

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 2025– 2027)

R2025

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

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

Passed in BoS Meeting held on 26.05.25
Approved in Academic Council Meeting held on 19.07.25


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

Department of Master of Business Administration

VISION

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

MISSION

To nurture future professional managers competent to work in urban and rural India in different sectors and to provide leadership in work environment with focus on excellence in value addition rooted in Indian values and ethics.

PROGRAMME EDUCATIONAL OBJECTIVES: MBA

- I. Enable the students to be empowered in key functional areas of management.
- II. Provide entrepreneurial ecosystem and inculcate its values.
- III. Nurture competent managerial qualities that contribute value to society.

PROGRAMME OUTCOMES

1. Exhibit relevant domain knowledge and skills for effective decision making through critical thinking.
2. Competent in communication and problem solving skills to meet the industry requirement.
3. Ability to manage task complexities in a cross functional environment.
4. Innovate business opportunities towards global perspective.
5. Inculcate and exhibit entrepreneur skills.
6. Apply social, ethical, environmental responsibilities and sustainable practices in business.

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

Regulation 2025
COURSES OF STUDY
(For the candidates admitted in 2025-2026)

SEMESTER I

S. No.	Course Code	Course Title	Category	Contact Periods	L	T	P	C
THEORY								
1	70 MB 101	Management concepts and Organizational Behaviour	PC	3	3	0	0	3
2	70 MB 102	Managerial Economics	PC	3	3	0	0	3
3	70 MB 103	Accounting for Managers	PC	5	3	1	0	4
4	70 MB 104	Business Statistics and Analytics	PC	5	3	1	0	4
5	70 MB 105	Legal Aspects of Business	PC	3	3	0	0	3
6	70 MB 106	Information System and AI	PC	3	3	0	0	3
7	70 MB 107	Entrepreneurship Development	PC	3	3	0	0	3
PRACTICALS								
8	70 MB 1P1	Professional Grooming and Communication Lab	CG	4	0	0	4	2
9	70 MB 1P2	Data Analytics Lab -I	PC	4	0	0	4	2
Total				33	21	4	8	27

SEMESTER II

S. No.	Course Code	Course Title	Category	Contact Periods	L	T	P	C
THEORY								
1	70 MB 201	Production and operations Management	PC	3	3	0	0	3
2	70 MB 202	Human Resource Management	PC	3	3	0	0	3
3	70 MB 203	Marketing Management	PC	3	3	0	0	3
4	70 MB 204	Financial Management	PC	5	3	1	0	4
5	70 MB 205	Applied Operations Research	PC	5	3	1	0	4
6	70 MB 206	Research Methods for Business	PC	3	3	0	0	3
7	70 MB 207	Project Management	PC	3	3	0	0	3
PRACTICALS								
8	70 MB 2P1	Leadership and Executive Skills Lab	CG	4	0	0	4	2
9	70 MB 2P2	Data Analytics Lab -II	PC	4	0	0	4	2
10	70 MB 2P3	Social Immersion Project	CG	2	0	0	2	1
Total				35	21	4	10	28

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BoS Chairman
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SEMESTER III

S. No.	Course Code	Course Title	Category	Contact Periods	L	T	P	C
THEORY								
1	70 MB 301	Strategic Management	PC	3	3	0	0	3
2	70 MB 302	International Business Management	PC	3	3	0	0	3
3	70 MB 303	Business Ethics and Corporate Governance	PC	3	3	0	0	3
4	70 MB 304	ESG and Sustainability	PC	3	3	0	0	3
5	70 MB 3**	Elective I	PE	3	3	0	0	3
6	70 MB 3**	Elective II	PE	3	3	0	0	3
7	70 MB 3**	Elective III	PE	3	3	0	0	3
8	70 MB 3**	Elective IV	PE	3	3	0	0	3
PRACTICALS								
9	70 MB 3P1	Stock and Securities Lab	CG	4	0	0	4	2
10	70 MB 3P2	AI Tools for Managers	CG	4	0	0	4	2
Total				32	24	0	8	28

SEMESTER IV

S. No.	Course Code	Course Title	Category	Contact Periods	L	T	P	C
THEORY								
1	70 MB 4**	Elective V	PE	3	3	0	0	3
2	70 MB 4**	Elective VI	PE	3	3	0	0	3
3	70 MB 4**	Elective VII	PE	3	3	0	0	3
4	70 MB 4**	Elective VIII	PE	3	3	0	0	3
PRACTICALS								
5	70 MB 4P1	Summer Internship / Project Work	CG	12	0	0	12	6
Total				24	12	0	12	18

Total Credits: 101

Passed in BoS Meeting held on 26.05.25
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M. Vignesh
BoS Chairman
Department of Management Studies
S. Rangasamy College of Technology
Tiruchengode - 637 215, Namakkal Dist

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	25	25	12	-	62	60.74
2	PE	-	-	12	12	24	23.52
3	CG	2	3	4	6	15	14.70
Total		27	28	28	18	101	100

PC - PROFESSIONAL CORE
PE - PROFESSIONAL ELECTIVES
CG - CAREER GUIDANCE COURSES

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COURSES OF STUDY
(For the candidates admitted in 2025-2026)

SEMESTER I

S. No.	Course Code	Course Title	Category	Contact Periods	L	T	P	C
THEORY								
1	70 MB 101	Management concepts and Organizational Behaviour	PC	3	3	0	0	3
2	70 MB 102	Managerial Economics	PC	3	3	0	0	3
3	70 MB 103	Accounting for Managers	PC	5	3	1	0	4
4	70 MB 104	Business Statistics and Analytics	PC	5	3	1	0	4
5	70 MB 105	Legal Aspects of Business	PC	3	3	0	0	3
6	70 MB 106	Information System and AI	PC	3	3	0	0	3
7	70 MB 107	Entrepreneurship Development	PC	3	3	0	0	3
PRACTICALS								
8	70 MB1P1	Professional Grooming and communication Lab	CG	4	0	0	4	2
9	70 MB1P2	Data Analytics Lab -I	PC	4	0	0	4	2
Total				33	21	4	8	27

PC – PROFESSIONAL CORE

CG – CAREER GUIDANCE COURSES

L: Lecture

T: Tutorial

P: Practical

C: Credits

Note:

1 Hour Lecture is equivalent to 1 credit

2 Hour Tutorial is equivalent to 1 credit

2 Hours Practical is equivalent to 1 credit

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COURSES OF STUDY
(For the candidates admitted in 2025-2026)

SEMESTER II

S. No.	Course Code	Course Title	Category	Contact Periods	L	T	P	C
THEORY								
1	70 MB 201	Production and operations Management	PC	3	3	0	0	3
2	70 MB 202	Human Resource Management	PC	3	3	0	0	3
3	70 MB 203	Marketing Management	PC	3	3	0	0	3
4	70 MB 204	Financial Management	PC	5	3	1	0	4
5	70 MB 205	Applied Operations Research	PC	5	3	1	0	4
6	70 MB 206	Research Methods for Business	PC	3	3	0	0	3
7	70 MB 207	Project Management	PC	3	3	0	0	3
PRACTICALS								
8	70 MB 2P1	Leadership and Executive Skills Lab	CG	4	0	0	4	2
9	70 MB 2P2	Data Analytics Lab -II	PC	4	0	0	4	2
10	70 MB 2P3	Social Immersion Project	CG	2	0	0	2	1
Total				35	21	4	10	28

PC – PROFESSIONAL CORE

CG– CAREER GUIDANCE COURSES

L: Lecture

T: Tutorial

P: Practical

C: Credits

Note:

1 Hour Lecture is equivalent to 1 credit

2 Hour Tutorial is equivalent to 1 credit

2 Hours Practical is equivalent to 1 credit

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CAREER GUIDANCE COURSES (CG)

S.No.	Course Code	Course Title	Category	Contact Periods	L	T	P	C	Prerequisite
1.	70 MB 1P1	Professional Grooming and communication Lab	CG	4	0	0	4	2	Nil
2.	70 MB 2P1	Leadership and Executive Skills Lab	CG	4	0	0	4	2	Nil
3.	70 MB 2P3	Social Immersion Project	CG	2	0	0	2	1	Nil
4.	70 MB 3P1	Stock and Securities Lab	CG	4	0	0	4	2	Nil
5.	70 MB 3P2	AI tools for Managers Lab	CG	4	0	0	4	2	Nil
6.	70 MB 4P1	Summer Internship /Project Work	CG	12	0	0	12	6	Nil

