

K.S.RANGASAMYCOLLEGE OF TECHNOLOGY

(Autonomous Institution)



Curriculum and Syllabus

of

MASTER OF BUSINESS ADMINISTRATION

(For the batch admitted from 2019-20 onwards)

R2018

**Accredited by NAAC with 'B++' Grade, Approved by AICTE, Affiliated
to Anna University, Chennai**

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

<p align="center">K.S.Rangasamy College of Technology - Autonomous Regulation</p>	<p align="center">R2018</p>
<p align="center">Department</p>	<p align="center">Master of Business Administration</p>
<p align="center">Programme Code and Name</p>	<p align="center">MBA : Master of Business Administration</p>

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VISION

To be recognized as a provider of learning environment that nurtures 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

1. 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.
2. Professional Competence: The graduates will have professional competence for astute decision-making, research, organization skills, planning, and its efficient implementation.
3. 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
4. Responsible Citizens: The graduates will be responsible citizens with ethical conduct to empower the business organizations with high integrity, and moral values



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



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Curriculum for the Programmes under Autonomous Scheme

Regulation	2018
Department	Department of Master of Business Administration
Programme Code and Name	MBA : Master of Business Administration

Semester I						
Course Code	Course Name	Contact periods	Hours/Week			Cr
			L	T	P	
	THEORY					
50 MB 101	Business Statistics for Decision Making	4	3	1	0	4
50 MB 102	Organizational Behaviour	3	3	0	0	3
50 MB 103	Managerial Economics	4	3	1	0	4
50 MB 104	Accounting for Management	4	3	1	0	4
50 MB 105	Legal Aspects of Business	3	3	0	0	3
50 MB 106	Business Communication	5	3	0	2	4
50 MB 107	Corporate Social Responsibility and Sustainability	3	3	0	0	3
	PRACTICAL					
50 MB 1P1	Seminar – Principles of Management	4	0	0	4	2
Total		30	21	3	6	27

Semester II						
Course Code	Course Name	Contact periods	Hours / Week			Cr
			L	T	P	
	THEORY					
50 MB 201	Quantitative Techniques	4	3	1	0	4
50 MB 202	Operations Management	4	3	1	0	4
50 MB 203	Human Resource Management	3	3	0	0	3
50 MB 204	Marketing Management	3	3	0	0	3
50 MB 205	Corporate Finance	4	3	1	0	4
50 MB 206	Indian Ethos and Business Ethics	3	3	0	0	3
50 MB 207	Research Methods for Management	5	3	0	2	4
	PRACTICAL					
50 MB 2P1	Business Application Software Lab	4	0	0	4	2
Total		30	21	3	6	27

Semester III						
	THEORY	Contact periods	L	T	P	C
50 MB 301	Strategic Management					
50 MB 3**	Elective 1	3	3	0	0	3
50 MB 3**	Elective 2	3	3	0	0	3
50 MB 3**	Elective 3	3	3	0	0	3
50 MB 3**	Elective 4	3	3	0	0	3
50 MB 3**	Elective 5	3	3	0	0	3
50 MB 3**	Elective 6	3	3	0	0	3
	PRACTICAL					
50 MB 3P1	Project Work and Viva Voce	12	0	0	12	6
Total		33	21	0	12	27

Semester IV						
	THEORY	Contact periods	L	T	P	C
50 MB 401	Corporate Governance					
50 MB 4**	Elective 7	3	3	0	0	3
50 MB 4**	Elective 8	3	3	0	0	3
50 MB 4**	Elective 9	3	3	0	0	3
50 MB 4**	Elective 10	3	3	0	0	3
50 MB 4**	Elective 11	3	3	0	0	3
50 MB 4**	Elective 12	3	3	0	0	3
Total		21	21	0	0	21

Total Credits: 102

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List of Electives					
Course Code	Course Name	Hours/Week			Credit
		L	T	P	C
Semester – III					
Finance					
50 MB 3F1	International Financial Management	3	0	0	3
50 MB 3F2	Financial Derivatives	3	0	0	3
50 MB 3F3	Financial Engineering	3	0	0	3
Marketing					
50 MB 3M1	Brand Management	3	0	0	3
50 MB 3M2	Advertising and Sales Promotion	3	0	0	3
50 MB 3M3	Retail Management	3	0	0	3
HR					
50 MB 3H1	Industrial Relations and Labour Welfare	3	0	0	3
50 MB 3H2	Strategic Human Resource Management	3	0	0	3
50 MB 3H3	Training and Development	3	0	0	3
General Management					
50 MB 3G1	International Business Management	3	0	0	3
50 MB 3G2	Entrepreneurship Development	3	0	0	3
50 MB 3G3	Family Business Management	3	0	0	3
Semester – IV					
Finance					
50 MB 4F4	Commercial Bank Management	3	0	0	3
50 MB 4F5	Behavioural Finance	3	0	0	3
50 MB 4F6	Security Analysis and Portfolio Management	3	0	0	3
Marketing					
50 MB 4M4	Services Marketing	3	0	0	3
50 MB 4M5	Sales and Distribution Management	3	0	0	3

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50 MB 4M6	Consumer Behaviour	3	0	0	3
HR					
50 MB 4H4	Performance Management	3	0	0	3
50 MB 4H5	Competency Management	3	0	0	3
50 MB 4H6	Change Management	3	0	0	3
General Management					
50 MB 4G4	Tourism and Hospitality Management	3	0	0	3
50 MB 4G5	Hospital Management	3	0	0	3
50 MB 4G6	Creativity and Innovation	3	0	0	3

List of Open Electives					
Course Code	Course Name	Hours/Week			Credit
		L	T	P	C
50 MB L01	Entrepreneurship Development	3	0	0	3
50 MB L02	Intellectual Property Rights	3	0	0	3
50 MB L03	Business Ethics	3	0	0	3
50 MB L04	Labour Laws	3	0	0	3
50 MB L05	Stock Trading	3	0	0	3

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Syllabi of I and II Semesters

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50 MB 101 - Business Statistics for Decision Making

Master of Business Administration - MBA

Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
I	3	1	0	60	4	40	60	100
Objective(s)	<ul style="list-style-type: none"> To accomplish an acceptable level of quantitative literacy which prepares the student for decision making roles in management. To facilitate the students' development of quantitative reasoning and analysis, skills considered essential in the current environment of information and organizations. 							
Course Outcomes	At the end of the course, the student will be able to <ol style="list-style-type: none"> Aware of the concept of central Tendency and Dispersion. Know about basic characteristics of probability. Acquire knowledge about Sampling method and estimation. Know and apply appropriate hypothesis tests and make inferences of a data. Calculate correlation and regression. 							

Descriptive Statistics

Measures of Central Tendency: Mean, Median, Mode, Weighted Average - Measures of dispersion: Range, Mean Deviation, Standard Deviation, Coefficient of Variation.

Probability

Basic definitions and rules for probability - Conditional probability, Independence of events - Bayes' theorem – Random Variable - Probability distributions: Binomial, Poisson, Normal distributions.

Sampling Distribution and Estimation

Introduction to sampling distributions - Sampling distribution of mean and proportion - Estimation: Point and Interval estimates for population parameters of large sample and small samples - determining the sample size.

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.

Correlation and Regression Analysis

Correlation – Types, Pearson's Correlation Coefficient - Rank Correlation. Regression – Lines of regression - Regression Coefficients - Estimation using regression lines.

Text book (s):

1. Levin R I and Rubin D S, "Statistics for Management", Pearson Education India, 7th edition, 2012.
2. Vohra N D, "Business Statistics", Tata McGraw Hill, 2012.

Reference(s):

1. Anderson D R, Sweeney D J and Williams T A, "Statistics for Business and Economics", Cengage Learning, 11th edition, 2012.
2. Aczel A D and Sounderpandian J, "Complete Business Statistics", Tata McGraw – Hill, 7th edition, 2017.
3. Naval Bajpai, "Business Statistics", Pearson Education, 2nd edition, 2013.
4. Sharma J K, "Business Statistics", Vikas Publishing House, 4th edition, 2014.

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50 MB 102 - Organizational Behaviour

Master of Business Administration - MBA

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

Objective(s)

- This course is aimed to familiarize the basic concepts of organizational behaviour and enhance the contemporary knowledge in the field of organizational behaviour.

Course Outcomes

At the end of the course, the student will be able to

- Grasp the basic concepts of organizational behaviour and contributing disciplines to organizational behaviour, challenges and opportunities for organizational behaviour.
- Acquire the knowledge about Personality, Attitude and Perception.
- Know about Learning, Motivation, Leadership theories and Leadership Styles.
- Identify the concept of Group, Power and Conflict.
- Develop Knowledge about Culture and Change.

Introduction to Organizational Behavior

Concept of Organizational Behavior - Disciplines that contribute to Organizational Behavior - Challenges and Opportunities for Organizational Behavior.

Individual Behavior

Personality: Determinants - Attitude: Components and Major job attitudes - Perception: Factors.

Work Behavior Theories

Learning theories - Motivation theories – Leadership theories and Styles.

Group Behavior

Group– Definition - Stages of group development– Power: Bases of power – Conflict: Process and Strategies for handling conflict.

The Organization System

Culture: Types of culture and creating positive organizational culture – Change: Forces and Resistance to change.

Text book (s):

1.	Stephen Robbins, Timothy A Judge and Neharika Vohra, "Organizational Behavior", Pearson, 16 th Edition, 2016.
2.	Fred Luthans, "Organizational Behaviour: An Evidence-Based Approach", McGraw-Hill Education, 12 th Edition, 2017.

Reference(s):

1.	Udai Pareek, "Understanding Organizational Behaviour", Tata McGraw Hill, 4 th Edition, 2016.
2.	Aswathappa K, "Organizational Behaviour", Himalaya Publishing House, 12 th Revised Edition, 2017.
3.	Prasad L M, "Organizational Behaviour" Sultan Chand Sons, 5 th Edition, 2014

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50 MB 103 - Managerial Economics

Master of Business Administration - MBA

Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
I	3	1	0	60	4	40	60	100
Objective(s)	<ul style="list-style-type: none"> This course provides an introduction to basic principles of Micro Economics and its application in business decisions. It also concentrates on the Macro Economics issues to make the students to understand Economic Growth, National Income, Inflation, Business Cycle, Multiplier, Accelerator, Exchange rate, Fiscal Policy and Monetary Policy. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Aware of the basic concepts and principles of managerial economics. Know the meaning of demand, law of demand, factors affecting demand, exceptions to law of demand, elasticity of demand, different methods of demand forecasting, law of supply and factors affecting supply. Learn about ISO Quant curve, ISO Cost line, laws of return to scale, meaning of cost and cost classification. Know the definition of different market structures, their features and their pricing and output decision, pricing objectives, pricing methods and pricing over the life cycle of the product. Figure out the macro economic issues like Economic Growth, National Income, Inflation, Business cycle, Multiplier, Accelerator, Exchange rate, Fiscal policy and Monetary policy. 							

Introduction

Definition of Managerial economics - basic concepts and principles of managerial economics.

Demand and Supply analysis

Law of Demand - Factors affecting demand - Exception to law of demand - Elasticity of demand - Demand forecasting - Law of Supply and factors affecting Supply.

Production and Cost analysis

Production Function - ISO Quant curve – ISO cost line and Laws of return to scale - Average Cost - Marginal Cost - Total Cost and Classification of Costs.

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.

Macro Economic issues

Economic Growth - National Income – Inflation - Business Cycle – Multiplier – Accelerator - Exchange rate - Fiscal Policy and Monetary Policy.

