



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**FIRST SEMESTER**

COURSE CODE	Course Title	DEPT	L	T	P	C
MBA 18C001	Principles of Management	MBA	3	0	0	3
MBA 18C002	Organization Behavior	MBA	3	0	0	3
MBA 18C003	Statistical Methods for Managers	MBA	3	1	0	4
MBA 18C004	Managerial Economics	MBA	4	0	0	4
MBA 18C005	Basic Accounting for Managers	MBA	4	0	0	4
MBA 18C006	Business Legislations	MBA	4	0	0	4
MBA 18C007	E- Commerce	MBA	4	0	0	4
MBA 18L001	Business Communication	MBA	0	0	2	2
<b>Sub Total</b>						<b>28</b>

**SECOND SEMESTER**

COURSE CODE	Course Title	DEPT	L	T	P	C
MBA 18C008	Management Accounting	MBA	4	0	0	4
MBA 18C009	Optimization Techniques for Managers	MBA	4	0	0	4
MBA 18C010	Marketing Management	MBA	4	0	0	4
MBA 18C011	Human Resource Management	MBA	4	0	0	4
MBA 18L002	Computer Application for Business	MBA	0	0	2	2
	<b>*Professional Elective: I</b>					
	Elective 1**	MBA	3	0	0	3
	Elective 2**	MBA	3	0	0	3
	Elective 3**	MBA	3	0	0	3
<b>Sub Total</b>						<b>27</b>

\* Students can opt for single / dual specialization.

\*\*Chosen elective should be from one specialization of management that includes three elective subjects.

**SUMMER PROJECT (4 WEEKS)**

The Project report along with the company certificate should be submitted within the first week of third semester. The viva-voce exams will be conducted during the third semester examination.



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**THIRD SEMESTER**

COURSE CODE	Course Title	DEPT	L	T	P	C
MBA 18C012	Research Methodology	MBA	4	0	0	4
MBA 18C013	Strategic Management	MBA	4	0	0	4
MBA 18C014	International Business Management	MBA	4	0	0	4
MBA 18C015	Production and Operations Management	MBA	4	0	0	4
MBA 18C016	Entrepreneurship Development	MBA	4	0	0	4
	<b>*Professional Elective: II</b>					
	Elective 1 **	MBA	3	0	0	3
	Elective 2 **	MBA	3	0	0	3
	Elective 3 **	MBA	3	0	0	3
MBA 18L003	Summer Project Viva Voce	MBA	0	0	6	6
	<b>Total</b>					<b>35</b>

\* Students can opt for single / dual specialization.

\*\*Chosen elective should be from one specialization of management that includes three elective subjects.

**FOURTH SEMESTER**

COURSE CODE	Course Title	DEPT	L	T	P	C
MBA 18C017	Business Ethics	MBA	4	0	0	4
MBA 18L004	Professional Skill Development	MBA	0	0	2	2
MBA 18L005	<b>PROJECT WORK (8 WEEKS)</b>	MBA	0	0	6	6
	Sub Total					12

**PROJECT (8 WEEKS)**

The project dissertation along with the company certificate should be submitted before viva-voce exams.

**TOTAL NO OF CREDITS – 102**



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**\*\*LIST OF ELECTIVES**

<b>ELECTIVE - MARKETING</b>						
S.No	Sub. Code	Title of Subject	L	T	P	C
1	MBA 18E001	Brand Management	3	0	0	3
2	MBA 18E002	Retail Management	3	0	0	3
3	MBA 18E003	Customer Relationship Management	3	0	0	3
4	MBA 18E004	Business to Business Marketing	3	0	0	3
5	MBA 18E005	International Marketing Management	3	0	0	3
6	MBA 18E006	Service Marketing	3	0	0	3
7	MBA 18E007	Advertising & Sales Promotion	3	0	0	3
8	MBA 18E008	Digital Marketing	3	0	0	3

<b>ELECTIVE - FINANCE</b>						
S.No	Sub. Code	Title of Subject	L	T	P	C
1	MBA 18E009	Taxation Management	3	0	0	3
2	MBA 18E010	International Finance Management	3	0	0	3
3	MBA 18E011	Financial Management	3	0	0	3
4	MBA 18E012	Management of Financial Services	3	0	0	3
5	MBA 18E013	Banking Management	3	0	0	3
6	MBA 18E014	Security Analysis And Portfolio Management	3	0	0	3
7	MBA 18E015	Working Capital Management	3	0	0	3
8	MBA 18E016	Corporate Finance	3	0	0	3

<b>ELECTIVE – HUMAN RESOURCE MANAGEMENT</b>						
S.No	Sub. Code	Title of Subject	L	T	P	C
1	MBA 18E017	Talent Management	3	0	0	3
2	MBA 18E018	Strategic Human Resource Management	3	0	0	3
3	MBA 18E019	Industrial Relations & Labour Welfare	3	0	0	3
4	MBA 18E020	Organizational Development	3	0	0	3
5	MBA 18E021	Training & Development	3	0	0	3
6	MBA 18E022	International Human Resource Management	3	0	0	3
7	MBA 18E023	Stress Management	3	0	0	3
8	MBA 18E024	Corporate Governance	3	0	0	3



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<b>ELECTIVE –INFORMATION SYSTEMS</b>						
S.No	Sub. Code	Title of Subject	L	T	P	C
1	MBA 18E025	Big Data Technology	3	0	0	3
2	MBA 18E026	Database Management System	3	0	0	3
3	MBA 18E027	Enterprise Resource Planning	3	0	0	3
4	MBA 18E028	Systems Analysis & Design	3	0	0	3
5	MBA 18E029	E-Business	3	0	0	3
6	MBA 18E030	Software Quality & Project Management	3	0	0	3

<b>ELECTIVE –OPERATIONS MANAGEMENT</b>						
S.No	Sub. Code	Title of Subject	L	T	P	C
1	MBA 18E031	Advanced Materials Management	3	0	0	3
2	MBA 18E032	Advanced Operations Research	3	0	0	3
3	MBA 18E033	Maintenance Management	3	0	0	3
4	MBA 18E034	Production Planning & Control	3	0	0	3
5	MBA 18E035	Purchasing & Inventory Management	3	0	0	3
6	MBA 18E036	Legal & Six Sigma Management	3	0	0	3
7	MBA 18E037	Total Quality Management	3	0	0	3

<b>ELECTIVE – SUPPLY CHAIN MANAGEMENT</b>						
S.No	Sub. Code	Title of Subject	L	T	P	C
1	MBA 18E038	Advanced Supply Chain Management	3	0	0	3
2	MBA 18E039	Business Logistics	3	0	0	3
3	MBA 18E040	Purchasing & Supply Chain Management	3	0	0	3
4	MBA 18E041	Global Logistics	3	0	0	3
5	MBA 18E042	Export Trade And Documentation	3	0	0	3
6	MBA 18E043	Warehouse Management	3	0	0	3



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<b>ELECTIVE –INTERNATIONAL BUSINESS MANAGEMENT</b>						
S.No	Sub. Code	Title of Subject	L	T	P	C
1	MBA 18E044	International Business Environment	3	0	0	3
2	MBA 18E045	International Economic Organizations	3	0	0	3
3	MBA 18E046	International Business Ethics	3	0	0	3
4	MBA 18E047	Cross Culture Business Management	3	0	0	3
5	MBA 18E048	International Logistics Management	3	0	0	3
6	MBA 18E049	Forex Management	3	0	0	3
7	MBA 18E050	International Trade Procedure & Promotion	3	0	0	3
8	MBA 18E051	International Business Negotiations	3	0	0	3

<b>ELECTIVE –TOURISM MANAGEMENT</b>						
S.No	Sub. Code	Title of Subject	L	T	P	C
1	MBA 18E052	Hospitality Management	3	0	0	3
2	MBA 18E053	Tourism Planning and Marketing	3	0	0	3
3	MBA 18E054	International Tourism Management	3	0	0	3
4	MBA 18E055	Tourism Products	3	0	0	3
5	MBA 18E056	International Hospitality Law	3	0	0	3
6	MBA 18E057	Travel and Tour Management	3	0	0	3

<b>ELECTIVE – HOSPITAL AND HEALTHCARE MANAGEMENT</b>						
S.No	Sub. Code	Title of Subject	L	T	P	C
1	MBA 18E058	Hospital & Healthcare Policy & planning	3	0	0	3
2	MBA 18E059	Organization and Management of Hospital & Health Systems (Including Supporting Services)	3	0	0	3
3	MBA 18E060	Epidemiology in Medical and health Care Management	3	0	0	3
4	MBA 18E061	Quality Assurance and Management in Hospitals	3	0	0	3
5	MBA 18E062	Risk Management and Health Insurance	3	0	0	3
6	MBA 18E063	Legal Framework for Hospitals	3	0	0	3



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<b>ELECTIVE – SPORTS MANAGEMENT</b>						
S.No	Sub. Code	Title of Subject	L	T	P	C
1	MBA 18E064	Organization & Management In Sports	2	1	0	3
2	MBA 18E065	Managing And Promoting Sports Events	2	1	0	3
3	MBA 18E066	Administration Of Sports Organizations	2	1	0	3
4	MBA 18E067	Leadership Principles In Sports	2	1	0	3
5	MBA 18E068	Advertising ,Public Relation And Sponsorship In Sports	2	1	0	3
6	MBA 18E069	Sports Training And Conditioning	2	1	0	3

<b>ELECTIVE – EDUCATION MANAGEMENT</b>						
S.No	Sub. Code	Title of Subject	L	T	P	C
1	MBA 18E070	Principles of Education Management	3	0	0	3
2	MBA 18E071	Education Environment	3	0	0	3
3	MBA 18E072	Education Institution Management	3	0	0	3
4	MBA 18E073	Office Management	3	0	0	3
5	MBA 18E074	Institutional Linkage for Education Management	3	0	0	3
6	MBA 18E075	Finance Management in Education Institutions	3	0	0	3

<b>ELECTIVE – MEDIA AND ENTERTAINMENT MANAGEMENT</b>						
S.No	Sub. Code	Title of Subject	L	T	P	C
1	MBA 18E076	History of Media	3	0	0	3
2	MBA 18E077	Film Animation & Gaming Programming Management	3	0	0	3
3	MBA 18E078	Managing Media	3	0	0	3
4	MBA 18E079	Film TV Production, Programming Management	3	0	0	3
5	MBA 18E080	Media Business Practices	3	0	0	3
6	MBA 18E081	Sound Production and Music Industry Management	3	0	0	3



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<b>ELECTIVE – AGRICULTURE MANAGEMENT</b>						
S.No	Sub. Code	Title of Subject	L	T	P	C
1	MBA 18E082	Principles of Agri-Business Management	3	0	0	3
2	MBA 18E083	Agriculture Marketing Systems and Models	3	0	0	3
3	MBA 18E084	Farm Management	3	0	0	3
4	MBA 18E085	Branches of Agricultural Management	3	0	0	3
5	MBA 18E086	Agricultural Export Management	3	0	0	3
6	MBA 18E087	Management of Dairies and Co-operatives	3	0	0	3

<b>ELECTIVE – ENTREPRENEURSHIP MANAGEMENT</b>						
S.No	Sub. Code	Title of Subject	L	T	P	C
1	MBA 18E088	Entrepreneurial Finance	3	0	0	3
2	MBA 18E089	Project Management	3	0	0	3
3	MBA 18E090	Technology Innovation & sustainable enterprise	3	0	0	3
4	MBA 18E091	Business Plan & Ethics	3	0	0	3
5	MBA 18E092	Managing Diversity	3	0	0	3
6	MBA 18E093	Event Management	3	0	0	3

**Course Assessment Methods:**

<b>Direct</b>		<b>Indirect</b>	
1	Internal Tests	1	Course and Survey
2	Assignments	2	Faculty Survey
3	Seminar	3	Industry
4	End Semester Examinations	4	Alumni
5.	Case study Analysis		

❖ Applicable to all the Subjects



**Dr. M.G.R.**  
**EDUCATIONAL AND RESEARCH INSTITUTE**  
**(Deemed to be University)**  
Maduravoyal, Chennai - 600 095, Tamilnadu, India.  
(An ISO 9001 : 2015 Certified Institution)  
University with Special Autonomy Status



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# I SEMESTER





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**UNIT - I INTRODUCTION**

**9 hours**

The Nature of Management –Management: Science or Art – Difference between administration and management - Evolution of management thought - Roles of managers– F.W.Taylor and Henri Fayol contribution to the management- Managerial functions

**UNIT - II PLANNING**

**9 hours**

Nature and purpose of planning - Planning process – Objectives - Management by objective (MBO)- Strategic Planning - Decision Making - Decision Making Process.

**UNIT – III ORGANISING**

**9 hours**

Nature and purpose of organizing - Organization structure - Span of control - Centralization and Decentralization – Delegation of authority – Staffing - Selection and Recruitment – Sources of Recruitment, Orientation, Induction - Training and development.

**UNIT - IV DIRECTING**

**9 hours**

Fundamentals of Directing – Importance & Techniques, Managing Groups- nature and the purpose of groups- formation of groups. Communication - Hurdles to effective communication- Organization culture Elements and types of culture.

**UNIT - V CONTROLLING**

**9 hours**

Controlling - nature of control – Organizational control techniques Process of controlling - Types of control- Coordination needs, importance, types & strategies to co-ordination.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Meenakshi Gupta - Principles of Management - PHI Learning Pvt. Ltd.-2009.
2. L.M.Prasad - Principles and Practice of Management - Sultan Chand & Sons - 7<sup>th</sup> Edition - 2007.
3. Harold Koontz - Principles of Management - Tata McGraw Hill - 2004.
4. R.N Gupta - Principles of Management - Sultan Chand Ltd - 2<sup>nd</sup> Edition - 2007.
5. W. Haynes, Sampat Mukherjee - 21<sup>st</sup> Century Management - New central Book Agency (P) Ltd., Calcutta - 2<sup>nd</sup> Edition - 2005.
6. Singh, B.P. and A.K. Singh (1999) Essentials of Management, Excel Books, New Delhi.



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**MBA 18C002**

**ORGANIZATIONAL BEHAVIOUR**

<b>MBA 18C002</b>	<b>CONTROL SYSTEMS</b>				<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45				3	0	0	3
	Prerequisite –Management							
	Course Designed by – Faculty of Management Studies							
<b>OBJECTIVES</b>								
<ol style="list-style-type: none"> <li>1. To understand the basic types of organization structures</li> <li>2. To know the role of managers</li> <li>3. Analyse the behaviour of individuals and groups in organizations in terms of the key factors that influence their behaviour.</li> <li>4. Assess the potential effects of organizational structure and employee behaviour.</li> </ol>								
<b>COURSE OUTCOMES (COs)</b>								
CO1	Understanding the concepts of OB							
CO2	Clear sight on the factors contributing discipline							
CO3	Knowledge on the concepts of motivation							
CO4	Understanding the concepts of personality							

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	H			H			M	
	<b>CO2</b>		H	H		M			
	<b>CO3</b>	M	M		M				
	<b>CO4</b>	L	H	L	M			M	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
		✓			✓				
4	Approval					Meeting of Academic Council, June 2018			



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**UNIT – I MANAGING ORGANIZATIONAL BEHAVIOUR** **9 hours**  
Definition need and Importance of Organizational Behavior – Nature and Scope of Organizational Behaviour - Role of managers – Contributing disciplines to Organizational Behaviour - Frame work of Organizational Behaviour.

**UNIT – II PERSONALITY AND LEADERSHIP** **9 hours**  
Personality – types – Factors influencing personality –Theories of Personality – Perception-Importance - Types of Perception — Factors influencing Perception - Interpersonal perception- Impression Management. Leadership – Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power – Power centers – Power and Politics.