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MBA Degree Programme

SCHEME OF EXAMINATIONS
(For the candidates admitted in 2025-2026)

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	70 MB 101	Management concepts and Organizational Behaviour	2	40	60	100	45	100
2	70 MB 102	Managerial Economics	2	40	60	100	45	100
3	70 MB 103	Accounting for Managers	2	40	60	100	45	100
4	70 MB 104	Business Statistics and Analytics	2	40	60	100	45	100
5	70 MB 105	Legal Aspects of Business	2	40	60	100	45	100
6	70 MB 106	Information System and AI	2	40	60	100	45	100
7	70 MB 107	Entrepreneurship Development	2	40	60	100	45	100
PRACTICAL								
8	70 MB1P1	Professional Grooming and communication Lab	2	60	40	100	45	100
9	70 MB1P2	Data Analytics Lab -I	2	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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70 MB 101	Management concepts and Organizational Behaviour	Category	L	T	P	Credit
		PC	3	0	0	3

Objectives

- To learn about the basic concepts of Management
- To learn about the planning and organising aspects in management
- To create a value-based workforce by leveraging positive behaviour
- To provide knowledge towards enhancement and sustainability of organizational performance
- To provide an understanding about the hidden forces affecting workplace behaviour and Group behaviour

Pre-requisites

- Management

Course Outcomes

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

CO1	Outline the concept of Management, Objectives, Functions, Role and Challenges of Management.	Understand
CO2	Interpret the basic concepts of Planning and organising in management.	Apply
CO3	Apply the basic concepts of organizational behavior.	Apply
CO4	Examine about individual behaviors on Personality, Attitude and Perception.	Analyse
CO5	Illustrate about work behaviours theory and Group behaviour.	Analyse

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	-	3	-
CO2	-	-	3	-	3	-
CO3	3	-	3	-	2	-
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	10		10
Understand	20	30	40
Apply	30	30	40
Analyse	-	-	10
Evaluate	-	-	-
Create	-	-	-
Total	60	60	100

Syllabus								
K.S.Rangasamy College of Technology – Autonomous R2025								
Master of Business Administration								
70 MB 101 - Management concepts and Organizational Behaviour								
Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P			CA	ES	Total
I	3	0	0	45	3	40	60	100
Introduction To Management Management: Meaning, Evolution, Levels, Importance, functions, – Management Theories: Scientific Management Theory, Fayol's fourteen principles of management– Manager: Roles, Functions, Skills, Changing role of a manager.								[9]
Planning and Organizing Planning: Importance, Types, Steps, MBO – Organizing: Organizational Structure, Types, Span of Control – Decision Making: Process, Types of decisions, Techniques.								[9]
Introduction to Organizational Behavior Concept of Organizational Behavior –Meaning and importance of Organizational Behavior - Disciplines that contribute to Organizational Behavior - Challenges and Opportunities for Organizational Behavior – Organizational design – Organizational ethics.								[9]
Individual Behavior Personality: Determinants of personality – Big Five Personality Traits - Attitude: Components of attitude - Major job attitudes- Behaviour and attitude - Perception: Factors of perception.								[9]
Work and Group behaviour Behavior Learning theories-Motivation theories - Leadership theories and Styles – Trait theory – Behavioural theory – Contingency theory - Modern approaches to leadership – Group– Definition - Stages of group development- Strategies for handling conflict.								[9]
Total Hours:								45
Text Book(s):								
1.	Dr. Megha Bhatia, Dr. Aarti Garg “Management Concepts And Organizational Behaviour ”Edition: 1, 2024, Book Rivers, New Delhi, 2021.							
2.	Dr Sakthi Kamal Nathan Sambasivam Dr. A. Giriprakash Dr S. Prakash Mrs. C.Priya, “Management Concepts And Organization Behaviour”, 1 st Edition, Scientific International Publishing House, 2024.							
Reference(s):								
1.	Dr. G. Pandi Selvi, Dr. R. Florence Bharathi, Dr. M. Indhumathi,“ Management Concept and Organisational Behaviour, Thakur publication, Chennai, ISBN- 978-93-5480-090-0.							
2.	Stephen Robbins, Timothy A Judge and Neharika Vohra, “Organizational Behavior”, Pearson, 18 th Edition, 2018.							
3.	Fred Luthans, “Organizational Behaviour: An Evidence-Based Approach”, McGraw-Hill Education, 12 th Edition, 2017.							

*SDG 8 – Decent work and Economic Growth

Course Contents and Lecture Schedule		
S. No.	Topics	No. of hours
1.0	Introduction to Management	
1.1	Meaning, Evolution, Levels	1
1.2	Importance, functions	1
1.3	Management Theories: Scientific Management Theory	2
1.4	Fayol's fourteen principles of management	2
1.5	Manager: Roles, Functions	1
1.6	Skills, Changing role of a manager	2
2.0	Planning and Organizing	
2.1	Planning: Importance, Types	2
2.2	Steps, MBO	1
2.3	Organizing: Organizational Structure	2
2.4	Types, Span of Control	1
2.5	Decision Making: Process	1
2.6	Types of decisions	1
2.7	Techniques	1
3.0	Introduction to Organizational Behavior	
3.1	Concept of Organizational Behavior	2
3.2	Meaning and importance of Organizational Behavior	1
3.3	Disciplines that contribute to Organizational Behavior	1
3.4	Challenges and Opportunities for Organizational Behavior	2
3.5	Organizational design	1
3.6	Organizational ethics	2
4.0	Individual Behavior	
4.1	Personality: Determinants of personality	1
4.2	Big Five Personality Traits	1
4.3	Attitude: Components of attitude	2
4.4	Major job attitudes	1
4.5	Behaviour and attitude	2
4.6	Perception: Factors of perception	2
5.0	Work and Group behaviour Behavior	
5.1	Learning theories	1
5.2	Motivation theories	2
5.3	Leadership theories and Styles	1
5.4	Trait theory, Behavioural theory, Contingency theory	2
5.5	Modern approaches to leadership	1
5.6	Group, Definition, Stages of group development	1
5.7	Strategies for handling conflict	1

Course Designer(s)

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

Passed in BoS Meeting held on 26.05.25
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70 MB 102	Managerial Economics	Category	L	T	P	Credit
		PC	3	0	0	3

Objectives

- To summarize the basic concepts of managerial economics
- To understand the demand forecasting for 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	Analyze the demand forecast for managerial 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 - 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	10
Evaluate	-	0	0
Create	-	0	0
Total	60	60	100

Syllabus								
K.S.Rangasamy College of Technology – Autonomous R2025								
Master of Business Administration								
70 MB 102 - Managerial Economics								
Semester	Hours/Week			Total Hours	Credit	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-Managerial Economist’s role and responsibilities.								[9]
Demand and Supply Analysis Demand Theory and Analysis including Determinants of Demand, Elasticity of demand - Price, Income- Marginal Utility Analysis, --Demand Forecasting: Methods and their Application- Law of Supply and Factors Affecting Supply.								[9]
Production and Cost Analysis Production Function - Laws of Return to Scale - Economies of Scale- ISO Quants- Cost Concepts & its Types and Determinants of Cost-Theories of cost- Traditional and Modern Theory-Revenue Concepts.								[9]
Market Structure and Pricing Pricing under different market structures: Perfect Competition, Monopoly, Oligopoly and Monopolistic Market Structure– 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.	Michael R Baye, Jeffery T Prince, "Managerial Economics and Business Strategy", Tata Mc Graw Hill, 10 th Edition, 2025.							
2.	Satya P Das, J K Goyal, "Economics for Managers – concepts and implications", First Edition, 2024.							
3.	Dominick Salvatore, Siddhartha Rastogi, "Managerial Economics: Principles And Worldwide Applications", 9 th Edition , Oxford University Press, 2020.							

