K.S. Rangasamy College of Technology
(Autonomous Institution affiliated to Anna University, Chennai)

CURRICULUM AND SYLLABI

FOR

MASTER OF BUSINESS ADMINISTRATION
(For the batch admitted in 2024– 2025)

R2022

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

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

BoS Chairman
Department of Management Studies
K.S.Rangasamy College of Technology
Tiruchengode - 637 215, NamakkalDist

Department of Master of Business Administration

VISION

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

MISSION

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

PROGRAMME EDUCATIONAL OBJECTIVES: MBA

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

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

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

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

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

The Master of Business Administration Programme outcomes leading to the achievement of the objectives are summarized in the following Table.

Programme Educational Objectives	Programme Outcomes					
	PO1	PO2	PO3	PO4	PO5	PO6
PEO1	3	3	-	3	2	2
PEO2	3	-	2	2	3	3
PEO3	2	-	3	-	2	3
PEO4	3	2	3	2	2	3

Contributions: 1-low, 2- medium, 3-high

MAPPING – PG – MASTER OF BUSINESS ADMINISTRATION

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

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

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

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K.S. RANGASAMY COLLEGE OF TECHNOLOGY

Credit Distribution for MBA Programme – 2024 –2026 Batch

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

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

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Tiruchengode - 637 215, NamakkalDist

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

(An Autonomous Institution affiliated to Anna University)
COURSES OF STUDY
(For the candidates admitted in 2024-2025)

SEMESTER I

S. No.	Course Code	Course Title	Category	Contact Periods	L	T	P	C
THEORY								
1	62 MB101	Organizational Behaviour	PC	3	3	0	0	3
2	62 MB102	Managerial Economics	PC	3	3	0	0	3
3	62 MB103	Accounting for Managers	PC	5	3	1	0	4
4	60 MB104	Business Statistics and Analytics	PC	5	3	1	0	4
5	61 MB105	Legal Aspects of Business	PC	3	3	0	0	3
6	60 MB106	Management Information System	PC	3	3	0	0	3
7	60 MB NF*	Non-Functional Elective	NFE	4	2	0	2	3
PRACTICALS								
8	60 MB1P1	Business Communication	CG	4	0	0	4	2
9	60 MB1P2	Data Analytics Lab -I	PC	4	0	0	4	2
Total				**34**	**20**	**2**	**10**	**27**

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

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

Note:

1 Hour Lecture is equivalent to 1 credit

1 Hour Tutorial is equivalent to 1 credit

2 Hours Practical is equivalent to 1 credit

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COURSES OF STUDY
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SEMESTER II

S. No.	Course Code	Course Title	Category	Contact Periods	L	T	P	C
		THEORY						
1	61 MB 201	Production Management	PC	3	3	0	0	3
2	60 MB 202	Human Resource Management	PC	3	3	0	0	3
3	61 MB 203	Marketing Management	PC	3	3	0	0	3
4	61 MB 204	Financial Management	PC	5	3	1	0	4
5	61 MB 205	Applied Operations Research	PC	5	3	1	0	4
6	61 MB 206	Research Methods for Business	PC	4	3	0	2	4
7	60 ** L**	Open Elective	OE	4	3	0	0	3
		PRACTICALS						
8	60 MB 2P1	Seminar on Management Fundamentals	CG	4	0	0	4	2
9	60 MB 2P2	Data Analytics Lab -II	PC	4	0	0	4	2
			Total	35	21	2	10	28

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

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

Note:

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1 Hour Tutorial is equivalent to 1 credit

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SEMESTER III

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

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

L: Lecture

T: Tutorial

P: Practical

C: Credits

Note:

1 Hour Lecture is equivalent to 1 credit

1 Hours Tutorial is equivalent to 1 credit

2 Hours Practical is equivalent to 1 credit

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COURSES OF STUDY
(For the candidates admitted in 2024-2025)

SEMESTER IV

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

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

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

Note:

1 Hour Lecture is equivalent to 1 credit

1 Hours Tutorial is equivalent to 1 credit

2 Hours Practical is equivalent to1 credit

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SEMESTER – III (ELECTIVE COURSES)

S. No	Course Code	Course Title	Category	Contact Periods	L	T	P	C	Prerequisite
Finance									
1.	61 MB 3F1	Security Analysis and Portfolio Management	PE	3	3	0	0	3	Financial Management
2.	60 MB 3F2	Financial Technology Services	PE	3	3	0	0	3	Financial Management
3.	60 MB 3F3	International Financial Management	PE	3	3	0	0	3	Financial Management
4.	60 MB 3F4	Banking and Financial Services	PE	3	3	0	0	3	Financial Management
5.	61 MB 3F5	Behavioral Finance	PE	3	3	0	0	3	Financial Management
6.	61 MB 3F6	Mergers , Acquisitions and Restructuring	PE	3	3	0	0	3	Financial Management
Marketing									
1.	61 MB 3M1	Brand Management	PE	3	3	0	0	3	Marketing Management
2.	61 MB 3M2	Advertising and Sales Promotion	PE	3	3	0	0	3	Marketing Management
3.	60 MB 3M3	Marketing Analytics	PE	3	3	0	0	3	Marketing Management
4.	61 MB 3M4	Retail Management	PE	3	3	0	0	3	Marketing Management
5.	61 MB 3M5	Digital Marketing	PE	3	3	0	0	3	Marketing Management
6.	61 MB 3M6	Sales and Distribution Management	PE	3	3	0	0	3	Marketing Management
Human Resources Management									
1.	61 MB 3H1	Industrial Relations and Labour Welfare	PE	3	3	0	0	3	Human Resource Management
2.	61 MB 3H2	Training and Development	PE	3	3	0	0	3	Human Resource Management
3.	61 MB 3H3	HR Analytics	PE	3	3	0	0	3	Human Resource Management
4.	61 MB 3H4	Labour Laws	PE	3	3	0	0	3	Human Resource Management

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5.	61 MB 3H5	Strategic Human Resources Management	PE	3	3	0	0	3	Human Resource Management
6.	60 MB 3H6	Change Management	PE	3	3	0	0	3	Human Resource Management
Operations									
1.	61 MB 3O1	Total Quality Management	PE	3	3	0	0	3	Production Management
2.	61 MB 3O2	Production Planning and Control	PE	3	3	0	0	3	Production Management
3.	60 MB 3O3	Supply Chain Analytics.	PE	3	3	0	0	3	Production Management
4.	61 MB 3O4	World Class Manufacturing.	PE	3	3	0	0	3	Production Management
5.	60 MB 3O5	Technology Management	PE	3	3	0	0	3	Production Management
6.	60 MB 3O6	Maintenance Management	PE	3	3	0	0	3	Production Management

SEMESTER – IV (ELECTIVE COURSES)

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

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

CAREER GUIDANCE COURSES (CG)

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

NON FUNCTIONAL ELECTIVE (NFE) (INTEGRATED COURSES)

S. No.	Course Code	Course Title	Category	Contact Periods	L	T	P	C	Prerequisite
1.	62 MB NF1	E-Business Models	NFE	4	2	0	2	3	Nil
2.	62 MB NF2	Entrepreneurship Development	NFE	4	2	0	2	3	Nil
3	61 MB NF3	Personal Financing	NFE	4	2	0	2	3	Nil
4	61 MB NF4	Event Management	NFE	4	2	0	2	3	Nil

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MBA Degree Programme

SCHEME OF EXAMINATIONS
(For the candidates admitted in 2024-2025)

FIRST SEMESTER

S. No.	Course Code	Name of the Course	Duration of Internal Exam (Hours)	Weightage of Marks			Minimum Marks for Pass in End Semester Exam	
				Continuous Assessment *	End Semester Exam **	Max. Marks	End Semester Exam	Total
THEORY								
1	62 MB101	Organizational Behaviour	2	40	60	100	45	100
2	62 MB102	Managerial Economics	2	40	60	100	45	100
3	62 MB103	Accounting for Managers	2	40	60	100	45	100
4	60 MB104	Business Statistics and Analytics	2	40	60	100	45	100
5	61 MB105	Legal Aspects of Business	2	40	60	100	45	100
6	60 MB106	Management Information System	2	40	60	100	45	100
7	60 MB NF*	Non-Functional Elective	2	50	50	100	45	100
PRACTICAL								
8	60 MB1P1	Business Communication	3	60	40	100	45	100
9	60 MB1P2	Data Analytics Lab -I	3	60	40	100	45	100

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

** End Semester Examination will be conducted for maximum marks of 100 and subsequently be reduced to 60 marks for the theory courses, 50 marks for theory cum practical courses and 40 marks for practical courses end semester examination.

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SCHEME OF EXAMINATIONS
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SECOND SEMESTER

S.No.	Course Code	Name of the Course	Duration of Internal Exam (Hours)	Weightage of Marks			Minimum Marks for Pass in End Semester Exam	
				Continuous Assessment *	End Semester Exam **	Max. Marks	End Semester Exam	Total
THEORY								
1	61 MB 201	Production Management	2	40	60	100	45	100
2	60 MB 202	Human Resource Management	2	40	60	100	45	100
3	61 MB 203	Marketing Management	2	40	60	100	45	100
4	61 MB 204	Financial Management	2	40	60	100	45	100
5	61 MB 205	Applied Operations Research	2	40	60	100	45	100
6	60 MB 206	Research Methods for Business	2	40	60	100	45	100
7	***	Open Elective	2	40	60	100	45	100
PRACTICAL								
8	60 MB 2P1	Seminar on Management Fundamentals	3	60	40	100	45	100
9	60 MB 2P2	Data Analytics Lab -II	3	60	40	100	45	100

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SCHEME OF EXAMINATIONS
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THIRD SEMESTER

S. No.	Course Code	Name of the Course	Duration of Internal Exam (Hours)	Weightage of Marks			Minimum Marks for Pass in End Semester Exam	
				Continuous Assessment *	End Semester Exam **	Max. Marks	End Semester Exam	Total
THEORY								
1	60 MB 301	Strategic Management	3	40	60	100	45	100
2	60 MB 3**	Elective I	3	40	60	100	45	100
3	60 MB 3**	Elective II	3	40	60	100	45	100
4	60 MB 3**	Elective III	3	40	60	100	45	100
5	60 MB 3**	Elective IV	3	40	60	100	45	100
6	60 MB 3**	Elective V	3	40	60	100	45	100
7	60 MB 3**	Elective VI	3	40	60	100	45	100
PRACTICAL								
8	60 MB 3P1	Creativity and Innovation in Business	3	60	40	100	45	100
9	60 MB 3P2	Summer Internship	3	60	40	100	45	100

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

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

MBA Degree Programme

SCHEME OF EXAMINATIONS
(For the candidates admitted in 2024-2025)

FOURTH SEMESTER

S.No.	Course Code	Name of the Course	Duration of Internal Exam (Hours)	Weightage of Marks			Minimum Marks for Pass in End Semester Exam	
				Continuous Assessment *	End Semester Exam **	Max. Marks	End Semester Exam	Total
THEORY								
1	60 MB 401	International Business Management	2	40	60	100	45	100
2	60 MB 402	Corporate Social Responsibility and Sustainability	2	40	60	100	45	100
3	60 MB 4**	Elective VII	2	40	60	100	45	100
4	60 MB 4**	Elective VIII	2	40	60	100	45	100
PRACTICAL								
4	60 MB 4P1	Project Work and Viva Voce	3	60	40	100	40	100

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

** End Semester Examination will be conducted for maximum marks of 100 and subsequently be reduced to 60 marks for the theory courses, 50 marks for theory cum practical courses and 40 marks for practical courses end semester examination.

Rev. No.3/w.e.f. 30/05/2024
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BoS Chairman
Department of Management Studies
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MBA Degree Programme

SCHEME OF EXAMINATIONS
(For the candidates admitted in 2024-2025)

FIRST SEMESTER

S. No.	Course Code	Name of the Course	Duration of Internal Exam (Hours)	Weightage of Marks			Minimum Marks for Pass in End Semester Exam	
				Continuous Assessment *	End Semester Exam **	Max. Marks	End Semester Exam	Total
THEORY								
1	62 MB101	Organizational Behaviour	2	40	60	100	45	100
2	62 MB102	Managerial Economics	2	40	60	100	45	100
3	62 MB103	Accounting for Managers	2	40	60	100	45	100
4	60 MB104	Business Statistics and Analytics	2	40	60	100	45	100
5	61 MB105	Legal Aspects of Business	2	40	60	100	45	100
6	60 MB106	Management Information System	2	40	60	100	45	100
7	60 MB NF*	Non-Functional Elective	2	50	50	100	45	100
PRACTICAL								
8	60 MB1P1	Business Communication	3	60	40	100	45	100
9	60 MB1P2	Data Analytics Lab -I	3	60	40	100	45	100

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

** End Semester Examination will be conducted for maximum marks of 100 and subsequently be reduced to 60 marks for the theory courses, 50 marks for theory cum practical courses and 40 marks for practical courses end semester examination.

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

Objectives

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

Pre-requisites

- NIL

Course Outcomes

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

CO1	Identify the basic concepts of organizational behaviour.	Understand
CO2	Interpret about individual behaviour on Personality, Attitude and Perception.	Apply
CO3	Examine about the work behaviours theory.	Analyze
CO4	Develop about group behaviour in an organization.	Apply
CO5	Examine about organizational culture and change.	Analyze

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	-	-	3	-	-	3
CO2	-	-	2	-	-	-
CO3	3	3	3	-	-	-
CO4	3	3	3	-	3	3
CO5	-	-	3	3	-	2

3 - Strong; 2 - Medium; 1 – Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	10	0
Understand	30	0	30
Apply	30	40	50
Analyse	0	20	20
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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Syllabus

**K.S.Rangasamy College of Technology – Autonomous R2022**
**Master of Business Administration**
**62 MB 101- Organizational Behaviour**

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

Introduction to Organizational Behaviour Concept of Organizational Behaviour - Meaning and Importance of Organizational Behaviour - Disciplines that Contribute to Organizational Behaviour* - Challenges and Opportunities for Organizational Behaviour Organizational Design – Organizational Ethics.	[9]
Individual Behaviour Personality: Determinants of Personality* - Big Five Personality Traits - Attitude: Components of Attitude Major Job Attitudes - Behaviour and attitude - Perception: Factors of perception - Interpersonal perception - Impression Management - Emotions and Moods in Workplace	[9]
Work Behaviour Theories Learning Theories-Motivation Theories - Application of Motivation at Workplace - Leadership Theories and Styles - Trait Theory - Behavioural Theory - Contingency Theory - Modern Approaches to Leadership Values - Importance - Types.	[9]
Group Behaviour Group - Definition - Stages of Group Development*- Power: Bases of Power - Organizational Politics - Factors Contributing to Political Behaviour - People Response to Organizational Politics – Conflict : Process and Strategies for Handling Conflict	[9]
The Organization System Culture: Types of Culture and Creating Positive Organizational Culture* - Cross Cultural Management - Change: Forces and Resistance to Change - Work Stress and its Management	[9]
Total Hours:	**45**

Text Book(s):

1.	Stephen Robbins, Timothy A Judge and Neharika Vohra, "Organizational Behaviour", 18th Edition, Pearson Education India, Bangalore, 2018.
2.	Fred Luthans "Organizational Behaviour: An Evidence-Based Approach", 12th Edition, Mc Graw Hill Education Private Limited, New Delhi, 2017.

Reference(s):

1.	Mary Uhl-Bien, Ronald F. Piccolo, John R. Schermerhorn Jr., "Organizational Behaviour", 2nd Edition, John Wiley publisher, New Jersey, 2020.
2.	Prasad L. M., "Organizational Behaviour", 6th Edition, Sultan Chand Sons, New Delhi, 2019.
3.	Udai Pareek and Sushama Khanna, "Understanding Organizational Behaviour", 4th Edition, Oxford University Press, New Delhi, 2018.

*SDG 8– Decent work and Economic Growth

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Course Contents and Lecture Schedule

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

Course Designer(s)

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

Objectives

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

Pre-requisites

- NIL

Course Outcomes

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

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

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	3	-	-
CO2	3	3	-	3	-	-
CO3	3	3	-	3	-	-
CO4	3	-	-	3	-	-
CO5	3	-	-	3	3	-

3 - Strong; 2 - Medium; 1 – Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	30	40
Apply	30	30	50
Analyse	0	0	10
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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Syllabus

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

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

Introduction Definition, Nature and Scope of Managerial Economics- Managerial Economics Vs Microeconomics - Principles of Managerial Economics-Role of A Managerial Economist.	[9]
Demand and Supply Analysis Law of Demand - Factors Affecting Demand - Exception to Law of Demand - Elasticity of Demand and its Measurement Methods – Use of Data Analytics in Demand Forecasting - Law of Supply and Factors Affecting Supply.	[9]
Production and Cost Analysis Production Function - Application of Production Function- ISO Quant Curve – ISO Cost Line and Laws of Return to Scale - Average Cost - Marginal Cost -Total Cost and Classification of Costs.	[9]
Market Structure and Pricing Perfect and Imperfect Competition – Monopoly – Duopoly - Oligopoly and Bilateral Monopoly –Objectives – Role of Government Policies – Technological Advancements - Methods of Pricing and Pricing over the Life Cycle of the Product.	[9]
Macro Economics Economic Growth - National Income – Inflation and Unemployment - Business Cycle – Fiscal, Monetary and Exchange Rate Policies – Trade Policies – Cultural Factors Influencing International Business Operations– Circular Flow of Macro-Economic Activity.	[9]
Total Hours:	**45**

Text Book(s):

1.	Sinha V. C., Dr. Ritu Shrivastava,"Principles of Economics", Revised Edition, SBPD Publishing House, Agra, 2022.
2.	Dwivedi D. N., "Managerial Economics", Sultan Chand and Company Ltd, New Delhi, **2021**.

Reference(s):

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

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Course Contents and Lecture Schedule

S. No.	Topics	No. of hours
1.0	**Introduction**	
1.1	Definition	1
1.2	Nature and Scope of Managerial Economics	2
1.3	Managerial Economics Vs Microeconomics	2
1.4	Principles of Managerial Economics	2
1.5	Role of a Managerial Economist.	2
1.6	Organizational ethics	1
2.0	**Demand and Supply Analysis**	
2.1	Law of Demand	1
2.2	Factors affecting demand	2
2.3	Exception to law of demand	1
2.4	Elasticity of demand	1
2.5	Use of Data analytics in Demand forecasting	2
2.6	Law of Supply and factors affecting Supply.	2
3.0	**Production and Cost Analysis**	
3.1	Production Function	1
3.2	Application of production function	2
3.3	ISO Quant curve	1
3.4	ISO cost line and Laws of return to scale	2
3.5	Average Cost , Marginal Cost	1
3.6	Total Cost and Classification of Costs	2
4.0	**Market Structure and Pricing**	
4.1	Perfect and Imperfect competition	
4.2	Monopoly and Duopoly	1
4.3	Oligopoly and Bilateral Monopoly	1
4.4	Objectives	1
4.5	Policies and Methods of Pricing	2
4.6	Pricing over the Life cycle of the product.	2
5.0	**Macro Economics**	
5.1	Economic Growth	1
5.2	National Income	1
5.3	Inflation and Unemployment	
5.4	Business Cycle	1
5.5	Fiscal, Monetary and Exchange rate Policies	2
5.6	Circular flow of macro-economic activity	1
5.7	Trade policies	1
5.8	Cultural factors influencing international business operations	1

Course Designer(s)

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

Objectives

- To understand the basic concepts of financial accounting.
- To learn about the preparation of financial statement.
- To learn about the financial performance of a company.
- To get equipped with the basic concepts of cost accounting of a firm.
- To understand the accounting for planning and control

Pre-requisites

- NIL

Course Outcomes

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

CO1	Understand about the basics of accounting.	Understand
CO2	Interpret and preparation of the Financial Statement.	Apply
CO3	Interpret the Financial Strength using various tool.	Apply
CO4	Analyze the BEP, Classification and element of costing.	Analyze
CO5	Examine the importance of accounting for planning and control.	Analyze

Mapping with Programme Outcomes

COs	Pos					
	1	2	3	4	5	6
CO1	-	-	-	-	3	-
CO2	-	3	-	3	3	-
CO3	-	3	-	3	-	-
CO4	-	-	-	-	3	-
CO5	3	-	-	2	3	3

3 - Strong; 2 - Medium; 1 – Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	40	0	20
Apply	20	40	30
Analyse	0	20	50
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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Syllabus

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

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

Basics of Accounting Meaning, Objectives, Functions and Subfields of Accounting – Accounting Principles – Accounting Cycle – An Overview of Journal, Ledger and Trial Balance - Generally Accepted Accounting Principles (GAAP) & International Financial Reporting Standards (IFRS).	[12]
Preparation of Financial Statement Trading and Profit and Loss Accounting - Balance Sheet- Adjustment: Provision for Bad Debt, Bad and Doubtful Debt, Provision for Discount on Debtors and Creditors, Prepaid and Outstanding Expenses.	[12]
Analysis of Financial Statement Ratio Analysis: Application of Ratio Analysis in Financial Decision Making - Classification of Ratio:Liquidity, Activity and Profitability Ratio – Fund Flow Statement.	[12]
Costing and Decision Making Meaning, Importance and Objectives – Classification of Cost – Elements of Costs – Cost Concepts – Preparation of Cost Sheet – Cost Price Methods: FIFO and LIFO – Cost Volume Profit (CVP) Analysis – Break Even Analysis.	[12]
Accounting For Planning and Control Budgets – Types – Objectives of Budgetary Control – Techniques of Budgetary Control – Classification of Budget – Preparation and Interpretation of Budget.	[12]
Total Hours (Lecture - 45; Tutorial - 15)	**60**

Text Book(s):

1.	Khan M. Y., and Jain P. K., "Management Accounting Text, Problems and Cases", 7th Edition, Mc Graw Higher Ed, New Delhi, 2017.
2.	Jain S.P., Narang K.L., and Simmi Agrawal "Cost Accounting Principles and Practice", Kalaiyani Publishers, Mumbai, 2016.

Reference(s):

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

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Course Contents and Lecture Schedule

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

Course Designer(s)

1. Dr.M.Ramakrishnan- ramakrishnan@ksrct.ac.in
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60 MB 104	Business Statistics and Analytics	Category	L	T	P	Credit
		PC	3	1	0	4

Objectives

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

Pre-requisites

- NIL

Course Outcomes

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

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

Mapping with Programme Outcomes

COs	Pos					
	1	2	3	4	5	6
CO1	3	3	-	2	-	-
CO2	3	3	-	3	3	-
CO3	3	3	-	3	-	-
CO4	3	3	-	2	3	-
CO5	3	3	-	3	-	-

3 - Strong; 2 - Medium; 1 – Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	0	0	10
Apply	60	30	50
Analyse	0	30	40
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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Master of Business Administration

60 MB 104 – Business Statistics and Analytics

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

Descriptive Statistics & Probability Measures of Central Tendency: Mean, Median, Mode, and Weighted Average-Measures of Dispersion: Range, Mean Deviation, Standard Deviation, Coefficient of Variation – Basic Definitions and Rules for Probability-Conditional probability, Independence of Events Bayes Theorem.	[12]
Testing of Hypothesis Hypothesis Testing: One sample and Two Sample Tests for Means and Proportions of Large Sample (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.	[12]
Correlation and Regression Analysis Correlation – Types, Pearson's Correlation Coefficient - Rank Correlation. Regression –Lines of Regression –Regression Coefficients- Estimation using regression lines	[12]
Time Series and Index Number Time Series Analysis: Introduction, Components of Time Series – Analysis of Time Series Moving Average Method, Least Squares Method - Index Numbers – Laspeyre's, Paasche's and Fisher's Ideal Index – Cost of Living Index	[12]
Business Analytics Introduction, Importance, Components, Types, Descriptive Analytics – Data Warehousing, Business Reporting, Visual Analytics and Business Performance Management, Predictive Analytics – Techniques for Predictive Modeling, Web Analytics, Web Analytics, Web Miningand Social Analytics – Case Study	[12]
Total Hours (Lecture - 45; Tutorial - 15)	**60**

Text Book(s):

1.	Levin R.I., and Rubin D.S., "Statistics for Management", 8th Edition, Pearson Education India, Bangalore, 2017.
2.	Vohra N.D., "Business Statistics", 2nd Edition, Tata Mc Graw Hill, New Delhi, 2017.

Reference(s):

1.	Anderson D.R., Sweeney D. J., and Williams I. A., "Statistics for Business and Economics", 13th Edition, Cengage Learning, Canada, 2019.
2.	Aczel A. D., and Sounder Pandian J, "Complete Business Statistics", 7th Edition, Tata Mc Graw–Hill, New Delhi, 2017.
3.	Naval Bajpai, "Business Statistics", 2nd Edition, Pearson Education, Bangalore, 2013.