**UNIT – III GROUP DYNAMICS AND GROUP BEHAVIOUR** **9 hours**  
Group Dynamics - How Groups Work - Groups in Organizations - Stages of Group, Foundations of Group Performance - Decision Making in Groups – Group Behaviour – Group Communication – Team building - Interpersonal relations – Communication – Control , Group decision making – Merits and Demerits of Group decision making.

**UNIT – IV LEARNING AND MOTIVATION** **9 hours**  
Learning – Types of learners –The learning process – Learning theories – attitudes and values – Motivation – Theories of motivation - Effects on work behavior - Important types of work stress.

**UNIT – V ORGANIZATIONAL PROCESS** **9 hours**  
Organizational structure and design – Organizational culture and climate – Factors affecting organizational climate, Organizational change – Importance – Resistance to change – Managing change. Organizational development – Characteristics – objectives, Organizational Conflict – Causes – Types of Conflicts.

**TOTAL NO. OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. S.S. Khanka - Organizational Behaviour - S. Chand Ltd. – 2006.
2. L.M.Prasad - Organizational Behaviour. S. Chand Company – 3<sup>rd</sup> edition – 2004.
3. Robbins et.al Organizational Behaviour Prentice Hall India 12th edition
4. Singh, A.K. and B.P.Singh (2007) Organisational Behaviour , Excel books Pvt Ltd, New Delhi for IASE Deemed University, Rajasthan, India.
5. Fred Luthans – Organisational Behaviour, 12<sup>th</sup> Edition, McGraw Hill ,2010



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**MBA 18C003**

**STATISTICAL METHODS FOR MANAGERS**

<b>MBA 18C003</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	1	0	4
	Prerequisite –Management				
	Course Designed by – Department of Mathematics				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To understand the Basic concepts in Statistics</li> <li>2. To understand the Basic concepts in Correlation</li> <li>3. To understand the Basic concepts in Probability</li> <li>4. To understand the Basic concepts in Index number</li> <li>5. To understand the Basic concepts in Time Series</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Role and importance of statistics in Business				
CO2	Clarity in application of Measures of Probability Theories				
CO3	Clarity on Testing of Hypothesis				
CO4	Understand the Importance of Operations Research.				

		Mapping of Course Outcomes with Program outcomes (Pos)							
		(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low							
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	H	L	H			M		
	<b>CO2</b>	M	M	H		M			
	<b>CO3</b>		M		H			M	
	<b>CO4</b>	H	L	M		H			
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
		✓	✓						
4	Approval					Meeting of Academic Council, June 2018			



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**UNIT – I BASICS OF STATISTICS**

**9 hours**

Variables – Uni-variate Data – Frequency Distribution – Measures of Central Tendency – Mean –Median –Mode – Quartiles – Measures of Dispersion – The Range – Quartile Deviation –Standard Deviation.

**UNIT – II CORRELATION**

**9 hours**

Concept of linear correlation between two variables - Scatter diagram - Karl person's formula for correlation coefficient - spearman's rank correlation (Simple problems).

**UNIT – III PROBABILITY**

**9 hours**

Definition of Random Experiment - Sample Space – Events: Mutually exclusive events - Exhaustive events - Dependent events and Independent events - Mathematical and Statistical definition of probability - Theorems of addition and multiplication laws of Probability (Without proof) (Simple problems).

**UNIT – IV INDEX NUMBER**

**9 hours**

Definition - Limitations and uses of Index numbers - Construction of index number by aggregate expenditure method and family budget method using Laspeyre's - Paasche's and Fisher's Formula.

**UNIT – V TIME SERIES**

**9 hours**

Meaning of Time series - Various components of Time series: Trend, Seasonal, Cyclic and Random components - Methods of measuring Trend by (a) Graphical method (b) Moving average method. (Simple problems).

**TOTAL NO. OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Gupta S.C., Kapoor V.K., *Fundamentals of Mathematical Statistics*, S.Chand & Co., (2007).
2. Robert M. Leekley., *Applied Statistics for Business and Economics*, Taylor & Francis, S.Chand Publishing Co., (2015).
3. Arora P.N., *Business Statistics*, S.Chand & Co., (2007).
4. Sharma J.K., *Business Statistics*, Vikas Publishing., (2016).
5. Veerarajan T., *Probability, Statistics and, Random Processes*, Tata McGraw Hill Publishing Co., (2008).
6. Singaravelu, *Probability and Random Processes*, Meenakshi Agency, (2017).



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**MBA 18C004**

**MANAGERIAL ECONOMICS**

<b>MBA 18C004</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	4	0	0	4
	Prerequisite –Management				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To acquaint the students with the basic objectives and instruments of Micro and Macro Economics.</li> <li>2. To ponder upon the importance of demands and supply concepts</li> <li>3. To highlight the concept of production and cost concepts</li> <li>4. To describe about the perfect and imperfect market</li> <li>5. To give clarity of concepts of GDP, CPI, Circular Flow of Income, Inflation, Balance of Payment.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Associate the fundamental concepts and Objectives of Micro Economics				
CO2	Understand the importance of demand and supply concepts				
CO3	Enhance the knowledge on demand and supply factors				
CO4	Correlate concepts of macro economics - National income concepts, inflation, Monetary and Fiscal Policy, Exchange Rates etc.,				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	M				M	H		
	<b>CO2</b>	H	M	H		M			
	<b>CO3</b>		M		H	M			
	<b>CO4</b>	H	M	M					
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
		✓			✓				
4	Approval					Meeting of Academic Council, June 2018			



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**UNIT - I INTRODUCTION TO MANAGERIAL ECONOMICS** **9 hours**

Definition, Nature and Scope, Distinction between Micro and Macro Economics. Consumer Behavior: Utility – meaning & concepts, Law of diminishing marginal utility, the indifference curve analysis-indifference curve.

**UNIT- II DEMAND & SUPPLY ANALYSIS** **9 hours**

Meaning of demand, the demand curve, Elasticity of demand, types of elasticity of demand. Supply –Meaning, the supply curve, equilibrium with supply and demand curves.

**UNIT - III THEORY OF PRODUCTION** **9 hours**

Meaning of Production, Basic concepts- total, average, and marginal product, short run and long run production Function, Law of Variable Proportion. Production function with two variable inputs – Isoquants – Meaning, Properties, Isocost Lines, All variable inputs – Returns to Scale, **Cost Analysis**: Determinants of Costs, types of Cost.

**UNIT - IV MARKET CLASSIFICATION** **9hours**

Perfect Competition: Characteristics of a perfectly competitive market, Monopoly, Monopolistic competition, duopoly, oligopoly: Kinked demand curve, Game Theory.

**UNIT - V MACRO ECONOMIC CONCEPTS** **9 hours**

National income concepts, Inflation, Balance of Payment, Circular flow of income Monetary and Fiscal Policy, Demonization, Exchange Rates

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Spencer M.H Managerial Economics, Text problems and short cases.
2. D.M, Mithani., Managerial Economics, Theory And application, Himalaya Publishing
3. Dewett K.K. Modern Economic Theory, S. Chand & company Ltd.
4. Mithani, D.M, Managerial Economics- Theory &applications, Himalaya pub.
5. Mehta, P, L, Managerial Economics. Analysis, problem & cases, Sultan Chand
6. Peterson, H.C and Lewis, W.C. Managerial Economics, 4th ed, prentice Hall.
7. Abel & Bernanke, Macroeconomics, 4<sup>th</sup> ed, person pub Froyen, Macroeconomics, 6<sup>th</sup> ed., Pearson Education



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18C005                      BASIC ACCOUNTING FOR MANAGERS**

<b>MBA 18C005</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	4	0	0	4
	Prerequisite –Management				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To introduce basic accounting concepts, the system of recording and summarizing the effects of accounting transactions.</li> <li>2. Preparation of final accounts with adjustments and concepts interlinked.</li> <li>3. To understand the concepts of assets and liabilities in terms of depreciation.</li> <li>4. To analyze and interpret the transaction of a business</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understanding the significance, uses and applications of financial statement analysis				
CO2	Practice on the application of various tools of financial statement analysis				
CO3	Hands on practice to analyze the trend of a phenomenon				
CO4	Ability to make inter-firm and intra-firm comparison.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H	H		H		M		
	CO2		M	H		M		H	
	CO3		M		H				
	CO4	H		M	M			H	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
		✓		✓					
4	Approval					Meeting of Academic Council, June 2018			



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
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**UNIT – I TYPES OF ACCOUNTS**

**9 hours**

Introduction to accounts and accounting concepts, types of accounts- Financial Accounts, Management Accounting and Cost Accounting. Meaning, Uses and Application and difference between Financial, Management and Cost accounts.

**UNIT – II INTRODUCTION TO FINANCIAL ACCOUNTING**

**9hours**

Meaning and understanding of GAAP , Concepts and Conventions of accounts, Golden rules of Accounts, scope of Accounting, Objectives of Accounting – Accounting Transactions.

**UNIT – III ACCOUNTING CYCLE**

**9 hours**

Book Keeping– Journal, Ledger, Preparation of Trial Balance – Preparation of subsidiary books, Cash Book, Bank book, Single entry system, Double Entry system, Statement of Affairs Method, Conversion Method

**UNIT – IV FINANCIAL STATEMENTS PREPARATION**

**9 hours**

Preparation of Final Accounts of a Sole Trading Concern – Adjustments Receipts and Payments Account, Income & Expenditure Account and Balance Sheet ,Depreciation – Meaning, Causes, Types (Straight Line Method, Written Down Value Method, Insurance Policy Method, Sinking Fund Method & Annuity Method).

**UNIT – V HIRE PURCHASE, LEASING AND INSTALLMENT SYSTEM**

**9hours**

Hire purchase, Leasing and Installment system - Meaning, concepts, uses, application of the concepts.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. R.L.Gupta & V.K.Gupta, Advanced Accounting - Sultan Chand & Sons - New Delhi.
2. Jain & Narang, Financial Accounting - Kalyani Publishers - New Delhi.
3. T.S. Reddy & A.Murthy, Financial Accounting - Margham Publications -Chennai.
4. Shukla & Grewal, Advanced Accounting – S Chand - New Delhi.
5. P.C. Tulsian – Financial Accounting



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA18C006**

**BUSINESS LEGISLATIONS**

<b>MBA 18C006</b>	<b>CONTROL SYSTEMS</b>				<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45				4	0	0	4
	Prerequisite –Management							
	Course Designed by – Faculty of Management Studies							
<b>OBJECTIVES</b>								
1. The objective of this course is to acquaint the student with various laws we observe in performing the day-today business.								
2. The emphasis on latest provisions of the law and there use for best interest of the organization without violating them.								
<b>COURSE OUTCOMES (COs)</b>								
CO1	To understand different types of organization.							
CO2	To understand different acts required to work in an industry environment.							
CO3	To understand the pros and cons of legal requirements.							
CO4	To understand the cyber laws and Intellectual property rights.							

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	M			H		M		
	<b>CO2</b>		H	H		M			
	<b>CO3</b>		M		H				
	<b>CO4</b>			H	M	H		H	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
		✓			✓				
4	Approval					Meeting of Academic Council, June 2018			



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**UNIT – I BUSINESS ORGANIZATION & CONTRACT ACT, 1872** **9 hours**  
Types of Business Organization: Proprietorship, Partnership and Company, Various Registrations under different acts, The Indian Contract Act, 1872: Essentials of a Valid Contract, Void and Void able Contracts and Void Agreements, Performance of Contracts, Breach of a Contract and its Remedies, Quasi-Contracts.

**UNIT – II COMPANIES ACT, 1956:** **9 hours**  
The Companies Act, 1956: Types of Companies, Formation of a Company, Memorandum and Articles of Association, Shareholders and Debenture Holders, Promoters of Company. The Indian Partnership Act, 1932: Formation of Partnership, Dissolution of Partnership Firm.

**UNIT – III SALES OF GOODS ACT, 1930:** **9 hours**  
The Sales of Goods Act 1930: Contract of sale, Essential elements of contract of sale, Warranties & Condition, Sale & Hire purchase, Types of Goods. GST

**UNIT –IV NEGOTIABLE INSTRUMENT ACT, 1881:** **9 hours**  
The Negotiable Instrument Act, 1881: Nature and Types, Negotiation and Assignment, Holder in due course, Dishonor and Discharge, Crossing of Cheques.

**UNIT – V CYBER LAW AND INTELLECTUAL PROPERTY LAW** **9 hours**  
Overview – salient features of IT Act – Cyber Crimes – Types – Penalties thereof – E-Commerce – E Contract – Internet Policies of Government of India – Forms of Intellectual property – Patents – Copyrights – Trademarks – Industrial designs

**TOTAL NO OF PERIODS: 45HOURS**

**REFERENCE BOOKS:**

1. R.C. Shukla A Manual of Mercantile Law , S. Chand & Co. Ltd., 7th Edition, 2014, ISBN: 0706999010
2. Avtar Singh, Mercantile Law, Eastern Book Company, 4th Edition, ISBN: 0785551352, 9780785551355
3. Bulchandani, Business Law of Management, Himalaya Publishing House, 2011, ISBN-10: 8184881649, ISBN-13: 978-8184881646
4. K.C. Garg, V.K. Sareen, Mukesh Sharma, R.C. Chawla Mercantile Law, Kalyani Publishers, 15th Edition
5. M. C. Kuchhal, Business Law (5th Edition), Vikas Publishing House (P) Ltd., 6th Edition, ISBN: 97893259639625



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18C007**

**E-COMMERCE**

<b>MBA 18C007</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	4	0	0	4
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To learn to analyze the E-commerce in a Firm</li> <li>2. To determine the role that the internet (and related technologies) plays in it</li> <li>3. To understand the process of E-commerce</li> <li>4. To learn the different types of E-commerce</li> <li>5. To process and understanding the key issues involved in moving to e-business</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Able to understand and handle E-commerce technologies with the help of Internet				
CO2	Apply the different technologies in the e-commerce application development				
CO3	Able to understand and handle the case studies according to the e-customer satisfaction				
CO4	Able design and develop different payment system and case applications studies.				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	L			H	M		H
	CO2		M				H	
	CO3			M	H			H
	CO4	L				H		
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)		
		✓		✓				
4	Approval				Meeting of Academic Council, June 2018			



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**UNIT - I INTRODUCTION TO INFORMATION TECHNOLOGY** **9 hours**  
WWW Concept, E-mail, facilities on Internet, Classification of Network, Internet Protocol, Mail Software, Netscape, Outlook Express Internet Surfing, Browser & Search Engine, FTP, Telnet,.

**UNIT - II E-COMMERCE** **9 hours**  
Introduction to E-Commerce, Definition, Element of E-Commerce Industry frame work, Types Internet Service Provider, Internet V/s Intranet, Hard Aspect of E-Commerce, Challenges in implementing, E-Commerce, The future of E-Commerce growth.

