalty, Two Phase), Special cases. Dual simplex method.

UNIT 2 LINEAR PROGRAMMING EXTENSIONS 9+6

Transportation Models (Minimising and Maximising 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. Transhipment Models. Assignment Models (Minimising and Maximising Problems) – Balanced and Unbalanced Problems. Solution by Hungarian and Branch and Bound Algorithms. Travelling Salesman problem. Crew Assignment Models.

UNIT 3 GAME THEORY 9+6

Game Theory-Two person Zero sum games-Saddle point, Dominance Rule, Convex Linear Combination (Averages), methods of matrices, graphical and LP solutions.

UNIT 4 INVENTORY MODELS AND NETWORKING MODELS 9+6

Inventory Models – EOQ and EBQ Models (With and without shortages), Quantity Discount Models. Decision making under risk – Networking Models-PERT-CPM.

UNIT 5 QUEUING THEORY AND REPLACEMENT MODELS 9+6

Queuing Theory - single and Multi-channel models – infinite number of customers and infinite calling source. Replacement Models-Individuals replacement Models (With and without time value of money) – Group Replacement Models.

TOTAL (L: 45 + T: 30): 75 PERIODS

COURSE OUTCOMES

At the end of the course the students should be able,

- Identifying of problems for which a linear programming problem solution is applicable.
- To evaluate both domestic and international transportation problems and effectively develop and present actionable solutions.
- Game theory is the study of strategic decision making. Specifically, it is "the study of mathematical models of conflict and cooperation between intelligent rational decisionmakers.
- Logistics majors will be able to apply inventory models and techniques to create and recommend appropriate stocking solutions in various business settings.
- To calculate the traffic intensity, blocked traffic and the utilization of some queueing systems.

REFERENCES

1. Paneerselvam R., Operations Research, Prentice Hall of India, Fourth Print, 2011.
2. N. D Vohra, Quantitative Techniques in Management,Tata Mcgraw Hill, 2010.
3. Pradeep Prabakar Pai, Operations Research - Principles and Practice, Oxford Higher Education,.
4. Hamdy A Taha, Introduction to Operations Research, Prentice Hall India, Seventh Edition, Third Indian Reprint 2014.
5. G. Srinivasan, Operations Research – Principles and Applications, PHI, 2012.

WEB LINKS

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2. www.morganasianipar
3. www.rusz.rutgers.edu

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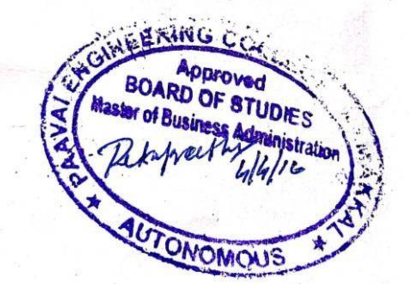
CO 1					2		2			2	2			
CO 2	2				3						2			
CO 3	3				3	2	2		3		3			3
CO 4	3		2		3						3		3	
CO 5	2										1			



BA 15206 ADVANCED BUSINESS RESEARCH METHODS 3 0 0 3

COURSE OBJECTIVES

- To make students aware of how literature reviews can help in problem formulation and definition.
- To develop student skills in sampling design
- To develop student skills in designing and executing hypothesis tests
- To enable students to use of the fundamental multivariate techniques
- To develop the student skills in structured presentation of research findings using oral and written reports

UNIT 1 INTRODUCTION 9

Introduction: Meaning of research –objectives – Motivation in research – Types of research – Approaches – Significance – Research methods vs. methodology – Criteria of good research – Problems for researchers in India. The basics of construct and concepts. Research Process. Research Problem: Selection – defining – techniques involved in defining. Research Design – meaning – nature – features of good design –Different research designs – principles of experimental designs, Measurement & Scaling: Measurement in research, measurement scales – sources of error – techniques of developing sound measurement tools. Scaling: meaning – important scaling techniques. Questionnaire design and testing: Tests of validity and reliability. Questionnaire the basics and its design with practical exercises.

UNIT 2 SAMPLING DESIGN 9

Introduction: Sampling fundamentals-Need for sampling, some fundamental definitions, Sampling distribution: important sampling distributions, central limit theorem, sampling theory & methods: Sandler‟s A test, Error & estimation: concept of standard error, estimation, estimating the population mean, estimating the population proportion, Sample size & approaches: the two approaches of precision rate and confidence interval and Bayesian statistics. Sample size determination.

UNIT 3 HYPOTHESIS TESTING 9

Introduction: Hypothesis – meaning – basic concepts – Hypothesis testing procedure. – Types of hypothesis testing: parametric and non-parametric. Parametric tests: Test of Means, differences between means, comparing two related samples, proportions, difference between proportions, chi square tests, ANOVA, ANCOVA, Non parametric tests: important non parametric tests.

UNIT 4 MULTIVARIATE ANALYSIS (MVA) & REPORT WRITING 9

Introduction to MVA: Characteristics and applications. – Variables in multivariate techniques Classification of MVA. Basic MVA techniques: Factor analysis, Cluster analysis, Discriminate analysis. MANOVA. Interpretation: Meaning of interpretation – techniques – precautions.