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Course Contents and Lecture Schedule

S. No.	Topics	No. of hours
1.0	**Descriptive Statistics & Probability**	
1.1	Measures of Central Tendency: Mean, Median	1
1.2	Mode	1
1.3	Weighted Average	1
1.4	Tutorial	1
1.5	Measures of dispersion: Range, Mean Deviation	1
1.6	Standard Deviation	1
1.7	Coefficient of Variation	1
1.8	Tutorial	1
1.9	Basic definitions and rules for probability	1
1.10	Conditional probability	1
1.11	Independence of events Bayes 'theorem.	1
1.12	Tutorial	1
2.0	**Testing of Hypothesis**	
2.1	Hypothesis testing: one sample and two sample tests for means	2
2.2	one sample and two sample tests proportions of large samples (z-test)	2
2.3	Small samples (t-test)	2
2.4	Paired t-test	1
2.5	Tutorial	1
2.6	ANOVA one-way classifications	1
2.7	ANOVA two-way classifications	1
2.8	Chi-square test-Independence of attributes and goodness of fit.	1
2.9	Tutorial	1
3.0	**Correlation and Regression Analysis**	
3.1	Correlation – Types	2
3.2	Pearson's Correlation Coefficient	1
3.3	Rank Correlation	2
3.4	Tutorial	1
3.5	Regression – Lines of regression	1
3.6	Regression Coefficients	2
3.7	Estimation using regression lines.	2
3.8	Tutorial	1
4.0	**Time Series and Index Number**	
4.1	Introduction, components of time series	2
4.2	Analysis of time series – moving average method	2
4.3	Least Squares method	2
4.4	Tutorial	1
4.5	Index Numbers – Laspeyre's	2
4.6	Paasche's and Fisher's Ideal index - cost of living Index	2
4.7	Tutorial	1
5.0	**Business Analytics**	
5.1	Introduction, Importance, components, types	2
5.2	Descriptive Analytics – Data Warehousing	2
5.3	Business Reporting	2
5.4	Visual Analytics and Business Performance Management	1

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5.5	Predictive Analytics – Techniques for Predictive Modeling,	2
5.6	Web Analytics, Web Mining	2
5.7	Social Analytics – Case Study	1

Course Designer(s)

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

Objectives

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

Pre-requisites

- NIL

Course Outcomes

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

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

Mapping with Programme Outcomes

COs	Pos					
	1	2	3	4	5	6
CO1	-	-	-	-	-	-
CO2	-	2	3	3	-	-
CO3	3	3	-	2	3	-
CO4	-	3	3	3	3	-
CO5	3	3	-	-	-	-

3 - Strong; 2 - Medium; 1 – Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	20	0	20
Apply	0	0	0
Analyse	40	60	80
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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Master of Business Administration							
61 MB 105 - Legal Aspects of Business							
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**		
	L	T	P		C	CA	ES	Total
I	3	0	0	45	3	40	60	100

Law of Contract-1872 Significance of Business Laws - Indian Contract Act, 1872: Meaning and Classification of Contracts - Essentials Elements of a Valid Contract - Performance of a Contract - Discharge of a Contract - Void Agreements Breach and Remedies of a Contract.	[9]
Law of Partnership-1932 Concept and Formation of Partnership - Kinds of Partners - Legal Relations Between Partners – Rights of Incoming and Outgoing Partners - Retirement and Expulsion - Dissolution of the Firm - The Limited Liability Partnership Act 2008.	[9]
Law of Sale of Goods -1930 Meaning and Essentials of Contract of Sale -Sale and Agreement to Sell - Conditions and Warranties -Transfer of Property - Performance of a Contract of Sale - Unpaid Seller and His Rights.	[9]
Negotiable Instruments Act-1881, Consumer Protection Act -2019, and Prevention of Corruption Act- 1988 Characteristics of Negotiable Instruments and its Importance - Meaning of Promissory Note - Cheque and Bill of Exchange - Holder for Value and Holder in Due Course - Types of Negotiable Instruments – Legal Relation Between Banks and Customer – Rights and Duties of Collecting and Paying Bankers - Objectives and Scope of Consumer Protection Act 2019 - Meaning and Importance of Major Terms Used in the Act - Rights of Consumers and Remedies Available to Consumers - Introduction to Prevention of Corruption Act 1988 -The Competition Act, 2002 - Corporate Tax & GST.	[9]
Companies Act-1956 and 2013 Nature and Registration - Kinds of Companies - Memorandum of Association - Article of Association - Prospectus - Kinds of Shares- Company Meetings and Resolutions - Powers and Duties of Directors - Winding Up - Corporate Fraud, Cybercrimes and Criminal Behaviour.	[9]
Total Hours:	**45**

Text Book(s):	
1.	Akhileshwar Pathak, Legal Aspects of Business, 8th Edition, Mc Graw Hill, 2022.
2.	Kapoor N.D., Elements of Mercantile Law, 39th Edition, Sultan Chand & Sons, 2024

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

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Course Contents and Lecture Schedule

S. No.	Topics	No. of hours
1.0	**Law of Contract-1872**	
1.1	Significance of Business Laws	1
1.2	Indian Contract Act, 1872	2
1.3	Classification of contracts	1
1.4	Essentials elements of a valid contract	1
1.5	Performance of a contract	1
1.6	Discharge of a contract.	1
1.7	Void agreements, Breach and remedies of a contract	1
2.0	**Law of Partnership-1932**	
2.1	Concept and formation of partnership	2
2.2	Kinds of partners	1
2.3	Legal relations between partners	2
2.4	Rights of incoming and outgoing partners	2
2.5	Retirement and expulsion, Dissolution of the firm	1
2.6	The Limited Liability Partnership Act 2008.	1
3.0	**Law of Sale of Goods -1930**	
3.1	Meaning and Essentials of contract of sale	1
3.2	Sale and Agreement to sell	1
3.3	Conditions and Warranties	2
3.4	Transfer of property	1
3.5	Performance of a contract of sale	2
3.6	Unpaid seller and his rights.	2
4.0	**Negotiable Instruments Act-1881, Consumer Protection Act -2019 and Prevention of Corruption Act- 1988**	
4.1	Characteristics of negotiable instruments and its importance.	1
4.2	Meaning of promissory note, cheque and bill of exchange.	2
4.3	Holder for value and holder in due course and types of negotiableinstrument	2
4.4	Legal relation between banks and customer, rights and duties of collecting and paying bankers.	1
4.5	Objectives and scope of Consumer Protection Act 2019, Meaning and importance of major terms used in the act.	1
4.6	Rights of consumers and remedies available to consumers	1
4.7	Introduction to Prevention of Corruption Act 1988, The Competition Act, 2002 – Corporate tax & GST.	1
5.0	**Companies Act 1956 and 2013**	
5.1	Nature and Registration	1
5.2	Kinds of Companies	1
5.3	Memorandum of Association	1
5.4	Article of Association, Prospectus	1
5.5	Kinds of Shares	1
5.6	Company meetings and resolutions, Powers and duties of Directors	2
5.7	Winding up, Corporate Fraud, Cyber-crimes and Criminal Behaviour.	2

Course Designer(s)

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

Objectives

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

Pre-requisites

- NIL

Course Outcomes

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

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

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	3	-	-
CO2	3	-	-	3	3	-
CO3	3	-	-	3	-	-
CO4	3	3	-	3	-	-
CO5	3	-	-	3	-	-
3 - Strong; 2 - Medium; 1 - Some						

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	20	0	20
Apply	40	60	60
Analyse	0	0	20
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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Master of Business Administration

60 MB 106 – Management Information System

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

Introduction to Information Systems Information and System Concepts - Information System: Definition and Components – Classification of Information – Overview of Systems Development - Systems Development Life Cycles - Factors Affecting Systems Development Success - Business Process Reengineering.	[9]
Database Management Systems Data Management, Data Modeling - Relational Database Model - Data Definition Language - Data Manipulation Language - Database Applications – Data Warehousing – Data Mining.	[9]
Functional MIS Information Systems for Financial – Manufacturing – Marketing - Human Resource – Accounting- Transaction Processing System - Decision Support System – Enterprise Resources Planning.	[9]
Knowledge Management System Dimensions of Knowledge – Types of Knowledge - Knowledge Management System - Types of Knowledge Management Systems its Components and Benefits.	[9]
New IT Initiatives E-Commerce Technologies – E-Commerce Process – Electronic Payment - Introduction to Cloud Computing – Block Chain – Crypto Currency –IOT– Big Data.	[9]
Total Hours:	**45**

Text Book(s):

1.	Ramesh Bhel, James A.O., Brien, George M. Marakas, Management Information Systems, 11th Edition, Mc Graw Hill Education, New Delhi, 2019
2.	Kenneth C. Laudon and Jane P. Laudon, Management Information Systems – Managing the Digital Firm, 15th Edition, 2018.

Reference(s):

1.	Panneer Selvam R, Database Management Systems, 3rd Edition, PHI Learning, 2018.
2.	Robert Schultheis and Mary Sumner, Management Information Systems – The Manager's View, Tata Mc Graw Hill, New Delhi, 2011
3.	Jaytilak Biswas, Management Information System, Sage Publication, India, 2020.

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Course Contents and Lecture Schedule

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

Course Designer(s)

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62 MB NF1	E-Business Model	Category	L	T	P	Credit
		NFE	2	0	2	3

Objectives

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

Pre-requisites

- NIL

Course Outcomes

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

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

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	3	3	-	-	3
CO2	3	3	2	3	-	-
CO3	-	3	3	-	3	-
CO4	2	3	3	-	3	3
CO5	-	-	3	3	-	3

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)				End Sem Examination (Marks)	
	Test 1		Test 2			
	Theory	Lab	Theory	Lab	Theory	Lab
Remember	0	-	0	-	0	-
Understand	20	-	0	-	30	-
Apply	30	50	30	50	40	50
Analyse	0		20	0	30	50
Evaluate	-	-	-	-	-	
Create	-	-	-	-	-	-
Total	50	50	50	50	100	100

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Master of Business Administration

62 MB NF1 – E-Business Model

Semester	Hours / Week			Total Hours	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
I	2	0	2	60	3	50	50	100

Introduction to E-Business Models Overview of E-Business - Information Services -Interpersonal Communication - Shopping Services - Virtual Enterprises - B2C - B2B - C2C - P2P – M-Commerce - Business Models in Emerging E-Commerce Areas.	[6]
E-Commerce Infrastructure Internet Environment for E-Commerce - Providers and Vendors of E-Business Software - E-Business Enabling Technologies - Intranet and Extranet for E-Commerce - Identification and Tracking Tools for E-Commerce.	[6]
Payment and Security E-Commerce Security Environment - Security Threats - Policies and Laws - Credit Card Transactions - B2C Digital Payment Systems - B2B Payment Systems.	[6]
Legal Issues Paper Document Vs Electronic Document - Legal Issues for Internet Commerce-Technology for Authenticating Electronic Document - Laws for E- Commerce in India.	[6]
Retailing and Supply Chain Online Retail Industry Dynamics - Online Mercantile Models from Customer - Management Challenges in Online Retailing- Supply Chain Management. Fundamentals - Intranets and Supply Chain Management - Managing Retail Supply Chains	[6]
Practical: 1. Differentiating Various E Business Models in Business Sector. 2. Popular Artificial Intelligence Tools Usage in E-Commerce. 3. Website Creation for E Commerce Business. 4. Blog Creation for E Business. **5.** E Business Activity.	[30]
Total Hours: (Lecture - 30; Practical - 30)	**60**

Text Book(s):	
1.	David Whiteley, "E-Commerce: Strategy, Technologies and Applications", Indian Edition, Mc Graw Hill Publications, New Delhi, 2017.
2.	Jelassi, Tawfik, Martínez-López, Francisco J, "Strategies for e-Business - Concepts and Cases on Value Creation and Digital Business Transformation", Springer Publications, United States, 2020.

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

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Course Contents and Lecture Schedule

S. No.	Topics	No. of Hours
1	**Introduction To E Business Model**	
1.1	Overview of E-Business	1
1.2	Information Services -Interpersonal Communication	1
1.3	Virtual Enterprises - B2C, B2B, C2C, P2P	2
1.4	Business Models in Emerging E-commerce & M-commerce	2
2	**E-Commerce Infrastructure**	
2.1	Internet Environment for E-Commerce ,Providers and Vendors of E-Business Software	1
2.2	E-Business Enabling Technologies	2
2.3	Intranet and Extranet for E-Commerce	1
2.4	Identification and Tracking Tools for E-Commerce	2
3	**Payment And Security**	
3.1	E-commerce Security Environment	1
3.2	Security Threats	1
3.3	Policies and Laws	1
3.4	Credit Card Transactions	1
3.5	B2C & B2B Digital Payment Systems	2
4	**Legal Issues**	
4.1	Paper Document vs Electronic Document	1
4.2	Legal Issues for Internet Commerce	2
4.3	Technology for Authenticating Electronic Document	1
4.4	Laws for E- Commerce in India	2
5	**Retailing And Supply Chain**	
5.1	Online Retail Industry Dynamics	1
5.2	Online Mercantile Models from Customer view	1
5.3	Management Challenges in Online Retailing	1
5.4	Supply Chain Management Fundamentals	1
5.5	Intranets and Supply Chain Management	1
5.6	Managing Retail Supply Chains & Supply Chain	1
Practical:		
1.	Differentiating Various E Business Models in Business Sector	6
2.	Popular Artificial Intelligence Tools Usage in E-Commerce	6
3.	Website Creation for E Commerce Business	6
4.	Blog Creation for E Business	6
5.	E Business Activity	6

Course Designer(s)

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62 MB NF2	Entrepreneurship Development	Category	L	T	P	Credit
		NFE	2	0	2	3

Objectives

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

Pre-requisites

- NIL

Course Outcomes

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

CO1	Outline the potential for entrepreneurship	Understand
CO2	Apply creativity and innovation in formulating business ideas	Apply
CO3	Apply the Business plan concept and prepare the project report	Apply
CO4	Evaluate the business plan and analyze the operational and functional feasibility of the business idea	Evaluate
CO5	Evaluate the Elevator Pitch and exit strategy	Evaluate

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	3	-	3
CO2	3	2	-	3	-	3
CO3	-	-	-	3	-	2
CO4	-	-	2	3	2	2
CO5	-	-	3	2	-	3

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)				End Sem Examination (Marks)	
	Test 1		Test 2			
	Theory	Lab	Theory	Lab	Theory	Lab
Remember	0	-	0	-	0	-
Understand	20	-	0	-	30	-
Apply	30	50	30	50	40	50
Analyse	0		20	0	30	50
Evaluate	-	-	-	-	-	
Create	-	-	-	-	-	-
Total	50	50	50	50	100	100

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Master of Business Administration
62 MB NF2- Entrepreneurship Development

Semester	Hours / Week			Total Hours	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
I	2	0	2	60	3	50	50	100

Nature and Importance of Entrepreneurship Definition of Entrepreneur, Evolution of Entrepreneurship, Myths of Entrepreneurship, Characteristics of an Entrepreneur.	[6]
The Market and Opportunity Evaluation Idea Generation, Sources of New Ideas, Methods of Generating Ideas, Target Customer, Their Problems, Market Trends, Opportunity Recognition, Feasibility Analysis.	[6]
Business Plan About Business Plan and its Benefits, Developing A Well-Conceived Business Plan, Elements of Business Plan, Presentation of the Business Plan.	[6]
Support System for Entrepreneurial Ventures Government Agencies and Schemes, MSME, Banks and Financial Institutions.	[6]
Preparing The Pitch IPR Process, Legal View Relating to the Startup, Team Formation, Elevator Pitch, Exit Strategy.	[6]
Practical: 1. Business Venture Documentation. 2. Idea Generation, Opportunity Recognition and Feasibility Analysis. 3. Business Plan Development. 4. Preparation of Project report for different schemes. **5.** Elevator Pitch and Presentation	[30]
Total Hours: (Lecture - 30; Practical - 30)	**60**

Text Book(s):

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

Reference(s):

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

*SDG 8- Decent Work and Economic Growth

**SDG 9 – Industry Innovation and Infrastructure

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Course Contents and Lecture Schedule

S. No.	Topics	No. of Hours
1	**Nature and Importance of Entrepreneurship**	
1.1	Definition of Entrepreneur, Evolution of Entrepreneurship	2
1.2	Myths of Entrepreneurship	2
1.3	Characteristics of an Entrepreneur	2
2	**The Market and Opportunity Evaluation**	
2.1	Idea Generation, Sources of New Ideas	1
2.2	Methods of Generating Ideas	1
2.3	Target customer, their problems, market trends	2
2.4	Opportunity Recognition, Feasibility Analysis	2
3	**Business Plan**	
3.1	About Business Plan and its Benefits	2
3.2	Developing a Well-Conceived Business Plan	1
3.3	Elements of Business Plan	1
3.4	Presentation of the Business Plan	2
4	**Support System for Entrepreneurial Ventures**	
4.1	Government Agencies and Schemes	2
4.2	MSME	2
4.3	Banks and Financial Institutions	2
5	**Electric and Autonomous Vehicles**	
5.1	IPR process	1
5.2	Legal view relating to the startup	1
5.3	team formation	1
5.4	Elevator pitch	2
5.5	Exit strategy	1
Practical:		
1.	Business Venture Documentation	4
2.	Idea Generation, Opportunity Recognition and Feasibility Analysis	8
3.	Business Plan Development	8
4.	Preparation of Project report for different schemes	6
5.	Elevator Pitch and Presentation	4

Course Designer(s)

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Rev. No.3/w.e.f. 30/05/2024
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BoS Chairman
Department of Management Studies
K.S.Rangasamy College of Technology
Tiruchengode - 637 215, NamakkalDist

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

Objectives

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

Pre-requisites

- NIL

Course Outcomes

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

CO1	Outline the basics of Personal Finance.	Understand
CO2	Apply the concept of Personal Savings and exploring the avenues of Investment.	Apply
CO3	Develop the concept of risk and return in personal investment.	Apply
CO4	Interpret the concept of borrowing and the strategies.	Apply
CO5	Relate the principles of retirement planning with strategies.	Analyze

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	3	-	-
CO2	-	3	-	-	3	-
CO3	2	-	-	-	-	3
CO4	-	3	-	-	-	-
CO5	-	-	3	-	3	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)				End Sem Examination (Marks)	
	Test 1		Test 2			
	Theory	Lab	Theory	Lab	Theory	Lab
Remember	0	-	0	-	0	-
Understand	20	-	0	-	30	-
Apply	30	50	30	50	40	50
Analyse	0		20	0	30	50
Evaluate	-	-	-	-	-	
Create	-	-	-	-	-	-
Total	50	50	50	50	100	100

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

Basics of Personal Finance Introduction – Personal Finance Planning – Saving and Investing.	[6]
Personal Savings and Investment Investment Criteria- Liquidity, Safety and Profitability - Traditional Savings Instruments. Investment in Shares, Debentures, Mutual Funds –Insurance -Real Estate, Gold and Silver.	[6]
Risk and Return of Personal Investment Present Value and Future Value of A Single Amount and an Annuity - Computation of Interest, Dividend and Capital Gains on Personal Investments.	[6]
Managing Borrowing Consumer Borrowing Products –Fixed Vs Floating Rate – Biases in Consumer Finance - Legal Protection.	[6]
Retirement Planning Need – Risks Faced in Saving for Retirement - Pension Plans.	[6]

Practical:
   1. Personal Finance Planning exercise
   2. Understanding the difference between Savings and Investment
   3. Savings Instruments and the comparison
   4. Traditional vs Modern Savings
   5. Risk Vs Return Activity
   6. Capital Gains- Short Term and Long Term
   7. Consumer Borrowing Products – SWOT
   8. Issues in Personal borrowing
   9. Retirement Planning
  10. Pension Schemes- SWOT
	[30]

Total Hours: (Lecture - 30; Practical - 30)	**60**

Text Book(s):

1.	Jack R. Kapoor, Les R. Dlabay and Robert J. Hughes, "Personal Finance", 12th Edition, Mc Graw-Hill Education, New Delhi, 2020.
2.	Madura Jeff, "Personal Finance", 6th Edition, Pearson Education, Bangalore, 2016.

Reference(s):

1.	Arthur J. Keown, "Personal Finance", 8th Edition, Pearson Education, Bangalore, 2019
2.	Ajit S. Thite, Pradip Kumar Sinha, "Personal Financial Planning", 1st Edition, Nirali Prakashan, 2020.
3.	Madhu Sinha, "Financial Planning: A Ready Reckoner", 2nd Edition, Mc Graw Hill Education, New Delhi, 2017.

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BoS Chairman
Department of Management Studies
K.S.Rangasamy College of Technology
Tiruchengode - 637 215, NamakkalDist

Course Contents and Lecture Schedule

S. No.	Topics	No. of Hours
1	**Basics of Personal Finance**	
1.1	Introduction	2
1.2	Personal Finance Planning	2
1.3	Saving and Investing	2
2	**The Market and Opportunity Evaluation**	
2.1	Investment Criteria	1
2.2	Liquidity, safety and profitability	1
2.3	Traditional Savings instruments	2
2.4	Investment in Shares, Debentures, Mutual Funds, Insurance, Real Estate, Gold and Silver.	2
3	**Risk and Return of Personal Investment**	
3.1	Present Value and Future Value of a Single Amount and an Annuity	3
3.2	Computation of interest, dividend and capital gains on personal investments -	3
4	**Managing Borrowing**	
4.1	Consumer borrowing products	2
4.2	Fixed vs Floating rate	1
4.3	Biases in consumer finance	2
4.4	Legal Protection	1
5	**Retirement Planning**	
5.1	Need	2
5.2	Risks faced in Saving for Retirement	2
5.3	Pension Plans	2
Practical:		
1.	Personal Finance Planning exercise	3
2.	Understanding the difference between Savings and Investment	3
3.	Savings Instruments and the comparison	3
4.	Traditional vs Modern Savings	3
5.	Risk Vs Return Activity	3
6.	Capital Gains- Short Term and Long Term	3
7.	Consumer Borrowing Products – SWOT	3
8.	Issues in Personal borrowing	3
9.	Retirement Planning	3
10.	Pension schemes- SWOT	3

Course Designer(s)

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BoS Chairman
Department of Management Studies
K.S.Rangasamy College of Technology
Tiruchengode - 637 215, NamakkalDist

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

Objectives

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

Pre-requisites

- NIL

Course Outcomes

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

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

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	3	-	-
CO2	-	3	-	3	-	-
CO3	3	-	-	3	-	-
CO4	3	3	-	3	-	-
CO5	3	3	-	-	3	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)				End Sem Examination (Marks)	
	Test 1		Test 2			
	Theory	Lab	Theory	Lab	Theory	Lab
Remember	0	-	0	-	0	-
Understand	20	-	0	-	30	-
Apply	30	50	30	50	40	50
Analyse	0		20	0	30	50
Evaluate	-	-	-	-	-	
Create	-	-	-	-	-	-
Total	50	50	50	50	100	100

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

Event Context

History & Evolution – Types of Events – Mice – Types of Meeting, Trade Shows, Conventions, Exhibitions- Structure of Event Industry – Event Management as A Profession – Perspectives on Event: Government, Corporate & Community – Code of Ethics. [6]

Event Planning & Legal Issues

Conceptualizing the Event – Host, Sponsor, Media, Guest, Participants, Spectators – Crew – Design of Concept – Theme and Content Development – Visualization – Event Objectives – Initial Planning – Budgeting – Event Design and Budget Checklist – Preparation of Functional Sheets – Timing – Contracts and Agreements – Insurance, License and Permits. [6]

Event Marketing

Role of Strategic Marketing Planning - Pricing – Marketing Communication Methods & Budget – Elements of Marketing Communication – Managing Marketing Communication – Role of Internet – Sponsorship – Event Sponsorship – Strategy – Managing Sponsorships. [6]

Event Operation

Site Selection – Venue Requirements – Room, Stage, Audi-Visual, Lighting, Performers, Decors, Caterer, Photography & Videography – Protocols – Guest List – Invitation – Media – Freelance Event Operation – Road Show - Food & Beverage – Entertainment – Even Logistics – Evaluation & Logistics. [6]

Safety & Event Evaluation

Risk Assessment – Safety Officer, Medical Manager – Venue, Structural Safety – Food Safety – Occupational Safety – Fire Prevention – Sanitary Facilities – Vehicle Traffic – Waste Management. Event Impact – Event Evaluation Process – Service Quality - Customer Satisfaction. [6]

Practical
1. Budgeting
2. Conceptualizing the Event
3. License and Permits
4. Sponsorship
5. Site Selection
6. Guest Selection
7. Promotion of the Event
8. Entertainment in the Event
9. Risk Management
10. Event Evaluation Process

[30]

Total Hours: (Lecture - 30; Practical - 30)	**60**

Text Book(s):

1.	Anukrati Sharma and Shruti Arora, Event Management and Marketing: Theory, Practical Approaches andPlanning, Bharati Publications, Bangalore, 2018.
2.	Kausha lendra Saran Singh, Event Management Principles and Methods Kaniska Publications New Delhi, 2022.

Reference(s):

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

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BoS Chairman
Department of Management Studies
K.S.Rangasamy College of Technology
Tiruchengode - 637 215, NamakkalDist

Course Contents and Lecture Schedule

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

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7.	Promotion of the event	3
8.	Entertainment in the event	3
9.	Risk management	3
10.	Event evaluation process	3

Course Designer(s)

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BoS Chairman
Department of Management Studies
K.S.Rangasamy College of Technology
Tiruchengode - 637 215, NamakkalDist

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

Objectives

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

Pre-requisites

- NIL

Course Outcomes

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

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

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	3	-	-	-	-
CO2	3	3	3	-	-	-
CO3	3	3	2	-	2	-
CO4	3	3	3	-	-	-
CO5	3	3	3	-	3	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Internal:

Student's performance will be assessed in the classroom as given below:
Spoken Skill: Content preparation, grammar correction and Speaking skills : 40 marks

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

 External: Practical Exam Tested on Phonetics, grammar and Vocabulary   : 30 Marks

 Students Record/ Viva Voce   : 10 Marks

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BoS Chairman
Department of Management Studies
K.S.Rangasamy College of Technology
Tiruchengode - 637 215, NamakkalDist

K.S.Rangasamy College of Technology – Autonomous R2022								
Master of Business Administration								
60 MB 1P1 – Business Communication								
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**		
	L	T	P		C	CA	ES	Total
I	0	0	4	60	2	60	40	100

Goal Setting Establishing Specific, Measurable, Achievable, Relevant, Time-Bound (Smart) Goals - Importance of Mission Statement - Formulation of Goals - Dealing With Difficult Tasks and Applying 80:20 Pareto Principle Feedback in Team Building – Corporate Grooming	[12]
Listening Listening for General Information-Specific Details - Audio / Video (Formal & Informal) - Listen to Podcasts/ Ted Talks/ Anecdotes / Stories / Documentaries and Interviews with Celebrities – Listen to A Product and Process Descriptions; Advertisements about Products or Services.	[12]
Speaking Self-Introduction- Small Talk - Mini Presentations – Story Telling - Extempore - Group Discussions, Debate & Pair Conversations – Elevator Pitch/Speech.	[12]
Reading Loud Reading Vs Silent Reading, Skimming & Scanning of Passages, Reading Brochures (Technical Context) - Social Media Messages - Advertisements, Gadget Reviews and User Manuals - Newspaper Articles and Journal Report.	[12]
Writing Writing Letters – Semi Block, Modified Block, and Full Block Style - Paragraph Texting, Short Report on Business Problems – Instructions and Recommendations - Product Process Description –Essay Texting – Resume Preparation.	[12]
Total Hours:	**60**

Text Book(s):

1.	Erica Dhawan, "Digital Body Language: How to Build Trust and Connection, No Matter the Distance "Harper Collins 2021.
2.	Kathryn Rentz, Paula Rentz, Anupam Das, Business Communication: A Problem Solving Approach," Mc Graw Hill, New Delhi, 2020.

Reference(s):

1.	Courtland L. Bovee, John V. Thill, Roshan Lal Raina, "Business Communication Today", 14th Edition, Pearson Education, Bangalore, 2019.
2.	Scott Biranto, "Good Charts Workbook: Tips, Tools, and Exercises for Making Better Data Visualizations", Harvard Business Review Press, 2019
3.	Geraldine E. Hynes, Jennifer R. Veltsos, "Managerial Communications: Strategies and Applications", 7th Edition, SAGE Publications, 2018

Course Designer(s)

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Rev. No.3/w.e.f. 30/05/2024
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BoS Chairman
Department of Management Studies
K.S.Rangasamy College of Technology
Tiruchengode - 637 215, NamakkalDist

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

Objectives

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

Pre-requisites

- NIL

Course Outcomes

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

CO1	Understand the various functions and formulas for applying mathematical and text calculations in Spread Sheet.	Understand
CO2	Understand about using various functions like sorting, filtering, freezing and conditional formatting in Spread Sheet	Understand
CO3	Apply the payroll system for business organizations using conditional syntax and pivot table in Spread Sheet.	Apply
CO4	Analyze the multivariate analysis in business operations using Excel.	Analyze
CO5	Apply VLOOK-UP And HLOOK-UP Function in Excel.	Apply

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	2	-	-
CO2	3	-	3	-	-	-
CO3	-	3	3	-	-	-
CO4	-	3	-	-	-	-
CO5	-	3	-	3	3	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Lab Experiments Assessment Tests (Marks)	Model Examination (Marks)	End Sem Examination (Marks)
Remember	-	-	-
Understand	20	-	-
Apply	60	70	70
Analyse	20	30	30
Evaluate	-	-	-
Create	-	-	-
Total	100	100	100

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BoS Chairman
Department of Management Studies
C.S.Rangasamy College of Technology
Tiruchengode - 637 215, NamakkalDist

K.S.Rangasamy College of Technology – Autonomous R2022								
Master of Business Administration								
60 MB 1P2– Data Analytics Lab - I								
Semester	**Hours/Week**			**Total Hrs**	**Credit**	**Maximum Marks**		
	L	T	P		C	CA	ES	Total
I	0	0	4	60	2	60	40	100

List of Experiments:

- Applying Basic Mathematical Functions Using Spread Sheet

- Using Sorting and Filtering Functions in Spread Sheet

- Using Freezing and Conditional Formatting Functions in Spread Sheet.

- Applying Correlation Co-Efficient Using Spread Sheet

- Applying ANOVA Co-Efficient Using Spread Sheet

- Applying Regression Co-Efficient Using Spread Sheet

- Using If Conditional And Sum If Condition Using Advance Excel

- Create a Report with the Pivot table and Pivot chart Wizard Using Advance Excel.

- Applying of What-If-Analysis Function Using Spread Sheet Using Advance Excel

- Applying VLOOK-UP And HLOOK-UP Function Using Advance Excel.

