K.S. Rangasamy College of Technology

(Autonomous Institution affiliated to Anna University, Chennai)

CURRICULUM AND SYLLABI

FOR

MASTER OF BUSINESS ADMINISTRATION
(For the batch admitted in 2023– 2024)

R2022

**Accredited by NAAC A++ grade,
Approved by AICTE, Affiliated to Anna University, Chennai.**

**KSR Kalvi Nagar, Tiruchengode – 637 215.
Namakkal District, Tamil Nadu, India.**

Department of Master of Business Administration

VISION

To be recognized as a provider of a learning environment that nurtures the infinite potential of individuals to be future professional managers who are rooted in ethics and driven by environmental and social consciousness.
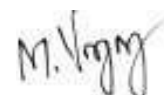
MISSION

- To nurture future professional managers competent to work in different sectors in urban and rural areas
- To equip students with entrepreneurial skills with a global mindset
- To focus on excellence in academic and industry-based research
- To inculcate professional ethics, commitment, and integrity

PROGRAMME EDUCATIONAL OBJECTIVES: MBA

I. Successful Management Professional: The graduates will be successful management professionals with higher order of business and entrepreneurial skills facilitating a promising career in the various management domains.

II. Professional Competence: The graduates will have professional competence for astute decision-making, research, organization skills, planning, and its efficient implementation.

III. Team Player: The graduates will have team player qualities to handle diversity and the leadership skills to make optimal decisions with people of cross-cultural attributes

IV. Responsible Citizens: The graduates will be responsible citizens with ethical conduct to empower the business organizations with high integrity, and moral values

BoS Chairman Signature

PROGRAMME OUTCOMES

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

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

3. Ability to develop Value based Leadership ability.

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

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

6. Ability to develop entrepreneurial thinking and business acumen

Passed in BoS Meeting held on 19.10.2023
Approved in Academic Council Meeting held on 23.12.2023

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MAPPING OF PROGRAMME EDUCATIONAL OBJECTIVES (PEOs) WITH PROGRAMME OUTCOMES (POs)

The Master of Business Administration Programme outcomes leading to the achievement of the objectives are summarized in the following Table.
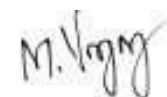
Programme Educational Objectives	Programme Outcomes					
	PO1	PO2	PO3	PO4	PO5	PO6
PEO1	3	3		3	2	2
PEO2	3		2	2	3	3
PEO3	2		3		2	3
PEO4	3	2	3	2	2	3

Contributions: 1-low,2- medium,3-high
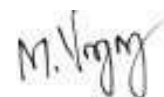
MAPPING – PG – MASTER OF BUSINESS ADMINISTRATION

Year	Sem	Course Name	PO1	PO2	PO3	PO4	PO5	PO6
I	I	Organizational Behaviour	3	3	2.8	3	3	2.6
		Managerial Economics	3	3	-	3	3	-
		Accounting for Manager	3	3	-	2.6	3	3
		Business Statistics and Analytics	3	3	-	2.6	3	-
		Legal Aspects of Business	3	2.75	3	2.6	3	3
		Management Information System	3	3	-	3	3	-
		Non Functional Elective E-Business Model	2.6	3	2.8	3	3	3
		Non Functional Elective Entrepreneurship Development	2.6	3	2.8	3	3	3
I	II	Production Management	2.8	2.6	-	2.25	2.75	2.5
		Human Resource Management	3	3	2.5	3	2.5	3
		Marketing Management	3	2.75	2.6	3	2.6	3
		Financial Management	3	3	3	3	3	2.5
		Applied Operations Research	2.8	2.8	3	2.6	3	-
		Research Methods for Business	3	3	2	3	3	3
		Open Elective	-	-	-	-	-	-

		Strategic Management	3	2.5	2.5	3	3	3
		Security Analysis and Portfolio	3	3	-	2.75	-	-
		Financial Technology Services	3	3	3	3	2.5	3
		International Financial Management	3	3	-	3	3	-
		Banking and Financial Services	3	3	-	3	3	-
		Behavioral Finance	3	3	-	3	-	-
		Mergers , Acquisitions and Restructuring	3	3	-	3	3	-
		Brand Management	3	2.8	2.75	2.75	3	3
		Advertising and Sales Promotion	2.6	2.6	2.5	3	2.6	2.6
		Marketing Analytics	2.6	3	2.6	2.6	2.6	-
		Retail Management	2.6	2.6	3	2.5	2.5	2.5
II	III	Digital Marketing	2.5	3	3	2.5	3	3
		Sales and Distribution Management	3	3	-	2.6	2.5	3
		Industrial Relations and Labour Welfare	3	3	2	3	3	2
		Training & Development	3	2.75	-	-	3	-
		HR analytics	3	3	3	3	3	2.5
		Labour Laws	3	2.6	-	3	-	-
		Strategic Human Resource Management	2.6	3	3	3	3	3
		Change Management	3	3	3	-	2.5	-
		Total Quality Management	3	3	3	3	3	2
		Production Planning and Control	2.5	2.5	2.3	3	2.5	2.5
		Supply Chain Analytics	3	3	-	2	2	-
		World Class Manufacturing	3	3	-	3	3	-
		Technology Management	3	3	-	3	-	-
		Maintenance Management	3	3	2.6	3	3	-

M.Vogny

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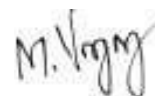
II	IV	International Business Management	3	3	-	3	3	3
		Corporate Social Responsibility and Sustainability	2.8	2.6	3	3	2	2.6
		Financial Analytics	3	3	3	3	3	2.5
		Insurance Management	3	3	-	3	-	-
		Financial Derivatives	3	3	-	2.75	-	-
		Services Marketing	2.75	3	2	3	2.6	3
		Rural Marketing	2.6	2.6	2.6	3	2.6	2.5
		Consumer Behaviour	2.8	3	-	2.75	3	2.5
		Competency Management	2.75	3	3	3	3	3
		Performance Management	3	3	3	-	3	3
		Talent Acquisition and Management	3	3	3	3	2.5	2.5
		Logistics Management	2	3	3	3	2	2
		Materials Management	3	3	-	2.75	2	-
		Services Operations Management	3	2	2	-	2.6	-

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K.S. RANGASAMY COLLEGE OF TECHNOLOGY

Credit Distribution for MBA Programme – 2023 –2025 Batch

S. No.	Category	Credits Per Semester				Total Credits	Percentage %
		I	II	III	IV		
1	PC	22	23	3	6	54	54
2	PE	-	-	18	6	24	24
3	CG	2	2	4	8	16	16
4	NFE	3	-	-	-	03	03
5	OE	-	3	-	-	03	03
Total		27	28	25	20	100	100

PC – PROFESSIONAL CORE
PE – PROFESSIONAL ELECTIVES
CG – CAREER GUIDANCE COURSES
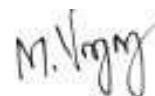**NFE – NON-FUNCTIONAL ELECTIVE**

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SEMESTER I

S. No.	Course Code	Course Title	Category	Contact Periods	L	T	P	C	Prerequisite
1.	61 MB101	Organizational Behaviour	PC	3	3	0	0	3	Nil
2.	61 MB102	Managerial Economics	PC	3	3	0	0	3	Nil
3.	61 MB103	Accounting for Managers	PC	4	3	1	0	4	Nil
4.	60 MB104	Business Statistics and Analytics	PC	4	3	1	0	4	Nil
5.	60 MB105	Legal Aspects of Business	PC	3	3	0	0	3	Nil
6	60 MB106	Management Information System	PC	3	3	0	0	3	Nil
7	60 MB NF*	Non-Functional Elective	NFE	4	2	0	2	3	Nil
PRACTICALS									
8	60 MB1P1	Business Communication	CG	4	0	0	4	2	Nil
9	60 MB 1P2	Data Analytics Lab - I	PC	4	0	0	4	2	Nil
			Total	**32**	**20**	**2**	**10**	**27**	

SEMESTER II

S. No.	Course Code	Course Title	Category	Contact Periods	L	T	P	C	Prerequisite
1.	61 MB 201	Production Management	PC	3	3	0	0	3	Nil
2.	60 MB 202	Human Resource Management	PC	3	3	0	0	3	Organizational Behaviour
3.	61 MB 203	Marketing Management	PC	3	3	0	0	3	Nil
4.	61 MB 204	Financial Management	PC	4	3	1	0	4	Accounting for Managers
5.	61 MB 205	Applied Operations Research	PC	4	3	1	0	4	Business Statistics and Analytics

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Approved in Academic Council Meeting held on 23.12.2023

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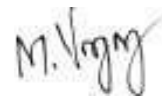
				Contact Periods	L	T	P	C	
6.	60 MB 206	Research Methods for Business	PC	4	4	0	0	4	Nil
7	60 ** L**	Open Elective	OE	4	2	0	2	3	Nil
PRACTICALS									
8	60 MB 2P1	Seminar on Management Fundamentals	CG	4	0	0	4	2	Nil
9	60 MB 2P2	Data Analytics Lab - II	PC	4	0	0	4	2	Nil
			Total	**33**	**21**	**2**	**10**	**28**	

SEMESTER III

S. No.	Course Code	Course Title	Category	Contact Periods	L	T	P	C
THEORY								
1	60 MB 301	Strategic Management	PC	3	3	0	0	3
2	60 MB 3**	Elective 1	PE	3	3	0	0	3
3	60 MB 3**	Elective 2	PE	3	3	0	0	3
4	60 MB 3**	Elective 3	PE	3	3	0	0	3
5	60 MB 3**	Elective 4	PE	3	3	0	0	3
6	60 MB 3**	Elective 5	PE	3	3	0	0	3
7	60 MB 3**	Elective 6	PE	3	3	0	0	3
PRACTICALS								
8	60 MB 3P1	Creativity and Innovation in Business	CG	4	0	0	4	2
9	60 MB 3P2	Summer Internship	CG	4	0	0	4	2
			Total	**29**	**21**	**0**	**8**	**25**

SEMESTER IV

S. No.	Course Code	Course Title	Category	Contact Periods	L	T	P	C
THEORY								
1	60 MB 401	International Business Management	PC	3	3	0	0	3
2.	60 MB 402	Corporate Social Responsibility and Sustainability	PC	3	3	0	0	3
3	60 MB 4**	Elective 7	PE	3	3	0	0	3
4	60 MB 4**	Elective 8	PE	3	3	0	0	3
PRACTICALS								
5	60 MB 4P1	Project Work and Viva Voce	CG	16	0	0	16	8
			Total	**28**	**12**	**0**	**16**	**20**

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SEMESTER – III (ELECTIVE COURSES)
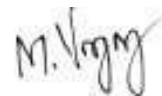
S. No	Course Code	Course Title	Category	Contact Periods	L	T	P	C	Prerequisite
Finance									
1.	60 MB 3F1	Security Analysis and Portfolio Management	PE	3	3	0	0	3	Financial Management
2.	60 MB 3F2	Financial Technology Services	PE	3	3	0	0	3	Financial Management
3.	60 MB 3F3	International Financial Management	PE	3	3	0	0	3	Financial Management
4.	60 MB 3F4	Banking and Financial Services	PE	3	3	0	0	3	Financial Management
5.	60 MB 3F5	Behavioral Finance	PE	3	3	0	0	3	Financial Management
6.	60 MB 3F6	Mergers , Acquisitions and Restructuring	PE	3	3	0	0	3	Financial Management
Marketing									
1.	60 MB 3M1	Brand Management	PE	3	3	0	0	3	Marketing Management
2.	60 MB 3M2	Advertising and Sales Promotion	PE	3	3	0	0	3	Marketing Management
3.	60 MB 3M3	Marketing Analytics	PE	3	3	0	0	3	Marketing Management
4.	60 MB 3M4	Retail Management	PE	3	3	0	0	3	Marketing Management
5.	60 MB 3M5	Digital Marketing	PE	3	3	0	0	3	Marketing Management
6.	60 MB 3M6	Sales and Distribution Management	PE	3	3	0	0	3	Marketing Management
Human Resources Management									
1.	60 MB 3H1	Industrial Relations and Labour Welfare	PE	3	3	0	0	3	Human Resource Management
2.	60 MB 3H2	Training and Development	PE	3	3	0	0	3	Human Resource Management
3.	60 MB 3H3	HR Analytics	PE	3	3	0	0	3	Human Resource Management
4.	60 MB 3H4	Labour Laws	PE	3	3	0	0	3	Human Resource Management

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5.	60 MB 3H5	Strategic Human Resources Management	PE	3	3	0	0	3	Human Resource Management
6.	60 MB 3H6	Change Management	PE	3	3	0	0	3	Human Resource Management
Operations									
1.	60 MB 3O1	Total Quality Management	PE	3	3	0	0	3	Operations Management
2.	60 MB 3O2	Production Planning and Control	PE	3	3	0	0	3	Operations Management
3.	60 MB 3O3	Supply Chain Analytics.	PE	3	3	0	0	3	Operations Management
4.	60 MB 3O4	World Class Manufacturing.	PE	3	3	0	0	3	Operations Management
5.	60 MB 3O5	Technology Management	PE	3	3	0	0	3	Operations Management
6.	60 MB 3O6	Maintenance Management	PE	3	3	0	0	3	Operations Management

SEMESTER – IV (ELECTIVE COURSES)

S. No	Course Code	Course Title	Category	Contact Hours	L	T	P	C	Prerequisite
Finance									
1.	60 MB 4F1	Financial Analytics	PE	3	3	0	0	3	Financial Management
2.	60 MB 4F2	Insurance Management	PE	3	3	0	0	3	Financial Management
3.	60 MB 4F3	Financial Derivatives	PE	3	3	0	0	3	Financial Management
Marketing									
1.	60 MB 4M1	Services Marketing	PE	3	3	0	0	3	Marketing Management
2.	60 MB 4M2	Rural Marketing	PE	3	3	0	0	3	Marketing Management
3.	60 MB 4M3	Consumer Behaviour	PE	3	3	0	0	3	Marketing Management
Human Resource Management									
1.	60 MB 4H1	Competency Management	PE	3	3	0	0	3	Human Resource Management

Passed in BoS Meeting held on 19.10.2023
Approved in Academic Council Meeting held on 23.12.2023

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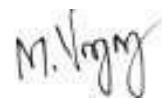
2.	60 MB 4H2	Performance Management	PE	3	3	0	0	3	Human Resource Management
5.	60 MB 4H3	Talent Acquisition and Management	PE	3	3	0	0	3	Human Resource Management
Operations									
1.	60 MB 4O1	Logistics Management	PE	3	3	0	0	3	Operations Management
2.	60 MB 4O2	Materials Management	PE	3	3	0	0	3	Operations Management
3.	60 MB 4O3	Services Operations Management	PE	3	3	0	0	3	Operations Management

CAREER GUIDANCE COURSES (CG)

S. No.	Course Code	Course Title	Category	Contact Periods	L	T	P	C	Prerequisite
1.	60 MB1P1	Business Communication	CG	4	0	0	4	2	Nil
2.	60 MB 2P1	Seminar on Management Fundamentals	CG	4	0	0	4	2	Nil
3.	60 MB 3P1	Creativity and Innovation in Business	CG	4	0	0	4	2	Nil
4.	60 MB 3P2	Summer Internship	CG	4	0	0	4	2	Nil
5.	60 MB 4P1	Project Work and Viva Voce	CG	16	0	0	16	8	Summer Internship

NON FUNCTIONAL ELECTIVE (NFE)

S. No.	Course Code	Course Title	Category	Contact Periods	L	T	P	C	Prerequisite
1.	61 MB NF1	E-Business Models	NFE	4	2	0	2	3	Nil
2.	61 MB NF2	Entrepreneurship Development	NFE	4	2	0	2	3	Nil
3	60 MB NF3	Personal Financing	NFE	4	2	0	2	3	Nil
4	60 MB NF4	Event Management	NFE	4	2	0	2	3	Nil

Passed in BoS Meeting held on 19.10.2023
Approved in Academic Council Meeting held on 23.12.2023

M.Vijay

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COURSES OF STUDY
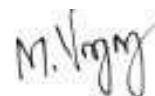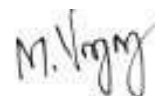**(For the candidates admitted from 2023-2024 onwards)**

SEMESTER I

S. No.	Course Code	Course Title	Category	Contact Periods	L	T	P	C
THEORY								
1	61 MB101	Organizational Behaviour	PC	3	3	0	0	3
2	61 MB102	Managerial Economics	PC	3	3	0	0	3
3	61 MB103	Accounting for Managers	PC	4	3	1	0	4
4	60 MB104	Business Statistics and Analytics	PC	4	3	1	0	4
5	60 MB105	Legal Aspects of Business	PC	3	3	0	0	3
6	60 MB106	Management Information System	PC	3	3	0	0	3
7	60 MBNF*	Non-Functional Elective	NFE	4	2	0	2	3
PRACTICALS								
8	60 MB1P1	Business Communication	CG	4	0	0	4	2
9	60 MB1P2	Data Analytics Lab -I	PC	4	0	0	4	2
Total				**32**	**20**	**2**	**10**	**27**

PC – PROFESSIONAL CORE
CG – CAREER GUIDANCE COURSES
NFE – NON-FUNCTIONAL ELECTIVE

L : Lecture
T : Tutorial
P : Practical
C : Credits

Note:

1 Hour Lecture is equivalent to 1 credit

2 Hour Tutorial is equivalent to 1 credit

2 Hours Practical is equivalent to 1 credit

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COURSES OF STUDY
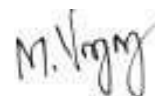**(For the candidates admitted from 2023-2024 onwards)**
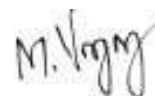
SEMESTER II

S. No.	Course Code	Course Title	Category	Contact Periods	L	T	P	C
THEORY								
1	61 MB 201	Production Management	PC	3	3	0	0	3
2	60 MB 202	Human Resource Management	PC	3	3	0	0	3
3	61 MB 203	Marketing Management	PC	3	3	0	0	3
4	61 MB 204	Financial Management	PC	4	3	1	0	4
5	61 MB 205	Applied Operations Research	PC	4	3	1	0	4
6	60 MB 206	Research Methods for Business	PC	4	4	0	0	4
7	60 ** L**	Open Elective	OE	4	2	0	2	3
PRACTICALS								
8	60 MB 2P1	Seminar on Management Fundamentals	CG	4	0	0	4	2
9	60 MB 2P2	Data Analytics Lab -II	PC	4	0	0	4	2
			Total	**33**	**21**	**4**	**10**	**28**

PC – PROFESSIONAL CORE
CG– CAREER GUIDANCE COURSES
NFE – NON-FUNCTIONAL ELECTIVE

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M.Vijay

BoS Chairman Signature

K.S.RANGASAMY COLLEGE OF TECHNOLOGY, TIRUCHENGODE -637 215

(An Autonomous Institution affiliated to Anna University)
COURSES OF STUDY
(For the candidates admitted from 2023-2024 onwards)

SEMESTER III

S. No.	Course Code	Course Title	Category	Contact Periods	L	T	P	C
THEORY								
1	60 MB 301	Strategic Management	PC	3	3	0	0	3
2	60 MB 3**	Elective 1	PE	3	3	0	0	3
3	60 MB 3**	Elective 2	PE	3	3	0	0	3
4	60 MB 3**	Elective 3	PE	3	3	0	0	3
5	60 MB 3**	Elective 4	PE	3	3	0	0	3
6	60 MB 3**	Elective 5	PE	3	3	0	0	3
7	60 MB 3**	Elective 6	PE	3	3	0	0	3
PRACTICALS								
8	60 MB 3P1	Creativity and Innovation in Business	CG	4	0	0	4	2
9	60 MB 3P2	Summer Internship	CG	4	0	0	4	2
			Total	**29**	**21**	**0**	**8**	**25**

PC – PROFESSIONAL CORE
PE – PROFESSIONAL ELECTIVE COURSE
CG –CAREER GUIDANCE COURSES

L   : Lecture
T   : Tutorial
P   : Practical
C   : Credits

Note:

 1 Hour Lecture is equivalent to 1 credit

2 Hours Tutorial is equivalent to 1 credit

2 Hours Practical is equivalent to 1 credit

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COURSES OF STUDY
(For the candidates admitted from 2023-2024 onwards)

SEMESTER IV

S. No.	Course Code	Course Title	Category	Contact Periods	L	T	P	C
THEORY								
1	60 MB 401	International Business Management	PC	3	3	0	0	3
2.	60 MB 402	Corporate Social Responsibility and Sustainability	PC	3	3	0	0	3
3	60 MB 4**	Elective 7	PE	3	3	0	0	3
4	60 MB 4**	Elective 8	PE	3	3	0	0	3
PRACTICALS								
5	60 MB 4P1	Project Work and Viva Voce	CG	16	0	0	16	8
			Total	28	12	0	16	20

PC – PROFESSIONAL CORE
PE - PROFESSIONAL ELECTIVE
CG – CAREER GUIDANCE COURSES

L   : Lecture
T   : Tutorial
P   : Practical
C   : Credits

Note:

  1 Hour Lecture is equivalent to 1 credit

  2 Hours Tutorial is equivalent to 1 credit

  2 Hours Practical is equivalent to1 credit

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M.Vogng

BoS Chairman Signature

K.S. RANGASAMY COLLEGE OF TECHNOLOGY, TIRUCHENGODE – 637 215
(An Autonomous Institution affiliated to Anna University)

MBA Degree Programme
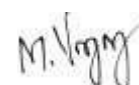
SCHEME OF EXAMINATIONS
(For the candidates admitted from 2023-2024 onwards)

FIRST SEMESTER

S. No.	Course Code	Name of the Course	Duration of Internal Exam (Hours)	Weightage of Marks			Minimum Marks for Pass in End Semester Exam	
				Continuous Assessment *	End Semester Exam **	Max. Marks	End Semester Exam	Total
THEORY								
1	61 MB101	Organizational Behaviour	2	40	60	100	50	100
2	61 MB102	Managerial Economics	2	40	60	100	50	100
3	61 MB103	Accounting for Managers	2	40	60	100	50	100
4	60 MB104	Business Statistics and Analytics	2	40	60	100	50	100
5	60 MB105	Legal Aspects of Business	2	40	60	100	50	100
6	60 MB106	Management Information System	2	40	60	100	50	100
7	60 MB NF*	Non-Functional Elective	2	50	50	100	50	100
PRACTICAL								
8	60 MB1P1	Business Communication	3	60	40	100	50	100
9	60 MB1P2	Data Analytics Lab -I	3	60	40	100	50	100

*   CA evaluation pattern will differ from course to course and for different tests. This will have to be declared in advance to students. The departments will put a process in place to ensure that the actual test paper follow the declared pattern.

** End Semester Examination will be conducted for maximum marks of 100 and subsequently be reduced to 60 marks for the award of terminal examination marks.

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

61 MB 101	Organizational Behaviour	Category	L	T	P	Credit
		PC	3	0	0	3

Objective

- To understand a value-based workforce by leveraging positive behaviour
- To provide knowledge towards enhancement and sustainability of organizational performance
- To provide an understanding of the hidden forces affecting workplace behaviour
- To create a better decision about motivating and coordinating human behaviour to achieve organizational goal.
- To learn organization culture in an organizational setup

Prerequisite

NIL

Course Outcomes

On the successful completion of the course, students will be able to
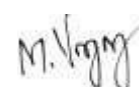
CO1	Identify the basic concepts of organizational behaviour.	Understand
CO2	Interpret about individual behaviour on Personality, Attitude and Perception.	Apply
CO3	Examine about the work behaviors theory.	Analyze
CO4	Develop about group behaviour in an organization.	Apply
CO5	Examine about organizational culture and change	Analyze

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1			3			3
CO2			2			
CO3	3	3	3			
CO4	3	3	3		3	3
CO5			3	3		2
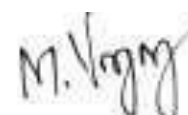
Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	10	10	20
Understand	20	20	30
Apply	30	30	50
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vogny

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K.S. Rangasamy College of Technology –Autonomous R2022								
Master of Business Administration – MBA								
61 MB 101- Organizational Behaviour								
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**		
	L	T	P		C	CA	ES	Total
I	3	0	0	45	3	40	60	100

Introduction to Organizational Behavior Concept of Organizational Behaviour –Meaning and importance of Organizational Behaviour -Disciplines that contribute to Organizational Behaviour*- Challenges and Opportunities for Organizational Behaviour – Organizational design - Organizational ethics.	**9**
Individual Behavior Personality: Determinants of personality* – Big Five Personality Traits - Attitude: Components of attitude - Major job attitudes- Behaviour and attitude - Perception: Factors of perception, Factors affecting Perception, Emotional Intelligence and Emotional immunity.	**9**
Work Behaviour Theories Learning theories-Motivation theories– Application of motivation at workplace - Leadership theories and Styles – Trait theory – Behavioural theory – Contingency theory - Modern approaches to leadership – Values*– importance – types	**9**
Group Behavior Group– Definition - Stages of group development*– Power: Bases of power – Organizational politics – factors contributing to political Behaviour – people response to Organizational politics - Conflict: Process and Strategies for handling conflict	**9**
The Organization System Culture: Types of culture and creating positive organizational culture* – Cross cultural Management - Change: Forces and Resistance to change – Work stress and its management.	**9**
Total Hours 45	

Text book (s):

1	Stephen Robbins, Timothy A Judge and Neharika Vohra, "Organizational Behavior", Pearson, 18th Edition, 2018.
2	Fred Luthans, "Organizational Behaviour: An Evidence-Based Approach", McGraw-Hill Education, 12th Edition, 2017.

Reference(s):

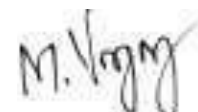|	
1	Mary Uhl-Bien, Ronald F. Piccolo, John R. Schermerhorn Jr., "Organizational Behavior", John Wiley publisher 2nd Edition 2020.
2	PrasadLM,"OrganizationalBehaviour",SultanChandSons,6th Edition,2019
3	Udai Pareek And Sushama Khanna, "Understanding Organizational Behaviour", Oxford University Press , 4th Edition, 2018

*SDG 8– Decent work and Economic Growth

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Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Introduction to Organizational Behavior**	
1.1	Concept of Organizational Behavior	2
1.2	Meaning and importance of Organizational Behavior	2
1.3	Disciplines that contribute to Organizational Behavior	2
1.4	Challenges and Opportunities for Organizational Behavior	1
1.5	Organizational design	1
1.6	Organizational ethics	1
2	**Individual Behavior**	
2.1	Personality: Determinants of Personality	2
2.2	Big Five Personality Traits	2
2.3	Attitude: Components of attitude	1
2.4	Major job attitudes	1
2.5	Behaviour and attitude	2
2.6	Perception: Factors of perception	1
3	**Work Behaviour Theories**	
3.1	Learning theories	2
3.2	Motivation theories	1
3.3	Application of motivation at workplace	1
3.4	Leadership theories and Styles	2
3.5	Trait theory, Behavioural theory, Contingency theory	1
3.6	Modern approaches to leadership	1
3.7	Values: importance and types	1
4	**Group Behavior**	
4.1	Group: Definition - Stages of group development	1
4.2	Power: Bases of power	2
4.3	Organizational politics	1
4.4	Factors contributing to political behavior	1
4.5	People response to Organizational politics	2
4.6	Conflict: Process	1
4.7	Strategies for handling conflict	1
5	**The Organization System**	
5.1	Culture: Types of culture	1
5.2	Creating positive organizational culture	2
5.3	Cross cultural Management	2
5.4	Forces and Resistance to change	2
5.5	Work stress and its management	2
	Total	45

Course Designers

1. Dr.M.Mohanraj   - mohanrajm@ksrct.ac.in

BoS Chairman Signature

61 MB 102	**Managerial Economics**	Category	L	T	P	Credit
		PC	3	0	0	3

Objective

- To summarize the basic concepts of managerial economics
- To interpret about the economic principles in business decisions
- To determine about demand, supply, production and cost analysis
- To infer knowledge towards various market structure in macro economy
- To assess the ability of consumer, firm, market and economy for better decision making.

Prerequisite

NIL

Course Outcomes

On the successful completion of the course, students will be able to
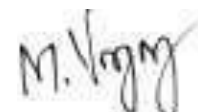
CO1	Understand the basic concepts of managerial economics	Understand
CO2	Apply the economic principles in business decisions.	Apply
CO3	Interpret the demand, supply, production and cost analysis	Apply
CO4	Interpret the various market structure in macro economy.	Apply
CO5	Examine the macro-economic variables to improve economic growth.	Analyze

Mapping with Programme Outcomes
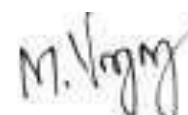
COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3			3		
CO2	3	3		3		
CO3	3	3		3		
CO4	3			3		
CO5	3			3	3	

Assessment Pa3ttern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	30	30	30
Understand	20	20	30
Apply	10	10	40
Analyse	0	0	0
Evaluate	0	0	0
Create	0	0	0

BoS Chairman Signature

K.S. Rangasamy College of Technology –Autonomous R2022
Master of Business Administration – MBA
61 MB 102- Managerial Economics

Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
I	3	0	0	45	3	40	60	100

Introduction Definition, Nature and Scope of Managerial Economics-Managerial Economics Vs Microeconomics - principles of Managerial Economics-Role of a Managerial Economist.	9
Demand and Supply analysis Law of Demand - Factors affecting demand - Exception to law of demand - Elasticity of demand and its measurement methods - Demand forecasting - Law of Supply and factors affecting Supply.	9
Production and Cost analysis Production Function –Application of production function- ISO Quant curve – ISO cost line and Laws of return to scale - Average Cost - Marginal Cost -Total Cost and Classification of Costs, Economies of scale.	9
Market Structure and Pricing Perfect and Imperfect competition – Monopoly – Duopoly - Oligopoly and Bilateral Monopoly – Objectives - Policies and Methods of Pricing and Pricing over the Life cycle of the product.	9
Macro Economics Economic Growth - National Income – Inflation and Unemployment - Business Cycle – Fiscal, Monetary and Exchange rate Policies – circular flow of macro-economic activity.	9
Total Hours	**45**

Text Book(s):

1.	V. C. Sinha , Dr. Ritu Shrivastava, "Principles Of Economics", SBPD Publishing House , Edition: 1, 2022.
2	Dwivedi DN "Managerial Economics" ,Sultan Chand And Company Ltd**,** 2021

Reference(s):

1.	G. Gupta ," Managerial Economics", Tata McGraw Hill, 2017.
2.	Keat Paul , K Young Philip, Erfle Steve , College Dickinson , Banerjee Sreejatha ," Managerial Economics" , Pearson,2017.
3.	Piyali Ghosh Geetika , Purba Roy Chowdhury, "Managerial Economics", 3rd Edition, Tata McGraw Hill, 2017.

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
11	**INTRODUCTION**	
1.1	Definition	1
1.2	Nature and Scope of Managerial Economics	2
1.3	Managerial Economics Vs Microeconomics	2
1.4	Principles of Managerial Economics	2
1.5	Role of a Managerial Economist.	2
2	**DEMAND AND SUPPLY ANALYSIS**	
2.1	Law of Demand	1
2.2	Factors affecting demand	2
2.3	Exception to law of demand	2
2.4	Elasticity of dem and	2
2.5	Demand forecasting	2
3	**PRODUCTION AND COST ANALYSIS**	
3.1	Production Function	1
3.2	Application of production function	2
3.3	ISO Quant curve	1
3.4	ISO cost line and Laws of return to scale	2
3.5	Average Cost , Marginal Cost	1
3.6	Total Cost and Classification of Costs	2
4	**MARKET STRUCTURE AND PRICING**	
4.1	Perfect and Imperfect competition	2
4.2	Monopoly and Duopoly	1
4.3	Oligopoly and Bilateral Monopoly	1
4.4	Objectives	1
4.5	Policies and Methods of Pricing	2
4.6	Pricing over the Life cycle of the product.	2
5	**MACRO ECONOMICS**	
5.1	Economic Growth	1
5.2	National Income	1
5.3	Inflation and Unemployment	2
5.4	Business Cycle	1
5.5	Fiscal, Monetary and Exchange rate Policies	2
5.6	Circular flow of macro-economic activity	2
	Total	45

Course Designers

1. Dr.E.Kalaivani   - kalaivanie@ksrct.ac.in

BoS Chairman Signature

61 MB 103	Accounting for Managers	Category	L	T	P	Credit
		PC	3	1	0	4

Objective

- To understand the basic concepts of financial accounting.

- To learn about the preparation of financial statement.

- To learn about the financial performance of a company.

- To get equipped with the basic concepts of cost accounting of a firm.

- To understand the accounting for planning and control.

Prerequisite

NIL

Course Outcomes

On the successful completion of the course, students will be able to
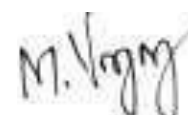
CO1	Understand about the basics of accounting.	Understand
CO2	Interpret and preparation of the Financial Statement.	Apply
CO3	Interpret the Financial Strength using various tool.	Apply
CO4	Analyze the BEP, Classification and element of costing.	Analyze
CO5	Examine the importance of accounting for planning and control.	Analyze

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1					3	
CO2		3		3	3	
CO3		3		3		
CO4					3	
CO5	3			2	3	3

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	25	25	35
Understand	25	25	45
Apply	10	10	20
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vng

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K.S.Rangasamy College of Technology –Autonomous R2022
Master of Business Administration – MBA
61 MB 103 – Accounting for Managers

Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
I	3	1	0	60	4	40	60	100

Basics of Accounting Meaning, Objectives, Functions and Subfields of Accounting – Accounting principles – Accounting cycle – An overview of Journal, Ledger and Trial balance.	12
Preparation of Financial Statement Trading and Profit and Loss Accounting - Balance sheet- Adjustment: Provision for bad debt, bad and doubtful debt, provision for discount on debtors and creditors, prepaid and outstanding expenses.	12
Analysis of Financial Statement Ratio Analysis: Application of Ratio Analysis in Financial decision making - Classification of Ratio: Liquidity, Activity and Profitability Ratio – Fund flow statement.	12
Costing and Decision Making Meaning, Importance and objectives – Classification of Cost – Elements of Costs – Cost Concepts – Preparation of Cost Sheet – Cost Price Methods: FIFO and LIFO – Cost Volume Profit (CVP) Analysis – Break Even Analysis.	12
Accounting for Planning and Control Budgets – Types – Objectives of Budgetary control – Techniques of Budgetary control – Classification of Budget – Preparation and Interpretation of Budget.	12
Total Hours	**60**

Text Book(s):

1.	M Y Khan and P K Jain, "Management Accounting Text, Problems and Cases", Mc Graw Higher Ed Seventh, 2017.
2	S.P.Jain K.L. Narang, and Simmi Agrawal "Cost Accounting Principles and Practice", Kalaiyani Publishers, 2016.

Reference(s):

1.	N. Ramachandran and Ram Kumar Kakani, "Financial Accounting for Management", Mc Graw Higher Ed, 2017.
2.	Sankar Thappa , "Accounting for manger Texts and Cases", Taxmann 1st Edition, 2022.
3.	Ashok Banerjee, "Financial Accounting: A Managerial Emphasis", Excel Books,2009
4.	Mahesh Kumar M Meenkera and Dr. Sushil Beliya, "Accounting for mangers", Academic Guru Publishing House, 2022.

Passed in BoS Meeting held on 10.05.2023
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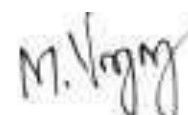
Course Contents and Lecture Schedule

S.No	Topic	No. of Hours
1	**Basics of Accounting**	
1.1	Meaning, Objectives, Functions and Subfields of Accounting	3
1.2	Accounting principles – Accounting cycle	2
1.3	Journal	2
1.4	Ledger	2
1.5	Trial balance	3
2	**Preparation of Financial Statement**	
2.1	Trading Account	2
2.2	Profit and Loss Accounting	2
2.3	Balance sheet	3
2.4	Adjustment: prepaid and outstanding expenses.	2
2.5	Provision for bad debt, bad and doubtful debt, provision for discount on debtors and creditors	3
3	**Analysis of Financial Statement**	
3.1	Ratio Analysis: Application of Ratio Analysis in Financial decision making	2
3.2	Classification of Ratio	2
3.3	Liquidity and Activity Ratio	3
3.4	Profitability Ratio	2
3.5	Cash flow Analysis	3
4	**Costing and Decision Making**	
4.1	Meaning, Importance and Cost Accounting	2
4.2	Classification of Cost and Elements of Costs	2
4.3	Preparation of Cost Sheet	2
4.4	Cost Price Methods: FIFO and LIFO	2
4.5	Cost Volume Profit (CVP) Analysis	2
4.6	Break Even Analysis	2
5	**Accounting for Planning and Control**	
5.1	Budgets and Types	3
5.2	Objectives of Budgetary control and Techniques of Budgetary Control	3
5.3	Classification of Budget	2
5.4	Preparation and Interpretation of Budget**.**	4
	Total	60

Course Designers

1. Dr.M.Ramakrishnan   -   ramakrishnan@ksrct.ac.in
2. Mr.P.Sabareesh   -   sabareesh@ksrct.ac.in.

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

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60 MB 104	**Business Statistics and Analytics**	Category	L	T	P	Credit
		PC	3	1	0	4

Objective

- To understand the basis of central tendency, dispersion and probability to real world Problems.
- To solve business problems using correlation and regression.
- To understand the application of times series analysis and index number for decision Making in business
- To learn about the concepts of Business Analytics and its classification
- To improve the analyzing skills of the students under real time situations

.Prerequisite

NIL

Course Outcomes

On the successful completion of the course, students will be able to
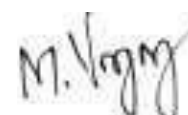
CO1	Apply the basic knowledge of central tendency, dispersion & probability to real world problems.	Apply
CO2	Apply testing of hypothesis for analyzing and to make inference of thedata.	Apply
CO3	Analyze and solve business problems using correlation and regression.	Analyze
CO4	Apply and solve times series analysis and index number for decision making in business.	Apply
CO5	Understand the concept of Business Analytics and its classification.	Understand

Mapping with Programme Outcomes
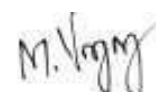
COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3		2		
CO2	3	3		3	3	
CO3	3	3		3		
CO4	3	3		2	3	
CO5	3	3		3		

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	**2**	
Remember	5	5	20
Understand	15	15	20
Apply	30	30	50
Analyze	10	10	10
Evaluate	0	0	0
Create	0	0	0

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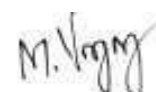
K.S. Rangasamy College of Technology –Autonomous R2022
Master of Business Administration – MBA
60 MB 104 – Business Statistics and Analytics

Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
I	3	1	0	60	4	40	60	100

Descriptive Statistics & Probability Measures of Central Tendency: Mean, Median, Mode, Weighted Average- Measures of dispersion: Range, Mean Deviation, Standard Deviation, Coefficient of Variation – Basic definitions and rules for probability-Conditional probability, Independence of events Bayes theorem	15
Testing of Hypothesis Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z-test) and small samples (t-test) - paired t-test – ANOVA one way and two-way classifications. - Chi-square Test-Independence of attributes and goodness of fit.	15
Correlation and Regression Analysis Correlation – Types, Pearson's Correlation Coefficient - Rank Correlation. Regression –Lines of regression –Regression Coefficients- Estimation using regression lines.	11
Time Series and Index Number Time series analysis: Introduction, components of time series – analysis of time series – moving average method, Least Squares method - Index Numbers – Laspeyre's, Paasche's and Fisher's Ideal index – cost of living Index.	12
Business Analytics Introduction, Importance, components, types, Descriptive Analytics – Data Warehousing, Business Reporting, Visual Analytics and Business Performance Management, Predictive Analytics – Techniques for Predictive Modeling, Web Analytics, web Analytics, Web Miningand Social Analytics – Case Study.	7
Total Hours	**60**

Text Book(s):

1. Levin RI and Rubin DS, "Statistics for Management", Pearson Education India, 8th edition, 2017.

2. Vohra ND, "Business Statistics", Tata McGraw Hill, 2nd edition, 2017.

Reference(s):

1.Anderson D R, Sweeney D J and Williams I A "Statistics for Business and Economics", Cengage Learning, 13th edition, 2019.