Text book (s):

1.	Mote VL and Samuel Paul Gupta G S, "Managerial Economics Concepts and Cases", Tata McGraw Hill, 2015
2.	N.Gregary Mankiw, "Principles of Economics", Cengage Learning, 2015

Reference(s):

1.	Metha PL, "Managerial Economics Analysis Problems and Cases", Sulltan Chand Publications, 2013
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K.S.Rangasamy College of Technology – Autonomous R2018								
50 MB 104 - Accounting for Management								
Master of Business Administration - MBA								
Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
I	3	1	0	60	4	40	60	100
Objective(s)	<ul style="list-style-type: none"> To provide an insight to prepare and analyze financial statements. The course emphasizes on techniques, cash flows, and impact of accounting principles and also covers management control systems including planning, budgeting, reporting, analysis, and performance evaluation. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Know the concept of accounting, Branches and Principles of accounting. Recognize the nature and type of financial statements and prepare the format of financial statements. Learn the importance of Ratio analysis, Fund Flow and cash flow statement. Recognize the use of cost data and various techniques of cost. Learn the estimation of operating budgets and financial budgets. 							
<p>Introduction to Accounting Meaning and objectives of Accounting – Branches of Accounting – Basic Accounting cycles – principles of accounting – GAAP – IFRS.</p> <p>Preparation of financial Statements Trading and Profit and Loss accounting – Balance sheet.</p> <p>Financial Statement Analysis Ratio Analysis – Fund flow analysis – Cash flow analysis.</p> <p>Cost Accounting Meaning and Objectives – Classifications of cost – Elements of Cost accounting – Preparation of Cost Sheet – Activity Based costing – Relevant costing – Marginal Costing – CVP analysis – Break even analysis.</p> <p>Budgets and Budgetary Control Introduction – Types of Budget – Preparation and Interpretation of Budget – Techniques of Budgetary control.</p>								
Text book (s):								
1.	M Y Khan and P K Jain, "Management Accounting Text, Problems and Cases", McGraw Higher Ed Seventh, 2017.							
2.	S.P.Jain K.L.Narang, and Simmi Agrawal "Cost Accounting Principles and Practice", Kalyani Publishers, 2016.							
Reference(s):								
1.	N.Ramachandran and Ram Kumar Kakani, "Financial Accounting for Management", McGraw Higher Ed, 2017.							
2.	Robert N Anthony, David F and Hawkins Kenneth A Merchant, "Accounting Text and Cases", McGraw Higher 13 th Edition, 2013.							
3.	Ashok Banerjee, "Financial Accounting: A Managerial Emphasis", Excel Books, 2009							

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K.S.Rangasamy College of Technology – Autonomous R2018								
50 MB 105 - Legal Aspects of Business								
Master of Business Administration - MBA								
Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
I	3	0	0	45	3	40	60	100
Objective(s)	<ul style="list-style-type: none"> The objective of this course is to provide the students with practical legal knowledge of business to become effective business leaders 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Identify the essential elements of valid contract and differentiate between valid contract and contingent contract. Recognize the types of partners, who can be partners, who cannot be partners and distinguish between dissolution of the firm and dissolution of partnership. Know the classification of goods and rights of unpaid sellers. Recognize 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 offences and penalties under prevention of corruption act. Distinguish between partnership and company and understand prospectus, memorandum of understanding and articles of association. 							
<p>Law of Contract-1872 Essential of valid contract – offer – acceptance – agreement – consideration – performance of the contract – void contract – contingent contract – breach – damages and compensation.</p> <p>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.</p> <p>Law of Sale of Goods -1930 Definition and essentials of a contract of sale – goods and their classification – sale and transfer of ownership – transfer of title by non owners – unpaid seller and his rights.</p> <p>Negotiable Instruments Act-1881, Consumer Protection Act -1986 and Prevention of Corruption Act-1988 Characteristics of negotiable instruments and its importance – definition 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 1986 – definitions 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-offences and penalties.</p> <p>Companies Act-1956 Definition and objectives of the act – types of company – memorandum of association – articles of association – prospectus – borrowing powers and meetings.</p>								
Text book (s):								
1.	Sathish B Mathur, “Business Law”, Tata McGraw Hill, 2015.							
2.	Ravinder Kumar, “Legal Aspects of Business”, Cengage Learning, 2016.							
Reference(s):								
1.	Bansal CL, “Business and Corporate Laws”, Excel Books, Reprint 2013.							

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50 MB 106 - Business Communication								
Master of Business Administration - MBA								
Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
I	3	0	2	60	4	40	60	100
Objective(s)	<ul style="list-style-type: none"> The students will be able to prepare and deliver effective oral and written communication for business situations and be able to apply business communication strategies and principles. It will help them to plan the message by defining purpose, analyzing audience, selecting channel and medium and facilitate them to communicate globally with confidence. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Learn the basic concepts of Business Communication. Know the process of preparing Effective Business Messages. Aware of the concept of Listening, the Types and the barriers to effective listening. Apply the strategies in effective Oral and Written Presentation. Gain the knowledge about Business Etiquettes and its constituents in India. 							
<p>Fundamentals of Business Communication Role of Communication in Business - Components of Communications - Business Communication Process - Barriers to Communication - Seven C's of Effective Communication.</p> <p>Basic Patterns of Business Messages Process of Preparing Effective Business Message - Appearance and Design - Good News and Neutral Messages, Bad News Messages - Persuasive Written Messages.</p> <p>Listening Skills Types of Listening, Listening Process - Difference between Effective and Ineffective Listeners - Constructing Effective Listening Skills - Overcoming Barriers to Listening.</p> <p>Forms and Context of Business Communication Conversation and Negotiation - Strategies for Improving Oral and Written Presentation - Strategies for Successful Interpersonal Communication – Technology - Ethical – Global - Cross Cultural Communication.</p> <p>Business Etiquettes Concept and Meaning - Constituents of Etiquette - Business Etiquettes and Modern Technology - Business Etiquettes in India.</p>								
Text book (s):								
1.	Herta A Murphy, Herbert W Hildebrandt and Jane P Thomas, "Effective Business Communication", McGraw Hill Education, Seventh Edition 2017.							
2.	Hory Sankar Mukerjee, "Business Communication", First Edition, Oxford University Press, New Delhi, 2013.							
Reference(s):								
1.	Raymond V Lesikar, Marie E Flatley, Kathryn Rentz and Neerja Pande, "Business Communication", McGraw Hill Education (India) Private Limited, New Delhi, Eleventh Edition, 2013.							
2.	P. D. Chaturvedi, "Business Communication: Concepts, Cases, and Applications", Pearson Education India, 2011							

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K.S.Rangasamy College of Technology – Autonomous R2018								
50 MB 107 - Corporate Social Responsibility and Sustainability								
Master of Business Administration - MBA								
Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
I	3	0	0	45	3	40	60	100
Objective(s)	<ul style="list-style-type: none"> This course helps the student in understanding the responsibility of the enterprises for their impact on society by integrating the social and environmental concerns in their business operations and interactions with their stakeholders. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Aware of the concepts evolution, objectives of CSR, benefits and principles of CSR. Learn about the various theories of CSR, strategies and their challenges. Know about the CSR Policy rules, formation of CSR Committee and its implementation process. Acquire the knowledge of sustainability, terminologies and its relation with CSR. Learn about the global reporting methods, sustainability indices – challenges and reporting methods. 							
<p>Introduction to CSR Definition – Objective – Evolution – Need for CSR – Drivers of CSR- Benefits – Principles of CSR.</p> <p>Theoretical Perspective Theories – Corporate Citizenship – Strategies for CSR – Role of Business Managers – Task of Managers – Importance of Performance Measurement – Challenges and Implementation.</p> <p>CSR – Strategy Formation Companies Act 2013 clause 135 – CSR Policy rules 2014 – CSR Committee – Developing CSR Strategy and policy – Implementation Process of CSR.</p> <p>Sustainability Meaning – Scope – Corporate Sustainability - Terminologies – Sustainability an Imperative – Tripple Bottom Line.</p> <p>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.</p>								
Text book (s):								
1.	Subhasis Ray and Siva Raju S, Implementing Corporate Social Responsibility: Indian Perspective”, Springers Publication, 1 st Edition, 2014							
2.	Baxi C V and Rupamanjari Sinha Ray, “Corporate Social Responsibility” Vikas Publishing House, 1 st Edition, 2012							
Reference(s):								
1.	Willam B. Werther and David.B Chandler, Strategic Corporate Social Responsibility, Sage Publications Inc. 2011.							
2.	Sanju Sharma, “Business Ethics and Corporate Social Responsibility”, Anubhav Publication, 1 st Edition, 2016							

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50 MB 1P1 - Seminar - Principles of Management

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

Note: Students are expected to prepare and present on topics suggested below

- Management Principles
- Historical Development and Globalization
- Organizational Culture, Diversity and Ethics
- Leadership and Teams
- Managing Employees; Motivation, Empowerment and Conflict Resolution
- Human Resource Management
- Planning and Strategy Formulation
- Decision Making
- Organization Structure and Change
- Future of Management



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50 MB 201 - Quantitative Techniques								
Master of Business Administration - MBA								
Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
II	3	1	0	60	4	40	60	100
Objective(s)	<ul style="list-style-type: none"> This course will help the students to gain an understanding of modeling and rational approaches to decision making and their contribution to organizational effectiveness. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Convert the business situation into a linear programming problem and solve through graphical method, simplex method and big M method. Formulate and solve transportation problem and assignment problem. Determine an optimal order in which different jobs can be processed and understand the basic concepts in CPM / PERT. Learn about the decision making under conditions of uncertainty, risk and game theory. Be aware of individual and group replacement policy to determine optimal replacement period. 							
<p>Linear Programming Problem Introduction – Formulation - Graphical Method - Simplex Method - Big-M Method– Duality concepts – Sensitivity Analysis – Using Excel Solver to solve LP Problems..</p> <p>Transportation problem and Assignment 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. Transshipment Problem</p> <p>Sequencing Models and Network Scheduling Sequencing problem - Processing n Jobs through Two Machines - Processing n Jobs through Three Machines- Processing n Jobs through m Machines - Network Diagrams - Critical Path Method - PERT Calculations.</p> <p>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.</p> <p>Replacement Theory Replacement of items that deteriorate gradually – with time, without time, that fails completely – individual replacement – group replacement.</p>								
Text book (s):								
1.	Sharma J K, “Operations Research – Theory and Applications”, MacMillan India Ltd., 5 th Edition, 2012.							
2.	Anderson, Sweeney and Williams, “An Introduction to Management Science”, South Western, 2011.							
Reference(s):								
1.	Vohra N D, “Quantitative Techniques in Management”, Tata McGraw Hill, 5 th Edition, 2017.							
2.	Gupta P K and Hira D.S., “Operations Research”, Sultan Chand, 2015.							
3.	Kalavathy S, “Operations Research”, Vikas Publishing House, 2015.							

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K.S.Rangasamy College of Technology – Autonomous R2018

50 MB 202 - Operations Management

Master of Business Administration - MBA

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

Objective(s)

- This course will enable the students to get acquainted with the basic aspects of Production and Operations Management through text and cases.

Course Outcomes

At the end of the course, the student will be able to

- Grasp the concept of Production and Operations Management
- Know the concept of Facility Location Decisions and Work measurement
- Apply the concept of Inventory Management in production planning
- Know the concept of Production Improvement Techniques
- Learn about the concept of Total Quality Management

Introduction

Meaning - Need – Evolution - Nature and scope of POM - Production System- Concepts – Functions - Types and Productivity.

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.

Inventory Management and Production planning

Concepts - Types of Inventory models- EOQ – EBQ - Inventory control systems - Safety Stock - ABC analysis - Capacity requirement Planning - Aggregate Planning - Material Requirement Planning (MRP-I) - Manufacturing resource Planning (MRP-II).

Production Improvement Techniques

JIT - Kanban System - Lean Manufacturing-Agile Manufacturing - Flexible Manufacturing System (FMS).

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-Poka Yoke - Seven quality tools.

Text book (s):

- Richard B, Chase F Robert, Jacobs Nicholas J Aquilano and Nitin K Agarwal, “Operations and Supply Chain Management”, McGraw- Hill Education, 15th Edition, 2016.
- Martand Telsang, “Industrial Engineering and Production Management”, S Chand and Company, 2018.