Text Book(s):

1.	Rinkoo Jainn, "A To Z Of MS EXCEL: A Book For Learners & Trainers", Kindle Edition, 2021.
2.	Michael Alexander, "Excel 2019 Bible 1st Edition", Wiley, New Jersey, 2018.

Reference(s):

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

Software used

MS – EXCEL

Course Designer(s)

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BoS Chairman
Department of Management Studies
K.S.Rangasamy College of Technology
Tiruchengode - 637 215, NamakkalDist

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

MBA Degree Programme
SCHEME OF EXAMINATIONS
(For the candidates admitted in 2024-2025)

SECOND SEMESTER

S.No.	Course Code	Name of the Course	Duration of Internal Exam (Hours)	Weightage of Marks			Minimum Marks for Pass in End Semester Exam	
				Continuous Assessment *	End Semester Exam **	Max. Marks	End Semester Exam	Total
THEORY								
1	61 MB 201	Production Management	2	40	60	100	45	100
2	60 MB 202	Human Resource Management	2	40	60	100	45	100
3	61 MB 203	Marketing Management	2	40	60	100	45	100
4	61 MB 204	Financial Management	2	40	60	100	45	100
5	61 MB 205	Applied Operations Research	2	40	60	100	45	100
6	60 MB 206	Research Methods for Business	2	40	60	100	45	100
7	***	Open Elective	2	40	60	100	45	100
PRACTICAL								
8	60 MB 2P1	Seminar on Management Fundamentals	3	60	40	100	45	100
9	60 MB 2P2	Data Analytics Lab -II	3	60	40	100	45	100

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

** End Semester Examination will be conducted for maximum marks of 100 and subsequently be reduced to 60 marks for the theory courses, 50 marks for theory cum practical courses and 40 marks for practical courses end semester examination.

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

Objectives

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

Pre-requisites

- NIL

Course Outcomes

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

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

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	2	-	-
CO2	2	3	-	3	2	-
CO3	3	3	-	2	3	-
CO4	3	-	3	2	3	-
CO5	3	2	3	-	3	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	0	20
Apply	30	30	40
Analyse	0	30	20
Evaluate	0	0	20
Create	0	0	0
Total	60	60	100

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BoS Chairman
Department of Management Studies
S.Rangasamy College of Technology
Tiruchengode - 637 215, NamakkalDist

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

Introduction
Meaning - Need – Evolution - Nature and Scope of POM - Production System*- Concepts – Functions – Types and Productivity*, Operations Strategy, Managerial Roles and Responsibilities in Operation. [9]

Facility Location, Layout Design and Work Study
Facility Location-Location Selection–Criteria-Factors Determining Location Decision–Layout Design- Concepts-Types of Layout –Factors Affecting Layout- Work Study Concept. [9]

Inventory Management and Production Planning
Concepts - Types of Inventory Models- EOQ – EBQ - Inventory Control Systems - Safety Stock - ABC Analysis –Capacity Requirement Planning - Aggregate Planning – Master Production Schedule - Material Requirement Planning (MRP-I). [9]

Production Improvement Techniques
JIT–Kanban System-Lean Manufacturing-Agile Manufacturing-Flexible Manufacturing System (FMS) – Managing Supply Chain Disruptions. [9]

Total Quality Management
Introduction - Dimensions of Quality - Quality Cost - Basic Concepts of TQM - Historic Review – Deming Philosophy – Barriers of TQM Implementation-Six Sigma - Quality Tools- PDCA – PDCA – 5S-Pokayoke –Seven Quality Tools [9]

Total Hours: 45

Text Book(s):

1. Richard B, Chase F Robert, Jacobs Nicholas JA, Quilano and Nitin K Agarwal, "Operations and Supply Chain Management", 15th Edition, McGraw-Hill Education, New Delhi, 2016

2. Martand Telsang, "Industrial Engineering and Production Management, S Chand and Company, 2018.

Reference(s):

1. Sushil Gupta and Martin Starr, "Production and Operations Management Systems", 11th Edition, S Chand and Company, Chennai, 2018.

2. Larry P. Ritzman, Lee J. Krajewski ,Manoj K. Malhotra ,"Operations Management: Processes and Supply Chains", 11th Edition, Prentice Hall, Unites States, 2015

3. Norman Gaither & Gregory Frazier, "Operations Management", 9th Edition, Cengage Learning, New Delhi, 2015.

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Course Contents and Lecture Schedule

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

Course Designer(s)

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BoS Chairman
Department of Management Studies
K.S.Rangasamy College of Technology
Tiruchengode - 637 215, NamakkalDist

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

Objectives

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

Pre-requisites

- NIL

Course Outcomes

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

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

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	3	-	-	-	-
CO2	-	3	-	-	3	-
CO3	3	-	3	-	-	-
CO4	3	-	-	-	2	-
CO5	-	-	2	3	-	3
3 - Strong; 2 - Medium; 1 - Some						

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	0	20
Apply	30	30	40
Analyse	0	30	40
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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Tiruchengode - 637 215, NamakkalDist

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

Introduction to HRM Meaning of HRM– Significance of HRM - Nature and Scope of HRM - Objectives and Functions of HRM - Role of HR Manager and Challenges of HRM	[9]
Employee Acquisition Human Resource Planning: Objectives and Process- Job Analysis: Process and Techniques-Job Description – Job Role- Recruitment: Process and Sources- Factors Affecting Recruitment - Selection: Process	[9]
Employee Training and Development Induction–Orientation–Training: Training Need Analysis - Training Process–Methods: on the Job Training and of The Job Training - Evaluation of Training – Management Development: Process and Methods.	[9]
Employee Maintenance Compensation: Components–Factors and Challenges–Incentives* - Types of Incentive Schemes- Performance Appraisal – Process - Methods and Appraisal Problems - EmployeeTurnover and Retention* - Work Life Balance	[9]
Managing Global Human Resource Global Environment - Workforce Diversity - Managing Workforce Diversity* - Managing People: A Critical Role for Every Manager - Employee Privacy and Ethical Issues - Recent Trends in HR.	[9]
Total Hours:	**45**

Text Book(s):

1.	Wayne F. Cascio, "Managing Human Resources: Productivity, Quality of Work Life, Profits", 12th Edition, Mc Graw- Hill Education, New Delhi, 2021.
2.	Gary Dessler, "Human Resource Management", 16th Edition, Pearson, Bangalore, 2020.

Reference(s):

1.	Aswathappa K,"Human Resource Management", 8th Edition, TMH, Porur, 2017
2.	Seema Sanghi, "Human Resource Management", 2nd Edition, Vikas Publishing House, *Ahmedabad*, 2017
3.	Michael Armatrong, "A handbook of Human Resource Management Practice", 11th Edition, Kogan Page Publisher, New Delhi, 2017

*SDG 8 – decent work and Economic Growth

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Course Contents and Lecture Schedule

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

Course Designer(s)

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

Objectives

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

Pre-requisites

- NIL

Course Outcomes

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

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

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	3	3	3	-	3
CO2	3	2	-	3	2	3
CO3	3	-	2	3	3	-
CO4	3	3	3	3	-	3
CO5	-	3	-	3	3	3

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	20	0	20
Apply	0	0	0
Analyse	40	40	40
Evaluate	0	20	40
Create	0	0	0
Total	60	60	100

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

Introduction to Marketing Concept, Nature, Scope, and Importance of Marketing; Philosophies of Marketing Concept - Marketing Environment – Macro and Micro Components and Their Impact on Marketing Decisions; Market Segmentation, Targeting, and Positioning; Buyer Behaviour; Consumer Versus Organizational Buyers; Consumer Decision-Making Process.	[9]
Product and Pricing Decisions Concept of A Product; Classification of Products; Major Product Decisions; Product Line and Product Mix; Branding; Packaging and Labelling; Product Life Cycle – Strategic Implications; New Product Development and Consumer Adoption Process. Pricing Decisions: Factors Affecting Price Determination; Pricing Policies and Strategies; Discounts and Rebates.	[9]
Distribution Channels and Physical Distribution Decisions: Nature, Functions, and Types of Distribution Channels; Distribution Channel Intermediaries; Channel Cooperation & Conflict; Channel Management Decisions; Retailing and Wholesaling**.**	[9]
Promotion Decisions Communication Process; Promotion Mix – Advertising, Personal Selling, Sales Promotion, Publicity, and Public Relations; Determining Advertising Budget; Copy Designing and Testing; Media Selection; Advertising Effectiveness; Sales Promotion – Tools and Techniques.	[9]
Issues and Developments In Marketing Social, Ethical, and Legal Aspects of Marketing; Marketing of Services; International Marketing; Green Marketing; Digital Marketing; Social Media Marketing.	[9]
Total Hours:	**45**

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

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

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Course Contents and Lecture Schedule

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

Course Designer(s)

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

Objectives

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

Pre-requisites

- NIL

Course Outcomes

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

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

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	-	-	-	3	-	2
CO2	3	-	3	-	-	-
CO3	-	3	-	-	-	3
CO4	-	-	-	3	-	-
CO5	-	-	-	-	3	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	20	0	20
Apply	40	0	40
Analyse	0	20	40
Evaluate	0	40	0
Create	0	0	0
Total	60	60	100

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Department of Management Studies
S.Rangasamy College of Technology
Tiruchengode - 637 215, NamakkalDist

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

Introduction to Financial Management. Meaning, Nature & Scope of Financial Management – Role of Finance Manager- Risk – Return Trade Off- Organization of Finance Function – Function of Financial System – Financial Planning: Introduction, Objectives, Benefits, Guidelines, Steps in Financial Planning – Time Value of Money-Present Value and Future Value: Single Amount, Annuity and Perpetuity- Recent Trends in the Field of Financial Management.	[12]
Cost of Capital Dividend Decision Concepts of Cost Capital – Components of Cost of Capital – Computing Specific and Overall Cost of Capital: Cost of Debentures, Equity and Preference Share – Factors Affecting WACC – Computation of WACC- Forms of Dividend – Determinants of Dividend Decision – Theories of Dividend: Walter Model and Gurdon Model.	[12]
Investment Analysis Nature and Principles of Capital Budgeting – Process – Techniques of Capital Budgeting – Discounting Cash Flow Techniques – Discounted Payback Period, Net Present Value, Profitability Index, Internal Rate of Return – Non-Discounted Cash Flow Techniques – Payback Period and Accounting Rate of Return.	[12]
Capital Structure Short-Term Source of Financing – Long Term Source of Financing – Factors Determining Capital Structure – Theories of Capital Structure: Net Income Approach and Net Operating Approach –EBIT– EPS Analysis, Leverages.	[12]
Working Capital Management Principles and Concepts of Working Capital Management – Dimensions in Working Capital Management Factors: Influencing Working Capital Requirement- Operating Cycle – Cash Conversion Cycle – Estimation of Working Capital.	[12]
Total Hours: (Lecture - 45; Tutorial- 15)	**60**

Text Book(s):	
1.	Prasanna Chandra, "Fundamentals of Financial Management", 7th Edition, Tata Mc Graw – Hill Publishing, New Delhi, 2020.
2.	Pandey I.M., "Financial Management", 11th Edition, Vikas Publishing House, *Ahmedabad,* 2020.

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

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M Nagraj
BoS Chairman
Department of Management Studies
K.S.Rangasamy College of Technology
Tiruchengode - 637 215, NamakkalDist

Course Contents and Lecture Schedule

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

Course Designer(s)

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

Objectives

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

Pre-requisites

- NIL

Course Outcomes

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

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

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	3	-	3	-	-
CO2	3	3	-	2	3	-
CO3	3	2	3	-	-	-
CO4	2	3	-	-	-	-
CO5	3	3	-	3	-	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	0	0	20
Apply	60	60	60
Analyse	0	0	20
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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Syllabus

K.S.Rangasamy College of Technology – Autonomous R2022
Master of Business Administration
61 MB 205 – Applied Operations Research

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

Linear Programming Problem Introduction – Formulation- Graphical Method- Simplex Method –Big - M Method–Duality Concepts.	[12]
Transportation Problem and Assignment Problem Transportation Problem - Mathematical Formulation -Initial Basic Feasible Solution – Testing for Optimality –MODI Method–Degeneracy - Unbalanced Transportation Problem – Maximization Type- Assignment Problem - Mathematical Formulation - Minimization Problem –Unbalanced Assignment Problem - Maximization Problem.	[12]
Sequencing Models and Network Scheduling Sequencing Problem -Processing N Jobs Through Two Machines-Processing Jobs Through Three Machines – Processing Jobs Through K Machines-Network Diagrams – Critical Path Method-PERT Calculations	[12]
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.	[12]
Replacement Theory Replacement of Items that Deteriorate Gradually – with Time, without Time, that Fails Completely – Individual Replacement – Grouper Placement.	[12]
Total Hours: (Lecture - 45; Tutorial - 15)	**60**

Text Book(s):	
1.	Sharma J. K., "Operations Research – Theory and Applications", 6th Edition, Mac Millan India Ltd., 2016.
2.	Anderson, Sweeney and Williams, "An Introduction to Management Science", 12th Edition, South Western, 2019.

Reference(s):	
1.	Vohra N. D., "Quantitative Techniques in Management", 6th Edition, Tata Mc Graw Hill, New Delhi, 2021
2.	Gupta P. K. and Hira D.S., "Operations Research", Sultan Chand, New Delhi, 2015.
3.	Kalavathy S, "Operations Research", 6th Edition, Vikas Publishing House, *Ahmedabad,* 2019.

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Course Contents and Lecture Schedule

S. No.	Topics	No. of hours
1.0	**Linear Programming Problem**	
1.1	Introduction	1
1.2	Formulation	1
1.3	Graphical Method	2
1.4	Tutorial	2
1.5	Simplex Method	2
1.6	Big-M Method	2
1.7	Duality concepts	1
1.8	Tutorial	1
2.0	**Transportation problem and Assignment problem**	
2.1	Mathematical Formulation, Initial Basic Feasible Solution	1
2.2	Testing for Optimality – MODI method	1
2.3	Degeneracy	1
2.4	Unbalanced Transportation Problem	1
2.5	Maximization Type	1
2.6	Tutorial	1
2.7	Assignment Problem - Mathematical Formulation	1
2.8	Minimization Problem	1
2.9	Unbalanced Assignment Problem	1
2.10	Maximization Problem	2
2.11	Tutorial	1
3.0	**Sequencing Models and Network Scheduling**	
3.1	Sequencing problem	1
3.2	Processing n Jobs through Two Machines	1
3.3	Processing n Jobs through Three Machines	1
3.4	Processing n Jobs through k Machines	1
3.5	Tutorial	1
3.6	Network Diagrams	1
3.7	Critical Path Method	2
3.8	PERT Calculations.	2
3.9	Tutorial	1
4.0	**Steering, Brakes and Suspension Systems**	
4.1	**Decision theory and Queuing Theory**	
4.2	Steps in Decision-Making, Decision-Making Environment	1
4.3	Decision-making under uncertainty	2
4.4	Decision making under risk – EMV/EOL approach	2
4.5	Tutorial	1
4.6	Structure of Queuing System	4
4.7	Single Channel Queuing Model with Poisson arrivals andexponential service times	2
4.8	Tutorial	1

5.0	Replacement Theory	
5.1	Replacement of items that deteriorate gradually – with time	2
5.2	Replacement of items that deteriorate gradually – withouttime	2
5.3	Fails completely – individual replacement – groupreplacement.	4
5.4	Tutorial	4

Course Designer(s)

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

Rev. No.3/w.e.f. 30/05/2024
Passed in BoS Meeting held on 17/05/2024
Approved in Academic Council Meeting held on 25/05/2024

61 MB 206	Research Methods for Business	Category	L	T	P	Credit
		PC	3	0	2	4

Objectives

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

Pre-requisites

- NIL

Course Outcomes

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

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

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	-	-	-
CO2	-	3	2	-	-	-
CO3	3	3	-	-	-	-
CO4	-	3	-	3	3	-
CO5	3	-	-	-	-	3

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	0	0	0
Apply	20	0	20
Analyse	40	60	60
Evaluate	0	0	20
Create	0	20	0
Total	60	60	100

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BoS Chairman
Department of Management Studies
S.Rangasamy College of Technology
Tiruchengode - 637 215, NamakkalDist

K.S.Rangasamy College of Technology – Autonomous R2022

Master of Business Administration

61 MB 206 – Research Methods for Business

Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P		C	CA	ES	Total
II	3	0	2	60	4	40	60	100

Introduction to Research Meaning and Definition of Research-Objectives of Research--Types of Research-Research Process - Review of Literature - Formulating the Research Question - Hallmarks of Scientific Research.	[12]
Research Design and Sampling Classification of Research Design – Exploratory Design, Descriptive Design and Causal Design -- Experimental Research Design; Target Population - Sampling Frame - Sampling Methods **–** Size of Sample - Probability Sampling – Non-Probability Sampling	[12]
Data Collection And Measurement of **Scales** Qualitative and Quantitative Data Collection Methods – Primary and Secondary Data Collection- Measurement Scales - Nominal, Ordinal, Interval and Ratio – Characteristics of Good Measurement -Validity, Reliability, Practicality – Rating Scales – Ranking Scales – Designing Questionnaire	[12]
Data Preparation and Data Analysis Editing–Coding– –Tabulation- Data Analysis – Univariate Analysis – Bivariate Analysis- Multivariate Techniques – Factor Analysis, Discriminant Analysis and Conjoint Analysis	[12]
Report Writing and Ethics In Research Types of Report- Format of The Report- Factors In Organizing Are Research Report. Definition of Ethics– Ethical Principles and Plagiarism	[12]
Total Hours:	**60**

Text Book(s):

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

Reference(s):

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

Rev. No.3/w.e.f. 30/05/2024
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Department of Management Studies
K.S.Rangasamy College of Technology
Tiruchengode - 637 215, NamakkalDist

Course Contents and Lecture Schedule

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

Course Designer(s)
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60 MB 2P1	Seminar on Management Fundamentals	Category	L	T	P	Credit
		CG	0	0	4	2

Objectives

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

Pre-requisites

- Business Communication

Course Outcomes

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

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

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	3	-	3	-	-
CO2	3	-	3	-	-	-
CO3	3	2	-	-	3	-
CO4	3	3	-	2	3	-
CO5	3	3	-	-	-	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Internal:
Students' performance will be assessed in the classroom as given below:
Presentation Skill: Content preparation, PPT preparation and Speaking skills   :
50 marks
Listening Skill: Answering the queries related to the topic presented: : 10 marks
External: Practical Exam Seminar Presentation   : 30 Marks
Seminar Report/ Viva Voce   : 10 Marks

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

List of Topics for Seminar Presentation:

1. Management Principles

2. Management Functions

3. Organizational Culture, Diversity and Ethics

4. Leadership and Motivation

5. Managing Employees Empowerment

6. Planning and Strategy Formulation

7. Risk Management

8. Role of Managers in Present Era

9. Stress Management

10. Crisis Management

11. Work force Diversity

12. Motivation

Text Book(s):

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

Reference:

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

Software used
MS – POWER POINT

Course Designer(s)
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BoS Chairman
Department of Management Studies
K.S.Rangasamy College of Technology
Tiruchengode - 637 215, NamakkalDist

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

Objectives

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

Pre-requisites

- Data Analytics Lab - I

Course Outcomes

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

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

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	3	-	-
CO2	3	-	-	-	-	-
CO3	3	3	-	-	-	-
CO4	-	3	-	3	-	-
CO5	3	-	-	3	-	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Lab Experiments Assessment Tests (Marks)	Model Examination (Marks)	End Sem Examination (Marks)
Remember	0	0	0
Understand	20	20	20
Apply	20	20	20
Analyse	40	40	40
Evaluate	0	0	0
Create	20	20	20
Total	100	100	100

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S.Rangasamy College of Technology
Tiruchengode - 637 215, NamakkalDist

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

List of Experiments:

1. Calculate Descriptive Statistic Using SPSS.

2. Design Frequency Table and Cross Tabulation Using SPSS & Calculate Chi-Square Tests Using SPSS.

3. Perform Correlation Test Using SPSS. & Perform Regression Analysis Using SPSS.

4. Analyze Factorial Method Using SPSS.

5. Analyze Data Using Discriminant Method in SPSS.

6. Create Visuals, Such as Charts or Graphs that Provide Visual Representations of the Data Using Power Bi.

7. Create Reports that are Collections of Visuals on One or More Report Pages Using Power Bi.

8. Power Query: A Data Make Up and Transformation Tool Using Power Bi.

9. Power Pivot: A Memory Tabular Data Modeling Tool Using Power Bi.

10. Power View: A Data Visualization Tool Using Power Bi.

Software used

SPSS Package and Power BI

Course Designer(s)

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

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BoS Chairman
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K.S.Rangasamy College of Technology
Tiruchengode - 637 215, NamakkalDist

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

MBA Degree Programme

SCHEME OF EXAMINATIONS
(For the candidates admitted from 2024-2025)

THIRD SEMESTER

S. No.	Course Code	Name of the Course	Duration of Internal Exam (Hours)	Weightage of Marks			Minimum Marks for Pass in End Semester Exam	
				Continuous Assessment *	End Semester Exam **	Max. Marks	End Semester Exam	Total
THEORY								
1	60 MB 301	Strategic Management	3	40	60	100	45	100
2	60 MB 3**	Elective I	3	40	60	100	45	100
3	60 MB 3**	Elective II	3	40	60	100	45	100
4	60 MB 3**	Elective III	3	40	60	100	45	100
5	60 MB 3**	Elective IV	3	40	60	100	45	100
6	60 MB 3**	Elective V	3	40	60	100	45	100
7	60 MB 3**	Elective VI	3	40	60	100	45	100
PRACTICAL								
8	60 MB 3P1	Creativity and Innovation in Business	3	60	40	100	45	100
9	60 MB 3P2	Summer Internship	3	60	40	100	45	100

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

** End Semester Examination will be conducted for maximum marks of 100 and subsequently be reduced to 60 marks for the theory courses, 50 marks for theory cum practical courses and 40 marks for practical courses end semester examination.

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BoS Chairman
Department of Management Studies
K.S.Rangasamy College of Technology
Tiruchengode - 637 215, NamakkalDist

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

Objectives

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

Pre-requisites

- NIL

Course Outcomes

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

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

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	-	-	2	3	-	-
CO2	3	-	-	-	-	3
CO3	-	3	-	-	3	-
CO4	-	-	-	-	-	3
CO5	-	2	3	-	3	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	30	40
Apply	30	0	20
Analyze	0	30	40
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

BoS Chairman
Department of Management Studies
C.S.Rangasamy College of Technology
Tiruchengode - 637 215, NamakkalDist

Syllabus

K.S.Rangasamy College of Technology – Autonomous R2022
Master of Business Administration
60 MB 301 – Strategic Management

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

Introduction to Strategic Management Concept of Strategy-Strategic Management Process – Business Definition-Vision, Missionand Major Goals- Business Definition- Objectives and Goals.	[9]
Competitive Advantage Five Forces Model - Core Competency - Generic Building Blocks of Competitive Advantage– Durability of Competitive Advantage – Avoiding Failure and Sustaining Competitive Advantage*.	[9]
Strategies and Environmental Analysis Value Chain – Functional Level Strategies – Business Level Strategy – Corporate Level Strategy –Strategy in Global Environment, Blue Ocean Strategy - SWOT -– Environmental Threat and Opportunities Profile – Business Portfolio Analysis and BCG Matrix, GE Nine Cell Matrix and Ansoff Matrix.	[9]
Implementing Strategy and Performance Evaluation Designing Organizational Structure – Designing Strategic Control Systems – Matching Structure and Control to Strategy – Change Process – Balance Score Card Analysis.	[9]
Recent Trends In Strategic Management Introduction, Strategic Thinking, Organizational Culture and its Significance, Organizational Development and Change, Change Management*, Strategic Management in a New Globalized Economy.	[9]
Total Hours:	45

Text Book(s):	
1.	Charles W.L.Hill, Melissa A Schilling & Gareth R. Jones, "Strategic Management: An Integrated Approach", 12th Edition, Cengage Learning, 2016.
2.	John Pearce, Richard Robinson, Amita Mital, "Strategic Management: Formulation, Implementation and Control", 12th Edition, Mc Graw Hill, New Delhi, 2017.

Reference(s):	
1.	Azhar Kazmi and Adela Kazmi, "Strategic Management", 4th Edition, Mc Graw Hill Education, New Delhi, 2015.
2.	Srinivasan R, "Strategic Management: The Indian contest", PHI Learning, 2014.
3.	Michael A.Hitt, "Strategic Management: Concepts and Cases", 10th Edition, South-Western Publishing,2013.

*SDG 8 – Decent Work and Economic Growth

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BoS Chairman
Department of Management Studies
K.S.Rangasamy College of Technology
Tiruchengode - 637 215, NamakkalDist

Course Contents and Lecture Schedule

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

Course Designer(s)

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

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

Objectives

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

Pre-requisites

- Financial Management

Course Outcomes

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

CO1	Understand the basic of Indian securities market and different terminologies used in equity and debt markets.	Understand
CO2	Interpret the market regulators and various participants in the securities market	Apply
CO3	Interpret various fundamental analysis techniques towards stock investment.	Apply
CO4	Examine the basics of technical analysis and various indicators forshort term trading.	Analyze
CO5	Evaluate the portfolio methods, construction, and evaluation	Evaluate

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	3	-	-
CO2	3	-	-	3	-	-
CO3	3	3	-	-	-	-
CO4	3	3	-	2	-	-
CO5	3	3	-	3	-	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	0	20
Apply	30	30	40
Analyze	0	30	20
Evaluate	0	0	20
Create	0	0	0
Total	60	60	100

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BoS Chairman
Department of Management Studies
C.S.Rangasamy College of Technology
Tiruchengode - 637 215, Namakkal Dist

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

Introduction to The Investment and Securities Market
Investment – Investment Objectives - Investment Alternatives - History – Indian Financial
System – Objectives of the Security Analysis–Money Market – Capital Market – Stock Trading System – Merchant Banking – Investment Banking – Macroeconomic Trends. **[9]**

Regulators and Market Participants In The Securities Market
SEBI: Regulations of SEBI With Regard to Primary and Secondary Market –RBI – IRDAI-PFRDA – Stock Exchanges: BSE – NSE – Depositories: NSDL – CDSL – Depository Participants – Trading Members – Clearing and Settlement: NSCCL – ICCL ClearingMembers – Issuers – Investors – Speculators – Hedgers – Arbitrageurs **[9]**

Fundamental Analysis
Economic Analysis: Economic Forecasting Techniques – Industry Analysis: Industry
Classification –Industry Structure and Performance – Company Analysis: Measuring Earnings – Applied Valuation Techniques **[9]**

Technical Analysis
Fundamental Vs Technical Analysis- Charting Methods – Chart Patterns -Tools of Trend Analysis (SMA-ROC–RSI-MACD)–Elliot Wave Theory – Dow Theory – Random Walk Theory– EMH, Applications of AI & Machine Learning Techniques in Security Analysis **[9]**

Portfolio Management and Mutual Fund Operations
Portfolio – Portfolio Objective – Portfolio Theory: Traditional Portfolio Theory – Modern Portfolio Theory – Portfolio Analysis - Portfolio Criteria – Portfolio Diversification – Portfolio Construction – Model Portfolios – Portfolio Evaluation- Portfolio Revision – Cyber Security Threats and Its Implications For Portfolio Management. Mutual Fund – AMC – Mutual Fund Operations in India – Types of Schemes – SIP-ETFS-NAV Calculations **[9]**

	Total Hours:	**45**

Text Book(s):

1.	Prasanna Chandra, "Investment Analysis and Portfolio Management", 6th Edition, Mc Graw Hill, New Delhi, 2021.
2.	Punithavathy Pandian, "Security Analysis and Portfolio Management", 2nd Edition, 2012.

Reference(s):

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

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BoS Chairman
Department of Management Studies
K.S.Rangasamy College of Technology
Tiruchengode - 637 215, Namakkal Dist.