2. Aczel A D and Sounder Pandian J, "Complete Business Statistics", Tata Mc Graw–Hill, 7th edition, 2017.

3. Naval Bajpai, "Business Statistics", Pearson Education, 2nd edition, 2013.

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Course Contents and Lecture Schedule
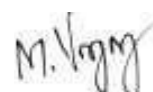
S. No	Topic	No. of Hours
1	**Descriptive Statistics & Probability**	
1.1	Measures of Central Tendency: Mean, Median	2
1.2	Mode	1
1.3	Weighted Average	1
1.4	Tutorial	1
1.5	Measures of dispersion: Range, Mean Deviation	2
1.6	Standard Deviation	2
1.7	Coefficient of Variation	1
1.8	Tutorial	1
1.9	Basic definitions and rules for probability	1
1.10	Conditional probability	1
1.11	Independence of events Bayes 'theorem.	1
1.12	Tutorial	1
2	**Testing of Hypothesis**	
2.1	Hypothesis testing: one sample and two sample tests for means	2
2.2	one sample and two sample tests proportions of large samples (z-test)	2
2.3	Small samples (t-test)	2
2.4	Paired t-test	1
2.5	Tutorial	1
2.6	ANOVA one-way classifications	2
2.7	ANOVA two-way classifications	2
2.8	Chi-square test-Independence of attributes and goodness of fit.	2
2.9	Tutorial	1
3	**Correlation and Regression Analysis**	
3.1	Correlation – Types	1
3.2	Pearson's Correlation Coefficient	1
3.3	Rank Correlation	2
3.4	Tutorial	1
3.5	Regression – Lines of regression	1
3.6	Regression Coefficients	2
3.7	Estimation using regression lines.	2
3.8	Tutorial	1
4	**Time Series and Index Number**	
4.1	Introduction, components of time series	2
4.2	Analysis of time series – moving average method	2
4.3	Least Squares method	2
4.4	Tutorial	1
4.5	Index Numbers – Laspeyre's	2

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M. Vinay

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4.6	Paasche's and Fisher's Ideal index - cost of living Index	2
4.7	Tutorial	1
5	**Business Analytics**	
5.1	Introduction, Importance, components, types	1
5.2	Descriptive Analytics – Data Warehousing	1
5.3	Business Reporting	1
5.4	Visual Analytics and Business Performance Management	1
5.5	Predictive Analytics – Techniques for Predictive Modeling,	1
5.6	Web Analytics, Web Mining	1
5.7	Social Analytics – Case Study	1
	Total	**60**

Course Designers

1. Mr.V.S.Vijayachander -vijayachander@ksrct.ac.in

60 MB 105	**Legal Aspects of Business**	Category	L	T	P	Credit
		PC	**3**	**0**	**0**	**3**

Objectives

- To learn about the essential elements of valid contract and contingent contract
- To understand about the types of partners and dissolution of partnership
- To understand the essentials of contract of sale and rights of unpaid sellers
- To know about the negotiable instrument and their characteristic features under negotiable instrument Act
- To understand about the memorandum of understanding and articles of association

Prerequisite

NIL

Course Outcomes

On the successful completion of the course, students will be able to
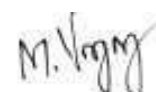
CO1	Identify the essential elements of valid contract and differentiate between Valid contract and contingent contract.	Understand
CO2	Analyze the types of partners; distinguish between dissolution of the firm and dissolution of partnership.	Analyze
CO3	Analyze the essentials of contract of sale and rights of unpaid sellers.	Analyze
CO4	Analyze the negotiable instrument and their characteristic features under negotiable instrument act, rights of consumers and remedies available for the consumers under consumer protection act and offenses and penalties under prevention of corruption act.	Analyze
CO5	Analyze the differences between memorandum of association and articles of association.	Analyze

Mapping with Programme Outcomes
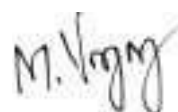
Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1						
CO2		2	3	3		3
CO3	3	3		2	3	3
CO4		3	3	3	3	
CO5	3	3				

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	**2**	
Remember	20	20	40
Understand	20	20	40
Apply	20	20	20
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

K.S. Rangasamy College of Technology –Autonomous R2022								
Master of Business Administration – MBA								
60 MB 105 - Legal Aspects of Business								
Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
I	3	0	0	45	3	40	60	100

Law of Contract-1872 Significance of Business Laws–Indian Contract Act, 1872: Meaning and classification of contracts–Essentials elements of a valid contract– performance of a contract– Discharge of a contract–Void agreements Breach and remedies of a contract	8
Law of Partnership-1932 Concept and formation of partnership - kinds of partners - legal relations between partners - Rights of incoming and outgoing partners - retirement and expulsion - dissolution of the firm- The Limited Liability Partnership Act 2008.	7
Law of Sale of Goods -1930 Meaning and Essentials of contract of sale–Sale and Agreement to sell–Conditions and Warranties–Transfer of property - Performance of a contract of sale–Unpaid seller and his rights.	8
Negotiable Instruments Act-1881, Consumer Protection Act -2019 and Prevention of Corruption Act- 1988 Characteristics of negotiable instruments and its importance - meaning of promissory note - cheque and bill of exchange - holder for value and holder in due course - types of negotiable instruments - legal relation between banks and customer - rights and duties of collecting and paying bankers - Objectives and scope of Consumer Protection Act 2019 – Meaning and importance of major terms used in the act - rights of Consumers and remedies available to consumers - Introduction to Prevention of Corruption Act 1988 - Preliminary-offenses and penalties.	12
Companies Act-1956 and 2013 Nature and Registration–Kinds of Companies–Memorandum of Association–Article of Association–Prospectus - Kinds of Shares- company meetings and resolutions - Powers and duties of Directors–winding up - Corporate Fraud, Cybercrimes and Criminal Behaviour.	10
Total Hours 45	

Text book (s):	
1	Akhileshwar Pathak, Legal Aspects of Business, 6th edition, McGraw Hill, 2017.
2	N.D Kapoor, Elements of Mercantile Law, 36thedition, Sultan Chand & Sons, 2016

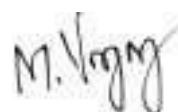| Reference(s):	
1	M.C. Kuchaal, Vivek Kuchaal, Mercantile Law, 11thedition, Vikas Publishing House Pvt Ltd, 2016.
2	S S Gulshan and G K Kapoor, Business Law including Company Law, New Age International Publishers, 2016.
3.	Ravinder Kumar, Legal aspects of Business, Cengage learning, 2016.

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vagny

BoS Chairman Signature

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Law of Contract-1872**	
1.1	Significance of Business Laws	1
1.2	Indian Contract Act, 1872	2
1.3	Classification of contracts	1
1.4	Essentials elements of a valid contract	1
1.5	Performance of a contract	1
1.6	Discharge of a contract.	1
1.7	Void agreements, Breach and remedies of a contract	1
2	**Law of Partnership-1932.**	
2.1	Concept and formation of partnership	2
2.2	Kinds of partners	1
2.3	Legal relations between partners	1
2.4	Rights of incoming and outgoing partners	1
2.5	Retirement and expulsion, Dissolution of the firm	1
2.6	The Limited Liability Partnership Act 2008.	1
3	Law of Sale of Goods -1930	
3.1	Meaning and Essentials of contract of sale	1
3.2	Sale and Agreement to sell	1
3.3	Conditions and Warranties	2
3.4	Transfer of property	1
3.5	Performance of a contract of sale	1
3.6	Unpaid seller and his rights.	2
4	**Negotiable Instruments Act-1881, Consumer Protection Act - 2019 and Prevention of Corruption Act- 1988**	
4.1	Characteristics of negotiable instruments and its importance.	1
4.2	Meaning of promissory note, cheque and bill of exchange.	2
4.3	Holder for value and holder in due course and types of negotiable instrument	2
4.4	Legal relation between banks and customer, rights and duties of collecting and paying bankers.	1
4.5	Objectives and scope of Consumer Protection Act 2019, Meaning and importance of major terms used in the act.	2
4.6	Rights of consumers and remedies available to consumers	2
4.7	Introduction to Prevention of Corruption Act 1988, Preliminary-offenses	2
5.	**Companies Act 1956 and 2013**	
5.1	Nature and Registration	1
5.2	Kinds of Companies	1
5.3	Memorandum of Association	2
5.4	Article of Association, Prospectus	1
5.5	Kinds of Shares	1
5.6	Company meetings and resolutions, Powers and duties of Directors	2
5.7	Winding up, Corporate Fraud, Cyber-crimes and Criminal Behaviour.	2
	Total	45

Course Designer

Dr.M. Vijayakumar -mvijayakumar@ksrct.ac.in

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vijay

BoS Chairman Signature

60 MB 106	**Management Information System**	Category	L	T	P	Credit
		PC	3	0	0	3

Objective

- To learn about the information system and system development methodologies
- To be aware of the database models in present usage
- To apply information system in various functional areas of business
- To understand the application of knowledge management in business
- To learn about the application of internet in business

Prerequisite

NIL

Course Outcomes

On the successful completion of the course, students will be able to

CO1	Understand the basics of information system and understand the system development methodologies.	Understand
CO2	Develop a database model for an organization.	Apply
CO3	Apply the information system in functional areas of business	Apply
CO4	Apply the knowledge of management information system in business	Apply
CO5	Examine about the latest updates in the field of computer systems	Analyze
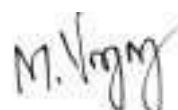
Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3			3		
CO2	3			3	3	
CO3	3			3		
CO4	3	3		3		
CO5	3			3		

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	20	20	30
Understand	20	20	30
Apply	20	20	40
Analyse	0	0	0
Evaluate	0	0	0
Create	0	0	0

M. Vng

BoS Chairman Signature

K.S. Rangasamy College of Technology –Autonomous R2022
Master of Business Administration – MBA
60 MB 106 – Management Information System

Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
I	3	0	0	45	3	40	60	100

Introduction to Information Systems Information and System Concepts - Information System: Definition and Components – Classification of information – Overview of Systems development - Systems development life cycles - Factors affecting systems development success - Business process reengineering.	9
Database Management Systems Data Management, Data Modeling - Relational Database Model - Data Definition Language - Data Manipulation Language - Database Applications – Data warehousing – Data Mining	9
Functional MIS Information Systems for Financial – Manufacturing – Marketing - Human Resource – Accounting- Transaction processing system - Decision Support System – Enterprise Resources planning.	9
Knowledge Management System Dimensions of knowledge – Types of Knowledge - Knowledge management System - Types of knowledge management systems its components and benefits.	9
New IT Initiative E-Commerce Technologies – E-Commerce process – Electronic payment - Introduction to Cloud computing – Block chain – Crypto currency –IoT– Big Data.	9
Total Hours	**45**

Text Book(s):	
1.	Ramesh Bhel, James A.O'Brien, George M.Marakas, Management Information Systems, McGraw Hill Education, 11th Edition, 2019.
2	Kenneth C. Laudon and Jane P Laudon, Management Information Systems – Managing the Digital Firm, 15th edition, 2018.

Reference(s):	
1.	Panneer Selvam. R, Database Management Systems, 3rd Edition, PHI Learning, 2018.
2.	Robert Schultheis and Mary Sumner, Management Information Systems – The Manager's View, Tata McGraw Hill, 2011.
3.	Jaytilak Biswas, Management Information System, Sage Publication India , 2020
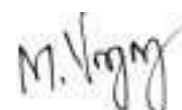
Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vijay

BoS Chairman Signature

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Introduction to Information Systems**	
1.1	Information and System Concepts	1
1.2	Information System: Definition and Components	1
1.3	Classification of information	1
1.4	Overview of Systems development	1
1.5	Systems development life cycles	1
1.6	Factors affecting systems development success	1
1.7	Business process modeling	2
1.8	Business process reengineering	1
2	**Database Management Systems**	
2.1	Data Management	1
2.2	Data Modeling	1
2.3	Relational Database Model	1
2.4	Data Definition Language	1
2.5	Data Manipulation Language	2
2.6	Database Applications - Data Mining	1
2.7	Database Applications - Data warehousing	1
2.8	Database Applications – Data Mart	1
3	**Functional MIS**	
3.1	Management Information Systems – Finance	1
3.2	Management Information Systems – Marketing	1
3.3	Management Information Systems – Human Resources	1
3.4	Management Information Systems - Manufacturing	1
3.5	Management Information Systems - Accounting	1
3.6	Transaction processing system	1
3.7	Decision Support System	1
3.8	Enterprise Resources planning.	2
4	**Knowledge Management System**	
4.1	Dimensions of knowledge	2
4.2	Types of Knowledge	2
4.3	Knowledge management System process	2
4.4	Types of knowledge management systems	2
4.5	KMS components and benefits.	1
5	**New IT Initiative**	
5.1	E-Commerce Technologies	1
5.2	E-Commerce process – Electronic payment	2
5.3	IoT and Cloud computing	2
5.4	Block chain – Crypto currency	2
5.5	Big Data	2
	Total	45

Course Designers

Dr.R.Hemamalini   - hemamalini@ksrct.ac.in

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vogny

BoS Chairman Signature

61 MB NF1	E-Business Model	Category	L	T	P	Credit
		PC	2	0	2	3

Objective

- To be aware of the business practices of ecommerce and e-business models
- To understand the e-commerce infrastructure requirements for the conduct of e-business
- To evaluate the security issues on e-payments
- To know about the laws related to e-commerce
- To be acquainted with online retailing and supply chain management

Prerequisite

NIL

Course Outcomes

On the successful completion of the course, students will be able to

CO1	Understand and explain the business practices of ecommerce and e-business models	Understand
CO2	Analyze the Artificial intelligence interference and e-commerce infrastructure requirements	Analyze
CO3	Analyze the security issues while making payments online	Analyze
CO4	Apply the legal issues and laws governing ecommerce	Apply
CO5	Apply the concept of business through e- commerce, online retailing and supply chain management	Apply
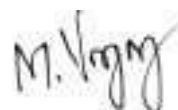
Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	3			3
CO2	3	3	2	3		
CO3		3	3		3	
CO4	2	3	3		3	3
CO5			3	3		3

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	10	10	15
Understand	10	10	25
Apply	15	15	25
Analyze	25	25	35
Evaluate	0	0	0
Create	0	0	0

K.S. Rangasamy College of Technology –Autonomous R2022
Master of Business Administration
61 MB NF1 – E-Business Model

Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
I	2	0	2	45	3	50	50	100

Introduction to E-Business Models Overview of E-Business - Information Services -Interpersonal Communication - Shopping Services - Virtual Enterprises - B2C - B2B - C2C - P2P – M-commerce – Artificial Intelligence and E commerce	9
E-Commerce Infrastructure Internet Environment for E-Commerce - Providers and Vendors of E-Business Software - E-Business Enabling Technologies - Intranet and Extranet for E-Commerce - Identification and Tracking Tools for E-Commerce - Overview of Internet Bandwidth and Technology Issues - Electronic Data Interchange (EDI) to E- Commerce	9
Payment and Security E-commerce Security Environment - Security Threats - Technology Solutions - Encryption Methods - Policies and Laws - Credit Card Transactions - B2C Digital Payment Systems - B2B Payment Systems	9
Legal Issues Paper Document vs Electronic Document - Legal Issues for Internet Commerce- Technology for Authenticating Electronic Document - Laws for E- Commerce in India - EDI Interchange Agreement	9
Retailing and Supply Chain Online Retail Industry Dynamics - Online Mercantile Models from Customer - Management Challenges in Online Retailing - Online Publishing Approach from Customer- Artificial intelligence and online retailing- Supply Chain Management. Fundamentals - Intranets and Supply Chain Management - Managing Retail Supply Chains - Supply Chain.	9
Total Hours	**45**

Text Book(s):

1.	David Whiteley, "E-Commerce: Strategy, Technologies and Applications", Indian Edition, McGraw Hill Publications, 2017.
2	Jelassi, Tawfik, Martínez-López, Francisco J, "Strategies for e-Business - Concepts and Cases on Value Creation and Digital Business Transformation", Springer Publications, 2020.

Reference(s):

1.	Joseph P T, "E-Commerce: An Indian view", PHI Publications, 5th Edition, 2015.
2.	Kenneth C Laudon and Carol Guercio Traver, "E-Commerce – Business, Technology, Society", Pearson Publication, 15th Edition, 2019.
3.	Urmi Datta & amp; Neha Somani, "E-commerce and Business Communication", Oxford University Press, 1st Edition, 2017.

M.Vqm

BoS Chairman Signature
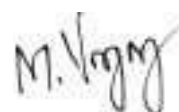
Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**INTRODUCTION TO E BUSINESS MODEL**	
1.1	Overview of E-Business	1
1.2	Information Services -Interpersonal Communication	1
1.3	Virtual Enterprises - B2C	1
1.4	Virtual Enterprises B2B	1
1.5	Virtual Enterprises C2C	1
1.6	Virtual Enterprises P2P	2
1.7	Business Models in Emerging E-commerce & M-commerce	1
1.8	Artificial Intelligence and E commerce	1
2	**E-COMMERCE INFRASTRUCTURE INTERNET ENVIRONMENT FOR E-COMMERCE**	1
2.1	Providers and Vendors of E-Business Software	1
2.2	E-Business Enabling Technologies	1
2.3	Intranet and Extranet for E-Commerce	1
2.4	Identification and Tracking Tools for E-Commerce	1
2.5	Overview of Internet Bandwidth and Technology Issues	2
2.6	Electronic Data Interchange (EDI) to E-Commerce	1
2.7	EDI - UN/EDIFACT Standard UN/EDIFACT Standard	1
3	**PAYMENT AND SECURITY**	
3.1	E-commerce Security Environment	1
3.2	Security Threats	1
3.3	Technology Solutions	1
3.4	Encryption Methods	1
3.5	Policies and Laws	1
3.6	Credit Card Transactions	2
3.7	B2C & B2B Digital Payment Systems	2
4	**LEGAL ISSUES**	
4.1	Paper Document vs Electronic Document	1
4.2	Legal Issues for Internet Commerce	2
4.3	Technology for Authenticating Electronic Document	2
4.4	Laws for E- Commerce in India	2
4.5	EDI Interchange Agreement	2
5	**RETAILING AND SUPPLY CHAIN**	
5.1	Online Retail Industry Dynamics	1
5.2	Online Mercantile Models from Customer view	1
5.3	Management Challenges in Online Retailing	1
5.4	Management Challenges in Online Retailing	1
5.6	Supply Chain Management Fundamentals	2
5.7	Intranets and Supply Chain Management	1
5.8	Managing Retail Supply Chains & Supply Chain	1
5.9	Artificial intelligence and online retailing	1
	Total	45

Course Designer

1. Dr.H.KALAIARASI   -kalaiarasi@ksrct.ac.in

M.Vng

BoS Chairman Signature

61 MB NF2	Entrepreneurship Development	Category	L	T	P	Credit
		PC	2	0	4	3

Objective

- To create an eco-system of entrepreneurship
- To create a new business from a multi-dimensional view
- To understand about the market gap analysis
- To know the operational and functional feasibility of the business idea
- To create a new business model

.

Prerequisite

NIL

Course Outcomes

On the successful completion of the course, students will be able to

CO1	Outline the nature and importance of Entrepreneurship.	Understand
CO2	Examine the market and opportunity Evaluation.	Analyze
CO3	Appraise about Business plan, Elements of Business plan venture.	Analyze
CO4	Describe the support system for Entrepreneurial Venture.	Understand
CO5	Illustrate IPR process, and social view of business and Elevetor Pitch.	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3			2		3
CO2		3		2		
CO3		2			3	3
CO4	3			3		3
CO5		2	3			3
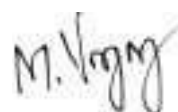
Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	**2**	
Remember	20	20	35
Understand	20	20	35
Apply	20	20	30
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

M.Vgnj

BoS Chairman Signature

K.S. Rangasamy College of Technology –Autonomous R2022
Department of Management Studies
61 MB NF2- Entrepreneurship Development

Semester	Hours/Week			Total Hours	Credit	Maximum Marks			
	L	T	P		C	CA	ES	Total	
I	0	0	4	45	3	50	50	100	

Nature And Importance of Entrepreneurship Definition of Entrepreneur, Evolution of Entrepreneurship, Myths of Entrepreneurship, Characteristics of an Entrepreneur, Entrepreneurial Competencies, Innovation*, Role of Entrepreneurship in Economic Development.	9
The Market and Opportunity Evaluation Idea Generation, Sources of New Ideas, Methods of Generating Ideas *, Target customer, their problems, demographics, personality traits and behavior, Market opportunity, market size, growth rate, growth potential, market trends, Opportunity Recognition, FeasibilityAnalysis	9
Business Plan About Business Plan and its Benefits*, Developing a Well-Conceived Business Plan,Elements of Business Plan, Financing – Financial Institutions, Capital Structure, Managementof Working Capital, Fundamentals of Taxation, Presentation of the Business Plan	9
Support System for Entrepreneurial Ventures Government Agencies and Schemes, MSME, Banks and Financial Institutions, EDC, STEP, Idea Lab, and TBI	9
Preparing the Pitch IPR process *, Legal view relating to the startup, team formation, scalability of the model,social and ethical view of the business, elevator pitch, exit strategy	9
Total Hours	45

Text Book(s):	
1.	Hisrich, Peters, Shepherd," Entrepreneurship", Tata McGraw Hill, 9th Edition, 2012.
2	Kuratko, Hodgetts, "Entrepreneurship in the New Millennium", Cengage Learning, 2014.

Reference(s):	
1.	Rajeev Roy, "Entrepreneurship", Oxford University Press, 2nd Edition, 2011.
2.	Sangeetha Sharma, " Entrepreneurship Development" PHI Learning Private Limited,2016
3.	Anilkumar S," Entrepreneurship Development" New Age International Pvt Ltd, 2012

*SDG 8- Decent Work and Economic Growth
*SDG 9 – Industry Innovation and Infrastructure

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vng

BoS Chairman Signature
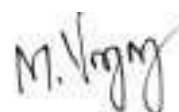
Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Entrepreneurship – Overview**	
1.1	The Entrepreneur – concept and nature, competencies	2
1.2	Entrepreneurial decision process, characteristics, attitude and motivation	2
1.3	Achievement motivation, skills	1
1.4	Knowledge, creativity and innovativeness	2
1.5	The MSME landscape	2
2	**New venture Creation**	
2.1	Introduction to new venture creation	2
2.2	Overview of a lean business model canvas	2
2.3	identifying interested stakeholders	2
2.4	Idea Generation	2
2.5	Initial feasibility analysis.	1
3	**The Market and Operational**	
3.1	Target customer, their problems, demographics, personality traits and behavior	2
3.2	Market opportunity, market size	1
3.3	Growth rate, growth potential, market trends, opportunities, value proposition canvas.	1
3.4	Product/service, manufacturing, resources, mode of sales	1
3.5	Sales process, go-to-market strategy	1
3.6	Concept, prototype, Product Road Map, existing and likely competition	1
3.7	Barriers to entry for new competitors,	1
3.8	Key distribution and technology partners	1
4	**Revenue Model**	
4.1	Revenue model, Average no of customers per month	1
4.2	Average payment by a customer	2
4.3	Customer acquisition costs, Total Revenue	2
4.4	Expenditure plan, Financial Plan Template	2
4.5	Projected financial statement.	2
5	**Financing options and preparing the pitch**	
5.1	Sources of funding for startups	1
5.2	IPR process	2
5.3	Legal view relating to the startup	1
5.4	Team formation, scalability of the model	1
5.6	Social and ethical view of the business	1
5.7	Winning negotiations, elevator pitch	2
5.8	Exit strategy	1
	Total	45

Course Designer

1. Dr.M.Ramakrishnan – ramakrishnan@ksrct.ac.in

M.Vogng

BoS Chairman Signature

60 MB NF3	Personal Finance	Category	L	T	P	Credit
		NFE	2	0	2	3

Objective

- To understand the basics of Personal Finance
- To apply the concept of Personal Savings
- To know about the concept of risk and return in personal investment
- To learn the concept of borrowing strategies
- To be familiar with the principles of retirement planning

Prerequisite

NIL

Course Outcomes

On the successful completion of the course, students will be able to
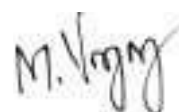
CO1	Understand the basics of Personal Finance.	Understand
CO2	Apply the concept of Personal Savings and exploring the avenues of Investment.	Apply
CO3	Develop the concept of risk and return in personal investment.	Apply
CO4	Interpret the concept of borrowing and the strategies.	Apply
CO5	Relate the principles of retirement planning with strategies.	Analyze

Mapping with Programme Outcomes
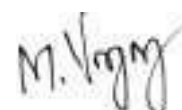
COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3			3		
CO2		3			3	
CO3	2					3
CO4		3				
CO5			3		3	

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	10	10	30
Understand	20	20	30
Apply	30	30	40
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

M.Vigny

BoS Chairman Signature

K.S. Rangasamy College of Technology – Autonomous R2022							
Master of Business Administration – MBA							
60 MB NF3 - Personal Finance							
Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
I	2	0	2	45	3	50	50	100

Basics of Personal Finance Introduction – Personal Finance Planning – Saving and Investing - Personal Budget –Personal Financial Statements	**9**
Personal Savings and Investment Investment Criteria- liquidity, safety and profitability - Traditional Savings instruments. Investment in Shares, Debentures, Mutual Funds –Insurance - Investment in Physical Assets – Real Estate, Gold and Silver	**9**
Risk and Return of Personal Investment Present Value and Future Value of a Single Amount and an Annuity - Computation of interest, dividend and capital gains on personal investments - Impact of leverage on return - Personal tax planning	**9**
Managing Borrowing Consumer borrowing products – Loan Amortization – Mortgage Borrowing-Mortgage Length, Fixed vs Floating rate – Biases in consumer finance -. Consumer purchasing strategies – Legal Protection	**9**
Retirement Planning Need – Risks faced in Saving for Retirement -. Pension Plans- Defined Contribution Plan, Defined Benefit Plan - Provident Fund – New Pension scheme	**9**
Total Hours 45	

Text book (s):	
1	Jack R. Kapoor, Les R. Dlabay and Robert J. Hughes, "Personal Finance", McGraw-Hill Education, 12th Edition, 2020.
2	Madura Jeff, "Personal Finance", Pearson Education, 6th Edition, 2016
Reference(s):	
1	Arthur J.Keown, "Personal Finance", Pearson Education, 8th Edition, 2019
2	Ajit S. Thite, Pradip Kumar Sinha, "Personal Financial Planning", Nirali Prakashan, 1st edition, 2020
3	Madhu Sinha, "Financial Planning: A Ready Reckoner", McGraw Hill Education, 2nd Edition, 2017

M. Vijay

BoS Chairman Signature
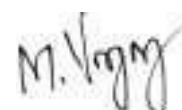
Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Basics of Personal Finance**	
1.1	Introduction to Personal Finance	2
1.2	Personal Finance Planning	2
1.3	Saving and Investing	2
1.4	Personal Budget	1
1.5	Personal Financial Statements	2
2	**Personal Savings and Investment**	
2.1	Investment Criteria	2
2.2	liquidity, safety and profitability	2
2.3	Traditional Savings instruments	1
2.4	Investment in Shares, Debentures, Mutual Funds – Insurance	2
2.5	Investment in Physical Assets	1
2.6	Investment in Real Estate, Gold and Silver	1
3	**Risk and Return of Personal Investment**	
3.1	Present Value and Future Value of a Single Amount and an Annuity	2
3.2	Computation of interest, dividend and capital gains on personal investments	3
3.3	Impact of leverage on return	2
3.4	Personal tax planning	2
4	**Managing Borrowing**	
4.1	Consumer borrowing products	2
4.2	Loan Amortization	1
4.3	Mortgage borrowing-Mortgage Length, Fixed vs Floating Rate	2
4.4	Biases in consumer finance	1
4.5	Consumer purchasing strategies	1
4.6	Legal Protection	2
5	**Retirement Planning**	
5.1	Need	1
5.2	Risks faced in Saving for Retirement	2
5.3	Pension Plans	2
5.4	Defined Contribution Plan	1
5.5	Defined Benefit Plan	1
5.6	Provident Fund	1
5.7	New Pension scheme	1
	Total	45

Course Designers

1. Dr.M.Ramakrishnan –ramakrishnan@ksrct.ac.in

BoS Chairman Signature

60 MB NF4	Event Management	Category	L	T	P	Credit
		NFE	2	0	2	3

Objective

- To understand the history and various types of event
- To learn about the planning of events
- To know about the event marketing and its sponsorship
- To organize and control of event logistics
- To be aware of the risk and safety in event management

Prerequisite

NIL

Course Outcomes

On the successful completion of the course, students will be able to

CO1	Understand about history and various types of event and structure of event industry	Understand
CO2	Apply legal issues related to events	Apply
CO3	Interpret the marketing event and its sponsorship	Apply
CO4	Categorize the event and control of event logistics.	Analyze
CO5	Evaluate the risk and safety involved in event management	Evaluate
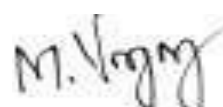
Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3			3		
CO2		3		3		
CO3	3			3		
CO4	3	3		3		
CO5	3	3			3	

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination(Marks)
	1	2	
Remember	10	10	40
Understand	30	30	30
Apply	20	20	30
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

M. Vagny

BoS Chairman Signature

K.S. Rangasamy College of Technology – Autonomous R2022								
Master of Business Administration - MBA								
60 MB NF4- Event Management								
Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
I	2	0	2	45	3	50	50	100

Event Context

History & Evolution – Types of events – MICE – Types of Meeting, Trade Shows, Conventions, Exhibitions- Structure of event industry – Event Management as a profession – Perspectives on event: Government, Corporate & Community – Code of Ethics. | 9

Event Planning & Legal Issues

Conceptualizing the event – Host, sponsor, Media, Guest, Participants, Spectators – Crew – Design ofconcept – Theme and content development – Visualization – Event objectives – Initial planning – Budgeting – Event design and budget checklist – Preparation of functional sheets – Timing – Contracts and Agreements – Insurance, Regulation, License and Permits – Negotiation. | 9

Event Marketing

Role of Strategic Marketing Planning - Pricing – Marketing Communication Methods & budget – Elements of marketing communication – Managing Marketing Communication – Role of Internet – Sponsorship – Event sponsorship – Strategy – Managing Sponsorships – Measuring & Evaluating sponsorship. | 9

Event Operation

Site Selection – Types of location – Venue Requirements – Room, Stage, Audi-Visual, Lighting, Performers, Decors, Caterer, Photography & Videography – Protocols – Guest list – Guest demographics – Children at event – Invitation – Media – Freelance Event Operation – Road show - Food & Beverage – Entertainment – Event Logistics – Supply of facilities – Onsite logistics – Control ofevent logistics – Evaluation & Logistics. | 9

Safety & Event Evaluation

Risk assessment – Safety officer, Medical Manager – Venue, Structural safety – Food safety – Occupational safety – Fire Prevention – Sanitary facilities – Vehicle traffic – Waste Management. Event Impact – Event Evaluation Process – Service Quality - Customer Satisfaction. | 9

	Total Hours	45

Text Book(s):

1	Anukrati Sharma and Shruti Arora, Event Management and Marketing: Theory, Practical Approaches and Planning, Bharati Publications 2018.
2	Kausha lendra Saran Singh, Event Management Principles and Methods Kaniska Publications,

References

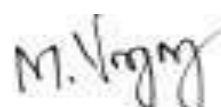| 1	C A Preston, John Wiley, and Event Marketing: How to Successfully Promote Events, Festivals, Conventions and Expositions, John Wiley 2015.
2	Hariharan and Annie Stephen, Event Management, Himalaya publishing house, 2017.
3	Dr. Vineet Gera ,Art of Event Management: A complete guide to plan and execute the event ,Kindle Edition, September 2015

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vgy

BoS Chairman Signature

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Event Context**	
1.1	History & Evolution	1
1.2	Types of events, MICE	1
1.3	Types of Meeting, Trade Shows, Conventions, Exhibitions- Structure of event industry	2
1.4	Event Management as a profession	2
1.5	Government, Corporate & Community	2
1.6	Code of Ethics	1
2	**Event Planning & Legal Issues**	
2.1	Conceptualizing the event	1
2.2	Host, sponsor, Media, Guest, Participants	1
2.3	Crew, Design of concept	1
2.4	Theme and content development, Visualization	1
2.5	Event objectives, Initial planning, Budgeting	1
2.6	Event design and budget checklist, Preparation of functional sheets	2
2.7	Timing, Contracts and Agreements	1
2.13	Insurance, Regulation, License and Permits, Negotiation	1
3	**Event Marketing**	
3.1	Role of Strategic Marketing Planning, Pricing	1
3.2	Marketing Communication Methods & budget	2
3.3	Elements of marketing communication	2
3.4	Managing Marketing Communication, Role of Internet,	2
3.5	Sponsorship – Event sponsorship, Strategy, Managing Sponsorships, Measuring & Evaluating sponsorship	2
4	**Event Operation**	
4.1	Site Selection, Types of location, Venue Requirements	1
4.2	Room, Stage, Audi-Visual, Lighting, Performers, Decors, Caterer, Photography & Videography	1
4.3	Protocols & Guest list – Guest demographics	2
4.4	Children at event	1
4.5	Invitation – Media – Freelance Event Operation – Road show - Food & Beverage - Entertainment	2
4.6	Event Logistics – Supply of facilities – Onsite logistics – Evaluation	2
5	**Safety & Event Evaluation**	
5.1	Risk assessment, Safety officer, Medical Manager	1
5.2	Venue, Structural safety, Food safety, Occupational safety	2
5.3	Fire Prevention, Sanitary facilities, Vehicle traffic, Waste Management.	2
5.4	Event Impact, Event Evaluation	2
5.5	Process, Service Quality, Customer Satisfaction.	2
	Total	45

Course Designers

Dr.E.Kalaivani   - kalaivanie@ksrct.ac.in

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

60 MB 1P1	Business Communication	Category	L	T	P	Credit
		PC	0	0	4	2

Objective

- To learn formal communication with appropriate syntactical statements
- To understand the importance of speaking skills
- To get equipped with the presentation skills
- To know about the usage of textual skimming and scanning in reading process
- To practice on good writing skills

Prerequisite

NIL

Course Outcomes

On the successful completion of the course, students will be able to

CO1	Apply the formal communication with appropriate syntactical statements and lexical proficiency in the given business contexts and situations	Apply
CO2	Analyze speaker's purpose and tone, comprehend relationship between ideas and respond to the listening content	Analyze
CO3	Analyze and demonstrate the presentation skills and leadership qualities in making key decisions and provide effective feedback for efficient problem solving	Analyze
CO4	Analyze the textual contents, and evaluate the relevance in the business contexts	Evaluate
CO5	Demonstrate about formal communication with appropriate syntactical statements and lexical proficiency in the given business contexts and situations	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3				
CO2	3	3	3			
CO3	3	3	2		2	
CO4	3	3	3			
CO5	3	3	3		3	

Assessment Pattern

Internal: No Continuous Assessment test will be conducted
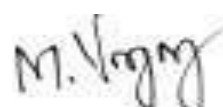
Students performance will be assessed in the classroom as given below:

Spoken Skill: Content preparation, grammar correction and Speaking skills: 40 marks

Listening Skill: Answering the queries related to the topic presented: : 20 marks

External: Practical Exam Tested on Phonetics, grammar and Vocabulary   : 30 Marks
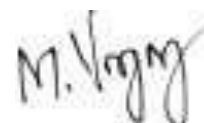
               Students Record/ Viva Voce   : 10 Marks

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

K.S. Rangasamy College of Technology – Autonomous R2022
Master of Business Administration
60 MB 1P1 – Business Communication

Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
I	0	0	4	30	2	60	40	100

Goal Setting Establishing specific, Measurable, Achievable, Relevant, Time-bound (SMART) Goals - importance of Mission Statement - Formulation of goals - dealing with difficult tasks and applying 80:20 Pareto Principle - feedback in team building – corporate grooming	6
Listening Listening for general information-specific details - audio / video (formal & informal) - Listen to podcasts/ TED talks/ anecdotes / stories / documentaries and interviews with celebrities - Listento a product and process descriptions; advertisements about products or services	6
Speaking Self-Introduction- small talk - mini presentations – story telling - extempore - group discussions, debates & pair conversations – elevator pitch/speech	6
Reading Loud reading vs Silent reading, Skimming & Scanning of passages, reading brochures (technical context) - social media messages - Advertisements, gadget reviews and user manuals - Newspaper articles and Journal reports	6
Writing Writing letters – semi block, modified block, and full block style - paragraph texting, short report on business problems – instructions and recommendations - product /process description -essay texting – résumé preparation	6
Total Hours	**30**

Text Book(s):

1.	Erica Dhawan. , "Digital Body Language: How to Build Trust and Connection, No Matter theDistance " Harper Collins. 2021
2	Kathryn Rentz, Paula Rentz , Anupam Das, Business Communication : A Problem SolvingApproach," McGraw Hill, 2020
1.	Courtland L Bovee, John V Thill, Roshan Lal Raina, "Business Communication Today", 14th Edition, Pearson Education, 2019
2.	Scott Biranto, "Good Charts Workbook: Tips, Tools, and Exercises for Making Better Data Visualizations", Harvard Business Review Press , 2019
3.	Geraldine E. Hynes , Jennifer R. Veltsos, "Managerial Communications: Strategies andApplications", 7th edition, SAGE Publications, 2018

Course Designers

1. Dr.Palaniyappan – palaniyappan@ksrct.ac.in

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M. Vagny

BoS Chairman Signature

60 MB 1P2	Data Analytics Lab - I	Category	L	T	P	Credit
		PC	0	0	4	2

Objective

- To know about the mathematical formulas and function in MS-Excel
- To learn about sorting, filtering and formatting function in MS-Excel
- To understand the usage of conditional statements in MS-Excel
- To work out the descriptive statistics in MS-Excel
- To apply multivariate analysis in MS-Excel

Prerequisite

NIL

Course Outcomes

On the successful completion of the course, students will be able to

CO1	Understand the various functions and formulas for applying mathematical and text calculations in Spread Sheet.	Understand
CO2	Understand about using various functions like sorting, filtering, freezing and conditional formatting in Spread Sheet	Understand
CO3	Apply the payroll system for business organizations using conditional syntax and pivot table in Spread Sheet.	Apply
CO4	Apply various calculations like Mean, Median, Mode, Standard Deviation and Frequency Table using Excel	Apply
CO5	Analyze the multivariate analysis in business operations using Excel.	Analyze

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3			2		
CO2	3		3			
CO3		3	3			
CO4		3				
CO5		3		3	3	

Assessment Pattern

Internal: No Continuous Assessment test will be conducted
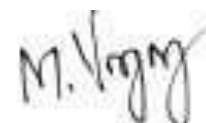
Students performance will be assessed in the classroom as given below:

Logical Test : Understanding of the problem given and executing the exercise : 40 marks

Run Test: Displaying the output for the exercise   : 20 marks

External: Practical Lab Exam   : 30 Marks
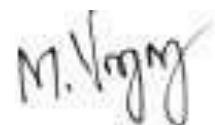
      Record Book/ Viva Voce   : 10 Marks

M. Vogny

BoS Chairman Signature

K.S. Rangasamy College of Technology – Autonomous R2022
Master of Business Administration
60 MB 1P2– Data Analytics Lab - I

Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
I	0	0	4	30	2	60	40	100

List of Experiments

- Using sorting and filtering functions in Spread Sheet.

- Using freezing and conditional formatting functions in Spread Sheet.

- Calculate net pay and Income tax of the employee using conditional statements in Spread Sheet.

- Applying basic mathematical functions using Spread Sheet

- Create a report with the PivotTable and PivotChart Wizard.

- Applying of what-if-analysis function using Spread Sheet.

- Using VLOOK-UP and HLOOK-UP functions

- Applying Correlation co-efficient using Spread Sheet

- Applying ANOVA co-efficient using Spread Sheet

- Applying Regression co-efficient using Spread Sheet

Total Hours: 30

Text Book(s):

1.	Rinkoo Jainn , "A To Z Of MS EXCEL: A Book For Learners & Trainers", Kindle Edition,
2	Michael Alexander, "Excel 2019 Bible 1st Edition", Wiley; 1st edition 2018.

Reference(s):

1.	Bill Jelen (Author), Michael Alexander (Author), "Microsoft Excel 2019 Pivot Table Data Crunching (Business Skills) 1st Edition", Microsoft Press; 2019,
2.	Anthony Python, "Excel 2021: The All-in-One Beginner to Expert", Independently published, Edition 1,2021.
3.	Jennifer Ackewman Ketter Guy Haut Davis Curt Simmans, "Microsoft Office 2010", TMH, 6th Edition, 2018.

Softwareused

MS – EXCEL

Course Designers

1 . Dr.R.Hemamalini   - hemamalini@ksrct.ac.in

BoS Chairman

K.S.RANGASAMY COLLEGE OF TECHNOLOGY, TIRUCHENGODE – 637 215
(An Autonomous Institution affiliated to Anna University)

MBA Degree Programme

SCHEME OF EXAMINATIONS
(For the candidates admitted from 2023-2024 onwards)

SECOND SEMESTER

S.No.	Course Code	Name of the Course	Duration of Internal Exam (Hours)	Weightage of Marks			Minimum Marks for Pass in End Semester Exam	
				Continuous Assessment *	End Semester Exam **	Max. Marks	End Semester Exam	Total
THEORY								
1	61 MB 201	Production Management	2	40	60	100	50	100
2	60 MB 202	Human Resource Management	2	40	60	100	50	100
3	61 MB 203	Marketing Management	2	40	60	100	50	100
4	61 MB 204	Financial Management	2	40	60	100	50	100
5	61 MB 205	Applied Operations Research	2	40	60	100	50	100
6	60 MB 206	Research Methods for Business	2	40	60	100	50	100
7	***	Open Elective	2	40	60	100	50	100
PRACTICAL								
8	60 MB 2P1	Seminar on Management Fundamentals	3	60	40	100	50	100
9	60 MB 2P2	Data Analytics Lab -II	3	60	40	100	50	100

* CA evaluation pattern will differ from course to course and for different tests. This will have to be declared in advance to students. The departments will put a process in place to ensure that the actual test paper follow the declared pattern.