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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	Managerial Economist's Role and Responsibilities	2
2.0	Demand and Supply Analysis	
2.1	Demand Theory and Analysis including Determinants of Demand	2
2.2	Demand Elasticity's - Price, Income, Cross and Advertising	1
2.3	Their use in Managerial Decision Making	1
2.4	Marginal Utility Analysis	1
2.5	Demand Forecasting: Methods and their Application	2
2.6	Law of Supply and factors affecting Supply.	2
3.0	Production and Cost Analysis	
3.1	Production Function	1
3.2	Laws of Return to Scale & Economies of Scale	2
3.3	ISO Quants	1
3.4	Cost Concepts & its Types and Determinants of Cost	2
3.5	Theories of cost- Traditional and Modern theory	2
3.6	Revenue Concepts	1
4.0	Market Structure and Pricing	
4.1	Pricing under different market structures: Perfect Competition, Monopoly, Oligopoly and Monopolistic Market Structure	3
4.2	Role of Government Policies	1
4.3	Technological Advancements	1
4.4	Methods of Pricing	2
4.5	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	1
5.4	Business Cycle	2
5.5	Fiscal, Monetary and Exchange rate Policies	2
5.6	Circular flow of macro-economic activity	2

Course Designer(s)

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

Passed in BoS Meeting held on 26.05.25
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70 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	-	-	-	3	-
CO2	3	3	-	-	-	-
CO3	-	3	-	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	40	0	20
Apply	20	40	30
Analyse	0	20	50
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

Syllabus									
K.S.Rangasamy College of Technology – Autonomous R2025									
Master of Business Administration									
70 MB 103 – Accounting for Managers									
Semester	Hours/Week			Total Hours	Credit	Maximum Marks			
	L	T	P			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).								[9]	
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.								[9]	
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.								[9]	
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.								[9]	
Accounting For Planning and Control Budgets – Types – Objectives of Budgetary Control – Techniques of Budgetary Control – Classification of Budget – Preparation and Interpretation of Budget.								[9]	
						Tutorial Hours	15		
						Total Hours	60		
Text Book(s):									
1.	Khan M. Y., and Jain P. K., “Management Accounting Text, Problems and Cases”, 7 th Edition, Mc Graw Higher Ed, New Delhi, 2017.								
2.	Jain S.P., Narang K.L., and Simmi Agrawal “Cost Accounting Principles and Practice”, Kalyani 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”, 1 st 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 managers”, Academic Guru Publishing House, Bhopal, 2022.								

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		
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)		

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

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

Objectives

- To understand descriptive analytics for data interpretation and informed decision-making
- Learn predictive analytics for business insights using correlation and regression
- To understand probability concepts, conditional probability, and normal distribution applications
- Learn hypothesis testing techniques for statistical inference and decision-making
- To understand the application of times series analysis and index number for decision making in business

Pre-requisites

- NIL

Course Outcomes

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

CO1	Analyze data using central tendency and dispersion measures effectively to real world problems.	Analyze
CO2	Apply correlation and regression techniques for data-driven decision-making.	Apply
CO3	Apply probability rules, Bayes' theorem, and normal distribution effectively.	Apply
CO4	Apply testing of hypothesis for analyzing and to make inference of the data.	Apply
CO5	Apply and solve times series analysis and index number for decision making in business.	Apply

Mapping with Programme Outcomes

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

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	20	20	34
Understand	40	40	66
Apply	-	-	-
Analyse	-	-	-
Evaluate	-	-	-
Create	-	-	-
Total	60	60	100

Passed in BoS Meeting held on 26.05.25

Approved in Academic Council Meeting held on 19.07.25

Syllabus								
K.S.Rangasamy College of Technology – Autonomous R2025								
Master of Business Administration								
70 MB 104 – Business Statistics and Analytics								
Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P			C	CA	ES
I	3	1	0	60	4	40	60	100
Descriptive Analytics Overview of Descriptive Analytics – Role in decision making – Types of Data: Qualitative and Quantitative - Measures of Central Tendency: Mean, Median, Mode - Measures of Dispersion: Range, Variance, Standard Deviation.								[9]
Predictive Analytics Introduction to Predictive Analytics – Importance and application in business industry - Correlation – Types, Pearson's Correlation Coefficient - Rank Correlation. Regression – Lines of regression – Regression Coefficients- Estimation using regression lines.								[9]
Probability Basic definitions and rules for Probability, Conditional probability – Baye's Theorem - Random variables – Normal Distribution								[9]
Hypothesis Testing Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z-test) and small samples (t-test) – ANOVA one way and two-way classifications. - Chi-square test-Independence of attributes and goodness of fit.								[9]
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.								[9]
Tutorial Hours								15
Total Hours								60
Text Book(s):								
1.	Levin R I and Rubin D S, “Statistics for Management”, Pearson Education India, 8 th Edition, 2017.							
2.	S.P.Gupta, “Statistical Methods”, Sultan Chands, 46 th Edition, 2021.							
Reference(s):								
1.	Anderson D R, Sweeney D J and Williams T A “Statistics for Business and Economics”, Cengage Learning, 13 th Edition, 2019.							
2.	J K Sharma, “Business Statistics”, Vikas Publishing, 5 th Edition, 2020.							
3.	Vohra N D, “Business Statistics: Text and Problems with Introduction to Business Analytics”, Tata McGraw Hill, 2 nd Edition, 2021.							

Passed in BoS Meeting held on 26.05.25
 Approved in Academic Council Meeting held on 19.07.25

Course Contents and Lecture Schedule		
S. No.	Topics	No. of hours
1.0	Descriptive Analytics	
1.1	Overview of Descriptive Analytics	1
1.2	Role in decision making	1
1.3	Types of Data: Qualitative and Quantitative	1
1.4	Measures of Central Tendency: Mean	1
1.5	Median	2
1.6	Mode	1
1.7	Measures of Dispersion: Range	1
1.8	Variance, Standard Deviation	2
1.9	Tutorial	2
2.0	Predictive Analytics	
2.1	Introduction to Predictive Analytics	1
2.2	Importance and application in business industry	1
2.3	Correlation – Types	1
2.4	Pearson's Correlation Coefficient	1
2.5	Rank Correlation	2
2.6	Regression – Lines of regression	1
2.7	Regression Coefficients	1
2.8	Estimation using regression lines	2
2.9	Tutorial	2
3.0	Probability	
3.1	Basic definitions and rules for Probability	2
3.2	Conditional probability	2
3.3	Baye's Theorem	2
3.4	Random variables	2
3.5	Normal Distribution	2
3.6	Tutorial	2
4.0	Hypothesis Testing	
4.1	Hypothesis testing	1
4.2	One sample and two sample tests for means	2
4.3	One sample and two sample tests for proportions	2
4.4	ANOVA one-way classifications	1
4.5	ANOVA two-way classifications	2
4.6	Chi-square test-Independence of attributes	1
4.7	Goodness of fit	1
	Tutorial	2
5.0	Time Series and Index Number	
5.1	Time series analysis: Introduction	2
5.2	Components of time series	2

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5.3	Analysis of time series – Moving average method	2
5.4	Least Squares method	1
5.5	Index Number	2
5.6	Laspeyre's, Paasche's and Fisher's Ideal index	2
5.7	Cost of living Index	1
5.8	Tutorial	

Course Designer(s)

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

Passed in BoS Meeting held on 26.05.25
Approved in Academic Council Meeting held on 19.07.25

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

Objectives

- To learn about important laws affecting the conduct of business in India
- To examine the various legal instruments used in forging business transactions
- To understand legal procedures in the formation and administration of companies
- To explore the Indian laws governing the protection of Intellectual properties, Foreign exchange, Consumer protection, and Negotiable Instruments
- To analyze Indian cyber laws and its impact on major civil and criminal laws

Pre-requisites

- NIL

Course Outcomes

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

CO1	Identify the different types of contracts, Indemnities, Guarantees, Bailment and Pledges.	Understand
CO2	Apply the concepts involved in the Sale of Goods and Transfer of Property agreements.	Analyze
CO3	Acquire knowledge on the management of companies.	Analyze
CO4	Acquire knowledge of laws relating to Foreign Exchange Management, Consumer Protection, IPR, and Negotiable Instruments.	Analyze
CO5	Acquire an understanding of the impact of Cyber laws on the Indian legal system.	Analyze

Mapping with Programme Outcomes

Cos	Pos					
	1	2	3	4	5	6
CO1	3	-	-	-	-	-
CO2	-	-	-	3	-	-
CO3	3	-	-	2	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	20	0	20
Apply	0	0	0
Analyse	40	60	80
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