Course Contents and Lecture Schedule

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

Course Designer(s)
1. .Dr.E.Kalaivan- kalaivanie@ksrct.ac.in
2. 2.Mr.P.Sabareesh   -sabareesh@ksrct.ac.in

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

Objectives

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

Pre-requisites

- Financial Management

Course Outcomes

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

CO1	Interpret the Financial technology products and Services	Understand
CO2	Outline the digital finance	Apply
CO3	Analyze the regulatory requirements in technology based Financial services	Apply
CO4	Interpret about alternative finance	Analyze
CO5	Apply data analytics on financial services	Apply

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	3	-	-
CO2	-	3	-	-	-	3
CO3	-	-	-	-	2	-
CO4	3	-	3	-	-	-
CO5	-	-	-	-	3	3

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	20	20	30
Apply	30	30	50
Analyze	10	10	20
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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

Introduction to Fintech Evolution of Financial Technology – Transformation of Fintech and Social Inclusion, Banks and Startups in Fin Tech Markets - Collaboration Between Financial Institutions and Startups–Fintech Types - Different Types of Fintech Users - Opportunities and Challenges for Small and Large Enterprises.	[9]
Digital Financial Services Digital Financial Services – Mobile Money – Regulation of Mobile Money – SFMS - RTGS NEFT – NDS Systems – Crypto Currencies – Legal and Regulatory Implications of Crypto Currencies –Block Chain Technology.	[9]
Alternative Finance Digital Finance and Alternative Finance – Digitization of Financial Services - Fintech & Funds- Crowd Funding– Regards, Charity and Equity - P2P and Market place Lending – NewModels and New Products – ICO.	[9]
Fintech Regulations Regtech and Fintech - Introduction - Fintech Regulations Evolution of Regtech – Regtech Eco system: Financial Institutions – Regtech Ecosystem – Regtech Startup.	[9]
Data Analytics in Financial Services Data Analytics In Finance - Methods of Data Protection: GDPR Compliance and Personal Privacy – How AI is Transforming the Future of Fintech – Digital Identity – Change in Mindset: Regulation 1.0 to 2.0 (KYC To KYD) - AI & Governance.	[9]
Total Hours:	**45**

Text Book(s):	
1.	Susanne Chishti and Janos Barberis, "The FINTECH Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries", 1st Edition, John Wiley, New Jersey, 2016.
2.	Agustin Rubini, "Fintech in a Flash: Financial Technology Made Easy", 3rd Edition, Zaccheus, 2018.
Reference(s):	
1.	David Lee Kuo Chuen and Robert Deng 2017 Hand book of Block chain, Digital fiancé and Inclusion (Volume 1) Academic Press Publisher.
2.	Abdul Rafay, "FinTech as a Disruptive Technology for Financial Institutions", IGI Global, January, 2019.
3.	Shilpa Srivastava and Ved Prakash Gulati 2008, Financial Technology Management: The Financial System and Technology (Vol I) ICFAI University Press.

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Course Contents and Lecture Schedule

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

Course Designer(s)

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

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

Course Outcomes

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

CO1	Outline the basic concepts of International Financial System and Financial markets	Understand
CO2	Interpret the roles of exchange and interest rate exposure	Apply
CO3	Demonstrate Foreign Exchange Market and Hedging in derivatives.	Apply
CO4	Appraise the operations in International money market	Analyze
CO5	Interpret the Cost of capital, Capital structure and Capital budgeting of MNC	Apply

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	3	-	-
CO2	-	3	-	2	-	-
CO3	-	3	-	3	-	3
CO4	3	2	-	3	-	2
CO5	3	3	-	-	-	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	0	20
Apply	30	30	60
Analyze	0	30	20
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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Syllabus

K.S.Rangasamy College of Technology – Autonomous R2022
Master of Business Administration
60 MB 3F3 - International Financial Management

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

International Dimensions of Financial Management International Financial System – International Financial Markets – International Monetary System *– International Risk Exposure – Balance of Payment.	[9]
Management of Exchange and Interest Rate Exposure Determinations of Foreign Exchange Rate*– International Parity Condition: IRP, PPP –International Fisher Effect- Time Factor in International Risk.	[9]
Management of Risks in International Transactions Foreign Exchange Market – Hedging in Derivatives (Future, Options & Swaps)*– Exchange Rate Risk Management- Application of AI and ALGO Trading in Derivatives.	[9]
International Financing Operations in International Money Market, FDI, ADR, GDR, ECB, ECP – Operations in Foreign Currency Market *– New Instruments in Indian Markets Such as FRAs, Caps, Collars.	[9]
Financial Management of MNCS Overcoming Market Segmentation and International Diversifications-Cost of Capital & Capital Structure of MNC- Multinational Capital Budgeting – Multinational Cash Management – International Taxation.	[9]
Total Hours:	**45**

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

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

*SDG 8 – Decent work and Economic Growth

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Course Contents and Lecture Schedule

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

Course Designer(s)

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

Objectives

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

Pre-requisites

- Financial Management

Course Outcomes

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

CO1	Outline the functions of Banks and NBFC	Understand
CO2	Examine about retail financial services knowledge	Apply
CO3	Demonstrate the regulated banking services on various domains	Apply
CO4	Analyze about various corporate services through banks	Analyze
CO5	Analyze technology-based financial services in various domains	Analyze

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	3	-	-
CO2	-	3	-	3	-	-
CO3	-	-	-	3	-	-
CO4	-	3	-	-	3	-
CO5	-	3	-	3	-	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	0	20
Apply	30	30	40
Analyze	0	30	40
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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

Introduction History of Indian Banking System -Role-Regulations of Commercial Banks and Its Types and Recent Trends. NBFC – Types - RBI Guidelines - Trends of Indian Financial Services Industry.	[9]
Bank Products and Risk Management Deposits Mobilized & Debit Cards – Types and Features, Lending- Personal Loan, Mortgage Loan, Consumer Loan, Credit Card Services, Investment Services and Wealth Management- Insurance, Mutual Fund, Demat & Advisory Services.	[9]
Corporate Financial Services Term Loan, Over Draft, Hire-Purchase, Leasing, Factoring, Bill Discounting, Forex Services,Custodian Services.	[9]
Banks and NBFC Management Basel Norms, Asset Quality -NPA, Liquidity, Management Quality, Asset-LiabilityManagement, Risk Management, Evaluation of Performance.	[9]
Recent Trends In Financial Services AI In Financial Services, Role of Block Chain Technology, Collaboration of Fintech Companies and Financial Institutions, E-Banking and Aadhar Enabled Payment System.	[9]
Total Hours:	**45**

Text Book(s):	
1.	Khan. M. Y., "Financial Services", 10th Edition, Mc Graw-Hill Education, New Delhi, 2020.
2.	Padmalatha Suresh and Justin Paul, "Management of Banking and Financial Services, Pearson Publishers Ltd, Delhi, 2017.

Reference(s):	
1.	Meera Sharma, "Management of Financial Institutions – with emphasis on Bank and Risk Management", PHI Learning Pvt. Ltd., New Delhi 2021.
2.	Arjunwadkar, P. Y., "Fintech: The Technology Driving Disruption in the Financial Services Industry". (n.p.): Taylor & Francis Group, New Delhi, 2020.
3.	Peter S. Rose and Sylvia C. and Hudgins, "Bank Management and Financial Services", Tata Mc Graw Hill, New Delhi, 2017.

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Course Contents and Lecture Schedule

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

Course Designer(s)
1.Dr.H.Kalaiarasi- kalaiarasi@ksrct.ac.in
2.Mr.P.Sabareesh- sabareesh@ksrct.ac.in

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61 MB 3F5	Behavioural Finance	Category	L	T	P	Credit
		PE	3	0	0	3

Objectives

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

Pre-requisites

- NIL

Course Outcomes

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

CO1	Outline the basic concept of behavioural finance.	Understand
CO2	Demonstrate about limits to arbitrage.	Apply
CO3	Analyze the investor psychology in financial markets.	Analyze
CO4	Understand about the Psychology of Investor Behaviour	Understand
CO5	Demonstrate about the corporate finance	Apply

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	3	-	-
CO2	3	3	-	-	-	-
CO3	-	3	-	3	-	-
CO4	-	3	-	-	-	-
CO5	3	3	-	3	-	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	30	40
Apply	30	0	40
Analyze	0	30	20
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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

Introduction to Behavioural Finance Overview of Behavioural Finance – History of Behavioural Finance – Behavioural Factors and Financial Markets.	[9]
Limits to Arbitrage Aggregate Market and Individual Rationality – Theory – Limits to Arbitrage – Applications: Closed-End Fund Pricing, Long Term Capital- Investor Rationality and Market Efficiency.	[9]
The Psychology of Financial Markets Equity Premium Puzzle – Volatility Puzzle - Investor Rationality and Market Efficiency.	[9]
The Psychology of Investor Behaviour Disposition Effect – Endowment Effect and the Availability Heuristic – Myopic Loss Aversion and Mental Accounting – Overconfidence and Optimism – Emotions and Decision Making.	[9]
Behavioural 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 Underprizing.	[9]
Total Hours:	**45**

Text Book(s):

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

Reference(s):

1.	Hersh Shefrin, "Behavioural Corporate Finance", 2nd Edition, Mc Graw Hill, New Delhi, 2018.
2.	Sujata Kapoor, Jaya Mamta Prosad, "Behavioural Finance", SAGE Publications, UK, 2019
3.	Tulsian P. C., "Behavioural Finance", 2nd Edition, Mc Graw Hill, Inc, New Delhi, 2020
4.	Prasanna Chandra, "Behavioural Finance", 2nd Edition, Mc Graw Hill, New Delhi, 2020

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Course Contents and Lecture Schedule

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

Course Designer(s)

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

Objectives

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

Pre-requisites

- Financial Management

Course Outcomes

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

CO1	Outline and apply economic activity of M & A taking place in the Indianeconomy.	Apply
CO2	Apply about SEBI Guidelines and legal frameworks at the time ofMergers.	Apply
CO3	Analyze about appropriate type of Merger.	Analyze
CO4	Demonstrate the Problems & Failures in Mergers and Acquisitions.	Apply
CO5	Demonstrate the recent trends and cases of M & A Industry.	Apply

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	3	3	-
CO2	-	-	-	3	-	-
CO3	3	-	-	-	3	-
CO4	3	3	-	3	-	-
CO5	-	3	-	3	-	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	0	0	0
Apply	60	30	80
Analyze	0	30	20
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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Syllabus							

K.S.Rangasamy College of Technology – Autonomous R2022

Master of Business Administration

61 MB 3F6 -Mergers , Acquisitions and Restructuring

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

Introduction to Mergers & Acquisitions Meaning, Need and Objectives of Mergers & Acquisitions, Basic Difference Between Mergers and Acquisition - Classification of Mergers- Types of Acquisitions- Process of M&A - ESG Factors - Recent Examples of M & A in India.	[9]
Takeover and Funding of Acquisitions Concept - Takeover Defense Tactics - Benefits and Disadvantages of Takeover - Methods of Effecting Payment of Consideration, Sources of Funds, Cross Border Acquisitions by Indian Companies.	[9]
Legal Issues in M & A Provision for M & A Under Companies Act, 2013 - SEBI Buyback of Securities Regulations –SEBI (Substantial Acquisition of Shares and Takeover Regulations) - SEBI (Delisting of Securities) Guidelines -Provisions of Income Tax Act - Insider Trading Regulations- Competition Act for M& A.	[9]
Introduction to Restructuring Concept, Need and Objectives of Restructuring – Process of Restructuring - Reasons for Restructuring - Barriers to Restructuring – Impact of Restructuring on the Value of the Firm - Problems Faced During Mergers, Acquisitions & Takeovers. Failures of Mergers and Acquisitions - Cultural Alignment - Leadership Transitions - IT Systems Integration and Workforce Restructuring.	[9]
Cases: Acquisition of Corus by Tata Steel, Merger of ICICI With ICICI Bank, Demerger of Tower Business of RCOM and RTL into RTIL.	[9]
Total Hours:	**45**

Text Book(s):

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

Reference(s):

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

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Course Contents and Lecture Schedule		
S. No.	**Topics**	**No. of hours**
1.0	**Introduction to Mergers & Acquisitions**	
1.1	Meaning	1
1.2	Need and Objectives of Mergers & Acquisitions	1
1.3	Basic Difference Between Mergers and Acquisition	1
1.4	Classification of Mergers	2
1.5	Types of Acquisitions	1
1.6	Process of M&A	1
1.7	Recent Examples of M & A in India.	2
2.0	**Takeover and Funding of Acquisitions**	
2.1	Concept	1
2.2	Takeover Defense tactics	1
2.3	Benefits and disadvantages of Takeover	2
2.4	Methods of Effecting payment of Consideration	2
2.5	Sources of Funds	2
2.6	Cross Border Acquisitions by Indian Companies.	1
3.0	**Legal issues in M & A**	
3.1	Provision for M & A under Companies Act, 2013	2
3.2	SEBI Buyback of Securities Regulations	1
3.3	SEBI (Substantial Acquisition of shares and TakeoverRegulations)	2
3.4	SEBI (Delisting of Securities) Guidelines -Provisions of IncomeTax Act	2
3.5	Competition Act for M& A.	2
4.0	**Introduction to Restructuring**	
4.1	Concept	1
4.2	Need and Objectives of restructuring	1
4.3	Process of restructuring	1
4.4	Reasons for Restructuring	1
4.5	Barriers to Restructuring	1
4.6	Impact of restructuring on the value of the firm	1
4.7	Problems Faced During Mergers, Acquisitions & Takeovers	1
4.8	Failures of Mergers and Acquisitions.	1
4.9	Antilock Braking System (ABS), Electronic Brake Force Distribution (EBD) and Traction Control (TC)	1
5	**Cases:**	
5.1	Acquisition of Corus by Tata Steel, Merger of ICICI with ICICIBank	4
5.2	Demerger of Tower Business of RCOM and RTL into RTIL.	5

Course Designer(s)

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

Objectives

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

Pre-requisites

- Marketing Management

Course Outcomes

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

CO1	Interpret the evolution of brands and branding decision.	Understand
CO2	Analyze the managing of brands in terms of brand loyalty, brand building, brand ambassadors and brand personality.	Analyze
CO3	Analyze the methods of brand leverage.	Analyze
CO4	Analyze the different method of brand valuation.	Analyze
CO5	Analyze the various issues in brand management like Fake brands,Branding of Industrial goods and services etc.	Analyze

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	-	3	-	2	-	-
CO2	-	3	3	3	-	-
CO3	-	3	2	3	-	-
CO4	-	2	3	-	3	3
CO5	3	3	3	3	3	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	30	30
Apply	0	0	0
Analyze	30	30	70
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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Master of Business Administration

61 MB 3M1 – Brand Management

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

Branding–An Introduction Definition of a Brand – Evolution of Brands – Branding Decisions – Brands Vs Products – Significance of Branding – Types of a Brand – Brand Vision – Brand Positioning, Alternatives – Brand Repositioning.	[9]
Managing Brands Brand Loyalty, Loyalty Programs –Brand Building: Brand Building Process–Brand Ambassadors- Brand Personality, Elements of Brand Personality –Brand Identity-Concept and Sources, Designing Brand Identity - Brand Architecture.	[9]
Leveraging Brands Brand, Extensions, Extendibility– Merits and Demerits–Line Extensions–Co-Branding and Licensing Brands.	[9]
Understanding Brand Equity Brand Equity – Definitions and Significance, Brand Equity Models, Building Brand Equity*, Brand Value and Brand Strength, Measuring Brand Equity-Cost Based Method, Price-Based Method, Customer-Based Method.	[9]
Issues In Brand Management Fake Brands–Branding Industrial Goods–Branding of Services–Indianization of Foreign Brands –Taking Indian Brand Global - Issues & Challenges – Brand Audit – Role of AI in Brand Development - Managing Brands During the Pandemic Period - Brand Authenticity and Transparency.	[9]
Total Hours:	**45**

Text Book(s):

1.	Kevin Lane Keller, Ambi M.G., Parmeswaran, Issac Jacob, Vanitha Swaminathan Strategic Brand Management", Pearson, 2020.
2.	Tapan K .Panda, "Product and Brand Management", Oxford University Press, New Delhi, 2016.

Reference(s):

1.	Mathur U.C., "Product and Brand Management Text & Cases", Macmillan, UK, 2017.
2.	Tridib Sengupta, Jayjit Chakraborty, Chiranjib Mitra Advertising and Brand Management, Law point Publications, 2021.
3.	Kirti Dutta, "Brand Management: Principles and Practices", Oxford University Press, New Delhi, 2022

*SDG 8 – Decent Work and Economic Growth

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Course Contents and Lecture Schedule

S. No.	Topics	No. of hours
1.0	**Branding–an Introduction**	
1.1	Definition of a Brand, Evolution of Brands	2
1.2	Branding Decisions, Brands Vs Products	2
1.3	Significance of Branding, Types of a brand, Brand Vision	2
1.4	Brand positioning& alternatives	2
1.5	Brand repositioning,	1
2.0	**Managing Brands**	
2.1	Brand Loyalty, Loyalty programs	1
2.2	Brand Building, Brand Building Process	1
2.3	Brand Ambassadors	2
2.4	Brand Personality, Elements of Brand Personality	2
2.5	Brand Identity-concept and Sources, Designing Brand Identity	2
2.6	Brand architecture	1
3.0	**Leveraging Brands**	
3.1	Brand Extensions	2
3.2	Brand Extension, Extendibility, Merits and Demerits	1
3.3	Line Extensions	2
3.4	Co-Branding	2
3.5	Licensing brands	2
4.0	**Understanding Brand Equity**	
4.1	Brand Equity, Definitions and Significance, Brand EquityModels	1
4.2	building brand equity	1
4.3	Brand Value and Brand Strength,	1
4.4	Measuring brand equity, cost based method	2
4.5	Measuring brand equity, Price Based Method	2
4.6	Measuring brand equity, Consumer based Method	2
5.0	**Issues in Brand Management**	
5.1	Fake Brands, Branding Industrial goods	3
5.2	Role of AI in brand development	1
5.3	Indianization of foreign brands, Taking Indian brand global issues &challenges	2
5.4	Brand Audit, Managing brands during Pandemic period	2
5.5	Brand authenticity and transparency	1

Course Designer(s)

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

Objectives

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

Pre-requisites

- Marketing Management

Course Outcomes

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

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

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	-	3	-
CO2	-	2	3	3	-	2
CO3	2	-	-	-	3	3
CO4	-	3	2	3	2	-
CO5	3	3	-	-	-	3

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	0	20
Apply	0	30	40
Analyze	30	30	40
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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Master of Business Administration
61 MB 3M2 - Advertising and Sales Promotion

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

Introduction and Overview of Advertising Definition - Role and Significance of Advertising - Economic and Social Effects of Advertising - Role of Advertising in Marketing Mix* - Organization of Advertising Department - Advertising Agency Management - Choosing an AD Agency - Building and Maintaining Relationship With AD Agency - Changing Agencies- Application of AI in Advertising.	[9]
Planning The Advertising Strategy Types of Advertisements - Advertising Campaign* - Marketing and Advertising Planning Process - Advertising Objectives - DAGMAR – Budgeting.	[9]
Advertising Creativity Advertising Copy - Copy Writing - Types of Copy – Copy Decision - Creativity in Ads – Copy Testing - Production of Print and TV Advertisements – Develop an AD Plan.	[9]
Advertising Media Print Media - Television - Radio - Internet – Social Media - Outdoor Media - Media Planning & Scheduling* –Advertising Effectiveness – Legal Aspects in Advertising – ASCI– Role – Function.	[9]
Sales Promotion and Management Objectives of Sales Promotion – Scope and Role of Sales Promotion – Sales Promotion Techniques - Types of Sales Promotion – Designing of Sales Promotion Campaign – Promotion Management – Definition – Role – Objectives – Promotion Mix - On- Line Sale Promotion.	[9]
Total Hours:	45

Text Book(s):

1.	Pankhuri Bhagat "Advertising and Sales Promotion" SBPD Publishing House Revised Edition, Agra, 2021.
2.	George E Belch & Michael A Belch & Keyoor Purani, "Advertising & Promotion", Mc Graw Hill, New Delhi, 2017.

Reference(s):

1.	Craig Andrews J, Terence A. Shimp "Advertising, Promotion, and Other Aspects of Integrated Marketing Communications", 10th Edition, Cengage Learning, New Delhi, 2017.
2.	Kenneth E. Clow, Donald Baack, "Integrated Advertising, Promotion, and Marketing Communications", 1st Edition, Pearson India, New Delhi, 2017
3.	Smith PR, Ze Zook, "Marketing Communications: Integrating Online and Offline, Customer Engagement and Digital Technologies", 7th Edition, Kogan Page, London, United Kingdom, 2017

*SDG 12 – Ensure sustainable consumption and production patterns

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Course Contents and Lecture Schedule

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

Course Designer(s)

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

Objectives

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

Pre-requisites

- Marketing Management

Course Outcomes

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

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

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	-	3	-
CO2	2	3	3	-	2	-
CO3	3	-	2	3	3	-
CO4	-	3	-	2	-	-
CO5	-	-	3	3	-	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	0	20
Apply	0	0	0
Analyze	30	30	50
Evaluate	0	30	30
Create	0	0	0
Total	60	60	100

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Syllabus							

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Master of Business Administration

60 MB 3M3 - Marketing Analytics

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

Introduction Marketing Analytics - Introduction –Definition-Adoption of Marketing Analytics-Advantages - Models and Metrics - Impact of Marketing Analytics - Market Segmentation- Targeting and Positioning - Customer Value Analysis: Life Time Customer ValueCalculation - Simulation Technique - Model for Customer Retention and Acquisition Spending.	[9]
Product Analytics Product – Objectives- Identifying New Product Features – Forecasting of New Product Sales - Copernican Principle to Predict Duration of Future Sales - Attribute Preference Testing.	[9]
Price Analytics Pricing – Features -Techniques in Pricing - Price Bundling - Profitable Pricing - Pricing for Business Markets - Price Discrimination.	[9]
Distribution Analytics Distribution – Factors Influencing - Channel Attributes and Roles Review- Selection of Retail Location- Channel Evaluation and Selection in Distribution, Multi-Channel Distribution, Distribution Channel Analytics.	[9]
Promotion Analytics Promotion – Methods - Promotion Budget Estimation - Promotion Budget Allocation – AD Value Equivalence Model - Promotion Metrics for Social Media - Promotion Metrics for Traditional Media.	[9]
Total Hours:	**45**

Text Book(s):

1.	Wayne L. Winston, "Marketing Analytics: Data-Driven Techniques with Microsoft Excel", 1st Edition, Wiley, New Delhi, 2018.
2.	Seema Gupta, Avadhoot Jathar, " Marketing Analytics ", Wiley India Pvt. Ltd, New Delhi, 2021.

Reference(s):

1.	David A. Aaker, Kumar V, Robert P. Leone, George S. Day., "Marketing Research", 1st Edition, Wiley, New Delhi, 2019.
2.	Moutusy Maity, Pavankumar Gurazada, " MARKETING ANALYTICS", 1st Oxford University Press, India, 2021.
3.	Mike Grigsby, "Marketing Analytics", 2nd Edition, Kogan Page, UK, 2018.

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Course Contents and Lecture Schedule

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

Course Designer(s)

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

Objectives

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

Pre-requisites

- Marketing Management

Course Outcomes

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

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

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	3	-	2	-	-
CO2	-	3	-	-	3	-
CO3	3	-	3	3	-	3
CO4	-	2	3	-	2	-
CO5	2	-	-	-	-	2

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	30	20
Apply	30	20	40
Analyze	0	10	40
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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

Introduction Retailing – Significance & Opportunities In Retailing – Retail Lifecycle – Retail Management Decision Process – Types of Retailers* – Global Retail Environment.	[9]
Retail Market Strategy Retail Strategy – Target Market and Retail Format – Building a Sustainable Competitive Advantage – Strategic Retail Planning Process – Retail Marketing Mix – Retail Location*– Site Selection.	[9]
Merchandise Management Merchandising Concept & Evolution –Visual Merchandising - Roles & Responsibilities of Merchandiser – Merchandise Sourcing – Category Management – Inventory Management Setting Retail Price*.	[9]
Store Layout Design and Retail Communication Store Layout – Objectives of Good Store Design – Visual Merchandising – Atmospherics, Methods of Retail Expansion – Brand Building and Customer Loyalty – Method of Communication with Customers* – Planning Retail Communication.	[9]
Recent Trends In Retailing Mall, E-Tailing - Private Labeling – Stock Replenishment - Precision Shopping – Globalization in Retail Trade – CRM in Retail Industry – Promotional Items and Vouchers Omni Channel - E- Commerce Shopping Behaviour* – Tools and Technologies in Gathering Customer Data – Role of AI in Retailing	[9]
Total Hours:	**45**

Text Book(s):

1.	Dr.Suja Ravindran Nair," Retail Management Text & Cases (2nd Revised Edition)" Himalaya Publishing House Pvt. Ltd, Mumbai, March 2022.
2.	Michael Levy, Barton Weitz, Dhruv Grewal "Retailing Management",10th Edition, Mc Graw Hill Education, New Delhi, 2018.

Reference(s):

1.	Swapna Pradhan, "Retailing Management", 5th Edition, Mc Graw Higher Education, New Delhi, 2016.
2.	Barry Berman, Joel R. Evans, Tita Shrivastava, "Retail Management", 13th Edition, Pearson, Bangalore, 2017.
3.	Chetan Bajaj, Rajnish Tuli, Nidhi Varma Srivastava, "Retail Management", 3rd Edition, Oxford, New Delhi, 2016.