** End Semester Examination will be conducted for maximum marks of 100 and subsequently be reduced to 60 marks for the award of terminal examination marks

Passed in BoS Meeting held on 19.10.2023
Approved in Academic Council Meeting held on 23.12.2023

61 MB 201	**Production Management**	Category	L	T	P	Credit
		PC	**3**	**0**	**0**	**3**

Objective

- To get acquainted with the concepts of Production and Operations Management
- To be aware of the principles of Facility location and work Measurement
- To know about Inventory management and Production planning
- To learn about the principles of production improvement techniques
- To understand the concept of Total Quality Management

Prerequisite

NIL

Course Outcomes

On the successful completion of the course, students will be able to

CO1	Understand the evolution and applications of production and Operations Management.	Understand
CO2	Understand the principles of Facility location and work Measurement to decision making.	Apply
CO3	Illustrate and solve problems on Inventory management and Production planning.	Analyze
CO4	Discuss the principles of production improvement techniques.	Apply
CO5	Illustrate the concept of Total Quality Management and its tools.	Evaluate

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3			2		
CO2	2	3		3	2	
CO3	3	3		2	3	
CO4	3		3	2	3	
CO5	3	2	3		3	
3- Strong;2-Medium;1-Some						

Assessment Pattern
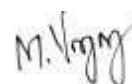
Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	**2**	
Remember	20	20	35
Understand	20	20	35
Apply	20	20	30
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

Passed in BoS Meeting held on 19.10.2023
Approved in Academic Council Meeting held on 23.12.2023

K.S.Rangasamy College of Technology – Autonomous R2022							
Master of Business Administration - MBA							
61 MB 201 - Production Management							
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**		
	L	T	P		C	CA	ES	Total
II	3	0	0	45	3	40	60	100

Introduction

Meaning - Need – Evolution - Nature and scope of POM - Production System*- Concepts – Functions – Types and Productivity*, Operations Strategy, Managerial roles and responsibilities in operation — **9**

Facility location, layout Design and Work Study

Facility Location-Location selection–Criteria-Factors determining Location decision–Layout design-Concepts-Types of Layout –Factors affecting layout- Work Study Concept — **9**

Inventory Management and Production planning

Concepts - Types of Inventory models- EOQ – EBQ - Inventory control systems - Safety Stock - ABC analysis –Capacity Requirement Planning - Aggregate Planning – Master Production Schedule - Material Requirement Planning (MRP-I) — **9**

Production Improvement Techniques

JIT –Kanban System-Lean Manufacturing-Agile Manufacturing-Flexible Manufacturing System (FMS) – Managing supply chain disruptions — **9**

Total Quality Management

Introduction - Dimensions of quality - Quality cost - Basic Concepts of TQM - Historic Review – Deming Philosophy – Barriers of TQM Implementation-Six Sigma - Quality tools-PDCA – PDSA - 5S-PokaYoke –Seven quality tools. — **9**

Total Hours: 45

Text book (s):

1	Richard B, Chase F Robert, Jacobs Nicholas JA Quilano and Nitin K Agarwal, "Operationsand Supply Chain Management", McGraw-Hill Education, 15th Edition, 2016.
2	Martand Telsang, "Industrial Engineering and Production Management, S Chand and Company, 2018

Reference(s):

1	Sushil Gupta and Martin Starr, "Production and Operations Management Systems", 11th edition, S Chand and Company, 2018.
2	Larry P. Ritzman, Lee J.Krajewski ,Manoj K.Malhotra ,"Operations Management: Processesand Supply Chains", Prentice Hall,11th Edition,2015.
3	Norman Gaither & Gregory Frazier, "Operations Management", Cengage Learning,9th Edition, 2015.

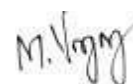*SDG 12 - Ensure sustainable consumption and production patterns

Passed in BoS Meeting held on 19.10.2023
Approved in Academic Council Meeting held on 23.12.2023

M.Vagay

BoS Chairman Signature

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Introduction**	
1.1	Meaning	1
1.2	Need	1
1.3	Evolution - Nature and scope of POM	2
1.4	Production System- Concepts – Functions – Types	3
1.5	Productivity	2
2	**Facility location, layout Design and Work Study**	
2.1	Location selection–Criteria	1
2.2	Factors determining Location decision	1
2.3	Layout design-Concepts	1
2.4	Types of Layout	2
2.5	Factors affecting layout	1
2.6	Work Study Concept	3
3	**Inventory Management and Production planning**	
3.1	Concepts - Types of Inventory models	2
3.2	EOQ – EBQ - Inventory control systems	1
3.3	Safety Stock - ABC analysis	1
3.4	Capacity Requirement Planning	1
3.5	Aggregate Planning	2
3.6	Material Requirement Planning (MRP-I) – Manufacturing Resource Planning (MRPII).	2
4	**Production Improvement Techniques**	
4.1	Just In Time (JIT)	2
4.2	Kanban System	1
4.3	Lean Manufacturing-	2
4.4	Agile Manufacturing	1
4.5	Flexible Manufacturing System (FMS)	1
4.6	Managing supply chain disruptions.	2
5	**Total Quality Management**	
5.1	Introduction - Dimensions of quality	1
5.2	Quality cost - Basic Concepts of TQM	1
5.3	Historic Review	1
5.4	Deming Philosophy	1
5.5	Barriers of TQM Implementation	1
5.6	Six Sigma	1
5.7	Quality tools-PDCA – PDSA	1
5.8	5S	1
5.9	PokaYoke, Seven quality tools	1
	Total	45

Course Designers

1. Dr.M.Ramakrishnan – ramakrishnan@ksrct.ac.in

Passed in BoS Meeting held on 19.10.2023
Approved in Academic Council Meeting held on 23.12.2023

M.Vagay

BoS Chairman Signature

60 MB 202	Human Resource Management	Category	L	T	P	Credit
		PC	3	0	0	3

Objective

- To learn about the functions and challenges of HRM
- To learn about human resource planning
- To understand the concepts of induction, orientation and training methods
- To develop measure for compensation, incentives and performance appraisal
- To acquire knowledge about strategic human resource

Prerequisite

Organization Behaviour

Course Outcomes

On the successful completion of the course, students will be able to

CO1	Understand the concept of HRM, Objectives, Functions, Role and Challenges of HRM.	Understand
CO2	Interpret the basic concepts of Human Resource Planning, Job Analysis, Recruitment and Selection.	Apply
CO3	Develop the knowledge of Induction, Orientation and Training methods.	Apply
CO4	Analyze the concept of Compensation, Incentives and Performance appraisal.	Analyze
CO5	Examine the concept of Managing Human Resource in Global environment	Analyze

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3				
CO2		3			3	
CO3	3		3			
CO4	3				2	
CO5			2	3		3

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	30	30	40
Understand	20	20	30
Apply	10	10	30
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

Passed in BoS Meeting held on 10.05.2023
Approv ed in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

K.S.Rangasamy College of Technology – Autonomous R2022								
Master of Business Administration – MBA								
60 MB 202- Human Resource Management								
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**		
	L	T	P		C	CA	ES	Total
II	3	0	0	`45	3	40	60	100

Introduction to HRM Meaning of HRM– Significance of HRM - Nature and scope of HRM - Objectives and Functions of HRM - Role of HR manager and Challenges of HRM.	9
Employee Acquisition Human Resource Planning: Objectives and Process- Job Analysis: Process and Techniques-Job description – Job role- Recruitment: Process and Sources- Factors affecting Recruitment - Selection: Process	9
Employee Training and Development Induction–Orientation–Training: Training need analysis - Training process–Methods: On thejob training and Off the job training - Evaluation of Training – Management development: Process and methods	9
Employee Maintenance Compensation: Components–Factors and Challenges–Incentives* - Types of incentive Schemes-Performance appraisal–Process–Methods and Appraisal problems – Employee Turnover and Retention*– Work Life Balance	9
Managing Global Human Resource Global Environment – Workforce Diversity – Managing Workforce Diversity* – Managing people: A critical role for every manager - Employee privacy and ethical issues - Recent Trends in HR	9
Total Hours 45	

Text book (s):	
1	Wayne F Cascio, "Managing Human Resources: Productivity, Quality of Work Life, Profits", McGraw-Hill Education, 12th Edition 2021.
2	Gary Dessler, "Human Resource Management", Pearson, 16th Edition2020.
Reference(s):	
1	Aswathappa K ,"Human Resource Management", TMH ,8th Edition ,2017.
2	Seema Sanghi, "Human Resource Management", Vikas Publishing House, 2nd Edition 2017.
3	Michael Armatrong, " A handbook of Human Resource Management Practice", Kogan Page Publisher, 11th Edition,2017.

*SDG 8 Decent work and Economic Growth

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Introduction to HRM**	
1.1	Meaning of HRM	1
1.2	Significance of HRM	1
1.3	Nature and scope of HRM	1
1.4	Objectives of HRM	1
1.5	Functions of HRM	1
1.6	Role of HR manager	2
1.7	Challenges of HRM	2
2	**Employee Acquisition**	
2.1	Human Resource Planning: Objectives and Process	2
2.2	Job Analysis Process and techniques	1
2.3	Job Description	1
2.4	Job role	1
2.5	Recruitment process and Sources	2
2.6	Factors affecting recruitment	1
2.7	Selection: Process.	1
3	**Employee Training**	
3.1	Induction and Orientation	2
3.2	Training need analysis	1
3.3	Training process	1
3.4	Methods: On the job training and Off the job training	2
3.5	Evaluation of Training	1
3.6	Management development: Process and methods	2
4	. **Employee Maintenance**	
4.1	Compensation: Components	1
4.2	Factors and Challenges of compensation	2
4.3	Incentives: Types of incentive Schemes	1
4.4	Performance appraisal Process	1
4.5	Methods and Appraisal problems	2
4.6	Employee Turnover and Retention	1
4.7	Work Life Balance	1
5	**Managing Global Human Resource**	
5.1	Global Environment	1
5.2	Workforce Diversity	2
5.3	Managing Workforce Diversity	2
5.4	Managing people: A critical role for every manager	2
5.5	Employee privacy and ethical issues - Recent trends	2
	Total	**45**

Course Designers

1. Dr.R.Hemamalini   - hemamalini@ksrct.ac.in
2. Ms. R. Keerthikga   - keerthikga@ksrct.ac.in

Passed in BoS Meeting held on 10.05.2023
Approv ed in Academic Council Meeting held on 03.06.2023

61 MB 203	Marketing Management	Category	L	T	P	Credit
		PC	3	0	0	3

Objective

- To understand the role of marketing in business
- To identify the importance of product and pricing decisions
- To learn about the place decisions of marketing mix
- To learn about the promotions decisions
- To be familiar with various issues and emerging trends in marketing

Prerequisite

NIL

Course Outcomes

On the successful completion of the course, students will be able to

CO1	Understand the role of marketing in business and explain the key concepts of marketing.	Understand
CO2	Analyze the product mix and pricing decisions.	Analyze
CO3	Analyze the place decisions of the marketing mix	Analyze
CO4	Evaluate the promotion decisions of the marketing mix.	Evaluate
CO5	Analyze the issues and emerging trends in the field of marketing	Analyze

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	3	3		3
CO2	3	2		3	2	3
CO3	3		2	3	3	
CO4	3	3	3	3		3
CO5		3		3	3	3
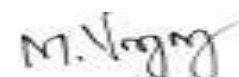
Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	30	30	40
Understand	20	20	30
Apply	10	10	30
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

Passed in BoS Meeting held on 19.10.2023
Approved in Academic Council Meeting held on 23.10.2023

M.Vogy

BoS Chairman Signature

K.S.Rangasamy College of Technology – Autonomous R2022								
Master of Business Administration – MBA								
61 MB 203 - Marketing Management								
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**		
	L	T	P		C	CA	ES	Total
II	3	0	0	45	3	40	60	100

Introduction to Marketing Concept, nature, scope, and importance of marketing; Philosophies of Marketing Concept - Marketing environment – macro and micro components and their impact on marketing decisions; Market Segmentation, Targeting, and positioning; Buyer behavior; Consumer Versus Organizational buyers; Consumer decision-making process.	9
Product and Pricing Decisions Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle – strategic implications; New product development and consumer adoption process. Pricing Decisions: Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.	9
Distribution Channels and Physical Distribution Decisions: Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel cooperation & Conflict; Channel management decisions; Retailing and Wholesaling.	9
Promotion Decisions Communication Process; Promotion mix – advertising, personal selling, sales promotion, publicity, and public relations; Determining advertising budget; Copy designing and testing; Media selection; Advertising effectiveness; Sales promotion – tools and techniques.	9
Issues and Developments in Marketing Social, ethical, and legal aspects of marketing; Marketing of services; International Marketing; Green marketing; Digital Marketing; Social Media Marketing.	9
Total Hours 45	

Text book (s):	
1	Philip Kotler, Kevin Lane Keller, Alexander Chernev, Jagdish N. Sheth, Shainesh G. "Marketing Management", Pearson Education, 16th Edition, 2022
2	Paul Baines, Chris Fill, Kelly Page, Marketing, Asian edition, Oxford University Press, 5thedition, 2019.

Reference(s):	
1	KS Chandrasekar, "Marketing management-Text and Cases", Tata McGraw Hill Education,2012
2	Lamb, Hair, Sharma, Mc Daniel– Marketing – An Innovative approach to learning and teaching A south Asian perspective, Cengage Learning, 2012.
3	Ramasamy, V.S, Namakumari, S, Marketing Management: Global Perspective Indian Context, Macmillan Education, New Delhi, 6th edition, 2018.

Passed in BoS Meeting held on 19.10.2023
Approved in Academic Council Meeting held on 23.10.2023

M.Vogny

BoS Chairman Signature
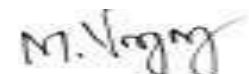
Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Introduction to Marketing**	
1.1	Concept, nature, scope and importance of marketing;	2
1.2	Philosophies of Marketing	2
1.3	Marketing environment - macro and micro components and their impact on marketing decisions;	1
1.4	Market segmentation, Targeting	1
1.5	Positioning;	1
1.6	Buyer behavior; consumer versus organizational buyers	1
1.7	Consumer decision making process.	1
2	**Product and Pricing Decisions**	
2.1	Concept of a product; Classification of products; Major product decisions	1
2.2	Product line and product mix;	2
2.3	Branding; Packaging and labelling	2
2.4	Product life cycle – strategic implications;	1
2.5	New product development and consumer adoption process.	2
	Pricing Decisions: Factors affecting price determination, Pricing policies and strategies; Discounts and rebates	1
3	**Distribution Channels and Physical Distribution Decisions**	
3.1	Nature, functions, and types of distribution channels	2
3.2	Distribution channel intermediaries	2
3.3	Channel management decisions	2
3.4	Retailing	2
3.5	Wholesaling	1
4	**Promotion Decisions**	
4.1	Communication Process; Promotion mix – advertising, personal selling, sales promotion, publicity and public relations	2
4.2	Determining advertising budget	2
4.3	Copy designing and testing	1
4.4	Media selection; Advertising effectiveness	2
4.5	Sales promotion – tools and techniques.	2
5.	**Issues and Developments in Marketing**	
5.1	Social, ethical and legal aspects of marketing	2
5.2	Marketing of services	1
5.3	International marketing	1
5.4	Green marketing	1
5.5	Digital Marketing	2
5.6	Social Media Marketing	2
	Total	45

Course Designer

1. Dr.M. VIJAYAKUMAR -mvijayakumar@ksrct.ac.in

Passed in BoS Meeting held on 19.10.2023
Approved in Academic Council Meeting held on 23.10.2023

BoS Chairman Signature

61 MB 204	**Financial Management**	Category	L	T	P	Credit
		PC	3	1	0	4

Objective

- To understand the fundamentals of financial management
- To apply the tools in Cost of Capital and Dividend decision
- To learn about the best alternative investment decision strategy
- To know the concepts of Capital structure
- To familiarize the students with the concepts of Working Capital

Prerequisite

NIL

Course Outcomes

On the successful completion of the course, students will be able to

CO1	Illustrate the fundamentals of Financial Management and its recenttrends.	Understand
CO2	Interpret the tools in Cost of Capital and Dividend decision.	Apply
CO3	Relate the problems and map out the best alternative investmentdecision.	Analyze
CO4	Appraise the concepts of Capital structure, Theories and Leverages.	Apply
CO5	Analyze the importance of principles and concepts of Working Capital	Analyze

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1				3		2
CO2	3		3			
CO3		3				3
CO4				3		
CO5					3	

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	**2**	
Remember	25	25	35
Understand	25	25	45
Apply	10	10	20
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

Passed in BoS Meeting held on 19.10.2023
Approved in Academic Council Meeting held on 23.10.2023

M.Vgny

BoS Chairman Signature

K.S. Rangasamy College of Technology - Autonomous R2022							
Master of Business Administration - MBA							
61 MB 204 – Financial Management							
Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
II	3	1	0	60	4	40	60	100

Introduction to Financial Management. Meaning, Nature & scope of financial management – Role of finance manager- Risk – Return Trade off- Organization of finance function – Function of financial system – Financial Planning: Introduction, Objectives, Benefits, Guidelines, steps in Financial Planning – Time value of money-Present value and future value: Single Amount, Annuity and Perpetuity- Recent trends in the field of financial management.	12
Cost of Capital Dividend Decision Concepts of cost capital – Components of cost of capital – Computing specific and overall cost of capital: Cost of Debentures, Equity and preference share – Factors affecting WACC – Computation of WACC- Forms of dividend – Determinants of dividend decision – Theories of dividend: Walter model and Gurdon model.	12
Investment Analysis Nature and principles of capital budgeting – Process – Techniques of capital Budgeting – Discounting cash flow techniques – Discounted payback period, Net present value, Profitability Index, Internal rate of Return – Non-Discounted cash flow techniques – Payback period and Accounting Rate of Return.	12
Capital Structure Short term source of financing – Long term source of financing – Factors determining capital structure – Theories of capital structure: Net Income approach and Net Operating Approach – EBIT – EPS Analysis, Leverages.	12
Working capital Management Principles and concepts of working capital management – Dimensions in working capital Management. Factors: Influencing working capital Requirement- Operating cycle – cash conversion cycle – Estimation of working capital.	12
Total Hours	**60**

Text Book(s):

1.	Prasanna Chandra, "Fundamentals of Financial Management", Tata McGraw – Hill Publishing, 7th Edition, 2020
2	Pandey IM, "Financial Management", Vikas Publishing House, 11th Edition 2020.

Reference(s):

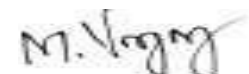| 1.	P C Tulsian, Bharat Tulsian & Tushar, "Financial Management", S. Chand Publication, 2023
2.	Khan MY and Jain PK, "Financial Management: Text, problems & cases", McGraw Hill Education, 8th Edition, 2018.
3.	Dr. S.K. Sharma and Dr. Rachan Sareen (Author), "Fundamentals of Financial Management", Sultan and Sons, 2019.
4.	Ravi M Kishore. "Financial Management", Taxmann's Publications, 8th Edition, 2020.

Passed in BoS Meeting held on 19.10.2023
Approved in Academic Council Meeting held on 23.10.2023

M. Vogny

BoS Chairman Signature

Course Contents and Lecture Schedule

S.No	Topic	No. of Hours
1	**Introduction to Financial Management**	
1.1	Meaning, Nature & scope of financial management.	1
1.2	Role of finance manager.	1
1.3	Risk – Return Trade off and Organization of finance function.	2
1.4	Function of financial system.	2
1.5	Financial Planning: Introduction, Objectives, Benefits,Guidelines, steps in Financial Planning	2
1.6	Time value of money-Present value and future value: Single Amount, Annuity and Perpetuity.	3
1.7	Recent trends in the field of financial management.	1
2	**Cost of Capital Dividend Decision**	
2.1	Concepts of cost capital & Components of cost of Capital.	2
2.2	Computing specific and overall cost of capital: Cost of Debentures, Equity and preference share.	2
2.3	Factors affecting WACC & Computation of WACC.	3
2.4	Forms of dividend - Determinants of dividend decision.	2
2.5	Theories of dividend: Walter model and Gurdon model.	3
3	**Investment Analysis**	
3.1	Nature and principles of capital budgeting.	2
3.2	Process and Techniques of capital Budgeting.	3
3.3	Discounting cash flow techniques - Discounted payback period, Net present value, Profitability Index, Internal rate of Return.	4
3.4	Non-Discounted cash flow techniques - Payback period and Accounting Rate of Return.	3
4	**Capital Structure**	
4.1	Short term source of financing and Long-term source of financing.	2
4.2	Factors determining capital structure.	2
4.3	Theories of capital structure: Net Income approach and Net Operating Approach..	2
4.4	EBIT - EPS Analysis.	3
4.5	Leverages.	3
5	**Working capital Management**	
5.1	Principles and concepts of working capital management.	2
5.2	Dimensions in working capital management	2
5.3	Factors Influencing working capital Requirement.	2
5.4	Operating cycle - cash conversion cycle.	2
5.5	Estimation of working capital.	4
	Total	**60**

Course Designers

1 Dr.M.Ramakrishnan   -   ramakrishnan@ksrct.ac.in
2. Mr.P.Sabareesh   -   sabareesh@ksrct.ac.in

Passed in BoS Meeting held on 19.10.2023
Approved in Academic Council Meeting held on 23.10.2023

BoS Chairman Signature

61 MB 205	Applied Operations Research	Category	L	T	P	Credit
		PC	3	1	0	4

Objective

- To learn about linear programming method
- To apply transportation models and assignment model to minimize the cost of investment
- To understand the application of sequencing model
- To understand the application of queuing techniques in business situations
- To understand the application of replacement models

.Prerequisite

Business Statics and Analytics

Course Outcomes

On the successful completion of the course, students will be able to

CO1	Apply linear programming techniques to optimize the business problem.	Apply
CO2	Apply transportation models and assignment model to optimize the resource to enhance operational efficiency.	Apply
CO3	Apply sequencing models to reduce elapsed time and networkscheduling to minimize the project completion duration.	Apply
CO4	Apply decision models and game theory techniques in business situations fordecision making.	Apply
CO5	Analyze the duration for replacement of equipment's using replacement models.	Analyze

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3		3		
CO2	3	3		2	3	
CO3	3	2	3			
CO4	2	3				
CO5	3	3		3		
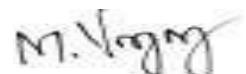
Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	5	5	20
Understand	15	15	20
Apply	30	30	50
Analyze	10	10	10
Evaluate	0	0	0
Create	0	0	0

Passed in BoS Meeting held on 19.10.2023
Approved in Academic Council Meeting held on 23.10.2023

M.Vogny
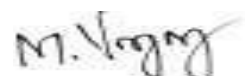
BoS Chairman Signature

K.S. Rangasamy College of Technology – Autonomous R2022							
Master of Business Administration - MBA							
61 MB 205 – Applied Operations Research							
Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
II	3	1	0	60	4	40	60	100

Linear Programming Problem Introduction –Formulation- Graphical Method- Simplex Method -Big-M Method–Duality concepts.	11
Transportation problem and Assignment problem Transportation problem - Mathematical Formulation -Initial Basic Feasible Solution – Testing for Optimality –MODI method–Degeneracy - Unbalanced Transportation Problem - Maximization Type- Assignment Problem-Mathematical Formulation - Minimization Problem -Unbalanced Assignment Problem - Maximization Problem.	16
Sequencing Models and Network Scheduling Sequencing problem -Processing n Jobs through Two Machines-Processing Jobs through Three Machines – Processing Jobs through k Machines-Network Diagrams – Critical Path Method-PERT Calculations.	13
Decision theory and Game Theory Steps in Decision Making – Decision Making Environment - Decision-making under uncertainty -Decision making under risk – EMV/EOL approach - Game Theory -zero sum games: Arithmetic and Graphical Method.	11
Replacement theory Replacement of items that deteriorate gradually – with time, without time, that fails completely – individual replacement – grouper placement.	9
Total Hours	**60**

Text Book(s):

1.	Sharma J K, "Operations Research – Theory and Applications", MacMillan India Ltd.,6th Edition, 2016.
2	Anderson, Sweeney and Williams, "An Introduction to Management Science",South Western12[th] Edition, 2019.

Reference(s):

3. Vohra N D, "Quantitative Techniques in Management", Tata McGraw Hill, 6 Edition, 2021.

4. Gupta P K and Hira D.S., "Operations Research", Sultan Chand, 2015.

5. Kalavathy S, "Operations Research", Vikas Publishing House, 6th Edition, 2019.

Passed in BoS Meeting held on 19.10.2023
Approved in Academic Council Meeting held on 23.10.2023

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Course Contents and Lecture Schedule
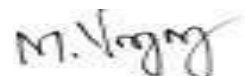
S. No	Topic	No. of Hours
1	**Linear Programming Problem**	
1.1	Introduction	1
1.2	Formulation	1
1.3	Graphical Method	2
1.4	Tutorial	1
1.5	Simplex Method	2
1.6	Big-M Method	2
1.7	Duality concepts	1
1.8	Tutorial	1
2	**Transportation problem and Assignment problem**	
2.1	Mathematical Formulation, Initial Basic Feasible Solution	1
2.2	Testing for Optimality – MODI method	2
2.3	Degeneracy	2
2.4	Unbalanced Transportation Problem	2
2.5	Maximization Type	2
2.6	Tutorial	1
2.7	Assignment Problem - Mathematical Formulation	1
2.8	Minimization Problem	1
2.9	Unbalanced Assignment Problem	1
2.10	Maximization Problem	2
2.	Tutorial	1
3	**Sequencing Models and Network Scheduling**	
3.1	Sequencing problem	1
3.2	Processing n Jobs through Two Machines	1
3.3	Processing n Jobs through Three Machines	2
3.4	Processing n Jobs through k Machines	2
3.5	Tutorial	1
3.6	Network Diagrams	1
3.7	Critical Path Method	2
3.8	PERT Calculations.	2
3.9	Tutorial	1
4	**Decision theory and Queuing Theory**	
4.1	Steps in Decision-Making, Decision-Making Environment	1
4.2	Decision-making under uncertainty	2
4.3	Decision making under risk – EMV/EOL approach	2
4.4	Tutorial	1
4.5	Structure of Queuing System	1
4.6	Queuing Models	1

Passed in BoS Meeting held on 19.10.2023
Approved in Academic Council Meeting held on 23.10.2023

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4.7	Single Channel Queuing Model with Poisson arrivals and exponential service times	2
4.8	Tutorial	1
5	**Replacement Theory**	
5.1	Replacement of items that deteriorate gradually – with time	2
5.2	Replacement of items that deteriorate gradually – without time	2
5.3	Fails completely – individual replacement – group replacement.	4
5.4	Tutorial	1
	Total	**60**

Course Designers

1. Mr.V.S.Vijayachander - vijayachander@ksrct.ac.in

BoS Chairman Signature

60 MB 206	Research Methods for Business	Category	L	T	P	Credit
		PC	4	0	0	4

Objective

- To understand the research concepts and research process
- To understand the research design and sampling frame
- To apply measurement scales for appropriate data collection
- To learn the statistical tools for making decisions
- To be aware of ethical norms in research

Prerequisite

NIL

Course Outcomes

On the successful completion of the course, students will be able to

CO1	Demonstrate the research concepts and research process	Apply
CO2	Analyze the research design and sampling frame	Analyze
CO3	Appraise the measurement scales for appropriate data collection	Analyze
CO4	Analyze business problems and apply statistical tools for making decisions	Analyze
CO5	Prepare a research report following ethical norms	Create
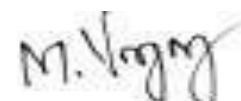
Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3					
CO2		3	2			
CO3	3	3				
CO4		3		3	3	
CO5	3					3
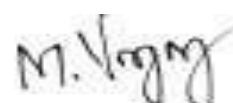
Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	20	20	30
Understand	20	20	40
Apply	20	20	30
Analyse	0	0	0
Evaluate	0	0	0
Create	0	0	0

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

K.S.Rangasamy College of Technology – Autonomous R2022							
Master of Business Administration - MBA							
60 MB 206 – Research Methods for Business							
Semester	Hours/Week			**Total Hours**	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
II	4	0	0	60	4	40	60	100

Introduction to research Meaning and Definition of research-objectives of research--types of research- Research Process - Review of literature - Formulating the Research Question - hallmarks of scientific research	10
Research design and Sampling Classification of Research Design – Exploratory Design, Descriptive Design and Causal Design - - Experimental Research Design; Target Population - Sampling Frame - Sampling methods **-** Size of Sample - Probability Sampling – Non-Probability Sampling	12
Data collection an Measurement of scales Qualitative and Quantitative Data Collection Methods – Primary and Secondary Data Collection- Measurement Scales - Nominal, Ordinal, Interval and Ratio – Characteristics of Good Measurement -Validity, Reliability, Practicality – Rating Scales – Ranking Scales – Designing Questionnaire	12
Data preparation and data analysis Editing–coding– –tabulation- Data Analysis – Univariate Analysis – Bivariate Analysis- Multivariate techniques – Factor analysis, Discriminant analysis and Conjoint analysis.	14
Report writing and Ethics in research Types of report- format of the report- factors in organizing are research report. Definition ofethics– ethical principles and plagiarism.	12
Total Hours	**60**

Text Book(s):

1.	Donald R. Cooper, Pamela S. Schindler and J K Sharma, "Business Research Methods", McGraw Hill Education (India) Private Limited, New Delhi. 12th Edition, 2018.
2	William A Zikmund, "Business Research Methods", Thomson's publication, 2nd edition 2018

Reference(s):

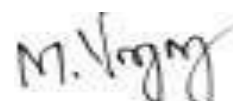| 1.	Uma Sekaran and Roger Bougie, "Research Methods for Business: A skill building approach", Wiley India, New Delhi. 7th Edition, 2018.
2.	Bajpai, N., "Business Research Methods", Pearson Education, 2nd Edition, 2017.
3.	Bryman, A. and Bell, E, "Business research methods", Oxford University Press, 4th Edition, 2016.

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Introduction to research**	
1.1	Meaning and Definition of research	2
1.2	Objectives of research	2
1.3	Types of research	1
1.4	Research Process	1
1.5	Review of literature	2
1.6	Formulating the Research Question	1
1.7	Hallmarks of scientific research	1
2	**Research design and Sampling**	
2.1	Classification of Research Design	2
2.2	Exploratory Design	2
2.3	Descriptive Design and Causal Design	1
2.4	Experimental Research Design	2
2.5	Target Population - Sampling Frame	2
2.6	Sampling methods	1
2.7	Size of Sample	1
2.8	Probability Sampling – Non-Probability Sampling	1
3	**Data collection a Measurement of scales**	
3.1	Qualitative and Quantitative Data Collection Methods	2
3.2	Primary and Secondary Data Collection	2
3.3	Measurement Scales - Nominal, Ordinal, Interval and Ratio	1
3.4	Characteristics of Good Measurement - Validity, Reliability, Practicality	2
3.5	Rating Scales & Ranking Scales	3
3.6	Designing Questionnaire	2
4	**Data preparation and data analysis**	
4.1	Editing–coding– –tabulation	3
4.2	Univariate - Measures of central tendency & Measures of Dispersion	3
4.3	Bivariate - ANOVA test – t test - Chi-square test - Correlation – regression	4
4.4	Multivariate techniques – Factor Analysis	2
4.5	Discriminant analysis and Conjoint analysis.	2
5	**Report writing and Ethics in research**	
5.1	Types of report	3
5.2	Format of the report	2
5.3	Factors in organizing are research report	2
5.4	Definition of ethics–ethical principles.	2
5.5	Plagiarism	3
	Total	60

Course Designers

1. Dr.R.Hemamalini   - hemamalini@ksrct.ac.in

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

60 MB 2P1	Seminar on Management Fundamentals	Category	L	T	P	Credit
		EEC	0	0	4	2

Objective

- To learn the basic concepts of management
- To learn the concepts of Organization and leadership
- To learn the concepts of Planning and Strategy Formulation
- To learn the concepts of Risk and stress management
- To learn the concepts of Crisis management and work force diversity

Prerequisite

Business Communication

Course Outcomes

On the successful completion of the course, students will be able to

CO1	Understand the basic concepts of management	Understand
CO2	Interpret the concepts of Organization and leadership	Apply
CO3	Analyze the concepts of Planning and Strategy Formulation	Analyze
CO4	Apply the concepts of Risk and stress management	Apply
CO5	Analyze the concepts of Crisis management and work force diversity	Analyze

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3		3		
CO2	3		3			
CO3	3	2			3	
CO4	3	3		2	3	
CO5	3	3				

Assessment Pattern

Internal: No Continuous Assessment test will be conducted
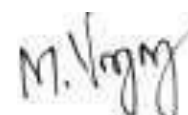
Students' performance will be assessed in the classroom as given below:

Presentation Skill: Content preparation, PPT preparation and Speaking skills: 50 marks

Listening Skill: Answering the queries related to the topic presented: : 10 marks

External: Practical Exam Seminar Presentation : 30 Marks
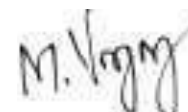
Seminar Report/ Viva Voce : 10 Marks

BoS Chairman Signature

K.S.Rangasamy College of Technology – Autonomous R2022							
Master of Business Administration							
60 MB 2P1 - Seminar on Management Fundamentals							
Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
II	0	0	4	30	2	60	40	100

List of Topics for Seminar Presentation

- Management Principles
- Management Functions
- Organizational Culture, Diversity and Ethics
- Leadership and Motivation
- Managing Employees Empowerment
- Planning and Strategy Formulation
- Risk Management
- Role of Managers in Present Era
- Stress Management
- Crisis Management
- Work force Diversity
- Motivation

	Total Hours	30

Text Book(s):

1.	Samuel C. Certo and S.Trevis Certo, Modern Management: Concepts and Skills, Pearson Education, 15th edition, 2018.
2	Charles W.L Hill and Steven L McShane, Principles of Management, McGraw Hill Education, Special Indian Edition, 2017.

Reference:

1.	Robert Konopaske, John M Ivancevich, Michael T Matteson, Organizational Behaviour and Management, 11th edition, Tata McGraw Hill, 2017.
2.	Stephen P. Robbins, David De Cenzo and Mary Coulter, Fundamentals of Management, Prentice Hall of India,9th edition 2016.
3.	Meenakshi Raman, Prakash Singh, Business Communication by, Oxford, 3rd edition, 2016

Software used

MS – POWER POINT

Course Designer

Dr.E.Kalaivani- kalaivanie@ksrct.ac.in

BoS Chairman Signature

60 MB 2P2	Data Analytics Lab - II	Category	L	T	P	Credit
		PC	0	0	4	2

Objective

- To understand about the basic operations of SPSS
- To learn the business operations using SPSS
- To apply measures of central tendency and dispersion tool in SPSS
- To apply various test for significance in SPSS
- To apply the multivariate analysis using SPSS

Prerequisite

Data Analytics Lab - I

Course Outcomes

On the successful completion of the course, students will be able to

CO1	Understand about the basic operations of the statistical package SPSS	Understand
CO2	Analyze data using various test for significance in SPSS	Analyze
CO3	Analyze the multivariate analysis in business operations using SPSS	Analyze
CO4	Create the report data using Power BI	Create
CO5	Apply the power query, pivot and view	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3			3		
CO2	3					
CO3	3	3				
CO4		3		3		
CO5	3			3		

Assessment Pattern

Internal: No Continuous Assessment test will be conducted
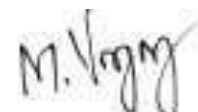
Students' performance will be assessed in the classroom as given below:

Logical Test: Understanding of the problem given and executing the exercise: 50 marks

Run Test: Displaying the output for the exercise   : 10 marks

External: Practical Lab Exam   : 30 Marks
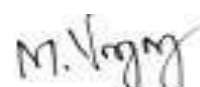
          Record Book/ Viva Voce   : 10 Marks

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

K.S. Rangasamy College of Technology – Autonomous R2022							
Master of Business Administration							
60 MB 2P2– Data Analytics Lab - II							
Semester	Hours/Week			**Total Hours**	Credit	Maximum Marks	
	L	T	P		C	CA	ES	Total
II	0	0	4	30	2	60	40	100

List of Experiments

- Calculate descriptive statistic using SPSS
- Design Frequency table and Cross tabulation using SPSS & Calculate Chi-square tests using SPSS
- Perform Correlation test using SPSS. & perform Regression analysis using SPSS.
- Analyze Factorial method using SPSS.
- Analyze data using Discriminant method in SPSS
- Create visuals, such as charts or graphs that provide visual representations of the data Using Power Bi.
- Create reports that are collections of visuals on one or more report pages Using Power Bi.
- Power Query: a data make up and transformation tool Using Power Bi.
- Power Pivot: a memory tabular data modeling tool Using Power Bi.
- Power View: a data visualization tool Using Power Bi.

Text Book(s):

1.	Dr. Lalit Prasad & Dr. Priyanka Mishra, "DATA ANALYSIS USING SPSS: Text and Cases", Nirali Prakashan Publication, January 2022.
2	Jeremy Arnold," Learning Microsoft Power BI", Shroff Publishers, 2020

References Book(S):

1.	Rajathi A. & P. Chandran, "SPSS (Statistical Package for Social Sciences)" MJP Publishers, August2018
2.	Robert H Caver and Jane Gradwohl Nash, "Doing Data analysis with SPSS", Thomson Learning, 5th Edition 2012.
3.	Uma Sekaran and Roger Bougie, "Research Methods for Business: A skill building approach", Wiley India, New Delhi. 7th Edition, 2018.

Software used

SPSS Package and Power BI

Course Designer

Dr.R.Hemamalini   - hemamalini@ksrct.ac.in

M.Vngny

BoS Chairman Signature

K.S. RANGASAMY COLLEGE OF TECHNOLOGY, TIRUCHENGODE – 637 215
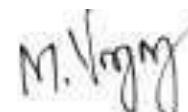(An Autonomous Institution affiliated to Anna University)

MBA Degree Programme

SCHEME OF EXAMINATIONS
(For the candidates admitted from 2023-2024 onwards)

THIRD SEMESTER

S. No.	Course Code	Name of the Course	Duration of Internal Exam (Hours)	Continuous Assessment *	End Semester Exam **	Max. Marks	End Semester Exam	Total
				Weightage of Marks			**Minimum Marks for Pass in End Semester Exam**	
THEORY								
1	60 MB 301	Strategic Management	2	40	60	100	50	100
2	60 MB 3**	Elective 1	2	40	60	100	50	100
3	60 MB 3**	Elective 2	2	40	60	100	50	100
4	60 MB 3**	Elective 3	2	40	60	100	50	100
5	60 MB 3**	Elective 4	2	40	60	100	50	100
6	60 MB 3**	Elective 5	2	40	60	100	50	100
7	60 MB 3**	Elective 6	2	40	60	100	50	100
PRACTICAL								
8	60 MB 3P1	Creativity and Innovation in Business	3	60	40	100	50	100
9	60 MB 3P2	Summer Internship	3	60	40	100	50	100

*   CA evaluation pattern will differ from course to course and for different tests. This will have to be declared in advance to students. The department will put a process in place to ensure that the actual test paper follow the declared pattern.

** End Semester Examination will be conducted for maximum marks of 100 and subsequently be reduced to 60 marks for the award of terminal examination marks.

BoS Chairman Signature

60 MB 301	Strategic Management	Category	L	T	P	Credit
		PC	3	0	0	3

Objective

- To enable the students to understand the concept of Strategic Management
- To familiarize the importance of competitive advantage
- To help the students to understand formulation, analysis and implementation in a corporate environment
- To provide the knowledge on Designing Strategic Control Systems
- To understand the recent trends in strategic management

Prerequisite

NIL

Course Outcomes

On the successful completion of the course, students will be able to
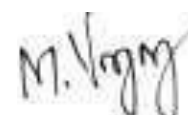
CO1	Classify the basic concept of strategy and strategic management process,vision, mission and major goals.	Understand
CO2	Examine the core competency, building blocks and durability of competitive advantage, avoiding failure and sustaining competitive advantage.	Analyze
CO3	Analyze the internal environment by using SWOT and external environmentby using five forces model and environment threat and opportunity profile.	Analyze
CO4	Support the designing of organizational structure, strategic control system for change process.	Evaluate
CO5	Interpret the recent trends in strategic management	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1			2	3		
CO2	3					3
CO3		3			3	
CO4						3
CO5		2	3		3	

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination(Marks)
	1	2	
Remember	25	25	45
Understand	25	25	35
Apply	10	10	20
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

K.S. Rangasamy College of Technology –Autonomous R2022						
Master of Business Administration – MBA						
60 MB 301 – Strategic Management						
Semester	**Hours/Week** ||	**Total Hours**	**Credit**	**Maximum Marks**		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100

Introduction to Strategic Management Concept of Strategy-Strategic Management Process – Business Definition-Vision, Missionand Major goals- Business definition- Objectives and Goals.	**6**
Competitive Advantage Five Forces Model - Core competency - Generic Building Blocks of Competitive Advantage– Durability of Competitive Advantage – Avoiding Failure and Sustaining CompetitiveAdvantage*	**9**
Strategies and Environmental Analysis Value Chain – Functional Level Strategies – Business Level Strategy – Corporate Level Strategy – Strategy in Global Environment, Blue ocean strategy - SWOT -– Environmental threat and Opportunities Profile – Business Portfolio analysis and BCG Matrix, GE nine cell matrix and Ansoff Matrix	**12**
Implementing Strategy and Performance Evaluation Designing Organizational Structure – Designing Strategic Control Systems – Matching Structure and Control to Strategy – Change Process – Balance Score Card analysis.	**9**
Recent Trends in Strategic Management Introduction, Strategic Thinking, Organizational Culture and its Significance, Organizational Development and Change, Change Management*, Strategic management in a new globalized economy	**9**
Total Hours 45	

Text book (s):	
1	Charles W.L.Hill, Melissa A Schilling & Gareth R.Jones, "Strategic Management: AnIntegrated Approach", Cengage Learning, 12th Edition, 2016.
2	John Pearce, Richard Robinson, Amita Mital, "Strategic Management: Formulation, Implementation and Control", McGraw Hill, 12th Edition, 2017.
Reference(s):	
1	Azhar Kazmi and Adela Kazmi, "Strategic Management", McGraw Hill Education, 4th Edition, 2015.
2	R.Srinivasan, "Strategic Management: The Indian contest", PHI Learning, 2014.
3	Michael A.Hitt, "Strategic Management: Concepts and Cases", South-Western Publishing, 10th Edition, 2013.