Syllabus								
K.S.Rangasamy College of Technology – Autonomous R2025								
Master of Business Administration								
70 MB 105 - Legal Aspects of Business								
Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P			CA	ES	Total
I	3	0	0	45	3	40	60	100
Law of Contract Law of contract: Introduction and Meaning- Elements of contract: Offer and Acceptance- Capacity of parties-Consideration-Free Consent-Legality of Object-Discharge of Contract - Quasi contract- Special Contracts-indemnity and guarantee – Bailment & Pledge.								[9]
Law of Sale of Goods Meaning and Essentials of Contract of Sale - Conditions and Warranties -Transfer of Property Act - Unpaid Seller and his Rights.								[9]
Companies Act Companies Act – Definition – Formation – Memorandum of Association – Articles of Association – Prospectus – Share capital – Debentures- Winding up- Companies Act 2013.								[9]
Foreign Exchange, Consumer Protection and IPR The Laws of Trade Marks – Copyright – Patents – Designs – Trade-related Intellectual Property Rights – Trips – FEMA – Consumer Protection Act – Negotiable Instrument Act.								[9]
Cyber Laws and the Indian Legal System Cyber laws – Changes made in Indian Penal Code – Indian Evidence Act – Bankers Book Evidence Act – Reserve Bank of India –Corporate Tax & GST - Information Technology Agreement ITA, Competition Act.								[9]
Total Hours:								45
Text Book(s):								
1.	Akhileshwar Pathak, Legal Aspects of Business, 8 th Edition, Mc Graw Hill, 2022.							
2.	Kapoor N.D., Elements of Mercantile Law, 39 th Edition, Sultan Chand & Sons, 2024							
Reference(s):								
1.	Kuchaal M.C., Vivek Kuchaal, Mercantile Law, 11 th 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.							

Passed in BoS Meeting held on 26.05.25
 Approved in Academic Council Meeting held on 19.07.25

Course Contents and Lecture Schedule		
S. No.	Topics	No. of hours
1.0	Law of Contract	
1.1	Law of contract: Introduction and Meaning	2
1.2	Elements of contract: Offer and Acceptance	2
1.3	Capacity of parties, Consideration, Free Consent	1
1.4	Legality of Object	1
1.5	Discharge of Contract	1
1.6	Quasi-contract, Special contracts, indemnity and guarantee	1
1.7	Bailment & Pledge	1
2.0	Law of Sale of Goods	
2.1	Meaning and Essentials of Contract of Sale	3
2.2	Conditions and Warranties	2
2.3	Transfer of Property Act	2
2.4	Unpaid seller and his Rights	2
3.0	Companies Act	
3.1	Companies Act: Definition and Formation	1
3.2	Articles of Association	1
3.3	Prospectus	1
3.4	Share capital and Debentures	2
3.5	Winding up of companies	2
3.6	Companies Act 2013	2
4.0	Foreign Exchange, Consumer Protection and IPR	
4.1	The Laws of Trade Marks, Copyright and Patents	2
4.2	Designs, Trade-related Intellectual Property Rights, Trips	1
4.3	FEMA	2
4.4	Consumer Protection Act	2
4.5	Negotiable Instrument Act	2
5.0	Cyber Laws and the Indian Legal System	
5.1	Cyber laws	2
5.2	Changes made in Indian Penal Code	1
5.3	Indian Evidence Act, bankers book Evidence act, Reserve Bank of India	2
5.4	Corporate Tax & GST	2
5.5	Information Technology Agreement ITA,	1
5.6	Competition act	1

Course Designer(s)

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

Passed in BoS Meeting held on 26.05.25
Approved in Academic Council Meeting held on 19.07.25

70 MB 106	Information System and AI	Category	L	T	P	Credit
		PC	3	0	0	3

Objectives

- To study about the basis of management system
- To learn the data resources in information system
- To study about the different information system used in business.
- To learn the technologies related to electronic commerce
- To know the new initiatives in information technology

Pre-requisites

- System knowledge

Course Outcomes

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

CO1	Learn about the business perspective of information systems.	Understand
CO2	Comprehend the database resources and models for an organization information system	Understand
CO3	Study about the functional information system used in business organization	Apply
CO4	Acquire knowledge in the internet-based business model information system.	Apply
CO5	Acquire knowledge about the latest new initiatives and updates of information system	Apply

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	-	-	-
CO2	3	3	-	-	-	-
CO3	3	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	10	10	10
Understand	20	20	40
Apply	30	30	50-
Analyse	-	-	-
Evaluate	-	-	-
Create	-	-	-
Total	60	60	100

Syllabus								
K.S.Rangasamy College of Technology – Autonomous R2025								
Master of Business Administration - MBA								
70 MB 106 – Information System and AI								
Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P			C	CA	ES
I	3	0	0	45	3	40	60	100
Introduction to Information System* Introduction to Information System – Information System: Definition and Components – Classification of Information – Overview of Systems Development - Systems Development Life Cycles - Factors Affecting Systems - Business Process Reengineering.								[9]
Managing Data Resources Database and Information Management - Data Management, Data Models - Relational Database Model - Database Applications – Data Warehousing – Data Mining- Data Mart.								[9]
Functional Business System * Information Systems for Financial – Manufacturing – Marketing - Human Resource – Accounting- Transaction Processing System - Decision Support System – Enterprise Resources Planning-CRM.								[9]
Internet Based Information technologies* E-Commerce Technologies – E-Commerce Process – Electronic Payment – Web Store Requirements – Developing a web store – SFO Technologies – Managing a web store.								[9]
AI Initiatives * Advancement in AI- Introduction to Cloud Computing – Block Chain – Crypto Currency – IoT– Big Data. – Quantum Computing.								[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”, 15 th Edition, Pearson Publication 2018.							
Reference(s):								
1.	Jun Xu, “Essential Topic of Managing Information Systems”,1 st Edition, World scientific Publishing Company Pte Limited, 2019.							
2.	Jaytilak Biswas, “Management Information System”, 1 st Edition, Sage Publication, India, 2020.							
3.	Panneer Selvam R, “Database Management Systems”, 3 rd Edition, PHI Learning, 2018.							
4.								

*SDG 9 – Industry Innovation and Infrastructure

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 modelling	2
1.8	Business process reengineering	1
2.0	Managing Data Resources	
2.1	Data Management	1
2.2	Data Models	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 Business System	
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	Transaction processing system	1
3.6	Decision Support System	1
3.7	Enterprise Resources planning.	1
3.8	CRM	2
4.0	Internet Based Information technologies	
4.1	E-Commerce Technologies	2
4.2	E-Commerce Process – Electronic Payment	2
4.3	Web Store Requirements	2
4.4	Developing a web store – SFO Technologies	2
4.5	Managing a web store.	1
5.0	AI Initiative	
5.1	Advancement in AI	1
5.2	Introduction to Cloud Computing	2
5.3	IoT and Cloud computing	2
5.4	Block chain – Crypto currency	2
5.5	Big Data	2

Course Designer(s)

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

Passed in BoS Meeting held on 26.05.25
Approved in Academic Council Meeting held on 19.07.25

70 MB 107	Entrepreneurship Development	Category	L	T	P	Credit
		PC	3	0	0	3

Objectives

- To facilitate the understanding in fundamentals of entrepreneurship
- To study and create the new business ideas from a multi-dimensional view
- To understand about the sources of funding and the elements of business plan
- To know the support system for implementing the business ideas as a start-up
- To study the start-up organizational structure and importance of Intellectual Property rights (IPR)

Pre-requisites

- NIL

Course Outcomes

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

CO1	Outline the fundamentals of Entrepreneurship and its importance	Understand
CO2	Demonstrate creativity and innovation in formulating business ideas	Understand
CO3	Illustrate the concept of financing for start-ups and the preparation of Business plan	Apply
CO4	Discuss the support systems for Start-ups and the key features of start-up eco system	Apply
CO5	Outline the types of business firms and the importance of Intellectual Property rights.	Apply

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	3	-	3
CO2	3	-	-	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)
	1	2	
Remember	10	10	34
Understand	30	30	60
Apply	20	20	20
Analyse	-	-	-
Evaluate	-	-	-
Create	-	-	-
Total	60	60	100