*SDG 12 – Ensure sustainable consumption and production patterns

Course Contents and Lecture Schedule		
S. No.	**Topics**	**No. of**

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		hours
1.0	**Introduction**	
1.1	Retailing	1
1.2	Significance & Opportunities of retailing	2
1.3	Retail lifecycle	2
1.4	Retail Management Decision Process	1
1.5	Types of retailers	2
1.6	Global retail environment	1
2.0	**Retail Market Strategy**	
2.1	Retail Strategy	1
2.2	Target Market and Retail format	2
2.3	Building a sustainable competitive advantage	2
2.4	Strategic Retail Planning Process	1
2.5	Retail Marketing Mix	1
2.6	Retail location and Site selection	2
3.0	**Merchandise Management**	
3.1	Merchandising Concept & Evolution	1
3.2	Visual Merchandising	1
3.3	Roles & Responsibilities of Merchandiser	1
3.4	Merchandise Sourcing	1
3.5	Category Management	2
3.6	Inventory Management	1
3.7	Setting Retail Price	2
4.0	**Store Layout Design and Retail Communication**	
4.1	Store layout	1
4.2	Objectives of good store design	1
4.3	Visual Merchandising	2
4.4	Atmospherics, Methods of Retail Expansion	2
4.5	Brand building and customer loyalty	1
4.6	Method of communication with customers	1
4.7	Planning retail communication	1
5.	**Recent Trends in Retailing**	
5.1	Mall, e-tailing and Private labeling	1
5.2	Stock Replenishment	1
5.3	Precision Shopping	1
5.4	Globalization in retail trade and CRM Retail	1
5.5	Promotional items and Vouchers	1
5.6	Omni channel	1
5.7	E-Commerce shopping behaviour	1
5.8	Tools and Technologies in gathering Customer data.	1
5.9	Role of AI in Retailing	1

Course Designer(s)

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BoS Chairman
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K.S.Rangasamy College of Technology
Tiruchengode - 637 215, Namakkal Dist

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

Objectives

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

Pre-requisites

- Marketing Management

Course Outcomes

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

CO1	Interpret the digital marketing and search engine optimization	Understand
CO2	Apply how to do pay per click and digital ads.	Apply
CO3	Apply the process of email marketing and mobile marketing	Apply
CO4	Examine the different social media marketing tools	Analyze
CO5	Categorize the different digital marketing strategies	Analyze

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	-	3	-
CO2	-	3	-	2	-	-
CO3	2	-	-	3	-	-
CO4	-	-	-	-	-	3
CO5	-	-	3	-	-	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	0	20
Apply	30	30	40
Analyze	0	30	40
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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C.S.Rangasamy College of Technology
Tiruchengode - 637 215, NamakkalDist

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

Introduction and SEO
An Introduction to Digital Marketing, Evolution of Digital Marketing–The Digital Consumer & Communities' Search Engine Optimization – Google My Business, Local SEO - Search Engine Result Pages, Search Behaviour, the Process – Goals, On-Page Optimization, Off-Page Optimization, Analyze, Exercises. [9]

Pay Per Click and Digital Display Ads
PPC Definition, Video Ads, App Installs, Shopping Ads - Process – Goals, Setup, Manage and Analyze, Search Network Campaign - Digital Display Advertising Definition, Process – Define, Format, Configure and Analyze, Display Advertising– Industry Overview [9]

Email Marketing and Mobile Marketing
Email Marketing* - Definition, Process – Data, Design, Delivery and Discovery, Mobile Marketing – Definition, Process – Opportunity – Mobile Industry Opportunities and Challenges, Optimize – Mobile Optimized Websites, App Development, Advertise – Mobile Marketing and Automation - Proximity Marketing, SMS Marketing, Analyze –Mobile Analytics. [9]

Social Media Marketing*
Definition, Process – Goals, Channels - Facebook, Linkedin, Twitter, Youtube, Blogs, Pinterest, Instagram, Quora, Threads, Reddit - Implement - Listening, Publishing, Events, Groups, Jobs and Advertising, Analyze – Facebook Insights, Linkedin Analytics, Twitter Analytics, Youtube Analytics, Social Media KPIS, Exercises. [9]

Strategy and Planning
Digital Marketing Plan: Structure - Situation Analysis, Audience – Information Gathering, Google Tools, Building Customer Profile, Activities – Objectives, Tools, Action Plan, Budget, Analysis- LeadGeneration, Digital Marketing and ROI*. [9]

	**Total Hours:**	**45**

Text Book(s):

1.	Dodson Ian, The Art of Digital Marketing, Wiley India, New Delhi, 2017.
2.	Seema Gupta Seema, Digital Marketing, Mc Graw Hill Education, Chennai 2022.

Reference(s):

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

*SDG 8 – Decent work and Economic Growth

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Course Contents and Lecture Schedule

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

Course Designer(s)

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

Objectives

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

Pre-requisites

- Marketing Management

Course Outcomes

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

CO1	Infer the responsibilities of the sales managers	Understand
CO2	Analyze the tasks in sales force management	Analyze
CO3	Analyze the role of sales forecasting and sales budget	Analyze
CO4	Analyze the importance of channel design and management	Analyze
CO5	Analyze the importance of distribution management	Analyze

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	3	2	3
CO2	-	3	-	-	-	-
CO3	-	-	-	2	3	3
CO4	-	3	-	3	-	-
CO5	-	-	-	-	-	3

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	30	50
Apply	30	30	50
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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Syllabus

K.S.Rangasamy College of Technology – Autonomous R2022
Master of Business Administration
61 MB 3M6 – Sales and Distribution Management

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

Introduction to Sales Management Nature and Scope of Sales Management- Objectives and Functions of Sales Management –Responsibilities of Sales Managers–Sales Management Vs Marketing Management– Organization Structures of The Sales Department – Meaning and Importance of Salesmanship – Process of Selling.	[9]
Sales Force Management Quantitative and Qualitative Planning of Sales Force – AI In Selection and Recruitment of Sales Force Motivation and Training of Sales Force – Compensation, Appraisal of Performance and Promotion Direct and Control of Sales Force**.**	[9]
Sales Volume and Territory Management Sales Forecasting–Sales Budgets –Sales Territories, Designing Sales Territories and Allocating Sales Efforts to Sales Territories–Sales Quotas- Objective and Types of Quotas, Quota Setting Procedure**.**	[9]
Channel Design and Management Channel Intermediaries Role and Types – Designing Channel and Planning Process, Channel Management, Channel Information System – Channel Level – Selection and Recruitment Channel Partners –Channel Evaluation – Managing Channel Conflict	[9]
Distribution Management Meaning and Importance of Distribution Management – Functions of Distribution Management – Location Analysis–Transportation–Material Handling, Warehousing–Inventory Control, Packaging–Order Processing, Customer Service.	[9]
Total Hours:	**45**

Text Book(s):

1.	Tapan K. Panda, Sunil Sahadev, "Sales and Distribution Management", Oxford University, New Delhi, 2011.
2.	Krishna K Havaldas, Vasant M Cavale, "Sales and Distribution Management", Mc Graw Hill, New Delhi, 2017.

Reference(s):

1.	Ramendra Singh, "Sales and Distribution Management", Vikas Publishing, *Ahmedabad,* 2016.
2.	A.Nag, "Sales and Distribution Management", Mc Graw Hill Education, New Delhi, 2017.
3.	S.L.Gupta,"Sales and Distribution Management"-an Indian Perspective, 3rd Edition, Trinity Press, Madurai, 2018.

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Tiruchengode - 637 215, Namakkal Dist

Course Contents and Lecture Schedule

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

Course Designer(s)

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

Objectives

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

Pre-requisites

- Human Resources Management

Course Outcomes

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

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

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	3	3	-
CO2	-	3	-	-	-	-
CO3	3	-	-	3	-	-
CO4	-	-	2	-	3	-
CO5	-	-	-	-	-	2

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	20	0	0
Understand	40	20	40
Apply	0	40	40
Analyze	0	0	20
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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Syllabus

K.S.Rangasamy College of Technology – Autonomous R2022
Master of Business Administration
61 MB 3H1- Industrial Relation and Labour Welfare

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

Industrial Relations and Trade Union Movement Concepts – Importance – Factors Influencing Industrial Relations – Essentials of Effective Industrial Relations - Growth of Trade Unions – Codes of Conduct.	[9]
Industrial Conflicts Disputes – Impact, Causes, Strikes – Prevention of Strike, Industrial Peace – Government Machinery –Conciliation – Arbitration – Adjudication, Collective Bargaining –Importance- Process.	[9]
Grievance Procedure and Misconduct Concepts, Causes of Grievances – Grievances Procedure – Misconduct – Causes, Forms, Termination, Punishment – Discipline, Types of Disciplinary Action, Elements of Good Disciplinary System.	[9]
Labour Welfare Concept, Objectives – Scopes, Need, Voluntary Welfare Measures – Statutory Welfare Measures – Labour Welfare Funds - Special Provisions to Employment of Women – Health and Safety of Employees.	[9]
Workers Participation In Management Concepts, Objectives of Workers Participation in Management – Forms of Participation – Evaluation of Workers Participation – Conditions Necessary for Effective Working of the Scheme.	[9]
Total Hours:	45

Text Book(s):

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

Reference(s):

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

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Course Contents and Lecture Schedule

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

Course Designer(s)

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

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K.S.Rangasamy College of Technology
Tiruchengode - 637 215, Namakkal Dist.

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

Objectives

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

Pre-requisites

- Human Resources Management

Course Outcomes

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

CO1	Outline the basics of training and development	Understand
CO2	Interpret the process of training and its assessment.	Apply
CO3	Develop the knowledge of Designing and Implementation of Training program	Apply
CO4	Analyze the models and Evaluation of the Training Program	Analyze
CO5	Demonstrate the theories of training and technologies used in training	Apply

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	-	3	-	-	-	-
CO2	-	3	-	-	3	-
CO3	3	-	-	-	-	-
CO4	-	3	-	-	-	-
CO5	3	2	-	-	3	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	0	20
Apply	30	30	60
Analyze	0	30	20
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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Syllabus

K.S.Rangasamy College of Technology – Autonomous R2022

Master of Business Administration

61 MB 3H2- Training and Development

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

Introduction Definition - Need for Training - Importance of Training - Objectives of Training – Training Functions - Types of Training – Issues in Training.	[9]
Process of Training Steps in Training - Criteria for Identifying Training Needs - Assessment of Training Needs -Methods and Process of Needs Assessment - Identifying the Need for Reskilling & Up Skilling for a Digital Workplace.	[9]
Designing and Implementing A Training Program Trainer Identification - Trainer Competency – Technical, Business, Interpersonal and Intellectual Competencies - Methods and Techniques of Training - Designing a Training Module - Management Development Program - Budgeting of Training - Implementing Processes for Continuous Up Skilling to Meet Digital Transformation.	[9]
Evaluation of Training Program Kirkpatrick Model of Evaluation - CIRO Model - Cost-Benefit Analysis, ROI of Training- Condition Necessary for an Effective Training Programme.	[9]
Learning and Technology In Training Principles of Learning - Theories of Learning - Reinforcement Theory - Social Learning Theory - Resistance to Training - CBT, Multimedia Training, E-Learning/Online Learning - Distance Learning.	[9]
Total Hours:	**45**

Text Book(s):

1.	Raymond Noe, "Employee Training And Development", 7th Edition, Mc Graw Hill Education, New Delhi, 2017.
2.	S.K. Bhatia, "Training And Development", 1st Edition, Deep & Deep Publications, New Delhi, 2015.

Reference(s):

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

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Course Contents and Lecture Schedule

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

Course Designer(s)

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

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

Objectives

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

Pre-requisites

- Human Resources Management

Course Outcomes

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

CO1	Demonstrate about HR Analytics and its Metrics	Understand
CO2	Interpret the means of recruitment and diversity analytics	Apply
CO3	Implement the metrics in Training and Development among the Workforce.	Apply
CO4	Examine the analytics in talent retention and career progression amongemployees.	Analyze
CO5	Understand the HR audits and visualize the HR Data useful for the Organization purpose.	Understand

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	-	3	-
CO2	-	-	3	3	-	-
CO3	3	-	-	-	-	3
CO4	-	3	-	3	-	-
CO5	-	-	-	-	3	2
3 - Strong; 2 - Medium; 1 - Some						

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	0	40
Apply	30	30	40
Analyze	0	30	20
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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

Introduction to HR Metrics Evolution and Timeline of HR Analytics - Types of Analytics - HR Analytics Applications -Summarizing & Reporting HR Data Using Business Intelligence.	[9]
Recruitment and Diversity Analytics Social Media for Recruitment and Employer Branding, Diversity Index, Offer Reject and Renege - Attrition Channel Efficiency, Recruitment Metrics.	[9]
Training and Development & Workforce Training Outcome Analysis, Training Hours and Cost Metrics, ROI Calculation, Employee Profiling, Turnover Index, Natural Language Processing in HR Analytics – Uncovering Employee Insights.	[9]
Talent Retention and Career Progression Retention Index, Voluntary and Involuntary Turnover, Career Path Index, Succession Readiness Index, Gamification for Employee Engagement – Equal Employment Opportunity – Exit Interview & Feedback Mechanism.	[9]
HR Audits and Visualization of HR Data HR Audit Process, Recruitment and Selection Process Audit, Statutory Compliance Audit, Benchmarking, Design Thinking Principles for Dashboards, KPI Dashboard, KPI Scorecard,and HR Balanced Scorecard.	[9]
Total Hours:	**45**

Text Book(s):

1.	Edwards, M., & Edwards, K, "Predictive HR Analytics: Mastering the HR Metric", 2nd Edition, Kogan age, Australia, 2019.
2.	Bhattacharyya, D. K., "HR Analytics: Understanding Theories and Applications", 1st Edition, Sage Publications India Pvt Ltd, New Delhi, 2017.

Reference(s):

1.	Acharya, S. "Data Analytics Using R", Mc Graw Hill Education, New Delhi, 2018.
2.	Lander, J. P., "R for Everyone", 2nd Edition, Pearson India Education Services, Bangalore, 2018.
3.	Shen Ng. M., "Predictive HR Analytics, Text Mining & Organizational Network Analysis with Excel", Independently Published, New Zealand, 2019.

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

Course Designer(s)

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

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

Objectives

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

Pre-requisites

- Human Resources Management

Course Outcomes

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

CO1	Summarize the concept of Labour Legislation.	Understand
CO2	Interpret the provisions under Industrial Laws.	Apply
CO3	Relate the provisions to Wages and Bonus Act.	Analyze
CO4	Interpret the Social Security Act.	Apply
CO5	Evaluate the various miscellaneous Act	Evaluate

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	2	-	3	-	-
CO2	-	3	-	3	-	-
CO3	-	3	-	-	-	-
CO4	-	-	-	3	-	-
CO5	-	-	-	3	-	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	20	20	40
Apply	20	20	40
Analyze	10	10	10
Evaluate	10	10	10
Create	0	0	0
Total	60	60	100

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61 MB 3H4 – Labour Laws

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

Introduction to Labour Legislation Labour Legislation – Historical Evolution – Principles of Labour Legislation – Origin and Growth of Labour Legislation in India.	[9]
Industrial Law Factories Act, 1948 – The Trade Unions Act, 1926 – The Industrial Disputes Act, 1947.	[9]
Wages and Bonus Act Payment of Wages Act, 1936 – Minimum Wages Act, 1948 – Payment of Bonus Act, 1965 - The Equal Remuneration Act, 1976 and the Code on Wages Act, 2019.	[9]
Social Security Act Employee State Insurance Act, 1948 – Employees Provident Funds and Miscellaneous Provisions Act, 1952 – Payment of Gratuity Act, 1972	[9]
Miscellaneous Act Maternity Benefit Act, 1961 – Protection for Women in Labour Statutes - The Child Labour (Prohibition and Regulation) Act, 1986 – Contract Labour Act, 1970 – Apprentices Act 1961.	[9]
Total Hours:	**45**

Text Book(s):

1.	Jain S.P. & Simmi Agarwal, "Industrial and Labour Laws", 15th Edition, Dhanpat Rai & Co, 2018.
2.	Srivastava S C, "Industrial Relations and Labour Laws", 6th Edition, Vikas Publication, *Ahmedabad,* 2012.

Reference(s):

1.	Kapoor N.D., "Handbook of Industrial Law", 14th revised Edition Reprint, Sultan Chand & Sons, New Delhi, 2013.
2.	Misra S.N., "Labour & Industrial Law", 27th Edition, Central Law Publication, Allahabad, 2013.
3.	Padhi P.K., "Labour and Industrial Laws", 3rd Edition, PHI Learning, New Delhi, 2017.

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Course Contents and Lecture Schedule

S. No.	Topics	No. of hours
1.0	**Introduction to Labour Legislation**	
1.1	Labour Legislation	2
1.2	Historical evolution	2
1.3	Principles of Labour Legislation	2
1.4	Origin of Labour Legislation in India	2
1.5	Growth of Labour Legislation in India	1
2.0	**Industrial Law**	
2.1	Factories Act, 1948	4
2.2	The Trade Unions Act, 1926	2
2.3	The Industrial Disputes Act, 1947.	1
2.4	Settlement towards dispute	2
3.0	**Wages and Bonus Act**	
3.1	Payment of wages Act, 1936	2
3.2	Payment of wages Act, 1936 Amendments	1
3.3	Minimum wages Act, 1948	1
3.4	Minimum wages Act, 1948 Amendments	1
3.5	Payment of Bonus Act, 1965	1
3.6	Payment of Bonus Act, 1965 Amendments	1
3.7	The Equal Remuneration Act, 1976and the Code on Wages Act, 2019.	2
4.0	**Social Security Act**	
4.1	Employee State Insurance Act, 1948	2
4.2	Employee State Insurance Act, 1948 Amendments	2
4.3	Employees Provident Funds and	2
4.4	Miscellaneous Provisions Act, 1952	1
4.5	Payment of Gratuity Act, 1972.	2
5	**Miscellaneous Act**	
5.1	Maternity Benefit Act, 1961	1
5.2	Protection for Women in Labour Statutes	2
5.3	The Child Labour Act, 1986	1
5.4	The Child Labour (Prohibition and Regulation)	1
5.5	Contract Labour Act,1970	2
5.6	Apprentices act 1961	2

Course Designer(s)

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

Objectives

- To understand the concepts of strategic HRM.
- To give the chance to apply the concepts in various fields in HRM in a strategic way
- To analyze the content on Strategic Pay and Employee Relations
- To make the students to differentiate the General Strategic HRM from global strategic HRM.
- To learn about the changing factor in HRM.

Pre-requisites

- Human Resource Management.

Course Outcomes

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

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

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	3	-	3	-	-
CO2	-	3	-	-	3	3
CO3	-	-	-	3	-	-
CO4	3	-	-	-	-	-
CO5	2	-	3	-	-	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	0	0	0
Apply	30	30	50
Analyze	30	30	50
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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61 MB 3H5- Strategic Human Resource Management

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

Introduction to Strategic HRM Strategic HRM and Corporate Strategy - Challenges in SHRM - Role of Strategic HR in Merger and Acquisition.	[9]
HRP, Design & Implementation of Strategic HRM Human Resource Planning - Design and Redesign of Work Systems - Organizational Culture- Motivation of Human Resources – Staffing - Performance Management and Feedback.	[9]
Strategic Pay and Employee Relation Impact of organizational Restructuring on Human resources - Compensation / Bench Marking - Labor relations - Employee Separation.	[9]
General Strategic HRM Global Human Resources Management - Corporate Ethics and Values - Strategies for Nurturing Employee Engagement - Contemporary Issues in SHRM – Leadership.	[9]
Changing Environment of HRM Internal and External Factors: Internal Factors – Human Resource of Country, Changing Demands of Employers, Employee's Organization. External Factors – Change in Technology, Legal and Government, Customer Social Factors, Economic and Political Factors.	[9]
Total Hours:	**45**

Text Book(s):

1.	Ekta Sharma, "Strategic Human Resource Management and Development", 1st Edition, Pearson Education, Bangalore, 2019.
2.	Catherine Bailey, David Mankin, Clare Kelliher, Thomas Garavan,"Strategic Human Resource Management", Oxford University Press, New Delhi, 2018.

Reference(s):

1.	Feza Tabassum Azmi, "Strategic Human Resource Management: Text and Cases: Volume 1 Cambridge University Press, England, 2019.
2.	John Storey, Dave Ulrich, Patrick M. Wright ,"Strategic Human Resource Management", Taylor & Francis, New Delhi, 2019.
3.	Ananda Das Gupta, "Strategic Human Resource Management": Taylor & Francis, New Delhi, 2021.
4.	Ashish Malik, "Strategic Human Resource Management and Employment Relations" Springer Nature Singapore, 2018.

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Course Contents and Lecture Schedule

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

Course Designer(s)

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

Objectives

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

Pre-requisites

- Human Resources Management

Course Outcomes

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

CO1	Summarize about the insights to concepts in change management.	Understand
CO2	Relate the process with control for change management.	Analyze
CO3	Interpret the need for communicating change, methods, techniquesand role of top management.	Apply
CO4	Examine the techniques of resistance to change.	Analyze
CO5	Interpret the plan, types and implementing change.	Apply

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	-	-	-
CO2	3	-	-	-	-	-
CO3	-	3	-	-	2	-
CO4	-	-	-	-	3	-
CO5	3	-	3	-	-	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	30	20
Apply	20	20	40
Analyze	10	10	40
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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Master of Business Administration
60MB 3H6 – Change Management

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

Introduction to Change Management Meaning of Organizational Change – Nature – Pressure for Change – Levels of Change – Guidelines for Effective Change.	[9]
Models and Process of Change Management Change Models – ADKAR Model, Lewins Model- Kublers Model – 7S Frame Model - Change Management Process – Phases of the Change Management Process – Change Management Process Control.	[9]
Communicating Change Need for Communicating Change – Factors Involved in Communicating Change – Methods and Techniques for Communicating Change – Role of Top Management in Communicating.	[9]
Resistance to Change Concepts of Resistance to Change – Forms of Resistance – Reaction to Change – Techniques to Overcome Resistance.	[9]
Implementing Change Developing and Implementation Plan – Gaining Support and Involvement of Key People – Types of Change Management Strategies – Evaluating Organizational Change.	[9]
Total Hours:	**45**

Text Book(s):

1. Dag Ingvar Jacobsen," Organizational Change and Change Management", Vigmostad & Bjorke A. S., New Delhi, 2021.

2. Ratan Raina, "Change Management and Organizational Development", SAGE Publications, UK, 2018.

Reference(s):

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

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Course Contents and Lecture Schedule

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

Course Designer(s)

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

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

Objectives

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

Pre-requisites

- Production Management

Course Outcomes

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

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

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	3	3	2	2	-
CO2	3	3	3	-	2	-
CO3	3	3	3	2	-	-
CO4	3	3	3	-	-	-
CO5	3	3	3	2	2	2
3 - Strong; 2 - Medium; 1 - Some						

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	30	20
Apply	20	20	40
Analyze	10	10	40
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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Master of Business Administration

61 MB 3O1- Total Quality Management

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

Introduction to Quality Defining Quality - Quality as a Management Framework - Quality & Competitive Advantage - Three Levels of Quality, Deming Philosophy - Juran Philosophy, Cross by Philosophy - Comparison of Quality Philosophies - A.V.Feigenbaum, Kaoru Ishikawa, Genichi Taguchi	[9]
Principles and Philosophies of Quality Management Evolution of TQM - Definition of TQM Framework - Stages in TQM Implementation -TQM Roadmap.	[9]
Cost of Quality Classification of Failure Cost - Juran's Model of Optimum Quality Costs - Analysis of External& Internal Failure Costs.	[9]
Tools For Quality Management Deming Wheel - Zero Defect Concept – Benchmarking - Seven QC Tools - Fmea, Poka Yoke, Five S – Quality Circle, Quality Function Deployment - Taguchi's Robust Design, Total Productive Maintenance - Force Field Analysis, Tree & Matrix Diagram.	[9]
Recent Trends In Quality Management Quality Management Systems – Smart Factories - Six Sigma – Augmented Reality in Quality Management.	[9]
Total Hours:	**45**

Text Book(s):

1.	Bester field Dale H, Bester field Carol, Bester field Glen H, Total Quality Management,Pearson, 2018.
2.	Panneer Selvam, "Production and Operations Management", Prentice Hall, Unites States, 2012

Reference(s):

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

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Course Contents and Lecture Schedule

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

Course Designer(s)

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

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

Objectives

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

Pre-requisites

- Production Management

Course Outcomes

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

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

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	2	3	-	-
CO2	-	3	-	-	3	2
CO3	2	-	3	3	-	-
CO4	-	2	-	-	2	-
CO5	2	-	2	-	-	3

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	30	50
Apply	30	30	50
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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Department of Management Studies
S.Rangasamy College of Technology
Tiruchengode - 637 215, Namakkal Dist

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

Forecasting Introduction, Factors Affecting Forecasting – Simple Moving Average, Weighted Moving Average, Double Moving Average Method – Linear Regression Analysis – Semi Average Method - Exponential Smoothening Method - Survey Method – Delphi Technique, Forecasting Error- Application of AI in Forecasting Techniques	[11]
Capacity Planning* Determination of Plant Capacity – Equipment Selection, Measurement of Capacity – Estimating Future Capacity Needs –Factors Influencing Effective Capacity–Factors Favoring Over Capacity & Under Capacity	[8]
Aggregate Planning Methods** Nature of Aggregate Planning Decisions–Aggregate Planning Strategies–Linear Programming,Transportation Method–Heuristic Method, Trial and Error Method	[10]
Scheduling Forward Scheduling, Backward Scheduling –Single Machine Sequencing with Independent Jobs– Parallel Machine Models –Flow Shop Scheduling, Job Shop Scheduling–Dispatching	[9]
Process Planning Group Technology – Characteristics, Benefits of Group Technology, Stages in Group Technology Manufacture – Classification and Coding Systems for Process Planning–Expediting and Monitoring	[7]
Total Hours:	**45**

Text Book(s):	
1.	Panneer Selvam, "Production and Operations Management", Prentice Hall, Unites States 2012.
2.	Narasimhan Sim, "Production Planning and Inventory Control", Prentice Hall, Unites States 2002.

Reference(s):	
1.	Chary S.N, "Production & Operations Management", 6th Edition, Mc Graw-Hill, New Delhi, 2019.
2.	WilliamJ. Stevenson," Operations Management",12th Edition, Tata Mc Graw-Hill, New Delhi, 2021.
3.	Kanishka Bedi, "Production and Operations Management", 3rd Edition, Oxford University Press, New Delhi, 2013.

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

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Course Contents and Lecture Schedule

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

Course Designer(s)

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

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

Objectives

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

Pre-requisites

- Production Management, Operations Research

Course Outcomes

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

CO1	Outline the Principles of demand planning.	Understand
CO2	Demonstrate the concept of Supply chain and procurement planning.	Apply
CO3	Intrepret the concept of Demand Fulfillment.	Understand
CO4	Appraise the concept of Supply chain integration.	Analyze
CO5	Demonstrate Simulation and DOE in supply chain.	Apply

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	-	3	-	-	-	-
CO2	-	3	-	-	2	-
CO3	3	-	-	2	-	-
CO4	-	3	-	-	-	-
CO5	3	-	-	-	2	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	30	20
Apply	20	20	40
Analyze	10	10	40
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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Tiruchengode - 637 215, NamakkalDist

Syllabus

K.S.Rangasamy College of Technology – Autonomous R2022
Master of Business Administration
60MB 3O3- Supply Chain Analytics

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

Demand Planning Demand Planning- Review of Forecasting and Planning Concepts- Defining KPIS-Forecasting Model Building-Discrete and Continuous Manufacturing.	[9]
Supply Chain and Procurement Planning* Supply Planning- Procurement and Strategic Sourcing - Inventory Modeling- Aggregate Planning and Resource Allocation Decisions- Procurement Analytics- Production Modeling- Warehouse Operations and Performance, Vendor Managed Inventory	[9]
Demand Fulfillment Demand Fulfilment- DC Location and Network Design-Optimizing Inventory Levels in Distribution Network- Logistics & Network Modeling- Transportation Modeling- Delayed Differentiation, Mass Customization - Warehouses of Future	[9]
Supply Chain Integration**`** Advanced and Business Supply Chain - CPFR, DDSN, Make/Buy - Total Supply Chain Cost- Computation of Transfer Prices -Revenue Management- Yield Management - Product Changes/Economies of Scale	[9]
Simulation & DOE Introduction to Simulation – Type:– Simulation Models – Steps in Simulation Study – Simulation for Analytics – Experimental Designs- Application of AI in Simulation	[9]
Total Hours:	**45**

Text Book(s):

1.	James R. Evans., Business Analytics – Methods, Models and Decisions, Third Edition, Pearson Publications, 2019.
2.	Vijayaraghavan T. A. S., "Supply Chain Analytics", Wiley, New Delhi, 2021.