**UNIT – III FEATURES OF E-COMMERCE** **9 hours**  
Unique Features of E-commerce Technology: Ubiquity, Global Reach, Universal Standards, Richness, Interactivity, Information Density, Personalization/ Customization,

**UNIT – IV WEBSITE BUILDING** **9 hours**  
Building an E-commerce Website: Planning: The Systems Development Life Cycle, Systems, Analysis/Planning: Identify Business Objectives, System Functionality and Information Requirements. , System Design: Hardware and Software Platforms,

**UNIT – V ELEMENTS OF A BUSINESS MODEL** **9 hours**  
Eight Key Elements of a Business Model: Value Proposition, Revenue Model, Market Opportunity, Competitive Environment, Competitive Advantage, Market Strategy, Major Business to Consumer (B2C), Major Business to business (B2B), Consumer to Consumer (C2C), Mobile commerce: Introduction to mobile commerce; benefits of mobile commerce; mobile commerce framework, Block chain technology.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Nabil R.Adam, OktayDogramaci, Aryya Fanfopadhyay And Yelena Yesha, *Electronic Commerce*, 1st Edition (20 August 1998), ISBN :0139490825, 978-0139490828
2. Nabil R.Adam and Oktay Dogramaci, *Electronic Commerce: Technical Business and Legal Issues*, Prentice Hall USA, ISBN: 0139490825, 9780139490828.
3. Doernberg, Richard Land Hinnekens Luc, *Electronic Commerce and International Taxation*, 1st Edition 1998, Peachpit Press, USA, ISBN-13: 978-9041110534, ISBN-10: 9041110534.
4. Greenstein Firsman, *Electronic Commerce*, 2nd Edition 2002, Tata Mcgraw Hill, ISBN: 0072410817, 9780072410815.
5. Charles Trepper, *E-commerce strategies*, Latest Edition 2000, Microsoft, Eastern Economy Edition, ISBN: 0735607230, 9780735607231.
6. Napier, Judd, Rivers and Wagner, *Creating a winning E-Business*, 2nd Edition 2005, Thomson learning, ISBN: 0619217421, 978061921742



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18L001**

**BUSINESS COMMUNICATION**

<b>MBA 18L001</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 30	0	0	2	2
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To Communication is the life blood for an organization as it brings in all aspects of business together.</li> <li>2. To familiarize the students with the basic concepts of business communication in the organization backdrop and the application for the extension of communication in business.</li> <li>3. To acquaint the students with fundamentals of communication, help them honing oral, written and non-verbal communication skills and to transform their communication abilities.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understanding the importance of different types of communication.				
CO2	Understanding the Essentials of effective business communication.				
CO3	Clarity in drafting effective communication letters.				
CO4	Understand rules to be followed in different types of communications				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	M					H	H	
	<b>CO2</b>	H	H	H		M			
	<b>CO3</b>		M		H		M		
	<b>CO4</b>	L		M	M			H	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
		✓			✓				
4	Approval					Meeting of Academic Council, June 2018			



## **FACULTY OF MANAGEMENT STUDIES**

### **MBA- Two Year Full Time Program- Curriculum & Syllabus** **Program Structure for MBA (Full Time)**

#### **UNIT – I MODELS OF COMMUNICATION**

**6 hours**

Meaning and important of communication in business, the process of communication, models of communication, types of information-order, advise, suggestion, motivation, persuasion, warning and education. Channels of communication, their effectiveness, limitations, Media of communication, barriers of communication, approaches to effective communication, report writing.

#### **UNIT – II ESSENTIALS OF EFFECTIVE BUSINESS COMMUNICATION**

**6 hours**

Specific business communication: Essentials of effective business communication (7Cs model of effective communication) Group communication through committees, conference and interviews and conferences. Role of communication in Crisis Management.

#### **UNIT – III CORPORATE COMMUNICATION**

**6 hours**

Corporate Communication: its importance and how it is different from general communication strategic communication: Managing the Grapevine Structure of business correspondence: Inquires and replies, orders and their executions, complaints and adjustment, credit and status inquires, agency letters and sales letters.

#### **UNIT – IV DEVELOPING EFFECTIVE PUBLIC RELATIONS**

**6 hours**

Developing Effective Public Relations: Drafting of press Release, Brochures, Handouts, Leaflets, e-newsletters Letter Writing: Goods news, Bad news, Informative news, Persuasive news, memorandum drafting E-Mail writing Report writing-Short & Long Formal Reports. Strategies to improve-reading skills, speaking skills, listening skills Guidelines to effective public speaking Developing job application-Covering letter, Resume interviewing; Negotiating the job offer.

#### **UNIT – V EFFECTIVE COMMUNICATION SKILLS**

**6 hours**

Oral communication-skills and effectiveness, principles, Planning a talk, presentations, Group discussions, Interviewing skills-Appearing in interviews; conference, seminars; Negotiation skills, conversation control-Group communication; Importance, Meetings-group discussions. Video conferencing.

**TOTAL NO OF PERIODS: 30 HOURS**

#### **REFERENCE BOOKS:**

1. Adair. J. Effective Communication, Pan McMillan., Revised Edition, 2011, ISBN: 0330530844, 9780330530842
2. Thill, J.V. & Boves, G. L. Excellence in Business Communication, McGraw Hill, New York., 11th Edition, 2014, ISBN-10: 0133544176 , ISBN-13: 9780133544176
3. Bowman, J. P. & Branchaw, Business Communication: From Process to Product Dryden Press, Chicago., ISBN 10: 0030018986 , ISBN 13: 9780030018985
4. Ludlow, R. & Panton., F(1998) The Essence of Effective communications. Practice Hall of India Pvt Ltd, ISBN:0-13-284878-3.
5. Mary Ellen Guffey, Loewy, Essentials of Business Communication, Cengage Learning, 9th Edition, 2012, ISBN-13: 978-1111821227, ISBN-10: 1111821224



**Dr. M.G.R.**  
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**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

# II SEMESTER



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18C008** **MANAGEMENT ACCOUNTING**

<b>MBA 18C008</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	4	0	0	4
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				

**OBJECTIVES**

1. To acquaint the students regarding financial decisions and financial markets
2. To gain knowledge on sources of funds
3. To create an aware on financial management tools and techniques in financial decision making
4. To identify optimal capital structure, and determine the dividend policy
5. To know the value of working capital

**COURSE OUTCOMES (COs)**

CO1	It helps to analyze the financial statement
CO2	To provide the knowledge about the financial aspects
CO3	It encourages ethical behavior in decision making process
CO4	The application of management theories in problem solving

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	H	L	L	L	H	H	H
	CO2	M	M	H	L	M	H	L
	CO3	M	M	H	H	H	M	L
	CO4	H	H	M	M	M	H	H
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship		
		✓		✓				
4	Approval				Meeting of Academic Council, June 2018			



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**UNIT – I INTRODUCTION**

**9 hours**

Management Accounting – Definition – Nature – Scope – Objectives – Merits and Limitations – Financial Statement Analysis – Comparative Statements – Common Size Statements – Trend Percentages – Ratio Analysis.

**UNIT – II FUND FLOW AND CASH FLOW STATEMENT**

**9 hours**

Fund Flow Statement – Uses of Fund Flow Analysis – Construction of Fund Flow Statement. Cash Flow Analysis Construction of Cash Flow Statement. Distinction of Cash from Funds

**UNIT – III MARGINAL COSTING**

**9 hours**

Marginal Costing – Distinction between Absorption Costing and Marginal Costing – Cost Volume Profit (CVP) Analysis – Break Even Analysis- Margin of Safety. Standard Costing – Variance Costing concepts and types.

**UNIT – IV BUDGET AND CONTROL SYSTEM**

**9 hours**

Budget and Budgetary Control –Sales, Production, Production Cost, Raw material Cost, Cash, Master Budgets and Flexible Budgets. Concepts of Zero Base Budget.

**UNIT – V BASICS OF COST ACCOUNTING**

**9hours**

Introduction to Costing, Terminology (Cost, costing, cost unit, cost centre, profit centre, cost object), Objectives & Need of Cost Accounting. Methods of costing, Classification of costs (by nature, by activities, by behaviour, by time, in relation to managerial decision making Preparation of cost sheet.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Management Accounting – S.N. MAHESWARI, Sultan Chand & Sons.
2. Management Accounting -R.S.N. PILLAI & BHAGAVATHI, Sultan Chand & Sons.
3. Management Accounting – Principles and Practice – R.K. SHARMA & JHOSHI K. GUPTA.
4. Principles Of Management Accounting – MANMOHAN & S.N. GOYAL, Sahitya Bhavan, Agra.
5. Management Accounting – Tools and Techniques – N.VINAYAKAM, I.B. SINHA, Himalaya Publishing House.
6. Management Accounting – S.K.R.PAUL, New Central Book Agency, Calcutta.



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18C009**

**OPTIMIZATION TECHNIQUES for MANAGERS**

<b>MBA 18C009</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	4	0	0	4
	Prerequisite –Management.				
	Course Designed by – Department of Mathematics				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To impart the significance of production and operation management in today’s scenario.</li> <li>2. To explain the Operational strategies in the global economy.</li> <li>3. To integrate marketing and production for strategic formulation.</li> <li>4. To familiarize with the demand forecasting methods.</li> <li>5. To highlight the importance of Inventory management.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Familiar in today’s production and operation management set up.				
CO2	Understanding the Operational strategies in the global economy.				
CO3	Integrate marketing and production for strategic formulation				
CO4	Acquaintance with the forecasting techniques.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	H			M			H	
	<b>CO2</b>		H			M			
	<b>CO3</b>			H			M		
	<b>CO4</b>		M		H			H	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
		✓	✓						
4	Approval					Meeting of Academic Council, June 2018			



**FACULTY OF MANAGEMENT STUDIES**

**MBA- Two Year Full Time Program- Curriculum & Syllabus**  
**Program Structure for MBA (Full Time)**

**UNIT – I LINEAR PROGRAMMING**

**9 hours**

Formulation of LPP – Standard form of LPP – Graphical method – Simplex method – Big M method.

**UNIT – II TRANSPORTATION AND ASSIGNMENT**

**9 hours**

Formulation of Transportation problem – North West corner method – Least cost method – Vogel’s approximation method – Optimality test – MODI method – Degeneracy – Assignment problem: Hungarian method – Travelling salesman problem.

**UNIT – III CPM AND PERT**

**9 hours**

Network representation – Fulkerson’s rule – Critical path method – Scheduling of activities – Earliest and Latest times – Float and Slack times – Critical path – PERT – Probability for project duration.

**UNIT – IV QUEUING**

**9 hours**

Elementary concepts – Pure Birth and Death process – Single server Markovian models with infinite and finite capacity.

**UNIT –V GAME THEORY**

**9 hours**

Game theory: Introduction – Two person Zero Sum game – Maximin- Minimax principle – Saddle point – Game without Saddle point (2 X 2 Game only) – Dominance property – Graphical method (2 X n and m X 2 games only).

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Hamdy A. Taha, *Operations Research: An Introduction (9<sup>th</sup> ed.)*, Pearson, (2010).
2. Hillier, Lieberman, *Introduction to Operations Research (8<sup>th</sup> ed.) (IAE)*, Tata McGraw Hill Publishing Co., (2005).
3. Panneerselvam R., *Operations Research (2<sup>nd</sup> ed.)*, Prentice Hall of India, (2011).
4. Ravindran, Phillips, Solberg, *Operations Research: Principles and Practice (2<sup>nd</sup> ed.)*, John Wiley & Sons, (2007).
5. Hira D.S., Gupta P.K., *Operations Research*, S.Chand & Co., (2007).



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18C010**

**MARKETING MANAGEMENT**

<b>MBA 18C010</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	4	0	0	4
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. The objective of this course is to familiarize the students with the concepts, philosophies, processes and techniques and develop their analytical skills in the area of marketing.</li> <li>2. This course is intended not only help those who plan to specialize in marketing but also for all others.</li> <li>3. To understand the effectiveness of Advertisement with reference to current marketing scenario.</li> <li>4. To know the legal aspects of marketing at global level.</li> <li>5. To understand the concept of green marketing and cyber marketing at International level.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understand the buying behaviour and consumer decision making process.				
CO2	Determine the Pricing strategy according to the marketing trend.				
CO3	Understand the advertising techniques and promotional policies based on competition.				
CO4	Determined the Research Process.				
CO5	Understand the ethical and legal aspects of marketing.				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	H	L	M	M	H	H	H
	CO2	M	M	H	M	M	H	M
	CO3	H	M	H	H	M	M	M
	CO4	H	M	M	M	H	H	H
	CO5	H	M	M	M	H	M	M
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship		
		✓		✓				
4	Approval				Meeting of Academic Council, June 2018			



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**UNIT - I INTRODUCTION**

**9 hours**

Concept, nature, scope and importance of marketing; Marketing concept and its evolution; Marketing mix; Strategic marketing planning – an overview. Market Analysis and Selection: Marketing environment – macro and micro components and their impact on marketing decisions; Market segmentation and positioning.

**UNIT - II MARKETING DECISIONS**

**9 hours**

Buyer behavior; consumer versus organizational buyers. Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle – strategic implications; New product development and consumer adoption process. Pricing Decisions: Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.

**UNIT - III DISTRIBUTION CHANNELS**

**9 hours**

Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesale. Promotion Decisions: Communication Process; Marketing mix.

**UNIT - IV PROMOTION AND MARKETING RESEARCH**

**9 hours**

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. Meaning and scope of marketing research; Marketing research process. Marketing Organization and Control: Organizing and controlling marketing operations.

**UNIT - V ISSUES AND DEVELOPMENTS IN MARKETING**

**9 hours**

Social, ethical and legal aspects of marketing; services marketing. International marketing; Green marketing; Cyber marketing; Relationship marketing and other developments of marketing.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Philip Kotler – Marketing Management 14th Edition-2011 Prentice Hall India ISBN no ISBN-10: 0132102927
2. Rajan Saxena – Marketing Management – Tata Mc Graw Hill 2009 ISBN No 0070144915
3. William J. Stranton – Fundamentals of Marketing– Mc Graw Hill 10 th edition IBSN No 0070610150
4. Cravens. Hills. Woodruff Marketing Management Aitbs 14th edition, 2008, ISBNNO - 8121902819
5. Douglas Jdatrymple Leonard J. Marketing Management Persons publications, 7th Edition (2000) ISBN-10: 0471332380



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18C011**

**HUMAN RESOURCE MANAGEMENT**

<b>MBA 18C011</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	4	0	0	4
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To acquaint the students with the importance and objectives of Human Resource Management</li> <li>2. To ponder upon the qualities of Personnel Managers, evolution and growth of Personnel Management</li> <li>3. To highlight the importance of Human Resource policies</li> <li>4. To describe the concept of Human Resource Planning</li> <li>5. To keep the students abreast with the terms like Job Analysis, Job Description and Job Specification</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	To understand the contribute, implementation & evaluation of employee.				
CO2	To understand the Recruitment, selection and retention plans.				
CO3	To know about human resources component of the organizations business plan.				
CO4	To learn about leadership and analytical skills.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H		M	H		H	H	
	CO2		M	H		M			
	CO3	H			H				
	CO4	H	M	M	M	H	M	H	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
		✓			✓				
4	Approval					Meeting of Academic Council, June 2018			



## **FACULTY OF MANAGEMENT STUDIES**

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#### **UNIT – I INTRODUCTION OF HUMAN RESOURCE MANAGEMENT 9 hours**

Definition – Importance of Human Resources – Objectives of Human Resources Management – Qualities of Personnel Managers- Evolution and growth of Personnel Management in India. Human Resources Policies: Need, type and Scope – Human Resource Planning: Long and short term Planning, Job analysis – Skills Inventory – Job Description and Job Specification.

#### **UNIT – II RECRUITMENT AND SELECTION 9 hours**

Purposes, types, Process and Evaluation Technique - methods of recruitment and selection – Attracting and Acquiring Talent – Retention and Retraining - Reduction of recruitment costs – Functions of Human Resources Management from Procurement to Separation – Placement, Induction, Transfers, Promotions Disciplinary actions, Termination of services – Resignation, Dismissal, Retrenchment and Voluntary Retirement Schemes, Exit Interviews, Prevention of employee turnover.

#### **UNIT – III PERFORMANCE APPRAISAL WAGES AND SALARY ADMINISTRATION**

**9 hours**

Ranking, rating scales, critical incident method – MBO as a method of appraisal, job evaluation, criteria for promotions and job enrichment- Wages and salary Administration – Meaning, Calculation of Wages, Salary, and Perquisites – Compensation packages – Rewards and Incentives – Financial and non financial Incentives.