Syllabus								
K.S.Rangasamy College of Technology – Autonomous R2025								
Master of Business Administration – MBA								
70 MB 107 – Entrepreneurship Development								
Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P			C	CA	ES
I	3	0	0	45	3	40	60	100
Fundamentals of Entrepreneurship Definition of Entrepreneur, Evolution of Entrepreneurship, Myths of Entrepreneurship, Characteristics of an Entrepreneur, Indian Business climate, Entrepreneurship Development Cycle.								[9]
Business Idea Generation New Business Idea Generation – Understanding customers and creating values - Phases of Venture creation - Recognizing Opportunities and Generating Ideas – Scanning Environment and Competition - Need for Creativity and Innovation - Feasibility Analysis								[9]
Managing Finance and Business plan Sources of Finance - Venture Capital - Angel Investment - Crowd Funding - Bootstrapping - Break Even Analysis - Business Plan writing - Preparing Proposal - Business model canvas								[9]
Support System for Start-ups Startup Ecosystem - Incentives and Schemes for Startups - Incubator framework - Credit Guarantee Scheme for Startups - Central and State level Schemes and Support - Industrial Estates and Special Economic Zones in India - Development of Women Entrepreneurs.								[9]
Preparing the Pitch Firm or Company registration, Types of Business firms - Compliances, Intellectual Property rights - Patents, Trademarks, Copyrights, Trade secrets - Business opportunities in the digital era								[9]
Total Hours:								45
Text Book(s):								
1.	Vasant Desai, “The Dynamics of Entrepreneurial Development and Management”, 6 th Edition Himalaya Publishing House (2022).							
2.	Robert D. Hisrich, Michael P Peters, and Dean A Shepherd, “Entrepreneurship” 10 th Edition, Mc Graw Hill 2016.							
Reference(s):								
1.	Khanka. S.S., “Entrepreneurial Development” S.Chand and Co. Ltd., New Delhi, 2013.							
2.	Sangeetha Sharma, “Entrepreneurship Development” PHI Learning Private Limited, 2016.							
3.	Anilkumar S,” Entrepreneurship Development” New Age International Pvt Ltd, 2012.							
4.								

*SDG 9 – Industry Innovation and Infrastructure

Course Contents and Lecture Schedule		
S. No.	Topics	No. of hours
1.0	Fundamentals of Entrepreneurship	
1.1	Definition of Entrepreneur, Evolution of Entrepreneurship	2
1.2	Myths of Entrepreneurship	1
1.3	Characteristics of an Entrepreneur	1
1.4	Indian Business climate	2
1.5	Entrepreneurship Development Cycle	3
2.0	Business Idea Generation	
2.1	New Business Idea Generation	1
2.2	Understanding customers and creating values	1
2.3	Phases of Venture creation, Recognizing Opportunities and Generating Ideas	2
2.4	Scanning Environment and Competition	2
2.5	Need for Creativity and Innovation	1
2.6	Feasibility Analysis	2
3.0	Managing Finance and Business plan	
3.1	Sources of Finance	2
3.2	Venture Capital - Angel Investment	1
3.3	Crowd Funding – Bootstrapping	1
3.4	Break Even Analysis	1
3.5	Business Plan writing - Preparing Proposal	2
3.6	Business model canvas	2
4.0	Support System for Start-ups	
4.1	Startup Ecosystem - Incentives and Schemes for Startups	2
4.2	Incubator framework	2
4.3	Central and State level Schemes and Support	2
4.4	Industrial Estates and Special Economic Zones in India	1
4.5	Development of Women Entrepreneurs.	2
5.0	Preparing the Pitch	
5.1	Firm or Company registration	2
5.2	Types of Business firms	1
5.3	Compliances	2
5.4	Intellectual Property rights - Patents, Trademarks, Copyrights, Trade secrets	2
5.5	Business opportunities in the digital era	2

Course Designer(s)

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

Passed in BoS Meeting held on 26.05.25
Approved in Academic Council Meeting held on 19.07.25

70 MB1P1	Professional Grooming and Communication Lab	Category	L	T	P	Credit
		CG	0	0	4	2

Objectives

- To apply the effective, professional conversations in various business settings
- To analyse personal grooming habits to boost professionalism
- To enhance speaking skills through improved vocabulary and effective vocal delivery.
- To create impactful business blogs and brand message
- To create dynamic presentations and effectively addressing audience questions.

Pre-requisites

Nil

Course Outcomes

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

CO1	Demonstrate confidence and professionalism in first interactions	Apply
CO2	Analyze the impact of personal grooming, attire and professional interactions	Analyse
CO3	Demonstrate effective vocal delivery by adjusting rate of speech, pitch, tone, and clarity based on the audience and context	Apply
CO4	Analyze the effectiveness of blog content in engaging audiences and driving business goals	Analyse
CO5	Analyse the presentation skills by encouraging creative problem-solving through blue sky thinking	Analyse

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
1	3	-	3	-	-	-
2	3	-	-	-	3	-
3	3	-	-	3	-	-
4	3	-	3	-	3	-
5	3	-	-	-	3	-

3 - Strong; 2 - Medium; 1 – Some

Assessment Pattern

Bloom's Category	Lab Experiments Assessment (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

Passed in BoS Meeting held on 26.05.25
Approved in Academic Council Meeting held on 19.07.25

K.S.Rangasamy College of Technology – Autonomous R2025								
Master of Business Administration – MBA								
70 MB 1P1 – Professional Grooming and Communication Lab								
Semester	Hours/Week			Total Hrs	Credit	Maximum Marks		
	L	T	P			CA	ES	Total
I	0	0	4	60	2	60	40	100
List of activities: Business Etiquettes 1. Great First Impression 2. Conversation Etiquette Personal Grooming ** 3. Personal Grooming 4. Dress-Up and Reflection Activity Speaking Skills 5. Vocabulary Building 6. Sentence framing and completion integrated with Jargon – rate of speech, pitch, tone – Clarity of voice Writing skills 7. Building a Company Blogs 8. Developing brand message Presentation Skills 9. Blue sky thinking 10. Dealing with questions during presentation								
Lab Manual								
1.	Personality Development Lab Manual							

**SDG 3 – Good Health and Well Being

Course Designer(s)

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

Passed in BoS Meeting held on 26.05.25
 Approved in Academic Council Meeting held on 19.07.25

70 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 study the usage of conditional statements in MS-Excel
- To work out the multivariate analysis in MS-Excel
- To apply few advanced excel techniques

Pre-requisites

- NIL

Course Outcomes

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

CO1	Comprehend the various functions and formulas for applying mathematical and text calculations in Spread Sheet.	Understand
CO2	To study the usage of 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 techniques 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	3	-	-	-	-
CO2	3	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	-	-	-
Understand	20	20	20
Apply	60	60	60
Analyse	20	20	30
Evaluate	-	-	-
Create	-	-	-
Total	100	100	100

K.S.Rangasamy College of Technology – Autonomous R2025								
Master of Business Administration - MBA								
70 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. • Using If Conditional And Sum If Condition Using Advance Excel • Applying Correlation Co-Efficient Using Spread Sheet • Applying ANOVA Co-Efficient Using Spread Sheet • Applying Regression Co-Efficient Using Spread Sheet • 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.	<u>Rinkoo Jainn</u> , “A To Z Of MS EXCEL: A Book For Learners & Trainers”, 1 st Edition, Kindle Edition, 2021.							
2.	<u>Michael Alexander</u> , “Excel 2019 Bible”, 1 st Edition, Wiley, New Jersey, 2018.							
Reference(s):								
1.	<u>Bill Jelen</u> , <u>Michael Alexander</u> , “Microsoft Excel 2019 Pivot Table Data Crunching (Business Skills) 1 st Edition”, Microsoft Press, 2019.							
2.	<u>Anthony Python</u> , “Excel 2021: The All-in-One Beginner to Expert”, 1 st Edition , Independently Published, 2021.							
3.	Jennifer Ackewman Ketter Guy Haut Davis Curt Simmans, “Microsoft Office 2010”, 6 th Edition, TMH, 2018.							

Software used

MS – EXCEL

Course Designer(s)

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

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 2025-2026)

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	70 MB 201	Production and operations Management	2	40	60	100	45	100
2	70 MB 202	Human Resource Management	2	40	60	100	45	100
3	70 MB 203	Marketing Management	2	40	60	100	45	100
4	70 MB 204	Financial Management	2	40	60	100	45	100
5	70 MB 205	Applied Operations Research	2	40	60	100	45	100
6	70 MB 206	Research Methods for Business	2	40	60	100	45	100
7	70 MB 207	Project Management	2	40	60	100	45	100
PRACTICAL								
8	70 MB 2P1	Leadership and Executive Skills Lab	2	60	40	100	45	100
9	70 MB 2P2	Data Analytics Lab -II	2	60	40	100	45	100
10	70 MB 2P3	Social Immersion Project	2	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.