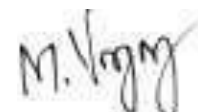***SDG 8– Decent work and Economic Growth**

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Introduction to Strategic Management**	
1.1	Concept of Strategy-Strategic Management Process	2
1.2	Business Definition-Vision, Mission and Major goals	2
1.3	Business -Objectives and Goals.	2
2	**Competitive Advantage**	
2.1	Five Forces Model	2
2.2	Core competency	2
2.3	Generic Building Blocks of Competitive Advantage	1
2.4	Durability of Competitive Advantage	2
2.5	Avoiding Failure and Sustaining Competitive Advantage	2
3	**Strategies and Environmental Analysis**	
3.1	Value Chain – Functional Level Strategies	2
3.2	Business Level Strategy – Corporate Level Strategy	2
3.3	Strategy in Global Environment, Blue ocean strategy	2
3.4	SWOT -– Environmental threat and Opportunities Profile	2
3.5	Business Portfolio analysis and BCG Matrix	2
3.6	GE nine cell matrix and Ansoff Matrix	2
4	**Implementing Strategy and Performance Evaluation**	
4.1	Designing Organizational Structure	2
4.2	Designing Strategic Control Systems	2
4.3	Matching Structure and Control to Strategy	2
4.4	Change Process	1
4.5	Balance Score Card analysis	2
5	**Recent Trends in Strategic Management**	
5.1	Introduction, Strategic Thinking	2
5.2	Organizational Culture and its Significance	2
5.3	Organizational Development and Change	2
5.4	Change Management	1
5.5	Strategic management in a new globalised economy	2
	Total	45

Course Designers

1. Mr.R.Murgaganesh - murugaganesh@ksrct.ac.in

60 MB 3F1	Security Analysis and Portfolio Management	Category	L	T	P	Credit
		PE	3	0	0	3

Objective

- To provide comprehensive knowledge on investment in Stock Trading.
- To learn the advanced investment tools and techniques available for analyzingthe securities and portfolio management.
- To provide a practical approach in stock market operations and understand the relationship between risk and return on investment.
- To make an investment decision in a less risky approach.
- To prepare for the prospective career in the field of stock trading, Entrepreneurship and other financial services sector

Prerequisite

Financial Management

Course Outcomes

On the successful completion of the course, students will be able to
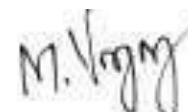
CO1	Understand the basic of Indian securities market and different terminologies used in equity and debt markets.	Understand
CO2	Interpret the market regulators and various participants in thesecurities market	Apply
CO3	Interpret various fundamental analysis techniques towards stock investment.	Apply
CO4	Examine the basics of technical analysis and various indicators for short term trading.	Analyze
CO5	Evaluate the portfolio methods, construction, and evaluation	Evaluate

Mapping with Programme Outcomes
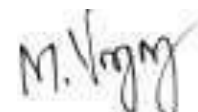
COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3			3		
CO2	3			3		
CO3	3	3				
CO4	3	3		2		
CO5	3	3		3		

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	10	20	30
Understand	30	30	30
Apply	20	10	40
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

K.S.Rangasamy College of Technology –Autonomous R2022								
Master of Business Administration - MBA								
60 MB 3F1 – Security Analysis and Portfolio Management								
Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100

Introduction to the Investment and Securities Market Investment – Investment Objectives - Investment Alternatives - History – Indian Financial System – Objectives of the Security Analysis–Money Market – Capital Market – Stock Trading System – Merchant Banking – Investment Banking.	9
Regulators and Market Participants in the Securities Market SEBI: Regulations of SEBI with regard to Primary and Secondary Market –RBI – IRDAI-PFRDA – Stock Exchanges: BSE – NSE – Depositories: NSDL – CDSL – Depository Participants – Trading Members – Clearing and Settlement: NSCCL – ICCL – Clearing Members – Issuers – Investors – Speculators – Hedgers – Arbitrageurs.	9
Fundamental Analysis Economic Analysis: Economic Forecasting Techniques – Industry Analysis: Industry Classification –Industry Structure and Performance – Company Analysis: MeasuringEarnings – Applied Valuation Techniques.	9
Technical Analysis Fundamental Vs Technical Analysis- Charting Methods – Chart Patterns -Tools of Trend Analysis (SMA-ROC–RSI-MACD)–Elliot Wave Theory – Dow Theory – Random Walk Theory– EMH.	9
Portfolio Management and Mutual Fund Operations Portfolio – Portfolio Objective – Portfolio Theory: Traditional Portfolio theory – Modern Portfolio theory – Portfolio Analysis - Portfolio Criteria – Portfolio Diversification – Portfolio Construction – Model Portfolios – Portfolio Evaluation- Portfolio Revision – Mutual Fund – AMC – Mutual Fund Operations in India – Types of schemes– SIP-ETFs-NAV Calculations.	9
	Total Hours 45

Text book (s):	
1.	Prasanna Chandra, "Investment Analysis and Portfolio Management", Mc Graw Hill, 6th Edition, 2021.
2.	Punithavathy Pandian, "Security Analysis and Portfolio Management", 2nd Edition, 2012.

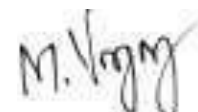| Reference(s):	
1.	S.Kevin, "Security Analysis and Portfolio Management", New Delhi: PHI Learning, 2nd Edition, 2015.
2.	Joshi, "Security Analysis And Portfolio Management", UDH Publishers and Distributors,1st Edition,2018
3.	Falguni H Pandya, "Security Analysis and Portfolio Management", Jaico Publishing House, 1st Edition, 2013.
4.	Shalini Talwar, "Security Analysis and Portfolio Management" , Cengage Learning , 2016

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Introduction to the Investment and Securities Market**	
1.1	Investment – Investment Objectives	2
1.2	Investment Alternatives	1
1.3	History – Indian Financial System	1
1.4	Objectives of the Security Analysis–Money Market	1
1.5	Capital Market	1
1.6	Stock Trading System	1
1.7	Merchant Banking	1
1.8	Investment Banking.	1
2	**Regulators and Market Participants in the Securities Market**	
2.1	SEBI: Regulations of SEBI with regard to Primary and Secondary	1
2.2	Market –RBI – IRDAI- PFRDA	1
2.3	Stock Exchanges: BSE – NSE	1
2.4	Depositories: NSDL – CDSL – Depository Participants	2
2.5	Trading Members – Clearing and Settlement: NSCCL – ICCL – Clearing Members	2
2.6	Issuers – Investors – Speculators – Hedgers – Arbitrageurs	2
3	**Fundamental Analysis**	
3.1	Economic Analysis: Economic Forecasting Techniques	3
3.2	Industry Analysis: Industry Classification –Industry Structure and Performance	3
3.3	Company Analysis: Measuring Earnings – Applied Valuation Techniques.	3
4	**Technical Analysis**	
4.1	Fundamental Vs Technical Analysis	1
4.2	Charting Methods	1
4.3	Chart Patterns	1
4.4	Tools of Trend Analysis(SMA-ROC–RSI-MACD)	2
4.5	Elliot Wave Theory & Dow Theory	2
4.6	Random Walk Theory & EMH.	2
5	**Portfolio Management and Mutual Fund Operations**	
5.1	Portfolio – Portfolio Objective	1
5.2	Portfolio Theory: Traditional Portfolio theory – Modern Portfolio theory	2
5.3	Portfolio Analysis - Portfolio Criteria – Portfolio Diversification	2
5.4	Portfolio Construction – Model Portfolios	1
5.5	Portfolio Evaluation- Portfolio Revision	1
5.6	Mutual Fund – AMC – Mutual Fund Operations in India	1
5.7	Types of schemes– SIP-ETFs-NAV Calculations.	1
		45

Course Designers

Dr.E.Kalaivani   - kalaivanie@ksrct.ac.in
Mr.P.Sabareesh   -sabareesh@ksrct.ac.in

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

60 MB 3F2	Financial Technology Services	Category	L	T	P	Credit
		PE	3	0	0	3

Objective

- To Understand Financial technology
- To apply the technological trends and Digital finance
- To analyse about Fintech regulations
- To understand the Regulatory implications of financial industry
- To apply about Data analytics in financial services

Prerequisite

Financial Management

Course Outcomes

On the successful completion of the course, students will be able to
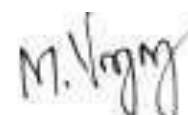
CO1	Understand the Financial technology products and Services	Understand
CO2	Understand digital finance	Apply
CO3	Analyze the regulatory requirements in technology based Financial services	Apply
CO4	Understand about alternative finance	Analyze
CO5	Apply data analytics on financial services	Apply

Mapping with Programme Outcomes
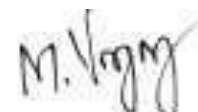
COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3			3		
CO2		3				3
CO3					2	
CO4	3		3			
CO5					3	3

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	10	10	20
Understand	20	20	30
Apply	30	30	50
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vijay

BoS Chairman Signature

K.S.Rangasamy College of Technology –Autonomous R2022							
Master of Business Administration - MBA							
60 MB 3F2 - Financial Technology Services							
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**	
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100

Introduction to Fintech

Evolution of Financial Technology – Transformation of Fintech and Social inclusion, Banks and Startups in Fin tech Markets - Collaboration between Financial Institutions and Startups–Fintech Types – Different types of fintech users - Opportunities and Challenges for small and large enterprises | 9

Digital financial services

Digital Financial Services – Mobile Money – Regulation of Mobile Money – SFMS - RTGS - NEFT –NDS Systems – Crypto currencies – Legal and Regulatory Implications of Crypto currencies –Block chain technology | 9

Alternative Finance

Digital Finance and Alternative Finance – Digitization of Financial Services - Fintech & Funds-Crowd funding– Regards, Charity and Equity - P2P and Marketplace Lending – NewModels and New Products – ICO. | 9

Fintech Regulations

RegTech and Fintech - Introduction - Fintech Regulations Evolution of RegTech – RegTech Ecosystem: Financial Institutions – RegTech Ecosystem – RegTech Startup | 9

Data Analytics in Financial services

Data Analytics in Finance - Methods of Data Protection: GDPR Compliance and Personal Privacy – How AI is Transforming the Future of Fintech – Digital Identity – Change in mindset: Regulation 1.0 to 2.0 (KYC to KYD) - AI & Governance | 9

Total Hours 45

Text book (s):

1. Susanne Chishti and Janos Barberis, " The FINTECH Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries", John Wiley, 1st Edition, 2016

2. Agustin Rubini, "Fintech in a Flash: Financial Technology Made Easy", Zaccheus, 3rd Edition, 2018

Reference(s):

1. David Lee Kuo Chuen and Robert Deng 2017 Hand book of Block chain, Digital fiancé and Inclusion (Volume 1) Academic Press Publisher

2. Abdul Rafay, "FinTech as a Disruptive Technology for Financial Institutions", IGI Global, January, 2019

3. Shilpa Srivastava and Ved Prakash Gulati 2008, Financial Technology Management: The Financial System and Technology (Vol I) ICFAI University Press
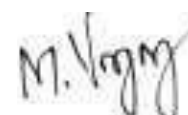
Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Introduction to Fintech**	
1.1	Evolution of Financial Technology	1
1.2	Transformation of FinTech and Social inclusion, Banks and Startups in Fin tech Markets	3
1.3	Collaboration between Financial Institutions and Startups	2
1.4	Fintech Types – Different types of fintech users	2
1.5	Opportunities and Challenges for small and large enterprises	1
2	**Digital Financial services**	
2.1	Digital Financial Services – Mobile Money	2
2.2	Regulation of Mobile Money	1
2.3	SFMS - RTGS - NEFT –NDS Systems	2
2.4	Crypto currencies	1
2.5	Legal and Regulatory Implications of Crypto currencies	2
2.6	Block chain technology	1
3	**Alternative Finance**	
3.1	Digital Finance and Alternative Finance	2
3.2	Digitization of Financial Services	2
3.3	Crowd funding, Charity and Equity	2
3.4	New Models and New Products – ICO.	3
4	**Fintech Regulation**	
4.1	RegTech and Fintech - Introduction	2
4.2	FinTech Regulations Evolution of RegTech	2
4.3	RegTech Ecosystem: Financial Institutions	3
4.4	RegTech Startups	2
5	**Data Analytics in Financial services**	
5.1	Data Analytics in Finance	1
5.2	Methods of Data Protection: GDPR Compliance and PersonalPrivacy	2
5.3	How AI is Transforming the Future of FinTech	2
5.4	Digital Identity	2
5.5	Change in mindset: Regulation 1.0 to 2.0 (KYC to KYD)	1
5.6	AI & Governance	1
	Total	45

Course Designers

Dr.H.Kalaiarasi   - kalaiarasi@ksrct.ac.in
Dr. E. Kalaivani   - kalaivanie@ksrct.ac.in

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

60 MB 3F3	International Financial Management	Category	L	T	P	Credit
		PE	3	0	0	3

Objective

- To get acquainted for a prospective career in the field of international finance.
- To develop skills in Foreign Exchange Management, Derivatives Management, and managing complex Capital Structuring of companies.
- To understand a wide variety of Financial Sector and facilitates the niche employment opportunities.
- To gain a fair amount of knowledge to measure foreign exchange risk and to identify risk management strategies.
- To integrate the global developments with the changing business environment in India.

Prerequisite

Financial Management

Course Outcomes

On the successful completion of the course, students will be able to
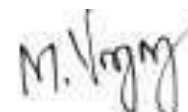
CO1	Outline the basic concepts of International Financial System and Financial markets	Understand
CO2	Interpret the roles of exchange and interest rate exposure	Apply
CO3	Illustrate Foreign Exchange Market and Hedging in derivatives.	Apply
CO4	Appraise the operations in International money market	Analyze
CO5	Interpret the Cost of capital, Capital structure and Capital budgeting of MNC	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3			3		
CO2		3		2		
CO3		3		3		3
CO4	3	2		3		2
CO5	3	3				
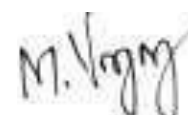
Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	25	25	35
Understand	25	25	45
Apply	10	10	20
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vijay

BoS Chairman Signature

K.S.Rangasamy College of Technology –Autonomous R2022								
Master of Business Administration - MBA								
60 MB 3F3 - International Financial Management								
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100

International Dimensions of Financial Management International financial system – International financial markets – International monetary system *– International risk exposure – Balance of Payment.	9
Management of Exchange and Interest Rate Exposure Determinations of foreign Exchange rate *– International parity condition: IRP, PPP –International Fisher Effect- Time Factor in International Risk.	9
Management of Risks in International Transactions Foreign Exchange Market – Hedging in Derivatives (Future, Options & Swaps) *– Exchange Rate risk management.	9
International Financing Operations in International money market, FDI, ADR, GDR, ECB, ECP – Operations in Foreign currency market *– New instruments in Indian markets such as FRAs, caps, collars.	9
Financial Management of MNCS Overcoming market segmentation and International Diversifications-Cost of Capital &Capital structure of MNC- Multinational Capital Budgeting – Multinational Cash Management – International Taxation.	9
	Total Hours 45

Text book (s):

1	Madhu Vij., "International financial Management: Text and cases", Taxmann, 4th Edition Dec 2021.
2	Thummuluri Siddaiah, "International Financial Management: An Analytical Framework ", Pearson Education, 3rd Edition, 2021.

Reference(s):

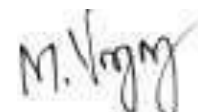|	
1	Cheol S Eun and Bruce Resnick , "International Finance Management", McGraw Hill, 8th Edition, 2021.
2	Jeff Madura, "International Financial Management", Cengage India, 14th Edition, 2022.
3	Apte, P G, Kapshe and sanjeevan," International Financial Management" McGraw Hill, 8th Edition, 2020.
4	M. Y. Khan (Author), P. K. Jain," International Financial Management: Text, Problem and Cases" McGraw Hill Education, 8th Edition, 2018.

 ***SDG 8 - Decent work and Economic Growth**

BoS Chairman Signature

Course Contents and Lecture Schedule

S.No	Topic	No. of Hours
1	**International Dimensions of Financial Management**	
1.1	International financial system	2
1.2	International financial markets	2
1.3	International monetary system	2
1.4	International risk exposure	2
1.5	Balance of Payment.	1
2	**Management of Exchange and Interest Rate Exposure**	
2.1	Determinations of foreign Exchange rate	3
2.2	International parity condition: IRP, PPP	2
2.3	International Fisher Effect	2
2.4	Time Factor in International Risk.	2
3	**Management of Risks in International Transactions**	
3.1	Foreign Exchange Market	3
3.2	Hedging in Derivatives (Future, Options & Swaps)	3
3.3	Exchange Rate risk management.	3
4	**International Financing**	
4.1	Operations in International money market, FDI, ADR, GDR,ECB, ECP	3
4.2	Operations in Foreign currency market	3
4.3	New instruments in Indian markets such as FRAs, caps,collars.	3
5	**Financial Management of MNCS**	
5.1	Overcoming market segmentation and International Diversifications	2
5.2	Cost of Capital & Capital structure of MNC	2
5.3	Multinational Capital Budgeting	2
5.4	Multinational Cash Management	2
5.5	International Taxation.	1
	Total	45

Course Designers

Mr.P.Sabareesh - sabareesh@ksrct.ac.in

BoS Chairman Signature

60 MB 3F4	Banking and Financial Services	Category	L	T	P	Credit
		PE	3	0	0	3

Objective

- To Understand Banking Products and Financial services
- To analyze about banks and NBFC Management
- To focus on regulations of commercial banks
- To focus on Corporate Financial services
- To investigate the advent of technology in financial service industry

Prerequisite

Financial Management

Course Outcomes

On the successful completion of the course, students will be able to
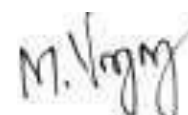
CO1	Understand functions of Banks and NBFC	Understand
CO2	Interpret about retail financial services knowledge	Apply
CO3	Demonstrate the regulated banking services on various domains	Apply
CO4	Analyze about various corporate services through banks	Analyze
CO5	Analyze technology based financial services in various domains	Analyze

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3			3		
CO2		3		3		
CO3				3		
CO4		3			3	
CO5		3		3		

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	10	10	20
Understand	20	20	30
Apply	30	30	50
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

K.S.Rangasamy College of Technology –Autonomous R2022							
Master of Business Administration - MBA							
60 MB 3F4 - Banking and Financial Services							
Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100

Introduction

History of Indian Banking system -role-regulations of commercial banks and its types and recent trends. NBFC – types - RBI guidelines - Trends of Indian financial services industry. | 9

Bank Products and Risk Management

Deposits Mobilized & Debit cards – types and features, Lending- personal loan, mortgage loan, Consumer loan, credit card services, investment services and wealth management- insurance, mutual fund, demat & advisory services | 9

Corporate Financial services

Term loan, Over draft , Hire-purchase, Leasing, Factoring, Bill discounting, forex services, custodian services | 9

Banks and NBFC Management

Basel Norms, Asset quality -NPA, Liquidity, Management quality, Asset-Liability management, risk management, evaluation of performance | 9

Recent trends in financial services

AI in financial services, role of Block chain technology, collaboration of fintech companies and Financial Institutions, E-banking and Aadhar enabled payment system | 9

Total Hours 45

Text book (s):

1	Khan. M. Y, "Financial Services", 10th Edition, McGraw-Hill Education, 2020
2	Padmalatha Suresh and Justin Paul, "Management of Banking and Financial Services, Pearson, Delhi, 2017. Publishers Ltd

Reference(s):

1	Meera Sharma, "Management of Financial Institutions – with emphasis on Bank and Risk Management", PHI Learning Pvt. Ltd., New Delhi 201
2	Arjunwadkar, P. Y. "Fintech: The Technology Driving Disruption in the Financial Services Industry". (n.p.): Taylor & Francis Group, 2020
3	Peter S. Rose and Sylvia C. and Hudgins, "Bank Management and Financial Services", Tata McGraw Hill, New Delhi, 2017

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Introduction**	
1.1	History of Indian Banking system	1
1.2	Role-regulations of commercial banks and its types and recent trends.	1
1.3	Role-regulations of commercial banks and its types and recent trends	2
1.4	NBFC – types- RBI guidelines	1
1.5	Trends of Indian financial services industry.	2
1.6	Opportunities and Challenges for small and large enterprises	2
2	**Bank Products and Risk Management**	
2.1	Deposits Mobilized	2
2.2	Types and features, Lending- personal loan	1
2.3	Mortgage loan, Consumer loan	2
2.4	Credit card services	1
2.5	Investment services and wealth management	2
2.6	Block chain technology	1
3	**Corporate Financial Services**	
3.1	Term loan, Over draft	1
3.2	Hire-purchase	2
3.3	Leasing	2
3.4	Factoring, Bill discounting	2
3.5	Forex services, custodian services	2
4	**Banks and NBFC Management**	
4.1	Banks and NBFC Management Basel Norms	2
4.2	Asset quality -NPA	2
4.3	Liquidity- Management quality	2
4.4	Asset-Liability management	1
4.5	Risk management	1
4.6	Evaluation of performance	1
5	**Recent Trends in financial services**	
5.1	AI in financial services	2
5.2	Role of Block chain technology	2
5.3	Collaboration of fintech companies and Financial Institutions	3
5.4	E-banking and Aadhar enabled payment system	2
	Total	45

Course Designers

1. Dr.H.Kalaiarasi - kalaiarasi@ksrct.ac.in
2. Mr.P.Sabareesh - sabareesh@ksrct.ac.in

BoS Chairman Signature

60 MB 3F5	Behavioral Finance	Category	L	T	P	Credit
		PE	3	0	0	3

Objective

- To prepare for the prudent financial decisions both qualitatively and quantitatively.
- To offer guidance on the importance of Investor Behaviour in effective selling of financial products.
- To understand the effective application of psychology in financial services.
- To prepare for a prospective career in the field of Mutual funds, Insurance and other financial services sector.
- To provide the strategic framework for an effective promotion of financial products.

Prerequisite

NIL

Course Outcomes

On the successful completion of the course, students will be able to
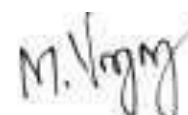
CO1	Understand the basic concept of behavioral finance.	Understand
CO2	Illustrate about limits to arbitrage.	Apply
CO3	Analyze the investor psychology in financial markets.	Analyze
CO4	Criticize about the Psychology of Investor Behavior	Remember
CO5	Demonstrate about the corporate finance	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3			3		
CO2	3	3				
CO3		3		3		
CO4		3				
CO5	3	3		3		

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	25	25	35
Understand	25	25	45
Apply	10	10	20
Analyze	0	0	0
Evaluate	0	0	0
Create	0	10	0

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vinay

BoS Chairman Signature

K.S.Rangasamy College of Technology –Autonomous R2022							
Master of Business Administration - MBA							
60 MB 3F5 – Behavioral Finance							
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100

Introduction to Behavioral Finance Overview of behavioral finance – History of behavioral finance – Behavioral factors and financial markets.	9
Limits to Arbitrage Aggregate market and individual rationality – Theory – Limits to Arbitrage – Applications: Closed end fund pricing, Long Term Capital- Investor rationality and market efficiency	9
The Psychology of Financial Markets Equity premium puzzle – Volatility puzzle - Investor rationality and market efficiency.	9
The Psychology of Investor Behavior Disposition Effect – Endowment effect and the availability Heuristic – Myopic loss aversion and mental accounting – Over confidence and optimism – Emotions and decision making.	9
Behavioral Corporate Finance Corporate decisions on capital structure and dividend policy – Merger and acquisitions and the winner's curse, M&A Waves and its market timing – IPO Underpricing.	9
Total Hours : 45	

Text book (s):

1	Ranjit Singh, "Behavioral Finance", PHI Learning, 2020.
2	John R. Nofsinger, "The Psychology of The Investing", Routledge Publication, 6th Edition, 2017.

Reference(s):

1	Hersh Shefrin, "Behavioral Corporate Finance", McGraw Hill, 2nd Edition, 2018.
2	Sujata Kapoor, Jaya Mamta Prosad, "Behavioral Finance", SAGE Publications,2019.
3	Tulsian P C, "Behavioral Finance", McGraw Hill, Inc, 2nd Edition, 2020.
4	Prasanna Chandra, "Behavioral Finance", McGraw Hill, 2nd Edition, 2020.

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

Course Contents and Lecture Schedule

S.No	Topic	No.of Hours
1	**Introduction to Behavioral Finance**	
1.1	Overview of behavioral finance	3
1.2	History of behavioral finance	3
1.3	Behavioral factors and financial markets.	3
2	**Limits to Arbitrage**	
2.1	Aggregate market and individual rationality	2
2.2	Theory	2
2.3	Limits to Arbitrage	2
2.4	Applications: Closed end fund pricing, Long Term Capital-Investor rationality and market efficiency	3
3	**The Psychology of Financial Markets**	
3.1	Equity premium puzzle	3
3.2	Volatility puzzle	3
3.3	Investor rationality and market efficiency.	3
4	**The Psychology of Investor Behavior**	
4.1	Disposition Effect	1
4.2	Endowment effect and the availability Heuristic	2
4.3	Myopic loss aversion and mental accounting	2
4.4	Over confidence and optimism	2
4.5	Emotions and decision making	2
5	**Behavioral Corporate Finance**	
5.1	Corporate decisions on capital structure and dividend policy	3
5.2	Merger and acquisitions and the winner's curse, M&A Waves and its market timing	4
5.3	IPO Underpricing.	2
	Total	45

Course Designers

Mr.P.Sabareesh – sabareesh@ksrct.ac.in

BoS Chairman Signature

60 MB 3F6	Mergers , Acquisitions and Restructuring	Category	L	T	P	Credit
		PE	3	0	0	3

Objective

- To understand Mergers and Acquisitions as a powerful tool to build new generation companies to compete successfully in the global markets
- To describe how Mergers and Acquisitions are financed.
- To know about the legal issues of Mergers and Acquisitions.
- To describes how corporate restructuring are used in the business world.
- To understand the real time issues of industries in mergers and Acquisitions through case analysis.

Prerequisite

Financial Management

Course Outcomes

On the successful completion of the course, students will be able to
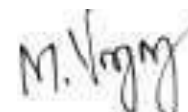
CO1	Understand and apply economic activity of M & A taking place in the Indianeconomy.	Apply
CO2	Apply about SEBI Guidelines and legal frame works at the time of Mergers.	Apply
CO3	Analyze about appropriate type of Merger.	Analyze
CO4	Illustrate the Problems & Failures in Mergers and Acquisitions.	Apply
CO5	Demonstrate the recent trends and cases of M & A Industry.	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3			3	3	
CO2				3		
CO3	3				3	
CO4	3	3		3		
CO5		3		3		

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	25	25	45
Understand	25	25	35
Apply	10	10	20
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

M.Vijay

BoS Chairman Signature

K.S.Rangasamy College of Technology –Autonomous R2022								
Master of Business Administration - MBA								
60 MB 3F6 - Mergers , Acquisitions and Restructuring								
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100

Introduction to Mergers & Acquisitions

Meaning, Need and Objectives of Mergers & Acquisitions, Basic Difference BetweenMergers and Acquisition - Classification of Mergers- Types of Acquisitions- Process of M&A - Recent Examples of M & A in India.

9

Takeover and Funding of Acquisitions

Concept - Takeover Defense tactics - Benefits and disadvantages of Takeover - Methods of Effecting payment of Consideration, Sources of Funds, Cross Border Acquisitions by Indian Companies.

9

Legal issues in M & A

Provision for M & A under Companies Act, 2013 - SEBI Buyback of Securities Regulations - SEBI (Substantial Acquisition of shares and Takeover Regulations) - SEBI (Delisting of Securities) Guidelines -Provisions of Income Tax Act - Competition Act for M& A.

9

Introduction to Restructuring

Concept, Need and Objectives of restructuring – Process of restructuring - Reasons for Restructuring - Barriers to Restructuring – Impact of restructuring on the value of the firm - Problems Faced During Mergers, Acquisitions & Takeovers. Failures of Mergers and Acquisitions.

9

Cases:

Acquisition of Corus by Tata Steel, Merger of ICICI with ICICI Bank, Demerger of Tower Business of RCOM and RTL into RTIL.

9

Total Hours 45

Text book (s):

1.	Ranjit Kumar Mandal., "Corporate Mergers in India", Kanishka Publishers, New Delhi, 2007
2.	A. Gaugham Patrick, Mergers, Acquisitions and Corporate Restructuring, Singapore: John Wiley, 2016

Reference(s):

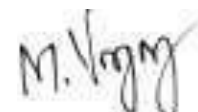|	
1.	S. Shiva Ramu, Corporate Growth through Mergers and Acquisitions, Virginia: Landmark Ltd, 2017.
2.	Chandrashekar, Krishnamurti, and S.R.Vishwanath, Merger, Acquisitions and Corporate Restructuring, New Delhi: Sage publication, 2016.
3	Fred J Weston, Kwang S. Chung, and Susan E. Hoag, Mergers, Restructuring and Corporate Control, New Delhi: PHI Learning Private Ltd, 2016.
4	Enrique R. Arzac, Valuation for Mergers, Buyouts and Restructuring, New Delhi: Wiley India (P) Ltd, 2016.

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vignu

BoS Chairman Signature

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Introduction to Mergers & Acquisitions**	
1.1	Meaning	1
1.2	Need and Objectives of Mergers & Acquisitions	1
1.3	Basic Difference Between Mergers and Acquisition	1
1.4	Classification of Mergers	2
1.5	Types of Acquisitions	1
1.6	Process of M&A	1
1.7	Recent Examples of M & A in India.	2
2	**Takeover and Funding of Acquisitions**	
2.1	Concept	1
2.2	Takeover Defense tactics	1
2.3	Benefits and disadvantages of Takeover	2
2.4	Methods of Effecting payment of Consideration	2
2.5	Sources of Funds	2
2.6	Cross Border Acquisitions by Indian Companies.	1
3	**Legal issues in M & A**	
3.1	Provision for M & A under Companies Act, 2013	2
3.2	SEBI Buyback of Securities Regulations	1
3.3	SEBI (Substantial Acquisition of shares and Takeover Regulations)	2
3.4	SEBI (Delisting of Securities) Guidelines -Provisions of Income Tax Act	2
3.5	Competition Act for M& A.	2
4	**Introduction to Restructuring**	
4.1	Concept	1
4.2	Need and Objectives of restructuring	1
4.3	Process of restructuring	1
4.4	Reasons for Restructuring	1
4.5	Barriers to Restructuring	2
4.6	Impact of restructuring on the value of the firm	1
4.7	Problems Faced During Mergers, Acquisitions & Takeovers	1
4.8	Failures of Mergers and Acquisitions.	1
5	**Cases:**	
5.1	Acquisition of Corus by Tata Steel, Merger of ICICI with ICICI Bank	4
5.2	Demerger of Tower Business of RCOM and RTL into RTIL.	5
		45

Course Designers

1. Dr.E.Kalaivani   - kalaivanie@ksrct.ac.in
2. Dr.H.Kalaiarasi   kalaiarasi@ksrct.ac.in

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

60 MB 3M1	Brand Management	Category	L	T	P	Credit
		PE	3	0	0	3

Objective

- To learn about the evolution and main concepts of branding
- To know about the various positioning and repositioning strategies of branding.
- To learn about the brand building process
- To understand the methods of brand valuation
- To understand the various issues in Brand management

Prerequisite

Marketing Management

Course Outcomes

On the successful completion of the course, students will be able to
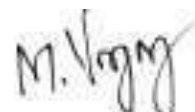
CO1	Understand the evolution of brands and branding decision.	Understand
CO2	Analyze the managing of brands in terms of brand loyalty, brand building, brand ambassadors and brand personality.	Analyze
CO3	Analyze the methods of brand leverage.	Analyze
CO4	Analyze the different method of brand valuation.	Analyze
CO5	Analyze the various issues in brand management like Fake brands, Branding of Industrial goods and services etc.	Analyze

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1		3		2		
CO2		3	3	3		3
CO3		3	2	3		3
CO4		2	3		3	3
CO5	3	3	3	3	3	3

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	20	20	40
Understand	20	20	30
Apply	20	20	30
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vyny

BoS Chairman Signature

K.S.Rangasamy College of Technology –Autonomous R2022							
Master of Business Administration – MBA							
60 MB 3M1 – Brand Management							
Semester	Hours/Week			**Total Hours**	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100

Branding–an Introduction Definition of a Brand – Evolution of Brands – Branding Decisions – Brands Vs Products – Significance of Branding – Types of a brand – Brand Vision – Brand positioning, alternatives – Brand repositioning.	9
Managing Brands Brand Loyalty, Loyalty programs –Brand Building: Brand Building Process–Brand Ambassadors-Brand personality, Elements of Brand Personality –Brand Identity-concept and Sources, Designing brand identity	9
Leveraging Brands Brand, Extensions, Extendibility– Merits and Demerits–Line Extensions–Co-Branding and Licensing brands.	9
Understanding Brand Equity Brand Equity – Definitions and Significance, Brand Equity Models, building brand equity*, Brand Value and Brand Strength, measuring brand equity-cost based method, price Based Method, Consumer based Method.	9
Issues in Brand Management Fake Brands–Branding Industrial goods–Destination branding-Branding of Services–Indianization of foreign brands –Taking Indian brand global issues & challenges – Brand Audit – Managing brands during Pandemic period.	9
Total Hours	**45**

Text Book(s):	
1.	Kevin Lane Keller, Ambi M.G. Parmeswaran, Issac Jacob, Vanitha Swaminathan Strategic Brand Management",Pearson,2020
2	Tapan K .Panda, "Product and Brand Management", Oxford University Press, 2016.
Reference(s):	
1.	U.C.Mathur,"Product and Brand Management Text & Cases",Macmillan,2017
2.	Tridib Sengupta, Jayjit Chakraborty, Chiranjib Mitra Advertising and Brand Management, Law point Publications, 2021.
3.	Kirti Dutta,"Brand Management: Principles and Practices", Oxford University Press,2022

*SDG 8– Decent work and Economic Growth

M.Vqny

BoS Chairman Signature

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Branding–an Introduction**	
1.1	Definition of a Brand, Evolution of Brands	2
1.2	Branding Decisions, Brands Vs Products	2
1.3	Significance of Branding, Types of a brand, Brand Vision	2
1.4	Brand positioning& alternatives	2
1.5	Brand repositioning,	1
2	**Managing Brands**	
2.1	Brand Loyalty, Loyalty programs	2
2.2	Brand Building: Brand Building Process	1
2.3	Brand Ambassadors	2
2.4	Brand personality, Elements of Brand Personality	2
2.5	Brand Identity-concept and Sources, Designing brand identity	2
3	**Leveraging Brands**	
3.1	Brand Extensions,	2
3.2	Brand Extension - Extendibility, Merits and Demerits	1
3.3	Line Extensions	2
3.4	Co-Branding	2
3.5	Licensing brands	2
4	**Understanding Brand Equity**	
4.1	Brand Equity – Definitions and Significance, Brand Equity Models	1
4.2	building brand equity	1
4.3	Brand Value and Brand Strength,	1
4.4	Measuring brand equity-cost based method,	2
4.5	Measuring brand equity - Price Based Method,	2
4.6	Measuring brand equity - Consumer based Method.	2
5	**Issues in Brand Management**	
5.1	Fake Brands–Branding Industrial goods	3
5.2	Destination branding, Branding of Services	2
5.3	Indianization of foreign brands, Taking Indian brand global issues &challenges	2
5.4	Brand Audit – Managing brands during Pandemic period.	2
	Total	45

Course Designers

1. Dr.M. Vijayakumar   - mvijayakumar@ksrct.ac.in

60 MB 3M2	Advertising and Sales Promotion	Category	L	T	P	Credit
		PE	3	0	0	3

Objective

- To describe the history of the advertising industry and its relation to today's marketplace.
- To examine the importance of market segmentation, position and action objectives to the development of an advertising and promotion program.
- To develop creative strategies for advertising.
- To plan media strategy, scheduling, and vehicle selection.
- To assess strategic uses of sales promotions

Prerequisite

Marketing Management

Course Outcomes

On the successful completion of the course, students will be able to

CO1	Illustrate the basic concepts of Advertising and Advertising agency	Understand
CO2	Examine the Advertising copy and production of Advertisements.	Analyze
CO3	Categorize the various types of Advertising Media	Analyze
CO4	Interpret the knowledge on measurement of Advertising effectiveness	Apply
CO5	Develop the aspects of Sales Promotion	Apply

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3				3	
CO2		2	3	3		2
CO3	2				3	3
CO4		3	2	3	2	
CO5	3	3				3

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	10	20	40
Understand	10	20	30
Apply	40	20	30
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

K.S. Rangasamy College of Technology –Autonomous R2022							
Master of Business Administration – MBA							
60 MB 3M2 - Advertising and Sales Promotion							
Semester	Hours/Week			Total Hours	Credit	Maximum Marks			
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100

Introduction and Overview of Advertising
Definition - Role and Significance of advertising - Economic and Social effects of advertising - Role of Advertising in Marketing Mix* - Organization of advertising department - Advertising Agency Management - Choosing an ad agency - Building and Maintaining relationship with ad agency - Changing agencies. **9**

Planning the Advertising Strategy
Types of advertisements - Advertising Campaign* - Marketing and Advertising Planning Process - Advertising objectives - DAGMAR – Budgeting. **9**

Advertising Creativity
Advertising copy - Copy writing - Types of copy - Production of Print and TV advertisements – Develop an ad plan. **9**

Advertising Media
Print media - Television - Radio - Internet – Social Media - Outdoor Media - Media Planning & Scheduling* –Advertising effectiveness – Legal aspects in advertising – ASCI – Role – function. **9**

Sales Promotion and Management
Objectives of Sales Promotion – Scope and role of Sales promotion – Sales Promotion techniques - Types of Sales Promotion – Designing of Sales Promotion campaign – Promotion Management – Definition – Role – Objectives – Promotion Mix - On- Line sale Promotion. **9**

Total Hours 45

Text book (s):

1. Pankhuri Bhagat "Advertising and Sales Promotion" SBPD Publishing House Revised Edition, Agra, 2021

2. George E Belch & Michael A Belch & Keyoor Purani, "Advertising & Promotion", McGrawHill, 2017.

Reference(s):

1. J Craig Andrews, Terence A. Shimp "Advertising, Promotion, and Other Aspects of Integrated Marketing Communications", 10th Edition, Cengage Learning, New Delhi,2017.

2. Kenneth E. Clow, Donald Baack, "Integrated Advertising, Promotion, and Marketing Communications", 1st Edition, Pearson India, New Delhi, 2017.

3. PR Smith, Ze Zook, "Marketing Communications: Integrating Online and Offline, Customer Engagement and Digital Technologies", 7th Edition, Kogan Page, London, United Kingdom, 2017.

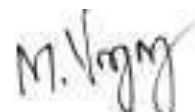*SDG 12 -Ensure sustainable consumption and production patterns

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Introduction and Overview of Advertising**	
1.1	Definition, Role and Significance of advertising	1
1.2	Economic and Social effects of advertising	2
1.3	Role of Advertising in Marketing Mix, Organization of advertising department	2
1.4	Advertising Agency Management	1
1.5	Choosing an ad agency	1
1.6	Building and maintaining relationship with ad agency	1
1.7	Changing agencies	1
2	**Planning the Advertising Strategy**	
2.1	Types of advertisements	2
2.2	Advertising Campaign	1
2.3	Marketing and Advertising Planning Process	2
2.4	Advertising objectives, DAGMAR	2
2.6	Budgeting	2
3	**Advertising Creativity**	
3.1	Advertising copy	1
3.2	Copy writing	1
3.3	Types of copy	2
3.4	Production of Print	2
3.5	TV advertisements	1
3.6	Develop an ad plan	2
4	**Advertising Media**	
4.1	Print media	1
4.2	Television, Radio, Internet	2
4.3	Social Media, Outdoor Media	2
4.4	Media Planning	1
4.5	Scheduling, Advertising effectiveness	2
4.6	Legal aspects in advertising	1
5.	**Sales Promotion and Management**	
5.1	Objectives of Sales Promotion	1
5.2	Scope and role of Sales promotion	1
5.3	Sales Promotion techniques	1
5.4	Types ofSales Promotion	1
5.5	Designing of Sales Promotion campaign	1
5.6	Promotion Management, Definition ,Role ,Objectives	2
5.7	Promotion Mix ,On- Line sale promotion	2
	Total	45

Course Designers

1. Dr.M.Mohanraj -mohanrajm@ksrct.ac.in

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

60 MB 3M3	Marketing Analytics	Category	L	T	P	Credit
		PE	3	0	0	3

Objective

- To familiarize the insights in functional areas of marketing analytics.
- To enhance the knowledge on product forecast and its features.
- To emphasize students various pricing methods by analytic tools
- To provide details of distribution channels using marketing metrics.
- To give a perspective of the promotional media.