#### **UNIT – IV EMPLOYEE’S SAFETY AND HEALTH**

**9 hours**

Employee’s Safety and Health – Preventive approaches including health education, Audit of safety programs and safety training –Work - stress – Causes and Consequences – Stress – Management Programs –Personnel Office Management – Functions of the Office, correspondence, O & M in Personnel department, Maintenance of Personnel records-Importance of Safety – Role of Safety Department.

#### **UNIT – V TIME MANAGEMENT**

**9 hours**

Introduction to Time Management – Setting Goals and Priorities - Importance of Time Factor- Time waste – Prioritizing work Scheduling – Functions of the Time office – Flexible work arrangement

**TOTAL NO. OF PERIODS: 45 HOURS**

#### **REFERENCE BOOKS:**

1. L.M.Prasad– Human Resource Management – S. Chand & Sons – 2007.
2. C.B. Mamoria, S. V. Gankar - Personnel Management – Himalaya Pub. – 2002.
3. Gary Dessler - Human Resource Management – Prentice Hall – 8<sup>th</sup> Edition – 2000.
4. S.S. Khanka - Human Resource Management – S. Chand Ltd. – 2007



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA18L002**

**COMPUTER APPLICATION FOR BUSINESS**

<b>MBA18L002</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 30	0	0	2	2
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>This course introduces students to the most important concepts in modern information Technology.</li> <li>The physical features and functions of a computer operating system, explains the computational methods that underlie all of IT, the ability to utilize Microsoft programs.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Word Processing -hyperlink, header and footer, tables, graphics, mail merge, auto correct and auto format				
CO2	Excel-excel formatting techniques, using function protection; goal seeks scenarios, pivot table and chart				
CO3	Power point -creating a hierarchy, slide sorter view, printing the slides				
CO4	SPSS & Accounting Package - Creating and Editing data and chart, Application of statistical Tools. Journal Entry, Ledger posting, Preparation of Balance Sheet.				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	<b>CO1</b>				H		H	H
	<b>CO2</b>		M			M	H	
	<b>CO3</b>				H		M	
	<b>CO4</b>	H		H		H		H
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)		
		✓						
4	Approval	Meeting of Academic Council, June 2018						



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**UNIT – I MS-OFFICE (Contemporary Version)**

**6 hours**

Word Processing : Word Basics, Creating a new document, Page-Setup, Editing Document (cut, copy, paste, paste special), hyperlink, header and footer, tables, graphics, mail merge, auto correct and auto format.

**UNIT – II**

**6 hours**

Excel: Spreadsheets and their uses in business, Excel basics, creating a new worksheet, rearranging worksheets, excel formatting techniques, using function protection; goal seeks scenarios, pivot table and chart, Advanced Excel- Advanced table (Regression, Correlation).

**UNIT – III POWERPOINT**

**6 hours**

Creating and inserting a new slide, creating a title slide, applying a design template, creating a hierarchy, slide sorter view, printing the slides.

**UNIT – IV SPSS**

**6 hours**

Understanding the basic concept of SPSS, Creating and Editing data and chart, Application of statistical Tools.

**UNIT- V ACCOUNTING PACKAGE**

**6 hours**

Accounting Package (Contemporary Version) :-Journal Entry, Ledger posting, Preparation of Balance Sheet.

**TOTAL NO OF PERIODS: 30 HOURS**

**REFERENCE BOOKS:**

1. V Rajaraman, Introduction to Information Technology, PHI ,2nd Edition, 2013
2. June Jamarich Parsons, Computer Concepts, Thomson Learning, 3rd Edition, 2000, ISBN-13: 978-0619017392, ISBN-10: 0619017392
3. Leon & Leon, Introduction to Computers, Vikas Publishing House, Philippines Edition, 2001, ISBN: 971233886X
4. P.K.Sinha, Fundamental of Computers, BPB., 2004, ISBN-10: 8176567523, ISBN-13: 978-8176567527
5. B Ram, Computer Fundamentals, New Age Publication, Revised Edition, 2003, ISBN: 812241267X, 9788122412673
6. Ron Masefield , Ms-Office, Tech Publication, 1996, ISBN: 0078821649, 9780078821646



**Dr. M.G.R.**  
**EDUCATIONAL AND RESEARCH INSTITUTE**  
**(Deemed to be University)**  
Maduravoyal, Chennai - 600 095, Tamilnadu, India.  
(An ISO 9001 : 2015 Certified Institution)  
University with Special Autonomy Status



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# III SEMESTER



**FACULTY OF MANAGEMENT STUDIES**

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Program Structure for MBA (Full Time)

**MBA 18C012**

**RESEARCH METHODOLOGY**

<b>MBA 18C012</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	4	0	0	4
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. The objective of this paper is to impart knowledge about various stages of the research processes and the intricacies involved therein.					
2. To offer in-depth scope of Knowledge and fundamental principles of research.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Educate and enlighten the scope of Research				
CO2	Understand the process of different types of Research				
CO3	Understand hypothesis and arrive at results				
CO4	Prepare and present different types of research				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	<b>CO1</b>			H	H			
	<b>CO2</b>		M	H		M		M
	<b>CO3</b>	H		M				
	<b>CO4</b>		H		H			L
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)
		✓			✓			
4	Approval	Meeting of Academic Council, June 2018						



**FACULTY OF MANAGEMENT STUDIES**

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**UNIT – I BUSINESS RESEARCH**

**9 hours**

Definition; its Concept, Nature, Scope and Characteristics, Types of Research, Objectives of Research, Significance of Research, Research Design- Need, Features and Important Concepts , Research Designs- Exploratory Research, Descriptive Research and Experimental Testing Research.

**UNIT – II RESEARCH PROCESS, SAMPLING DESIGN:**

**9 hours**

Types of Sample Design, Sampling Concepts, Sampling Principles, Simple and Multiple Sampling, Data Collection - Primary & Secondary, Methods of Data Collection – Observation, Interview, Questionnaire and Schedule.

**UNIT – III HYPOTHESIS TESTING**

**9 hours**

Null hypothesis and alternative hypothesis, Testing of hypothesis, Type I and Type II errors, Test of Significance: Small Sample Tests : t and F tests, Hypothesis F functions, Characteristics and Types, Measurement and Scaling Techniques- Attitude Measurements, Selecting a Measurement Scale, Rating Scales and Ranking Scales.

**UNIT – IV STATISTICAL TOOLS:**

**9 hours**

Chi - square test- Test for Comparing Variance, Non-parametric Test. Analysis of Variance: ANOVA – Principles of ANOVA, ANOVA Technique, Analysis of Variance Table, One-way ANOVA and Two-way ANOVA. Correlation and Regression.

**UNIT – V REPORT WRITING**

**9 hours**

Research Report - Different types of reports, Different formats of Research Reports, Steps in Report Writing, Research Report Components. Principles of Thesis Writing – Structures of Reports – Evaluation of Research Report, Research Proposal.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. C.R. Kothari, Research Methodology, Wishva Prakashan, New Delhi, edition :Revised 2004 ISBN NO: 8122415229, 9788122415223
2. Donald R.Cooper and Pamela S.Schindler – Business Research Methods – Tata McGraw Hill. 12th EDITION ISBN=0077774434
3. Dr. Tripathi P C, Research Methodology in Social Science, 6th Edition, Sultan Chand & Sons, 2009. ISBN=0070220883
4. William G.Zikmund, Business Research Methods, 9<sup>th</sup> Edition, Tata McGraw Hills, New Delhi. ISBN-10: 1133190944
5. Pannerselvam, Research Methodology, 2nd Edition, Prentice Hall Inc 2014 ISBN NO: 8120349466
6. Geode, Millian J. & Paul K. Hatl, Methods in Research Methods, Tata McGraw Hills, New Delhi. 4th edition
7. Shekhran, Uma, Business Research Method, Miley Education, Singapore. 4 edition, ISBN NO9814126748



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18C013**

**STRATEGIC MANAGEMENT**

<b>MBA 18C013</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	4	0	0	4
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. Knowledge on the fundamentals of strategic management and its importance in the current scenario.</li> <li>2. Clarity on the Conceptual framework for strategic management.</li> <li>3. Knowledge light on the Strategy Formation Process.</li> <li>4. Awareness of the roles of stakeholders in business.</li> <li>5. Knowledge on the Corporate Governance and Social responsibility.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Competitive advantage and its external environment.				
CO2	Knowledge on Strategic Groups Competitive Changes during Industry Evolution.				
CO3	Awareness of the Conceptual framework for strategic management.				
CO4	Distinctive Competencies Resources and Capabilities durability of competitive Advantage.				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	H					H	H
	CO2		M	H		M		
	CO3		M		H		M	
	CO4	H		M	M			H
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)
		✓			✓			
4	Approval				Meeting of Academic Council, June 2018			



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**UNIT – I STRATEGY AND PROCESS**

**9 hours**

Conceptual framework for strategic management, the Concept of Strategy and the Strategy Formation Process – Stakeholders in business – Vision, Mission and Purpose – Business definition, Objectives and Goals - Corporate Governance and Social responsibility (Case Study).

**UNIT – II COMPETITIVE ADVANTAGE**

**9 hours**

External Environment - Porter's Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution-Globalization and Industry Structure - National Context and Competitive advantage Resources- Capabilities and competencies–core competencies. (Case Study).

**UNIT – III STRATEGIES**

**9 hours**

Strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategy in the Global Environment-Corporate Strategy Vertical Integration-Diversification and Strategic Alliances- Building and Restructuring the corporation- Strategic analysis and choice - Environmental Threat and Opportunity Profile (ETOP) - Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis - Mc Kinsey's 7s Framework - GE 9 Cell Model – Distinctive competitiveness - Selection of matrix - Balance Score Card- (Case Study).

**UNIT – IV STRATEGY IMPLEMENTATION & EVALUATION**

**9 hours**

The implementation process, Resource allocation, designing organizational structure- Designing Strategic Control Systems- Matching structure and control to strategy- Implementing Strategic change- Politics: Power and Conflict-Techniques of strategic evaluation & control- (Case Study).

**UNIT – V OTHER STRATEGIC ISSUES**

**9 hours**

Managing Technology and Innovation- Strategic issues for nonprofit organizations. New Business Models and strategies for Internet Economy-current trends and issues - (Case Study).

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Hill. Strategic Management : An Integrated approach, 2009 Edition Wiley (2012).
2. John A.Parnell. Strategic Management, Theory and practice Biztantra (2012).
3. Azhar Kazmi, Strategic Management and Business Policy, 3rd Edition, Tata McGraw Hill, 2008.
4. N. Craigs Smith, Robert J. Thomas, John A. Quelch - Harvard Business Review – Business policy – part I & II, Harvard Business School, Boston.
5. Garth Saloner, Andrea Shepard, Joel Podolny – Strategic Management - John Wiley (P) Ltd. New Delhi - 2001.



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18C014 INTERNATIONAL BUSINESS MANAGEMENT**

<b>MBA 18C014</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	4	0	0	4
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				

**OBJECTIVES**

1. To think critically and solve business problems.
2. Develop executives with the capability to construct and implement strategic, integrative, and innovative approaches to business decisions in the creation of value in their organizations relevant to an increasingly global environment.
3. Develop executives with the capability of integrating knowledge of core business functions and applying in complex, ambiguous and unfamiliar management situations.
4. Develop executives with the capability to analyze uncertain, complex management situations using information.

**COURSE OUTCOMES (COs)**

CO1	Understand the significance of international Business
CO2	Understand the International Business Theories
CO3	Understand the Foreign Exchange Determination Systems
CO4	Understand the importance of Regional Economic Integration
CO5	Decision Making Ability in Globalization Trends and Challenges

		Mapping of Course Outcomes with Program outcomes (Pos)						
		(H/M/L indicates strength of correlation) H-HIGH, M -Medium, L-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	H			M			M
	CO2		H	M			M	
	CO3	M		H				
	CO4				H			H
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)
		✓			✓			
4	Approval	Meeting of Academic Council, June 2018						



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**UNIT – I INTRODUCTION**

**9 hours**

An Introduction to Global Business Meaning ,nature and significance of international Business, Drivers of International Business, players in international business, Environment of International Business – Economical, Political, Demographical, Global, Social, Cultural, Technological, Legal – Entry strategies for International Business. World trade and protectionism – Tariff and non-tariff barriers; Counter trade.

**UNIT – II INTERNATIONAL TRADE AND INVESTMENT**

**9 hours**

Promotion of global business – the role of GATT / WTO – multilateral trade negotiation and agreements – VIII & IX, round discussions and agreements – Challenges for global business – global trade and investment – theories of international trade and theories of international investment – Need for global competitiveness – Regional trade block.

**UNIT – III FOREIGN EXCHANGE DETERMINATION SYSTEMS**

**9 hours**

Foreign Exchange Determination Systems: Basic Concepts, Various types of Exchange Rate Regimes, Factors Affecting Exchange Rates, UNCTAD, IMF, Role of IMF, IBRD, Features of IBRD, WTO, Role and Advantages of WTO. TRIPS, TRIMS, GATS, MFA, AOA, Pre-Bretton woods periods, Bretton woods systems. Exchange Rate Regimes – Floating Rate Regimes, Managed Fixed Rate Regime, Purchasing Power Parity, Mint Parity, Interest rates

**UNIT – IV REGIONAL ECONOMIC INTEGRATION**

**9 hours**

Global production – Location – scale of operations – cost of production – Make or Buy decisions- global supply chain issues – Quality considerations – Globalization of markets, marketing strategy – Challenges in product development, pricing, production and channel management – Investment decisions – economic – Political risk –sources of fund – exchange – rate risk and management – strategic orientation – selection of expatriate managers – Training and development – compensation.

**UNIT – V GLOBAL TRENDS AND CHALLENGES**

**9 hours**

Globalization Trends and Challenges; Balance Of Payments Trends; Conflict in International business – Sources and types of conflict - Conflict resolutions – Negotiation – the role of international agencies – Ethical issues in international business – Ethical decision making. Consumer Protection Act. IT and International Business

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCEBOOKS:**

1. Anant Kumar Sundaram, J. Stewart Black , International business enterprises , Prentice-Hall, 1995.
2. Bhalla and Raju- International Business Environment, Anmol Publications Pvt. Limited, 2004
3. P.G.Apte- International Financial Management, Tata Mc Graw Hill
4. Francis Cherulinam- International Business, Prentice-Hall, 1995



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18C015**

**PRODUCTION & OPERATIONS MANAGEMENT**

<b>MBA 18C015</b>	<b>CONTROL SYSTEMS</b>				<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45				4	0	0	4
	Prerequisite –Management.							
	Course Designed by – Faculty of Management Studies							
<b>OBJECTIVES</b>								
<ol style="list-style-type: none"> <li>1. To impart the significance of production and operation management in today’s scenario.</li> <li>2. To explain the Operational strategies in the global economy.</li> <li>3. To integrate marketing and production for strategic formulation.</li> <li>4. To familiarize with the demand forecasting methods.</li> <li>5. To highlight the importance of Inventory management.</li> </ol>								
<b>COURSE OUTCOMES (COs)</b>								
CO1	Familiar in today’s production and operation management set up.							
CO2	Understanding the Operational strategies in the global economy.							
CO3	Integrate marketing and production for strategic formulation							
CO4	Acquaintance with the forecasting techniques.							

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	H			M			H	
	<b>CO2</b>		H			M			
	<b>CO3</b>			H			M		
	<b>CO4</b>		M		H			H	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
		✓	✓						
4	Approval					Meeting of Academic Council, June 2018			



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**UNIT – I MANAGING OPERATIONS IN A GLOBAL ENVIRONMENT 9 hours**

Introduction to operations management – Historical Milestones – Factors affecting POM today – Operations Strategies In a global economy – Global business conditions – Linking marketing and production strategies.