UNIT 5 INTRODUCTION TO RESEARCH REPORTS 9

Introduction to research reports: types of research reports – oral presentation – precautions for writing research reports. Report Preparation: Report writing – significance – steps in report writing.

TOTAL: 45 PERIODS

COURSE OUTCOMES

- The student will be able to define a research problem based on literature review
- The student will be able to device a suitable sampling plan for data collection
- The student will be able to formulate and test hypothesis
- The student will be able to perform basic multivariate analysis
- The student will be able to research a given business problem and report the findings.

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1. C.R.Kothari, Research Methodology: Methods and Techniques, New Age International Publishers, 3rd Edition Nov 2014
2. Naresh Malhothra, Marketing Research, Pearson Education/PHP 6th Edition, 2012
3. Wiliam G Zikmund, Business Research Methods, Thomson, 8th Edition, 2010
4. Cooper and Schinder, Barry J Babin , Business Research Methods, TMH, 11th Edition, 2010
5. Uma Sekaran, Research methods for Business, Wiley India, New Delhi, 2012.

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2. www.woodm.myweb.port.ac
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CO 1	2						3							
CO 2	2			3			3		3		3			
CO 3	2		3	2			2		3		2		2	
CO 4	3		3		2		3		3		3			3
CO 5			3						1		2			

BA 15207 BUSDINESS APPLICATION SOFTWARE

COURSE OBJECTIVES

0042

- To familiarise the students with basic computer concepts and emerging computer technology, so as to enable them to use computer efficiently for preparing and presenting information. Also enriching them to acquaint the knowledge of analysing research data through the test like chisquare, ANOVA, Correlation and Regression test using the software SPSS.

S.No.	Topic	No. of Hours
1	**MS Office** • MS Word • MS Power Point • MS Excel • MS Access	30
2	**Management software Package** • SPSS • Chi-square • One way ANOVA • Correlation • Regression	30

TOTAL: 60 PERIODS

COURSE OUTCOMES

Upon completion of this course, students will be able to:

- Able to use MS Office for preparing and reporting organization information effectively. The students also capable to prepare a master table, analyse research data, know various statistical test procedure and drawing appropriate result. They can also convert a mere research data in to meaningful information.

REFERENCES

1. Sudalaimuthu, Anthonyraj, Computer Application in Business, Himalaya Publishing House, 2nd edition, 2014.
2. Carver, Doing Data analysis with SPSS: Version 18.0, Thomson Learning, 5th edition, 2012.
3. Ajai S. Gaur Sanjaya S. Gaur, Statistical methods for Practice and research – A guide to data analysis using SPSS Sage Publications Ltd (Response Books), 2nd edition, 2010.
4. Alexis Jeon, Introduction to computers with MS Office Tata- McGraw-Hill, 2011.
5. Curtis D.Frye, Microsoft Office Excel 2012, Step by Step, Microsoft Press 2012.

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CO 1	3			2			3				3			

BA 15208 PERSONAL EFFECTIVENESS - LAB 0 0 4 2

COURSE OBJECTIVES

- To bring out behavioural changes among the students that they develop the presentations, time management stress management and leadership skills. This will strengthen several work related skills and making them competent and confident in handling tasks effectively and efficiently. Ultimately to rain them to acquire employability skills so that they can get employment easily.

Contents of the Course

1. Presentations
2. Group Discussions
3. Overcoming fear of facing Interviews
4. Time Management
5. Vocabulary skills for critical corporate communication and to give effective presentations
6. To internal and external customers of an organization.
7. Lateral thinking
8. Stress management
9. Talk Shows
10. Article Reviews
11. Book Reviews

TOTAL : 60 PERIODS.

COURSE OUTCOMES

Students at the end of the course would be able to:

- They will be able to perform Group Discussion, personal interview successfully. Also impart the important managerial competency of presentation. This course also converse the students skills in managing their stress also they will be familiar with how to review an article and book.

REFERENCES

1. Sherfeild, Developing Soft skills-Pearson Education, 1st edition 2013.
2. Herta A.Murphy, Effective Business Communication, 7th edition, TMH, 2013.
3. Colin Beard, John P.Wilson, Experiential Learning, Kogan Page, 3rd edition, 2013.
4. S.Anandamurugan, Placement Interview Skills for Success, TMH, 1st edition, 2012.
5. Courtland L.Bovee John V.Thill and Abhaa Chatterjee „Business Communication Today‟ New Delhi, Pearson 2010.

WEB LINKS

1. www.advalue-project.eu
2. www.gainingsoftskills.eu
3. www.training.com

Mapping of Course Outcomes with Programme Outcomes:

(1/2/3 indicates strength of correlation) 3-Strong, 2-Medium , 1-Weak

Course outcome	**Programme Outcomes (POs)**													
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**	**PSO1**	**PSO2**
CO 1	3		3		3						3			