Passed in BoS Meeting held on 26.05.25
Approved in Academic Council Meeting held on 19.07.25


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

70 MB 201	Production and Operations Management	Category	L	T	P	Credit
		PC	3	0	0	3

Objectives

- To facilitate the understanding in fundamentals of production and operations management
- To study and understand the location selection decisions and its importance
- To understand about the Inventory management and the elements of production planning
- To know the techniques employed for improving the productivity
- To study the concept of Total quality management and its relevance to production 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 Operations Management.	Understand
CO2	Demonstrate the principles of Facility location and work Measurement to decision making.	Apply
CO3	Illustrate the concept of Inventory management and Production planning.	Apply
CO4	Discuss the principles of production improvement techniques.	Understand
CO5	Outline the concept of Total Quality Management and its significance in production management.	Understand

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

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	10	10	34
Understand	30	30	60
Apply	20	20	20
Analyse	-	-	-
Evaluate	-	-	-
Create	-	-	-
Total	60	60	100

Syllabus								
K.S.Rangasamy College of Technology – Autonomous R2025								
Master of Business Administration - MBA								
70 MB 201 - Production and Operations Management								
Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P			CA	ES	Total
II	3	0	0	45	3	40	60	100
Fundamentals of Production Management Meaning - Need – Evolution - Nature and scope of POM - Production System- Concepts – Functions – Types and Productivity								[9]
Facility location, layout and Work Study Facility Location-Location selection–Criteria-Factors determining Location decision– Multi Plant Location, Plant location trends, Plant Layout –Types of layout- Work measurement.								[9]
Inventory Management and Production planning Concepts - Types of Inventory models- EOQ – EBQ - Inventory control systems - ABC analysis –Vendor Development, Value Analysis - Capacity Requirement Planning - Aggregate Planning - Material Requirement Planning (MRP-I) Resource Planning (MRPII).								[9]
Production Improvement Techniques JIT –Kanban System-Lean Manufacturing- Kaizen -Six Sigma- 5S - Total Productive Maintenance (TPM) - Managing supply chain disruptions.								[9]
Total Quality Management Introduction - Dimensions of quality - Quality cost - Quality Philosophies of Deming, Juran and Crossby - Concept of TQM — Barriers of TQM Implementation- PokaYoke –Seven quality tools.								[9]
Total Hours:								45
Text Book(s):								
1.	William J Stevenson, “Operations Management”, 13 th Edition, Mc Graw Hill Education, 2022.							
2.	B. Mahadevan, “Operations Management: Theory and Practice”, 3 rd Edition, Pearson, 2010.							
Reference(s):								
1.	Sushil Gupta and Martin Starr, “Production and Operations Management Systems”, 11 th edition, S Chand and Company,2018.							
2.	Larry P.Ritzman, LeeJ.Krajewski, Manoj K. Malhotra, “Operations Management: Processes and Supply Chains”, 11 th Edition, Prentice Hall, 2015.							
3.	Norman Gaither & Gregory Frazier, “Operations Management”, 9 th Edition, Cengage Learning, 2015.							
4.	Panneerselvam, “Production and Operations Management”, 3 rd edition, Prentice Hall, 2012.							

*SDG 9 – Industry Innovation and Infrastructure

**SDG 3 – Good Health and Well Being

***SDG 7 – Affordable and Clean Energy

Passed in BoS Meeting held on 26.05.25

Approved in Academic Council Meeting held on 19.07.25

Course Contents and Lecture Schedule

S. No.	Topics	No. of hours
1.0	Fundamentals of Production Management	
1.1	Meaning - Need	2
1.2	Evolution	2
1.3	Nature and scope of POM	1
1.4	Production System- Concepts, Functions – Types	3
1.5	Productivity	1
2.0	Facility location, layout and Work Study	
2.1	Facility Location-Location selection–Criteria	2
2.2	Factors determining Location decision	1
2.3	Multi Plant Location, Plant location trends	1
2.4	Plant Layout	2
2.5	Types of layout	1
2.6	Work measurement.	2
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	ABC analysis	1
3.4	Vendor Development, Value Analysis	1
3.5	Capacity Requirement Planning	2
3.6	Aggregate Planning	1
3.7	Material Requirement Planning (MRP-I)	1
4.0	Production Improvement Techniques	
4.1	JIT	2
4.2	Kanban System	1
4.3	Lean Manufacturing, Kaizen	2
4.4	Six Sigma- 5S	1
4.5	Total Productive Maintenance (TPM)	2
4.6	Managing supply chain disruptions.	1
5.0	Electric and Autonomous Vehicles	
5.1	Total Quality Management	1
5.2	Introduction - Dimensions of quality - Quality cost	2
5.3	Quality Philosophies of Deming, Juran and Crossby	2
5.4	Concept of TQM	2
5.5	Barriers of TQM Implementation	2

Course Designer(s)Dr.M.Ramakrishnan – ramakrishnan@ksrct.ac.in

Passed in BoS Meeting held on 26.05.25
Approved in Academic Council Meeting held on 19.07.25

70 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, Selection, Induction and Orientation	Apply
CO3	Develop the knowledge of Training Need Analysis and Training methods.	Apply
CO4	Analyze the concept of Compensation, Incentives and Performance appraisal.	Analyse
CO5	Examine the concept of Managing Human Resource in Global environment.	Apply

Mapping with Programme Outcomes

COs	POs					PSOs
	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	10		10
Understand	20	30	40
Apply	30	30	40
Analyse	-	-	10
Evaluate	-	-	-
Create	-	-	-
Total	60	60	100

Passed in BoS Meeting held on 26.05.25
Approved in Academic Council Meeting held on 19.07.25


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

Syllabus								
K.S.Rangasamy College of Technology – Autonomous R2025								
Master of Business Administration - MBA								
70 MB 202 - Human Resource Management								
Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P			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 - Induction–Orientation								[9]
Employee Training and Development Training: Training Need Analysis - Approach- 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 – Employee Turnover and Retention* - Work Life Balance								[9]
Managing Global Human Resource Global Environment - Workforce Diversity - Managing Workforce Diversity* - Managing People: A Critical Role for Every Manager - Employee Privacy and Ethical Issues - Recent Trends in HR.								[9]
Total Hours:								45
Text Book(s):								
1.	Wayne F. Cascio, “Managing Human Resources: Productivity, Quality of Work Life, Profits”, 12 th Edition, Mc Graw- Hill Education, New Delhi, 2021.							
2.	Gary Dessler, “Human Resource Management”, 16 th Edition, Pearson, Bangalore, 2020							
Reference(s):								
1.	Aswathappa K, “Human Resource Management”, 8 th Edition, TMH, Porur, 2017							
2.	Seema Sanghi, “Human Resource Management”, 2 nd Edition, Vikas Publishing House, Ahmedabad, 2017							
3.	Michael Armatrong, “A handbook of Human Resource Management Practice”, 11 th Edition, Kogan Page Publisher, New Delhi, 2017							
4.								

*SDG 8 – decent work and Economic Growth

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	1
2.6	Factors affecting recruitment	1
2.7	Selection: Process	1
	Induction and Orientation	1
3.0	Employee Training	
3.1	Training need analysis	2
3.2	Approach	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	Employee Maintenance	
4.1	Employee Maintenance	1
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
5.0	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)

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

Passed in BoS Meeting held on 26.05.25
Approved in Academic Council Meeting held on 19.07.25

70 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 the marketing mix
- To learn about the promotion 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 conceptual framework of marketing and its application in "the real world"	Understand
CO2	Analyze the product mix and pricing decisions.	Analyze
CO3	Analyze the place decisions of the marketing mix.	Analyze
CO4	Analyze the promotion decisions of the marketing mix.	Analyze
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	20	30
Apply	10	10	30
Analyse	30	30	40
Evaluate	0	0	0
Create	0	0	0
Total	60	60	100

Passed in BoS Meeting held on 26.05.25
Approved in Academic Council Meeting held on 19.07.25

Syllabus								
K.S.Rangasamy College of Technology – Autonomous R2025								
Master of Business Administration								
70 MB 203 - Marketing Management								
Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P			C	CA	ES
II	3	0	0	45	3	40	60	100
Introduction To Marketing: Meaning, Nature and Scope of Marketing--Core Marketing Concepts—Marketing Philosophies--Marketing Management Process--Marketing Mix. Market analysis: Understanding marketing environment--consumer and organization buyer behavior--market measurement and marketing research-- market segmentation, targeting, and positioning--Concept of customer retention and relationship marketing.								[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- Role of AI in promotion decisions.								[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”, 16 th Edition, Pearson Education, Bangalore, 2022.							
2.	Paul Baines, Chris Fill, Kelly Page, Marketing, Asian edition, 5 th 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, 6 th Edition, Macmillan Education, New Delhi, 2018.							