**UNIT – II PLANNING THE STRATEGIC USE OF RESOURCES 9 hours**

Demand Forecasting – Qualitative forecasting methods – Quantitative forecasting models for long range & short range forecasts – Selection of forecasting methods problems – Plant location and layout, definition and factors influencing--Computer software for forecasting – Inventory Management, EOQ.

**UNIT – III OPERATION QUALITY MANAGEMENT 9 hours**

Nature of quality – Traditional quality Management – Modern quality Management tools – 5'S -Recognition for quality management, ISO – TQM Programmes – Quality Management in services – Quality control- concepts, control charts & sampling –Problems – Acceptance plans

**UNIT – IV PROJECT MANAGEMENT & SUPPLY CHAIN MANAGEMENT 9 hours**

Project planning and control techniques – Gantt chart – CPM & PERT –Activity cost – Time Trade off – Computer software for project Management Purchasing.

**UNIT –V PRODUCTION PLANNING AND DECISION MAKING 9 hours**

Aggregate planning, Master Production scheduling – Types of Production Planning & Control Systems –Problems

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Norman Gaither and Greg Frazier - Operations Management - Thomson Learning, New Delhi - 9<sup>th</sup> Edition – 2002.
2. K. Aswathappa and K. Sridhara Bhat - Production and Operation Management – Himalaya Publishing House, New Delhi - 2000.
3. S.N.A. Chary - Production and Operations Management – Tata McGraw Hill, New Delhi - 3<sup>rd</sup> edition – 2004.
4. Paneer Selvam - Production and Operation Management – Prentice Hall of India, New Delhi - 2<sup>nd</sup> edition – 2006.
5. Martand T.Telsang - Production Management – S. Chand and Company Ltd, New Delhi – 2007.



**FACULTY OF MANAGEMENT STUDIES**  
 MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18C016                      ENTREPRENEURSHIP DEVELOPMENT**

<b>MBA 18C016</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	4	0	0	4
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. To equip students to become entrepreneur.					
2. To motivate students to become self sustained businessman.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Educate all possible modes of becoming Entrepreneur				
CO2	Equip students will possible inputs to become successful Entrepreneur.				
CO3	Provide them with necessary support for startups				
CO4	Make students to be a successful Entrepreneur				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	H					H	H	
	<b>CO2</b>		H	H	H	H			
	<b>CO3</b>	L		L		L	H		
	<b>CO4</b>		H		M	M		M	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
		✓			✓				
4	Approval								Meeting of Academic Council, June 2018



**FACULTY OF MANAGEMENT STUDIES**

**MBA- Two Year Full Time Program- Curriculum & Syllabus**  
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**UNIT – I ENTREPRENEURIAL COMPETENCE**

**9 hours**

Entrepreneurship concept – Entrepreneurship as a Career - Entrepreneurial Personality – Characteristics of Successful, Entrepreneur – Knowledge and Skills of Entrepreneur.

**UNIT – II ENTREPRENEURIAL ENVIRONMENT**

**9 hours**

Business Environment – Role of Family and Society – Entrepreneurship Development Training and Other Support Organizational Services – Central and State Government Industrial Policies and Regulations – International Business.

**UNIT – III BUSINESS PLAN PREPARATION**

**9 hours**

Sources of Product for Business – Prefeasibility Study – Criteria for Selection of Product – Ownership – Capital – Budgeting Project Profile Preparation – Matching Entrepreneur with the Project – Feasibility Report Preparation and Evaluation Criteria.

**UNIT – IV LAUNCHING OF SMALL BUSINESS**

**9 hours**

Finance and Human Resource Mobilization Operations Planning – Market and Channel Selection – Growth Strategies – Product Launching.

**UNIT – V MANAGEMENT OF SMALL BUSINESS**

**9 hours**

Monitoring and Evaluation of Business – Preventing Sickness and Rehabilitation of Business Units- Effective Management of small Business.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Mathew Manimala, Entrepreneurship Theory at the Crossroads, Paradigms & Praxis, Biztrantra ,2<sup>nd</sup> Edition ,2005
2. Prasama Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 1996.
3. P.C.Jain (ed.), Handbook for New Entrepreneurs, EDII, Oxford University Press, New Delhi, 1999.
4. Staff College for Technical Education, Manila and Centre for Research and Industrial Staff Performance, Bhopal, Entrepreneurship Development, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 1998.
5. P.Saravanel, Entrepreneurial Development, Ess Pee kay Publishing House, Chennai - 1997.
6. Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2001.
7. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2001.



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# IV SEMESTER



**FACULTY OF MANAGEMENT STUDIES**  
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**MBA 18C017**

**BUSINESS ETHICS**

<b>MBA 18C017</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	4	0	0	4
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. To understand the meaning and importance of ethics and business ethics. 2. Describing the state of ethics and integrity in today’s society. 3. Applying ethics to business, management, and decision making. 4. Describing a prescriptive and psychological approach to ethical decision making					
<b>COURSE OUTCOMES (COs)</b>					
CO1	The students understand the importance of Ethics in Business				
CO2	Understand Ethical Decision Making				
CO3	Learn about Consumer Rights, Business ethics and Environment Management				
CO4	learn Ethics in Business Disciplines				
CO5	Understand the impact of Philosophical thoughts on mankind and society				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	<b>CO1</b>	H				H	H	H
	<b>CO2</b>		H					
	<b>CO3</b>		H	M			M	
	<b>CO4</b>	H				H		H
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)
		✓			✓			
4	Approval	Meeting of Academic Council, June 2018						



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**UNIT – I INTRODUCTION**

**9 hours**

Business Ethics; Definition & nature, Characteristics of ethical problems in management  
Ethical theories; Causes of unethical behaviour; Ethical abuses; Work ethic, Values of global managers.

**UNIT – II MANAGEMENT OF ETHICS**

**9 hours**

Management Of Ethics - Ethics Analysis [Hosmer Model]; Steps/ considerations in resolving ethical dilemma; Ethics in practice - professional ethics for functional managers; Comparative ethical behaviour of managers; Code of ethics; Competitiveness, organizational size, profitability and ethics; Cost of ethics in Corporate ethics evaluation. Value based leadership.

**UNIT – III SOCIAL RESPONSIBILITY OF BUSINESS**

**9 hours**

Big Business and society Business and ecological / environmental issues in the Indian context. Environmental Laws, Consumer Protection, Work-life balance. Corporate Social Responsibility, Corporate Governance – Changing roles of Corporate Boards. Corporate Social Responsibility, Corporate Governance, Changing roles of Corporate Boards

**UNIT – IV BUSINESS ENVIRONMENT**

**9 hours**

Political – Legal Environment; Provisions of the Indian constitution pertaining to Business; Political setup – major characteristics and their implications for business; prominent features of MRTP & FERA. Social – cultural environment and their impact on business operations, Salient features of Indian culture and values.

**UNIT – V ECONOMIC ENVIRONMENT**

**9 hours**

Economic Environment; Philosophy of economic growth and its implications for business, Main features of Economic Planning with respect to business; Industrial policy and framework of government contract over Business; Role of Chamber of Commerce and Confederation of Indian Industries. Various examples of Insider Trading, Junk Bonds and Leveraged Buyouts.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. “The Ethics of Management” by Larue Tone Hosmer, Richard D. Irwin Inc.
2. “Management Ethics - integrity at work’ by Joseph A. Petrick and John F. Quinn, Response Books: New Delhi.
3. “Ethics in Management” by S.A. Sherlekar, Himalaya Publishing House.
4. “Business Ethics” by W.H. Shaw, Cenage publication
5. Government and Business in India by Doasgupta & Sangupta Allied Book Agency, 1998
6. From tradition to Modernity by Kuthials, S.K., Abhinav Publication



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18L004                      PROFESSIONAL SKILL DEVELOPMENT**

<b>MBA 18L004</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	0	0	2	2
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. To enable learners to speak fluently and flawlessly in all kinds of communicative					
2. Contexts with speakers of all nationalities					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Confidence with any speakers of English, including native speakers				
CO2	Speak effortlessly in different contexts – informal and formal,				
CO3	Think on feet' even in difficult circumstances,				
CO4	Interesting and meaningful conversations with others, including strangers.				
CO5	Listen to others with utmost attention				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	<b>CO1</b>	H	H	M	M	L	H	H
	<b>CO2</b>	M	M			H	L	
	<b>CO3</b>	H	H	H		M	L	M
	<b>CO4</b>	M	M	H	M	L	H	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)
		✓			✓			
4	Approval	Meeting of Academic Council, June 2018						



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**UNIT – I PERSONAL COMMUNICATION** **6 hours**

Day-to-day conversation with family members, neighbours, relatives, friends on various topics, context specific – agreeing/disagreeing, wishing, consoling, advising, persuading, expressing opinions, arguing.

**UNIT – II SOCIAL COMMUNICATION** **6 hours**

Telephone calls (official), colleagues in the workspot, discussing issues (social, political, cultural) clubs (any social gathering), answering questions, talking about films, books, news items, T.V. programmes, sharing jokes.

**UNIT – III GROUP COMMUNICATION** **6 hours**

Group discussion (brainstorming), debate, panel discussion, anchoring/master of ceremony, welcome address, proposing vote of thanks, introducing speakers, conducting meetings, making announcements, Just-a-minute (JAM), Block and tackle, shipwreck, spoof, conducting quiz, negotiations, oral reports.

**UNIT – IV INTEGRATED SPEAKING AND PRESENTATION SKILLS** **6 hours**

Listening to speak (any radio programme/lecture), reading to speak, writing to speak, watching to speak, (any interesting programme on TV) Reading aloud any text/speech, lecturing, PowerPoint presentation, impromptu, Interviews of different kinds (one to one, many to one, stress interview, telephonic interview)

**UNIT – V EMPLOYABILITY AND CORPORATE SKILLS** **6 hours**

Interview skills – Types of interview, preparation for interview, mock interview. Group Discussion – Communication skills in Group Discussion, Structure of GD, GD process, successful GD techniques, skills bought out in GD – leadership and co-ordination. Time management

**TOTAL NO OF PERIODS: 30 HOURS**

**REFERENCE BOOKS:**

1. Richard Denny, “Communication to Win; Kogan Page India Pvt. Ltd., New Delhi, 2008.
2. “Value Education”, VISION for Wisdom, Vethathiri Publications, Erode, 2009
3. Listening to/Watching great speeches such as Barack Obama, M.A. Chidambaram, Vijay Mallaya etc. Tedtalk TV channels (News, documentaries)



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Program Structure for MBA (Full Time)

# Professional Elective

# MARKETING



**FACULTY OF MANAGEMENT STUDIES**  
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Program Structure for MBA (Full Time)

**MBA 18E001****BRAND MANAGEMENT**

<b>MBA 18E001</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>To help the students in understanding the issues in planning and evaluating the strategies with reference to branding of various goods and services.</li> <li>To maintain product quality</li> <li>To differentiate a firm's product and to increase brand loyalty</li> <li>To assist in promotional strategies of products</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Give a clear knowledge about Branding and various issues related in branding a product/ service				
CO2	Teach & train on building brand image				
CO3	Learn about developing the Marketing Mix in preview of building strong brand image				
CO4	Apply all aspects of marketing to bring out brand equity.				
CO5	Learning how to create powerful brand architecture for existing and new product.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H		H	M		H		
	CO2		M			H		M	
	CO3			H	M	H	H	M	
	CO4		M	M		M			
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
						✓			
4	Approval					Meeting of Academic Council, June 2018			



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**UNIT – I INTRODUCTION**

**9 hours**

Basic understanding of Brands – Definitions - Branding Concepts – Functions of Branding- Significance of Branding – Brand versus Product - Different Types of Brands – branding decisions.

**UNIT-II BRAND STRATEGIES**

**9 hours**

Strategic Brand Management process – Building a strong brand – The four steps of brand building – Establishing Brand Positioning – Guidelines & Brand Audits - Establishing Brand values.

**UNIT - III BRAND COMMUNICATIONS**

**9 hours**

Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors - Celebrities – On line Brand Promotions.

**UNIT – IV BRAND EXTENSION**

**9 hours**

Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching. Branding for Global Markets – Competing with foreign brands. Current Trends in branding strategies .

**UNIT - V BRAND PERFORMANCE**

**9 hours**

Measuring Brand Performance – Brand Equity Management - Global Branding strategies - Brand Audit – Brand Leverage - Role of Brand Managers– Licensing & Celebrity Endorsements - Branding challenges & opportunities.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Kevin Lane Keller, *Strategic Brand Management*, 4th Edition , ISBN NO 97801326672577 Pearson, New Delhi
2. Kapferer, *Strategic Brand Management*, 5th edition ISBN 978-0749465155 Kogan Page, New Delhi
3. Moorthy Y.L.R, *Brand Management -The Indian Context*, 21st Edition, ISBN NO 8125907349 Vikas Publications, 2009.
4. Martin Lindstrom, *Brandwashed: Tricks Companies Use to Manipulate our Minds and Persuade Us to Buy*:Crown Business 1st edition ISBN 978-0385531733
5. Grant David McCracken, *Culture and Consumption II: Markets, Meaning, and Brand Management*, Indiana University Press 1st edition ISBN 0968225101



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E002**

**RETAIL MANAGEMENT**

<b>MBA 18E002</b>	<b>CONTROL SYSTEMS</b>				<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours – 45				3	0	0	3
	Prerequisite –Management.							
	Course Designed by – Faculty of Management Studies							
<b>OBJECTIVES</b>								
<ol style="list-style-type: none"> <li>1. The objective of the course is to provide a basic understanding of various dimensions of Retail Management.</li> <li>2. Analyzing activities and initiatives in the areas of industry</li> <li>3. To attain a retail customer service representative position in line with the record of customer service, order processing.</li> </ol>								
<b>COURSE OUTCOMES (COs)</b>								
CO1	Get a clear idea of retail environment with in India and Abroad							
CO2	Understand marketing mix strategies (4 P`s at Retail outlets)							
CO3	Macro and micro environmental influences in global retail scenario							
CO4	Get an idea of Information Technology in Retailing							

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1			M					
	CO2	H			M	H		M	
	CO3		H	M				H	
	CO4		H		M		H		
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
						✓			
4	Approval							Meeting of Academic Council, June 2018	



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**UNIT- I INTRODUCTION**

**9 hours**

An overview of Global Retailing – Challenges and opportunities – Functions, Need & Scope of Retail trends in India – Socio economic and technological Influences on retail management – Government of India policy implications on retails.

**UNIT- II RETAIL FORMATS**

**9 hours**

Organized and unorganized formats – Category Killers- Delivering value through retail formats - Different organized retail formats – Characteristics of each format – Emerging trends in retail formats – Electronic Retailers or e-tailers . MNC's role in organized retail formats.

**UNIT -III RETAILING DECISIONS**

**9 hours**

Choice of retail locations - internal and external atmospherics – Positioning of retail shops – Building retail store Image - Retail service quality management – Retail Supply Chain Management – Retail Pricing Decisions, Every Day Low Price [EDLP] - International retailing motives, Merchandising and category management .