Reference(s):

- Sushil Gupta and Martin Starr, “Production and Operations Management Systems”, 11th edition, S Chand and Company, 2018
- Larry P. Ritzman, Lee J. Krajewski, Manoj K. Malhotra, “Operations Management : Processes and Supply Chains”, Prentice Hall, 11th Edition, 2015



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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018								
50 MB 203 - Human Resource Management								
Master of Business Administration - MBA								
Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
II	3	0	0	45	3	40	60	100
Objective(s)	<ul style="list-style-type: none"> This course enables the students to understand and develop the basic concepts, functional areas and recent trends in Human Resource Management. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Gain knowledge of HRM, Objectives, Functions, Role and Challenges of HRM. Acquire knowledge about Human Resource Planning, Job Analysis, Recruitment and Selection. Know about Induction, Orientation and Training methods. Develop knowledge about Compensation, Incentives and Performance appraisal. Acquire knowledge about strategic HRM, Human Resource Outsourcing, Employee Turnover and Retention, Work Life Balance and Balance Score Card. 							
<p>Introduction to HRM Meaning – Objectives and Functions – Role of HR manager and Challenges of HRM.</p> <p>Employee Acquisition Human Resource Planning: Process - Job Analysis: Process – Recruitment: Sources - Selection: Process.</p> <p>Employee Training Induction – Orientation – Training: Training process – Methods and Evaluation of Training.</p> <p>Employee Maintenance Compensation: Components – Factors and Challenges – Incentives: Types of incentive schemes- Performance appraisal – Process – Methods and Appraisal problems.</p> <p>Recent trends in HRM Strategic Human Resource Management - Human Resource Outsourcing -Employee Turnover and Retention – Work Life Balance - Balance Score Card.</p>								
Text book (s):								
1.	Aswathappa K, “Human Resource Management”, TMH, 8 th Edition, 2017.							
2.	Gary Dessler, “Human Resource Management”, McGraw- Hill Education, 15 th Edition 2016.							
Reference(s):								
1.	David A.Decenzo and Stephen P.Robbins, “Human Resources Management”, Wiley, 11 th Edition, 2015.							
2.	Seema Sanghi, “Human Resource Management”, Vikas Publishing House, 1 st Edition 2014.							

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018								
50 MB 204 - Marketing Management								
Master of Business Administration - MBA								
Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
II	3	0	0	45	3	40	60	100
Objective(s)	<ul style="list-style-type: none"> This course will help the students to understand the Marketing Philosophies, Marketing environment and Marketing Planning It helps the students to have knowledge on consumer behavior It enables the students to know about emerging trends in Marketing. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Learn about the Marketing Philosophies, Marketing Environment and Sales forecasting. Recognize the concepts of segmenting, targeting and positioning and know about consumer buying behavior. Acquire the knowledge of product mix and pricing decisions. Be aware of place and promotion decisions of marketing mix. Know the Emerging Trends in the field of marketing 							
<p>Marketing an Introduction Introduction to Marketing – Philosophies of Marketing - Marketing Environment – Sales forecasting.</p> <p>Marketing Planning Consumer Buying Behaviour - Consumer Vs Organizational Buyers - Market Segmentation – Targeting – Positioning.</p> <p>Product and Price Decisions Product decisions – Product life Cycle – New Product Development – Branding – Packaging and Labeling – Pricing decisions – Methods and Strategies.</p> <p>Place and Promotion Decisions Distribution Nature – functions and types of distribution channels- Promotion decisions – Advertising – Personal Selling – Public Relations and Sales promotion – Direct Marketing.</p> <p>Emerging Trends in Marketing Marketing of Services – Green Marketing – Social Media Marketing, CRM, Digital Marketing.</p>								
Text book (s):								
1.	Philip Kotler, Abraham Koshy, Mithileswar Jha and Kevin Lane Keller, “Marketing Management: A South Asian Perspective”, Pearson Education, 5 th Edition, 2017.							
2.	Arunkumar and Meenakshi, “Marketing Management”, Vikas Publishing, 3 rd Edition, 2016.							
Reference(s):								
1.	Ramasamy V S and Namakumari S, “Management: Global Perspective Indian Context”, MacMillan, 5 th Edition, 2013.							
2.	Rajan Saxena, “Marketing Management”, McGraw Hill Education, 5 th Edition, 2015.							
3.	Tapan K Panda, “Marketing Management”, Excel Books, 2011.							

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018								
50 MB 205 - Corporate Finance								
Master of Business Administration - MBA								
Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
II	3	1	0	60	4	40	60	100
Objective(s)	<ul style="list-style-type: none"> To make the students to know about the vital area of finance such as time value of money, sources of finance, Capital Budgeting, Working Capital Management, Capital structure and Dividend Policy. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Know the concept of functions of Financial Management, time value of money and sources of finance. Acquire the knowledge of Valuation of shares and bonds, theories of dividend policy. Learn about the nature of Capital budgeting its principles and the preparation of capital budgeting. Know the concepts of cost of capital, Capital structure and leverages. Recognize the importance of principles and concepts of working capital, receivables management, Inventory management and cash management. 							
<p>Introduction to Financial Management Introduction – Nature and Scope - Functions of finance manager - Goals of Financial Management - Sources of finance-Short term and long term - Time value of money</p> <p>Valuation of Stocks and Bonds Valuation of Shares and Bonds - Dividend policy-Objectives – Types - Theories.</p> <p>Capital Investment Analysis Nature and principles - Discounting and non-discounting cash flow techniques.</p> <p>Cost of capital and Capital Structure Concepts of Cost of capital - Components of Cost of capital - Specific and overall Cost of capital - Theories of capital structure - Designing capital Structure - Financial Leverages and Operating Leverages.</p> <p>Working Capital Management Principles and concepts of working capital - Operating Cycle – Cash Cycle - Determinants of working capital – Estimation of Working Capital - Receivables management - Inventory management - Cash management.</p>								
Text book (s):								
1.	Prasanna Chandra, “Fundamentals of Financial Management”, Tata McGraw- Hill Publishing, 9 th Edition, 2015.							
2.	Pandey IM, “Financial Management”, Vikas Publishing House, 11 th Edition 2015.							
Reference(s):								
1.	Eugene F Brigham Joel F Houston, “Fundamentals of Financial Management”, Cengage Learning, 14 th Edition, 2016.							
2.	Khan MY and Jain PK, “Financial Management”, Tata McGraw Hill, 7 th Edition, 2014.							
3.	Maheshwari SN, “Financial Management”, Sultan and Sons, 2014.							

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018								
50 MB 206 - Indian Ethos and Business Ethics								
Master of Business Administration - MBA								
Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
II	3	0	0	45	3	40	60	100
Objective(s)	<ul style="list-style-type: none"> This Course has been designed to create a mindset of value system among the students who are the future managers. Business ethics make the students open to inherent ethical principles of business. It helps to produce balanced, pleasant, flexible and effective managers in today's liberalized and democratic ambience. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Learn about the relevance of Indian Ethos in Social, Political Environment, Indian work ethos and its principles. Acquire knowledge regarding the difference between science, human values and Spirituality. Know about the values in management, stakeholders and global change, secular Vs spiritual values Gain knowledge regarding the Characteristics, nature of Business Ethics, causes of unethical behavior and public good. Learn about the ethics followed in Corporate behavior and to frame good ethical decisions in business. 							
<p>Indian Ethos Meaning – Relevance of Indian Ethos – Model of Management in the Indian Social – Political Environment – Indian work ethos – Principles of Indian Management.</p> <p>Human Values Meaning of Values – Significance – formation – Science and Spirituality – Butterfly effect – Science and Values – Universal Values and Values in global context.</p> <p>Application of Values Relevance of Values in management – stakeholders – personal values and organizational commitment – need for value in global change – values for managers – trans culture human values – secular Vs spiritual values in management – sublime communication.</p> <p>Business Ethics Business Ethics – Definition, Nature, Characteristics and Ethical theories; Causes of unethical behavior; Code of conduct; Public good.</p> <p>Ethics in Corporate Behaviour and Decision Making Organizational Ethics – Corporate Behaviour a Ethical Decision Making – Ethical Corporate Behaviour – Corporate Code of Ethics – Advantages of Code of Ethics – Ethical Manager and Leadership – Managing Ethics in Organization – Roles and Responsibility in Ethics Management – Ethical Decision Making – Simon's Models – Types of Decisions – Ethical Decision Making Framework – Problems - Ethical Dilemmas.</p>								
Text book (s):								
1.	Nandagopal R and Ajith Sankar R N, "Indain Ethos and Values in Management", Tata McGraw Hill, 1 st Edition, 2011							
2.	Andrew Crane and Drink Matten, "Business Ethics", Oxford University Press, 4 th edition, 2016.							
Reference(s):								
1.	Ved Prakash Bhatia, "Ethical and Spiritual values" Notion Press, 1 st Edition, 2016							
2.	A.C.Fernando, "Business Ethics and Corporate Governance", Pearson Publication, 2013							

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018								
50 MB 207 - Research Methods for Management								
Master of Business Administration - MBA								
Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
II	3	0	2	60	4	40	60	100
Objective(s)	<ul style="list-style-type: none"> This course enables the students to understand the concept and process of research in business environment and realize its applications in various spheres of business research. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Recognize and distinguish between the different kinds of research and know the building blocks of scientific research. Know about the types and purpose of research design and the process of research. Differentiate between questionnaire and schedule and understand the sampling techniques and methods of data collection. Know the steps involved in data preparation and able to apply different multivariate techniques depending on the research objectives. Learn about the various types of research report, the steps in report writing, the factors in organizing a research report, the principles of ethics in business research and meaning of plagiarism. 							
<p>Introduction Meaning and Definition of research - objectives of research - motivation in research - types of research - research approaches - hallmarks of scientific research - building blocks of scientific research</p> <p>Research design and Research process Exploratory - Descriptive – Experimental - Research process.</p> <p>Data collection Schedule – questionnaire - methods of primary data - sources of secondary data and sampling techniques.</p> <p>Data preparation and data analysis Editing – coding – classification – tabulation - multivariate techniques.</p> <p>Report writing and Ethics in research Types of report - format of the report - factors in organizing a research report. Definition of ethics - ethical principles and plagiarism.</p>								
Text book (s):								
1.	Deepak Chawla and Neena Sondhi, "Research Methodology", Vikas Publishing House, 2011.							
2.	William A Zikmund, "Business Research Methods", Thomson's, 2010							
3.	Kothari CR, "Research Methods and Techniques", New Age International (P) Ltd, 2011							
Reference(s):								
1.	Rao KV, "Research Methods for Management and Commerce", Sterling, 2012.							
2.	Donald R Cooper, Pamela S and Schinder, "Business Research Methods", Tata McGraw Hill, 2013.							
3.	Uma Sekaran, "Research Methods for Business", Wiley Publications, 2016							

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018								
50 MB 2P1 - Business Application Software Lab								
Master of Business Administration - MBA								
Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
II	0	0	4	30	2	60	40	100
Objective(s)	<ul style="list-style-type: none"> Familiarizing the students with basic computer concepts and emerging computer technology, so as to enable them to use computer resources efficiently for making effective decision. Providing the necessary skills to understand and use various commonly used software in various functional areas in an organization. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> To gain knowledge of using various functions and formulas for applying mathematical and text calculations in Spread Sheet. To learn about using various functions like sorting, filtering, freezing and conditional formating in Spread Sheet. To acquire knowledge to calculate payroll for business organizations using conditional syntax and pivot table in Spread Sheet. To know about the practical usage of statistical package in business operations to perform various calculations like Mean, Median, Mode, Standard Deviation and Frequency Table. To become skilled by learning the applicability of multivariate analysis in business operations using statistical package. 							
<ul style="list-style-type: none"> Appluing mathematical functions to create frequency table in Spread Sheet. Applying various text formula to perform various function using Spread Sheet. Using sorting, filtering and conditional formating functions in Spread Sheet. Calculate net pay and Income tax of the employee using conditional statements in Spread Sheet. Create a report with the PivotTable and PivotChart Wizard. Calculate Frequency, Mean and Standard deviation using Statistical Package. Perform Cross tabulation and Chi-square tests using Statistical Package. Perform Correlation test using Statistical Package. Perform Regression analysis using Statistical Package. Perform ANOVA test using Statistical Package database. 								
Text book (s):								
1.	Robert H Caver and Jane Gradwohl Nash, "Doing Data analysis with SPSS", Thomson Learning, 5 th Edition, 2012.							
2.	Jennifer Ackewman Ketter Guy Haut Davis Curt Simmans, "Microsoft Office 2010", TMH, 5 th Edition, 2014.							
Reference(s):								
1.	Alexis Jeon, "Introduction to computers with MS Office", Tata McGraw Hill , 2014.							
2.	Dr.J.P.Verma, "Data Analysis in Management with SPSS", Springer, 1 st Edition, 2012.							
Business Application Software Lab Manual is prepared by Department of MBA, KSRCT								

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Syllabi of III Semesters

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018

50 MB 301 - Strategic Management

Master of Business Administration - MBA

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

Objective(s)

- This course enables the students to understand the concept of Strategic formulation, analysis and implementation in a Corporate Environment.