Prerequisite

Marketing Management

Course Outcomes

On the successful completion of the course, students will be able to

CO1	Understanding the basics of marketing analytics and creation of opportunities using suitable analytic tools to target customers.	Understand
CO2	Categorize analytical tools to recognize new product features and forecast sales	Analyze
CO3	Evaluate the various Pricing Techniques using analytical tool.	Evaluate
CO4	Analyze the distribution channel evaluation and selection using analytic tools	Analyze
CO5	Categorize metrics for measuring effectiveness of traditional and socialmedia promotion measures.	Analyze

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3				3	
CO2	2	3	3		2	
CO3	3		2	3	3	
CO4		3		2		
CO5			3	3		

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	10	10	30
Understand	20	20	20
Apply	30	30	50
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

K.S. Rangasamy College of Technology –Autonomous R2022							
Master of Business Administration – MBA							
60 MB 3M3 - Marketing Analytics							
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100

Introduction

Marketing Analytics - Introduction –Definition-Adoption of Marketing Analytics-Advantages - Models and metrics - Impact of marketing analytics - market segmentation-targeting and positioning - Customer Value Analysis: Life Time Customer ValueCalculation - Simulation Technique - Model for Customer Retention and Acquisition Spending.　　9

Product Analytics

Product – objectives- Identifying New Product Features – Forecasting of New Product Sales - Copernican Principle to Predict Duration of Future Sales - Attribute Preference Testing.　　9

Price Analytics

Pricing – features -Techniques in Pricing - Price Bundling - Profitable pricing - Pricing for Business Markets - Price Discrimination.　　9

Distribution analytics

Distribution – factors influencing - Channel Attributes and Roles review- selection of Retail Location- Channel Evaluation and Selection in distribution, Multi-channel Distribution, Distribution Channel Analytics.　　9

Promotion Analytics

Promotion – methods - Promotion Budget estimation - Promotion Budget Allocation – Ad value equivalence model - Promotion Metrics for social media - Promotion Metrics for traditional Media.　　9

Total Hours 45

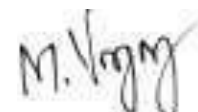| **Text book (s):**	
1	Wayne L. Winston, "Marketing Analytics: Data-Driven Techniques with Microsoft Excel", 1st Edition, Wiley, New Delhi, 2018.
2	Seema Gupta, Avadhoot Jathar, " Marketing Analytics "2021 Wiley India Pvt. Ltd.
Reference(s):	
1	David A. Aaker, V. Kumar, Robert P. Leone, George S. Day., "Marketing Research", 1st Edition, Wiley, New Delhi, 2019.
2	Moutusy Maity, Pavankumar Gurazada, " MARKETING ANALYTICS", 1st Oxford University Press, India, 2021.
3.	Mike Grigsby, "Marketing Analytics", 2nd Edition, Kogan Page, UK, 2018. .

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Introduction**	
1.1	Marketing Analytics, Introduction, Definition	1
1.2	Adoption of Marketing Analytics	2
1.3	Advantages, Models and metrics	2
1.4	Impact of marketing analytics	1
1.5	Portal five forces Analysis	1
1.6	market segmentation, targeting and positioning	2
2	**Product Analytics**	
2.1	Product , objectives	1
2.2	Identifying New Product Features	2
2.3	Forecasting of New Product Sales	2
2.4	Copernican Principle to Predict Duration of Future Sales	2
2.5	Attribute Preference Testing	2
3	**Price Analytics**	
3.1	Pricing, features	1
3.2	Techniques in Pricing	2
3.3	Price Bundling	1
3.4	Profitable pricing	2
3.5	Pricing for Business Markets	2
3.6	Price Discrimination	1
4	**Distribution analytics**	
4.1	Distribution and factors influencing	1
4.2	Channel Attributes and Roles review	1
4.3	selection of Retail Location	2
4.4	Channel Evaluation and Selection in distribution	2
4.5	Multi-channel Distribution	1
4.6	Distribution Channel Analytics	2
5	**Promotion Analytics**	
5.1	Promotion and methods	1
5.2	Promotion Budget estimation	1
5.3	Promotion Budget Allocation	2
5.4	Ad value equivalence model	1
5.5	Promotion Metrics for social media	2
5.6	Promotion Metrics for traditional Media	2
	Total	45

Course Designers

1. Dr.M.Mohanraj   -mohanrajm@ksrct.ac.in

60 MB 3M4	Retail Management	Category	L	T	P	Credit
		PE	3	0	0	3

Objective

- To provide insights into all functional areas of retailing.
- To give an account of essential principles of retailing.
- To enable students to develop decision making skills related to retailing.
- To plan for store layout design.
- To give a perspective of the Indian retailing scenario.

Prerequisite

Marketing Management

Course Outcomes

On the successful completion of the course, students will be able to

CO1	Identify the basic concepts of Retail Management and types of retailers	Understand
CO2	Develop the retail format, retail planning process and determining retail marketing mix for retail setups.	Apply
CO3	Interpret knowledge on Merchandise management, category management and retail pricing methods.	Apply
CO4	Examine the Store layout, Brand building and customer loyalty by communication methods.	Analyze
CO5	Analyze about the recent trends in retailing.	Analyze

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3		2		
CO2		3			3	
CO3	3		3	3		3
CO4		2	3		2	
CO5	2					2

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	10	10	40
Understand	30	30	20
Apply	20	20	40
Analyse	0	0	0
Evaluate	0	0	0
Create	0	0	0

BoS Chairman Signature

K.S. Rangasamy College of Technology –Autonomous R2022							
Master of Business Administration – MBA							
60 MB 3M4 - Retail Management							
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100

Introduction Retailing – Significance & Opportunities of retailing – Retail lifecycle – RetailManagement Decision Process – Types of retailers* – Global retail environment.	9
Retail Market Strategy Retail Strategy – Target Market and Retail format – Building a sustainable competitive advantage – Strategic Retail Planning Process – Retail Marketing Mix – Retail location* – Site selection.	9
Merchandise Management Merchandising Concept & Evolution – Roles & Responsibilities of Merchandiser – Merchandise Sourcing – Category Management – Inventory Management - Setting Retail Price*.	9
Store Layout Design and Retail Communication Store layout – Objectives of good store design – Visual Merchandising – Atmospherics, Methods of Retail Expansion – Brand building and customer loyalty – Method of communication with customers* – Planning retail communication.	9
Recent Trends in Retailing Mall, e-tailing - Private labeling - Precision Shopping – Globalization in retail trade – CRM Retail – E-Commerce shopping behaviour* – Tools and Technologies in gathering Customer data.	9
Total Hours 45	

Text book (s):	
1	Dr.Suja Ravindran Nair," Retail Management Text & Cases (2nd Revised Edition)" Himalaya Publishing House Pvt. Ltd, March 2022.
2	Michael Levy, Barton Weitz, Dhruv Grewal "Retailing Management",10th Edition, McGraw Hill Education, New Delhi, 2018.
Reference(s):	
1	Swapna Pradhan, "Retailing Management", McGraw Higher Education, 5th Edition, 2016.
2	Barry Berman, Joel R. Evans, Tita Shrivastava, "Retail Management", Pearson, 13th Edition, 2017.
3.	Chetan Bajaj, Rajnish Tuli, Nidhi Varma Srivastava, "Retail Management", Oxford, 3rd Edition, 2016.

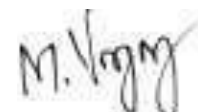*SDG 12-Ensure sustainable consumption and production patterns

BoS Chairman Signature

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Introduction**	
1.1	Retailing	1
1.2	Significance & Opportunities of retailing	2
1.3	Retail lifecycle	2
1.4	Retail Management Decision Process	1
1.5	Types of retailers	2
1.6	Global retail environment	1
2	**Retail Market Strategy**	
2.1	Retail Strategy	1
2.2	Target Market and Retail format	2
2.3	Building a sustainable competitive advantage	2
2.4	Strategic Retail Planning Process	1
2.5	Retail Marketing Mix	1
2.6	Retail location and Site selection	2
3	**Merchandise Management**	
3.1	Merchandising Concept & Evolution	1
3.2	Roles & Responsibilities of Merchandiser	2
3.3	Merchandise Sourcing	1
3.4	Category Management	2
3.5	Inventory Management	1
3.6	Setting Retail Price	2
4	**Store Layout Design and Retail Communication**	
4.1	Store layout	1
4.2	Objectives of good store design	1
4.3	Visual Merchandising	2
4.4	Atmospherics, Methods of Retail Expansion	2
4.5	Brand building and customer loyalty	1
4.6	Method of communication with customers	1
4.7	Planning retail communication	1
5.	**Recent Trends in Retailing**	
5.1	Mall, e-tailing and Private labeling	2
5.2	Precision Shopping	2
5.3	Globalization in retail trade and CRM Retail	2
5.4	E-Commerce shopping behaviour	1
5.5	Tools and Technologies in gathering Customer data.	2
	Total	45

Course Designers

1. Dr.M.Mohanraj   -mohanrajm@ksrct.ac.in

BoS Chairman Signature

60 MB 3M5	Digital Marketing	Category	L	T	P	Credit
		PE	3	0	0	3

Objective

- To learn about the digital marketing and search engine optimization
- To know about the pay per click and digital ads
- To learn about the email marketing and mobile marketing
- To understand the social media marketing and its analytics
- To understand the digital marketing planning and strategies.

Prerequisite

Marketing Management

Course Outcomes

On the successful completion of the course, students will be able to
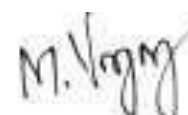
CO1	Understand digital marketing and search engine optimization	Understand
CO2	Interpret how to do pay per click and digital ads.	Apply
CO3	Apply the process of email marketing and mobile marketing	Apply
CO4	Examine the different social media marketing tools	Analyze
CO5	Categorize the different digital marketing strategies	Analyze

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3				3	
CO2		3		2		
CO3	2			3		
CO4						3
CO5			3			
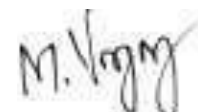
Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	10	20	40
Understand	30	20	40
Apply	20	20	20
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

BoS Chairman Signature

K.S.Rangasamy College of Technology –Autonomous R2022							
Master of Business Administration – MBA							
60 MB 3M5 – Digital Marketing							
Semester	Hours/Week			**Total Hours**	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100

Introduction and SEO

An introduction to Digital Marketing, Evolution of digital marketing–The digital consumer & communities' Search Engine Optimization – Search Engine Result Pages, Search Behavior, The Process – Goals, On-Page Optimization, Off-Page Optimization, Analyze, Exercises
— 9

Pay Per Click and Digital Display Ads

PPC Definition, Process – Goals, Setup, Manage and Analyze, Search Network Campaign - Digital Display Advertising Definition, Process – Define, Format, Configure and Analyze, Display Advertising–Industry Overview
— 9

Email Marketing and Mobile Marketing

Email Marketing* - Definition, Process – Data, Design, Delivery and Discovery, Mobile Marketing – Definition, Process – Opportunity – Mobile Industry Opportunities and Challenges, optimize – Mobile Optimized websites, App Development, advertise – Proximity Marketing, SMS Marketing, Analyze – Mobile Analytics.
— 9

Social Media Marketing*

Definition, Process – Goals, Channels - Facebook, LinkedIn, Twitter, YouTube, Blogs, Pinterest, Instagram, Implement - Listening, Publishing, Events, Groups, Jobs and Advertising, Analyze – Facebook Insights, LinkedIn Analytics, Twitter Analytics, YouTube Analytics, social media KPIs, Exercises.
— 9

Strategy and Planning

Digital Marketing Plan: Structure - Situation Analysis, Audience – Information Gathering, Google Tools, Building Customer Profile, Activities – Objectives, Tools, Action plan, Budget, Analysis- lead generation, Digital marketing and ROI*.
— 9

Total Hours 45

Text Book(s):	
1.	Dodson Ian, The Art of Digital Marketing, Wiley India 2017.
2	Seema Gupta Seema, Digital Marketing, Chennai: Mc Graw Hill Education 2022

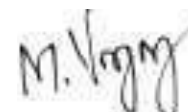| Reference(s):	
1.	Jeremy Kagan, Siddharth Shekhar Singh, Digital Marketing: Strategy& Tactics, Wiley India, 2022
2.	Bhatia Singh Puneet, Fundamentals of Digital Marketing, Noida: Pearson India Education Services 2019.
3.	Moutusy Maity, Internet Marketing- A practical Approach in the Indian Context, Oxford University Press, 2017.

*SDG 8– Decent work and Economic Growth

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Introduction and SEO**	
1.1	An introduction to Digital Marketing, Evolution of digital marketing	2
1.2	The digital consumer & communities	2
1.3	Search Engine Optimization – Search Engine Result Pages, Search Behaviour	2
1.4	The Process – Goals, On-Page Optimization	2
1.5	Off-Page Optimization, Analyze, Exercises	1
2	**Pay Per Click and Digital Display Ads ,**	
2.1	PPC Definition, Process – Goals, Setup, Manage and Analyze	2
2.2	Search Network Campaign	2
2.3	Digital Display Advertising Definition, Process – Define, Format, Configure and Analyze,	1
2.4	Display Advertising	2
2.5	Industry Overview	2
3	**Email Marketing and Mobile Marketing**	
3.1	Email Marketing - Definition, Process – Data, Design, Delivery and Discovery,	2
3.2	Mobile Marketing – Definition, Process – Opportunity	2
3.3	Mobile Industry Opportunities and Challenges, optimize	1
3.4	Mobile Optimized websites, App Development, advertise – Proximity Marketing, SMS Marketing, Analyze –	2
3.5	Mobile Analytics.	2
4	**Social Media Marketing**	
4.1	Definition, Process – Goals, Channels	2
4.2	Facebook, LinkedIn, Twitter, YouTube, Blogs, Pinterest, Instagram, Implement	1
4.3	Listening, Publishing, Events, Groups, Jobs and Advertising, Analyze	1
4.4	Facebook Insights, LinkedIn Analytics, Twitter Analytics, YouTube Analytics,	1
4.5	social media KPIs,	2
4.6	Exercises	2
5	**Strategy and Planning**	
5.1	Digital Marketing Plan: Structure	3
5.2	Situation Analysis, Audience	2
5.3	Information Gathering, Google Tools, Building Customer ProfileActivities	2
5.4	Objectives, Tools, Action plan, Budget, Analysis	1
5.5	Lead generation, Digital marketing and ROI.	1
	Total	45

Course Designers

1. Dr.M. Vijayakumar - mvijayakumar@ksrct.ac.in

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

60 MB 3M6	Sales and Distribution Management	Category	L	T	P	Credit
		PE	3	0	0	3

Objective

- To learn about the Meaning and Importance of Salesmanship and process of Selling.
- To know about the various activities of sales force management
- To learn about the Sales volume and territory management
- To understand the Channel design and management
- To understand the various functions of distribution management

Prerequisite

Marketing Management

Course Outcomes

On the successful completion of the course, students will be able to
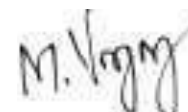
CO1	Understand responsibilities of the sales managers	Understand
CO2	Analyze the tasks in sales force management	Analyze
CO3	Analyze the role of sales forecasting and sales budget	Analyze
CO4	Analyze the importance of channel design and management	Analyze
CO5	Analyze the importance of distribution management	Analyze

Mapping with Programme Outcomes
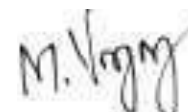
COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3			3	2	3
CO2		3				
CO3				2	3	3
CO4		3		3		
CO5						3

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	20	20	40
Understand	20	20	30
Apply	20	20	30
Analyse	0	0	0
Evaluate	0	0	0
Create	0	0	0

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

K.S.Rangasamy College of Technology –Autonomous R2022								
Master of Business Administration – MBA								
60 MB 3M6 – Sales and Distribution Management								
Semester	Hours/Week			**Total Hours**	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100

Introduction to Sales Management Nature and Scope of Sales Management- Objectives and functions of Sales management – Responsibilities of Sales Managers–Sales Management Vs Marketing Management– Organization Structures of the Sales Department – Meaning and Importance of Salesmanship – Process of Selling.	9
Sales Force Management Quantitative and Qualitative Planning of Sales Force – Selection and Recruitment of Sales Force – Motivation and Training of Sales force – Compensation, Appraisal of Performance and Promotion – Direct and Control of Sales Force.	9
Sales Volume and Territory Management Sales Forecasting–Sales Budgets –Sales Territories, Designing Sales Territories and allocating sales efforts to sales territories–Sales Quotas- Objective and Types of Quotas, Quota setting procedure	9
Channel Design and Management Channel Intermediaries role and types – Designing channel – Channel level – Selection and recruitment channel partners –Channel evaluation–Managing channel conflict	9
Distribution Management Meaning and importance of Distribution Management – Functions of Distribution Management –Location Analysis–Transportation–Material Handling, Warehousing–Inventory Control, Packaging–Order Processing, Customer Service	9
Total Hours	45

Text Book(s):	
1.	Tapan K. Panda ,Sunil Sahadev, "Sales and Distribution Management ",Oxford University
2	Krishna K Havaldas, Vasant M Cavale,"Sales and Distribution Management" ,McGraw Hill

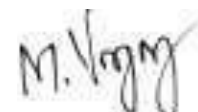| Reference(s):	
1.	Ramendra Singh, "Sales and Distribution Management",Vikas Publishing,2016.
2.	A.Nag, "Sales and Distribution Management", McGraw Hill Education, 2017.
3.	S.L.Gupta,"Sales and Distribution Management"-an Indian Perspective,Trinity Press,3rd Edition,2018.

M.Vug

BoS Chairman Signature

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Introduction to Sales Management**	
1.1	Nature and Scope of Sales Management- Objectives and functions of Sales management	2
1.2	Responsibilities of Sales Managers	2
1.3	Sales Management Vs Marketing Management – Organization Structures of the Sales Department	2
1.4	Meaning and Importance of Salesmanship	2
1.5	Process of Selling.	1
2	**Sales Force Management**	
2.1	Quantitative and Qualitative Planning of Sales Force	2
2.2	Selection and Recruitment of Sales Force	2
2.3	Motivation and Training of Sales force	2
2.4	Compensation, Appraisal of Performance and Promotion	2
2.5	Direct and Control of Sales Force.	1
3	**Sales Volume and Territory Management**	
3.1	Sales Forecasting– Sales Budgets	2
3.2	Sales Territories	2
3.3	Designing Sales Territories and allocating sales efforts to sales territories	1
3.4	Sales Quotas- Objective and Types of Quotas,	2
3.5	Quota setting procedure	2
4	**Channel Design and Management**	
4.1	Channel Intermediaries role and types	2
4.2	Designing channel	2
4.3	Channel level	1
4.4	Selection and recruitment channel partners	1
4.5	Channel evaluation	1
4.6	Managing channel conflict	2
5	**Distribution Management**	
5.1	Meaning and importance of Distribution Management	3
5.2	Functions of Distribution Management – Location Analysis Transportation–Material Handling,	3
5.3	Warehousing–Inventory Control,	2
5.4	Packaging–Order Processing ,Customer Service	1
	Total	45

Course Designers

1. Dr.M. Vijayakumar   - mvijayakumar@ksrct.ac.in

BoS Chairman Signature

60 MB 3H1	Industrial Relations and Labour Welfare	Category	L	T	P	Credit
		PE	3	0	0	3

Objective

- To explore contemporary knowledge and gain a conceptual understanding of industrial relations.
- To gain knowledge regarding safe-guarding the interests of both workers and management.
- To provide knowledge to understand the high level of mutual understanding and goodwill between all sections in the industry.
- To provide an environment of cooperation and coordination.
- To recognize about the control measures for discipline and raise morale of employees culture inan organization setup

Prerequisite

Human Resources Management

Course Outcomes

On the successful completion of the course, students will be able to
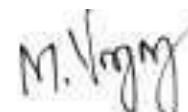
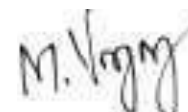| CO1	Understand the basic concepts of Industrial relations, growth of trade union and collective bargaining process.	Understand
CO2	Identify the causes of industrial disputes and study the impact and government machineries for solving dispute.	Understand
CO3	Interpret causes of grievances and causes forms and punishments for misconduct.	Apply
CO4	Interpret the welfare facilities to be provided by an organization and various schemes for welfare available in government.	Apply
CO5	Examine the concept of workers participation in management.	Analyze

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3			3	3	
CO2		3				
CO3	3			3		
CO4			2		3	
CO5						2

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	30	30	40
Understand	20	20	30
Apply	10	10	30
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

K.S.Rangasamy College of Technology –Autonomous R2022							
Master of Business Administration – MBA							
60 MB 3H1- Industrial Relation and Labour Welfare							
Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100

Industrial relations and Trade Union Movement Concepts – Importance – Factors influencing Industrial Relations – Essentials of effective Industrial Relations - Growth of Trade unions – Codes of conduct.	9
Industrial Conflicts Disputes – Impact, Causes, Strikes – Prevention of Strike, Industrial Peace – Government Machinery –Conciliation – Arbitration – Adjudication, Collective bargaining –Importance- process.	9
Grievance Procedure and Misconduct Concepts, Causes of Grievances – Grievances Procedure – Misconduct – Causes, Forms, Termination, Punishment – Discipline, Types of Disciplinary action, Elements of good disciplinary system	9
Labour Welfare Concept, Objectives – Scopes, Need, Voluntary Welfare Measures – Statutory Welfare Measures –Labour Welfare Funds – Education and Training Schemes - Special Provisions to Employment of women.	9
Workers Participation in Management Concepts, objectives of workers participation in Management – Forms of Participation – Evaluation of workers participation – Conditions Necessary for effective working of the scheme.	9
Total Hours 45	

Text book (s):

1	Memoria C.B and Sathish Mamoria & P. Subba Rao, "Dynamics of Industrial Relations", Himalaya Publishing, New Delhi,16th Edition, 2022.
2	Sinha, "Industrial Relations, Trade union and Labour legislation", Pearson Education, 2017.

Reference(s):

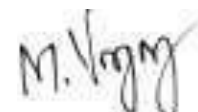|	
1	Piyali Ghosh, Shefali Nandan," Industrial Relations and Labour laws", McGraw-Hill Education, 2017.
2	R.Sivarethinamohan, "Industrial Relations and Labour Welfare, PHI Learning P (L), 2016.
3	S. C. Srivastava,," Industrial Relations and Labour laws"",Vikas Publishing House, New Delhi, 2016
4	Monappa, ," Industrial Relations and Labour laws"", Tata McGraw-Hill Education, 2015.

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Industrial relations and Trade Union Movement**	
1.1	Concepts and Importance of Industrial relations	2
1.2	Factors influencing Industrial Relations	2
1.3	Essentials of effective Industrial Relations	2
1.4	Growth of Trade unions	2
1.5	Codes of conduct	1
2	**Industrial Conflicts**	
2.1	Disputes: Impact, Causes	2
2.2	Strikes : Prevention of Strike	2
2.3	Industrial Peace : Government Machinery	1
2.4	Conciliation – Arbitration – Adjudication	2
2.5	Collective bargaining : Importance & process	2
3	**Grievance Procedure and Misconduct**	
3.1	Concepts & Causes of Grievances	1
3.2	Grievances Procedure	2
3.3	Misconduct: Causes, Forms	2
3.4	Termination, Punishment	2
3.5	Discipline, Types of Disciplinary action	1
3.6	Elements of good disciplinary system	1
4	**Labour Welfare**	
4.1	Concept, Objectives of Labour welfare	1
4.2	Scopes, Need of Labour welfare	1
4.3	Voluntary Welfare Measures	1
4.4	Statutory Welfare Measures	1
4.5	Labour Welfare Funds	2
4.6	Education and Training Schemes	2
4.7	Special Provisions to Employment of women.	1
5	**Workers Participation in Management**	
5.1	Concepts & objectives of workers participation in Management	2
5.2	Forms of Participation	2
5.3	Evaluation of workers participation	2
5.4	Conditions Necessary for effective working of the scheme.	3
	Total	45

Course Designers

1. Dr.R.Hemamalini   - hemamalini@ksrct.ac.in
2. Ms. R. Keerthikga   - keerthikga@ksrct.ac.in

BoS Chairman Signature

60 MB 3H2	Training & Development	Category	L	T	P	Credit
		PE	3	0	0	3

Objective

- To familiarize the students about the concepts of training and development.
- To give them knowledge on process of training.
- To enable the students to understand the content on Designing and Implementing a Training program.
- To make the students to understand the evaluation of training
- To provide them the knowledge in the field of Human Resource.

Prerequisite

Human Resources Management

Course Outcomes

On the successful completion of the course, students will be able to
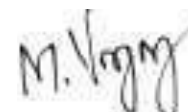
CO1	Understand the basics of training and development	Understand
CO2	Interpret the process of training and its assessment.	Apply
CO3	Develop the knowledge of Designing and Implementation of Training Program	Apply
CO4	Analyze the models and Evaluation of Training Program	Analyze
CO5	Illustrate the theories of training and technologies used in training	Apply

Mapping with Programme Outcomes
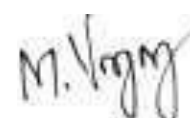
COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1		3				
CO2		3			3	
CO3	3					
CO4		3				
CO5	3	2			3	

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	**2**	
Remember	30	30	40
Understand	20	20	30
Apply	10	10	30
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

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BoS Chairman Signature

K.S.Rangasamy College of Technology –Autonomous R2022								
Master of Business Administration - MBA								
60 MB 3H2- Training and Development								
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100

Introduction

Definition - Need for training - Importance of training - Objectives of training - Training functions - Types of training – Issues in Training. **9**

Process of Training

Steps in training - Criteria for identifying training needs - Assessment of training needs - Methods and process of needs assessment - Identifying the need for Reskilling & up skilling for a digital workplace **9**

Designing and Implementing a Training Program

Trainer identification - Methods and techniques of training - Designing a training module - Management development program - Budgeting of training - implementing processes for continuous up skilling to meet digital transformation **9**

Evaluation of Training Program

Kirkpatrick model of evaluation - CIRO model - Cost-benefit analysis, ROI of training-Condition necessary for an effective training programme. **9**

Learning and Technology in Training

Principles of learning - Theories of learning - Reinforcement theory - Social learning theory - Resistance to training - CBT, multimedia training, E-Learning/online learning - Distance learning **9**

Total Hours 45

Text book (s):	
1	Raymond Noe, "Employee Training And Development", McGraw Hill Education, 7th Edition,2017.
2	S.K. Bhatia, "Training And Development" Deep & Deep Publications, 1st Edition, 2015.

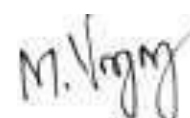| Reference(s):	
1	Amita Yadav Dr. Rajanikant Verma, "Training And Development", Bharti Publications, 1st Edition, 2022
2	Devendra Agochia, "Every Trainers Handbook", Sage Publication, 2nd Edition, 2018.
3	Dr. Pawan Kumar Sharma,"Training and Development", Galgotia Publishing Company, 2016.
4	Dipak K Bhattacharya "Training and Development: Theory and Applications" SAGE Publications India Pvt ltd.,1st Edition 2015.

M.Vngmy

BoS Chairman Signature

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Introduction**	
1.1	Definition - Need for training	2
1.2	Importance of training & Objectives of training	2
1.3	Training functions	2
1.4	Types of training	2
1.5	Issues in Training	1
2	**Process of Training**	
2.1	Steps in training	1
2.2	Criteria for identifying training needs	2
2.3	Assessment of training needs	2
2.4	Methods and process of needs assessment	2
2.5	Identifying the need for Reskilling & up skilling for a digital workplace	2
3	**Designing and Implementing a Training Program**	
3.1	Trainer identification	1
3.2	Methods and techniques of training	2
3.3	Designing a training module	2
3.4	Management development program	2
3.5	Budgeting of training	1
3.6	Implementing processes for continuous up skilling to meet digital transformation	1
4	**Evaluation of Training Program**	
4.1	Kirkpatrick model of evaluation	2
4.2	CIRO model	2
4.3	Cost-benefit analysis	2
4.4	ROI of training	2
4.5	Condition necessary for an effective training programme	1
5	**Learning and Technology in Training**	
5.1	Principles of learning	2
5.2	Theories of learning: Reinforcement theory	1
5.3	Social learning theory	1
5.4	Resistance to training	2
5.5	CBT, multimedia training.	1
5.6	E-Learning/online learning & Distance learning	2
	Total	45

Course Designers

1. Dr.R.Hemamalini   - hemamalini@ksrct.ac.in
2. Ms. R. Keerthikga   - keerthikga@ksrct.ac.in

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

60 MB 3H3	HR Analytics	Category	L	T	P	Credit
		PE	3	0	0	3

Objective

- To learn about different types of HR metrics,
- To understand how to present HR data of recruitment and diversity analytics
- To derive insights about the application of metrics in Training and Development among the workforce
- To learn about the application of analytics in talent retention and career progression among employees.
- To apply HR Audits and present the most pertinent HR data through dashboards.

Prerequisite

Human Resources Management

Course Outcomes

On the successful completion of the course, students will be able to
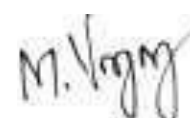
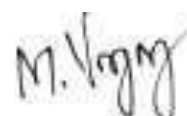| CO1	Illustrate about HR Analytics and its Metrics	Understand
CO2	Interpret the means of recruitment and diversity analytics	Apply
CO3	Implement the metrics in Training and Development among the Workforce.	Apply
CO4	Examine the analytics in talent retention and career progression among employees.	Analyze
CO5	Support the HR audits and visualize the HR Data useful for the Organization purpose.	Evaluate

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3				3	
CO2			3	3		
CO3	3					3
CO4		3		3		
CO5					3	2

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	20	20	20
Understand	20	20	40
Apply	20	20	40
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0
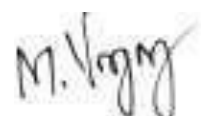
Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

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BoS Chairman Signature

K.S. Rangasamy College of Technology –Autonomous R2022								
Master of Business Administration - MBA								
60MB 3H3 – HR Analytics								
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100

Introduction to HR Metrics
Evolution and timeline of HR Analytics - Types of Analytics - HR Analytics Applications - Summarizing & Reporting HR Data using Business Intelligence — **9**

Recruitment and Diversity Analytics
Social Media for Recruitment and Employer Branding, Diversity Index, Offer Reject and Renege - Attrition Channel Efficiency, Recruitment Metrics — **9**

Training and Development & Workforce
Training Outcome Analysis, Training hours and cost metrics, ROI calculation, Employee Profiling, Turnover Index, Natural Language Processing in HR Analytics – Uncovering employee insights — **9**

Talent Retention and Career Progression
Retention Index, Voluntary and involuntary Turnover, Career Path Index, Succession Readiness index, Employee Satisfaction and Engagement Surveys, Gamification for Employee Engagement — **9**

HR Audits And Visualization of HR Data
HR Audit Process, Recruitment and Selection Process Audit, Statutory Compliance Audit, Benchmarking, Design Thinking Principles for Dashboards, KPI Dashboard, KPI Scorecard, HR Balanced Scorecard — **9**

Total Hours 45

Text book (s):	
1	Edwards, M., & Edwards, K, "Predictive HR Analytics: Mastering the HR Metric", 2nd Edition, Kogan age, 2019.
2	Bhattacharyya, D. K., "HR Analytics: Understanding Theories and Applications", 1st Edition,Sage Publications India Pvt Ltd, 2017.
Reference(s):	
1	Acharya, S. "Data Analytics Using R", McGraw Hill Education, 2018.
2	Lander, J. P, "R for Everyone", 2nd Edition, Pearson India Education Services, 2018.
3	Shen Ng, M, "Predictive HR Analytics, Text Mining & Organizational Network Analysis withExcel" Independently Published, 2019.

M.Vgny

BoS Chairman Signature

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Introduction to HR Metrics and Excel**	
1.1	Evolution and timeline of HR Analytics	2
1.2	Types of Analytics	2
1.3	HR Analytics Applications	2
1.4	Summarizing HR Data using Business Intelligence tools	2
1.5	Reporting HR Data using Business Intelligence tools	1
2	**Recruitment and Diversity Analytics**	
2.1	Social Media for Recruitment and Employer Branding	2
2.2	Diversity Index	2
2.3	Offer Reject and Renege - Logistic Regression	1
2.4	Attrition	1
2.5	Channel Efficiency & Recruitment Metrics	3
3	**Training and Development & Workforce**	
3.1	Training Outcome Analysis	2
3.2	Training hours and cost metrics	1
3.3	ROI calculation	1
3.4	Employee Profiling & Turnover Index	3
3.5	Natural Language Processing in HR Analytics	1
3.6	Uncovering employee insights	1
4	**Talent Retention and Career Progression**	
4.1	Retention Index	1
4.2	Voluntary and involuntary Turnover	2
4.3	Career Path Index	1
4.4	Succession Readiness index	1
4.5	Employee Satisfaction and Engagement Surveys	2
4.6	Gamification for Employee Engagement	2
5	**HR Audits And Visualization of HR Data**	
5.1	HR Audit Process	1
5.2	Recruitment and Selection Process Audit	2
5.3	Statutory Compliance Audit	2
5.4	Benchmarking	1
5.5	Design Thinking Principles for Dashboards	1
5.6	KPI Dashboard, KPI Scorecard & HR Balanced Scorecard	2
	Total	45

Course Designers

Dr.R.Hemamalini - hemamalini@ksrct.ac.in

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vagaj

BoS Chairman Signature

60 MB 3H4	Labour Laws	Category	L	T	P	Credit
		PE	3	0	0	3

Objective

- To enable the students to familiarize and understand the legal framework governing the Indian Industrial scenario.
- To make the students to know about the role of trade unions in Industries
- To make the students to aware about wages and bonus acts
- To provide knowledge to them on Employee Provident Fund
- To create knowledge regarding contract labour act.

Prerequisite

Human Resources Management

Course Outcomes

On the successful completion of the course, students will be able to
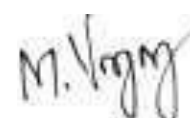
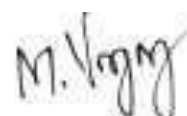| CO1	Summarize the concept of Labour Legislation.	Understand
CO2	Interpret the provisions under Industrial Laws.	Apply
CO3	Relate the provisions to Wages and Bonus Act.	Analyze
CO4	Interpret the Social Security Act.	Apply
CO5	Evaluate the various miscellaneous Act	Evaluate

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2		3		
CO2		3		3		
CO3		3				
CO4				3		
CO5				3		

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	**2**	
Remember	20	20	40
Understand	30	30	45
Apply	10	10	15
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0
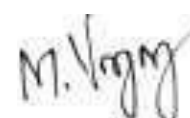
Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M. Vng

BoS Chairman Signature

K.S. Rangasamy College of Technology –Autonomous R2022								
Master of Business Administration - MBA								
60MB 3H4 – Labour Laws								
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100

Introduction to Labour Legislation Labour Legislation – Historical evolution – Principles of Labour Legislation – Origin and Growth of Labour Legislation in India	**9**
Industrial Law Factories Act, 1948 – The Trade Unions Act, 1926 – The Industrial Disputes Act, 1947.	**9**
Wages and Bonus Act Payment of wages Act, 1936 – Minimum wages Act, 1948 – Payment of Bonus Act, 1965.	**9**
Social Security Act Employee State Insurance Act, 1948 – Employees Provident Funds and Miscellaneous Provisions Act, 1952 – Payment of Gratuity Act, 1972.	**9**
Miscellaneous Act Maternity Benefit Act, 1961 – Protection for Women in Labour Statutes - The Child Labour (Prohibition and Regulation) Act, 1986 – Contract Labour Act, 1970 – Apprentices act 1961	**9**
Total Hours 45	

Text book (s):	
1	S.P.Jain & Simmi Agarwal, "Industrial and Labour Laws", Dhanpat Rai & Co, 15th Edition,2018.
2	S C Srivastava, "Industrial Relations and Labour Laws", Vikas Publication, 6th Edition, 2012.
Reference(s):	
1	N.D Kapoor, "Handbook of Industrial Law", Sultan Chand & Sons, 14th revised edition Reprint, 2013.
2	S.N. Misra, "Labour & Industrial Law", Central Law Publication, 27th Edition, 2013.
3	P.K. Padhi, "Labour and Industrial Laws", PHI Learning, 3rd Edition, 2017.

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vajay

BoS Chairman Signature

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Introduction to Labour Legislation**	
1.1	Labour Legislation	2
1.2	Historical evolution	2
1.3	Principles of Labour Legislation	2
1.4	Origin of Labour Legislation in India	2
1.5	Growth of Labour Legislation in India	1
2	**Industrial Law**	
2.1	Factories Act, 1948	4
2.2	The Trade Unions Act, 1926	2
2.3	The Industrial Disputes Act, 1947.	1
2.4	Settlement towards dispute	2
3	**Wages and Bonus Act**	
3.1	Payment of wages Act, 1936	2
3.2	Payment of wages Act, 1936 Amendments	1
3.3	Minimum wages Act, 1948	2
3.4	Minimum wages Act, 1948 Amendments	1
3.5	Payment of Bonus Act, 1965	2
3.6	Payment of Bonus Act, 1965 Amendments	1
4	**Social Security Act**	
4.1	Employee State Insurance Act, 1948	2
4.2	Employee State Insurance Act, 1948 Amendments	2
4.3	Employees Provident Funds and	2
4.4	Miscellaneous Provisions Act, 1952	1
4.5	Payment of Gratuity Act, 1972.	2
5	**Miscellaneous Act**	
5.1	Maternity Benefit Act, 1961	1
5.2	**Protection for Women in Labour Statutes**	2
5.3	The Child Labour Act, 1986	1
5.4	The Child Labour (Prohibition and Regulation)	1
5.5	Contract Labour Act,1970	2
5.6	Apprentices act 1961	2
	Total	45

Course Designers

Dr.R.Hemamalini - hemamalini@ksrct.ac.in

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

60 MB 3H5	**Strategic Human Resource Management**	Category	L	T	P	Credit
		PE	3	0	0	3

Objective

- To understand the concepts of strategic HRM.

- To give the chance to apply the concepts in various fields in HRM in a strategic way

- To analyze the content on Strategic Pay and Employee Relations

- To make the students to differentiate the General Strategic HRM from global strategic HRM.

- To learn about the changing factor in HRM.

Prerequisite

Human Resource Management.

Course Outcomes

On the successful completion of the course, students will be able to
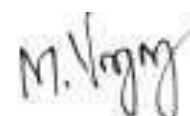
CO1	Interpret the concepts of SHRM and its role in merger and Acquisition	Apply
CO2	Interpret the HRP, work systems, culture and directive activities of SHRM.	Apply
CO3	Relate the Methods of Strategic pay with relationships	Analyze
CO4	Interpret the contemporary issues in SHRM.	Apply
CO5	Interpret about the changing factor in HRM	Apply

Mapping with Programme Outcomes
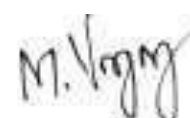
COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3		3		
CO2		3			3	3
CO3				3		
CO4	3					
CO5	2		3			

Assessment Pattern

Bloom's Category	**Continuous Assessment Tests (Marks)**		**End Sem Examination (Marks)**
	1	**2**	
Remember	25	25	35
Understand	25	25	45
Apply	10	15	20
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

K.S.Rangasamy College of Technology – Autonomous R2022
Master of Business Administration - MBA
60 MB 3H5- Strategic Human Resource Management

Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100

Introduction to Strategic HRM Strategic HRM and corporate strategy - Challenges in SHRM - Role of Strategic HR in Merger and Acquisition.	**9**
HRP, Design & Implementation of Strategic HRM Human Resource Planning - Design and redesign of work systems - Organizational culture-Motivation of human resources – Staffing - Performance management and feedback.	**9**
Strategic Pay and Employee Relation Impact of organizational Restructuring on Human resources - Compensation / Bench Marking - Labor relations - Employee Separation.	**9**
General Strategic HRM Global Human Resources Management - Corporate Ethics and Values - Strategies for nurturing employee engagement - Contemporary Issues in SHRM – Leadership.	**9**
Changing Environment of HRM Internal and External factors: Internal factors – Human Resource of Country, changing demands of employers, employee's organization. External factors – Change in Technology, Legal and Government, Customer Social factors, Economic and Political factors.	**9**
Total Hours	**45**

Textbook(s):

1. Ekta Sharma, "Strategic Human Resource Management and Development", Pearson Education, 1st Edition, 2019.

2. Catherine Bailey, David Mankin, Clare Kelliher, Thomas Garavan,"Strategic Human Resource Management", Oxford University Press, 2018.

Reference(s):

1. Feza Tabassum Azmi, "Strategic Human Resource Management: Text and Cases: Volume1 Cambridge University Press, 2019.

John Storey, Dave Ulrich, Patrick M. Wright ,"Strategic Human Resource Management", Taylor & Francis, 2019.

3. Ananda Das Gupta, "Strategic Human Resource Management":Taylor & Francis,2021.

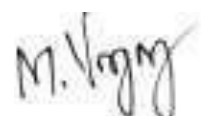4. Ashish Malik, "Strategic Human Resource Management and Employment Relations", Springer Nature Singapore, 2018.