**UNIT- IV CURRENT TRENDS IN RETAIL MARKETING**

**9hours**

Space Management – Retail Inventory Management – Retail accounting and audits - Retail store brands – Retail advertising and promotions – Retail Management Information Systems - Online retail –Asker's Approach, Keller's Approach - E- Retailing

**UNIT -V CHALLENGES IN RETAILING**

**9 hours**

Complaints Management - Retail sales force Management – Challenges in Retailing in India, Consumerism and Ethics in Retailing.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Moorthy Y L R *Brand Management*, The Indian Context, 2<sup>nd</sup> Edition ISBN 9788125907398 Vikas Publications, 2009.
2. Gilbert, *Retail Marketing Management*, 2nd Edition ISBN 978027365514 Pearson Education, 2009.
3. Levy & Weitz, *Retail Management*, latest edition ISBN 0073530026, Tata McGraw hill, 2009.
4. Michael Levy, Barton Weitz, *Retail Management*, McGraw Hill. latest edition ISBN 9780071215132
5. Chetan Bajaj, RajnishArya, NidhiVarmaSrivatava, *Retail Management*: Oxford Publishing. India. 2nd Edition ISBN 978-0198061151
6. Ogden, *Integrated Retail Management*, Biztantra, India, 2008.





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**UNIT- I INTRODUCTION 9 hours**

Definitions - Concepts and Context of Relationship Management – Evolution - Transactional Vs Relationship Approach – CRM as a strategic marketing tool – CRM significance to the stakeholders.

**UNIT - II UNDERSTANDING CUSTOMERS 9 hours**

Customer Information Database – Customer Profile Analysis - Customer perception, Expectations analysis – Customer behavior in relationship perspectives; individual and group customer's - Customer life time value – Price rational vs. price obsessive consumers - Selection of profitable customer segments.

**UNIT - III CRM STRUCTURES 9 hours**

Elements of CRM – CRM Process – Strategies for Customer acquisition – Retention and Prevention of defection – Models of CRM – CRM road map for business applications, CRM Implementation.

**UNIT - IV CRM PLANNING AND IMPLEMENTATION 9 hours**

Strategic CRM planning process – Implementation issues – CRM Tools- Analytical CRM – Operational CRM – Call center management – Role of CRM Managers.

**UNIT - V TRENDS IN CRM 9 hours**

E- CRM Solutions – Data Warehousing – Data mining for CRM – CRM software packages, – The importance of focusing on the "right" customers – - Up selling and cross-selling .

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. G.Shainesh, Jagdish, N.Sheth, Customer Relationships Management Strategic Perspective, Macmillan 2005.
2. Alok Kumar et al, Customer Relationship Management : Concepts and applications, Biztantra, 2008
3. William G.Zikmund, *Customer Relationship management*- 2rd edition ISBN 9780471271376 John Wiley and son
4. Roland T. Rust and P.K. Kannan *e-Service-New Directions in Theory & Practice*: latest edition ISBN 076508073
5. Jagdish N. Sheth and Atul Parvatiyar *Hand book of relationship marketing*. TataMc.Graw- hill pub. Illustrated reprinted ISBN 9780761918103
6. Gosney, *Customer relationship management essentials* –prentice hall,2000 latest edition ISBN 9788120318090
7. Lakshman Jha *Customer Relationship Management: A Strategic Approach* Global India publications pvt. Ltd., first edition ISBN-13: 978-8190721127



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E004 BUSINESS TO BUSINESS MARKETING**

<b>MBA 18E004</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours – 45	3	0	0	3
	Prerequisite – Management.				
	Course Designed by – Faculty of Management Studies				

**OBJECTIVES**

1. The key objective of this subject is to introduce the students to the current thinking about the nature of Business Marketing
2. To learn about the electronics transactions like business to business, business to commerce, sharing, and processing of business activities.
3. It will help the students to transact financial and document interchange between two or more business parties.

**COURSE OUTCOMES (COs)**

CO1	Understand the differences between Industrial and Consumer Goods.
CO2	Learn about the electronics transactions like business to business, business to commerce, for sharing, processing the business activities.
CO3	Help the students to transact financial and document interchange between two or more business parties
CO4	Increase the demand creation
CO5	Increase the sales enablement and its market intelligence

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1			M					
	CO2	H	H		M		M	H	
	CO3		H		M				
	CO4			H		H		M	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
						✓			
4	Approval							Meeting of Academic Council, June 2018	



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**UNIT – I NATURE OF BUSINESS MARKETING** **9 hours**  
Introduction to Business Marketing: Meaning and Scope, Types of Organizational Customers  
Demand for Industrial Goods - Business Market Segmentation, Definition of E-commerce,  
Unique Features of E-commerce Technology: Growth of the Internet and the Web, Origins  
and Growth of E-commerce; Internet Marketing & Analytics

**UNIT – II BUYING PRACTICES** **9 hours**  
Organizational Buying: Factors Influencing Organizational Buying - Enquiries and Tenders -  
Supplier Evaluation - Buyer Seller Relationship- B2B Model, C2C and B2C, E-distributor,  
E-Procurement, Exchanges, Customer Trends, E-service Trends, Organizational Trends .

**UNIT – III PRODUCT, PRICING & PATTERN** **9 hours**  
Role of Marketing in Product Development Process - Managing Industrial Product Lines -  
Managing Across PLC –Characteristics of Pricing in B to B Market- Factors influencing  
Pricing - Pricing Methods and Strategies –Leasing, e-Business Patterns: The Structural  
Foundation, The e-Channel Pattern, The Click-and-Brick Pattern, The e-Portal Pattern,  
Seeding in marketing

**UNIT –IV FORMULATING CHANNEL STRATEGY** **9 hours**  
Industrial Channels of Distribution: Types of Distribution Systems -Choice of Channel  
Systems - Channel Partners - Managing Channel Conflicts - Distribution Logistics, Social  
Media channel & metrics, Content, Viral & Influencer marketing.

**UNIT – V PROMOTIONAL STRATEGIES & E - BUSINESS DESIGNS** **9 hours**  
Industrial Goods Promotion - Branding of Industrial Products – Creating Corporate Image -  
Industrial Marketing Control. Novel e- Business Designs, Step: 1: Self – Diagnosis, Step: 2:  
Reverse the Value Chain, Step: 3: Choose a Focus, Step 4: Execute Flawlessly, B2B  
Branding, Marketing analytics.

**TOTAL NO OF PERIODS: 45 HOURS**



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Program Structure for MBA (Full Time)

**REFERENCE BOOKS:**

1. Clow, Baach, Integrated Advertising Promotion and Marketing Communication, Pearson Education. India.6th edition ISBN-10: 0133126242
2. Bhaskar Bharat Electronic Commerce - Technologies & Applications, TMH 3rd Edition ISBN 0070600958
3. Christopher J. & Clerk T.H.K., Global E-Commerce, University Pre 4th Edition ISBN: 978-81-203-4505-8, PHI
4. Reynolds, Beginning E-Commerce, latest edition ISBN 13978-1598203123 SPD
5. Laudon&Traver – Electronic Commerce Business, Technology, Society (Pearson Education, 10rd Ed.) ISBN13978-0-13-3024449
6. Kalakota R- Electronic Commerce - Frontiers of E-Commerce (Pearson Education, 2007, 3rd Ed.)ISBN -10-0201845202
7. Belch, George and Belch, Michael; Advertising and Promotion; Tata McGraw Hill, New Delhi. 2rd edition, ISBN: 81-203-2739
8. Wells, William, Burnett, John ad Moriarty, Sandra; Advertising Principles and Practice; 7rd edition ISBN-13: 978-0131465602 Pearson Education; New Delhi.



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E005**

**INTERNATIONAL MARKETING MANAGEMENT**

<b>MBA 18E005</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. It helps the student to understand the importance of international marketing, which has become a necessary part of firms that wish to survive and grow in the dynamic global economy of the new millennium.</li> <li>2. To know the principles of Import and Export document procedures</li> <li>3. To identify the factors influencing in International Market.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understand the opportunities and challenges in international market environment				
CO2	Understand the factors affecting the international marketing of a product/service				
CO3	Understand the pricing strategy best applicable for national and international markets.				
CO4	Apply various penetrating strategies for stabilizing in international markets.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H					H		
	CO2		H	M			H	M	
	CO3		M	H		M			
	CO4				H			M	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
						✓			
4	Approval					Meeting of Academic Council, June 2018			



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**UNIT - I INTRODUCTION**

**9 hours**

International markets – Definition – Basic modes of entry – Nature and Benefits of International Marketing International marketing management process – an overview, influence of physical, economic, socio-cultural, political and legal environments on International marketing information,

**UNIT - II INTERNATIONAL MARKETING ENVIRONMENT**

**9 hours**

Business culture around the world - language, customs, attitudes - marketing strategy adjustments - product adaptations. Geographic Description of Market – Political risk – Political Environment - Import quotas – tariffs - customs restrictions - required licenses – registrations – permits.

**UNIT - III POLICY FRAMEWORK AND PROCEDURAL ASPECTS**

**9 hours**

India's Export – EXIM - Import policy –promotional measures - Export oriented Units – Deemed Exports - Export- Import Documentation – Kinds of Documents – Principal Export Documents – Auxiliary documents – Documents in Import Trade – Export Documentation and procedures - Demand Estimation – GDP – Producer consumer target – Market segmentation.

**UNIT - IV INTERNATIONAL MARKETING PLANNING**

**9 hours**

International Market Selection – Factors influencing – Process – Strategies and approaches – Competition-International Marketing research – Techniques – survey – interview techniques – Analysis of field data – Research report- Global Marketing of Services.

**UNIT – V INTERNATIONAL MARKETING MIX**

**9 hours**

Developing an International Product Line, Foreign Product Diversification, International Branding Decisions, International Warranties and Services. International Pricing Strategy - International Promotion Strategies- Promotion Mix-International Sales Negotiations -

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Philip R. Cateora, John L.Graham – *International Marketing* - Edition: 16th ISBN-10: 0077642295 TATA McGraw-Hill Edition.
2. Vern Terpstra Ravi Sarathy – *International Marketing* – 10th Edition ISBN-10: 0981729355; Harcourt College Publishers.
3. Raja Gopal *International Marketing* [Global Environment, Corporate Strategy, 3rd edition ISBN 978 1 921388 16 3 Case Studies] –
4. Vikas Publishing House.
5. Philip R. Cateora – *International Marketing* – 15th Edition ISBN-13: 978-0073529943 McGraw-Hill International Editors.
6. Francis Cherunilam, *International Marketing*, 5th edition ISBN 10: 0070263647 Himalaya Publishing House, Mumbai



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E006**

**SERVICE MARKETING**

<b>MBA 18E006</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours – 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				

**OBJECTIVES**

1. The course is designed to understand how services marketing are different from goods marketing.
2. The course content focuses on knowledge needed to implement quality service and service strategies for competitive advance across industries.
3. To teach customer focused management and strategies for how to increases customer satisfaction and retention through service strategies.
4. To give knowledge on how service marketing determines the effectiveness of a business.

**COURSE OUTCOMES (COs)**

CO1	Understand the dimensions of services marketing
CO2	Know the service strategies with reference to competitors
CO3	Analyze the 7 Ps of marketing mix technology with reference to market.
CO4	Establish the promotional strategies related to with reference to IT sector
CO5	Helps to know the future trends in services marketing overall.

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	M							
	CO2			M		H	H	M	
	CO3		M			M		H	
	CO4			H	H				
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
						✓			
4	Approval							Meeting of Academic Council, June 2018	



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**UNIT – I NATURE & SCOPE OF SERVICES**

**9 hours**

Development of service marketing: Introduction to service marketing- Service development design – concepts – scope and dimensions – services marketing environment – characteristics of services- Consumers and markets.

**UNIT – II SERVICE MARKETING OVERVIEW**

**9 hours**

Scope and range of Services Marketing: Classification of Services and Various sectors of services- Distinctive features of Service Market Potential - Factors of services marketing- Growth of services sector & service Industry- Service quality – Service Leadership.

**UNIT – III FUNCTIONS & SEGMENTATION OF SERVICE MARKETING**

**9 hours**

Service marketing strategies: Functions of services marketing - assessing service marketing opportunities – Services Market Segmentation - Targeting service users - Positioning of services – Pricing of services, methods –Pillars of professional services marketing- Integrated Service marketing communication

**UNIT – IV 7 P's OF OF SERVICE MARKETING**

**9 hours**

Services Marketing Mix: Price, Place, Product, Promotion, People, Process, Physical Evidence [7Ps]. Advantages and disadvantages of service marketing mix -Designing the service – Performing the service - Service products - Proportion of service marketing mix for various services, Models of services marketing.

**UNIT – V SERVICE MARKETING OF VARIOUS SECTORS**

**9 hours**

Service Marketing promotions: Designing communication mix for Hospitality, Tourism, Travel, Medical field, Information Technology, Educational sector, financial sector, marketing of non- profit organizations.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Steve Baron and Kim Harris – *Service Marketing*– 3rd Edition ISBN-13: 978-0230520936. PALGRAVE 2003.
2. Roland T Rust – *Service Marketing*- Addison – latest edition ISBN 91-. 7698-029-4. Wesley 1989.
3. Roland T Rust – *Marketing of non- profit organizations*. - Philip Kotler – Prentice hall 2000.11th Edition ISBN 978-0-13-210292-6 1
4. Kruise, *Service Marketing* –John wiley and sons Ltd. 5<sup>th</sup> Edition ISBN 0749421231 2000



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E007**

**ADVERTISING AND SALES PROMOTION**

<b>MBA 18E007</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours – 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To impart the changing lifestyle of the customers</li> <li>2. To instruct legal and ethical issues in retail</li> <li>3. To highlight the significance shopping behavior</li> <li>4. To contemplate about store positioning.</li> <li>5. To make the students abreast with means of best retail strategy</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understanding the customer lifestyle.				
CO2	Practice on shopping behavior.				
CO3	Acquaint about legal and ethical issues in retail.				
CO4	Knowledge of retail store positioning.				
CO5	Know the importance of advertising.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H		H	M		H		
	CO2	H	H			H		M	
	CO3			H	M	H	H	M	
	CO4	M	M		M				
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
					✓				
4	Approval							Meeting of Academic Council, June 2018	



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**UNIT – I INTRODUCTION**

**9 hours**

Advertising's Role in the Marketing Process : Legal Ethical and Social Aspects of Advertising; Process of Communication – Wilbur Schramm's Model, Two step Flow of Communication, Theory of Cognitive Dissonance and Clues for Advertising Strategists

**UNIT-II BRAND STRATEGIES**

**9 hours**

Simulation of Primary and Selective Demand – Objective Setting and Market Positioning; Dagmar Approach – Determination of Target Audience; Building of Advertising Programme – Message, Headlines, Copy, Logo, Illustration, Appeal, Layout.

**UNIT - III BRAND COMMUNICATIONS**

**9 hours**

Campaign Planning; Media Planning; Budgeting; Evaluation – Rationale of Testing Opinion and Aptitude Tests, Recognition, Recall, Experimental Designs; Advertising Organization.

**UNIT – IV BRAND EXTENSION**

**9 hours**

Selection Compensation and Appraisal of an Agency; Electronic Media Buying. Advertising campaign Advertising V/s Consumer Behavior.