Course Outcomes

At the end of the course, the student will be able to

- Recognize the basic concept of strategy and strategic management process, vision, mission and major goals.
- Analyze the internal environment by using SWOT and external environment by using five forces model and environment threat and opportunity profile.
- Identify core competency, building blocks and durability of competitive advantage, avoiding failure and sustaining competitive advantage.
- Realize the concept of value chain, functional level, Business level, corporate level, global level and Blue ocean strategies.
- Know the designing of organizational structure, strategic control system, change process and balance score card analysis.

Introduction to Strategic Management

Concept of Strategy-Strategic Management Process – Business Definition-Vision, Mission and Major goals.

Environmental Analysis- Internal & External

SWOT - Five Forces Model – Environmental threat and Opportunities Profile – Business Portfolio analysis and BCG Matrix, GE nine cell matrix and Ansoff Matrix.

Competitive Advantage

Core competency - Generic Building Blocks of Competitive Advantage – Durability of Competitive Advantage – Avoiding Failure and Sustaining Competitive Advantage.

Strategies

Value Chain – Functional Level Strategies – Business Level Strategy – Corporate Level Strategy – Strategy in Global Environment, Blue ocean strategy.

Implementing Strategy and Performance Evaluation

Designing Organizational Structure – Designing Strategic Control Systems – Matching Structure and Control to Strategy – Change Process – Balance Score Card analysis.

Text book (s):

1.	Charles W.L.Hill, Melissa A Schilling & Gareth R.Jones, “Strategic Management: An Integrated Approach”, Cengage Learning, 12 th edition, 2016.
2.	Michael A.Hitt, “Strategic Management: Concepts and Cases, South-Western Publishing, 10 th Edition, 2013.

Reference(s):

1.	R.Srinivasan, “Strategic Management: The Indian contest”, PHI Learning, 2014.
2.	Azhar Kazmi and Adela Kazmi, “Strategic Management”, McGraw Hill Education, 4 th edition, 2015.

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FINANCE

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018

50 MB 3F1 - International Financial Management

Master of Business Administration - MBA

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

Objective(s)	<ul style="list-style-type: none"> To gain a fair amount of knowledge to measure foreign exchange risk and to identify risk management strategies. To explore and design financial strategies. To integrate the global developments with the changing business environment in India.
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Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Know the basic concepts of International Financial System, International Financial markets, the concept of balance of payment and the various functions of International Monetary system. Know the roles played by International Risk Exposure and understand International parity condition: IRP, PPP & International Fisher Effect. Gain knowledge about the inevitable role of Foreign Exchange Market and develop the skill of Hedging in Derivatives. Explore the operations in international money market and understand the operations in foreign currency market. Study about Cost of capital and Capital structure of MNC, Multinational capital budgeting, Multinational cash management and International Taxation.
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International Dimensions of Financial Management

International financial system – International financial markets – International monetary system – International risk exposure – Balance of Payment.

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.

Management of Risks in International Transactions

Foreign Exchange Market – Hedging in Derivatives (Future, Options & Swaps) – Exchange Rate risk management.

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

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.

Text book (s):

1.	Eun and Resnick, "International financial Management", Tata McGraw Hill, 7/e, 2015.
2.	PG Apte, "International Financial Management", Tata McGraw Hill, 6 th edition, 2012.

Reference(s):

1.	Eitman, Stonehill & Moffett, "Multinational Business Finance", Pearson, 14 th Edition, 2016.
2.	Reed Click & Joshne Govel, "International Financial Management", PHI, 2002.

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018

50 MB 3F2 - Financial Derivatives

Master of Business Administration - MBA

Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100
Objective(s)	<ul style="list-style-type: none"> It aims to develop an understanding of the importance of financial derivatives and the institutional structure of the markets on which they are traded as well as developing the analytical tools necessary to price such instruments. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Study about the fundamentals of derivatives, types of derivatives and risk in derivatives and the benefits and limitation of derivatives and to know the difference between cash and future markets. Know the fundamentals and specifications of forwards and futures and acquire the knowledge on trading forward and futures with margins, and to determine the pricing relationship for offsetting the forward and futures. Study the options and its different types, and to know the difference between option and futures and gain the knowledge on pricing models of blackscholers option pricing and binomial option pricing models. Gain knowledge about the fundamentals of SWAPs, intermediary participation in SWAPs, and warehousing and to gain the knowledge on valuation of interest rate SWAPs, Currencies, FRNs and Credit risk. Study about the Regulatory frame work and derivative reforms in India and Derivatives specifications at NSE. 							

Introduction

Definition and Types – Forward Contracts, Futures Contracts, Options, Swaps – Differences between Cash and Future Markets – Uses and Advantages of Derivatives, Risks in Derivatives.

Forward and Futures Contracts

Meaning, Classifications – Mechanism – Advantages & Disadvantages – Pricing of forward contracts – Offsetting the Forward Position Hedging with Forward Contracts – Specification and Margin requirements – Hedging using Futures – Types of Futures contracts – Trading Mechanism, Clearing and Settlement System – Pricing of futures, Relationship between Future prices, Forward prices and Spot prices.

Options

Exchange Traded Options, Specifications of Options – Call and Put Options, American and European Options – Intrinsic Value and Time Value of Option – Options pricing models – Differences between Future and Option.

SWAPs

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

Derivatives in India

Evolution of Derivatives Market in India – Regulations, Framework, Exchange trading in Derivatives – Commodity Futures – Contract Terminology and Specifications for stock Options and Index Options in NSE.

Text book (s):

1.	S.L.Gupta, "Financial Derivatives", PHI Publication, 2 nd edition, 2017.
2.	Don M.Chance Robert Brooks, "Derivatives and Risk Management Basis", Cengage Learning, 9 th edition, 2013.

Reference(s):

1.	David A. Dubofsky and Thomas W Miller Jr., "Derivatives: Valuation and Risk Management", Oxford University Press, 1 st edition, 2002.
2.	S.S.S.Kumar, "Financial Derivatives", PHI Publication, 2007.

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018

50 MB 3F3 - Financial Engineering

Master of Business Administration - MBA

Semester	Hours / Week			Total hrs	Credit C	Maximum Marks		
	L	T	P			CA	ES	Total
III	3	0	0	45	3	40	60	100
Objective(s)	<ul style="list-style-type: none"> Financial Engineering is essentially a multi-disciplinary field. The development of financial economics in recent years is highly correlated with the development of financial engineering. This course is intended to provide students with the theoretical foundation and basic techniques in the rapidly growing area of financial engineering. 							
Course Outcomes	At the end of the course, the student will be able to <ol style="list-style-type: none"> Know the basic concept and investment technology to solve financial problems. Study about the external environmental factors and the intra firm factors. Gain knowledge on corporate restructuring. Study the concept of drivers value, brand valuation. Gain knowledge on cash and carry in Arbitrage and in Synthetics. 							

An Introduction to Financial Engineering and Financial Engineering Process

Meaning of Financial Engineering – Scope and Tools of Financial Engineering – Financial Engineering versus Financial Analysis – Financial Engineering Fits In, Career opportunities for Financial Engineers – Asset/Liability Management: The Evolution, Concepts – The investment banker in Asset/Liability Management.

Factors Contributing to the Growth of Financial Engineering

The Environmental factors: Price Volatility, Globalization of the Markets. Tax Asymmetries – Technological Advances, Advances in Financial Theory – Intra firm factors: Liquidity Needs, Risk Aversion, Agency Costs – Quantitative Sophistication and Management Training, Accounting Benefits.

Corporate Restructuring and the LBO

Corporate Restructuring: Expansions, Contractions, Ownership and control – Going Private: The Leveraged Buyout – The Economic and Financial Environment, The Tools for Going Private, Sources of Value in a Leveraged Buyout – Typical Leveraged Buyout.

Mergers and Acquisitions: Valuation

Introduction ,Understanding the Drivers of Value – Brand Valuation, Cost of Capital ,Equity Valuation, Firm Valuation, Relative Valuation, Enterprise Value – Valuation of Indian Companies, Synergy and Value creation.

Arbitrage and Synthetic Instruments

Arbitrage from the Ancient to the Modern – Synthetic Securities, Synthesizing Derivatives – The Cash-and-Carry Synthetic – Cash-and-Carry in Arbitrage: Enhancing Portfolio Return, Creating Synthetic Long Bonds.

Text book (s):

1.	John F.Marshall & Vipul K. Bansal, “Financial Engineering: A complete Guide to Financial Innovation”, Prentice-Hall of India Private Ltd. New Delhi, 2011.
2.	B. Rajesh Kumar “Mergers and Acquisitions Text and Cases”, McGraw Hill, Fourth reprint, 2013.

Reference(s):

1.	Sudi Sudarsanam “Creating Value from Mergers and Acquisitions the Challenges” Pearson, 2011.
2.	J. Fred Weston Mark L. Mitchell, J.Harold Mulherin Prashant Salwan “Takeovers, Restructuring, and Corporate Governance”, Pearson, Fourth Edition, 2004.

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MARKETING

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018								
50 MB 3M1 - Brand Management								
Master of Business Administration - MBA								
Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100
Objective(s)	<ul style="list-style-type: none"> To increase the understanding of important issues in planning and evaluating branding strategies across goods and services. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Learn the basic concepts of Branding. Gain the knowledge about Brand positioning, repositioning & Brand Loyalty. Develop the knowledge on Brand Equity and Brand Building. Gain the knowledge on Brand Extension, Line Extension, Co-branding and Licensing of brands. Develop knowledge on issues in Brand Management. 							
<p>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 as a personality – Brand positioning, alternatives – Brand repositioning.</p> <p>Branding Impact Branding impact on Buyers, Competitors – Brand Loyalty, Loyalty programs – Brand Equity –Brand Building: Brand Building Process – Brand Ambassadors.</p> <p>Leveraging Brands Brand Extensions, Extendibility – Merits and Demerits – Line Extensions – Co-Branding and Licensing brands.</p> <p>Brand Valuation Methods of Valuation – Implication for buying and selling brands – Brand Audit.</p> <p>Issues in Brand Management Fake Brands – Branding Industrial goods – Destination branding - Branding of Services – Indianisation of foreign brands – Taking Indian brand global issues & challenges.</p>								
Text book (s):								
1.	Kevin Lane Keller, Ambi M.G.Parmeswaran, Issac Jacob, “Strategic Brand Management”, Pearson, 2015.							
2.	Tapan K.Panda, “Product and Brand Management”, Oxford, 2016.							
Reference(s):								
1.	U.C.Mathur, “Product and Brand Management Text & Cases”, Macmillan, 2012.							
2.	Dr.S.L.Gupta, “Brand Management”, Himalaya, 2010.							
3.	Kirti Dutta, “brand Management: Principles and Practices”, Oxford, 2012.							