Reference(s):

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

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Course Contents and Lecture Schedule

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

Course Designer(s)

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

Objectives

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

Pre-requisites

- Production Management

Course Outcomes

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

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

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	-	-	-
CO2	-	-	-	3	-	-
CO3	-	3	-	-	-	-
CO4	-	-	-	-	3	-
CO5	-	-	-	3	-	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	30	20
Apply	20	20	40
Analyze	10	10	40
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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Syllabus

K.S.Rangasamy College of Technology – Autonomous R2022
Master of Business Administration
61 MB 3O4- World Class Manufacturing

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

Emergence of World-Class Manufacturing Evolution of World Class Manufacturing – First Principles of World Class Manufacturing – The Practice of World Class Manufacturing – Current Challenges in World Class Manufacturing.	[9]
Quality In World-Class Manufacturing Toyota Production System – Deming's Approach – Shingo's Approach – Issues on Quality by Crosby, Taguchi, Juran and Other Experts – QFD, FMEA, and TPM	[9]
Framework For Manufacturing Excellence Hall's Framework – Schonberg's Framework of WCM – Gunn's Model of WCM – Maskell's Models of WCM Business Excellence Models	[9]
Performance Measurement The Po-P System – TOPP System – Ambite System – Quality Performance – Delivery Performance – Financial Performance – Balanced Scorecard	[9]
Recent Trends in World Class Manufacturing Lean Production – Flexible Manufacturing Systems – Agile Manufacturing – Resource Requirement Planning – Indian Scenario on World Class Manufacturing, Industrial IOT, Smart Factories Using Robotics, Data Analytics, and Application of AI in Modern Production.	[9]
Total Hours:	**45**

Text Book(s):

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

Reference(s):

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

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Tiruchengode - 637 215, Namakkal Dist

Course Contents and Lecture Schedule

S. No.	Topics	No. of hours
1.0	**Emergence of world Class Manufacturing**	
1.1	Evolution of World Class Manufacturing	2
1.2	First Principles of World Class Manufacturing	1
1.3	The Practice of World Class Manufacturing	3
1.4	Current Challenges in World Class Manufacturing	3
2.0	**Quality in World Class Manufacturing**	
2.1	Toyota Production System	2
2.2	Deming's Approach	1
2.3	Shingo's Approach	1
2.4	Issues on Quality by Crosby, Taguchi, Juran and OtherExperts	2
2.5	QFD, FMEA	1
2.6	TPM	2
3.0	**Framework for Manufacturing Excellence**	
3.1	Hall's Framework	2
3.2	Schonberger's Framework of WCM	2
3.3	Gunn's Model of WCM	2
3.4	Maskell's Models of WCM	1
3.5	Business Excellence Models	2
4.0	**Performance Measurement**	
4.1	The PO-P System	1
4.2	TOPP System	1
4.3	AMBITE System	1
4.4	Quality Performance	1
4.5	Delivery Performance	2
4.6	Financial Performance	2
4.7	Balanced Scorecard	1
5	**Recent Trends in WCM**	
5.1	Lean Production	1
5.2	Flexible Manufacturing Systems	1
5.3	Agile Manufacturing	1
5.4	Synchronous manufacturing	1
5.5	Indian Scenario on World class manufacturing	1
5.6	Industrial IoT	1
5.7	Smart Factories using Robotics	1
5.8	Data Analytics	1
5.9	Application of AI in modern production	1

Course Designer(s)

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

Objectives

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

Pre-requisites

- Production Management

Course Outcomes

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

CO1	Outline the basic concepts of Technology management.	Understand
CO2	Demonstrate the concept of forecasting.	Apply
CO3	Interpret decision making techniques.	Understand
CO4	Describe Technology transfer and modes of global technology transfer.	Understand
CO5	Apply the concept of Intellectual Property Rights.	Apply

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	-	-	-
CO2	-	3	-	3	-	-
CO3	-	-	-	3	-	-
CO4	-	-	-	3	-	-
CO5	3	-	-	-	-	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	30	50
Apply	30	30	50
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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Syllabus

K.S.Rangasamy College of Technology – Autonomous R2022
Master of Business Administration
60 MB 3O5 – Technology Management

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

Introduction Definition-Scope-Components, History of Technology Developments - Issues in Managing NewTechnology, Life Cycle Approach to Technology Management.	[9]
Forecasting Approaches to Forecasting, Technology Performance Parameters. Use of Experts in Technology Forecasting, Planning Technological Process, Morphological Analysis of a Technology System.	[9]
Decision Making Techniques Techno-Economic Feasibility Study, Application of Multi-Criteria Decision-Making Techniques inTechnologies Evaluation and Selection-AHP, Fuzzy AHP.	[9]
Technology Transfer Modes of Global Technology Transfer-Technology–Human Interface-Organization Structures and Technology Implementation Issues in New Technology.	[9]
Intellectual Property Rights Introduction to IPR Act, Issues, the Effectiveness and Management of Patents, Trademarks and Copy Rights.	[9]
Total Hours:	**45**

Text Book(s):

1.	Gerard H. Gaynor, 'Handbook of Technology Management', Mc Graw-Hill, 1996.
2.	Alan L. Porter, A. Thomas Roper, Thomas Wimason, Jery Banks, and Fredrick A. Rossini Forecasting and Management of Technology' 2nd Edition, John Wiley and Sons, Inc New Jersey, 2012.

Reference(s):

1.	Chary S.N., "Production & Operations Management", 6th Edition, Mc Graw-Hill, 2019.
2.	William J. Stevenson, "Operations Management", 12th Edition, Tata Mc Graw-Hill, 2021.
3.	Kanishka Bedi, "Production and Operations Management", 3rd Edition, Oxford University Press,New Delhi, 2013.

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Course Contents and Lecture Schedule

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

Course Designer(s)

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

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

Objectives

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

Pre-requisites

- NIL

Course Outcomes

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

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

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	3	-	-	-
CO2	-	3	2	-	-	-
CO3	-	-	-	3	-	-
CO4	3	-	3	-	3	-
CO5	-	-	-	-	-	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	30	50
Apply	30	30	50
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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K.S.Rangasamy College of Technology – Autonomous R2022
Master of Business Administration
60 MB 3O6- Maintenance Management

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

Introduction to Maintenance Management Objectives and Importance - Functions - Structure of The Maintenance Department – Types of Maintenance - Maintenance Strategies - Organization for Maintenance – Computer-Aided Maintenance – Maintenance Scheduling	[9]
Total Productive Maintenance (TPM) Meaning - Basic Philosophy and Goal - Need for Change - Change Process - TPM and its Environment - Management Information System and TPM	[9]
Maintenance Planning & Overhaul and Repair Meaning and Difference - Optimal Overhaul/ Repair/ Replace - Maintenance Policy for Equipment Subject to Breakdown - Optimal Interval - Breakdown, Group Replacement	[9]
Maintenance Systems Fixed Time Maintenance - Condition Based Maintenance - Operate to Failure - Opportunity Maintenance - Design Out Maintenance - Role of Maintenance Department	[9]
Advanced Techniques Reliability Centered Maintenance (RCM) - Signature Analysis - MMIS - Expert Systems - Application of AI in Maintenance Functions	[9]
Total Hours:	**45**

Text Book(s):

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

Reference(s):

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

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Course Contents and Lecture Schedule

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

Course Designer(s)

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

Objectives

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

Pre-requisites

- NIL

Course Outcomes

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

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

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	3	-	3	2	3
CO2	3	2	-	-	-	3
CO3	-	3	-	-	3	-
CO4	3	3	-	-	-	-
CO5	3	-	-	-	3	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Internal:
Student's performance will be assessed in the classroom as given below:
Creative Thinking Exercises and presentation   : 30 marks
Lateral thinking Exercises and presentation   : 30 marks
External: Practical Exam Tested on given exercises and presentations   : 30 Marks
                    Students Record/ Viva Voce   : 10 Marks

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

Awareness of Idea Creation Solving Structure – Creativity and Creative Groups - Characteristics of Creative Groups - Idea Generation and Development, Brainstorming, Lateral Thinking - Improve the Idea to Commercialization Process.	[6]
Innovation and Ideation* Types of Innovation - Creating and Identifying Opportunities for Innovation - The Technological Innovation Process - Systematic Inventive Methods, the TRIZ Method, Major Inventive Principles, Research and Development Management in Entrepreneurial Ventures.	[6]
Corporate Technological and Boot Camp Planning and Strategies - Development of an Innovation Friendly Culture - Establishment of Strategic Direction - Involvement with Innovation, Boot Camp in Business – Entrepreneurship.	[6]
Pitching and Building Capabilities Analyze Processes Used by Ventures - Innovation in Indian Firms, Building Organizational Culture, Organization as a Laboratory for Learning- Pitching.	[6]
Capturing Value From Innovation Licensing, Patent Rights - Commercialization - Outsource, Vertical Integration, Acquisition.	[6]
Total Hours:	**30**

Text Book(s):	
1.	Ceserani Jonne, Great wood Peter, "Innovation and Creativity", Crest Publishing House New Delhi, 2019.
2.	Plsek E. Paul, "Creativity, Innovation and Quality", Prentice-Hall of India Private Limited, New Delhi, 2018.

Reference(s):	
1.	Tom Kelley, Jonathan Littman - contributor, Tom Peters - foreword, "The Art of Innovation: Lessons in Creativity", Brilliance Audio, 2016
2.	James Harrington H," Creativity, Innovation, and Entrepreneurship: The Only Way to Renew Your Organization", 1st Edition, Productivity Press, 2018.
3.	Lumsdaine, et.al, Creative Problem Solving and Engineering Design, Mc Graw Hill, New Delhi, 2016.

*SDG 9 – Industry Innovation and Infrastructure

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60 MB 3P2	Summer Internship	Category	L	T	P	Credit
		CG	0	0	4	2

Objectives

- To provide the students with practical exposure in the industry
- To assess the overall performance of the company
- To understand the roles and responsibilities of various capacities in an organization
- To enable them to find the real time problems related to different managerial Functions.
- To enhance their career awareness and opportunity

Pre-requisites

- NIL

Course Outcomes

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

CO1	Understanding Organizational Profile and Performance	Understand
CO2	Cultivating Ethical Professionalism	Create
CO3	Analyzing Organizational Challenges and Future Potential	Analyze
CO4	Developing Essential Soft Skills for Internship Success.	Analyze
CO5	Analyze the functioning of the internship organization and recommend changes for improvement in processes.	Analyze

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	-	-	-
CO2	-	-	-	3	-	-
CO3	2	-	-	-	3	-
CO4	-	3	-	-	-	-
CO5	-	3	-	-	-	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Items	Industry/academic mentor Review	Project Report	Viva Voce
Marks	40	20	40

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K.S.Rangasamy College of Technology – Autonomous R2022								
Master of Business Administration								
60 MB 3P2– Summer Internship								
Semester	**Hours/Week**			**Total No of Days**	**Credit**	**Maximum Marks**		
	L	T	P		C	CA	ES	Total
III	0	0	4	30	2	60	40	100

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

- The normal duration for the internship is 30 calendar days (4Weeks).

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

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

- The Total mark for the Summer Internship is 100.

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

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

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

MBA Degree Programme

SCHEME OF EXAMINATIONS
(For the candidates admitted in 2024-2025)

FOURTH SEMESTER

S.No.	Course Code	Name of the Course	Duration of Internal Exam (Hours)	Weightage of Marks			Minimum Marks for Pass in End Semester Exam	
				Continuous Assessment *	End Semester Exam **	Max. Marks	End Semester Exam	Total
THEORY								
1	60 MB 401	International Business Management	2	40	60	100	45	100
2	60 MB 402	Corporate Social Responsibility and Sustainability	2	40	60	100	45	100
3	60 MB 4**	Elective VII	2	40	60	100	45	100
4	60 MB 4**	Elective VIII	2	40	60	100	45	100
PRACTICAL								
4	60 MB 4P1	Project Work and Viva Voce	3	60	40	100	40	100

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

** End Semester Examination will be conducted for maximum marks of 100 and subsequently
be reduced to 60 marks for the theory courses, 50 marks for theory cum practical courses
and 40 marks for practical courses end semester examination.

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

Objectives

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

Pre-requisites

- Business Management

Course Outcomes

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

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

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	3	3	-
CO2	3	-	-	-	-	3
CO3	3	3	-	-	-	3
CO4	-	-	-	3	-	-
CO5	-	-	-	3	-	3

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	0	30
Apply	30	30	40
Analyze	0	30	20
Evaluate	0	0	10
Create	0	0	0
Total	60	60	100

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Syllabus

K.S.Rangasamy College of Technology – Autonomous R2022
Master of Business Administration
60 MB 401- International Business Management

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

Introduction Definition, Drivers of International Business, Domestic Vs. International Business, Trade and Investment Theories: Interventionist Theories, Free Trade Theories, and Theories Explaining Trade Patterns: PLC Theory, the Porter Diamond, and Factor Mobility Theory Current Trend on the Buying Pattern.	[9]
Globalization Globalization: Implications, Challenges - Protectionism: Tariff Barriers, Non-Tariff Barriers-Forms of Integration, Role of WTO and IMF in International Business, Economic, Political, Cultural and Technological Environments.	[9]
International Business Strategies Market Entry Strategies, Multinational Strategy, Production Strategy, Marketing Strategy, Human Resource Strategy.	[9]
Foreign Exchange Foreign Exchange Market – Functions, Theories of Exchange Rate Determination, Exchange Rate Forecasting, Convertibility of Currency, and Risks Associated with Foreign Exchange.	[9]
Exports and Ethics In International Business Exports – Risks, Management of Exports, Regulatory Frameworks, Export Financing, Countertrade, Ethics – Issues, Dilemma and Theory.	[9]
Total Hours:	**45**

Text Book(s):

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

Reference(s):

1.	Francis Cherunilam, "International Business", Prentice Hall of India, New Delhi, 2020.
2.	Aswathappa K, "International Business", Tata Mc Graw Hill, New Delhi, 2020.
3.	Michael Geringer, Jeanne Mc Nett, Donald Ball, "International Business", 1st Edition, Mc Graw Hill Education, New Delhi, 2020.

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Course Contents and Lecture Schedule

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

Course Designer(s)

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

Objectives

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

Pre-requisites

- NIL

Course Outcomes

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

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

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	2	-	3	-	-
CO2	3	3	-	-	-	-
CO3	3	3	3	-	2	3
CO4	2	-	3	3	-	2
CO5	3	-	3	3	-	3

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	0	30
Apply	30	30	50
Analyze	0	30	20
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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Master of Business Administration
60 MB 402 - Corporate Social Responsibility and Sustainability

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

Introduction to CSR Definition – Objective – Evolution – Need for CSR – Drivers of CSR- Benefits – Principles of CSR, Corporate Citizenship*, and Corporate Governance.	[9]
Theoretical Perspective Theories of CSR –– Strategies for CSR – Role of Business Managers – Task of Managers – Performance Measurement – Challenges and Limitations.	[9]
CSR – Strategy Formation Companies Act 2013 Clause 135 – CSR Policy Rules 2014 – CSR Committee – Developing CSR Strategy and Policy – Implementation Process of CSR – Measuring Effectiveness- Reporting.	[9]
Sustainability Corporate Sustainability: Meaning – Scope – Sustainability Terminologies – Sustainability an Imperative - CSR Vs Sustainability – Activities for Sustainable Growth.	[9]
Corporate Sustainability Reporting Global Reporting Initiative – National Voluntary Guidelines on Social, Environmental and Economic Responsibility of Business* – International Standard – Sustainability Indices – Challenges in Main Streaming Sustainability Reporting.	[9]
Total Hours:	**45**

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

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

*SDG 16 – Peace, Justice and Strong Institutions

Course Contents and Lecture Schedule

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

Course Designer(s)

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

Objectives

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

Pre-requisites

- NIL

Course Outcomes

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

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

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	3	-	3	2
CO2	-	3	-	-	-	-
CO3	-	-	-	3	3	-
CO4	3	3	-	-	-	3
CO5	-	-	-	-	-	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	0	30
Apply	30	30	40
Analyze	0	30	20
Evaluate	0	0	10
Create	0	0	0
Total	60	60	100

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Master of Business Administration

60 MB 4F1 - Financial Analytics

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

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

Text Book(s):

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

Reference(s):

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

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Course Contents and Lecture Schedule

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

Course Designer(s)

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

Objectives

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

Pre-requisites

- NIL

Course Outcomes

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

CO1	Outline the basic concepts of Insurance	Understand
CO2	Categorize the various Insurance policies	Analyze
CO3	Interpret the concept of nature and features of Insurance contract	Apply
CO4	Apply the Regulations and Guidelines issued by IRDA	Apply
CO5	Analyze the risk management of insurance customers	Analyze

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	3	-	-
CO2	3	-	-	3	-	-
CO3	3	3	-	3	-	-
CO4	3	-	-	-	-	-
CO5	3	3	-	3	-	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	20	30
Apply	0	40	50
Analyze	30	0	20
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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60 MB 4F2 - Insurance Management

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

Conceptual Framework Meaning of Insurance- History/Origin of Insurance - Evolution of Insurance in Modern India - Nationalization & Liberalization in Insurance Sector - Main Branches of Insurance - Basic Functions of Insurance - Importance of Insurance in Business - Need for Insurance - Types of Risk Involved in Insurance - Important Milestones in The History of Indian Insurance Industry-Types of Insurance Policies	[9]
Insurance Policies Nature of Life Insurance – Life Insurance Policies – Annuities – Group Policies – Master Policy - Contract First Premium–Renewal– Mode of Premium Payment–Limited Period Payment and Single Premium – Lapse & Revival – Paid Up Policy – Deferment Period – Nomination & Assignment of Policy–Bonus-Surrender Value, General Insurance–Concept and Need, Features– Fire Policy – Marine Insurance – Motor Vehicle and Third Party Insurance – Health & Mediclaim.	[9]
Insurance Contract Nature of Insurance Contract – Features of Insurance Contract –Types of Insurance – Concept of Intermediaries – Market Players and their Roles – Agents, Brokers, and Surveyors & Loss Assessors – Health Third Party Administrators – Certification of InsuranceProfessionals, Training Organizations.	[9]
Regulatory Environment Regulation of Insurance Business – Insurance Act -Insurance Regulatory and Development Act – Powers and Functions of IRDA, Relevant Regulations and Guidelines Issued by IRDA, Licensing, Audit & Supervision, Investments, Amalgamation and Transfer, Grievance Redressal, Ombudsman – Rural and Social Sector Obligations, Micro Insurance, Financial Inclusion.	[9]
Insurance Customers Individual and Corporate Insurance Customers – Nature of Insurance Customers, Mind Set as to Insurance – Investment or Risk Management – Compulsion Vs. Voluntarism – Ethical Behaviour – Risk Management Attitude, Avoidance, Prevention, Reduction, Retention or Transfer – Factors Influencing Policyholder Satisfaction – Retention of Customers by Insurers.	[9]
Total Hours:	**45**

Text Book(s):

1.	Gupta P.K. (2016), Insurance and Risk Management, 1st Edition, Himalaya Publishing House Pvt. Ltd. Mumbai.
2.	Mishra M.N., Mishra S.B., (2016), Insurance Principles and Practice, 22nd Edition, S. Chand & Company Pvt Ltd, New Delhi.

Reference(s):

1.	Dass S.C. and Sahoo S.C., (2018), Insurance Management (Text & Cases), 1st Edition, Himalaya Publishing House.
2.	James Stevens (2016), Insurance: Best Practical Guide for Risk Management, Property, Liability, Life and Health With Concepts and Coverage, Kindle Edition 1.
3.	Therese Vaughan, Emmet Vaugha,, Fundamentals of Risk and Insurance, 11th Edition, Wiley International Edition, New Jercey, 2013.
4.	Mittal Alka, Gupta SL (2013), Principles of Insurance and Risk Management, 1st Edition, Sultan Chand & Sons, New Delhi, 2013.

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Course Contents and Lecture Schedule

S. No.	Topics	No. of hours
1.0	**Conceptual Framework**	
1.1	Meaning of insurance	1
1.2	History/origin of insurance	1
1.3	Evolution of insurance in Modern India	1
1.4	Nationalization & Liberalization in Insurance sector	1
1.5	Main branches of Insurance	1
1.6	Basic functions of Insurance	
1.7	Importance of insurance in business	1
1.8	Need for insurance	
1.9	Types of risk involved in Insurance	1
1.10	Important Milestones in the history of Indian Insurance industry	1
1.11	Types of Insurance policies	1
2.0	**Insurance Policies**	
2.1	Nature of Life Insurance	1
2.2	Life Insurance Policies	1
2.3	Annuities , Group Policies & Master Policy	1
2.4	Contract First Premium–Renewal–Mode of Premium Payment–Limited Period Payment and Single Premium	1
2.5	Lapse & Revival – Paid Up Policy -Deferment Period	1
2.6	Nomination & Assignment of Policy	2
2.7	Bonus-Surrender Value	
2.8	General Insurance–Concept and Need	1
2.9	Features– Fire Policy – Marine Insurance – Motor Vehicle and ThirdParty Insurance – Health & Mediclaim.	1
3.0	**Insurance Contract**	
3.1	Nature of Insurance Contract	2
3.2	Features of Insurance Contract	
3.3	Types of Insurance	2
3.4	Concept of Intermediaries	1
3.5	Market Players and their Roles	2
3.6	Agents, Brokers, and Surveyors & Loss Assessors – Health ThirdParty Administrators – Certification of Insurance Professionals, Training Organizations.	2
4.0	**Regulatory Environment**	
4.1	Regulation of Insurance Business	1
4.2	Insurance Act -Insurance regulatory and Development Act	1
4.3	Powers and Functions of IRDA	
4.4	Relevant Regulations and Guidelines issued by IRDA	1
4.5	Licensing, Audit & Supervision	1
4.6	Investments, Amalgamation and Transfer	1
4.7	Grievance Redressal	1
4.8	Ombudsman	1
4.9	Rural and Social Sector Obligations	1
4.10	Micro Insurance, Financial Inclusion.	1
5	**Insurance Customers**	
5.1	Individual and Corporate Insurance Customers	1
5.2	Nature of Insurance Customers	1

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5.3	Mind set as to Insurance – Investment or Risk Management	2
5.4	Compulsion Vs. Voluntarism	1
5.5	Ethical Behaviour	1
5.6	Risk Management Attitude, Avoidance, Prevention, Reduction,Retention or Transfer	1
5.7	Factors influencing Policyholder Satisfaction	1
5.8	Retention of Customers by Insurers.	1

Course Designer(s)

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

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60 MB 4F3	Financial Derivatives	Category	L	T	P	Credit
		PE	3	0	0	3

Objectives

- To develop an understanding of the importance of financial derivatives
- To understand meaning and evolution of derivatives
- To describe the features and types of financial derivatives
- To understand uses and functions of derivative securities
- To learn trading mechanism of derivative market.

Pre-requisites

- NIL

Course Outcomes

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

CO1	Outline about the fundamentals of derivatives, types of derivativesand risk in derivatives and the benefits and limitation of derivatives	Understand
CO2	Examine on Pricing and Trading Mechanism in Forward and Futures market	Analyze
CO3	Categorize the concepts and types of options in derivative market	Analyze
CO4	Interpret about concept of swaps and its application	Apply
CO5	Develop about Hedging strategies and its effectiveness in derivative market	Apply

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	3	-	-
CO2	-	3	-	-	-	-
CO3	3	-	-	2	-	-
CO4	3	-	-	3	-	-
CO5	-	3	-	3	-	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	0	30
Apply	0	30	50
Analyze	30	30	20
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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Syllabus

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Master of Business Administration
60 MB 4F3 - Financial Derivatives

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

Introduction Definition – History of Derivative Markets – Need for Derivatives – Types of Derivatives – Differences Between Cash and Future Markets – Advantages and Disadvantages of Derivatives, Risks in Derivatives.	[9]
Forward and Futures Contracts Financial Derivatives – Features, Types – Forward: Pricing and Trading Mechanism, Futures: Types of Financial Futures Contract – Functions and Growth of Futures Markets Future Market Trading Mechanism – Forward Vs Futures Contract.	[9]
Options Concepts – Types - Call and Put Options, American and European Options, Intrinsic Value and Time Value of Option – Options Pricing Models – Option Pricing – Factors Affecting Option Pricing- Binomial and Black – Scholes Option Pricing Models- Differences Between Future & Options	[9]
Swaps Concepts – Types of Financial Swaps -Interest Rate Swaps, Currency Swaps – Commodity Swaps –Equity Swaps - Role of Financial Intermediary – Mechanics of Swap Transaction – Applications of Swaps- Warehousing – Valuation of Interest Rate Swaps and Currency Swaps Bonds and FRMS – Credit Risk.	[9]
Derivatives in India Hedging Evolution of Derivatives Market in India – Regulations, Framework, Exchange Trading in Derivatives – Commodity Futures – Contract Terminology & Specifications for Stock Options and Index Options in NSE. Concept and Types – Hedging Effectiveness – Objectives – Management of Hedging Techniques – Contemporary Hedging Strategies Used by Corporate World to Avoid Risk.	[9]
Total Hours:	**45**

Text Book(s):

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

Reference(s):

1.	David A. Dubofsky and Thomas W Miller Jr., "Derivatives: Valuation and Risk Management", 1st Edition, Oxford University Press, New Delhi, 2002.
2.	Kumar S.S.S, "Financial Derivatives", PHI Publication, 2007.
3.	Jayanth Rama Varma," Derivatives and Risk Management" Tata Mc Graw Hill, New Delhi, 2010.
4.	Aron A. Gottsman, "Derivatives Essentials: An Introduction to forward, futures, options & swap, John Wiley Publications, New Jercey, 2016.

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Course Contents and Lecture Schedule

S. No.	Topics	No. of hours
1.0	**Introduction**	
1.1	Definition	1
1.2	History of Derivative Markets	1
1.3	Need for Derivatives	1
1.4	Types of Derivatives	1
1.5	Differences between Cash and Future Markets	2
1.6	Advantages and Disadvantages of Derivatives	1
1.7	Risks in Derivatives	2
2.0	**Forward and Futures Contracts**	
2.1	Financial derivatives – Features, Types	1
2.2	Forward: Pricing and Trading Mechanism	2
2.3	Futures: Types of Financial Futures contract	1
2.4	Functions and Growth of Futures Markets	2
2.5	Future market Trading Mechanism	2
2.6	Forward Vs Futures Contract	1
3.0	**Options**	
3.1	Concepts	1
3.2	Types - Call and Put Options, American and European Options,	2
3.3	Intrinsic Value and Time Value of Option	1
3.4	Option Pricing – Factors affecting Option Pricing	2
3.5	Binomial and Black – Scholes Option Pricing Models	2
3.6	Differences between Future & options	1
4.0	**Steering, Brakes and Suspension Systems**	
4.1	Front Axle - Wheel Geometry - Wheel Alignment and Balancing	1
4.2	Steering Geometry - Steering Linkages. Gear Box: Function, Types, Construction and Working Principle	1
4.3	Power Steering: Function, Types, Construction and Working Principle (Electric & Hydraulic)	1
4.4	Suspension: Function, Types, Components and Working	1
4.5	Dependent Suspension System: Components and Working	1
5.0	**Hedging**	
5.1	Concept and Types	2
5.2	Hedging Effectiveness	2
5.3	Objectives – Management of Hedging Techniques	2
5.4	Contemporary hedging strategies used by corporate world to avoid risk	3

Course Designer(s)

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60 MB 4M1	Services Marketing	Category	L	T	P	Credit
		PE	3	0	0	3

Objectives

- To supplement basic marketing and marketing strategy courses by focusing on problems and strategies specific to marketing of services.
- To enable the students to apply marketing strategies to manage service creation, communication, and delivery in the service economy.
- To analyze the marketing strategies (service development, pricing, distribution channel, and promotion) in services and goods industries with high service components.
- To understand the "Gaps Model of Service Quality and how to apply it in the professional career.
- To understand the role of technology in marketing of services

Pre-requisites

- NIL

Course Outcomes

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

CO1	Outline the nature, characteristics and marketing mix of services	Understand
CO2	Demonstrate the service quality and GAPS model.	Apply
CO3	Demonstrate the new service development, extended marketing mix andpricing of services.	Apply
CO4	Appraise the service failure and service recovery.	Analyze
CO5	Demonstrate the effective service marketing mix for different service sectors.	Apply

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	3	-	-
CO2	-	3	-	-	3	-
CO3	3	-	-	-	2	3
CO4	3	-	2	-	3	3
CO5	2	-	2	-	-	3

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	0	30
Apply	30	30	50
Analyze	0	30	20
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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K.S.Rangasamy College of Technology – Autonomous R2022								
Master of Business Administration								
60 MB 4M1 - Services Marketing								
Semester	**Hours/Week**			**Total**	**Credit**	**Maximum Marks**		
	L	T	P	**Hours**	C	CA	ES	Total
IV	3	0	0	45	3	40	60	100

Introduction and Designing of New Services Introduction to Services, Services Economy – Evolution and Growth of Service Sector – Characteristics – Classification, Expanded Marketing Mix for Services.	[9]
Service Quality Gaps Model – Servqual Analysis, Assessing Service Marketing Opportunities – Customer Expectations and Perceptions of Services- Relationship Marketing - Evaluation of Customer Relationships - Benefits of Customer Relationship.	[9]
Service Delivery New Service Development, Service Blueprinting – Service Scope – People in Services, Service Process – Balancing Demand and Capacity – Pricing of Services – Methods and Specific Issues – Designing Communications Mix for Promoting Services – Building Service Customer Relationships – Role of Internal Marketing in Service Delivery.	[9]
Service Recovery Service Failures – Types of Service Encounters – Customer Response to Failures –Customer Feelings, Failure Types – Service Recovery, Ingredients of Service Recovery.	[9]
Marketing Strategies for Services Healthcare Services, Hospitality Services – Tourism Services, Logistics Services – Financial Services, Information Technology Services – Educational Services, Entertainment Services, Public Utility Services – Emerging Services in India - Post Covid Survival Strategies of Service Marketing Companies.	[9]
Total Hours:	**45**

Text Book(s):	
1.	Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler, Ajay Pandit, "Services Marketing– Integrating Customer Focus Across The Firm", 5th Edition, McGraw Hill Education, New Delhi, 2010.
2.	Jochen Wietz, Christopher Lovelock, "Service Marketing: People Technology, Strategy", World Scientific press, 8th Edition, 2016.