**UNIT - V BRAND PERFORMANCE**

**9 hours**

Sales promotion – Role of Creative Strategies – Different methods of sales promotion – Evaluating effectiveness of different promotional strategies.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Advertising and Promotion By George E. Belch and others. Tata Mcgraw Hill Co.
2. Advertising Management with solution manual by Jaishri Jethwaney and Shruti Jauhi Oxford University Press, Chennai.
3. Advertising and promotion by Shimp Cengage learning, Chennai.
4. Strategic advertising management by Lorry percy and Richard Elliott oxford University press, Chennai.
5. Advertising planning and implementation by Sangeeta Sharma and Raguvirsingh PHI learning India PVT Ltd.,
6. Advertising & promotions are (IMC) Integrated Marketing Communication approach



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E008**

**DIGITAL MARKETING**

<b>MBA 18E008</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours – 45	3	0	0	3
	Prerequisite – Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>To provide a solid foundation in the key concepts on digital marketing around this constantly changing field to students</li> <li>With the rapid shift of advertising from traditional media to online platforms, it is becoming increasingly important for marketing graduates to be well-versed in digital marketing fundamentals</li> <li>This subject helps the students to come away with an understanding of successful online marketing strategies, user generated content, search, social media and networks, mobile, and web analytics.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Know about the impact of digital marketing on the customers				
CO2	Understand the significance of e-marketing				
CO3	Understand the importance of Traffic Building				
CO4	Understand the importance of Digital Change				
CO5	Know about the SEO				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H		H	M		H		
	CO2	H	H			H		M	
	CO3			H	M	H	H	M	
	CO4	M	M		M				
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
						✓			
4	Approval							Meeting of Academic Council, June 2018	



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**Program Structure for MBA (Full Time)**

**UNIT- I WEBSITE ANALYTICS**

**9 hours**

Google Analytic account - Google Analytics Reports . Mobile Marketing Benefits of mobile marketing SMS marketing, Email Marketing. The behavioural Internet - Online advertising - Internet and Integrated Marketing Implications of Digital Change - Online Marketing Mix .

**UNIT- II CUSTOMER RELATIONSHIP MANAGEMENT IN A WEB WORLD 9 hours**

CRM – electronic customer relationship management - Key CRM Applications - Next generation CRM - A mobile App and a community - The New Age E-enterprise - Collaborative web and the E-enterprise

**UNIT - III DIGITAL TOOLS**

**9 hours**

Organic Social Media - Paid Social Media - Email Marketing.-Display Retargeting- Programmatic Advertising-Website Testing-Video Hosting- Content Creation. Gamification and Apps - Infographics content marketing – Google adwords-Google sandbox effect.

**UNIT- IV TRAFFIC BUILDING AND INTERNET MARKETING METRICS 9 hours**

Traffic Building: Internet traffic plan - Search Marketing methods for Traffic building - Traffic volume and quality - Search engine Marketing - Site optimization - Key word advertising - Key word value - Key word portfolio evaluation - Internet Marketing Metrics - websites and Internet Marketing - web business Models. Search Engine Optimisation (SEO) .

**UNIT - V ONLINE TOOLS FOR MARKETING**

**9 hours**

Engagement marketing through Content Management - Online campaign management using Face book, Twitter, Corporate Blogs -- Sentiment Mining . Social Media-Social media model by Mc Kinsey - Marketing with Networks - Social world – Chatbots- Social Media Analytics - Social Media Tools - The social web - Viral Marketing - Inbound Marketing .

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Damian Ryan, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation Paperback – Import, Kogan Page 2014
2. Vandana Ahuja ,Digital Marketing Paperback Oxford University Press 2015
3. Hanlon Annmarie , Akins Joanna , Quickwin Digital Marketing: Answers to Your Top 100 Digital Marketing Questions Paperback
4. Vandana Ahuja, 'Digital Marketing' Oxford University Press, 2016 edition



**Dr. M.G.R.**  
**EDUCATIONAL AND RESEARCH INSTITUTE**  
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Maduravoyal, Chennai - 600 095, Tamilnadu, India.  
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Program Structure for MBA (Full Time)

# FINANCE



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E009**

**TAXATION MANAGEMENT**

<b>MBA 18E009</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. To familiarize and update the students with the basic principles of taxation, Structure of Indian Taxation system and provisions of indirect tax.					
2. To acquire knowledge and develop understanding of the management framework of companies with reference to various provisions of the Companies Act, 2013 and a number of other corporate law					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Ability to understand the basic taxation procedures				
CO2	Differentiate between direct and indirect taxes				
CO3	Apply practical knowledge in companies taxation procedures.				
CO4	Familiarize company and corporate law practices				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H					H	H	
	CO2		M	H		M			
	CO3		M		H		M		
	CO4	H		M	M			H	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
					✓				
4	Approval							Meeting of Academic Council, June 2018	



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**UNIT – I INTRODUCTION ON TAXATION** **9 hours**  
Accessibility Criteria -Definitions, Basic concept, person, Assessment year; previous year, assesses Residential status; Incidence of tax, income exempt from tax.

**UNIT – II TAXATION ON SALARY** **9 hours**  
Meaning of salary, Basis of charge of salary income, different forms of salary, different forms of allowances, perquisites, permissible deductions from salary income, tax treatment of provident fund & approved super annotation fund, special tax treatment of salary income of non resident Technicians, deduction under section-80C, FBT.

**UNIT – III INCOME FROM HOUSE PROPERTY** **9 hours**  
Basis of charge, property income not charge to tax, basis of computing income from let out house property, computing income from self occupied property. Profits and gains of business or profession: chargeable incomes; expenses expressly allowed as deduction; general deductions; expenses specifically disallowed Computation of taxable income as profit and gain from business or profession.

**UNIT – IV CAPITAL GAINS** **9 hours**  
Meaning of capital asset, valuation of capital asset; transfer, considered to be transfer, chargeability; computation of capital gain: short term and long term; computation of tax on capital gains. Exemption from capital gains. Income from other sources: basis of charge; chargeable incomes; specific deductions; amount not deductible; computation of taxable income from other sources.

**UNIT – V COMPUTATION OF NET TAXABLE INCOME** **9 hours**  
Computation of total income, carry forward and set-off of losses and deductions under sec 80 and net taxable income and tax thereof. Cases of Indian as well as foreign companies, provision of minimum alternate tax and declaration and payment of dividend, Tax provision in case of mergers, acquisition or amalgamation of company.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Dr. H.C.Mehrotra & S.P.Goyal, *Income Tax Law and Practice*, Publisher, Sahitya Bhawan Publications, edition 30 , ISBN-13: 9788172881481 India
2. Singhania V.K., *Corporate Tax Planning*, TMH. Publisher Tax Man publications, Edition 6th, 2008, ISBN-13: 978-0764114052
3. Gupta and Gupta, *Corporate Taxation in India*, Himalya Publishing House, NewDelhi., Edition 2nd August 2011 ISBN 81-7866-882-3
4. Singhania, Vinod, *Direct Taxes – Law and Practice*, Taxmann Publications. edition August 2014 ISBN 9789350715765
5. *Income tax law and practise* Margam publication, Edition 2014-15 ISBN : 9350715093



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MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E010 INTERNATIONAL FINANCE MANAGEMENT**

<b>MBA 18E010</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. This goal of this course is to provide a knowledge of multinational financial management; international monetary and financial systems, IBRD and development banks.					
2. Finance function in a multination firms; international flow of funds and evaluation many opportunities, cost and risks of multinational operations in a manner that allows students to see beyond the algebra and terminology to general principles.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Provide knowledge of international finance.				
CO2	Familiarize international monetary system.				
CO3	Create ethical behavior exist in India and across the globe.				
CO4	Ability to understand the global risk management.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1			H	H	L	M		
	CO2	H		L	H	H		H	
	CO3		M		M	M			
	CO4	M	H		H		M	M	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
					✓				
4	Approval							Meeting of Academic Council, June 2018	



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**UNIT – I INTERNATIONAL MONETARY AND FINANCE SYSTEM 9 hours**

Importance of international finance, Bretton woods conference and afterwards, European monetary system – Meaning and Scope. Balance of payment and International Linkages: Balance of payments and its components, International flow of Goods, Services and Capital.

**UNIT– II FOREIGN EXCHANGE MARKETS 9 hours**

Determining exchange rates, fixed and flexible exchange rate system, Exchange rate theories, Participants in the foreign exchange markets, Foreign exchange market spot markets, Exchange rate quotes, LERMS, Factors affecting exchange rates – spot rates, forward exchange rates, forward exchange contracts, Foreign exchange and currency possession, Information and Communication, Foreign exchange trades.

**UNIT – III FOREIGN EXCHANGE RISK 9 hours**

Transaction exposure, Transaction exposure and Economic exposure, Management of exposures – Internal techniques, netting, marketing, leading and lagging, pricing policy, asset and liability management and techniques. Management of Risk in Foreign Exchange Markets.

**UNIT – IV INTERNATIONAL CAPITAL AND MONEY MARKET AND INSTRUMENTS 9 hours**

Salient features of different international markets, GDRs, ADRs, IDRs, Eurobonds, Euro loans, CPs, Floating rate instruments, Loan syndication and Euro deposits. International Currency transactions.

**UNIT – V MULTILATERAL FINANCE INSTITUTIONS 9 hours**

Role of IMF, IBRD and other development banks, International investors and foreign investment institutions. Foreign Institutional investors sovereign funds and block change technology.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Butler C. Kirt, Multinational Finance, Thompson-Vikas, John Wiley & Sons 5th Edition, ISBN - 13: 9781270110392 New Delhi
2. Buckley Adrian, Multinational Finance, Prentice hall of India Publisher: Financial Times Management, 3rd Edition, New Delhi, ISBN-13: 978-0273682097
3. Shapiro C. Alan, Multinational Financial Management, Prentice Hall of India Publisher: John Wiley & Sons, 10th Edition, New Delhi ISBN 978-1-118-80118-5
4. Apte, International Financial Management, Publisher, Tata McGraw-Hill Education, 2010 , 6 th edition ISBN, 0070221162, 9780070221161
5. Kevin.s Fundamentals of International Financial Management Paperback –Publisher: PHI (2009)ISBN-10: 8120337913,ISBN-13: 978-8120337916.



**FACULTY OF MANAGEMENT STUDIES**  
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Program Structure for MBA (Full Time)

**MBA 18E011 FINANCIAL MANAGEMENT**

<b>MBA18E011</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To acquaint the students regarding financial decisions and financial markets</li> <li>2. To gain knowledge on sources of funds</li> <li>3. To create an aware on financial management tools and techniques in financial decision making</li> <li>4. To identify optimal capital structure, and determine the dividend policy</li> <li>5. To know the value of working capital</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	It helps to analyze the financial statement				
CO2	To provide the knowledge about the financial aspects				
CO3	It encourages ethical behavior in decision making process				
CO4	The application of management theories in problem solving				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	H	L	L	L	H	H	H	
	<b>CO2</b>	M	M	H	L	M	H	L	
	<b>CO3</b>	M	M	H	H	H	M	L	
	<b>CO4</b>	H	H	M	M	M	H	H	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
					✓				
4	Approval							Meeting of Academic Council, June 2018	



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**UNIT – I INTRODUCTION**

**9 hours**

Introduction and overview: Finance-functions, decision, and role. Financial management objectives-Profit Maximization vs. Shareholder's Wealth Maximization. Overview of Indian financial system – sources of long term & short term funds.

**UNIT – II CONCEPTS OF DERIVATIVE MARKET**

**9 hours**

Concepts of Derivative Market - Swaps. Concept of risk and return of a single asset and portfolio valuation of shares and bonds. Capital Budgeting – Nature and Significance, Methods of evaluating Capital Expenditure-.Discounting and Non – Discounting

**UNIT – III LEVERAGES**

**9 hours**

Leverages – Financial Leverage- Operating Leverage- Combining Leverage-and Significance, Cost of capital- Cost of equity- Cost of Debt- Cost of Retained equity- cost of preference, WACC.

**UNIT – IV CAPITAL STRUCTURE AND DIVIDEND DECISIONS**

**9 hours**

Capital structure and Dividend decisions: Capital structure- Net Income Approach- Traditional View-NOI Approach- MM Model- Trade off theory-Dividend theory- Walter Model- Gordon's Model- MM hypotheses- Forms of dividend- Objectives of dividend policy. Bonus shares

**UNIT – V WORKING CAPITAL MANAGEMENT**

**9hours**

Working Capital Management-Concepts of Working Capital, determinants, operating cycle - Inventory Management- meaning and techniques, Cash Management-meaning, collection and distribution techniques of cash.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Brigham and Houston, *Fundamentals of Financial Management*, Thompson, 13th Edition, ISBN NO 13: 9780538482127
2. James C. Van Horne, *Financial Management*, Thompson Edition, 10, illustrated, ISBN 0138596875
3. Pandey I.M., *Financial Management*, Vikas Publication, 9th Edition, 2009 ,ISBN NO 812591658X
4. Lawrence J. Gitman, *Principles of Managerial Finance*, Pearson Education, 14th edition ibsn no ISBN-13: 9780133507690
5. Prasanna Chandra – *Financial Management*, Theory and Practice Tata McGraw Hill Ltd., 5th Edition, 2008 ISBN 0070656657
6. Khan and Jain – *Basic Financial Management & Practices*, Tata McGraw Hill Ltd.6 th edition , ISBN NO 9780071067850
7. James C. Van Horne, *Financial Management and Policy*, Pearson Education Asia, 12th Edition, 2004 ISBN 13: 9780273685982



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E012**

**MANAGEMENT OF FINANCIAL SERVICES**

<b>MBA 18E012</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. This course is intended to familiarize the students with the various financial services and their role in the financial system					
2. To understand the role of SEBI					
3. To gain knowledge in retail financial services					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understand the basic procedures followed in the share market.				
CO2	Ability to take decision in investment on financial venues.				
CO3	Possess multidisciplinary approach in financial service sector.				
CO4	Enable I.T Knowledge in effective process system.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>				H		H	H	
	<b>CO2</b>		H	H			M		
	<b>CO3</b>	M	M	M		H		M	
	<b>CO4</b>	H			M				
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
					✓				
4	Approval					Meeting of Academic Council, June 2018			



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**UNIT – I INTRODUCTION TO FINANCIAL SERVICES** **9 hours**

Characteristics of services - Distinctiveness of Financial services - financial systems and markets - concepts, Nature and Scope in India - Financial Intermediaries - Corporate financial services - Retail financial services - financial institutions changing technologies and regulations - The management and development of financial services, sales and service outlets in western and emerging economics.

**UNIT – II REGULATORY OF BANKING COMPANIES** **9 hours**

Regulatory and supervisory frame work - Role of RBI, SEBI, and Ministry of Finance, Govt. of India- finance Bill and financial services - supervision and regulation of banking companies in India - Regulatory/ Institutional / and Environmental constrains.

**UNIT – III VARIOUS FINANCIAL SERVICES** **9 hours**

Corporate financial services, organizational frame work - functions regulatory and supervisory guidelines and procedures - merchant Banking - Mutual funds – credit rating services - venture capital services - leasing - factoring and forfeiting - securitization - Banking services - Non banking financial companies, corporate Insurance.