A. Debnath

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018								
50 MB 3M2 – Advertising and Sales Promotion								
Master of Business Administration - MBA								
Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100
Objective(s)	<ul style="list-style-type: none"> The objective of this course is to provide a framework for the Advertising and Sales Promotion. The course examines advertising across variety of media and industries with particular emphasis on the target consumer. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Know the basic concepts of Advertising and Advertising agency. Learn the Advertising copy and production of Advertisements. Know the various types of Advertising Media. Gain knowledge on measurement of Advertising effectiveness. Know the aspects of Sales Promotion. 							
<p>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.</p> <p>Planning the Advertising Strategy Types of advertisements - Advertising Campaign - Marketing and Advertising Planning Process - Advertising objectives - DAGMAR – Budgeting.</p> <p>Advertising Creativity Advertising copy - Copy writing - Types of copy - Production of Print and TV advertisements.</p> <p>Advertising Media Print media - Television - Radio - Internet – Social Media - Outdoor Media - Media Planning & Scheduling – Advertising effectiveness – Legal aspects in advertising.</p> <p>Sales Promotion Objectives of Sales Promotion – Scope and role of Sales promotion – Sales Promotion techniques - Types of Sales Promotion – Designing of Sales Promotion campaign.</p>								
Text book (s):								
1.	George E Belch & Michael A Belch & Keyoor Purani, “Advertising & Promotion”, McGraw Hill, 2017.							
2.	Jaishri Jethwaney, Shruti Jain, “Advertising Management”, Oxford University Press, 2012.							
Reference(s):								
1.	O’Guinn, Thomas, Allen, Chris T and Semenik, Richard J, “Advertising and Integrated Brand Promotion”, Cengage Learning, 2011.							
2.	William D.Wells, Sandra Moriarty, John Burnett, “Advertising Principles & Practice”, Prentice Hall, 2005.							
3.	Shima Terence, “Advertising and promotion”, Cengage Learning, 7 th Edition, 2006.							

A. Devisani

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018								
50 MB 3M3 - Retail Management								
Master of Business Administration - MBA								
Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100
Objective(s)	<ul style="list-style-type: none"> Retail Management is designed to address the initial considerations and decisions for establishing and managing a retail store. The course will provide an understanding of retailing and critically analyze the retailing process, the environment within which it Operates, and the institutions and functions that are performed. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Know the basic concepts of Retail Management and types of retailers. Know the retail format, retail planning process and determining retail marketing mix for retail setups. Learn Merchandise management, category management and retail pricing methods. Gain the Store layout, Brand building and customer loyalty by communication methods. Gain knowledge about the recent trends in retailing. 							
<p>Introduction Retailing – Significance & Opportunities of retailing – Retail lifecycle – Retail Management Decision Process – Types of retailers.</p> <p>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.</p> <p>Merchandise Management Merchandising Concept & Evolution – Roles & Responsibilities of Merchandiser – Merchandise Sourcing – Category Management – Setting Retail Price.</p> <p>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.</p> <p>Recent Trends in Retailing Mall, e-tail - Private labeling - Precision Shopping – Globalization in retail trade – CRM in Retail.</p>								
Text book (s):								
1.	Michael Levy & Barton Weitz and Ajay Pandit, "Retailing Management", McGraw Higher Education, 8 th Edition, 2012.							
2.	Swapna Pradhan, "Retailing Management", McGraw Higher Education, 5 th Edition, 2016.							
Reference(s):								
1.	Barry Berman, Joel R. Evans, Tita Shrivastava, "Retail Management", Pearson, 13 th Edition, 2017.							
2.	Chetan Bajaj, Rajnish Tuli, Nidhi Varma Srivastava, "Retail Management", Oxford, 3 rd Edition, 2016.							

A. Lakshmi

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MBA Regulation 2018

HR

A. Dehshiri

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018								
50 MB 3H1 - Industrial Relations And Labour Welfare								
Master of Business Administration - MBA								
Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100
Objective(s)	<ul style="list-style-type: none"> The objective of this course is to expose the students to the theories of Industrial relations, conflicts, welfare, safety and collective bargaining. The requirement of industrial relation is essential in HR and it also gives an in-depth knowledge in these areas. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Know the basic concepts of Industrial relations, growth of trade union and collective bargaining process. Identify the causes of industrial disputes and study the impact and government machineries for solving dispute. Study the basic concepts and causes of grievances and causes forms and punishment of misconduct. Know about the welfare facilities to be provided by an organization and various schemes for welfare available in government. Identify the concepts of workers participation in management and evaluation method. 							
<p>Industrial relations and Trade Union Movement Concepts – Importance – Industrial Relations Problems – Growth of Trade unions – Codes of conduct.</p> <p>Industrial Conflicts Disputes – Impact, Causes, Strikes – Prevention of Strike, Industrial Peace – Government Machinery – Conciliation – Arbitration – Adjudication, Collective bargaining – Importance- process.</p> <p>Grievance Procedure and Misconduct Concepts, Causes of Grievances – Grievances Procedure – Misconduct – Causes, Forms, Termination, Punishment.</p> <p>Labour Welfare Concept, Objectives – Scopes, Need, Voluntary Welfare Measures – Statutory Welfare Measures –Labour Welfare Funds – Education and Training Schemes.</p> <p>Workers Participation in Management Concepts, objectives of workers participation in Management – Forms of Participation – Evaluating of workers of Participation – Conditions Necessary for effective working of the scheme.</p>								
Text book (s):								
1.	Memoria C.B and Sathish Mamoria, “Dynamics of Industrial Relations”, Himalaya Publishing, New Delhi, 16 th edition, 2016.							
2.	Sinha, “Industrial Relations, Trade union and Labour legislation”, Pearson Education, 2017.							
Reference(s):								
1.	R.Sivarethnamohan, “Industrial Relations and Labour Welfare, PHI Learning P (L), 2016.							

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018**50 MB 3H2 - Strategic Human Resource Management****Master of Business Administration - MBA**

Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100
Objective(s)	<ul style="list-style-type: none"> To make the students to understand the concepts of strategic HRM. This gives the chance to apply the real time exposures and the concepts in various fields. It deals all areas of Human Resources Management in a strategic way like Human Resources Planning, design and redesign the work, Motivation of human resources, Compensation, Labor relations, Employee separation and performance management, etc. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Study the concept of SHRM and its role in merger and Acquisition. Know the HRP, work systems and culture. Study the directive activities of SHRM. Methods of Strategic pay and relationships. Know the contemporary issues in SHRM. 							

Introduction to Strategic HRM

Strategic HRM and corporate strategy - Challenges in SHRM - Role of Strategic HR in Merger and Acquisition.

HRP and Design

Human Resource Planning - Design and redesign of work systems - Organizational culture.

Implementation of Strategic HRM

Motivation of human resources – Staffing - Performance management and feedback.

Strategic Pay and Employee Relation

Impact of organizational Restructuring on Human resources - Compensation / Bench Marking - Labor relations - Employee Separation.

General Strategic HRM

Global Human Resources Management - Corporate Ethics and Values - Strategies for nurturing employee engagement - Contemporary Issues in SHRM – Leadership.

Text book (s):

- | | |
|----|---|
| 1. | Jeffrey A. Mello , “Strategic Human Resource Management” , Cengage Learning, 4 th edition, 2014. |
| 2. | K.Prasad , “Strategic Human Resource Management Text and Cases”, Macmillan India Ltd., 2008. |

Reference(s):

- | | |
|----|---|
| 1. | Michael Armstrong, “Strategic Human Resource Management”, Koga Paye, 2 nd Edition, 2005. |
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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018

50 MB 3H3 - Training & Development

Master of Business Administration - MBA

Semester	Hours / Week			Total hrs	Credit C	Maximum Marks		
	L	T	P			CA	ES	Total
III	3	0	0	45	3	40	60	100
Objective(s)	<ul style="list-style-type: none"> This course is focused on familiarize the concepts and need of training, process of training, designing, implementation, evaluation, learning and technology in training to enhance the knowledge in the field of Human Resource. 							
Course Outcomes	At the end of the course, the student will be able to 1. Know the basics of training and development. 2. Study the process of training and its assessment. 3. Designing and implementing of training and budgeting. 4. Study the models of training. 5. Know the theories of training and technology in training.							
<p>Introduction Definition - Need for training - Importance of training - Objectives of training - Training functions - Types of training.</p> <p>Process of Training Steps in training - Criteria for identifying training needs - Assessment of training needs - Methods and process of needs assessment.</p> <p>Designing and Implementing a Training Program Trainer identification - Methods and techniques of training - Designing a training module - Management development program - Budgeting of training.</p> <p>Evaluation of Training Program Kirkpatrick model of evaluation - CIRO model - Cost-benefit analysis, ROI of training.</p> <p>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.</p>								
Text book (s):								
1.	Raymond Noe, "Employee Training And Development", McGraw Hill Education, 7 th Edition, 2017.							
2.	S.K. Bhatia, "Training And Development" Deep & Deep Publications, 2008.							
Reference(s):								
1.	Devendra Agochia, "Every Trainers Handbook", Sage Publication, 2 nd edition, 2018.							
2.	Radha R. Sharma, "360 Degree Feedback, Competency Mapping And Assessment Centre", McGraw-Hill Education, 2002.							

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MBA Regulation 2018

General Management

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018								
50 MB 3G1 - International Business Management								
Master of Business Administration - MBA								
Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100
Objective(s)	<ul style="list-style-type: none"> To expose the students to the current scenario of International Business and make them to be aware of the input of LPG, Environment, Impact of MNC on International Business etc. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Recognize the Nature, Characteristic Features & Forms of International Business, Imports, Exports, Tariff Barriers and Non-Tariff Barriers. Identify the difference between Liberalization, Privatization and Globalization, Influence of Economic, Political and Cultural Factors on international business, World Trade Organization, Regional Grouping and Trade Blocks. Realize the features, classification, role, advantages and disadvantages of Multinational Corporation and functions of Export and Import banks. Analyze foreign exchange market, role of export credit Guarantee Corporation and steps in export procedures. Identify the documents needed for exporting goods to foreign countries. 							
<p>Introduction Nature and Characteristics of International Business – Forms of international business – International trade - Exports and imports.</p> <p>International Business Environment LPG – Economic, Cultural and Political Environment – World Trade Organization (WTO) –Regional Groupings - Trade Blocks.</p> <p>Multinational Corporations Features – Classification – Role of MNCs in developing countries – Advantages and drawbacks of Multinational Corporations.</p> <p>International Financial Market and Foreign Direct Investment EXIM Banking – Foreign Exchange Market – Export Credit Guarantee corporation (ECGC) – Foreign Direct Investment and portfolio investment.</p> <p>Export Procedure and Documentation Steps in export procedure – Documents related to goods.</p>								
Text book (s):								
1.	Francis Cherunilam, International Business Text and Cases, Prentice Hall Publishing, 2014.							
2.	K Aswathappa, International Business, Tata McGraw- Hill, Second Edition, 2012.							
Reference(s):								
1.	Michael R. Czinkotallkka A. Ronkainen Michael H.Moffett, "International Business", Cengage Publishing Seventh Edition, 2011.							
2.	Charles W.L.Hill, Arun Kumar Jain, "International Business", Tata McGrawHill, 2010.							
3.	Justin Paul, International Business, Prentice Hall, 2016.							

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018**50 MB 3G2 - Entrepreneurship Development****Master of Business Administration - MBA**

Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100
Objective(s)	<ul style="list-style-type: none"> The course is designed for those who at some point of their career want to start their own ventures, or run their own family businesses. The major emphasis of the course will be on creating an academic learning system through which students can acquaint themselves with the special challenges of starting new ventures and introducing new product and service ideas. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Recognize the importance of entrepreneurship, myths of entrepreneurship, role of entrepreneurship in economic development and entrepreneurship. Know the process of opportunity evaluation and the importance of feasibility analysis. Analyze the elements of business plan and essential aspects of financing. Know the start-up culture and critically evaluate the pitfalls of entrepreneurial ventures. Realize the support system for business ventures and the functions of STEP and TBI. 							

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.

Opportunity Evaluation

Idea Generation, Sources of New Ideas, Methods of Generating Ideas, Opportunity Recognition, Feasibility Analysis- Commercial, Marketing, Economics, Investment Decision making Tools.

Business Plan

About Business Plan and its Benefits, Developing a Well Conceived Business Plan, Elements of Business Plan, Financing – Financial Institutions, Capital Structure, Management of Working Capital, Fundamentals of Taxation, Presentation of the Business Plan, .