Reference(s):	
1.	Rajendra Nargundkar, "Services Marketing – Text and cases", McGraw Education, 3rd Edition, 2010.
2.	Christian Gronroos, "Services Management and Marketing a 'CRM Approach", 3rd Edition, John Wiley and sons, New Jersey, 2011.
3.	R.Srinivasan, Services Marketing: The Indian Context, PHI Learning, 2014.

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Course Contents and Lecture Schedule

S. No.	Topics	No. of hours
1.0	**Introduction and Designing of New Services**	
1.1	Introduction to Services, Services economy	2
1.2	Evolution and growth of service sector	2
1.3	Characteristics	2
1.4	Classification	1
1.5	Expanded marketing mix for services	2
2.0	**Service Quality**	
2.1	Gaps Model.	1
2.2	SERVQUAL analysis	2
2.3	Assessing service marketing opportunities	2
2.4	Customer expectations	2
2.5	perceptions of services	2
3.0	**Service Delivery**	
3.1	New service development, Service blue printing	1
3.2	Service scope , People in services, Service process	2
3.3	Balancing Demand and Capacity , Pricing of services	1
3.4	Methods and specific issues , Designing communications mix for promoting services	2
3.5	Building service customer relationships	1
3.6	Role of internal marketing in service delivery	2
4.0	**Service Recovery**	
4.1	Service failures	1
4.2	Types of Service encounters	1
4.3	Customer response to failures	2
4.4	Customer feelings, Failure types	2
4.5	Service recovery	1
4.6	Ingredients of service recovery.	2
5.0	**Marketing Strategies for Services**	
5.1	Healthcare Services, Hospitality Services	1
5.2	Tourism Services, Logistics Services	2
5.3	Financial Services, Information Technology Services	2
5.4	Educational Services, Entertainment Services, Public Utility Services, Emerging services in India	2
5.5	Post Covid Survival Strategies of service marketing companies.	2

Course Designer(s)

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60 MB 4M2	Rural Marketing	Category	L	T	P	Credit
		PE	3	0	0	3

Objectives

- To get a comprehensive understanding of the distinct nature of Rural markets
- To make them understand the difference between Urban and Rural markets
- To understand about the rural specific marketing mix
- To familiarize with the special problems related to sales in rural markets, and
- To help understand the working of rural marketing institutions.

Pre-requisites

- NIL

Course Outcomes

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

CO1	Identify the sense the dynamic rural marketing environment	Understand
CO2	Analyze the product and competitive strategy in Rural market.	Analyze
CO3	Analyze the rural pricing strategies.	Analyze
CO4	Analyze the various distribution strategies on rural marketing	Analyze
CO5	Analyze the adaptations to the rural marketing strategies to meet theneeds of rural consumers by promoting the rural market.	Analyze

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	3	3	-	-	-
CO2	2	-	3	-	2	2
CO3	-	3	-	3	3	-
CO4	-	2	-	3	-	-
CO5	3	-	2	-	3	3

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	30	50
Apply	0	0	0
Analyze	30	30	50
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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Master of Business Administration

60 MB 4M2 – Rural Marketing

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

Rural Marketing An Overview Rural Marketing - Concept and Scope - Nature of Rural Markets - Attractiveness of Rural Markets - Rural Vs Urban Marketing - Characteristics of Rural Consumers – Buying Decision Process - Rural Marketing Information System - Potential and Size of the Rural Markets.	[9]
Product Strategy Selection of Markets - Product Strategy - Product Mix Decisions – Competitive Product Strategies for Rural Markets	[9]
Pricing Strategy Pricing Strategy – Concept, Significance, Objectives - Pricing Policies – Innovative Pricing Methods for Rural Markets	[9]
Distribution Strategy Distribution - Logistics Management - Problems Encountered - Selection of Appropriate Channels - New Approaches to Reach Out Rural Markets – Electronic Choupal Applications.	[9]
Promotion Strategy Promotion Towards Rural Audience - Exploring Media - Profiling Target Audience - Designing Right Promotion Strategy - Campaigns. Social Media's Participation in Promotion - Awareness Program.	[9]
Total Hours:	**45**

Text Book(s):

1.	Rural Marketing in India: Texts and Cases, Debarun Chakrabaorty and Soumya Kanti Dhara, Atlantic Publishers and Distributors (P), India, 2021.
2.	Rural Marketing, Pradeep Kashyap, 3rd Edition, Person Education, 2016.

Reference(s):

1.	Rural Marketing in India, K.S. Habeeb-Ur-Rahman, Himalaya Publishing House Pvt Ltd, 2019.
2.	Rural Marketing, Sawalia Bihari Verma, Madhusudan Narayan, Potokuchi Thryambakam, Scientific Publishers, India, 2014.
3.	Srinivasan R., Services Marketing: The Indian Context, PHI Learning, 2014.

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Course Contents and Lecture Schedule

S. No.	Topics	No. of hours
1.0	**Rural Marketing an Overview**	
1.1	Rural Marketing , Concept and Scope	2
1.2	Nature of rural markets , attractiveness of rural markets , Rural Vs Urban Marketing	2
1.3	Characteristics of Rural consumers	2
1.4	Buying decision process - Rural Marketing Information System	2
1.5	Potential and size of the Rural Markets.	1
2.0	**Product Strategy**	
2.1	Selection of Markets	2
2.2	Product Strategy	2
2.3	Product mix Decisions	2
2.4	Competitive product strategies for rural markets	3
3.0	**Pricing strategy**	
3.1	Pricing strategy	2
3.2	Concept and Significance	2
3.3	Objectives of Pricing strategy	1
3.4	Pricing policies	2
3.5	Innovative pricing methods for rural markets	2
4.0	**Distribution strategy**	
4.1	Meaning of Distribution	1
4.2	Problems encountered	2
4.3	Selection of appropriate channels	2
4.4	New approaches to reach out rural markets	2
4.5	Electronic choupal applications	2
5.0	**Promotion Strategy**	
5.1	Promotion towards rural audience	2
5.2	Exploring media, profiling target audience	2
5.3	Designing right promotion strategy campaigns	2
5.4	Social Medias participation in Promotion	1
5.5	Awareness program	1
5.6	Recent trends of marketing strategies in promotion	1

Course Designer(s)

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60 MB 4M3	Consumer Behaviour	Category	L	T	P	Credit
		PE	3	0	0	3

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60 MB 4M3- Consumer Behaviour

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

Consumer Behaviour – an Introduction Concepts – Application of Consumer Behaviour Knowledge in Marketing Decision – Approaches to Studying Consumer Behaviour – Significance of Consumer Behaviour	[9]
Internal Influences Needs and Motives – Personality – Perception – Learning – Attitude – Lifestyle.	[9]
External Influences Family – Reference Group – Social Class - Opinion Leadership and Diffusion of Innovation Cultural Aspects.	[9]
Consumer Decision Process & Post-Purchase Consumer Decision-Making Process – Online Purchase Vs Offline Purchase – Impact of Consumer Reviews in Online Purchase - Models of the Consumer Decision Process – Nicosia Model – Howard Sheth Model – Engel-Kollat Model – Post-Purchase Behaviour of Consumers	[9]
Issues & Developments in Consumer Behaviour Consumer Behaviour Audit – Impact of Advertisement on Consumer Behaviour** - Consumer Behaviour Studies in India – Consumerism* – Consumer Protection Measures in India- The Global Consumer Behaviour and Online Buying Behaviour - Issues of Privacy and Ethics.	[9]
Total Hours:	**45**

Text Book(s):	
1.	S. Rameshkumar, Leon G Schiffman, Joseph Wisenblit, "Consumer Behaviour", Pearson Education, New Delhi, 2014.
2.	Rameshkumar S, "Consumer Behaviour", Pearson Education, Bangalore, 2017.

Reference(s):	
1.	Rajneesh Krishna, "Consumer Behaviour", Oxford University press, New Delhi, 2014.
2.	Michael R Solomon, "Consumer Behaviour", Pearson Education, Bangalore, 2015.
3.	Sangeeta Sahney, "Consumer Behaviour", Oxford University press, New Delhi, 2017.
4.	Sarmistha Sarma, "Consumer Behaviour", Wiley, New Delhi, 2019.

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

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Course Contents and Lecture Schedule

S. No.	Topics	No. of hours
1.0	**Introduction**	
1.1	Concepts	2
1.2	Application of Consumer Behaviour Knowledge in Marketing Decision	3
1.3	Approaches to Studying Consumer Behaviour	2
1.4	Significance of Consumer Behaviour	2
2.0	**Internal Influences**	
2.1	Needs and Motives	1
2.2	Personality	1
2.3	Perception	2
2.4	Learning	2
2.5	Attitude	2
2.6	Lifestyle.	1
3.0	**External Influences**	
3.1	Family	2
3.2	Reference group	1
3.3	Social class	1
3.4	Opinion leadership	2
3.5	Diffusion of innovation	1
3.6	Cultural aspects.	2
4.0	Consumer Decision Process & Post-purchase	
4.1	Consumer decision-making process	1
4.2	Online Vs Offline purchase, impact of consumer reviews in online purchase	1
4.3	Models of the consumer decision process	1
4.4	Nicosia model	2
4.5	Howard Sheth model	2
4.6	Engel-Kollat model	2
5	**Issues & Developments in Consumer Behaviour**	
5.1	Consumer Behaviour Audit	1
5.2	Consumer behaviour studies in India	2
5.3	Consumerism – Consumer protection measures in India-	2
5.4	Global Consumer Behaviour and Online buying behaviour	2
5.5	Issues of privacy and ethics	2

Course Designer(s)

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60 MB 4H1	Competency Management	Category	L	T	P	Credit
		PE	3	0	0	3

Objectives

- To understand the basics about competency mapping
- To develop and understanding the Competency Categories
- To understand the Competency Identification
- To give the knowledge on Competency Assessment
- To provide theoretical and application-oriented inputs of Competency Mapping.

Pre-requisites

- NIL

Course Outcomes

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

CO1	Outline the basic concepts of competency mapping.	Understand
CO2	Develop the various Competency Categories	Apply
CO3	Analyze the concept Competency Identification	Analyze
CO4	Interpret the process and tools of competency assessment.	Apply
CO5	Demonstrate the fields of application of competency mapping	Apply

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	3	-	3	-
CO2	2	-	3	-	-	-
CO3	3	3	-	3	-	3
CO4	-	-	3	-	3	-
CO5	3	3	3	-	-	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	0	30
Apply	30	30	50
Analyze	0	30	20
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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Department of Management Studies
C.S.Rangasamy College of Technology
Tiruchengode - 637 215, NamakkalDist

Syllabus

K.S.Rangasamy College of Technology – Autonomous R2022

Master of Business Administration

60 MB 4H1 - Competency Management

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

Introduction to Competency Mapping Concept of Competency Mapping – Components of Competency – Competency Vs Performance – Role of Competency Mapping in Career Planning and Development – Competency Mapping Process –Will and Skill Mapping.	[9]
Competency Categories Need for Competencies in Dynamic Business Environment - Threshold Competency – Differentiating Competency – Generic (or) Key Competency – Functional (or) Technical Competencies – Leadership (or) Managerial Competencies – Competencies for Top Management Executives.	[9]
Competency Identification Practices and Tools for Competency Identification – Validating Identified Competencies – Competency Mapping Practices in Indian Industries.	[9]
Competency Assessment Concept of Competency Assessment – Measuring the Competency Deficiency – Competency Gap - Competency Assessment Process – Competency Assessment Tools – Assessing Technical Competencies – Steps in Assessment Centers and Development Centres.	[9]
Application of Competency Mapping Fields of Application of Competency Mapping – Using Competencies in Managing HRM: Supporting Change – Competency Based Training and Development – 360 Degree Feedback and its Application.	[9]
Total Hours:	**45**

Text Book(s):

1.	Sudhir Warier, "Competency Management - A Practitioner's Handbook", 1st Edition, Notion Press, 2021.
2.	Seema Sanghi, "The handbook of competency mapping: understanding, designing and implementing competency models in organizations", 3rd Edition, Sage, 2019.

Reference(s):

1.	Sasmita Misra, Role of Competency Mapping in Talent Management, 1st Edition, Black Eagle Books, 2021.
2.	Sumati Ray, Anindya Basu Roy,"Competency Based Human Resource Management, 1st Edition, Sage Publications Pvt Ltd, 2019.
3.	Sunil Khilari, "Competency Mapping and Career Development", 1st Edition, Nirali Prakashan, 2016.
4.	Shyam Bhatawdekar & Kalpana Bhatawdekar, "Competency Management" (Competency Matrix and Competencies), Create Space Independent Publishing Platform, 2015.

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Course Contents and Lecture Schedule

S. No.	Topics	No. of hours
1.0	**Introduction to Competency Mapping**	
1.1	Concept of Competency Mapping and Components of competency	2
1.2	Competency Vs Performance	2
1.3	Role of competency mapping in career planning and development	1
1.4	Competency Mapping Process	2
1.5	Will and Skill Mapping	2
2.0	**Competency Categories**	
2.1	Need for competencies in dynamic business environment	1
2.2	Threshold Competency and Differentiating Competency	2
2.3	Generic (or) key Competency and Functional (or) Technical Competencies	2
2.4	Leadership (or) Managerial Competencies	2
2.5	Competencies for Top Management executives	2
3.0	**Competency Identification**	
3.1	Practices for Competency Identification	2
3.2	Tools for Competency Identification	2
3.3	Validating Identified Competencies	2
3.4	Competency Mapping Practices in Indian Industries	3
4.0	**Competency Assessment**	
4.1	Concept of Competency Assessment	1
4.2	Measuring the Competency Deficiency	1
4.3	Competency Assessment Process	2
4.4	Competency Assessment Tools	2
4.5	Assessing Technical Competencies	1
4.6	Steps in Assessment Centers and Development Centers.	2
5	**Application of Competency Mapping**	
5.1	Fields of Application of Competency Mapping	3
5.2	Using Competencies in Managing HRM for Supporting Change	2
5.3	Competency based Training and Development	2
5.4	360 Degree Feedback and its Application	2

Course Designer(s)

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60 MB 4H2	Performance Management	Category	L	T	P	Credit
		PE	3	0	0	3

Objectives

- To expose about the basic concepts of performance management.
- To give the knowledge on Performance Management System.
- To make the students to understand the Performance Management Process.
- To provide the critical and application oriented inputs of Performance Monitoring and Counselling
- To implement the process of Performance Management.

Pre-requisites

- NIL

Course Outcomes

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

CO1	Identify the concept of Performance Management, Objectives, Benefits,Challenges and elements.	Understand
CO2	Interpret the concept of performance management system.	Apply
CO3	Analyze the process of Performance planning and performance appraisal.	Analyze
CO4	Interpret the performance monitoring and counseling.	Apply
CO5	Demonstrate the implementation process of Performance Management in organization	Apply

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	-	-	-
CO2	-	-	3	-	3	-
CO3	3	3	3	-	-	-
CO4	-	-	-	-	3	-
CO5	3	-	3	-	-	3

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	10	0
Understand	20	20	30
Apply	30	30	50
Analyze	10	10	20
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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K.S.Rangasamy College of Technology – Autonomous R2022
Master of Business Administration
60 MB 4H2 - Performance Management

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

Introduction to Performance Management Definitions of Performance Management – Objectives – Benefits – Challenges to Performance Management – Elements of Effective Performance Management.	[9]
Performance Management System Concept – Objectives – Elements of PMS – Characteristics of Effective PMS - Determinants of Performance – Performance Dimensions - Performance Standard – Measuring Behaviours	[9]
Performance Management Process Performance Planning: Meaning – Objectives – Methodologies – Process – Characteristics of Effective Performance Plan – Performance Appraisal: Definition – Process – Methods – Performance Improvement Planning (Pip)-Common Rating Errors and Pitfalls of Appraisal – Elements of Good Appraisal System.	[9]
Performance Monitoring and Counseling Performance Counselling: Definition – Principles – Performance Monitoring: Concept – Objectives – Process – Mentoring and Protégé Development – Performance Management Documentation – Performance Management Audit.	[9]
Implementing Performance Management Introduction – Bottlenecks – Strategies for Effective Implementation – Balanced Score Card –Performance Management Linked to Reward Systems-Role of HR Professionals in Performance Management.	[9]
Total Hours:	**45**

Text Book(s):

1.	Kirshnadas Nair C.G, "Managing Performance", Jain University Press, 2018.
2.	Christopher, "Performance Management", Author House, 2017.

Reference(s):

1.	Linda Ashdown, "Performance Management", Kogan Page Publishers, New Delhi, 2014.
2.	Michael Armstrong Angela Baron, "Performance Management", Viva books, Prentice Hall, Unites States, 2016.
3.	Bagchi, "Performance Management", Cengage Learning, 2013.
4.	Bhattacharyya, "Performance Management Systems and Strategies, Pearson Education India, Bangalore, 2011.

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Course Contents and Lecture Schedule

S. No.	Topics	No. of hours
1.0	**Introduction to Performance Management**	
1.1	Definitions of Performance Management	2
1.2	Objectives and Benefits	2
1.3	Challenges to Performance Management	2
1.4	Elements of effective Performance Management.	3
2.0	**Performance Management System**	
2.1	Concept and Objectives of PMS	1
2.2	Elements of PMS	1
2.3	Characteristics of effective PMS	2
2.4	Determinants of Performance	2
2.5	Performance Dimensions nad Performance Standard	2
2.6	Measuring Behaviours	1
3.0	**Performance Management Process**	
3.1	Performance planning: Meaning and Objectives	1
3.2	Methodologies and Process performance planning	2
3.3	Characteristics of effective performance plan	1
3.4	Performance appraisal: Definition, Process and Methods	2
3.5	Performance Improvement Planning (PIP)	1
3.6	Common rating errors and pitfallsof appraisal –	1
3.7	Elements of good appraisal system.	1
4.0	**Performance Monitoring and Counseling**	
4.1	Performance Counseling: Definition and Principles	1
4.2	Performance Monitoring: Concept, Objectives and Process	2
4.3	Mentoring and Protégé development	2
4.4	Performance management documentation	2
4.5	Performance management audit.	2
5.0	**Implementing Performance Management**	
5.1	Introduction – Bottlenecks	1
5.2	Strategies for effective implementation	2
5.3	Balanced Score Card	2
5.4	Performance management linked to reward systems	2
5.5	Role of HR professionals in performance management	2

Course Designer(s)

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Department of Management Studies
K.S.Rangasamy College of Technology
Tiruchengode - 637 215, NamakkalDist

60 MB 4H3	Talent Acquisition and Management	Category	L	T	P	Credit
		PE	3	0	0	3

Objectives

- To explore contemporary knowledge and gain a conceptual understanding of talent acquisition.
- To gain knowledge regarding the attraction, acquisition, and retention of talent in organizations.
- To provide knowledge on the alignment of the talent management process with business strategy, with culture, and with people.
- To provide knowledge on managing talent in organizations as well as managing one's own talents as an individual.
- To know about the negotiation problems that managers may face in decision-making processes

Pre-requisites

- NIL

Course Outcomes

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

CO1	Demonstrate the basic concepts of contemporary knowledge and gain a conceptual understanding of talent acquisition	Understand
CO2	Develop the concepts of attraction, acquisition, and retention of talent in organizations.	Apply
CO3	Apply the basic concepts of talent management process with business strategy, with culture, and with people.	Apply
CO4	Analyze how to managing talent in organizations as well as managing one's own talents as an individual.	Analyze
CO5	Weigh negotiation problems that managers may face in decision-making processes	Evaluate

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	-	-	3	-	3	-
CO2	3	-	-	-	-	2
CO3	-	3	-	-	-	-
CO4	-	-	-	3	-	-
CO5	3	-	-	-	2	3

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	0	30
Apply	30	30	30
Analyze	0	30	20
Evaluate	0	0	20
Create	0	0	0
Total	60	60	100

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K.S.Rangasamy College of Technology – Autonomous R2022

Master of Business Administration

60 MB 4H3- Talent Acquisition and Management

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

Introduction to Talent Management Introduction - Meaning & Objectives - Role of Talent Management in Building Sustainable Competitive Advantage to a Firm - Key Processes of Talent Management - Human Resource Planning, Recruitment, Selection, Performance Monitoring, Retention - Talent Vs. Knowledge of People - Source of Talent - Consequences of Failure in Managing Talent.	[9]
Talent Acquisition Job Analysis - Method of Collecting Information - Developing Questionnaires, Interviews, Developing Job Description & Job Specification - Recruitment Process - Strategic Trends in Talent Acquisition - Preparing Recruitment Plan - E-Recruitment (Using Various Job Portals) - Selecting Recruitment Source - Preparing Recruitment Budget - Employer Branding - Formulating a Recruitment Strategy (Specifically for Managerial/Executive Jobs) - Selection Process, Minimizing Selection Errors - Reliability & Validity Tests - Choosing the Types of Interviews.	[9]
Elements of Talent Management The Element of Talent Management-The Resourcing Strategy- Attraction and Retention Policies and Programs – Talent Audit – Role Development – Talent Relationship Management – Performance Management – Total Reward - Learning and Development - Career Management - Work Life Balance.	[9]
Talent Management Strategy Building the Talent Pipeline; Employee Engagement; Employee Engagement Strategies; TalentManagement to Drive Culture of Excellence, Leadership Development.	[9]
Employee Retention Comprehensive Approach to Retaining Employees - Managing Voluntary Turnover - Dealing with Job Withdrawal - Strategic Compensation Plan for Talent Engagement - Defining the Elements of Total Rewards - Integrated Rewards Philosophy - Designing Integrated Rewards - Sustainable Talent Management and Reward Model - Dropout Analysis.	[9]
Total Hours:	**45**

Text Book(s):

1.	Dessler Gary," A Framework for Human Resource Management", Pearson, 7th Edition
2.	Dessler Gary, Varkkey Biju," Fundamentals of Human Resource Management", 14th Edition Pearson.

Reference(s):

1.	Lance A Berger, Dorothy R Berger" Talent Management Hand Book", Mc Graw-Hill Education, 13th Edition
2.	Hasan, M., Singh A. K., Dhamija, "Talent management in India: Challenges and opportunities, Latest, Atlantic Publication, New Delhi, 2023.
3.	Armstrong, Michael," A Handbook of Human Resource Management Practice", Latest, Kogan PagePublication, New Delhi, 2023.
4.	Pattanayak Biswajeet ," Human Resource Management", Latest, PHI Learning Pvt. Ltd New Delhi, 2020..

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Course Contents and Lecture Schedule

S. No.	Topics	No. of hours
1.0	**Introduction to Talent Management**	
1.1	Introduction - Meaning & Objectives	2
1.2	Role of Talent Management in building sustainable competitiveadvantage to a firm	2
1.3	Human Resource Planning, Recruitment, Selection, performancemonitoring, Retention	2
1.4	Talent vs. knowledge of people, Source of Talent	2
1.5	Consequences of Failure in Managing Talent	1
2.0	**Talent Acquisition**	
2.1	Job analysis-Method of collecting information - Developing questionnaires, interviews, developing job description & jobspecification	2
2.2	Developing HR planning process (using MS Excel and quantitativetools Recruitment Process	2
2.3	Strategic Trends in Talent Acquisition - Preparing recruitment plan -E-recruitment (using various job portals)	1
2.4	searching and downloading applicant profile by using job portals -selecting recruitment source	1
2.5	Preparing recruitment budget - employer branding - formulating a recruitment strategy (specifically for Managerial/Executive jobs) - Selection process, minimizing selection errors - Reliability & Validitytests - Choosing the types of interviews	3
3.0	**Elements of Talent Management**	
3.1	The element of Talent Management -The resourcing strategy	1
3.2	Attraction and retention policies and programs	2
3.3	Talent Audit, Role Development and Talent relationship management	2
3.4	Leadership development	2
3.5	Learning and development - Career management	2
4.0	**Talent Management Strategy**	
4.1	Building the talent pipeline	2
4.2	Employee engagement	2
4.3	Employee engagement strategies	2
4.4	Talent management to drive culture of excellence	2
4.5	Leadership development	1
5.0	**Employee Retention**	
5.1	Comprehensive approach to Retaining employees	2
5.2	Managing Voluntary Turnover - Dealing with Job Withdrawal	2
5.3	Strategic Compensation plan for Talent Engagement	2
5.4	Defining the Elements of Total Rewards - Integrated RewardsPhilosophy - Designing Integrated Rewards.	2
5.5	Sustainable Talent Management and Reward Model	1

Course Designer(s)

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Department of Management Studies
K.S.Rangasamy College of Technology
Tiruchengode - 637 215, Namakkal Dist

60 MB 4O1	Logistics Management	Category	L	T	P	Credit
		PE	3	0	0	3

Objectives

- To enable the learning on the concepts of logistics management
- To facilitate the knowledge on materials management
- To understand distribution management
- To emphasize the importance of logistics sector
- To understand the role of logistics with respect to different sectors.

Pre-requisites

- NIL

Course Outcomes

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

CO1	Outline the basic concepts of Logistics Management.	Understand
CO2	Apply distribution strategies to add value to customers driven competitive advantages	Understand
CO3	Interpret the Importance of Logistics Management to gain competitive advantages in the industry.	Apply
CO4	Apply logistics strategy and planning to optimize supply chain operations	Remember
CO5	Apply logistics in different Industries to meet specific industry needs and requirements	Apply

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	2	-	-	-	-	-
CO2	-	3	-	3	-	-
CO3	2	-	-	-	-	2
CO4	-	3	3	-	2	-
CO5	2	-	3	3	-	2

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	20	30	20
Understand	40	0	40
Apply	0	30	40
Analyze	0	0	0
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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Syllabus							
K.S.Rangasamy College of Technology – Autonomous R2022							
Master of Business Administration							
60 MB 4O1- Logistics Management							
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**		
	L	T	P		C	CA	ES	Total
IV	3	0	0	45	3	40	60	100

Logistics Management Definition, Concepts of Logistics - Logistics Activities, Functions of the Logistics System – Transportation, Warehousing, Order Processing, Information Handling and Procurement.	[9]
Distribution Management Outbound Logistics, Facility Location, Classical Location Problems, Strategic Planning Models for Location Analysis, an Overview of Traditional Vehicle Routing Problems, Integrated Models of Location and Routing, Role of Transportation in a Supply Chain - Direct Shipment, Warehousing, Cross-Docking; Push Vs. Pull Systems.	[9]
Importance of Logistics Logistics Customer Service, Modelling Logistics Systems, Simulation of Logistic Systems, Cost Effective Distribution Strategies, Value of Information in Logistics, E-Logistics, Risk Pooling Effect, International and Global Issues in Logistics, Integrated Functional Activities in Logistics, Role of Government in International Logistics.	[9]
Logistics Strategy and Planning: Logistics Planning Triangle, Network Appraisal; Guidelines for Strategy Formulation – Total Cost Concept, Setting Customer Service Level, Setting Number of Warehouses in Logistics System, Setting Safety Stock Levels, Differential Distribution, Postponement, Consolidation, Selecting Proper Channel Strategy.	[9]
Logistics In Industries Third Party, and Fourth Party Logistics, Airline Schedule Planning, Railway Networks, Postal Services, the Maritime Industries, Health Care Industry and Other Service Industries	[9]
Total Hours:	**45**

Text Book(s):	
1.	Paul Murphy Jr, Knemeyer A, "Contemporary Logistics", 12th Edition, Pearson Education, Bangalore, 2017.
2.	Sunil Chopra, Peter Meindel, "Supply Chain Management: Strategy, Planning, and Operation", 6th Edition, Prentice Hall of India, New Jersey, 2013.