Course Contents and Lecture Schedule		
S. No.	Topics	No. of hours
1.0	Introduction to Marketing	
1.1	Meaning, Nature and Scope of Marketing, Core Marketing Concepts	1
1.2	Marketing Philosophies	1
1.3	Marketing Management Process.	1
1.4	Marketing Mix	1
1.5	Understanding marketing environment-----	1
1.6	consumer and organization buyer behavior	1
1.7	market measurement and marketing research	1
1.8	market segmentation, targeting, and positioning	1
1.9	Concept of customer retention and relationship marketing.	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		
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,	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.	1
4.6	Role of AI in Marketing	1
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)

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

Passed in BoS Meeting held on 26.05.25
Approved in Academic Council Meeting held on 19.07.25


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

70 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	monstrate the fundamentals of Financial Management and its enttrends.	Understand
CO2	pret the tools in Cost of Capital and Dividend decision.	Apply
CO3	late the problems and map out the best alternative estment decision.	Analyze
CO4	praise the concepts of Capital structure, Theories, and Leverages.	Apply
CO5	alyze 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	-

Strong; 2 - Medium; 1 - Some

Assessment Pattern

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

Syllabus								
K.S.Rangasamy College of Technology – Autonomous R2022								
Master of Business Administration								
70 MB 204 – Financial Management								
Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P			C	CA	ES
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- Recent Trends in the Field of Financial Management-GST.								[9]
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.								[9]
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.								[9]
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.								[9]
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.								[9]
Tutorial Hours								15
Total Hours								60
Text Book(s):								
1.	Prasanna Chandra, “Fundamentals of Financial Management”, 7 th Edition, Tata Mc Graw – Hill Publishing, New Delhi, 2020.							
2.	Pandey I.M., “Financial Management”, 11 th Edition, Vikas Publishing House, <u>Ahmedabad</u> , 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”, 8 th 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”, 8 th Edition, Taxmann’s Publications, New Delhi, 2020							

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.	2
1.2	Role of finance manager.	1
1.3	Risk – Return Trade off and Organization of finance function.	3
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	1
1.7	Recent trends in the field of financial management- GST	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 of Debentures, Equity and preference share.	2
2.3	Factors affecting WACC & Computation of WACC.	3
2.4	Forms of dividend - Determinants of dividend decision.	2
2.5	Theories of dividend: Walter model and Gurdon model.	3
3.0	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 and Accounting Rate of Return.	3
4.0	Capital Structure	
4.1	Short term source of financing and Long-term source of financing.	2
4.2	Factors determining capital structure.	2
4.3	Theories of capital structure: Net Income approach and Net Operating Approach	2
4.4	EBIT - EPS Analysis.	3
4.5	Leverages.	3
5.0	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)

Mr.R.Murugaganesh – murugaganash@ksrct.ac.in

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

Objectives

- Develop problem-solving skills using Linear Programming techniques for optimization.
- To apply transportation models and assignment model to minimize the cost of investment.
- Learn sequencing models and network scheduling for efficient project management.
- Learn replacement strategies for deteriorating and failed items in systems.
- To apply decision and game theory for strategic and risk-based decision-making process.

Pre-requisites

- Nil

Course Outcomes

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

CO1	Apply LP methods like Graphical, Simplex, and Duality in decision-making.	Apply
CO2	Apply transportation models and assignment model to minimize the cost .	Apply
CO3	Apply sequencing models to reduce elapsed time and network scheduling to minimize the project completion duration.	Apply
CO4	Analyze the duration for replacement of equipment's using replacement models.	Analyze
CO5	Apply decision models and game theory in business situations for decision making.	Apply

Mapping with Programme Outcome

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

Assessment Pattern

Bloom's Category	Continuous Assessment Tests (Marks)		End Sem Examination (Marks)
	1	2	
Remember	20	20	34
Understand	40	40	66
Apply	-	-	-
Analyse	-	-	-
Evaluate	-	-	-
Create	-	-	-
Total	60	60	100

Passed in BoS Meeting held on 26.05.25
Approved in Academic Council Meeting held on 19.07.25

Syllabus								
K.S.Rangasamy College of Technology – Autonomous R2025								
Master of Business Administration								
70 MB 205– Applied Operations Research								
Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P			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.								[9]
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.								[9]
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.								[9]
Replacement theory Introduction - Replacement of items that deteriorate gradually – with time, without time, that fails completely – individual replacement – grouper placement.								[9]
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.								[9]
Tutorial Hours								15
Total Hours								60
Text Book(s):								
1.	Sharma J K, “Operations Research – Theory and Applications”, MacMillan India Ltd.,6 th Edition, 2016.							
2.	Anderson, Sweeney and Williams, “An Introduction to Management Science”,South Western12 th Edition, 2019.							
Reference(s):								
1.	Vohra N D, “Quantitative Techniques in Management”, Tata Mc Graw Hill, 6 th Edition, 2021.							
2.	Gupta P K and Hira D.S., “Operations Research”, Sultan Chand, 2015.							
3.	Kalavathy S, “Operations Research”, Vikas Publishing House, 6 th Edition, 2019.							

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	3
1.4	Simplex Method	2
1.5	Big-M Method	2
1.6	Duality concepts	1
1.7	Tutorial	2
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	2
2.6	Assignment Problem - Mathematical Formulation	1
2.7	Minimization Problem	1
2.8	Unbalanced Assignment Problem	1
2.9	Maximization Problem	1
2.10	Tutorial	2
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	2
3.5	Network Diagrams	1
3.6	Critical Path Method	2
3.7	PERT Calculations.	2
3.8	Tutorial	2
4.0	Decision theory and Queuing Theory	
4.1	Introduction	2
4.2	Replacement of items that deteriorate gradually – with time	2
4.3	Replacement of items that deteriorate gradually – without time	2
4.4	Fails completely – individual replacement	2
4.5	Group replacement	2
4.6	Tutorial	2
5.0	Replacement Theory	
5.1	Steps in Decision-Making	1
5.2	Decision-Making Environment	1
5.3	Decision-making under uncertainty	1

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5.4	Decision making under risk	1
5.5	EMV/EOL approach	2
5.6	Game Theory	1
5.7	Zero sum games	1
5.8	Arithmetic Method.	1
5.9	Graphical Method	1
5.10	Tutorial	2
	Graphical Method.	60

Course Designer(s)

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

70 MB 206	Research Methods for Business	Category	L	T	P	Credit
		PC	3	0	0	3

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 making decisions.	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

Passed in BoS Meeting held on 26.05.25
Approved in Academic Council Meeting held on 19.07.25

Syllabus								
K.S.Rangasamy College of Technology – Autonomous R2025								
Master of Business Administration								
70 MB 206 – Research Methods for Business								
Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P			C	CA	ES
II	3	0	0	45	3	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.								[9]
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								[9]
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								[9]
Data Preparation and Data Analysis Editing–Coding– –Tabulation- Data Analysis – Univariate Analysis – Bivariate Analysis- Multivariate Techniques – Factor Analysis, Discriminant Analysis and Conjoint Analysis								[9]
Report Writing and Ethics In Research Types of Report- Format of The Report- Factors In organizing Research Report. Definition of Ethics– Ethical Principles and Plagiarism								[9]
Total Hours:								45
Text Book(s):								
1.	Donald R. Cooper, Pamela S. Schindler and J. K. Sharma, “Business Research Methods”, 12 th Edition, Mc Graw Hill Education (India) Private Limited, New Delhi, 2018.							
2.	William A Zikmund, “Business Research Methods”, 2 nd Edition, Thomson’s publication, 2018.							
Reference(s):								
1.	Uma Sekaran and Roger Bougie, “Research Methods for Business: A skill building approach”, 7 th Edition, WileyIndia, New Delhi, 2018.							
2.	Bajpai, N., “Business Research Methods”, 2 nd Edition, Pearson Education, Bangalore, 2017							
3.	Bryman, A. and Bell E., “Business research methods”, 4 th Edition, Oxford University Press, New Delhi, 2016.							