Course Contents and Lecture Schedule

S.No	Topic	No. of Hours
1	**Introduction to Strategic HRM**	
1.1	Strategic HRM and corporate strategy	3
1.2	Challenges in SHRM	3
1.3	Role of Strategic HR in Merger and Acquisition.	3
2	**HRP, Design & Implementation of Strategic HRM**	
2.1	Human Resource Planning	2
2.2	Design and redesign of work systems	2
2.3	Organizational culture	2
2.4	Motivation of human resources	1
2.5	Staffing & Performance management and feedback.	2
3	**Strategic Pay and Employee Relation**	
3.1	Impact of organizational Restructuring on Human resources	3
3.2	Compensation / Bench Marking	2
3.3	Labor relations	2
3.4	Employee Separation.	2
4	**General Strategic HRM**	
4.1	Global Human Resources Management	2
4.2	Corporate Ethics and Values	2
4.3	Strategies for nurturing employee engagement	1
4.4	Contemporary Issues in SHRM	2
	Leadership	2
5	**Changing Environment of HRM**	
5.1	Internal and External factors: Internal factors, Human Resource of Country, changing demands of employers, employee's organization.	3
5.2	External factors Change in Technology, Legal and Government, Customer Social factors, Economic and Political factors.	3
5.3	Case Discussion	3
	Total	**45**

Course Designers

Mr.P.Sabareesh   - sabareesh@ksrct.ac.in

60 MB 3H6	Change Management	Category	L	T	P	Credit
		PE	3	0	0	3

Objective

- To learn about the concepts of change management.
- To understand about the knowledge on the Process of Change Management.
- To learn about the Communication Change in organization.
- To give the knowledge on Resistance to change
- To give knowledge on developing and implementation plan on change management

Prerequisite

Human Resources Management

Course Outcomes

On the successful completion of the course, students will be able to
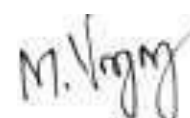
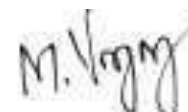| CO1	Understand an insights to concepts in change management.	Understand
CO2	Relate the process with control for change management.	Analyze
CO3	Interpret the need for communicating change, methods, techniques and role of top management.	Apply
CO4	Examine the techniques of resistance to change.	Analyze
CO5	Interpret the plan, types and implementing change.	Apply

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3					
CO2	3					
CO3		3			2	
CO4					3	
CO5	3		3			

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination(Marks)
	1	2	
Remember	25	25	35
Understand	25	25	45
Apply	10	10	20
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

M.Vigny

BoS Chairman Signature

K.S. Rangasamy College of Technology–AutonomousR2018								
Master of Business Administration –MBA								
60MB 3H6 – Change Management								
Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Tot
III	3	0	0	45	3	40	60	10

Introduction to Change Management Meaning of organizational change – Nature – Pressure for change – Levels of change – Guidelines for effective change.	9
Models and Process of Change Management Change Models – ADKAR model, Lewins Model- Kublers Model – 7S frame Model - Change management process – Phases of the change management process – change management process control.	9
Communicating Change Need for communicating change – Factors involved in communicating change – methodsand techniques for communicating change – Role of Top Management in communicating.	9
Resistance to change Concepts of resistance to change – Forms of resistance – Reaction to change – Techniquesto overcome resistance.	9
Implementing Change Developing and implementation plan – Gaining support and involvement of key people – Types of change management strategies – evaluating organizational change.	9
Total Hours	45

TextBook (s):

1.	Dag Ingvar Jacobsen," Organizational Change and Change Management", Vigmostad & Bjorke A S, 2021.
2	Ratan Raina, "Change Management and Organizational Development", SAGE Publications, 2018.

Reference(s):

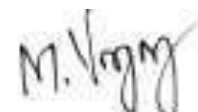|	
1.	Bernard Burnes, "Managing Change", Pearson, 7th Edition, 2017.
2.	Surbhi Jain, "Change Management in organization", Society Publishing, 2017.
3.	Keow Ngang Tang, "Leadership and Change Management" Springer Nature Singapore, 2019.
4.	Esther Cameron & Mike Green, "Making Sense of Change Management" 4th Edition, 2016.

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vgmy

BoS Chairman Signature

Course Contents and Lecture Schedule

S.No	Topic	No.of Hours
1	**Introduction to Change Management**	
1.1	Meaning of organizational change	2
1.2	Nature and Pressure for change	2
1.3	Levels of change	2
1.4	Guidelines for effective change.	3
2	**Models and Process of Change Management**	
2.1	Change Models – ADKAR model	1
2.2	Lewins Model	1
2.3	Kublers Model	1
2.4	7S frame Model	1
2.5	Change management process	1
2.6	Phases of the change management process	2
2.7	Change management process control.	2
3	**Communicating Change**	
3.1	Need for communicating change	2
3.2	Factors involved in communicating change	2
3.3	Methods and techniques for communicating change	3
3.4	Role of Top Management in communicating.	2
4	**Resistance to change.**	
4.1	Concepts of resistance to change	2
4.2	Forms of resistance	2
4.3	Reaction to change	2
4.4	Techniques to overcome resistance.	3
5	**Implementing Change**	
5.1	Developing and implementation plan	3
5.2	Gaining support and involvement of key people	3
5.3	Types of change management strategies	2
5.4	Evaluating organizational change	4
	Total	45

Course Designers

1. Mr.P.Sabareesh - sabareesh@ksrct.ac.in.

BoS Chairman Signature

60 MB 3O1	Total Quality Management	Category	L	T	P	Credit
		PE	3	0	0	3

Objective

- To explore contemporary knowledge and gain a conceptual understanding of Quality Management.
- To gain knowledge regarding principles and philosophies of TQM.
- To understand the concept of quality costs.
- To get acquainted about various tools used for Quality Management
- To understand the recent trends for maintaining Quality systems

Prerequisite

Production Management

Course Outcomes

On the successful completion of the course, students will be able to

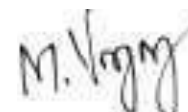| CO1	Understand the basic concepts of TQM, Cost and tools for Quality Management	Understand
CO2	Implement of TQM framework and stages for Continuous Improvement	Apply
CO3	Analyze the cost of quality to minimize the expenses and maximize service quality.	Analyze
CO4	Apply various quality tools to enhance the process effiency of product service.	Apply
CO5	Illustrate the concepts of recent trends in Quality systems	Understand

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	3	2	2	
CO2	3	3	3		2	
CO3	3	3	3	2		
CO4	3	3	3			
CO5	3	3	3	2	2	2

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	20	20	35
Understand	20	20	35
Apply	20	20	30
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

BoS Chairman Signature

K.S.Rangasamy College of Technology –Autonomous R2022								
Master of Business Administration - MBA								
60MB 3O1- Total Quality Management								
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100

Introduction To Quality Defining Quality - Quality as a Management framework - Quality &Competitive advantage - Three levels of Quality, Deming Philosophy - Juran Philosophy, Cross by Philosophy - Comparison of Quality Philosophies - A.V.Feigenbaum, Kaoru Ishikawa, Genichi Taguchi.	**9**
Principles And Philosophies Of Quality Management Evolution of TQM - Definition of TQM - TQM Framework - Stages in TQM Implementation -TQM Roadmap.	**9**
Cost Of Quality Classification of failure cost - Juran's Model of optimum quality costs - Analysis of External& Internal Failure costs.	**9**
Tools For Quality Management Deming Wheel - Zero Defect Concept – Benchmarking - Seven QC Tools - FMEA, Poka Yoke, Five S – Quality Circle, Quality Function Deployment - Taguchi's Robust Design, Total Productive Maintenance - Force Field analysis, Tree & Matrix Diagram.	**9**
Recent Trends In Quality Systems Quality Management Systems - ISO 9000:2000 - Six Sigma – CMMI - Quality Management System (QMS) standard, and ISO 90001:2015.	**9**
Total Hours 45	

Text book (s):

1	Bester field Dale H, Bester field Carol, Bester field Glen H., Total Quality Management,Pearson, 2018

Reference(s):

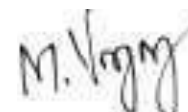| 1	Sunil Luthra, Dixit Garg, Ashish Agarwal, Sachin K. Mangla, Total Quality Management, CRC Press, 1st Edition, 2020.
2	Poornima M, Chnadran timath, "Total Quality Management", Pearson Education, 4th edition, 2022.
3	Jeffry A. Doney, Total Quality Management (TQM): Concepts, Implementation and Applications, Nova Science Publishers Inc, 2019.

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vngny

BoS Chairman Signature

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Introduction to Quality**	
1.1	Defining Quality - Quality as a Management framework	1
1.2	Quality &Competitive advantage	1
1.3	Three levels of Quality	2
1.4	Deming Philosophy &Juran Philosophy	2
1.5	Cross by Philosophy	1
1.6	Comparison of Quality Philosophies - A.V. Feigenbaum, KaoruIshikawa, Genichi Taguchi.	2
2	**Principles and Philosophies of Quality Management**	
2.1	Evolution of TQM	2
2.2	Definition of TQM	1
2.3	TQM Framework	2
2.4	Stages in TQM Implementation	2
2.5	TQM Roadmap	2
3	**Cost of Quality**	
3.1	Classification of failure cost	2
3.2	Juran's Model of optimum quality costs	2
3.3	Analysis of External & Internal Failure costs.	3
4	**Tools for Quality Management**	
4.1	Deming Wheel - Zero Defect Concept – Benchmarking	2
4.2	Seven QC Tools - FMEA, Poka Yoke, Five S	2
4.3	Quality Circle, Quality Function Deployment	2
4.4	Taguchi's Robust Design, Total Productive Maintenance	2
4.5	Force Field analysis, Tree & Matrix Diagram	2
4.6	Total Preventive Maintenance.	1
5	**Recent Trends in Quality Systems**	
5.1	Quality Management Systems	1
5.2	ISO 9000:2000	2
5.3	Six Sigma	1
5.4	CMMI	2
5.5	Quality Management System (QMS) standard.	1
5.6	ISO 90001:2015.	2
	Total	45

Course Designers

1. Ms. R. Keerthikga   - keerthikga@ksrct.ac.in
2. Dr. M. Ramakrishnan- ramakrishnan@ksrct.ac.in

BoS Chairman Signature

60 MB 3O2	Production Planning and Control	Category	L	T	P	Credit
		PE	3	0	0	3

Objective

- To learn about the basic concepts of forecasting techniques in business.
- To provide knowledge about effective capacity planning and capacity measurement of the equipment.
- To provide knowledge in different aggregate planning strategies for improving productivity of the firm.
- To learn the basic concepts of scheduling and dispatch techniques.
- To understand the concept of group technology, coding and classification of parts.

Prerequisite

Production Management

Course Outcomes

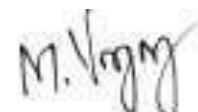On the successful completion of the course, students will be able to

CO1	Apply forecasting techniques in real world business.	Understand
CO2	Understand the concept of Capacity Planning and its factors.	Understand
CO3	Apply aggregate planning strategies for productivity improvement.	Apply
CO4	Implement scheduling and dispatching techniques in manufacturing to optimize productions process.	Apply
CO5	Apply Group Technology to optimize production process	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3		2	3		
CO2		3			3	2
CO3	2		3	3		
CO4		2			2	
CO5	2		2			3

Assessment Pattern
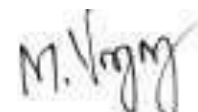
Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination(Marks)
	1	2	
Remember	20	20	35
Understand	20	20	35
Apply	20	20	30
Analyse	0	0	0
Evaluate	0	0	0
Create	0	0	0

M.Vgny

BoS Chairman Signature

K.S. Rangasamy College of Technology – Autonomous							R2022
Master of Business Administration - MBA							
60 MB 3O2 – Production Planning and Control							
Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100

Forecasting

Introduction, Factors affecting forecasting – Simple moving average, Weighted moving average, Double moving average method – Linear regression analysis – Semi average method, Survey method – Delphi technique, Forecasting error.	11

Capacity Planning*

Determination of Plant Capacity – Equipment Selection, Measurement of capacity – Estimating future capacity needs –Factors influencing effective capacity–Factors favoring over capacity & under capacity.	8

Aggregate Planning Methods**

Nature of Aggregate planning decisions–Aggregate planning strategies–Linear Programming, Transportation method–Heuristic method, Trial and error method.	10

Scheduling

Forward scheduling, Backward scheduling –Single machine sequencing with Independent jobs– Parallel machine models –Flow shop scheduling, Job shop scheduling–Dispatching.	9

Process Planning

Group Technology–Classification and coding systems for process planning–Expediting and monitoring.	7
Total Hours	**45**

Textbook(s):

1	Panneer Selvam, "Production and Operations Management", Prentice Hall, 2012
2.	Narasimhan Sim, "Production Planning and Inventory Control", Prentice Hall, 2002

Reference(s):

1	S.N. Chary, "Production & Operations Management", 6th edition, Mc Graw-Hill,2019
2	WilliamJ. Stevenson," Operations Management",12th Edition, Tata Mc Graw-Hill2021
3	Kanishka Bedi, "Production and Operations Management", 3rd edition, Oxford University Press,2013

*SDG 8– Decent work and Economic Growth
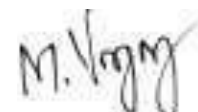****SDG 12- Responsible Consumption and Production**

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vgny

BoS Chairman Signature

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Forecasting**	
1.1	Introduction, Factors affecting forecasting	1
1.2	Simple moving average	2
1.3	Weighted moving average	1
1.4	Double moving average method	1
1.5	Linear regression analysis	2
1.6	Semi average method	1
1.7	Survey method	1
1.8	Delphi technique	1
1.9	Forecasting error	1
2	**Capacity Planning**	
2.1	Determination of Plant Capacity	1
2.2	Equipment Selection	1
2.3	Measurement of capacity	2
2.4	Estimating future capacity needs	1
2.5	Factors influencing effective capacity	2
2.6	Factors favoring over capacity & under capacity	1
3	**Aggregate Planning Methods**	
3.1	Nature of Aggregate planning decisions	1
3.2	Aggregate planning strategies	1
3.3	Linear Programming	2
3.4	Transportation method	2
3.5	Heuristic method	2
3.6	Trial and error method	2
4	**Scheduling**	
4.1	Forward scheduling, Backward scheduling	1
4.2	Single machine sequencing with Independent jobs	2
4.3	Parallel machine models	1
4.4	Flow shop scheduling	2
4.5	Job shop scheduling	2
4.6	Dispatching	1
5	**Process Planning**	
5.1	Group Technology	1
5.2	Classification and coding systems for process planning	1
5.3	Expediting and monitoring	1
	Total	**45**

Course Designers

1. Mr.V.S.Vijayachander   -vijayachander@ksrct.ac.in
2. Dr.M.Ramakrishnan   - ramakrishnan@ksrct.ac.in

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

60 MB 3O3	**Supply Chain Analytics**	Category	L	T	P	Credit
		PE	3	0	0	3

Objective

- To understand the fundamentals of Supply Chain Analytics
- To understand the Supply chain Procurement planning.
- To make familiarize with the concept of Demand fulfilment
- To facilitate the knowledge in Supply chain integration
- To facilitate the application knowledge in simulation and Design of Experiments.

Prerequisite

 Production Management, Operations Research

Course Outcomes

 On the successful completion of the course, students will be able to
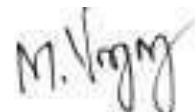
CO1	Outline the Principles of demand planning.	Understand
CO2	Illustrate the concept of Supply chain and procurement planning.	Apply
CO3	Describe the concept of Demand Fulfillment.	Understand
CO4	Appraise the concept of Supply chain integration.	Analyze
CO5	Demonstrate Simulation and DOE in supply chain..	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1		3				
CO2		3			2	
CO3	3			2		
CO4		3				
CO5	3				2	

Assessment Pattern
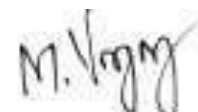
Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	**2**	
Remember	20	20	35
Understand	20	20	35
Apply	20	20	30
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

M.Vijay

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

K.S.Rangasamy College of Technology –Autonomous R2022								
Master of Business Administration - MBA								
60MB 3O3- Supply Chain Analytics								
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100

Demand Planning Demand Planning- Review of Forecasting and planning concepts- Defining KPIs- Forecasting Model building-Discrete and continuous manufacturing	9
Supply chain and Procurement planning* Supply planning- Procurement and Strategic Sourcing - Inventory Modeling- Aggregate planning and resource allocation decisions- Procurement Analytics- Production modeling-Warehouse Operations and Performance, Vendor Managed Inventory	9
Demand Fulfillment Demand Fulfillment- DC location and network design-optimizing inventory levels in distribution network- Logistics & Network Modeling- Transportation modeling- delayed differentiation, mass customization - Warehouses of future	9
Supply Chain Integration**` Advanced and business supply chain - CPFR, DDSN, Make/Buy - Total Supply Chain Cost-computation of transfer prices -revenue management- yield management -product changes/economies of scale	9
Simulation & DOE Introduction to simulation – Type: Discrete and Continuous simulation – Simulation models – Steps in Simulation study – Simulation for Analytics – Experimental Designs.	9
Total Hours 45	

Text book (s):	
1	James R. Evans., Business Analytics – Methods, Models and Decisions, Pearson Publications, Third Edition, 2019.
2	T. A. S. Vijayaraghavan, "Supply Chain Analytics", Wiley, 2021.

Reference(s):	
1	G.V. Shenoy, U.K. Srivastava, S.C. Sharma, Operations Research for Management, New Age
2	International, Revised Third Edition, 2018
3	Acharya Seema, "Fundamentals of Business Analytics", Wiley India Pvt. Ltd, 2015

 *SDG 8– Decent work and Economic Growth
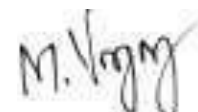 ****SDG 9- Industry Innovation and Infrastructure**

M.Vng

BoS Chairman Signature

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Demand Planning**	
1.1	Demand Planning	2
1.2	Review of Forecasting and planning concepts-	2
1.3	Defining KPIs	2
1.4	Forecasting Model building	2
1.5	Discrete and continuous manufacturing	1
2	**Supply chain and Procurement planning**	
2.1	Supply planning	1
2.2	Procurement and Strategic Sourcing	2
2.3	Inventory Modeling	1
2.4	Aggregate planning and resource allocation decisions	1
2.5	Procurement Analytics	1
2.6	Production modeling	1
2.7	Warehouse Operations and Performance	1
2.8	Vendor Managed Inventory	1
3	**Demand Fulfillment**	
3.1	Demand Fulfillment	1
3.2	DC location and network design	1
3.3	Optimizing inventory levels in distribution network	1
3.4	Logistics & Network Modeling	2
3.5	Transportation modeling	2
3.6	Delayed differentiation, mass customization	1
3.7	Warehouses of future	1
4	**Supply Chain Integration**	
4.1	Advanced and business supply chain	1
4.2	CPFR, DDSN, Make/Buy	2
4.3	Total Supply Chain Cost	2
4.4	Computation of transfer prices	1
4.5	Revenue management	1
4.6	Yield management	1
4.7	Product changes/economies of scale	1
5	**Simulation & DOE**	
5.1	Introduction to simulation – Type:	2
5.2	Discrete and Continuous simulation	1
5.3	Simulation models	1
5.4	Steps in Simulation study	2
5.5	Simulation for Analytics	2
5.6	Experimental Designs.	1
	Total	45

Course Designers

1. Dr.M.Ramakrishnan - ramakrishnan@ksrct.ac.in

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

60 MB 3O4	World Class Manufacturing	Category	L	T	P	Credit
		PE	3	0	0	3

Objective

- To acquaint knowledge about the international developments in the area of manufacturing
- To understand the importance of Quality in Manufacturing.
- To understand framework for manufacturing excellence.
- To enhance the knowledge in Performance measurement.
- To understand the systems, tools and techniques required for achieving competitiveedge through world-class manufacturing.

Prerequisite

Production Management

Course Outcomes

On the successful completion of the course, students will be able to
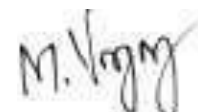
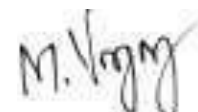| CO1	Outline the Evolution of World Class Manufacturing.	Understand
CO2	Illustrate the Quality Principles in World Class Manufacturing.	Apply
CO3	Describe the Framework for Manufacturing Excellence	Understand
CO4	Discuss the Performance Measurement Systems for World Class Manufacturing	Understand
CO5	Illustrate the recent trends in World Class Manufacturing	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3					
CO2				3		
CO3		3				
CO4					3	
CO5				3		

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	20	20	35
Understand	20	20	35
Apply	20	20	30
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

K.S.Rangasamy College of Technology –Autonomous R2022								
Master of Business Administration - MBA								
60MB 3O4- World Class Manufacturing								
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100

Emergence of World Class Manufacturing Evolution of World Class Manufacturing – First Principles of World Class Manufacturing – The Practice of World Class Manufacturing – Current Challenges in World Class Manufacturing	9
Quality in World Class Manufacturing Toyota Production System – Deming's Approach – Shingo's Approach – Issues on Quality by Crosby, Taguchi, Juran and Other Experts – QFD, FMEA, and TPM.	9
Framework for Manufacturing Excellence Hall's Framework – Schonberg's Framework of WCM – Gunn's Model of WCM – Maskell's Models of WCM Business Excellence Models.	9
Performance Measurement The PO-P System – TOPP System – AMBITE System – Quality Performance – Delivery Performance – Financial Performance – Balanced Scorecard.	9
Recent Trends in World Class Manufacturing Lean Production – Flexible Manufacturing Systems – Agile Manufacturing – Resource requirement planning – Synchronous manufacturing – Indian Scenario on World class manufacturing, Industrial IoT	9
Total Hours 45	

Text book (s):

1	B.S. Sahay K.B.C. Saxena Ashish Kumar, "World Class Manufacturing – A Strategic Perspective", Laxmi Publications Pvt Ltd, First Edition, 2018
2	Jeffrey Liker, "The Toyota Way, Second Edition: 14 Management Principles from the World's Greatest Manufacturer", McGraw Hill, 2020

Reference(s):

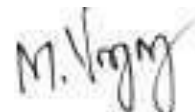| 1	Lean Production for Competitive Advantage : A Comprehensive Guide to Lean Methodologies and Management Practices, Productivity Press, 2nd Edition, 2019
2	Suresh Lulla, "World-Class Quality: An Executive Handbook", Tata McGraw Hill, 1st Edition, 2005
3	R. P. Mohanty, S. G. Deshmukh, " Advanced Operations Management", Pearson Education 2001

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vm

BoS Chairman Signature

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Emergence of world Class Manufacturing**	
1.1	Evolution of World Class Manufacturing	2
1.2	First Principles of World Class Manufacturing	1
1.3	The Practice of World Class Manufacturing	3
1.4	Current Challenges in World Class Manufacturing	3
2	**Quality in World Class Manufacturing**	
2.1	Toyota Production System	2
2.2	Deming's Approach	1
2.3	Shingo's Approach	1
2.4	Issues on Quality by Crosby, Taguchi, Juran and Other Experts	2
2.5	QFD, FMEA	1
2.6	TPM	2
3	**Framework for Manufacturing Excellence**	
3.1	Hall's Framework	2
3.2	Schonberger's Framework of WCM	2
3.3	Gunn's Model of WCM	2
3.4	Maskell's Models of WCM	1
3.5	Business Excellence Models	2
4	**Performance Measurement**	
4.1	The PO-P System	1
4.2	TOPP System	1
4.3	AMBITE System	1
4.4	Quality Performance	1
4.5	Delivery Performance	2
4.6	Financial Performance	2
4.7	Balanced Scorecard	1
5	**Recent Trends in WCM**	
5.1	Lean Production	2
5.2	Flexible Manufacturing Systems	1
5.3	Agile Manufacturing	1
5.4	Resource requirement planning	2
5.5	Synchronous manufacturing	2
5.6	Indian Scenario on World class manufacturing	1
	Total	45

Course Designers

   3. Dr.M.Ramakrishnan - ramakrishnan@ksrct.ac.in

M.Vogy

BoS Chairman Signature

60 MB 3O5	Technology Management	Category	L	T	P	Credit
		PE	3	0	0	3

Objective

- To know about the basic concepts of forecasting techniques in business.
- To provide knowledge about effective capacity planning and capacity measurement of the equipment.
- To provide knowledge in different aggregate planning strategies for improving productivity of the firm.
- To know the basic concepts of scheduling and dispatch techniques.
- To understand the concept of group technology, coding and classification of parts.

Prerequisite

Production Management

Course Outcomes

On the successful completion of the course, students will be able to
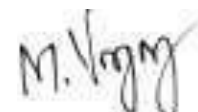
CO1	Outline the basic concepts of Technology management.	Understand
CO2	Illustrate the concept of forecasting.	Apply
CO3	Interpret decision making techniques.	Understand
CO4	Describe Technology transfer and modes of global technology transfer.	Understand
CO5	Apply the concept of Intellectual Property Rights.	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3					
CO2		3		3		
CO3				3		
CO4				3		
CO5	3					

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	20	20	35
Understand	20	20	35
Apply	20	20	30
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vijay

BoS Chairman Signature

K.S. Rangasamy College of Technology – Autonomous R2022							
Master of Business Administration - MBA							
60 MB 3O5 – Technology Management							
Semester	Hours/Week			**Total Hours**	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100

Introduction Definition-scope-components, History of technology developments - Issues in managing new technology, Life cycle approach to technology management.	9
Forecasting Approaches to forecasting, Technology performance parameters. Use of Experts in technology forecasting, planning technological process, Morphological analysis of a Technology system.	9
Decision Making Techniques Techno-Economic feasibility study, Application of multi-criteria decision-making techniques in technologies evaluation and selection-AHP, fuzzy AHP.	9
Technology Transfer Modes of global technology transfer-Technology–Human Interface-Organization structures and Technology Implementation issues in new technology.	9
Intellectual Property Rights Introduction to IPR Act, Issues, the effectiveness and management of patents, Trademarks and copy rights.	9
Total Hours	**45**

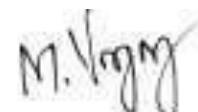| **Text book (s):**	
1	Gerard H. Gaynor, 'Handbook of Technology Management', McGraw-Hill (1996)
2.	Alan L. Porter, A. Thomas Roper, Thomas Wimason, Jery Banks, and Fredrick A. Rossini 'Forecasting and Management of Technology' 2nd edition, John Wiley and Sons, Inc.
Reference(s):	
1	S.N. Chary, "Production & Operations Management", 6th edition, McGraw-Hill,2019
2	WilliamJ.Stevenson,"OperationsManagement",12th Edition, Tata McGraw-Hill 2021
3	Kanishka Bedi, "Production and Operations Management", 3rd edition, Oxford University Press,2013

M.Vngny

BoS Chairman Signature

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Introduction**	
1.1	Definition-scope-components	2
1.2	History of technology developments	3
1.3	Issues in managing new technology	2
1.4	Life cycle approach to technology management.	2
2	**Forecasting**	
2.1	Approaches to forecasting, Technology performance parameters	3
2.2	Use of Experts in technology forecasting	2
2.3	planning technological process	2
2.4	Morphological analysis of a Technology system	2
3	**Decision Making Techniques**	
3.1	Techno-Economic feasibility study	2
3.2	Application of multi-criteria decision	2
3.3	Making techniques in technologies evaluation and selection	3
3.4	AHP, fuzzy AHP	2
4	**Technology Transfer**	
4.1	Modes of global technology transfer	2
4.2	Technology & Human Interface	2
4.3	Organization structures	2
4.4	Technology Implementation issues in new technology.	3
5	**Intellectual Property Rights**	
5.1	Introduction to IPR Act	3
5.2	Issue& effectiveness and management of patents	3
5.3	Trademarks and copy rights.	3
	Total	**45**

Course Designers

1. Mr. V.S. Vijayachander -vijayachander@ksrct.ac.in
2. Dr. M. Ramakrishnan   - ramakrishnan@ksrct.ac.in

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

60 MB 3O6	Maintenance Management	Category	L	T	P	Credit
		PE	3	0	0	3

Objective

- To equip about the fundamentals of Maintenance Management
- To facilitate the knowledge on Maintenance Models, Systems, Quality
- To learn the importance of Maintenance Planning & Overhaul
- To enhance the knowledge on Total Productive Maintenance.
- To explore the advanced techniques in Maintenance Management.

Prerequisite

Production Management

Course Outcomes

On the successful completion of the course, students will be able to

CO1	Understand the Basic Principles of Maintenance.	Understand
CO2	Apply the concept of Maintenance Models in manufacturing sector.	Apply
CO3	Apply the Framework for Maintenance Planning.	Apply
CO4	Understand the Principles of Maintenance Systems.	Understand
CO5	Understand the Advanced Techniques in Maintenance Management.	Understand

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3		3			
CO2		3	2			
CO3				3		
CO4	3		3		3	
CO5						

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	20	20	35
Understand	20	20	35
Apply	20	20	30
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vogy

BoS Chairman Signature

K.S.Rangasamy College of Technology –Autonomous R2022							
Master of Business Administration - MBA							
60 MB 3O6- Maintenance Management							
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**	
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100

Introduction to Maintenance Management Objectives and Importance - Functions - Structure of the Maintenance department - Types of Maintenance - Maintenance Strategies - Organization for Maintenance – Computer Aided Maintenance – Maintenance Scheduling	9
Total Productive Maintenance (TPM) Meaning - Basic Philosophy and Goal - Need for Change - Change Process - TPM and its Environment - Management Information System and TPM.	9
Maintenance Planning & Overhaul and Repair Meaning and Difference - Optimal overhaul/Repair / Replace - Maintenance policy for equipment subject to breakdown - Optimal interval - breakdown, group replacement.	9
Maintenance Systems Fixed Time Maintenance - Condition based Maintenance - Operate to Failure - Opportunity maintenance - Design out maintenance - Role of Maintenance Department.	9
Advanced Techniques Reliability Centered Maintenance (RCM) - Signature Analysis - MMIS - Expert Systems - Concept of Terro Technology - Reengineering maintenance process.	9
Total Hours 45	

Text book (s):

1	Venkataraman K. "Maintenance Engineering And Management", PHI Learning, Ist Edition, 2020.
2	R.C. Mishra &K.Pathak, "Maintenance Engineering & Management", PHI Learning, 2005

Reference(s):

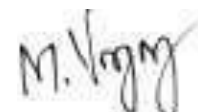|	
1	Sushil Kumar Srivatsava, "Maintenance Engineering Principles, Practices & Management", S. Chand & Co, 1998
2	Deb Tanmoy, "Maintenance Management and Engineering", PHI Learning, Ist Edition, 2017
3	Kelly and M.J. Harris, "Management of Industrial Maintenance", Butterworth and Company Limited, 2004.

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Introduction to Maintenance Management**	
1.1	Objectives and Importance	1
1.2	Functions	1
1.3	Structure of the Maintenance department	1
1.4	Types of Maintenance	2
1.5	Maintenance Strategies	1
1.6	Organization for Maintenance	1
1.7	Computer Aided Maintenance	1
1.8	Maintenance Scheduling	1
2	**Total Productive Maintenance (TPM)**	
2.1	Meaning - Basic Philosophy and Goal	2
2.2	Need for Change- Change Process	2
2.3	TPM and its Environment	3
2.4	Management Information System and TPM	2
3	**Maintenance Planning & Overhaul and Repair**	
3.1	Meaning and Difference	2
3.2	Optimal overhaul/Repair / Replace	2
3.3	Maintenance policy for equipment subject to breakdown	1
3.4	Optimal interval	1
3.5	Breakdown	2
3.6	group replacement	1
4	**Maintenance Systems**	
4.1	Fixed Time Maintenance	1
4.2	Condition based Maintenance	2
4.3	Operate to Failure	1
4.4	Opportunity maintenance	1
4.5	Design out maintenance	2
4.6	Role of Maintenance Department	2
5	**Advanced Techniques**	
5.1	Reliability Centered Maintenance (RCM)	2
5.2	Signature Analysis	1
5.3	MMIS	1
5.4	Expert Systems	2
5.5	Concept of Terro Technology	2
5.6	Reengineering maintenance process	1
	Total	45

Course Designers

Dr.M.Ramakrishnan - ramakrishnan@ksrct.ac.in

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

60 MB 3P1	Creativity and Innovation in Business	Category	L	T	P	Credit
		P	0	0	4	2

Objective

- To develop an understanding of creative processes and creative problem solving techniques
- To develop Managerial/ behavioural skills conducive
- To encourage creative efforts in self and others.
- To understand the insight into organizational systems and structures innovations
- To facilitate creativity and innovation.

Prerequisite

NIL

Course Outcomes

On the successful completion of the course, students will be able to

CO1	Understand the aspect of creative Business problems.	Understand
CO2	Apply the innovation in business.	Apply
CO3	Analyze about the corporate technological issues.	Analyze
CO4	Analyze the innovations of Indian firms	Analyze
CO5	Apply the values in innovation	Apply
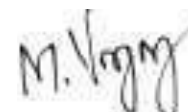
Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3		3	2	3
CO2	3	2				3
CO3		3			3	
CO4	3	3				
CO5	3				3	

Assessment Pattern

Internal: No Continuous Assessment test will be conducted
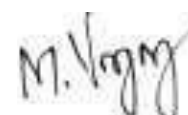
Students performance will be assessed in the classroom as given below:

Creative Thinking Exercises and presentation : 30 marks

Lateral thinking Exercises and presentation : 30 marks

External: Practical Exam Tested on given exercises and presentations : 30 Marks
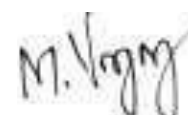
Students Record/ Viva Voce : 10 Marks

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

K.S. Rangasamy College of Technology –Autonomous R2022							
Master of Business Administration - MBA							
60 MB 3P1 – Creativity and Innovation in Business							
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**			
	L	T	P		C	CA	ES	Total
III	0	0	4	30	2	60	40	100

Awareness of Idea Creation Solving Structure – Creativity and Creative Groups - Characteristics of Creative Groups - Idea generation and development, Brainstorming, Lateral Thinking - Improve the idea to Commercialization process.	6
Innovation and Ideation* Types of innovation - Creating and identifying opportunities for innovation - The technological innovation Process - Systematic Inventive Methods, The TRIZ Method, Major Inventive Principles, Research and Development Management in Entrepreneurial ventures.	6
Corporate Technological and Boot camp Planning and strategies - Development of an innovation friendly culture - Establishment of strategic direction - Involvement with innovation, Boot camp in Business - Entrepreneurship.	6
Pitching and Building capabilities Analyze Processes used by ventures - Innovation in Indian firms, Building organizationalculture, Organization as a laboratory for learning- pitching.	6
Capturing value from innovation Licensing, Patent rights - Commercialization - Outsource, vertical integration, acquisition.	6
Total Hours 30	

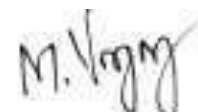| Text book (s):	
1	Ceserani Jonne, Great wood Peter, "Innovation and Creativity", Crest Publishing House New Delhi, 2019.
2	Plsek E. Paul, "Creativity, Innovation and Quality", Prentice-Hall of India Private Limited, New Delhi, 2018.
Reference(s):	
1	Tom Kelley, Jonathan Littman - contributor, Tom Peters - foreword, "The Art of Innovation: Lessons in Creativity", Brilliance Audio, 2016
2	H. James Harrington, " Creativity, Innovation, and Entrepreneurship: The Only Way to Renew Your Organization", Productivity Press; 1st edition ,2018.
3	Lumsdaine, et.al, Creative Problem Solving and Engineering Design, McGraw Hill, 2016

*SDG 9 – Industry Innovation and Infrastructure

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

K.S.Rangasamy College of Technology – Autonomous R2018						
60 MB 3P2 – Summer Internship						
Master of Business Administration – MBA						
Semester	Hours / Week		Credit	Maximum Marks		
	L	T	C	CA	ES	Total
III	0	0	2	60	40	100
Objective(s)	• To provide the students with practical exposure in the industry • To assess the overall performance of the company • To understand the roles and responsibilities of various capacities in an organization • To enable them to find the real time problems related to different managerial Functions. • To enhance their career awareness and opportunity.					

Course Outcomes

CO1	Describe the company profile by compiling the brief history, management structure, products / services offered, key achievements and market performance for his / her organization of internship.	Understand
CO2	Value professional values and ethical standards.	Evaluate
CO3	Use the challenges and future potential for his / her internship organization in particular and the sector in general.	Apply
CO4	Relate various soft skills such as time management, positive attitude and communication skills during performance of the tasks assigned in internship organization.	Analyze
CO5	Analyze the functioning of internship organization and recommend changes for improvement in processes.	Analyze

• The Summer Internship Work of MBA Programme shall be carried out under the supervision of an industry/academic mentor

• Normal duration for the internship is 30 calendar days (4Weeks).

• The deadline for submission of the summer internship report is 2 weeks before the last instruction day of the Third semester.

• A soft copy of the approved Summer Internship report shall be kept in the library of the college.

• The Total marks for Summer Internship is 100.

• The evaluation shall be carried out based on the assessment by the industry/academic mentor (60%), report (20%) and viva–voce examination (20%).

• The viva–voce examination will be conducted internally by a three-member committee constituted by the Head of the Department in consultation with the Principal.

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

Course Code & Couse Name	COs	POs					
		1	2	3	4	5	6
60 MB 3P2 **Summer Internship**	CO1	3					3
	CO2				3		
	CO3	2				3	
	CO4		3				3
	CO5		3				

BoS Chairman Signature

K.S.RANGASAMY COLLEGE OF TECHNOLOGY, TIRUCHENGODE – 637 215
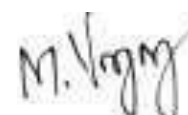(An Autonomous Institution affiliated to Anna University)

MBA Degree Programme

SCHEME OF EXAMINATIONS
(For the candidates admitted from 2023-2024 onwards)

FOURTH SEMESTER

S.No.	Course Code	Name of the Course	Duration of Internal Exam (Hours)	Continuous Assessment *	End Semester Exam **	Max. Marks	End Semester Exam	Total
				Weightage of Marks			**Minimum Marks for Pass in End Semester Exam**	
THEORY								
1	60 MB 401	International Business Management	2	40	60	100	50	100
2	60 MB 402	Corporate Social Responsibility and Sustainability	2	40	60	100	50	100
3	60 MB 4**	Elective 7	2	40	60	100	50	100
4	60 MB 4**	Elective 8	2	40	60	100	50	100
PRACTICAL								
4	60 MB 4P1	Project Work and Viva Voce	3	50	50	100	50	100

* CA evaluation pattern will differ from course to course and for different tests. This will have to be declared in advance to students. The departments will put a process in place to ensure that the actual test paper follow the declared pattern.

** End Semester Examination will be conducted for maximum marks of 100 and subsequently be reduced to 60 marks for the award of terminal examination marks.

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

60 MB 401	International Business Management	Category	L	T	P	Credit
		PC	3	0	0	3

Objectives

- To provide the knowledge on fundamentals of international business
- To provide competence to the students on making international business decisions
- To provide the knowledge on financial and promotional assistance available forExporters
- To Understand the concepts and intricacies of International Business
- To Make and realize how international business affects everyone's life and improve ourstandard of living

Prerequisite

Business Management

Course Outcomes

On the successful completion of the course, students will be able to

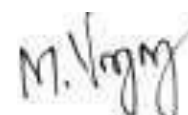| CO1	Understand the intricacies of external market and various trade Theories.	Understand
CO2	Apply the various environments affecting global business.	Apply
CO3	Interpret the suitable strategies with respect to international business.	Apply
CO4	Analyze about the foreign exchange market.	Analyze
CO5	Evaluate about the concepts of using appropriate measures for export promotion and ethical issues.	Evaluate

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3			3	3	
CO2	3					3
CO3	3	3				3
CO4				3		
CO5				3		3

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	10	10	20
Understand	20	20	30
Apply	30	30	50
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature
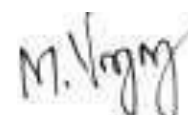
K.S.Rangasamy College of Technology –Autonomous R2022								
Master of Business Administration – MBA								
60 MB 401- International Business Management								
Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
IV	3	0	0	45	3	40	60	100

Introduction

Definition, Drivers of International Business, Domestic Vs. International Business, Trade and Investment Theories: Interventionist Theories, Free Trade Theories, And Theories Explaining Trade Patterns: PLC Theory, The Porter Diamond, And Factor Mobility Theory
Current trend on the Buying pattern. **9**

Globalization

Globalization: Implications, Challenges - Protectionism: Tariff Barriers, Non-Tariff Barriers- Forms of Integration, Role of WTO and IMF in International Business, Economic, Political, Cultural and Technological Environments. **9**

International Business Strategies

Market Entry Strategies, Multinational Strategy, Production Strategy, Marketing Strategy, Human Resource Strategy. **9**

Foreign Exchange

Foreign Exchange Market – Functions, Theories of Exchange Rate Determination, Exchange Rate Forecasting, Convertibility of Currency, and Risks associated with Foreign Exchange. **9**

Exports And Ethics in International Business

Exports – Risks, Management of Exports, Regulatory frameworks, Export financing, Countertrade, Ethics – Issues, Dilemma and Theory. **9**

Total Hours 45

Text book (s):

1	John D Daniels, Lee H.Radebaugh, and Sullivan, "International Business", New Delhi: Pearson Education, 2018.
2	Charles W L Hill and Arun Kumar Jain, "International Business", New Delhi: Tata McGraw Hill, 2017.

Reference(s):

1	Francis Cherunilam, "International Business", New Delhi: Prentice Hall of India, 2020.
2	K.Aswathappa, "International Business", New Delhi: Tata McGraw Hill, 2020.
3	Michael Geringer, Jeanne McNett, Donald Ball, "International Business", 1st Edition, McGrawHill Education, New Delhi, 2020.
4	Parul Gupta, "Export – Import Management", 1st Edition, McGraw Hill Education, New Delhi, 2017.