Strategies for Growth

Strategies for Start-ups, Penetration, Market Development, Product Development, Diversification Strategies, Implication of Growth for the Firm, Sickness in Small Business- Causes and Consequences, Corrective Measures.

Support System for Entrepreneurial Ventures

Government Agencies and Schemes, MSME, Banks and Financial Institutions, EDC, STEP and TBI.

Text book (s):

- | | |
|----|---|
| 1. | Hisrich, Peters, Shepherd, "Entrepreneurship", Tata McGraw Hill, 9 th Edition, 2012. |
| 2. | Kuratko, Hodgetts, "Entrepreneurship in the New Millennium", Cengage Learning, 2014. |

Reference(s):

- | | |
|----|---|
| 1. | Rajeev Roy, "Entrepreneurship", Oxford University Press, 2 nd Edition, 2011. |
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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018								
50 MB 3G3 - Family Business Management								
Master of Business Administration - MBA								
Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
III	3	0	0	45	3	40	60	100
Objective(s)	<ul style="list-style-type: none"> This course aims to develop an understanding of family business and its family dynamics. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Recognize the relevance of Family business management in the management studies, Problems and Paradoxes of family enterprises. Know the three circles model in family business management and resolve the family versus business paradox. Realize the life cycle of the business and the forms and structure of ownership in family business. Identify the critical factors for family business continuity and the legal producers in family business management. Know the family investment companies through enterprising family, effective management of family business and best practices in family business. 							
<p>Introduction Family business – Meaning – Performance – Problems and Paradigm of Family Enterprises.</p> <p>Balancing Family and Business 3 circles model – Resolving the family versus business paradox – Evaluating "family first" versus "business first" orientation.</p> <p>Generational Evolution of Business Families Life cycle of the business, the family, the individual – Forms and structures of ownership – Critical issues for continuity – Family succession, Legal System, Role of Karta.</p> <p>Family Dynamics Understanding families working – Systems analysis and systems intervention – Family code Genograms.</p> <p>The Enterprising Family Family offices, family foundations and family investment companies – "Best Practices" of long lasting families in business.</p>								
Text book (s):								
1.	John Ward, Denise Kenyon – Rouvinez, "Family Business Key Issues", Palgrave Mac Millan, New York, 2005.							
2.	Ernesto J Poza, "Family Business", Cengage Publication, 2018.							
Reference(s):								
1.	Carlock R.S and Ward J L, "Strategic Planning for the Family Business", Palgrave Mac Millan, New York, 2001.							

A. Dehshani

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MBA Regulation 2018

Semester – III

Practical

Project Work and Viva

Voce

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018**50 MB 3P1 – Project Work and Viva Voce****Master of Business Administration - MBA**

Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
III	0	0	12	180	6	50	50	100

Objective(s)

- To provide the students with practical exposure to the industry, improve skills in functional areas and to find solutions to real time problems related to different managerial functions.

Course Outcomes

CO1	Understand and critically investigate and evaluation of a chosen research topic	Understand
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).

Total Hours 180


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MBA Regulation 2018

Syllabi of IV Semesters

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018**50 MB 401 - Corporate Governance****Master of Business Administration - MBA**

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

Objective(s)	<ul style="list-style-type: none"> This course enables to create awareness on Corporate Governance and ethics in different functional areas of business which will help the students in making sound ethical decisions and to implement them in a corporate environment.
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Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Study the issues, theories and models of corporate governance Recognize the requirement, need, factors determining and benefits of business ethics. Identify the justification of whistle blowing, condition and developing. Know the societal ethics. Know the cross cultural issues and components.
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Corporate Governance

Definition of Corporate Governance – Issues – Theories – Models – Evaluation – Difference between Corporate Governance and Corporate Management

Business Ethics

Introduction – Meaning – Requirements – Need – Factors – Benefits – Ethical Dilemmas – Ethics vs Management – Morals – Law.

Whistle Blowing

Justification of whistle blowing – Condition for whistle blowing – Developing whistle blowing policy.

Societal Ethics

Gender equality in employment and compensation – Cultural equality.

Global Issues

Cross Cultural Issues – Computer Ethics – IPR – Definition and components.

Text book (s):

1.	John. R Boatright, Ethics and the conduct of business, Pearson education, Seventh edition 2014.
2.	A.C.Fernando, "Business Ethics and Corporate Governance", Pearson Publication, 2013.

Reference(s):

1.	"Business Ethics and Corporate Governance", ICFAI Center for Management Research, Edition 2011.
2.	Manual G. Velasquez, "Business Ethics" concepts and cases, PHI, 7th Edition, 2012
3.	Laura P. Hartman, Perspective in "Business Ethics", Tata McGraw- Hill, 3 rd Edition, 2007
4.	Jain.V.K., Om Prakash Biyani, "Business Ethics and Communication", S Chand and Company Ltd , 2 nd Edition 2012.



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External Member

MBA Regulation 2018

FINANCE

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External Member

MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018								
50 MB 4F4 - Commercial Bank Management								
Master of Business Administration - MBA								
Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
IV	3	0	0	45	3	40	60	100
Objective(s)	<ul style="list-style-type: none"> The primary thrust of the course is to provide understanding on commercial banks. The first part of the course emphasizes on functional aspects of commercial banking and investment management. The second part of the course is focused on risk management in commercial banks. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Gain Knowledge the concept of commercial bank management in India. Study about the roles and credit policies of RBI. Acquire knowledge about NPA cross product selling. Know about Ombudsman & Basel Norms. Know the concept the digital banking & transaction security. 							
<p>Overview of the Banking Industry & Regulation History of Banking - Evolution of Commercial Banking in India - Goals & functions of Bank Regulation, Trends in federal Legislation and Regulation - Advances in Technology.</p> <p>Functions and Services rendered by Banks Service of Commercial Banking - RBI's functions and roles, RBI's Credit Policies.</p> <p>Banking Operations NPA – Deposits Mobilized – Loan Monitoring – Interest Rate Calculation – Cross Product Selling and Banking Operations.</p> <p>Information Technology in Banking OMBUDSMAN, BASEL Norms, Payment Terms, E-Initiatives, Core Banking Solutions and Fund Transfer System.</p> <p>Banking Activities Digital Banking – Transaction Security - KYC Norms – UPI Application – Aadhaar enabled Banking - Phishing and Vishing effect.</p>								
Text book (s):								
1.	S. Scott MacDonald and Timothy W. Koch, "Bank Management", Cengage Learning, 8 th edition, 2015.							
Reference(s):								
1.	C R Basu, "Commercial Banking in the planned economy on India", Mittal Publications 1e - 1991							
2.	Peter.S, Rose, Sylvia C. Hudgins, "Bank Management And Financial Services", McGraw –Hill International Edition, 8 th edition, 2017.							

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018

50 MB 4F5 - Behavioral Finance

Master of Business Administration - MBA

Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
IV	3	0	0	45	3	40	60	100
Objective(s)	<ul style="list-style-type: none"> To make the students understand how individuals make financial decisions (Descriptive) and offer guidance on how to improve financial decision making (prescriptive) themselves and others. 							
Course Outcomes	At the end of the course, the student will be able to <ol style="list-style-type: none"> Study about the basic concepts of behavioural finance. Gain knowledge about limits to arbitrage. Explore the psychology of financial markets. Study about the concept of psychology of investor. Know about the behavior of corporate finance. 							

Introduction to Behavioral Finance

Overview of behavioral finance - History of behavioral finance - Behavioral factors and financial markets.

Limits to Arbitrage

Aggregate market and individual rationality – Theory - Limits to Arbitrage - Applications: Closed end fund pricing, Long Term Capital.

The Psychology of Financial Markets

Equity premium puzzle - Volatility puzzle.

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.

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 Under pricing.

Text book (s):

1.	Andrei Shleifer, "Inefficient Markets: An Introduction to Behavioral Finance", Oxford University Press, 1 st edition, 2000.
2.	Lucy F.A.Cker, Richard Deaves, "Understanding Behavioural Finance", Cengage Learning, 1 st Edition, 2011.

Reference(s):

1.	Hersh Shefrin, "Behavioral Corporate Finance", McGraw Hill, 2 nd edition, 2018.
2.	Lawrence E. Lifson & Richard A.Geist, "The psychology of investing", John Wiley & sons, Inc, 1999.
3.	Ari Kiev, "The psychology of risk", John Wiley & sons, Inc, 1 st edition, 2007.

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018

50 MB 4F6 - Security Analysis and Portfolio Management

Master of Business Administration - MBA

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

Objective(s)

- This course aims at providing the students a comprehensive introduction to the areas of security analysis and portfolio management and equipping them with advanced tools and techniques for making profitable investment decisions.

Course Outcomes

At the end of the course, the students will be able to

1. Know the basic of Indian securities market and different terminologies used in equity and debt markets.
2. Gain the knowledge about market regulators and various participants in the securities market.
3. Explore the various fundamental analysis techniques towards stock investment.
4. Learn the basic of technical analysis and various indicators for short term trading.
5. Study about the portfolio methods, construction, and evaluation and also mutual fund operations in India.

Introduction to the Securities Market
 History – Indian Financial System - Objectives of the Security Analysis–Money Market – Capital Market – Primary Market –Secondary Market – Stock Trading System – Floor Trading – Online Trading – Merchant Banking - Investment Banking.

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.

Fundamental Analysis
 Economic Analysis: Economic Forecasting and stock Investment Decisions – Industry Analysis: Industry Classification –Industry Structure and Performance - Company Analysis : Earnings – Financial Performance – Balance Sheet Valuation Model – Dividend Discount Model - Historic Price of Stock – P/E Ratio – Market cap to Sales – Market Price to Book Value – other Ratios.

Technical Analysis
 History – Charting Methods - Chart Analysis – Trend Analysis – Moving Average - Elliot Wave Theory – Dow Theory – Random Walk Theory – EMH Theory - Support and Resistance – Reversal Patterns – Continuation Patterns – Indicators: Stochastic – ROC – RSI – MACD – Momentum.

Portfolio Management and Mutual Fund Operations
 Portfolio - Portfolio Objective - Portfolio Theory: Traditional Portfolio theory – Modern Portfolio theory – QGLP Portfolio Analysis - Portfolio Criteria – Portfolio Diversification - Portfolio Construction – Model Portfolios – Portfolio Evaluation-Portfolio Revision – Mutual Fund – AMC – Mutual Fund Operations in India - Types of Funds – Types of Schemes – SIP – ETFs - NAV Calculations.

Text book (s):

1. Fischer and Jordan, “Security Analysis and Portfolio Management”, Pearson Education India, 6th Edition,2002.
2. Punithavathy Pandian, “Security Analysis and Portfolio Management”, 2nd Edition, 2012.

Reference(s):

1. Kevin, “Security Analysis and Portfolio Management”, PHI Learning, 2nd Edition, 2015.
2. Prasanna Chandra, “Investment Analysis and Portfolio Management”, Mc Graw Hill, 5th Edition, 2017
3. Falguni H Pandya, “Security Analysis and Portfolio Management”, Jaico Publishing House, First Edition, 2013.

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MBA Regulation 2018

MARKETING

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K.S.Rangasamy College of Technology – Autonomous R2018

50 MB 4M4 - Services Marketing

Master of Business Administration - MBA

Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
IV	3	0	0	45	3	40	60	100
Objective(s)	<ul style="list-style-type: none"> This course helps to evaluate marketing in service industries and/or organizations with a strong service component. Develop the ability to think critically and strategically about opportunities and issues that emerge in service industries and to confidently apply services marketing concepts and frameworks to formulate solutions. 							
Course Outcomes	At the end of the course, the student will be able to 1. Identify the nature, characteristics and marketing mix of services 2. Know the concept of service quality and GAPS model. 3. Gain the new service development, extended marketing mix and pricing of services. 4. Know the concept of service failure and service recovery strategies. 5. Formulate the effective service marketing mix for different service sectors.							

Introduction and Designing of New Services

Introduction to Services, Services economy – Evolution and growth of service sector –Characteristics – Classification, Expanded marketing mix for services.

Service Quality

Gaps Model – SERVQUAL analysis, Assessing service marketing opportunities – Customer expectations and perceptions of services.