Reference(s):	
1.	Richard Lloyd Successful Integrated Planning for the Supply Chain: Key Organizational and Human Dynamics", 1st Edition, Kogan Page, New Delhi, March 2018.
2.	John J. Coyle, Edward J. Bardi and John Langley C. Jr, The Management of Business Logistics - A supply chain Perspective, 10th Edition, Thomson Business Information, Bangalore, 2016.
3.	David J. Bloomberg, Stephen Le May B., Joe B. Hanna, 'Logistics', Pearson Education, Bangalore, 2001.

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Course Contents and Lecture Schedule

S. No.	Topics	No. of hours
1.0	**Logistics Management**	
1.1	Definition, concepts of logistics	2
1.2	Logistics Activities, Functions of the logistics system	3
1.3	Transportation, warehousing, order processing	2
1.4	Information handling and procurement	2
2.0	**Materials Management**	
2.1	Materials management functions and control	2
2.2	Inventory management in logistics system	3
2.3	Inventory decision-making	2
2.4	MRP, MRP II systems	2
3.0	**Distribution Management**	
3.1	Outbound logistics, Facility location	1
3.2	Classical location problems, Strategic planning models for locationanalysis	2
3.3	An Overview Of Traditional Vehicle Routing Problems	1
3.4	Integrated Models Of Location And Routing	1
3.5	Role of transportation in a supply chain - direct shipment	1
3.6	Warehousing, cross-docking	1
3.7	Push vs. pull systems	2
4.0	**Importance of Logistics**	
4.1	Logistics Customer Service, & Modelling logistics systems	2
4.2	Simulation of logistic systems, cost effective distributionstrategies	2
4.3	Value of information in logistics & E-logistics	1
4.4	Risk pooling effect, International and global issues in logistics	1
4.5	Integrated functional activities in logistics	1
4.6	Role of government in international logistics	1
4.7	Braking Systems: Disc & Drum Brakes – Function, Construction and Working Principle	1
5.0	**Logistics in Industries**	
5.1	Third party, and fourth party logistics	3
5.2	Airline Schedule Planning, Railway Networks	2
5.3	Postal services, the maritime industries	2
5.4	Health care industry and other service industries	2

Course Designer(s)

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BoS Chairman
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60 MB 4O2	Materials Management	Category	L	T	P	Credit
		PE	3	0	0	3

Objectives

- To enhance the understanding about the principles of material management
- To understand the concept of sourcing and its importance
- To facilitate the learnings about materials planning
- To understand the stores management and its functions
- To Demonstrate the recent trends in materials management

Pre-requisites

- NIL

Course Outcomes

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

CO1	Outline the basic concepts of Materials Management.	Understand
CO2	Appraise Sourcing and Pricing practices	Analyze
CO3	Review the concepts of Material Planning	Apply
CO4	Outline concepts of Stores and Transportation.	Understand
CO5	Demonstrate recent trends in Materials Management	Apply

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	2	-	-
CO2	-	3	-	3	-	-
CO3	-	3	-	3	2	-
CO4	3	3	-	-	-	-
CO5	3	-	-	3	-	-
3 - Strong; 2 - Medium; 1 - Some						

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	30	30
Apply	0	30	50
Analyze	30	0	20
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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K.S.Rangasamy College of Technology – Autonomous R2022							
Master of Business Administration							
60 MB 4O2- Materials Management							
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**		
	L	T	P		C	CA	ES	Total
IV	3	0	0	45	3	40	60	100

Introduction The Role of Materials Management in Business – Purchasing and its Role in Business - Purchasing & Quality Sources of Supply.	[9]
Sourcing International Buying - Importance - Global Sourcing - Global Trading - Green Purchasing -EXIM Policy - Exchange Rate Management - Contracts & Pricing Practices - Negotiation -Purchase Timing - Make or Buy - Capital Equipment Purchase - Sourcing of Projects.	[9]
Material Planning Strategic Material Planning - Materials Budgeting - Inventory Management -Approach to System Design.	[9]
Stores and Transportation Stores Management - Insurance - Sales Tax – Transportation- Marine Insurance.	[9]
Recent Trends in Materials Management Recent Trends in Materials Management - Inventory Management Policies - Standards and Practices – Procedures.	[9]
Total Hours:	**45**

Text Book(s):

1.	Chapman Stephen N, Arnold J. R. Tony, Gatewood Ann K, "Introduction to Materials Management", 8th Edition, Pearson, Bangalore, 2017.
2.	Abid Haleem, Gopalakrishnan.P, "Handbook of Materials Management", 2nd Edition, PHI Learning, New Delhi, 2015.

Reference(s):

1.	Sunil Chopra,Peter Meindl, Dharam Vir Kalra, "Supply Chain Management", 7th Edition, Pearson, 2018.
2.	Chitale A.K, Gupta R.C, and Materials Management - A Supply Chain Perspective: Text and Cases, 3rd Edition, Prentice Hall India, Unites States 2014.
3.	Gopalakrishnan P. and Sundaresan M., 'Materials Management: An Integrated approach', Prentice Hall India, Unites States, 2004.

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Course Contents and Lecture Schedule

S. No.	Topics	No. of hours
1.0	**Introduction**	
1.1	The role of Materials Management in Business	3
1.2	Purchasing and its Role in Business	3
1.3	Purchasing & Quality Sources of Supply	3
2.0	**Sourcing**	
2.1	International Buying & Importance	2
2.2	Global sourcing & Global Trading	1
2.3	Green purchasing	1
2.4	EXIM Policy & Exchange Rate Management	1
2.5	Contracts & Pricing Practices	1
2.6	Negotiation - Purchase Timing	1
2.7	Make or Buy - Capital Equipment Purchase	1
2.8	Sourcing of Projects	1
3.0	**Material Planning**	
3.1	Strategic Material Planning	2
3.2	Materials Budgeting	2
3.3	Inventory Management	2
3.4	Approach to System Design	3
4.0	**Stores and Transportation**	
4.1	Stores Management	2
4.2	Insurance	2
4.3	Sales Tax	2
4.4	Transportation	2
4.5	Marine Insurance	1
5.0	**Recent Trends in Materials Management**	
5.1	Recent Trends in Materials Management	3
5.2	Inventory Management Policies	2
5.3	Standards and practices	2
5.4	Procedures	2

Course Designer(s)

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

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Tiruchengode - 637 215, Namakkaldist

60 MB 4O3	Services Operations Management	Category	L	T	P	Credit
		PE	3	0	0	3

Objectives

- To create an understanding about service operations methods
- To understand the concept of service operations strategies
- To facilitate the learnings about service system
- To understand service delivery and quality improvement
- To demonstrate the service quality and quality control.

Pre-requisites

- NIL

Course Outcomes

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

CO1	Interpret the basic concepts of Service Operations.	Understand
CO2	Outline the Service Operations Strategies	Understand
CO3	Exhibit the concept of Service System	Apply
CO4	Examine the customer satisfaction and delivering of service	Analyze
CO5	Demonstrate the Service quality and QC tools	Apply

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	-	2	-
CO2	-	-	2	-	3	-
CO3	3	-	-	-	-	-
CO4	-	-	-	-	3	-
CO5	3	2	-	-	-	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	60	0	30
Apply	0	30	50
Analyze	0	30	20
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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K.S.Rangasamy College of Technology – Autonomous R2022
Master of Business Administration
60 MB 4O3 - Services Operations Management

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

Introduction to Service Operations Introduction to Service Operations – Service Concept, Changing Paradigms in Competitiveness of Service Sector; Services– Manufacturing Continuum.	[9]
Service Strategy Developing a Service Strategy, Service Positioning and Implications For Service Delivery Design, Service Enhancement Using Internet, Pricing Strategies In Services.	[9]
Service System Capacity Issues in Service Systems, Queuing Theory Applications in Service Operations, Simulation as a Tool for Design of Services, Simulation Applications in Service System Design, Services Supply Chain.	[9]
Service Delivery Customer Satisfaction and Delivery of Service, Quality Improvement Methods, Critical Success Factors, Quality Awards, Measurement and Management of Quality. Consultation and Management of Change, Facility Location and Layout, the Marketing Function– Identifying Customer Expectations.	[9]
Service Quality Defining Service Quality – Measuring Service Quality: Servqual – Quality Service by Design – Service Process Control – Quality Philosophy and Performance Excellence – Total Quality Management (TQM) Tools: Seven Quality Control (QC) Tools.	[9]
Total Hours:	**45**

Text Book(s):

1.	William J. Stevenson, "Operations Management", Mc Graw Hill, New Delhi, 2022.
2.	Robert Johnston and Graham Clark, 'Service Operations Management', 4th Edition, Pearson Education, Bangalore, 2017.

Reference(s):

1.	Johnston Robert, Clark Graham, Shulver Michael, 'Service Operations Management: Improving Service Delivery, 4th Edition, Pearson Education, Bangalore, 2017.
2.	Fitzsimmons B, James A., and Mona J. Fitzsimmons, Service Management: Operations, Strategy, and Information Technology, 6th Edition, Irwin/Mc Graw-Hill, New Delhi, 2008.
3.	Nevan Wright and Peter Race, 'Management of service operations', 2nd Edition, Cengage Learning, USA, 2004.

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Course Contents and Lecture Schedule

S. No.	Topics	No. of hours
1.0	**Introduction to Service Operations**	
1.1	Introduction to service operations	2
1.2	Service concept	2
1.3	Changing paradigms in competitiveness of service sector	2
1.4	Services - Manufacturing Continuum	3
2.0	**Service Strategy**	
2.1	Developing a service strategy	2
2.2	Service positioning and implications for service delivery design	3
2.3	Service enhancement using Internet	2
2.4	Pricing strategies in services	2
3.0	**Service System**	
3.1	Capacity issues in service systems	2
3.2	Queuing theory applications in service operations	2
3.3	Simulation as a tool for design of services	2
3.4	Simulation applications in service system design	2
3.5	Services supply chain	1
4.0	**Service Delivery**	
4.1	Customer satisfaction and delivery of service	1
4.2	Quality improvement methods	1
4.3	Critical success factors & Quality awards	2
4.4	Measurement and management of quality	2
4.5	Consultation and management of change	1
4.6	Facility location and layout	1
4.7	The marketing function– identifying customer expectations	1
5	**Performance Management**	
5.1	Performance measurement and management	3
5.2	Linking operations decisions to business performance	2
5.3	Driving operational improvement	2
5.4	Developing service strategy	2

Course Designer(s)

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

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60 MB 4P1	Project Work and Viva Voce	Category	L	T	P	Credit
		CG	0	0	16	8

Objectives

- To provide the students with practical exposure with the industry
- To improve skills in functional areas
- To enable them to find solutions to real time problems related to different managerial Functions.
- To make them to apply suitable strategies to promote the organization
- To enhance their knowledge in analysis, interpretation and reporting of the results

Pre-requisites

- NIL

Course Outcomes

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

CO1	Conduct In-Depth Research	Apply
CO2	Apply relevant theory and concepts, relate these to appropriate methodologies, evidence, techniques and draw appropriate conclusions	Apply
CO3	Apply critical review of appropriate and relevant information sources	Apply
CO4	Apply qualitative and/or quantitative evaluation processes to original data	Analyze
CO5	Apply contexts clearly and effectively both in writing and orally.	Apply

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	3	3	3
CO2	3	3	-	2	3	-
CO3	-	-	2	3	3	-
CO4	3	-	3	-	-	-
CO5	3	-	3	-	-	3

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Internal Assessment Marks: 60 Marks+ End Semester Marks Examination : 40 Marks

Internal Assessment (60)				End Semester (40)
Items	Review I	Review 2	Review 3	
Marks	20	20	20	40
	Total Internal Marks 60			

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	K.S.Rangasamy College of Technology – Autonomous R2022							
	Master of Business Administration							
	60 MB 4P1– Project Work and Viva Voce							
Semester	**Hours/Week**			**Total No of Days**	**Credit**	**Maximum Marks**		
	L	T	P		C	CA	ES	Total
IV	0	0	4	42	8	60	40	100

- The Project Work of MBA Programme shall be carried out under the supervision of a faculty member.

- The 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 Fourth semester.

- The Viva-Voce of the Project Work shall be conducted as per the schedule in Academic Calendar for the fourth semester.

- A soft copy of the approved Project Work report shall be kept in the library of the college.

- The Internal marks (maximum 60) 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 40 during Viva-Voce examination.

- The Total marks for Project Work is 100 (Internal Marks – 60 and External Marks – 40).

Course Designer(s)
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60 MB L01	Business Ethics	Category	L	T	P	Credit
		PC	3	0	0	3

Objectives

- To create awareness about Business Ethics.
- To give suitable guidelines for the protection of Ethics in Business Environment.
- To provide knowledge on ethics related to functional areas.
- To understand responsibility of businessman in maintaining ethics
- To enable knowledge regarding the environment ethics

Pre-requisites

- NIL

Course Outcomes

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

CO1	Outline the characteristics, the nature of Business Ethics and causes ofunethical behaviour.	Understand
CO2	Apply the ethical behaviour in leadership, decision making and code of Ethics.	Apply
CO3	Apply the ethics in marketing, Finance, HR, Production and InformationTechnology.	Apply
CO4	Analyze strategies of managing ethics in business.	Analyze
CO5	Outline the value of work place safety and working conditions.	Understand

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	3	-	3	-
CO2	2	3	2	3	2	-
CO3	3	-	2	-	2	3
CO4	-	3	3	3	-	-
CO5	3	-	3	-	3	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	20	30
Apply	30	40	50
Analyze	0	0	20
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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Syllabus

K.S.Rangasamy College of Technology – Autonomous R2022
Master of Business Administration
60 MB L01 - Business Ethics

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

Introduction Business Ethics – Definition, Nature, Characteristics & Ethical Theories; Causes of Unethical Behaviour; Code of Conduct; Public Good.	[9]
Ethics in Corporate Behaviour & Decision Making Organizational Ethics – Corporate Behaviour an Ethical Decision Making – Ethical Corporate Behaviour – Corporate Code of Ethics – Advantages of Code of Ethics – Ethical Manager & Leadership – Managing Ethics in Organization – Roles & Responsibility in Ethics Management – Ethical Decision Making – Simon's Models – Types of Decisions – Ethical Decision Making Framework – Problems - Ethical Dilemmas.	[9]
Ethics in The Functional Areas Ethics in Marketing – Ethics in Finance – Ethics in Human Resources – Ethics in Production– Ethics in Information Technology – Work Ethics – Ethics in Workplace- Role of Individual and Moral Standards in Work Place.	[9]
Ethics in Management Conflict Strategy – Employee Privacy – Business and its Share Holders – Contract Relations – Product Safety – Responsibilities of Business – Pricing Ethics – Advertising Ethics –Deception and Unfairness in Advertising	[9]
Environmental Ethics Environmental Ethics – Economic Environment – Business and Ecology – Ethics of Environmental Protection – Value of Nature – Working Conditions – Workplace Safety.	[9]
Total Hours:	**45**

Text Book(s):

1.	Stephen M Byers & Kurt Stanberry, "Business Ethic" 12th Media Services, 2018
2.	Andrew Crane and Drink Matten, "Business Ethics", 4th Edition, Oxford University Press, New Delhi, 2016

Reference(s):

1.	Mark S.Schwartz, "Business Ethics", Pearson Publication, Bangalore, 2014.
2.	Fernando A.C., "Business Ethics and Corporate Governance", Pearson Publication, Bangalore, 2013.
3.	Fernando A.C., "Business Ethics – An Indian Perspective", Pearson Publication, Bangalore, 2019.

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Course Contents and Lecture Schedule

S. No.	Topics	No. of hours
1.0	**Introduction**	
1.1	Business Ethics	2
1.2	Definition, Nature, Characteristics & Ethical theories	2
1.3	Causes of unethical behaviour	2
1.4	Code of conduct	2
1.5	Public good.	1
2.0	**Ethics in Corporate Behaviour & Decision Making**	
2.1	Organizational Ethics, Corporate Behaviour an Ethical Decision	2
2.2	Making, Ethical Corporate Behaviour, Corporate Code ofEthics, Advantages of Code of Ethics	2
2.3	Ethical Manager & Leadership, Managing Ethics inOrganization	1
2.4	Roles & Responsibility in Ethics Management, EthicalDecision	1
2.5	Simon's Models, Types of Decisions, Ethical DecisionMaking	3
3.0	**Ethics in the Functional Areas**	
3.1	Ethics in Marketing	2
3.2	Ethics in Finance	1
3.3	Ethics in Human Resources	1
3.4	Ethics in Production	2
3.5	Ethics in Information Technology	1
3.6	Work place ethics	2
4.0	**Ethics in Management**	
4.1	Conflict Strategy, Employee Privacy	1
4.2	Business and its Share Holders	2
4.3	Contract Relations	1
4.4	Product Safety, Responsibilities of Business	1
4.5	Pricing Ethics, Advertising Ethics	2
4.6	Deception and Unfairness in Advertising	2
5.0	**Environmental Ethics**	
5.1	Environmental Ethics	1
5.2	Economic Environment	2
5.3	Business and Ecology	2
5.4	Ethics of Environmental Protection	1
5.5	Value of Nature	1
5.6	Working Conditions, Workplace Safety	2

Course Designer(s)

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

60 MB L02	Intellectual Property Rights	Category	L	T	P	Credit
		PC	3	0	0	3

Objectives

- To create awareness about Intellectual Property rights.
- To give suitable guidelines for the protection of the intellectual property rights.
- To understand IPR protection in India
- To provide knowledge on Patent information
- To analyze the cases connected with Intellectual Properties

Pre-requisites

- NIL

Course Outcomes

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

CO1	Summarise the distinction between tangible and intangible properties, meaning, types and significance of Intellectual Property Rights.	Understand
CO2	Interpret the importance of copyrights, related issues of copy rights,significance and advantages of patents	Apply
CO3	Interpret the international agreements for the protection of Intellectual Property Rights and the role of WTO (World Trade Organization) and GATT (General Agreement on Trade and Tariff.)	Apply
CO4	Analyze the significance of patent information, classification of invention according to technology and the Indian Intellectual Property Rights legislation.	Analyze
CO5	Apply the cases on patents, copy rights, trademarks ,industrial designs and.software	Apply

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	3	-	-
CO2	-	2	-	3	-	-
CO3	-	-	-	3	-	-
CO4	-	-	-	3	-	-
CO5	3	-	-	3	-	-

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	0	0	0
Understand	30	0	30
Apply	30	30	50
Analyze	0	30	20
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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K.S.Rangasamy College of Technology – Autonomous R2022							
Master of Business Administration							
60 MB L02 - Intellectual Property Rights							
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**		
	L	T	P		C	CA	ES	Total
	3	0	0	45	3	40	60	100

Importance of Intellectual Property Rights Introduction – Tangible and Intangible Properties – Intellectual Property – An Intangible Wealth and a Product of Creative Mind – IPR and its Significance – Types of IPRS.	[9]
Copyrights and Related Issues Works Protected by Copyright – Reproduction Rights – Moral Rights – Translation and Adaptation Rights – Copyrights Issues – Piracy – Civil – Criminal Remedies – Infringement – Patents – Application Procedures.	[9]
International Agreement for the Protection of IPR Berne Convention – Madrid Agreement – Hague Agreement – Patent Cooperation Treaty – Paris Convention – Lisbon Agreement – Establishment of WIPO – UPOV and WTO – Mission and Activities – History – General Agreement on Trade and Tariff (GATT).	[9]
Patented Invention and Administration Significance of Patent Information – Classification of Invention According to Technology – Novelty Search and State of Art Search – Indian Position Vs WTO and Strategies – Indian IPR Legislations.	[9]
Applications Infringement of IPRS, Enforcement Measures, Emerging Issues - Case Studies on – Patents (Basmati Rice – Turmeric – Neem) – Copyrights – Trademarks – Industrial Design – Software - Protection Against Unfair Competition – Patent Agents – Patent Agents Vs. Patent Attorney-Patent -Examiners - IP Department and IPR Managers.	[9]
Total Hours:	**45**

Text Book(s):

1.	Attorney Richard Stim, "Patent Copy Right & Trademark", NOLO, 2020.
2.	Neeraj Pandey & Khushdeep Dharani, "Intellectual Property Rights", PHI Learning, New Delhi, 2014.

Reference(s):

1.	Virendrakumar Ahuja, "Intellectual Property Rights in India", Lexis Nexis Buterworth, Gurgaon, 2019.
2.	Radhakrishnan R and Balasubramanian S, "Intellectual Property Rights – Text and Cases", Excel Books, 1st Edition, India, 2008.
3.	Prabuddha Ganguli, "Intellectual Property Rights", 1st Edition, Tata McGraw Hill, New Delhi, 2018.
4.	Virendrakumar Ahuja, "Intellectual Property Rights in India", Lexis Nexis Buterworth, Gurgaon, 2019.

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Course Contents and Lecture Schedule

S. No.	Topics	No. of hours
1.0	**Importance of Intellectual Property Rights**	
1.1	Introduction – Tangible and intangible properties	2
1.2	Intellectual property – an intangible wealth and a product ofcreative mind	2
1.3	Importance of Intellectual Property Rights	2
1.4	IPR and its significance	2
1.5	Types of IPRs	1
2.0	**Copyrights and Related Issues**	
2.1	Works protected by copyright	2
2.2	Reproduction rights	2
2.3	moral rights – translation and adaptation rights	1
2.4	Copyrights issues – piracy – civil	1
2.5	Criminal remedies – infringement patents – applicationprocedures	3
3.0	**International Agreement for the Protection of IPR**	
3.1	Berne convention – Madrid agreement	2
3.2	Hague agreement – patent cooperation treaty	1
3.3	Paris convention – Lisbon agreement	1
3.4	Establishment of WIPO – UPOV and WTO	3
3.5	Mission and Activities – History	1
3.6	General Agreement on Trade and Tariff (GATT).	1
4.0	**Patented Invention and Administration**	
4.1	Significance of patent information	2
4.2	Classification of invention according to technology	2
4.3	Novelty search and state of art search	2
4.4	Indian Position Vs WTO	1
4.5	Indian IPR legislations	2
5	**Applications**	
5.1	Case Studies on - Patents (Basmati rice – Turmeric – Neem)	1
5.2	Copyrights, Trademarks	2
5.3	Industrial design – software	2
5.4	Protection against unfair competition	1
5.5	Patent agents vs. Patent attorney-PatentExaminers	1
5.6	IP Department and IPR Managers	2

Course Designer(s)

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60 MB LO3	Stock Trading	Category	L	T	P	Credit
		PC	3	0	0	3

Objectives

- To understand about the investment risk and returns
- To learn about the fundamentals of security market
- To learn about the fundamental analysis in security market
- To analyze the market condition using technical analysis tools
- To understand about the basics of derivatives and its application

Pre-requisites

- NIL

Course Outcomes

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

CO1	Outline the concept of investments risk and returns trade off	Understand
CO2	Interpret the fundamentals of securities market	Understand
CO3	Demonstrate the concept of fundamental analysis.	Apply
CO4	Examine the trading using technical analysis tools	Analyze
CO5	Investigate the derivatives market, commodity trading and forex trading basics of derivatives and its products	Analyze

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	-	-	-
CO2	-	3	-	-	-	-
CO3	-	3	-	3	-	-
CO4	-	3	-	3	-	3
CO5	2	3	-	3	-	3

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Continuous Assessment Tests(Marks)		End Sem Examination (Marks)
	1	2	
Remember	20	0	0
Understand	40	0	30
Apply	0	30	50
Analyze	0	30	20
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

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Syllabus							
K.S.Rangasamy College of Technology – Autonomous R2022							
Master of Business Administration							
60 MB L03 - Stock Trading							
Semester	**Hours/Week**			**Total Hours**	**Credit**	**Maximum Marks**		
	L	T	P		C	CA	ES	Total
	3	0	0	45	3	40	60	100

Introduction to Investment Investment – Objectives, Importance, Methods*, Alternatives – Introduction to Risk, Risk-Return Trade Off, Relationship Between Risk and Return, Risk Free Rate and Risk Premium	[9]
Fundamentals of Securities Market Overview of the Securities Market in India – Basics of the Primary Market and Secondary Markets – Products Traded in the Indian Market. Market Participants in the Securities Market* – Regulator, Investors, Issuers and Intermediaries, Depositories and Depository Participants - Clearing and Settlement Process	[9]
Fundamental Analysis* Economic Analysis – Macro-Economic Activities and Securities Market- Industry Analysis – Business Cycles and Industry Sectors, Analysis of Industry Competition - Company Analysis – SWOT Analysis	[9]
Technical Analysis * Technical Analysis – Assumptions, Advantages, Challenges, Trading with Chart Patterns –Indicators Technical Trading Rules – Trading Stocks on Virtual Platform	[9]
Basics of Derivatives Markets* Derivative Strategies - Future and Options Trading in Equity Market – Commodity Trading –Forex Trading.	[9]
Total Hours:	**45**

Text Book(s):

1.	Punithavathy Pandian, "Security Analysis and Portfolio Management", Second Edition Vikas Publication, *Ahmedabad, 2015.*
2.	A.C.Fernando,"Business Ethics – An Indian Perspective", Pearson Publication, Bangalore, 2009.

Reference(s):

1.	Ashwani Gujral, "How to Make Money Trading Derivatives – An Insider's Guide", 3rd Edition, Vision Books Publication, New Delhi, 2012,
2.	Raghu Palat, "Fundamental Analysis for Investors", 4th Edition, Vision Books Publication, 2015.
3.	Ashwani Gujral, "How to Make Money Trading with Charts", 3rd Edition, Vision Books Publication, New Delhi, 2018.

*SDG 8 - Decent work and Economic Growth

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Course Contents and Lecture Schedule

S. No.	Topics	No. of hours
1.0	**Introduction to Investment**	
1.1	Investment – Objectives, Importance, Methods	2
1.2	Alternatives – Introduction to risk, Risk	1
1.3	Return tradeoff-- Relationship Between Risk and return	3
1.4	Risk-free rate and Risk Premium	3
2.0	**Fundamentals of Securities Market**	
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2.2	Basics of the Primary Market and Secondary Markets	1
2.3	Products Traded in the Indian Market. Market Participantsin the Securities Market	1
2.4	Regulator, Investors, Issuers and Intermediaries	2
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2.6	Clearing and Settlement Process	2
3.0	**Fundamental Analysis**	
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3.2	Macro-economic activities and securities market	2
3.3	Industry Analysis – Business Cycles and Industry Sectors	2
3.4	Analysis of Industry Competition	1
3.5	Company Analysis – SWOT analysis	2
4.0	**Technical Analysis**	
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4.3	Challenges, Trading with Chart Patterns	1
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