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Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Introduction**	
1.1	Definition - Drivers of International Business	1
1.2	Domestic Vs. International Business	2
1.3	Trade and Investment Theories: Interventionist Theories, Free Trade Theories	2
1.4	Theories Explaining Trade Patterns: PLC Theory	2
1.5	The Porter Diamond, Factor Mobility Theory	2
2	**Globalization**	
2.1	Globalization: Implications, Challenges	2
2.2	Protectionism: Tariff Barriers, Non-Tariff Barriers	2
2.3	Forms of Integration, Role of WTO and IMF in International Business	2
2.4	Economic, Political, Cultural and Technological Environments	3
3	**International Business Strategies**	
3.1	Market Entry Strategies	1
3.2	Multinational Strategy	2
3.3	Production Strategy	2
3.4	Marketing Strategy	2
3.5	Human Resource Strategy	2
4	**Foreign Exchange**	
4.1	Foreign Exchange Market – Functions	1
4.2	Theories of Exchange Rate Determination	2
4.3	Exchange Rate Forecasting	2
4.4	Convertibility of Currency	2
4.5	Risks associated with Foreign Exchange	2
5	**Exports And Ethics in International Business**	
5.1	Exports – Risks	1
5.2	Management of Exports	2
5.3	Regulatory frameworks	2
5.4	Export financing, Countertrade	2
5.5	Ethics – Issues, Dilemma and Theory	2
	Total	45

Course Designer

R. Murugaganesh   - murugaganesh@ksrct.ac.in

BoS Chairman Signature

60 MB 402	**Corporate Social Responsibility and Sustainability**	Category	L	T	P	Credit
		PC	3	0	0	3

Objective

- To understand the responsibility of the enterprises for their impact onsociety by integrating the environmental concerns in their business
- To make them to understand the responsibility of integrating the social concerns in their business operations.
- To know about the neutral and credible platform to all stakeholders engaged in CSR
- To learn about the best practices for maintaining sustainability to foster CSR.
- To gain knowledge regarding sustainability indices – challenges and reporting methods.

Prerequisite

NIL

Course Outcomes

On the successful completion of the course, students will be able to

CO1	Understand the corporate responsibility towards society.	Understand
CO2	Apply the theories of CSR, strategies and their challenges	Apply
CO3	Examine about the CSR Policy rules formation of CSR Committee and its implementation process	Apply
CO4	Analyze about the activities to be followed to have a sustainable growth.	Understand
CO5	Analyze about competencies that are required in creating sustainability management systems	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2		3		
CO2	3	3				
CO3	3	3	3		2	3
CO4	2		3	3		2
CO5	3		3	3		3
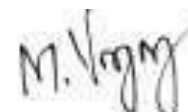
Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	25	25	40
Understand	15	15	40
Apply	20	20	20
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vijay

BoS Chairman Signature

K.S.Rangasamy College of Technology –Autonomous R2022								
Master of Business Administration - MBA								
60 MB 402 - Corporate Social Responsibility and Sustainability								
Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
IV	3	0	0	45	3	40	60	100

Introduction to CSR Definition – Objective – Evolution – Need for CSR – Drivers of CSR- Benefits – Principles of CSR, Corporate Citizenship*, And Corporate Governance.	9
Theoretical Perspective Theories of CSR — Strategies for CSR – Role of Business Managers – Task of Managers – Performance Measurement – Challenges and Limitations.	9
CSR – Strategy Formation Companies Act 2013 clause 135 – CSR Policy rules 2014 – CSR Committee – Developing CSR Strategy and policy – Implementation Process of CSR– Measuring effectiveness-Reporting.	9
Sustainability Corporate Sustainability: Meaning – Scope – Sustainability Terminologies – Sustainability an Imperative - CSR vs Sustainability – Activities for Sustainable Growth.	9
Corporate Sustainability Reporting Global reporting Initiative – National voluntary guidelines on Social, Environmental and Economic responsibility of Business* – International standard – Sustainability Indices – Challenges in main streaming Sustainability reporting.	9
Total Hours 45	

Text book (s):

1	CA Kamal Garg, Corporate Social Responsibility With Companies (Corporate Social Responsibility Policy) Rules 2014, Bharat Law House Pvt Ltd, 2nd Edition, 2019.
2	Subhasis Ray and Siva Raju S, "Implementing Corporate Social Responsibility: Indian Perspective", Springers Publication, 1st Edition, 2014.

Reference(s):

1	Sanju Sharma, "Business Ethics and Corporate Social Responsibility", Anubhav Publication, 1st Edition, 2016.
2	Nayan Mitra, Rene Schmidpeter," Corporate Social Responsibility in India: Cases and Developments After the Legal Mandate CSR, Sustainability, Ethics & Governance", Springer, 1st Edition, 2016.
3	Baxi C V and Rupamanjari Sinha Ray, "Corporate Social Responsibility" Vikas Publishing House, 1st Edition, 2015.
4	Willam B. Werther and David.B Chandler, "Strategic Corporate Social Responsibility", Sage Publications Inc. 2014.

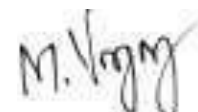*SDG 16 – Peace, Justice and Strong Institutions

BoS Chairman Signature

Course Contents and Lecture Schedule

S.No	Topic	No.of Hours
1	**Introduction to CSR**	
1.1	Definition and Objectives	2
1.2	Evolution and Need for CSR	2
1.3	Drivers of CSR	1
1.4	Benefits and Principles of CSR	2
1.5	Corporate Citizenship and Corporate Governance	2
2	**Theoretical Perspective**	
2.1	Theories of CSR	2
2.2	Strategies for CSR	2
2.3	Role of Business Managers and Task of Managers	2
2.4	Importance of Performance Measurement	1
2.5	Challenges and Limitations	2
3	**CSR – Strategy Formation**	
3.1	Companies Act 2013 clause 135	1
3.2	CSR Policy rules 2014	1
3.3	CSR Committee	2
3.4	Developing CSR Strategy and policy	2
3.5	Implementation Process of CSR	1
3.6	Measuring effectiveness and Reporting	2
4	**Sustainability**	
4.1	Meaning and Scope	2
4.2	Sustainability Terminologies	2
4.3	Sustainability an Imperative	2
4.4	CSR vs Sustainability	2
4.5	Activities for Sustainable Growth	1
5	**Corporate Sustainability Reporting**	
5.1	Global reporting Initiative	2
5.2	National voluntary guidelines on Social, Environmental and Economic responsibility of Business	2
5.3	International standard	1
5.4	Sustainability Indices	2
5.5	Challenges in main streaming Sustainability reporting.	2
	Total	45

Course Designers

1. Dr.R.Hemamalini   - hemamalini@ksrct.ac.in
2. Ms. R. Keerthikga   - keerthikga@ksrct.ac.in

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

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60 MB 4F1	Financial Analytics	Category	L	T	P	Credit
		PCC	3	0	0	3

Objective

- To acquire in-depth knowledge of application of analytics
- To understand about Machine learning tools
- To analyse financial data using machine learning tools
- To understand Time series data
- To predict and analyse Times series data

Prerequisite

NIL

Course Outcomes
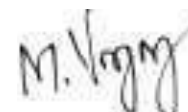
On the successful completion of the course, students will be able to

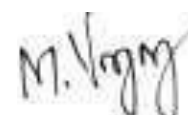| CO1	Understand data to enable data exploration and further analysis	Understand
CO2	Interpret the simple machine learning models for predictions	Apply
CO3	Support the solutions for finance applications using machine learning models	Evaluate
CO4	Interpret about the machine learning models for time series forecasting	Apply
CO5	Relate appropriate prescriptive analytic tools to business problems	Analyze

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3		3		3	2
CO2		3				
CO3				3	3	
CO4	3	3				3
CO5						

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination(Marks)
	1	2	
Remember	05	05	10
Understand	20	10	20
Apply	25	15	20
Analyse	10	25	20
Evaluate	0	05	10
Create	0	0	20

BoS Chairman Signature

K.S.Rangasamy College of Technology – Autonomous R2018							
Master of Business Administration – MBA							
60 MB 4F1 - Financial Analytics							
Semester	Hours/Week			Total Hours	Credit	Maximum Marks 100		
	L	T	P		C	CA	ES	Total
IV	3	0	0	45	3	40	60	100

Foundations of Financial Analytics Financial Analytics – Need - Data in Finance - Sources of Financial Data – Pre-processing of Financial Data - Applicability of Tools (Excel, SPSS, R, Python) for Exploratory Data Analysis	9
Simple Predictive Models Simple Predictive Models for Finance – Linear Regression - Ridge Regression – Lasso Regression – Logistic Regression – Linear Discriminant Analysis – Applications in Finance	9
Advanced Predictive Tools Advanced Predictive Tools - Naïve Bayes Model- Neural Networks – Decision Tree- Ensemble Models – Support vector Machines – Applications in Finance	9
Time Series Forecasting Time Series Analysis - Stock Price Behaviour –Stationarity - Forecasting Models – Single Exponential Smoothing – Holt's Model and GARCH Models	9
Prescriptive Analytics Hours Prescriptive Analytics – Need - Linear Programming – Sensitivity Analysis – Optimization Techniques – Goal Programming	9
Total Hours	**45**

TextBook(s):

1.	Dinesh Kumar. U., "Business Analytics", Wiley Publications, 1st Edition, 2017.
2	James Evans, "Business Analytics", (2nd Edition) Pearson Publications, 2018.

Reference(s):

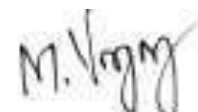|	
1.	Daniel T.Larose and Chantal D, Larose, Data Mining and Predictive Analytics, (2nd Edition) Wiley,
2.	Bart Baesens, "Analytics in a Big Data World – The essential guide to Data Science and its Applications", Wiley Publications, 2018
3.	Galit Shmueli, Peter C Bruce, Nitin R Patel, "Data Mining for Business Analytics – Concepts,
4.	James Evans, "Business Analytics", (2nd Edition) Pearson Publications, 2018.

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

Course Contents and Lecture Schedule

S.No	Topic	No.of Hours
1	**Foundations of Financial Analytics**	
1.1	Financial Analytics	2
1.2	Need for financial analytics	2
1.3	Data in Finance - Sources of Financial Data	2
1.4	Applicability of Tools (Excel, SPSS, R, Python) for Exploratory Data Analysis	3
2	**Simple Predictive Models**	
2.1	Simple Predictive Models for Finance – Linear Regression -	3
2.2	Ridge Regression	1
2.3	Lasso Regression – Logistic Regression	3
2.4	Linear Discriminant Analysis – Applications in Finance	2
3	**Advanced Predictive Tools**	
3.1	Advanced Predictive Tools - Naïve Bayes Model	3
3.2	Decision Tree- Ensemble Models	3
3.3	Support vector Machines – Applications in Finance	3
4	**Time Series Analysis**	
4.1	Time Series Analysis - Stock Price Behaviour	3
4.2	Stationarity - Forecasting Models	3
4.3	Single Exponential Smoothing – Holt's Model and GARCH Models	3
5	**Prescriptive Analytics**	
5.1	Hours Prescriptive Analytics - Need - Linear Programming –	3
5.2	Sensitivity Analysis	3
5.3	Optimization Techniques – Goal Programming	3
	Total	45

Course Designers

Dr.H.Kalaiarasi- kalaiarasi@ksrct.ac.in.

60 MB 4F2	Insurance Management	Category	L	T	P	Credit
		PC	3	0	0	3

Objective

- To understand the basics of Insurance
- To understand the concept and need of various Insurance policies
- To give the knowledge on Insurance contract
- To provide guidelines on regulations of Insurance
- To find out the various Insurance customers and their Risk Management

Prerequisite

NIL

Course Outcomes

On the successful completion of the course, students will be able to
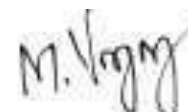
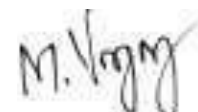| CO1	Understand the basic concepts of Insurance	Understand
CO2	Categorize the various Insurance policies	Analyze
CO3	Interpret the concept of nature and feature of Insurance contract	Apply
CO4	Apply the Regulations and Guidelines issued by IRDA	Apply
CO5	Analyze the risk management of insurance customers	Analyze

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3			3		
CO2	3			3		
CO3	3	3		3		
CO4	3					
CO5	3	3		3		

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	15	15	30
Understand	25	25	50
Apply	20	20	20
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0
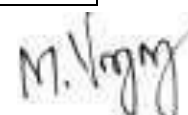
M.Vini

BoS Chairman Signature

K.S.Rangasamy College of Technology –Autonomous R2022							
Master of Business Administration - MBA							
60 MB 4F2 - Insurance Management							
Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
IV	3	0	0	45	3	40	60	100

Conceptual Framework

Meaning of insurance- History/origin of insurance - Evolution of insurance in Modern India - Nationalization & Liberalization in Insurance sector - Main branches of Insurance - Basic functions of Insurance - Importance of insurance in business - Need for insurance - Types of risk involved in Insurance - Important Milestones in the history of Indian Insurance industry-Types of Insurance policies **9**

Insurance Policies

Nature of Life Insurance - Life Insurance Policies - Annuities - Group Policies - Master Policy - Contract First Premium-Renewal-Mode of Premium Payment-Limited Period Payment and Single Premium - Lapse & Revival - Paid Up Policy - Deferment Period - Nomination & Assignment of Policy-Bonus-Surrender Value, General Insurance-Concept and Need, Features- Fire Policy - Marine Insurance - Motor Vehicle and Third PartyInsurance - Health & Mediclaim. **10**

Insurance Contract

Nature of Insurance Contract - Features of Insurance Contract -Types of Insurance - Concept of Intermediaries - Market Players and their Roles - Agents, Brokers, and Surveyors & Loss Assessors – Health Third Party Administrators – Certification of InsuranceProfessionals, Training Organizations. **8**

Regulatory Environment

Regulation of Insurance Business - Insurance Act -Insurance regulatory and Development Act - Powers and Functions of IRDA, Relevant Regulations and Guidelines issued by IRDA, Licensing, Audit & Supervision, Investments, Amalgamation and Transfer, Grievance Redressal, Ombudsman - Rural and Social Sector Obligations, Micro Insurance, Financial Inclusion. **9**

Insurance Customers

Individual and Corporate Insurance Customers - Nature of Insurance Customers, Mind setas to Insurance - Investment or Risk Management - Compulsion Vs. Voluntarism - Ethical Behaviour - Risk Management Attitude, Avoidance, Prevention, Reduction, Retention or Transfer – Factors influencing Policyholder Satisfaction - Retention of Customers by Insurers. **9**

Total Hours 45

Text book (s):

1	P.K. Gupta (2016), Insurance and Risk Management, 1st edition, Himalaya Publishing House Pvt. Ltd. Mumbai
2	M.N.Mishra, S.B.Mishra (2016),Insurance Principles and Practice, 22nd Edition, S. Chand & Company Pvt Ltd, New Delhi.

Reference(s):

1	S.C.Dass and S.C.Sahoo (2018), Insurance Management (Text & Cases), 1st edition Himalaya Publishing House.
2	James Stevens (2016), Insurance: Best Practical Guide for Risk Management, Property,Liability, Life and Health With Concepts and Coverage, Kindle edition 1.
4	Therese Vaughan, Emmet Vaugha, (2013), Fundamentals of Risk and Insurance, 11th edition, Wiley International Edition.
5	Mittal Alka, Gupta SL (2013), Principles of Insurance and Risk Management, 1st edition,Sultan Chand & Sons.

Passed in BoS Meeting held on 10.05.2023
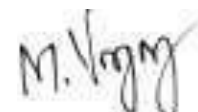Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

Course Contents and Lecture Schedule

S.No	Topic	No.of Hours
1	**Conceptual Framework**	
1.1	Meaning of insurance	1
1.2	History/origin of insurance	1
1.3	Evolution of insurance in Modern India	1
1.4	Nationalization & Liberalization in Insurance sector	1
1.5	Main branches of Insurance	1
1.6	Basic functions of Insurance	
1.7	Importance of insurance in business	1
1.8	Need for insurance	
1.9	Types of risk involved in Insurance	1
1.10	Important Milestones in the history of Indian Insurance industry	1
1.11	Types of Insurance policies	1
2	**Insurance Policies**	
2.1	Nature of Life Insurance	1
2.2	Life Insurance Policies	1
2.3	Annuities , Group Policies & Master Policy	1
2.4	Contract First Premium-Renewal-Mode of Premium Payment-Limited Period Payment and Single Premium	2
2.5	Lapse & Revival - Paid Up Policy -Deferment Period	1
2.6	Nomination & Assignment of Policy	2
2.7	Bonus-Surrender Value	
2.8	General Insurance-Concept and Need	1
2.9	Features- Fire Policy - Marine Insurance - Motor Vehicle and Third Party Insurance - Health & Mediclaim.	1
3	**Insurance Contract**	
3.1	Nature of Insurance Contract	1
3.2	Features of Insurance Contract	
3.3	Types of Insurance	2
3.4	Concept of Intermediaries	1
3.5	Market Players and their Roles	2
3.6	Agents, Brokers, and Surveyors & Loss Assessors - Health Third Party Administrators - Certification of Insurance Professionals, Training Organizations.	2
4	**Regulatory Environment**	
4.1	Regulation of Insurance Business	1
4.2	Insurance Act -Insurance regulatory and Development Act	1
4.3	Powers and Functions of IRDA	
4.4	Relevant Regulations and Guidelines issued by IRDA	1
4.5	Licensing, Audit & Supervision	1
4.6	Investments, Amalgamation and Transfer	1
4.7	Grievance Redressal	1
4.8	Ombudsman	1

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

4.9	Rural and Social Sector Obligations	1
4.10	Micro Insurance, Financial Inclusion.	1
5	**Insurance Customers**	
5.1	Individual and Corporate Insurance Customers	1
5.2	Nature of Insurance Customers	1
5.3	Mind set as to Insurance - Investment or Risk Management	2
5.4	Compulsion Vs. Voluntarism	1
5.5	Ethical Behaviour	1
5.6	Risk Management Attitude, Avoidance, Prevention, Reduction, Retention or Transfer	1
5.7	Factors influencing Policyholder Satisfaction	1
5.8	Retention of Customers by Insurers.	1
	Total	45

Course Designers

1. Dr.E.Kalaivani - kalaivanie@ksrct.ac.in
2. Dr.H.Kalaiarasi - kalaiarasi@ksrct.ac.in

BoS Chairman Signature

60 MB 4F3	Financial Derivatives	Category	L	T	P	Credit
		PCC	3	0	0	3

Objective

- To develop an understanding of the importance of financial derivatives
- To understand meaning and evolution of derivatives
- To describe the features and types of financial derivatives
- To understand uses and functions of derivative securities
- To learn trading mechanism of derivative market.

Prerequisite

NIL

Course Outcomes

On the successful completion of the course, students will be able to
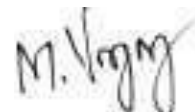
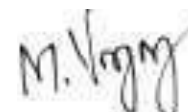| CO1	Understand about the fundamentals of derivatives, types of derivativesand risk in derivatives and the benefits and limitation of derivatives	Understand
CO2	Examine on Pricing and Trading Mechanism in Forward and Futures market	Analyze
CO3	Categorize the concepts and types of options in derivative market	Analyze
CO4	Interpret about concept of swaps and its application	Apply
CO5	Develop about Hedging strategies and its effectiveness in derivativemarket	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3			3		
CO2		3				
CO3	3			2		
CO4	3			3		
CO5		3		3		

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination(Marks)
	1	2	
Remember	15	15	30
Understand	20	40	40
Apply	25	5	30
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

K.S.Rangasamy College of Technology –Autonomous R2022							
Master of Business Administration – MBA							
60 MB 4F3 - Financial Derivatives							
Semester	Hours/Week			**Total Hours**	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
IV	3	0	0	45	3	40	60	100

Introduction
Definition - History of Derivative Markets - Need for Derivatives - Types of Derivatives - Differences between Cash and Future Markets - Advantages and Disadvantages of Derivatives, Risks in Derivatives. — 9

Forward and Futures Contracts
Financial derivatives - Features, Types - Forward: Pricing and Trading Mechanism, Futures: Types of Financial Futures contract - Functions and Growth of Futures Markets - Future market Trading Mechanism - Forward Vs Futures Contract. — 9

Options
Concepts - Types - Call and Put Options, American and European Options, Intrinsic Value and Time Value of Option - Options pricing models - - Option Pricing - Factors affecting Option Pricing- Binomial and Black - Scholes Option Pricing Models- Differences between Future & options — 9

SWAPs
Concepts - Types of Financial Swaps -Interest Rate Swaps, Currency Swaps - Commodity Swaps -Equity Swaps - Role of Financial Intermediary - Mechanics of Swap Transaction - Applications of Swaps- Warehousing - Valuation of Interest rate SWAPs and Currency SWAPs Bonds and FRNs - Credit risk. — 9

Derivatives in India Hedging
Evolution of Derivatives Market in India - Regulations, Framework, Exchange trading in Derivatives - Commodity Futures - Contract Terminology & Specifications for stock Options and Index Options in NSE. Concept and Types - Hedging Effectiveness - Objectives - Management of Hedging Techniques - contemporary hedging strategies used by corporate world to avoid Risk. — 9

Total Hours 45

Text Book(s):	
1.	S.L.Gupta, "Financial Derivatives", PHI Publication, 2nd Edition, 2017.
2.	Don M.Chance Robert Brooks, "Derivatives and Risk Management Basis", Cengage Learning, 9th Edition, 2013.

Reference(s):	
1.	David A. Dubofsky and Thomas W Miller Jr., "Derivatives: Valuation and Risk Management", Oxford University Press, 1st Edition, 2002.
2.	S.S.S.Kumar, "Financial Derivatives", PHI Publication, 2007.
3	Jayanth Rama Varma," Derivatives and Risk Management" Tata McGraw Hill, 2010
4	Aron A.Gottsman , "Derivatives Essentials: An Introduction to forward, futures, options & swap, JohnWiley Publications,,2016

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

Course Contents and Lecture Schedule

S.No	Topic	No.of Hours
1	**Introduction**	
1.1	Definition	1
1.2	History of Derivative Markets	1
1.3	Need for Derivatives	1
1.4	Types of Derivatives	1
1.5	Differences between Cash and Future Markets	2
1.6	Advantages and Disadvantages of Derivatives	1
1.7	Risks in Derivatives	2
2	**Forward and Futures Contracts**	
2.1	Financial derivatives – Features, Types	1
2.2	Forward: Pricing and Trading Mechanism	2
2.3	Futures: Types of Financial Futures contract	1
2.4	Functions and Growth of Futures Markets	2
2.5	Future market Trading Mechanism	2
2.6	Forward Vs Futures Contract	1
3	**Options**	
3.1	Concepts	1
3.2	Types - Call and Put Options, American and European Options,	2
3.3	Intrinsic Value and Time Value of Option	1
3.4	Option Pricing – Factors affecting Option Pricing	2
3.5	Binomial and Black – Scholes Option Pricing Models	2
3.6	Differences between Future & options	1
4	**SWAPs**	
4.1	Concepts	1
4.2	Types of Financial Swaps -Interest Rate Swaps, Currency Swaps – Commodity Swaps -Equity Swaps	2
4.3	Role of Financial Intermediary	2
4.4	Mechanics of Swap Transaction	2
4.5	Applications of Swaps	2
5	**Hedging**	
5.1	Concept and Types	2
5.2	Hedging Effectiveness	2
5.3	Objectives – Management of Hedging Techniques	2
5.4	Contemporary hedging strategies used by corporate world to avoid risk.	3
	Total	45

Course Designers

Dr.E.Kalaivani- kalaivanie@ksrct.ac.in.

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

60 MB 4M1	**Services Marketing**	Category	L	T	P	Credit
		PE	3	0	0	3

Objectives

- To supplement basic marketing and marketing strategy courses by focusing on problems and strategies specific to marketing of services.
- To enable the students to apply marketing strategies to manage service creation, communication, And delivery in the service economy.
- To analyze the marketing strategies (service development, pricing, distribution channel, and promotion) in services and goods industries with high service components.
- To understand the "Gaps Model of Service Quality "and how to apply it in the professional career.
- To understand the role of technology in marketing of services

Prerequisite

Marketing Management

Course Outcomes

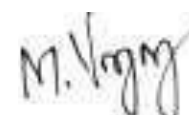On the successful completion of the course, students will be able to

CO1	Outline the nature, characteristics and marketing mix of services	Understand
CO2	Illustrate the service quality and GAPS model.	Apply
CO3	Demonstrate the new service development, extended marketing mix and pricing of services.	Apply
CO4	Appraise the service failure and service recovery.	Analyze
CO5	Illustrate the effective service marketing mix for different service sectors.	Apply

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3			3		
CO2		3			3	
CO3	3				2	3
CO4	3		2		3	3
CO5	2		2			3
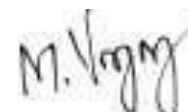
Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	25	25	40
Understand	25	25	35
Apply	10	10	25
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vog

BoS Chairman Signature

K.S. Rangasamy College of Technology –Autonomous R2022							
Master of Business Administration – MBA							
60 MB 4M1 - Services Marketing							
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**	
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100

Introduction and Designing of New Services Introduction to Services, Services economy – Evolution and growth of service sector – Characteristics – Classification, Expanded marketing mix for services.	9
Service Quality Gaps Model – SERVQUAL analysis, Assessing service marketing opportunities – Customer expectations and perceptions of services- Relationship marketing - Evaluationof customer relationships - Benefits of customer relationship.	9
Service Delivery New service development, Service blueprinting – Service scope – People in services, Service process – Balancing Demand and Capacity – Pricing of services – Methods and specific issues – Designing communications mix for promoting services – Building service customer relationships – Role of internal marketing in service delivery.	9
Service Recovery Service failures – Types of Service encounters – Customer response to failures – Customer feelings, Failure types – Service recovery, Ingredients of service recovery.	9
Marketing Strategies for Services Healthcare Services, Hospitality Services – Tourism Services, Logistics Services – Financial Services, Information Technology Services – Educational Services, Entertainment Services, Public Utility Services – Emerging services in India - Post Covid Survival Strategies of service marketing companies.	9
Total Hours 45	

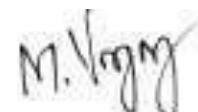| **Text book (s):**	
1	Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler, Ajay Pandit, "Services Marketing– Integrating Customer Focus Across The Firm", McGraw Hill Education, 5th Edition, 2010.
2	Jochen Wietz, Christopher Lovelock, "Service Marketing: People Technology, Strategy", World Scientific press, 8th Edition, 2016.
Reference(s):	
1	Rajendra Nargundkar, "Services Marketing – Text and cases", McGraw Education, 3rd Edition, 2010.
2	Christian Gronroos, "Services Management and Marketing a 'CRM Approach", John Wiley and sons, 3rd Edition, 2011.
3.	R.Srinivasan, Services Marketing: The Indian Context, PHI Learning, 2014.

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Approved in Academic Council Meeting held on 03.06.2023

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Course Contents and Lecture Schedule

S.No	Topic	No.of Hours
1	**Introduction and Designing of New Services**	
1.1	Introduction to Services, Services economy	2
1.2	Evolution and growth of service sector	2
1.3	Characteristics	2
1.4	Classification	1
1.5	Expanded marketing mix for services	2
2	**Service Quality**	
2.1	Gaps Model.	1
2.2	SERVQUAL analysis	2
2.3	Assessing service marketing opportunities	2
2.4	Customer expectations	2
2.5	perceptions of services	2
3	**Service Delivery**	
3.1	New service development, Service blue printing	1
3.2	Service scope , People in services, Service process	2
3.3	Balancing Demand and Capacity , Pricing of services	1
3.4	Methods and specific issues , Designing communications mix for promoting services	2
3.5	Building service customer relationships	1
3.6	Role of internal marketing in service delivery	2
4	**Service Recovery**	
4.1	Service failures	1
4.2	Types of Service encounters	1
4.3	Customer response to failures	2
4.4	Customer feelings, Failure types	2
4.5	Service recovery	1
4.6	Ingredients of service recovery.	2
5.	**Marketing Strategies for Services**	
5.1	Healthcare Services, Hospitality Services	1
5.2	Tourism Services, Logistics Services	2
5.3	Financial Services, Information Technology Services	2
5.4	Educational Services, Entertainment Services, Public Utility Services, Emerging services in India	2
5.5	Post Covid Survival Strategies of service marketing companies.	2
	Total	45

Course Designers

Dr.M.Mohanraj   -mohanrajm@ksrct.ac.in

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

60 MB 4M2	Rural Marketing	Category	L	T	P	Credit
		PE	3	0	0	3

Objective

- To get a comprehensive understanding of the distinct nature of Rural markets
- To make them understand the difference between Urban and Rural markets
- To understand about the rural specific marketing mix
- To familiarize with the special problems related to sales in rural markets, and
- To help understand the working of rural marketing institutions.

Prerequisite

Marketing Management

Course Outcomes

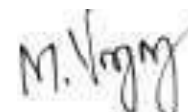On the successful completion of the course, students will be able to

CO1	Identify the sense the dynamic rural marketing environment	Understand
CO2	Analyze the product and competitive strategy in Rural market.	Analyze
CO3	Analyze the rural pricing strategies.	Analyze
CO4	Analyze the various distribution strategies on rural marketing	Analyze
CO5	Analyze the adaptations to the rural marketing strategies to meet the needs of rural consumers by promoting the rural market.	Analyze

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	3			
CO2	2		3		2	2
CO3		3		3	3	
CO4		2		3		
CO5	3		2		3	3

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	25	25	40
Understand	25	25	35
Apply	10	10	25
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

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Approved in Academic Council Meeting held on 03.06.2023
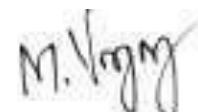
M.Vngm

BoS Chairman Signature

K.S.Rangasamy College of Technology –Autonomous R2022
Master of Business Administration – MBA
60 MB 4M2 – Rural Marketing

Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
IV	3	0	0	45	3	40	60	100

Rural Marketing an Overview Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers – Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets.	9
Product Strategy Selection of Markets - Product Strategy - Product mix Decisions – Competitive product strategies for rural markets	9
Pricing strategy Pricing strategy – Concept, Significance, Objectives - pricing policies – innovative pricing methods for rural markets	9
Distribution strategy Distribution - Logistics Management - Problems encountered - selection of appropriate channels - New approaches to reach out rural markets - Electronic choupal applications.	9
Promotion Strategy Promotion towards rural audience - exploring media - profiling target audience - designing right promotion strategy - campaigns. Social Media's participation in Promotion - awareness program.	9
Total Hours	45

Text book (s):

1	Rural Marketing in India: Texts and Cases, Debarun Chakrabaorty and Soumya Kanti Dhara,Atlantic Publishers and Distributors (P) - 2021 India.
2	Rural Marketing, Pradeep Kashyap, 3rd Edition, Person Education, 2016

Reference(s):

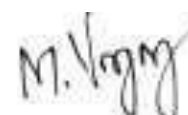| 1	Rural Marketing in India, K.S. Habeeb-Ur-Rahman, Himalaya Publishing House Pvt Ltd, 2019.
2	Rural Marketing, Sawalia Bihari Verma, Madhusudan Narayan, Potokuchi Thryambakam,Scientific Publishers,(India), 2014
3.	R.Srinivasan, Services Marketing: The Indian Context, PHI Learning, 2014.

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Rural Marketing an Overview**	
1.1	Rural Marketing , Concept and Scope	2
1.2	Nature of rural markets , attractiveness of rural markets , Rural Vs Urban Marketing	2
1.3	Characteristics of Rural consumers	2
1.4	Buying decision process - Rural Marketing Information System	2
1.5	Potential and size of the Rural Markets.	1
2	**Product Strategy**	
2.1	Selection of Markets	2
2.2	Product Strategy	2
2.3	Product mix Decisions	2
2.4	Competitive product strategies for rural markets	3
3	**Pricing strategy**	
3.1	Pricing strategy	2
3.2	Concept and Significance	2
3.3	Objectives of Pricing strategy	1
3.4	Pricing policies	2
3.5	Innovative pricing methods for rural markets	2
4	**Distribution strategy**	
4.1	Meaning of Distribution	1
4.2	Problems encountered	2
4.3	Selection of appropriate channels	2
4.4	New approaches to reach out rural markets	2
4.5	Electronic choupal applications	2
5	**Promotion Strategy**	
5.1	Promotion towards rural audience	2
5.2	Exploring media, profiling target audience	2
5.3	Designing right promotion strategy campaigns	2
5.4	Social Medias participation in Promotion	2
5.5	Awareness program	1
5.6	Recent trends of marketing strategies in promotion	
	Total	45

Course Designers

Dr.M.Mohanraj- mohanrajm@ksrct.ac.in

BoS Chairman Signature

60 MB 4M3	Consumer Behaviour	Category	L	T	P	Credit
		PC	3	0	0	3

Objective

- To understand consumer behaviour in an informed and systematic way
- To analyze personal, socio-cultural, and environmental dimensions that influence consumer decisions making
- To enable in designing and evaluating marketing strategies based on fundamentals of consumer buying behaviour.
- To familiarize the students with the processes and factors influencing consumer behaviour and the implications of these factors in the development of Marketing Strategies
- To establish the relevance of consumer behaviour theories and concepts to marketing decisions

Prerequisite

Marketing Management

Course Outcomes

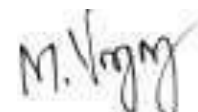On the successful completion of the course, students will be able to

CO1	Understand the basic concepts of Consumer Behaviour and its Approaches.	Understand
CO2	Analyze the knowledge of internal influences of Consumer Behaviour.	Analyze
CO3	Analyze the knowledge of External influences of Consumer Behaviour.	Analyze
CO4	Analyze the decision-making models and post-purchase behaviour of Consumers.	Analyze
CO5	Analyze the issues and development in the field of consumer behaviour	Analyze

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3				3
CO2	3			3		3
CO3	3			3		3
CO4	3			3		3
CO5	2	3		2	3	2

Assessment Pattern
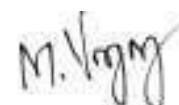
Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	20	20	40
Understand	20	20	50
Apply	20	20	10
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

BoS Chairman Signature

K.S.Rangasamy College of Technology –Autonomous R2022							
Master of Business Administration – MBA							
60 MB 4M3- Consumer Behaviour							
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**		
	L	T	P		C	CA	ES	Total
IV	3	0	0	45	3	40	60	100

Consumer Behaviour – an Introduction

Concepts – Application of Consumer Behaviour knowledge in Marketing Decision – Approaches to studying Consumer Behaviour – Significance of Consumer Behaviour - **8**

Internal Influences

Needs and Motives – Personality – Perception – Learning – Attitude – Lifestyle. **11**

External Influences

Family – Reference group – Social class - Opinion leadership and diffusion of innovation – Cultural aspects. **8**

Consumer Decision Process & Post-purchase

Consumer decision-making process – Online purchase Vs Offline purchase – Impact of consumer reviews in online purchase - Models of the consumer decision process – Nicosia model – Howard Sheth model – Engel-Kollat model – Post-purchase behaviour ofconsumers **9**

Issues & Developments in Consumer Behaviour

Consumer behaviour Audit – Impact of Advertisement on Consumer behavior** - Consumer behaviour studies in India – Consumerism* – Consumer protection measures in India- The Global Consumer Behaviour and Online buying behaviour - Issues of privacy and ethics. **9**

Total Hours 45

Text book (s):

1	S. Rameshkumar, Leon G Schiffman, Joseph Wisenblit, "Consumer Behaviour", Pearson Education, New Delhi, 2014.
2	S.Rameshkumar, "Consumer Behaviour", Pearson Education, 2017.

Reference(s):

1	Rajneesh Krishna, "Consumer Behaviour", Oxford University press, 2014.
2	Michael R Solomon, "Consumer Behaviour", Pearson Education, 2015.
3	Sangeeta Sahney, "Consumer Behaviour", Oxford University press, 2017.
4	Sarmistha Sarma, "Consumer Behaviour", Wiley, 2019.

*SDG 8– Decent work and Economic Growth
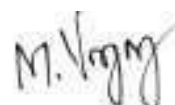****SDG 12- Responsible and Production**

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

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Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Introduction**	
1.1	Concepts	2
1.2	Application of Consumer Behaviour Knowledge in Marketing Decision	2
1.3	Approaches to Studying Consumer Behaviour	2
1.4	Significance of Consumer Behaviour	2
2	**Internal Influences**	
2.1	Needs and Motives	2
2.2	Personality	2
2.3	Perception	2
2.4	Learning	2
	Attitude	2
	Lifestyle.	1
3	**External Influences**	
3.1	Family	1
3.2	Reference group	1
3.3	Social class	1
3.4	Opinion leadership	2
3.5	Diffusion of innovation	1
	Cultural aspects.	2
4	Consumer Decision Process & Post-purchase	
4.1	Consumer decision-making process	1
	Online Vs Offline purchase, impact of consumer reviews in online purchase	1
4.2	Models of the consumer decision process	1
4.3	Nicosia model	1
4.4	Howard Sheth model	2
4.5	Engel-Kollat model	2
4.6	Post-purchase behaviour of consumers	1
5	**Issues & Developments in Consumer Behaviour**	
5.1	Consumer Behaviour Audit	1
5.2	Consumer behaviour studies in India	2
5.3	Consumerism – Consumer protection measures in India-	2
5.4	Global Consumer Behaviour and Online buying behaviour	2
5.5	Issues of privacy and ethics	2
	Total	45

Course Designer

1. Dr. M. Vijayakumar   - mvijayakumar@ksrct.ac.in

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

60 MB 4H1	Competency Management	Category	L	T	P	Credit
		PC	3	0	0	3

- To understand the basics about competency mapping
- To develop and understanding the Competency Categories
- To understand the Competency Identification
- To give the knowledge on Competency Assessment
- To provide theoretical and application-oriented inputs of Competency Mapping

Objective

Prerequisite

NIL

Course Outcomes

On the successful completion of the course, students will be able to
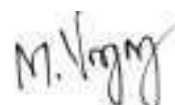
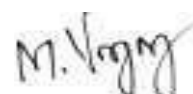| CO1	Understand the basic concepts of competency mapping.	Understand
CO2	Develop the various Competency Categories	Apply
CO3	Analyze the concept Competency Identification	Analyze
CO4	Interpret the process and tools of competency assessment.	Apply
CO5	Illustrate the fields of application of competency mapping	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3		3		3	
CO2	2		3			
CO3	3	3		3		3
CO4			3		3	
CO5	3	3	3			

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	25	25	40
Understand	20	20	35
Apply	15	15	25
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M. Vagmy

BoS Chairman Signature

K.S.Rangasamy College of Technology –Autonomous R2022							
Master of Business Administration - MBA							
60 MB 4H1 - Competency Management							
Semester	Hours/Week			Total Hours	Credit	Maximum Marks			
	L	T	P		C	CA	ES	Total
IV	3	0	0	45	3	40	60	100

Introduction to Competency Mapping Concept of Competency Mapping - Components of competency - Competency Vs Performance - role of competency mapping in career planning and development - Competency Mapping Process -Will and Skill Mapping.	**9**
Competency Categories Need for competencies in dynamic business environment - Threshold Competency – Differentiating Competency – Generic (or) key Competency – Functional (or) Technical Competencies – Leadership (or) Managerial Competencies – Competencies for Top Management executives.	**9**
Competency Identification Practices and Tools for Competency Identification – Validating Identified Competencies – Competency Mapping Practices in Indian Industries.	**9**
Competency Assessment Concept of Competency Assessment – Measuring the Competency Deficiency – Competency Gap - Competency Assessment Process – Competency Assessment Tools – Assessing Technical Competencies – Steps in Assessment Centers and Development Centers.	**9**
Application of Competency Mapping Fields of Application of Competency Mapping – Using Competencies in Managing HRM: Supporting Change – Competency based Training and Development – 360 Degree Feedback and its Application.	**9**
Total Hours 45	

Text book (s):

1	Sudhir Warier, "Competency Management - A Practitioner's Handbook", Notion Press, 1st edition, 2021.
2	Seema Sanghi, "The handbook of competency mapping: understanding, designing and implementing competency models in organizations", Sage, 3rd Edition, 2019.

Reference(s):

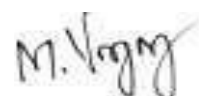|	
1	Sasmita Misra, Role of Competency Mapping in Talent Management, Black Eagle Books, 1st Edition, 2021.
2	Sumati Ray, Anindya Basu Roy,"Competency Based Human Resource Management, Sage Publications Pvt Ltd, 1st edition, 2019.
3	Sunil Khilari, "Competency Mapping and Career Development", Nirali Prakashan, 1st Edition 2016.
4	Shyam Bhatawdekar & Kalpana Bhatawdekar, "Competency Management" (Competency Matrix and Competencies), Create Space Independent Publishing Platform, 2015.

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vigny

BoS Chairman Signature

Course Contents and Lecture Schedule

S.No	Topic	No.of Hours
1	**Introduction to Competency Mapping**	
1.1	Concept of Competency Mapping and Components of competency	2
1.2	Competency Vs Performance	2
1.3	Role of competency mapping in career planning and development	1
1.4	Competency Mapping Process	2
1.5	Will and Skill Mapping	2
2	**Competency Categories**	
2.1	Need for competencies in dynamic business environment	1
2.2	Threshold Competency and Differentiating Competency	2
2.3	Generic (or) key Competency and Functional (or) Technical Competencies	2
2.4	Leadership (or) Managerial Competencies	2
2.5	Competencies for Top Management executives	2
3	**Competency Identification**	
3.1	Practices for Competency Identification	2
3.2	Tools for Competency Identification	2
3.3	Validating Identified Competencies	2
3.4	Competency Mapping Practices in Indian Industries	3
4	**Competency Assessment**	
4.1	Concept of Competency Assessment	1
4.2	Measuring the Competency Deficiency	1
4.3	Competency Assessment Process	2
4.4	Competency Assessment Tools	2
4.5	Assessing Technical Competencies	1
4.6	Steps in Assessment Centers and Development Centers.	2
5	**Application of Competency Mapping**	
5.1	Fields of Application of Competency Mapping	3
5.2	Using Competencies in Managing HRM for Supporting Change	2
5.3	Competency based Training and Development	2
5.4	360 Degree Feedback and its Application	2
	Total	45

Course Designers

1. R.Murugaganesh   - murugaganesh@ksrct.ac.in
2. Ms. R. Keerthikga   - keerthikga@ksrct.ac.in

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vinay

BoS Chairman Signature

60 MB 4H2	**Performance Management**	Category	L	T	P	Credit
		PC	3	0	0	3

Objective

- To expose about the basic concepts of performance management.
- To give the knowledge on Performance Management System.
- To make the students to understand the Performance Management Process.
- To provide the critical and application oriented inputs of Performance Monitoring and Counseling
- To implement the process of Performance Management.