Passed in BoS Meeting held on 26.05.25
Approved in Academic Council Meeting held on 19.07.25

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 of Dispersion	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)

Dr.H.Kalaiaarasi- kalaiaarasi@ksrct.ac.in

Passed in BoS Meeting held on 26.05.25
Approved in Academic Council Meeting held on 19.07.25

70 MB 207	Project Management	Category	L	T	P	Credit
		PC	3	0	0	3

Objectives

- To study about the basis of project management
- To learn the planning and budgeting in project management
- To study about the uncertainty and resource allocation in business.
- To learn the project control and evaluation technique
- To know about the managing conflicts in the organizations

Pre-requisites

- System knowledge

Course Outcomes

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

CO1	To realize the project management goals in project formulations in the organization	Understand
CO2	To grasp the knowledge of planning and budgeting in cost estimating and improvement of the organization	Understand
CO3	Analyze the importance of PERT & CPM Networks in project uncertainty and allocating scarce resources of the organization	Analyze
CO4	To study the importance of project control in project evaluation	Apply
CO5	Acquire knowledge towards the importance of types of project organizations in managing conflicts in the organizations	Apply

Mapping with Programme Outcomes

COs	POs					
	1	2	3	4	5	6
CO1	3	-	-	-	-	-
CO2	3	3	-	2	-	-
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	10	10	
Understand	20	20	40
Apply	30	30	50
Analyse	-	-	-
Evaluate	-	-	-
Create	-	-	-
Total	60	60	100

Syllabus								
K.S.Rangasamy College of Technology – Autonomous R2025								
Master of Business Administration - MBA								
70 MB 207 – Project Management								
Semester	Hours/Week			Total Hours	Credit	Maximum Marks		
	L	T	P			C	CA	ES
II	3	0	0	45	3	40	60	100
Introduction To Project Management: Project Management – Definition –Goal - Lifecycles. Project Selection Methods. Project Portfolio Process – Project Formulation. Project Manager – Roles- Responsibilities and Selection – Project Teams.								[9]
Planning And Budgeting* The Planning Process – Work Break down Structure – Role of Multidisciplinary teams. Budget the Project – Methods. Cost Estimating and Improvement. Budget uncertainty and risk management.								[9]
Scheduling & Resource Allocation: PERT & CPM Networks - Crashing – Project Uncertainty and Risk Management – Simulation – Gantt Charts – Expediting a project –Allocating scarce resources – Goldratt's Critical Chain.								[9]
Control And Completion: The Plan-Monitor-Control cycle – Data Collecting and reporting – Project Control – Designing the control system. Time and cost management, Project Evaluation, Auditing and Termination.								[9]
Project Organisation & Conflict Management: Formal Organization Structure – Organization Design – Types of project organizations. Conflict – Origin & Consequences. Managing conflict – Team methods for resolving conflict.								[9]
Total Hours:								45
Text Book(s):								
1.	Clifford Gray and Erik Larson, Project Management, Tata McGraw Hill Edition, 6e,2014							
2.	John M. Nicholas, Project Management for Business and Technology - Principles and Practice, Second Edition, Pearson Education,5th Edition 2016							
References:								
1.	Gido and Clements, Successful Project Management, sixth Edition, Cengage, 2015.							
2.	Harvey Maylor, Project Management, Fourth Edition, Pearson Education, 2010							
3.	John M.Nicholas, Project Management for Business and Technology Principles and Practice, Second Edition, Pearson Education,5th Edition 201							

*SDG 9 – Industry Innovation and Infrastructure

Course Contents and Lecture Schedule		
S. No.	Topics	No. of hours
1.0	Introduction To Project Management	
1.1	Project Management – Definition –Goal	1
1.2	Lifecycles.	1
1.3	Project Selection Methods	1
1.4	Project Portfolio Process	1
1.5	Project Formulation	1
1.6	Project Manager	1
1.7	Roles- Responsibilities and Selection	2
1.8	Project Teams	1
2.0	Planning And Budgeting:	
2.1	The Planning Process	1
2.2	Work Break down Structure	1
2.3	Role of Multidisciplinary teams	1
2.4	Budget the Project	1
2.5	Project Methods	2
2.6	Budget uncertainty	1
2.7	Cost Estimating and Improvement	1
2.8	Risk management	1
3.0		
3.1	PERT & CPM Networks	1
3.2	Crashing – Project Uncertainty and Risk Management	1
3.3	Simulation	1
3.4	Gantt Charts	1
3.5	Expediting a project	1
3.6	Expediting a project	1
3.7	Allocating scarce resources	1
3.8	Goldratt's Critical Chain	2
4.0	Control And Completion:	
4.1	The Plan-Monitor-Control cycle	2
4.2	Data Collecting and reporting	2
4.3	Project Control – Designing the control system	2
4.4	Time and cost management	1
4.5	Project Evaluation, Auditing and Termination	2
5.0	Project Organisation & Conflict Management:	
5.1	Formal Organization Structure	1
5.2	Organization Design	2
5.3	Types of project organizations. Conflict	2
5.4	Origin & Consequences. Managing conflict	2
5.5	Team methods for resolving conflict	2

Course Designer(s)

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

Passed in BoS Meeting held on 26.05.25
Approved in Academic Council Meeting held on 19.07.25

70 MB 2P1	Leadership and Executive Skills Lab	Category	L	T	P	Credit
		CG	0	0	4	2

Objectives

- To equip the skills to set clear, actionable goals using the SMART framework and SWOT analysis.
- To equip participants with the skills to write good, neutral, bad, and persuasive business communications and reports
- To develop the ability to apply vocal techniques and analyse the effectiveness of verbal communication in conveying messages professionally.
- Apply effective writing techniques for content creation and analyze the alignment of the brand message with business goals.
- To effectively manage emotional surges in real-life situations, enhancing interpersonal communication and decision-making

Pre-requisites

Nil

Course Outcomes

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

CO1	Apply the SMART framework on achieving desired outcomes and adjust strategies as needed based on SWOT.	Apply
CO2	Apply techniques for creating clear, concise, and well-organized business letters and technical reports	Apply
CO3	Analyze the impact of phonetic and vocal elements on the effectiveness of communication.	Analyze
CO4	Develop a clear and concise company blogs that align with the company's values, and target audience.	Analyze
CO5	Analyze and reflect on their emotional patterns, identifying triggers and utilizing journaling to design personal strategies for better emotional management.	Analyze

Mapping with Programme Outcomes

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

3 - Strong; 2 - Medium; 1 - Some

Assessment Pattern

Bloom's Category	Lab Experiments Assessment (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

Passed in BoS Meeting held on 26.05.25

Approved in Academic Council Meeting held on 19.07.25

K.S.Rangasamy College of Technology – Autonomous R2022								
Master of Business Administration - MBA								
70 MB 2P1 – Leadership and Executive Skills LabI								
Semester	Hours/Week			Total Hrs	Credit	Maximum Marks		
	L	T	P			CA	ES	Total
II	0	0	4	60	2	60	40	100
List of activities: _ Goal Setting 1. SMART Goal setting 2. SWOT Analysis Decision Making skills 3. Decision Making Process 4. Business and Decision choice Time Management Skills 5. Prioritization of work 6. Estimate time, allocate it effectively, and meet deadlines. Self Assesment Skills 7. The Art of Knowing Self 8. Self Measurement Reacting Vs Responding Skill 9. Activities depicts Emotional Surges 10.								
Lab Manual								
1. Personality development lab manual								

Course Designer(s)

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

Passed in BoS Meeting held on 26.05.25
 Approved in Academic Council Meeting held on 19.07.25

70 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	60	60	60
Evaluate	0	0	0
Create	0	0	0
Total	100	100	100

Passed in BoS Meeting held on 26.05.25

Approved in Academic Council Meeting held on 19.07.25

K.S.Rangasamy College of Technology – Autonomous R2022								
Master of Business Administration								
70 MB 2P2 – Data Analytics Lab II								
Semester	Hours/Week			Total Hrs	Credit	Maximum Marks		
	L	T	P			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

Reference

Data Analytics Lab – II Manual

Course Designer(s)

Dr.E.Kalavani - kalavanie@ksrct.ac.in