Service Delivery

New service development, Service blueprinting – Service scape - 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.

Service Recovery

Service failures – Types of Service encounters – Customer response to failures – Customer feelings, Failure types – Service recovery, Ingredients of service recovery.

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.

Text book (s):

1.	Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler, Ajay Pandit, “Services Marketing – Integrating Customer Focus Across The Firm”, McGraw Education, 5 th edition, 2010.
2.	Jochen Wietz, Christopher Lovelock, “Service Marketing: People Technology, Strategy”, World Scientific press, 8 th edition, 2016.

Reference(s):

1.	Rajendra Nargundkar, “Services Marketing – Text and cases”, McGraw Education, 3 rd edition, 2010.
2.	Christian Gronroos, “Services Management and Marketing a ‘CRM Approach”, John Wiley and sons, 3 rd edition, 2011.

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018								
50 MB 4M5 - Sales and Distribution Management								
Master of Business Administration - MBA								
Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
IV	3	0	0	45	3	40	60	100
Objective(s)	<ul style="list-style-type: none"> This course helps to know about the basic selling process and different directions relating to sales force management. To provide exposures on sales force management, sales territories, sales quotas and sales budget. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Learn the basic concepts of Sales Management. Know the importance of sales force and its management. Know the importance of sales forecasting, sales budgets, sales territories and sales quotas. Gain knowledge on Channel design and Management. Develop knowledge on distribution management. 							
<p>Introduction to Sales Management Meaning and objectives - Responsibilities of Sales Managers - Sales Management Vs Marketing Management - Organization Structures of the Sales Department - Meaning and Importance of Salesmanship - Process of Selling.</p> <p>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.</p> <p>Sales Volume and Territory Management Sales Forecasting - Sales Budgets - Sales Territories - Sales Quotas.</p> <p>Channel Design and Management Channel Intermediaries role and types – Designing channel – Channel level – Selection and recruitment channel partners – Channel evaluation – Managing channel conflict.</p> <p>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.</p>								
Text book (s):								
1.	Richard R.Still, Edward W.Coundiff, Norman A.P.Govani “Sales Management Decisions Strategies & Cases”, Pearson, 2011.							
2.	Krishna K Havaladas, Vasant M Cavale, “Sales and Distribution Management”, MC Graw Hill education, 2017.							
Reference(s):								
1.	Ramendra Singh, “Sales and Distribution Management”, Vikas Publishing, 2016.							
2.	A.Nag, “Sales and Distribution Management”, McGraw Hill Education, 2017.							

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018								
50 MB 4M6 - Consumer Behaviour								
Master of Business Administration - MBA								
Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
IV	3	0	0	45	3	40	60	100
Objective(s)	<ul style="list-style-type: none"> To familiarize the students with the processes and factors influencing consumer behaviour and implications of these factors in development of Marketing Strategies. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Learn the basic concepts of Consumer Behaviour and its approaches. Gain knowledge on Internal influences of Consumer Behaviour. Gain knowledge on External influences of Consumer Behaviour. Know the various decision making models of Consumer Behaviour Know the post purchase behavior of consumers. 							
<p>Consumer Behaviour – an Introduction Concepts - Application of Consumer Behaviour knowledge in Marketing Decision - Approaches to study Consumer Behaviour - Significance of Consumer Behaviour.</p> <p>Internal Influences Needs and Motives – Personality – Perception – Learning – Attitude - Life style.</p> <p>External Influences Family - Reference group - Opinion leadership - Cultural aspects.</p> <p>Consumer Decision Process Consumer decision making process - Models of consumer decision process - Nicosia model - Howard Sheth model - Engel-Kollat model.</p> <p>Post –Purchase Behaviour Post Purchase Behaviour of Consumers - Post purchase dissonance - Factors influencing consumer buying behaviour - Consumerism – Consumer protection measures in India.</p>								
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.							

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MBA Regulation 2018

HR

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018								
50 MB 4H4 - Performance Management								
Master of Business Administration - MBA								
Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
IV	3	0	0	45	3	40	60	100
Objective(s)	<ul style="list-style-type: none"> To inculcate the knowledge of performance management, performance appraisal & Potential appraisal. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Identify the concept of Performance Management, Objectives, Benefits, Challenges and elements. Know the objective, elements and characteristics of PMS. Acquire knowledge about performance planning and performance appraisal. Know the concept of performance monitoring and counseling. Gain knowledge about implementing Performance Management. 							
<p>Introduction to Performance Management Definitions of Performance Management - Objectives - Benefits - Challenges to Performance Management - Elements of effective Performance Management.</p> <p>Performance Management System Concept - Objectives - Elements of PMS - Characteristics of effective PMS.</p> <p>Performance Management Process Performance planning: Meaning - Objectives - Methodologies - Process - Characteristics of effective performance plan - Performance appraisal: Definition - Process - Methods - Common rating errors and pitfalls of appraisal - Elements of good appraisal system.</p> <p>Performance Monitoring and Counseling Performance Counseling: Definition – Principles - Performance Monitoring: Concept - Objectives - Process - Mentoring and Protégé development - Performance management documentation - Performance management audit.</p> <p>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.</p>								
Text book (s):								
1.	A.S.Kohli, Tapomoy Deb, "Performance Management", Oxford University Press, 2009.							
2.	Sahu R.K, "Performance Management System", Excel Books, 2009							
Reference(s):								
1.	Aguinis, "Performance Management", Prentice Hall, 3 rd edition, 2005.							
2.	Srinivas R. Kandula, "Performance Management: Strategic, Intervention, Drives", Prentice Hall, 2006							

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018								
50 MB 4H5 - Competency Management								
Master of Business Administration - MBA								
Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
IV	3	0	0	45	3	40	60	100
Objective(s)	<ul style="list-style-type: none"> To provide theoretical and application oriented inputs of competency management. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Study the basic concepts, Components and process of Competency mapping. Know the various competency categories. Know the concept of competency identification. Identify the concept, process, tools of competency assessment. Gain knowledge about application of competency mapping. 							
<p>Introduction to Competency Mapping Concept of Competency Mapping – Components of competency – Competency Vs Performance – Need for competency mapping – Competency Mapping Process – Will and Skill Mapping.</p> <p>Competency Categories Threshold Competency – Differentiating Competency – Generic (or) key Competency – Functional (or) Technical Competencies – Leadership (or) Managerial Competencies – Competencies for Top Management executives.</p> <p>Competency Identification Practices and Tools for Competency Identification – Validating Identified Competencies – Competency Mapping Practices in Indian Industries.</p> <p>Competency Assessment Concept of Competency Assessment – Measuring the Competency Deficiency – Competency Assessment Process – Competency Assessment Tools – Assessing Technical Competencies – Steps in Assessment Centers and Development Centers.</p> <p>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.</p>								
Text book (s):								
1.	Sahu R K, "Competency Mapping", Excel Books, 2009.							
2.	Seema Sanghi, "The handbook of competency mapping: understanding, designing and implementing competency models in organizations", Sage, 3 rd edition, 2016.							
Reference(s):								
1.	DrSraban Mukherjee, "Competency Mapping for Superior Results", Tata McGraw Hill, 2009.							

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018

50 MB 4H6 - Change Management

Master of Business Administration - MBA

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

Objective(s)

- The objective of this course is to make the students to know about the concepts of change management and its process, resistance and the strategies to implement the change in organization.

Course Outcomes

At the end of the course, the student will be able to

1. Study the concept of Change, Nature, Pressure, Levels and guidelines of change.
2. Know the process of change and its phases and control.
3. Identify the need for communicating change, methods and techniques and role of top management.
4. Gain knowledge about concept forms, reaction, techniques of resistance to change
5. Know the plan, types and evaluating of implementing change

Introduction to Change Management

Meaning of organizational change – Nature – Pressure for change – Levels of change – Guidelines for effective change..

Process of Change Management

Change management process – Phases of the change management process – change management process control.

Communicating Change

Need for communicating change – Factors involved in communicating change – methods and techniques for communicating change – Role of Top Management in communicating.

Resistance to change

Concepts of resistance to change – Forms of resistance – Reaction to change – Techniques to overcome resistance.

Implementing Change

Developing and implementation plan – Gaining support and involvement of key people – Types of change management strategies – evaluating organizational change.

Text book (s):

- | | |
|----|--|
| 1. | John Hayes, "The theory and Practice of Change Management", Palgrave MacMillan, 3 rd edition, 2010. |
| 2. | Harsh Pathak, "Organizational Change", Pearson, 1 st edition, 2010. |

Reference(s):

- | | |
|----|--|
| 1. | Bernard Burnes, "Managing Change", Pearson, 7 th edition, 2017. |
| 2. | Jeffery M.Hiatt, Timothy.J Creasly, "Change Management: The People side of Change", Prosci Research, 2012. |



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General Management

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018

50 MB 4G4 - Tourism and Hospitality Management

Master of Business Administration - MBA

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

Objective(s)

- To expose the students to the modern techniques in Tourism and Hospitality Management.

Course Outcomes

At the end of the course, the student will be able to

- Explore the concepts of tourist, tourism and know the different types of tourism.
- Know the meaning and types of an itinerary and able to develop effective tour itinerary.
- Recognize the need for tourism organizations, functions of travel agencies and able to set up of a travel agency.
- Identify the concept of tourism marketing and able to design a tourist brochure.
- Analyze the origin and nature of hospitality and know the classification of hotels in India.

Introduction

Tourism: Definition, Meaning, Nature and Scope – Tourist, Traveler, Visitor and Excursionist – definition and differentiation - Leisure, Recreation and Tourism interrelationship – Components and Elements of Tourism – Types of tourism.

Itinerary Planning

Definition, Basic information, Planning itinerary - Resources for planning itineraries costing of a tour.

Tourism Organizations

Need for organizations – International Organization, Government and Private organizations in India – Private sector organizations in India, non-government organizations – Travel Agent, Types of Travel Agencies, Functions of a Travel Agency, Setting up a travel agency.

Tourism Marketing

Tourism Marketing: Definition, Market segmentation, Marketing of Services - Tourism Product: Definition, characteristics, nature, types, Product Life Cycle - Familiarization Tours, Designing a Tour Brochure, Destination Branding.

Hospitality Management

Hospitality – Origin of the concept; meaning, nature and dimensions – Accommodation: Type and Forms; distinction between Hotel, Motel and Resort Properties – Type and forms of Hotels– Classification and Gradation of Hotels – Hotel Classification in India; procedure and requirement.

Text book (s):

1.	Sunetra Roday, et al., "Tourism Operations and Management", Oxford, 2014.
2.	Jha S.M., "Tourism Marketing", Himalaya Publications, 2016.

Reference(s):

1.	Andrews S., "Introduction to Tourism and Hospitality", Tata McGraw Hill, 2012.
2.	Negi J, "Travel Agency and Tour Operations: Concept and Principles", Kanishka Publishers, 2007.
3.	Morrison A.M, "Hospitality and Travel Marketing", Thomson Hearing Inc., 3e, 2013.

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018								
50 MB 4G5 - Hospital Management								
Master of Business Administration - MBA								
Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
IV	3	0	0	45	3	40	60	100
Objective(s)	<ul style="list-style-type: none"> The course aims to develop an understanding the practices in multinational and diversified Hospital Industry. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Know the classification of hospitals, role of hospital administration and hospital and community. Explore the planning process by hospitals and the principles of planning. Identify the need for hospital services and futures influencing hospital utilization. Identify the hospital standards and design. Plan the facilities required in hospitals. 							
<p>Hospital as a system Definition of hospital - Classification of hospitals - Changing role of hospitals - Role of hospital administrator– hospital as a system - Hospital and community</p> <p>Planning Principles of planning – regionalization - Hospital planning team – planning process - Size of the hospital – site selection – hospital architect – Equipping a hospital – interiors and graphics - Construction and commissioning - planning for preventing injuries – electrical safety.</p> <p>Technical Analysis Assessment of the demand and need for hospital services - Factors influencing hospital utilization – bed planning and Management - Land requirements for Hospitals-Project report (for 100 bed hospital)</p> <p>Hospital Standards and Design General Organization of a Hospital – Area, layout etc.,- Safety standards – electrical installation, gas installation, lighting, ventilation, sanitation, air locks, sterilization zone, storage of local anesthesia products, radiology unit, supplying.</p> <p>Facilities planning Transport, Communication, Food services – Information system, Minor facilities - Mortuary</p>								
Text book (s):								
1.	R.C.Goyal and D.K.Sharma, “Hospital Administration and Human Resource Management”, PHI, 4 th edition, 2016.							
2.	S.K.Jha, “Hospital Management”, Himalaya Publishing House, 2014.							
Reference(s):								
1.	Stephen.M.Shortell and Arnold.D.Kaluzny, “Health Care Management”, Thomson, 5th edition, 2012.							