Prerequisite

NIL

Course Outcomes

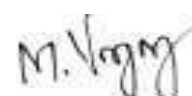On the successful completion of the course, students will be able to

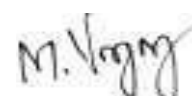| CO1	Identify the concept of Performance Management, Objectives, Benefits, Challenges and elements.	Understand
CO2	Interpret the concept of performance management system.	Apply
CO3	Analyze the process of Performance planning and performance appraisal.	Analyze
CO4	Interpret the performance monitoring and counseling.	Apply
CO5	Illustrate the implementation process of Performance Management in organization	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3					
CO2			3		3	
CO3	3	3	3			
CO4					3	
CO5	3		3			3

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	**2**	
Remember	25	25	40
Understand	25	25	35
Apply	10	10	25
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

M.Vijay

BoS Chairman Signature
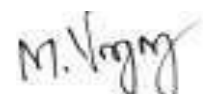
K.S.Rangasamy College of Technology –Autonomous R2022								
Master of Business Administration - MBA								
60 MB 4H2 - Performance Management								
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**		
	L	T	P		C	CA	ES	Total
IV	3	0	0	45	3	40	60	100

Introduction to Performance Management Definitions of Performance Management – Objectives – Benefits – Challenges to Performance Management – Elements of effective Performance Management.	**9**
Performance Management System Concept – Objectives – Elements of PMS – Characteristics of effective PMS- PMS -Determinants of Performance – Performance Dimensions - Performance Standard – Measuring Behaviours	**9**
Performance Management Process Performance planning: Meaning – Objectives – Methodologies – Process – Characteristics of effective performance plan – Performance appraisal: Definition – Process – Methods – Performance Improvement Planning (PIP)-Common rating errors and pitfalls of appraisal – Elements of good appraisal system.	**9**
Performance Monitoring and Counseling Performance Counseling: Definition – Principles – Performance Monitoring: Concept – Objectives – Process – Mentoring and Protégé development – Performance management documentation – Performance management audit.	**9**
Implementing Performance Management Introduction – Bottlenecks – Strategies for effective implementation – Balanced Score Card – Performance management linked to reward systems-Role of HR professionals in performance Management.	**9**
Total Hours 45	

Text book(s):

1	C.G.Kirshnadas Nair, "Managing Performance", Jain University Press, 2018.
2	Christopher, "Performance Management", Author House, 2017.

Reference(s):

1	Linda Ashdown, "Performance Management", Kogan Page Publishers, 2014.
2	Michael Armstrong Angela Baron, "Performance Management", Viva books, Prentice Hall, 2016.
3	Bagchi, "Performance Management", Cengage Learning, 2013.
4	Bhattacharyya, "Performance Management Systems and Strategies, Pearson Education India, 2011.

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vijay

BoS Chairman Signature

Course Contents and Lecture Schedule

S.No	Topic	No.of Hours
1	**Introduction to Performance Management**	
1.1	Definitions of Performance Management	2
1.2	Objectives and Benefits	2
1.3	Challenges to Performance Management	2
1.4	Elements of effective Performance Management.	3
2	**Performance Management System**	
2.1	Concept and Objectives of PMS	1
2.2	Elements of PMS	1
2.3	Characteristics of effective PMS	2
2.4	Determinants of Performance	2
2.5	Performance Dimensions nad Performance Standard	2
2.6	Measuring Behaviours	1
3	**Performance Management Process**	
3.1	Performance planning: Meaning and Objectives	1
3.2	Methodologies and Process performance planning	2
3.3	Characteristics of effective performance plan	1
3.4	Performance appraisal: Definition, Process and Methods	2
3.5	Performance Improvement Planning (PIP)	1
3.6	Common rating errors and pitfallsof appraisal –	1
3.7	Elements of good appraisal system.	1
4	**Performance Monitoring and Counseling**	
4.1	Performance Counseling: Definition and Principles	1
4.2	Performance Monitoring: Concept, Objectives and Process	2
4.3	Mentoring and Protégé development	2
4.4	Performance management documentation	2
4.5	Performance management audit.	2
5	**Implementing Performance Management**	
5.1	Introduction – Bottlenecks	1
5.2	Strategies for effective implementation	2
5.3	Balanced Score Card	2
5.4	Performance management linked to reward systems	2
5.5	Role of HR professionals in performance management	2
		45

Course Designers

Mr.P.Sabareesh- sabareesh@ksrct.ac.in

BoS Chairman Signature

60 MB 4H3	Talent Acquisition and Management	Category	L	T	P	Credit
		PE	3	0	0	3

Objective

- To explore contemporary knowledge and gain a conceptual understanding of talent acquisition.
- To gain knowledge regarding the attraction, acquisition, and retention of talent in organizations.
- To provide knowledge on the alignment of the talent management process with business strategy, with culture, and with people.
- To provide knowledge on managing talent in organizations as well as managing one's own talents as an individual.
- To know about the negotiation problems that managers may face in decision-making processes.

Prerequisite

Human Resources Management

Course Outcomes

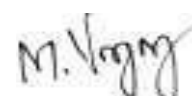On the successful completion of the course, students will be able to

CO1	Illustrate the basic concepts of contemporary knowledge and gain a conceptual understanding of talent acquisition	Understand
CO2	Develop the concepts of attraction, acquisition, and retention of talent in organizations.	Apply
CO3	Apply the basic concepts of talent management process with business strategy, with culture, and with people.	Apply
CO4	Analyze how to managing talent in organizations as well as managing one's own talents as an individual.	Analyze
CO5	Weigh negotiation problems that managers may face in decision-making processes	Evaluate

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1			3		3	
CO2	3					2
CO3		3				
CO4				3		
CO5	3				2	3

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	25	25	40
Understand	25	25	35
Apply	10	10	25
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

K.S.Rangasamy College of Technology –Autonomous R2022							
Master of Business Administration – MBA							
60 MB 4H3- Talent Acquisition and Management							
Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
IV	3	0	0	45	3	40	60	100

Introduction to Talent Management
Introduction - Meaning & Objectives - Role of Talent Management in building sustainable competitive advantage to a firm - Key Processes of Talent Management - Human Resource Planning, Recruitment, Selection, performance monitoring, Retention - Talent vs. knowledge of people - Source of Talent - Consequences of Failure in Managing Talent.
8

Talent Acquisition
Job analysis - Method of collecting information - Developing questionnaires, interviews, developing job description & job specification - Developing HR planning process (using MS Excel and quantitative tools Recruitment Process - Strategic Trends in Talent Acquisition - Preparing recruitment plan - E-recruitment (using various job portals) - searching and downloading applicant profile by using job portals - selecting recruitment source - preparing recruitment budget - employer branding - formulating a recruitment strategy (specifically for Managerial/Executive jobs) - Selection process, Minimizing selection errors - Reliability & Validity tests - Choosing the types of interviews.
15

Elements of Talent Management
The element of Talent Management-The resourcing strategy- Attraction and retention policies and programs – Talent Audit – Role Development – Talent relationship management – Performance management – Total reward - Learning and development -
Career management - Work Life Balance.
8

Talent Management Strategy
Building the talent pipeline; Employee engagement; Employee engagement strategies; Talent management to drive culture of excellence, Leadership development.
7

Employee Retention
Comprehensive approach to Retaining employees - Managing Voluntary Turnover - Dealing with Job Withdrawal - Strategic Compensation plan for Talent Engagement - Defining the Elements of Total Rewards - Integrated Rewards Philosophy - Designing Integrated Rewards - Sustainable Talent Management and Reward Model - Dropout analysis.
7

Total Hours 45

	Text book (s):
1	Dessler Gary," A Framework for Human Resource Management", Pearson, 7th Edition
2	Dessler Gary, Varkkey Biju," Fundamentals of Human Resource Management", Pearson, 14th Edition
	Reference(s):
1	Lance A Berger, Dorothy R Berger" Talent Management Hand Book", McGraw-Hill Education, 13th Edition
2	Hasan, M., Singh, A. K., Dhamija, "Talent management in India: Challenges and opportunities, Atlantic Publication, Latest
3	Armstrong, Michael," A Handbook of Human Resource Management Practice", Kogan Page Publication, Latest
4	Pattanayak Biswajeet ," Human Resource Management", PHI Learning Pvt. Ltd., Latest

BoS Chairman Signature

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Introduction to Talent Management**	
1.1	Introduction - Meaning & Objectives	1
1.2	Role of Talent Management in building sustainable competitive advantage to a firm	2
1.3	Human Resource Planning, Recruitment, Selection, performance monitoring, Retention	2
1.4	Talent vs. knowledge of people, Source of Talent	2
1.5	Consequences of Failure in Managing Talent	1
2	**Talent Acquisition**	
2.1	Job analysis-Method of collecting information - Developing questionnaires, interviews, developing job description & job specification	3
2.2	Developing HR planning process (using MS Excel and quantitative tools Recruitment Process	3
2.3	Strategic Trends in Talent Acquisition - Preparing recruitment plan - E-recruitment (using various job portals)	3
2.4	searching and downloading applicant profile by using job portals - selecting recruitment source	3
2.5	preparing recruitment budget - employer branding - formulating a recruitment strategy (specifically for Managerial/Executive jobs) - Selection process, minimizing selection errors - Reliability & Validity tests - Choosing the types of interviews	3
3	Elements of Talent Management	
3.1	The element of Talent Management -The resourcing strategy	1
3.2	Attraction and retention policies and programs	2
3.3	Talent Audit, Role Development and Talent relationship management	2
3.4	Leadership development	2
3.5	Learning and development - Career management	2
4	**Talent Management Strategy**	
4.1	Building the talent pipeline	1
4.2	Employee engagement	1
4.3	Employee engagement strategies	2
4.4	Talent management to drive culture of excellence	2
4.5	Leadership development	1
5	**Employee Retention**	
5.1	Comprehensive approach to Retaining employees	1
5.2	Managing Voluntary Turnover - Dealing with Job Withdrawal	1
5.3	Strategic Compensation plan for Talent Engagement	2
5.4	Defining the Elements of Total Rewards - Integrated Rewards Philosophy - Designing Integrated Rewards.	2
5.5	Sustainable Talent Management and Reward Model	1
	Total	45

Course Designer

R. Murugaganesh   - murugaganesh@ksrct.ac.in

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vogy

BoS Chairman Signature

60 MB 4O1	Logistics Management	Category	L	T	P	Credit
		PC	3	0	0	3

- To enable the learning on the concepts of logistics management
- To facilitate the knowledge on materials management
- To understand distribution management
- To emphasize the importance of logistics sector
- To understand the role of logistics with respect to different sectors

Objective

Prerequisite

Production Management

Course Outcomes

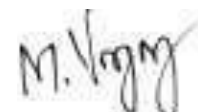On the successful completion of the course, students will be able to

CO1	Understand the basic concepts of Logistics Management.	Understand
CO2	Apply distribution strategies to add value to customers driven competitive advantages	Understand
CO3	Interpret the Importance of Logistics Management to gain competitive advantages in the industry.	Apply
CO4	Apply logistics strategy and planning to optimize supply chain operations	Remember
CO5	Apply logistics in different Industries to meet specific industry needs and requirements	Apply

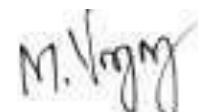**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2					
CO2		3		3		
CO3	2					2
CO4		3	3		2	
CO5	2		3	3		2

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	20	20	40
Understand	20	20	30
Apply	20	20	30
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

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K.S.Rangasamy College of Technology –Autonomous R2022							
Master of Business Administration - MBA							
60 MB 4O1- Logistics Management							
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**	
	L	T	P		C	CA	ES	Total
IV	3	0	0	45	3	40	60	100

Logistics Management Definition, concepts of logistics - Logistics Activities, Functions of the logistics system – transportation, warehousing, order processing, information handling and procurement.	9
Distribution Management Outbound logistics, Facility location, Classical location problems, Strategic planning modelsfor location analysis, An Overview Of Traditional Vehicle Routing Problems, Integrated Models Of Location And Routing, Role of transportation in a supply chain - direct shipment, warehousing, cross-docking; push vs. pull systems.	9
Importance of Logistics Logistics Customer Service, Modelling logistics systems, Simulation of logistic systems, cost effective distribution strategies, Value of information in logistics, E-logistics, risk pooling effect, International and global issues in logistics, Integrated functional activities in logistics, Role of government in international logistics.	9
Logistics Strategy And Planning: Logistics planning triangle, Network appraisal; Guidelines for strategy formulation – total cost concept, Setting customer service level, Setting number of warehouses in logistics system, Setting safety stock levels, Differential distribution, Postponement, Consolidation, Selecting proper channel strategy.	9
Logistics in Industries Third party, and fourth party logistics, Airline Schedule Planning, Railway Networks, Postal services, the maritime industries, health care industry and other service industries	9
Total Hours 45	

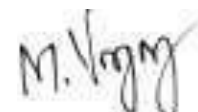| **Text book (s):**	
1	Paul Murphy Jr, A. Knemeyer, "Contemporary Logistics", Pearson Education, 12th Edition, 2017.
2	Sunil Chopra, Peter Meindel, "Supply Chain Management: Strategy, Planning, andOperation", Prentice Hall of India, 6th Edition 2013
Reference(s):	
1	Richard Lloyd Successful Integrated Planning for the Supply Chain: Key Organizational and Human Dynamics Kogan Page; 1 edition March 2018
2	John J. Coyle, Edward J. Bardi and C. John Langley Jr., The Management of Business Logistics - A supply chain Perspective, Thomson Business Information, 10th edition 2016
3	David J. Bloomberg, Stephen B. LeMay, Joe B. Hanna,'Logistics', Pearson Education, 2001.

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

Course Contents and Lecture Schedule

S.No	Topic	No. of Hours
1	**Logistics Management**	
1.1	Definition, concepts of logistics	2
1.2	Logistics Activities, Functions of the logistics system	3
1.3	Transportation, warehousing, order processing	2
1.4	Information handling and procurement	2
2	**Materials Management**	
2.1	Materials management functions and control	2
2.2	Inventory management in logistics system	3
2.3	Inventory decision-making	2
2.4	MRP, MRP II systems	2
3	**Distribution Management**	
3.1	Outbound logistics, Facility location	1
3.2	Classical location problems, Strategic planning models for location analysis	2
3.3	An Overview Of Traditional Vehicle Routing Problems	1
3.4	Integrated Models Of Location And Routing	1
3.5	Role of transportation in a supply chain - direct shipment	1
3.6	Warehousing, cross-docking	1
3.7	Push vs. pull systems	1
4	**Importance of Logistics**	
4.1	Logistics Customer Service, & Modelling logistics systems	2
4.2	Simulation of logistic systems, cost effective distribution strategies	2
4.3	Value of information in logistics & E-logistics	1
4.4	Risk pooling effect, International and global issues in logistics	2
4.5	Integrated functional activities in logistics	1
4.6	Role of government in international logistics	1
5	**Logistics in Industries**	
5.1	Third party, and fourth party logistics	3
5.2	Airline Schedule Planning, Railway Networks	2
5.3	Postal services, the maritime industries	2
5.4	Health care industry and other service industries	2
	Total	45

Course Designers

1. Dr.M.Ramakrishnan - ramakrishnan@ksrct.ac.in
2. Mr. V.S.Vijayachander - vijayachander@ksrct.ac.in

BoS Chairman Signature

60 MB 4O2	**Materials Management**	Category	L	T	P	Credit
		PC	3	0	0	3

- To enhance the understanding about the principles of material management
- To understand the concept of sourcing and its importance
- To facilitate the learnings about materials planning
- To understand the stores management and its functions
- To illustrate the recent trends in materials management

Objective

Prerequisite

NIL

Course Outcomes

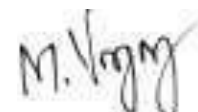On the successful completion of the course, students will be able to

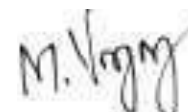| CO1	Outline the basic concepts of Materials Management.	Understand
CO2	Appraise Sourcing and Pricing practices	Analyze
CO3	Review the concepts of Material Planning	Apply
CO4	Describe concepts of Stores and Transportation.	Understand
CO5	Illustrate recent trends in Materials Management	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3			2		
CO2		3		3		
CO3		3		3	2	
CO4	3	3				
CO5	3			3		

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	**2**	
Remember	20	20	40
Understand	20	20	30
Apply	20	20	30
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

M.Vegny

BoS Chairman Signature

K.S.Rangasamy College of Technology –Autonomous R2022							
Department of Management Studies							
60 MB 4O2- Materials Management							
Semester	Hours/Week			Total Hours	Credit	Maximum Marks			
	L	T	P		C	CA	ES	Total
IV	3	0	0	45	3	40	60	100

Introduction The role of Materials Management in Business – Purchasing and its Role in Business - Purchasing & Quality Sources of Supply.	9
Sourcing International Buying - Importance - Global sourcing - Global Trading - Green purchasing - EXIM Policy - Exchange Rate Management - Contracts & Pricing Practices - Negotiation - Purchase Timing - Make or Buy - Capital Equipment Purchase - Sourcing of Projects.	9
Material Planning Strategic Material Planning - Materials Budgeting - Inventory Management -Approach to System Design.	9
Stores and Transportation Stores Management - Insurance - Sales Tax – Transportation- Marine Insurance	9
Recent Trends in Materials Management Recent Trends in Materials Management - Inventory Management Policies - Standards and practices – Procedures.	9
Total Hours 45	

Text book (s):

1	N. Chapman Stephen, Arnold J. R. Tony, Gatewood Ann K, "Introduction to Materials Management", 8th Edition, Pearson, 2017.
2	Abid Haleem, Gopalakrishnan.P, "Handbook of Materials Management", 2nd Edition, PHI Learning, 2015.

Reference(s):

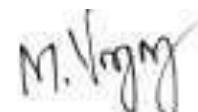|	
1	Sunil Chopra,Peter Meindl, Dharam Vir Kalra, "Supply Chain Management", 7th edition, Pearson, 2018
2	Chitale A.K, Gupta R.C, Materials Management - A Supply Chain Perspective: Text and Cases, 3rd Edition, Prentice Hall India, 2014.
3	Gopalakrishnan P. and Sundaresan M., 'Materials Management: An Integrated approach', Prentice Hall India, 2004.

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vingy

BoS Chairman Signature

Course Contents and Lecture Schedule

S.No	Topic	No. of Hours
1	**Introduction**	
1.1	The role of Materials Management in Business	3
1.2	Purchasing and its Role in Business	3
1.3	Purchasing & Quality Sources of Supply	3
2	**Sourcing**	
2.1	International Buying & Importance	2
2.2	Global sourcing & Global Trading	1
2.3	Green purchasing	1
2.4	EXIM Policy & Exchange Rate Management	1
2.5	Contracts & Pricing Practices	1
2.6	Negotiation - Purchase Timing	1
2.7	Make or Buy - Capital Equipment Purchase	1
2.8	Sourcing of Projects	1
3	**Material Planning**	
3.1	Strategic Material Planning	2
3.2	Materials Budgeting	2
3.3	Inventory Management	2
3.4	Approach to System Design	3
4	**Stores and Transportation**	
4.1	Stores Management	2
4.2	Insurance	2
4.3	Sales Tax	2
4.4	Transportation	2
4.5	Marine Insurance	1
5	**Recent Trends in Materials Management**	
5.1	Recent Trends in Materials Management	3
5.2	Inventory Management Policies	2
5.3	Standards and practices	2
5.4	Procedures	2
	Total	45

Course Designers

1. Dr.M.Ramakrishnan - ramakrishnan@ksrct.ac.in
2. Ms. R. Keerthikga   - keerthikga@ksrct.ac.in

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

60 MB 4O3	Services Operations Management	Category	L	T	P	Credit
		PC	3	0	0	3

- To create an understanding about service operations methods
- To understand the concept of service operations strategies
- To facilitate the learnings about service system
- To understand service delivery and quality improvement
- To illustrate the service quality and quality control

Objective

Prerequisite

NIL

Course Outcomes
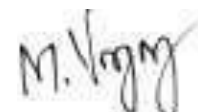
On the successful completion of the course, students will be able to

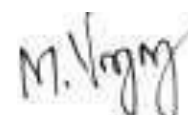| CO1	Interpret the basic concepts of Service Operations.	Understand
CO2	Outline the Service Operations Strategies	Understand
CO3	Exhibit the concept of Service System	Apply
CO4	Examine the customer satisfaction and delivering of service	Analyze
CO5	Illustrate the Service quality and QC tools	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3				2	
CO2			2		3	
CO3	3					
CO4					3	
CO5	3	2				

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	20	20	40
Understand	20	20	30
Apply	20	20	30
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

BoS Chairman Signature

K.S.Rangasamy College of Technology –Autonomous R2022							
Master of Business Administration - MBA							
60 MB 4O3 - Services Operations Management							
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**		
	L	T	P		C	CA	ES	Total
IV	3	0	0	45	3	40	60	100

Introduction to Service Operations Introduction to service operations – Service concept, changing paradigms in competitiveness of service sector; Services– Manufacturing Continuum.	**9**
Service Strategy Developing a service strategy, service positioning and implications for service deliverydesign, service enhancement using Internet, pricing strategies in services.	**9**
Service System Capacity issues in service systems, queuing theory applications in service operations, simulation as a tool for design of services, simulation applications in service system design, services supply chain.	**9**
Service Delivery Customer satisfaction and delivery of service, Quality improvement methods, Critical success factors, Quality awards, Measurement and management of quality. Consultation and management of change, facility location and layout, The marketing function– identifying customer expectations.	**9**
Service Quality Defining Service Quality – Measuring Service Quality: SERVQUAL – Quality Service by Design – Service process control – Quality philosophy and performance excellence – Total Quality Management (TQM) tools: Seven Quality Control (QC) tools.	**9**
Total Hours 45	

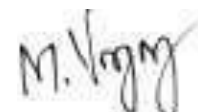| **Text book (s):**	
1	William J. Stevenson, "Operations Management", McGraw Hill, 2022.
2	Robert Johnston and Graham Clark, 'Service Operations Management', 4th Edition, Pearson Education, 2017.
Reference(s):	
1	Johnston Robert, Clark Graham, Shulver Michael, 'Service Operations Management: Improving Service Delivery, 4th Edition, Pearson Education, 2017.
2	B. Fitzsimmons, James A., and Mona J. Fitzsimmons, Service Management: Operations, Strategy, and Information Technology, 6th Ed., Irwin/McGraw-Hill, 2008.
3	Nevan Wright and Peter Race, 'Management of service operations', 2nd Edition, Cengage Learning, 2004.

Passed in BoS Meeting held on 10.05.2023
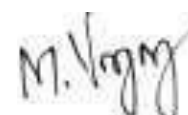Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

Course Contents and Lecture Schedule

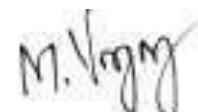| S.No	Topic	No.of Hours
1	**Introduction to Service Operations**	
1.1	Introduction to service operations	2
1.2	Service concept	2
1.3	Changing paradigms in competitiveness of service sector	2
1.4	Services - Manufacturing Continuum	3
2	**Service Strategy**	
2.1	Developing a service strategy	2
2.2	Service positioning and implications for service delivery design	3
2.3	Service enhancement using Internet	2
2.4	Pricing strategies in services	2
3	**Service System**	
3.1	Capacity issues in service systems	2
3.2	Queuing theory applications in service operations	2
3.3	Simulation as a tool for design of services	2
3.4	Simulation applications in service system design	2
3.5	Services supply chain	1
4	**Service Delivery**	
4.1	Customer satisfaction and delivery of service	1
4.2	Quality improvement methods	1
4.3	Critical success factors & Quality awards	2
4.4	Measurement and management of quality	2
4.5	Consultation and management of change	1
4.6	Facility location and layout	1
4.7	The marketing function– identifying customer expectations	1
5	**Performance Management**	
5.1	Performance measurement and management	3
5.2	Linking operations decisions to business performance	2
5.3	Driving operational improvement	2
5.4	Developing service strategy	2
	Total	45

Course Designers

1. Dr.M.Ramakrishnan - ramakrishnan@ksrct.ac.in
2. Ms. R. Keerthikga   - keerthikga@ksrct.ac.in

BoS Chairman Signature

K.S.Rangasamy College of Technology – Autonomous R2022								
60 MB 4P1 – Project Work and Viva Voce								
Master of Business Administration – MBA								
Semester	Hours / Week			**Total Hours**	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
IV	0	0	12	84	8	50	50	100
Objective(s)	• To provide the students with practical exposure with the industry • To improve skills in functional areas • To enable them to find solutions to real time problems related to different managerial Functions. • To make them to apply suitable strategies to promote the organization • To enhance their knowledge in analysis, interpretation and reporting of the results							

Course Outcomes

CO1	Investigate the chosen research area.	Apply
CO2	Apply relevant theory and concepts, relate these to appropriate methodologies, evidence, techniques and draw appropriate conclusions	Apply
CO3	Apply critical review of appropriate and relevant information sources	Apply
CO4	Apply qualitative and/or quantitative evaluation processes to original data	Analyze
CO5	Apply contexts clearly and effectively both in writing and orally.	Apply

• The Project Work of MBA Programme shall be carried out under the supervision of a faculty member.

• Normal duration for the project work is 42 calendar days (7 weeks).

• The deadline for submission of the project report is the last instruction day of the Third semester.

• The Viva-Voce of the Project Work shall be conducted as per the schedule in Academic Calendar for the Third semester.

• A soft copy of the approved Project Work report shall be kept in the library of the college.

• The Internal marks (maximum 50) will be awarded by the members of the Project Review Committee with the consent of the respective supervisors through 3 reviews.

• The External marks shall be awarded for 50 during Viva-Voce examination.

• The Total marks for Project Work is 100 (Internal Marks – 50 and External Marks – 50).

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

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Course Code & Couse Name	COs	POs					
		1	2	3	4	5	6
60 MB 4P1 – Project Work and Viva Voce	CO1	3			3	3	3
	CO2	3	3		2	3	
	CO3			2	3	3	
	CO4	3		3			
	CO5	3		3			3

M.Vagaj

BoS Chairman Signature

60 MB L01	Business Ethics	Category	L	T	P	Credit
		PC	3	0	0	3

Objective

- To create awareness about Business Ethics.
- To give suitable guidelines for the protection of Ethics in Business Environment.
- To provide knowledge on ethics related to functional areas.
- To understand responsibility of businessman in maintaining ethics
- To enable knowledge regarding the environment ethics.

Prerequisite

NIL

Course Outcomes

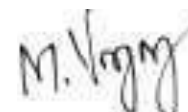On the successful completion of the course, students will be able to

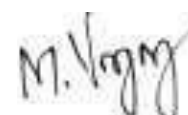| CO1	Understand the Characteristics, the nature of Business Ethics and causes of unethical behavior.	Understand
CO2	Application of ethical Behaviour in leadership, decision making and code of Ethics.	Apply
CO3	Apply the ethics in marketing, Finance, HR, Production and Information Technology.	Apply
CO4	Analyze strategies of managing ethics in business.	Analyze
CO5	Understand the value of work place safety and working conditions.	Understand

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3		3		3	
CO2	2	3	2	3	2	
CO3	3		2		2	3
CO4		3	3	3		
CO5	3		3		3	

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	20	20	30
Understand	20	20	30
Apply	20	20	40
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

M.Vogny

BoS Chairman Signature

K.S. Rangasamy College of Technology –Autonomous R2022							
Master of Business Administration - MBA							
60MB L01 - Business Ethics							
Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
	3	0	0	45	3	40	60	100

Introduction Business Ethics – Definition, Nature, Characteristics & Ethical theories; Causes of unethical behavior; Code of conduct; Public good.	9
Ethics in Corporate Behaviour & Decision Making Organizational Ethics – Corporate Behaviour an Ethical Decision Making – Ethical Corporate Behaviour – Corporate Code of Ethics – Advantages of Code of Ethics – Ethical Manager & Leadership – Managing Ethics in Organization – Roles & Responsibility in Ethics Management – Ethical Decision Making – Simon's Models – Types of Decisions – Ethical Decision Making Framework – Problems - Ethical Dilemmas.	9
Ethics in the Functional Areas Ethics in Marketing – Ethics in Finance – Ethics in Human Resources – Ethics in Production– Ethics in Information Technology – Work Ethics – Ethics in Workplace- Role of Individualand moral standards in work place.	9
Ethics in Management Conflict Strategy – Employee Privacy – Business and its Share Holders – Contract Relations – Product Safety – Responsibilities of Business – Pricing Ethics – Advertising Ethics – Deception and Unfairness in Advertising	9
Environmental Ethics Environmental Ethics – Economic Environment – Business and Ecology – Ethics of Environmental Protection – Value of Nature – Working Conditions – Workplace Safety.	9
Total Hours 45	

Text book (s):	
1	Stephen M Byers & Kurt Stanberry, "Business Ethic" 12th Media Services, 2018
2	Andrew Crane and Drink Matten, "Business Ethics", Oxford University Press, 4th edition, 2016

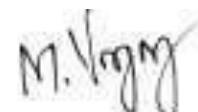| Reference(s):	
1	Mark S.Schwartz, "Business Ethics", Pearson Publication, 2014
2	A.C.Fernando, "Business Ethics and Corporate Governance", Pearson Publication, 2013.
3	A.C.Fernando, "Business Ethics – An Indian Perspective", Pearson Publication, 2019

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Introduction**	
1.1	Business Ethics	2
1.2	Definition, Nature, Characteristics & Ethical theories	2
1.3	Causes of unethical behavior	2
1.4	Code of conduct	2
1.5	Public good.	1
2	**Ethics in Corporate Behaviour & Decision Making**	
2.1	Organizational Ethics – Corporate Behaviour an Ethical Decision	2
2.2	Making – Ethical Corporate Behaviour – Corporate Code of Ethics – Advantages of Code of Ethics	2
2.3	– Ethical Manager & Leadership – Managing Ethics in Organization	1
2.4	Roles & Responsibility in Ethics Management – Ethical Decision	1
2.5	Simon's Models – Types of Decisions – Ethical Decision Making	3
3	**Ethics in the Functional Areas**	
3.1	Ethics in Marketing	2
3.2	Ethics in Finance –	1
3.3	Ethics in Human Resources	1
3.4	Ethics in Production –	2
3.5	Ethics in Information Technology	1
3.6	Work place ethics	2
4	**Ethics in Management**	
4.1	Conflict Strategy – Employee Privacy	1
4.2	Business and its Share Holders	2
4.3	Contract Relations –	1
4.4	Product Safety – Responsibilities of Business –	1
4.5	Pricing Ethics – Advertising Ethics –	2
4.6	Deception and Unfairness in Advertising	2
5	**Environmental Ethics**	
5.1	Environmental Ethics	1
5.2	Economic Environment	2
5.3	Business and Ecology	2
5.4	Ethics of Environmental Protection	1
5.5	– Value of Nature –	1
5.6	Working Conditions – Workplace Safety	2
	Total	45

Course Designers

Mr.V.S.Viajayachandar - vijayachander@ksrct.ac.in

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

60 MB L02	Intellectual Property Rights	Category	L	T	P	Credit
		PC	3	0	0	3

Objective

- To create awareness about Intellectual Property rights.
- To give suitable guidelines for the protection of the intellectual property rights.
- To understand IPR protection in India
- To provide knowledge on Patent information
- To analyze the cases connected with Intellectual Properties

Prerequisite

NIL

Course Outcomes

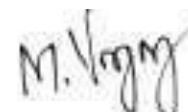On the successful completion of the course, students will be able to

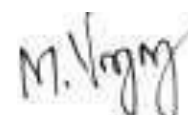| CO1	Understand the distinction between tangible and intangible properties, meaning, types and significance of Intellectual Property Rights.	Understand
CO2	Interpret the importance of copyrights, related issues of copy rights, significance and advantages of patents	Apply
CO3	Interpret the international agreements for the protection of Intellectual Property Rights and the role of WTO (World Trade Organization) and GATT (General Agreement on Trade and Tariff.)	Apply
CO4	Analyze the significance of patent information, classification of invention according to technology and the Indian Intellectual Property Rights legislation.	Analyze
CO5	Apply the cases on patents, copy rights, trademarks ,industrial designs and. software	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3			3		
CO2		2		3		
CO3				3		
CO4				3		
CO5	3			3		

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	10	10	30
Understand	30	30	30
Apply	20	20	40
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0
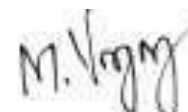
Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vijay

BoS Chairman Signature

K.S. Rangasamy College of Technology –Autonomous R2022								
Master of Business Administration - MBA								
60 MB L02 - Intellectual Property Rights								
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**		
	L	T	P		C	CA	ES	Total
	3	0	0	45	3	40	60	100

Importance of Intellectual Property Rights Introduction – Tangible and intangible properties – intellectual property – an intangible wealth and a product of creative mind – IPR and its significance – types of IPRs.	**9**
Copyrights and Related Issues Works protected by copyright – reproduction rights – moral rights – translation and adaptation rights – copyrights issues – piracy – civil – criminal remedies – infringement – patents – application procedures	**9**
International Agreement for the Protection of IPR Berne convention – Madrid agreement – Hague agreement – patent cooperation treaty – Paris convention – Lisbon agreement – establishment of WIPO – UPOV and WTO – Missionand Activities – History – General Agreement on Trade and Tariff(GATT).	**9**
Patented Invention and Administration Significance of patent information – classification of invention according to technology – Novelty search and state of art search – Indian Position Vs WTO and Strategies – Indian IPR legislations	**9**
Applications Infringement of IPRs, Enforcement Measures, Emerging issues - Case Studies on - Patents (Basmati rice – Turmeric – Neem) – Copyrights – trademarks – industrial design – software - Protection against unfair competition – patent agents – Patent agents vs. Patent attorney-Patent -Examiners - IP Department and IPR Managers	**9**
Total Hours 45	

Text book (s):

1	Attorney Richard Stim, " Patent Copy Right & Trademark", NOLO, 2020
2	Neeraj Pandey & Khushdeep Dharani, "Intellectual Property Rights", PHI Learning,2014

Reference(s):

1	Virendrakumar Ahuja, " Intellectual Property Rights in India", Lexis Nexis Buterworth, 2019
2	Radhakrishnan R and Balasubramanian S., "Intellectual Property Rights – Text and Cases", Excel Books, 1st Edition, 2008.
3	Prabuddha Ganguli, "Intellectual Property Rights", Tata McGraw Hill, 1st Edition, 2018.

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Importance of Intellectual Property Rights**	
1.1	Introduction – Tangible and intangible properties	2
1.2	Intellectual property – an intangible wealth and a product of creative mind	2
1.3	Importance of Intellectual Property Rights	2
1.4	IPR and its significance	2
1.5	Types of IPRs	1
2	**Copyrights and Related Issues**	
2.1	Works protected by copyright	2
2.2	Reproduction rights	2
2.3	moral rights – translation and adaptation rights	1
2.4	Copyrights issues – piracy – civil	1
2.5	Criminal remedies – infringement patents – application procedures	3
3	**International Agreement for the Protection of IPR**	
3.1	Berne convention – Madrid agreement	2
3.2	Hague agreement – patent cooperation treaty	1
3.3	Paris convention – Lisbon agreement	1
3.4	Establishment of WIPO – UPOV and WTO	3
3.5	Mission and Activities – History	1
3.6	General Agreement on Trade and Tariff(GATT).	1
4	**Patented Invention and Administration**	
4.1	Significance of patent information	2
4.2	Classification of invention according to technology	2
4.3	Novelty search and state of art search	2
4.4	Indian Position Vs WTO	1
4.5	Indian IPR legislations	2
5	**Applications**	
5.1	Case Studies on - Patents (Basmati rice – Turmeric – Neem)	1
5.2	Copyrights – trademarks	2
5.3	Industrial design – software	2
5.4	Protection against unfair competition	1
5.5	Patent agents vs. Patent attorney-Patent Examiners	1
5.6	IP Department and IPR Managers	2
	Total	45

Course Designers

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Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vijay

BoS Chairman Signature

60 MB LO3	**Stock Trading**	Category	L	T	P	Credit
		PC	3	0	0	3

Objective
- To understand about the investment risk and returns
- To learn about the fundamentals of security market
- To learn about the fundamental analysis in security market
- To analyze the market condition using technical analysis tools
- To understand about the basics of derivatives and its application

Prerequisite

NIL

Course Outcomes

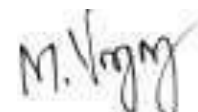On the successful completion of the course, students will be able to

CO1	Outline the concept of investments risk and returns trade off	Understand
CO2	Interpret the fundamentals of securities market	Understand
CO3	Illustrate the concept of fundamental analysis.	Apply
CO4	Examine the trading using technical analysis tools	Analyze
CO5	Investigate the derivatives market, commodity trading and forex trading basics of derivatives and its products	Analyze

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3					
CO2		3				
CO3		3		3		
CO4		3		3		3
CO5	2	3		3		3
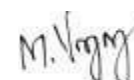
Assessment Pattern

Bloom's Category	**Continuous Assessment Tests (Marks)**		**End Sem Examination (Marks)**
	1	**2**	
Remember	20	20	35
Understand	20	20	35
Apply	20	20	30
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature

K.S. Rangasamy College of Technology –Autonomous R2022
Master of Business Administration - MBA
60 MB L03 Stock Trading

Semester	Hours/Week			Total Hours	Credit	Maximum Marks			
	L	T	P		C	CA	ES		Total
	3	0	0	45	3	40	60		100

Introduction to Investment Investment – Objectives, Importance, Methods*, Alternatives – Introduction to risk, Risk-Return tradeoff, Relationship Between Risk and return, Risk free rate and Risk Premium	9
Fundamentals of Securities Market Overview of the Securities Market in India – Basics of the Primary Market and Secondary Markets – Products Traded in the Indian Market. Market Participants in the Securities Market* – Regulator, Investors, Issuers and Intermediaries, Depositories and Depository Participants - Clearing and Settlement Process	9
Fundamental Analysis* Economic Analysis – Macro-economic activities and securities market- Industry Analysis – Business Cycles and Industry Sectors, Analysis of Industry Competition - Company Analysis – SWOT analysis	9
Technical Analysis * Technical Analysis – Assumptions, Advantages, Challenges, Trading with Chart Patterns – Indicators – Technical Trading Rules – Trading stocks on Virtual Platform	9
Basics of Derivatives Markets* Derivative Strategies - Future and Options Trading in Equity Market – Commodity Trading – Forex Trading.	9
Total Hours 45	

Text book (s):	
1	Punithavathy Pandian, "Security Analysis and Portfolio Management", Vikas Publication, Second Edition.

Reference(s):	
1	Ashwani Gujral, "How to Make Money Trading Derivatives – An Insider's Guide", Vision Books Publication, 3rd Edition 2012,
2	Raghu Palat, "Fundamental Analysis for Investors", Vision Books Publication, 4th Edition 2015.
3	Ashwani Gujral, "How to Make Money Trading with Charts", Vision Books Publication, 3rd Edition 2018.

 ***SDG 8 - Decent work and Economic Growth**

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

M.Vgny

BoS Chairman Signature

Course Contents and Lecture Schedule

S. No	Topic	No. of Hours
1	**Introduction to Investment**	
1.1	Investment – Objectives, Importance, Methods	2
1.2	Alternatives – Introduction to risk, Risk	1
1.3	Return tradeoff-- Relationship Between Risk and return	3
1.4	Risk free rate and Risk Premium	3
2	**Fundamentals of Securities Market**	
2.1	Overview of the Securities Market in India	2
2.2	Basics of the Primary Market and Secondary Markets	1
2.3	Products Traded in the Indian Market. Market Participants in the Securities Market	1
2.4	Regulator, Investors, Issuers and Intermediaries	2
2.5	Depositories and Depository Participants	1
2.6	Clearing and Settlement Process	2
3	**Fundamental Analysis**	
3.1	Economic Analysis	2
3.2	Macro-economic activities and securities market	2
3.3	Industry Analysis – Business Cycles and Industry Sectors	2
3.4	Analysis of Industry Competition	1
3.5	Company Analysis – SWOT analysis	2
4	**Technical Analysis**	
4.1	Technical Analysis	1
4.2	Assumptions, Advantages	1
4.3	Challenges, Trading with Chart Patterns	1
4.4	Trading with Chart Patterns - Indicators	2
4.5	Technical Trading Rules	2
4.6	Trading stocks on Virtual Platform	2
5	**Basics of Derivatives Markets**	
5.1	Derivative Strategies	2
5.2	Future and Options Trading in Equity Market	2
5.3	Commodity Trading	2
5.4	Forex Trading.	3
	Total	45

Course Designers

1. Dr.M.Ramakrishnan - ramakrishnan@ksrct.ac.in

Passed in BoS Meeting held on 10.05.2023
Approved in Academic Council Meeting held on 03.06.2023

BoS Chairman Signature