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018								
50 MB 4G6 - Creativity and Innovation								
Master of Business Administration - MBA								
Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
IV	3	0	0	45	3	40	60	100
Objective(s)	<ul style="list-style-type: none"> The course aims to develop an understanding of creative processes and creative problem solving techniques; Managerial/behavioural skills conducive to encouraging creative efforts in self and others; and an insight into organizational systems and structures which facilitate creativity and innovation. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Recognize the aspect of creative problems. Know the innovation in business. Identify the corporate technological creation. Know the capabilities for innovation. Identify the values in innovation. 							
<p>The Creative Problem Solving Structure – Creativity and Creative Groups - Characteristics of Creative Groups - Idea generation and development, Brainstorming, Lateral Thinking - Improve the idea to Commercialization process.</p> <p>Innovation in business 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.</p> <p>Corporate Technological Innovation Planning and strategies - Development of and innovation friendly culture - Establishment of strategic direction - Involvement with innovation, Innovation and Entrepreneurship.</p> <p>Building capabilities for execution Analyze Processes used by ventures - Innovation in Indian firms, Building organizational culture, Organization as a laboratory for learning.</p> <p>Capturing value from innovation Licensing, Patent rights - Commercialization - Outsource, vertical integration, acquisition</p>								
Text book (s):								
1.	Ceserani Jonne, Greatwood Peter, “Innovation and Creativity”, Crest Publishing House New Delhi, 2001.							
2.	Plsek E. Paul, “Creativity, Innovation and Quality”, Prentice-Hall of India Private Limited, New Delhi, 2000.							
Reference(s):								
1.	Lumsdaine,et.al, Creative Problem Solving and Engineering Design, McGraw Hill, 1999.							

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Syllabi of Open Electives

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K.S.Rangasamy College of Technology – Autonomous R2018								
50 MB L01 - Entrepreneurship Development								
Master of Business Administration - MBA								
Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
ODD/EVEN	3	0	0	45	3	40	60	100
Objective(s)	<ul style="list-style-type: none"> The course is designed for those who at some point of their career want to start their own ventures, or run their own family businesses. The major emphasis of the course is to train the students starting their new ventures. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Learn the Importance and myths of Entrepreneurship. Identify the process of opportunity evaluation and Feasibility Analysis. Develop Business Plan and learn the essential aspects of Financing. Critically evaluate the pitfalls of Entrepreneurial failures. Know the support systems for business ventures and the functions of MSME, Banks, STEP, TBI, etc. 							
<p>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.</p> <p>Opportunity Evaluation Idea Generation, Sources of New Ideas, Methods of Generating Ideas, Opportunity Recognition, Feasibility Analysis- Commercial, Marketing, Economics, Investment Decision making Tools.</p> <p>Business Plan About Business Plan and its Benefits, Developing a Well Conceived Business Plan, Elements of Business Plan, Financing – Financial Institutions, Capital Structure, Management of Working Capital, Fundamentals of Taxation, Presentation of the Business Plan, .</p> <p>Strategies for Growth Strategies for Start-ups, Penetration, Market Development, Product Development, Diversification Strategies, Implication of Growth for the Firm, Sickness in Small Business- Causes and Consequences, Corrective Measures.</p> <p>Support System for Entrepreneurial Ventures Government Agencies and Schemes, MSME, Banks and Financial Institutions, EDC, STEP and TBI.</p>								
Text book (s) :								
1.	Hisrich, Peters, Shepherd, "Entrepreneurship", Tata McGraw Hill, 6 th Edition, 2007							
2.	Kuratko, Hodgetts, "Entrepreneurship in the New Millennium", Cengage Learning, 2009							
Reference(s):								
1.	Jeffry Timmons, Stephen Spinelli, "New Venture Creation", Tata McGraw Hill, 7 th Edition, 2009							

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018								
50 MB L02 - Intellectual Property Rights								
Master of Business Administration - MBA								
Semester	Hours / Week			Total hrs	Credit C	Maximum Marks		
	L	T	P			CA	ES	Total
ODD/EVEN	3	0	0	45	3	40	60	100
Objective(s)	<ul style="list-style-type: none"> To create awareness about Intellectual Property rights. To give suitable guidelines for the protection of the intellectual property rights. To discuss the cases connected with Intellectual Properties. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Know the distinction between tangible and intangible properties, meaning, types and significance of Intellectual Property Rights. Identify the importance of copyrights, related issues of copy rights, significance and advantages of patents Know 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.) Recognize the significance of patent information, classification of invention according to technology and the Indian Intellectual Property Rights legislation. Discuss the cases on patents, copy rights, trademarks ,industrial designs and. software 							
<p>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.</p> <p>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.</p> <p>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 – Mission and Activities – History – General Agreement on Trade and Tariff(GATT).</p> <p>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.</p> <p>Applications 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.</p>								
Text book (s) :								
1.	Dr.Radhakrishnan R and Dr.Balasubramanian S., “Intellectual Property Rights – Text and Cases” Excel Books.2008, First Edition.							
2.	Prabuddha Ganguli, “Intellectual Property Rights”, Tata McGraw Hill, 2008 , First Edition							
Reference(s) :								
1.	Richard Stim-, “Intellectual Property: Patents Trademarks and Copyrights Cengage Learning India Pvt Ltd.,2001 2 nd Edition							

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018

50 MB L03 - Business Ethics

Master of Business Administration - MBA

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

Objective(s)	<ul style="list-style-type: none"> To create awareness about Business Ethics. To give suitable guidelines for the protection of Ethics in Business Environment. To gain knowledge regarding the environment ethics.
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Learn about the Characteristics, the nature of Business Ethics and causes of unethical behavior. Recognize the advantages of ethical behaviour and code of ethics. Develop the knowledge regarding the ethics in marketing, Finance, HR, Production and Information Technology. Learn strategies of managing ethics in business. Discuss about the value of work place safety and working conditions.

Introduction

Business Ethics – Definition, Nature, Characteristics & Ethical theories; Causes of unethical behavior; Code of conduct; Public good.

Ethics in Corporate Behaviour & Decision Making

Organizational Ethics – Corporate Behaviour a 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..

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 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.

Environmental Ethics

Environmental Ethics – Economic Environment – Business and Ecology – Ethics of Environmental Protection – Value of Nature – Working Conditions – Workplace Safety.

Text book (s) :

- A.C.Fernando, "Business Ethics – An Indian Perspective", Pearson Publication, 2009.
- Andrew Crane and Drink Matten, "Business Ethics", Oxford University Press, 4th edition, 2016.

Reference (s) :

- A.C.Fernando, "Business Ethics and Corporate Governance", Pearson Publication, 2013.
- W.H. Shaw, "Business Ethics", Cengage Learning, 2007.

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MBA Regulation 2018

K.S.Rangasamy College of Technology – Autonomous R2018								
50 MB L04 - Labour Laws								
Master of Business Administration - MBA								
Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
ODD/EVEN	3	0	0	45	3	40	60	100
Objective(s)	<ul style="list-style-type: none"> To enable the students to familiarize and understand the legal framework governing the Indian Industrial scenario. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Acquire knowledge about Labour Legislation. Learn the provisions under Industrial Laws. Know about the provisions related to Wages and Bonus Act. Develop knowledge related to Social Security Act. Know about the various miscellaneous Act. 							
<p>Introduction to Labour Legislation Labour Legislation – Historical evolution – Principles of Labour Legislation – Origin and Growth of Labour Legislation in India.</p> <p>Industrial Law Factories Act, 1948 – The Trade Unions Act, 1926 – The Industrial Disputes Act, 1947.</p> <p>Wages and Bonus Act Payment of wages Act, 1936 – Minimum wages Act, 1948 – Payment of Bonus Act, 1965.</p> <p>Social Security Act Employee State Insurance Act, 1948 – Employees Provident Funds and Miscellaneous provisions Act, 1952 – Payment of Gratuity Act, 1972.</p> <p>Miscellaneous Act Maternity Benefit Act, 1961 – The Child Labour (Prohibition and Regulation) Act, 1986 –Contract Labour Act, 1970.</p>								
Text book (s):								
1.	S.P.Jain & Simmi Agarwal, “Industrial and Labour Laws”, Dhanpat Rai & Co, 15 th edition, 2018.							
2.	S C Srivastava, “Industrial Relations and Labour Laws”, Vikas Publication, 6 th edition, 2012.							
Reference(s):								
1.	N.D Kapoor, “Handbook of Industrial Law”, Sultan Chand & Sons, 14 th revised edition Reprint, 2013.							
2.	S.N. Misra, “Labour & Industrial Law”, Central Law Publication, 27 th edition, 2013.							
3.	P. Saravanavel, “Industrial and Labour Laws”, Galgotia Publications Pvt. Ltd., 2011.							
4.	P.K. Padhi, “Labour and Industrial Laws”, PHI Learning, 3 rd edition, 2017.							

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K.S.Rangasamy College of Technology – Autonomous R2018								
50 MB L05 - Stock Trading								
Master of Business Administration - MBA								
Semester	Hours / Week			Total hrs	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
ODD/EVEN	3	0	0	45	3	40	60	100
Objective(s)	<ul style="list-style-type: none"> This course will be an eye-opener for the students interested to know about Functions of Stock Market and Trading Strategies. 							
Course Outcomes	<p>At the end of the course, the student will be able to</p> <ol style="list-style-type: none"> Know the basics of the Indian securities market, the different products traded and the various market participants and the respective roles they play in the Indian securities market. Recognize the regulatory framework, various market participants and the role of the Securities Exchange Board of India. Identify with the trade life cycle, clearing and settlement process and various participants involved in the trade life cycle Know the various tools available under fundamental and technical analysis for Investing and trading in shares and learn how to trade through online platform. Realize various derivatives products and its trading strategies. 							
<p>Introduction to the Securities Market Overview of the Securities Market in India – Understanding the Basic of the Investing Process – Basics of the Primary Market and Secondary Markets – Products Traded in the Indian Market.</p> <p>Market Participants in the Securities Market Introduction – Investors – Issuers – Intermediaries – Regulators.</p> <p>Securities Broking Operations Introduction to the Trade Life Cycle – Front Office Operations – Middle Office Operations – Back Office Operations – Depositories and Depository Participants - Clearing and Settlement Process – Risk Management.</p> <p>Fundamental and Technical Analysis & Online Trading Economic Analysis – Industry Analysis – Company Analysis – Trading with Chart Patterns – Momentum Indicators – Demo of Cash and Margin Trades – Trading stocks on Virtual Platform – Common Mistakes to be avoided while Investing / Trading.</p> <p>Basics of Derivatives Markets Derivative Strategies - Future and Options Trading in Equity Market – Commodity Trading – Forex Trading.</p>								
Text book (s):								
1.	Punithavathy Pandian, "Security Analysis and Portfolio Management", Vikas Publication, Second Edition.							
2.	Ashwani Gujral, "How to Make Money in Intraday Trading", Vision Books Publication, 2 nd Edition 2012.							
Reference(s):								
1.	Ashwani Gujral, "How to Make Money Trading Derivatives – An Insider's Guide", Vision Books Publication, 3 rd Edition 2012,							
2.	Raghu Palat, "Fundamental Analysis for Investors", Vision Books Publication, 4 th Edition 2015.							
3.	Ashwani Gujral, "How to Make Money Trading with Charts", Vision Books Publication, 3 rd Edition 2018.							

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