**UNIT – IV RETAIL FINANCIAL SERVICES** **9 hours**

Retail financial services - credit cards Debit cards -smart cards - automated Teller Machines – factors affecting use of plastic money in India - Electronic fund Transfer - Electronic clearing - Portfolio management services - Broking services - Consumer credit - Hire purchase finance – housing finance - personal tax counselling

**UNIT – V FINANCIAL SERVICES ENVIRONMENT** **9 hours**

Financial services marketing environment- Regulations governing financial services marketing, ethical issues in marketing financial services, Targeting and Positioning of Financial services organisation in market place

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Shanmugham R, *Financial Services*, Wiley India Pvt. Ltd., New Delhi, 2010. Edition 2nd ISBN – 0-7803- 4707-2
2. Khan M.Y., *Financial Service*, Tata McGraw Hill Publication Limited, NewDelhi. Edition 3rd ISBN 0-7069-9777-8
3. Bhole L.M and JitendraMahakud, *Financial Institutions and Markets: Structure, Growth and Innovations*, Tata McGraw Hill Publication Limited, New Delhi. Edition ISBN 13: 9780070080485
4. Dr. Roshna Varghese & Dr. K. Sreeranganadhan, *Corporate Disclosure* by Indian Companies, Serals Publications, New Delhi. 1st Edition ISBN: 8186771069



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E013**

**BANKING MANAGEMENT**

<b>MBA 18E013</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To Provide an in-depth analysis of the banking in the liberalized Indian economy familiarizing the students with the regulating framework for banks, and banking practices and processes as regards to Banking Sectors.</li> <li>2. To acquaint them regarding recent trends in banking sector</li> <li>3. To be aware of banking technologies used in present scenario</li> <li>4. Case Studies should be discussed.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Ability to create dynamic skill in the field of banking management				
CO2	Develop the basics framework of banking policies and procedures.				
CO3	Enables the students to understand the globe scenario prevailing in the banking sector.				
CO4	Creates the social responsibility and ethics values across the globe.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1						H	H	
	CO2	H	M	H		H			
	CO3	H	H		H	M	M	M	
	CO4			H	M				
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
						✓			
4	Approval							Meeting of Academic Council, June 2018	



**FACULTY OF MANAGEMENT STUDIES**

**MBA- Two Year Full Time Program- Curriculum & Syllabus**  
**Program Structure for MBA (Full Time)**

**UNIT – I INTRODUCTION OF COMMERCIAL BANKING** **9 hours**

Evolution of Commercial Banks-Banking System-Structure of Commercial Bank-RBI Role & functions - e-banking, e-corner - Credit Control - Banking Regulation ACT –Recent trends in Indian Banking Sector

**UNIT – II FUNCTIONS OF COMMERCIAL BANKS** **9 hours**

Financial inclusion - Agency Services –General utility services-Credit Creation- Banker– Customer Relationship-Bankers as a trustee & an Agent-Appropriation of Payment- Right of Lien &Set off–Garnishee Order-Law of Limitation-Financial Services

**UNIT – III BANKING TECHNOLOGY** **9 hours**

Banking Technology; Electronic Banking-Core Banking, internet banking, virtual banking, Centralised banking challenges and implementation –Distribution Channels- Remittance Facilities &Clearing System-Online Banking-Electronic Fund Transfer System- RTGS, SWIFT, CIBIL

**UNIT – IV EVALUATION OF BANKING PERFORMANCE** **9 hours**

Evaluating Banking Performance –NPA- ROE Model- CAMEL Rating-GAAP Probability Analysis- Balance Score Card-Asset Liability Management PA- BASEL Norms

**UNIT – V INTERNATIONAL BANKING** **9 hours**

International Banking- Types-Offshore Banking- Bank for International Settlement (BIS)- London Inter-Bank Offered Rate (LIBOR) –Bank Accounts NOSTRO, VOSTRO, LORO, Indian Rupee & Foreign Currency Accounts- EXIM Bank – Facilities to Exporters & Importers.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Institute of Banking & Finance, Principles and Practice of Banking, McMillanpublishers, Second Edition (2012) ISBN-10: 023063611X New Delhi.
2. Muraleedharan D, Modern Banking-Theory and Practice, PHI Learning Pvt. Ltd. 2nd Edition ISBN-13: 978-8120336551
3. Shekhar K C &LekshmyShekar, Banking Theory and Practice, VikasPublication House, New Delhi. Edition, 20 ISBN, 9789325964853
4. Dr D.M.Mithani, Money, Banking and Public Finance Publisher: Himalaya Year of publishing: 2012 Edition ISBN: 978-93-81546-92-5
5. Ansari. M.I, Monetary vs. fiscal policy edition 2nd ISBN 978-0-387-77666-8. Publishers, Harvard University;
6. T. R. Manaktala, Economic development and Monetary Management in India, edition 1st ISBN 0-19-564468-9. published by The Levy Economics Institute of Bard
7. Jagdish Narain Srivastava. Fiscal Policy and Economic Development of India, edition 1st ISBN-13: 978-1-60244-128-6



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E014 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

<b>MBA 18E014</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>To make the students familiar with various aspects of portfolio management ranging from analysis to performance evaluation</li> <li>To make students understand trading system and helping them to make quality investment decisions</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	The students develops the analytical skills in selecting and creating the portfolio management				
CO2	Ability to do online trading and familiar with SEBI functioning.				
CO3	Encourages entrepreneur’s skills among the students.				
CO4	Enables IT skills.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	M				M	H	H	
	<b>CO2</b>	H	H	H	M	M	M	M	
	<b>CO3</b>		M	H	H				
	<b>CO4</b>	M			L				
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
						✓			
4	Approval					Meeting of Academic Council, June 2018			



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**UNIT – I OVERVIEW OF INVESTMENT**

**9 hours**

Investment-Objectives-Indian Financial system-investment process investment avenues-capital market: primary market-IPO process participants- Regulatory mechanism, Secondary market: stock exchanges –structure and trading mechanism-settlement-participants/intermediaries in the secondary market-regulatory framework of secondary market-margin trading-stock index: types of Index: India, Global- construction of stock Index.

**UNIT – II CAPITAL MARKET INSTITUTION**

**9 hours**

Financial Markets and Institutions – Overview of Capital Market- IPO, stock market in India-listing of securities – OTCEI- NIM – mechanics of trading in stock exchange - Institutional Structure In Capital Markets, Reforms And Market And State of Capital Markets, SEBI-Trends of Savings And Financial Flow Indian The Money Market And Capital Market Institutions.

**UNIT – III FUNDAMENTAL AND TECHNICAL ANALYSIS**

**9 hours**

Economic analysis, Industry analysis, Company analysis-Technical analysis and market efficiency: basic tenets- tools of technical analysis – indicators-patterns-Efficient market Hypothesis-efficient market-forms of market efficiency-tests of market efficiency-random walk Hypothesis

**UNIT –IV PORTFOLIO STRATEGY**

**9 hours**

Portfolio analysis- Efficient portfolio-efficient frontier-Markowitz portfolio optimization-Sharpe Single Index model-capital assets pricing model-factor model and Arbitrage pricing theory

**UNIT – V PORTFOLIO EVALUATION**

**9 hours**

Portfolio evaluation and revision-portfolio evaluation: Sharpe ratio, Treynor's ratio, Jensen's Index-measures of portfolio performance

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Donald E. Fischer & Ronald .J.Jordan, *Security Analysis & Port Folio Management* Prentice Hall Of India Private Ltd., New Delhi 2000 Edition: 5th ISBN-13: 978-0137991495
2. V. A. Avadini, *Securities Analysis & Portfolio Management* – Vikas Publishing House Pvt Ltd, 2001 Edition 10th ISBN: 978-81-203-4830-1
3. V.K.Bhalla, *Investment Management* –S.Chand Publishing -7th Edition -2000 ISBN 13: 9788121912488
4. Kevin S.*Security Analysis and Portfolio Management* (Author) Publisher: PHI (2006) ISBN-10: 8120329635, ISBN-13: 978-8120329638
5. Punithavathy Pandian *Security Analysis and Portfolio Management* publisher: Vikas publication. 2nd Edition ISBN, 9789325963085.



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E015 WORKING CAPITAL MANAGEMENT**

<b>MBA 18E018</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. The objective of this course is to acquaint the students regarding working capital management tools and techniques in decision making of current affairs.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Ability to identify the various sources of finance.				
CO2	Identify the areas that requires focuses on liquidation.				
CO3	Student develops analytical skill and team building.				
CO4	Enables the students to become an entrepreneur and create productive managerial leaders.				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	M			M		H	H
	CO2	H	H	H		H		H
	CO3		M	L	H	M		H
	CO4						M	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)
					✓			
4	Approval	Meeting of Academic Council, June 2018						



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**UNIT – I INTRODUCTION ON WORKING CAPITAL** **9 hours**  
Concept and meaning of working capital – Liquidity and profitability – identification of factors affecting working capital requirements – theories of working capital- Approaches to estimation of working capital – operating cycle approach.

**UNIT – II INVENTORY MANAGEMENT** **9 hours**  
Management of inventories – determination of optimum inventory– Inventory management techniques – Levels of inventory.

**UNIT – III RECEIVABLES MANAGEMENT** **9 hours**  
Overview of management of receivables – credit and Collection policy – Credit standards – Credit terms – Credit analysis –management of payables – Maturity matching.

**UNIT – IV CASH MANAGEMENT** **9 hours**  
Management of cash – Accelerating cash inflows – Managing collections – Concentration banking –Control of disbursements –models for determining optimum level of cash – inventory model, stochastic – Cash budgeting

**UNIT – V SHORT AND LONG TERM FINANCING** **9 hours**  
Financing of Working Capital- Short- Term Sources, Long-Term Sources, Inflation and Working Capital, Mechanics Of Working Capital Financing in India, Bank Lending, Control of Working Capital.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Agarwal, J D –*Working Capital Management* [J.D.Agarwal] Institute of Finance; 1ST edition (2005); ISBN-10: 8185225117
2. Scherr – *Modern Working Capital Management* - Text Published by Prentice Hall College Div (1989). ISBN 20 11th Edition., ISBN:0135944252
3. I M Pandey, *Working Capital Management*, Vikas Publication, India Publisher Tenth Edition (2010); L; ISBN-10: 812590638X, 9788125906384
4. C. S. R. Murthy, *Working Capital Management* publisher Himalaya Publishing edition [2006], ISBN0761934685.
5. Krish Rangarajan, Anil Mishra, *Working Capital Management* –Excel Publication, New Delhi, Anil MisraPaperback, Published 2006 by Excel Books, New Delhi ISBN-13: 978-81-8069-125-6
6. Satish P Mathur, *Working Capital Management & Control* - New Age Publication, New Delhi. Edition 2<sup>nd</sup> ISBN 9788122428353.



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E016**

**CORPORATE FINANCE**

<b>MBA 18E016</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. The primary objectives of this course is to provide a frame work , concepts, and tools for analyzing financial decisions based on fundamental principles of modern financial theory .					
2. Being an elective course in finance, greater stress will be on the issue like capital structure and the methods of financing, both in the short term and long term.					
3. Special emphasis will be laid on issues like mergers and acquisition and corporate restructuring.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Provides basic framework for various sources of finance.				
CO2	Guidelines to deal with financial service and its system.				
CO3	Possess multi disciplinary approach towards solving financial issues				
CO4	Understand corporate and social responsibility in corporate world.				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1		H	L	H		H	H
	CO2	M			L	H	H	
	CO3		M	H	H	H		M
	CO4	H						
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)
					✓			
4	Approval				Meeting of Academic Council, June 2018			



**FACULTY OF MANAGEMENT STUDIES**

**MBA- Two Year Full Time Program- Curriculum & Syllabus**  
**Program Structure for MBA (Full Time)**

**UNIT - I INDUSTRIAL FINANCING**

**9 hours**

Introduction to Indian Capital Market – Basic problem of Industrial Finance in India. Equity – Debenture financing – Guidelines from SEBI, advantages and disadvantages and international sources, financing of exports – role of EXIM bank and commercial banks.– Finance for rehabilitation of sick units.

**UNIT – II INVESTMENT DECISION**

**9 hours**

Appraisal of Risky Investments, certainty equivalent of cash flows and risk adjusted discount rate, risk analysis in the context of DCF methods using Probability information, nature of cash flows, Sensitivity analysis; Simulation and investment decision, Decision tree approach in investment decisions.

**UNIT – III LEASE FINANCING**

**9 hours**

Lease Financing - Venture Capital - Mutual Funds – Inflation, Foreign Collaboration – Business Ventures Abroad. International Financial Institutions & Multinational Corporations.

**UNIT – IV DIVIDEND POLICY**

**9 hours**

The Various Sources of finances-working capital management importance's –Dividend policy calculation method.

**UNIT – V MERGES & ACQUISITION**

**9 hours**

Merges & Acquisition –Forms of Acquisition, Calculating the Value of Firm Tax Implication, Synergy after Acquisition; Financial Distress Bankruptcy, Liquidation and Reorganization.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Stephen A Ross, Randolph W .Westerfield And Jeffrey Jaffe, *Corporate Finance*, Tata McGraw-Hill, 2004, 6th Edition ISBN-13: 978-0072831931 ISBN-10: 0072831936
2. Aswatha Damodaran, *Corporate Finance*, John Wiley And Sons, 2002, 2nd Edition ISBN-13: 978-0471283324 ISBN-10: 0471283320
3. Brealey , R.A And Myers, S.C.Principles of Corporate Finance ,–Tata McGraw Hill , 6th Edition 2003 ISBN-10: 0471361909, ISBN-13: 978-0471361909
4. Stephen A. Ross, Randolph Westerfield, BradfordD Fundamentals of Corporate Finance. Jordan publisher Tata McGraw-Hill Education ISBN: 9780077474638 / 0077474635;
5. Ross *Corporate Finance* 8E By Tata McGraw-Hill Education edition 8th. ISBN-13, 9780077246099.



**Dr. M.G.R.**  
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**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

# HUMAN RESOURCE MANAGEMENT



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E017**

**TALENT MANAGEMENT**

<b>MBA 18E017</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. The objective of this course is designed to create symbiotic relationship between talent and organization to accelerate Performance improvements; by instituting talent management system that ensures identification, management, development of talent portfolio.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understand what is required to align human resource strategy with strategic objectives of your business				
CO2	Acquire the skills and knowledge to build an effective talent management strategy for an organization				
CO3	Identify the steps required to conduct an effective talent review of performance and potential				
CO4	Identify key requirements to attract and acquire skilled talent				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	H	H	H		H	H	
	CO2		M	H		M		
	CO3	M	M				M	
	CO4	H		M	M			H
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)
						✓		
4	Approval				Meeting of Academic Council, June 2018			



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**UNIT – I INTRODUCTION**

**9 hours**

Talent Management: definition, elements, process, focus, employer branding, creating a great place to work, talent management in global level. TMS as engine for new economy, difference between talents and knowledge workers, leveraging talent friendly organizations.

**UNIT – II TMS & PMS**

**9 hours**

Talent Management system - element and benefits of Talent Management system: creating TMS- Building blocks - recruitment processes, development strategies, career planning, retention of talent workers, performance management system (PMS) and reward mechanism, evaluating employee Potential, 360-degree feedback system.

**UNIT – III TALENT PLANNING**

**9 hours**

Talent Planning-succession management process; cross functional capabilities an fusion of talent; Talent Development budget, value driven cost structure; contingency plan for talent; building a reservoir of talent, leadership coaching.

**UNIT – IV RETURN ON TALENT**

**9 hours**

Return on talent: ROT measurements; optimizing investment in talent, integrating compensation with talent Management; developing talent management information system. Challenges of Identifying and Nurturing Talent in a company.

**UNIT - V COMPETENCY MAPPING**

**9 hours**

Concept, Types, techniques used for competency mapping. Identifying Strategically Important Competencies, Competency Models for Managerial, Sales and IT Positions, Evaluating Talent Management Strengths and Weaknesses, Developing an Integrated Talent Management Strategy. Challenges faced in Talent Management-Attrition.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Berger, Lance A and Dorothy Berger (Eds) *The Talent management Handover*, Tata McGraw Hill New Delhi 2 edition (1 January 2011) ISBN-10: 007173905X ISBN-13: 978-0071739054
2. Chowdhary, Subnit The Talent Era, *Financial Times/Prentice*, Hall International. (September 2003) ISBN 10: 0273662694 ISBN-13: 978-0273662693
3. Management 21C; *Financial Times* Prentice Hall, Edition 2000. ISBN 978-0273639633
4. Sanghi, Seema, *The Handbook of Competency mapping*, Response Books, New Delhi. Second Edition (1 October 2007) ISBN-10: 0761935983 ISBN-13: 978-0761935988
5. Toni Hodges De Tuner, Lynn Schmidt *Integrated Talent Management Score Card* ASTD Press Edition (January 13, 2014) ISBN: 1562868659



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E018 STRATEGIC HUMAN RESOURCE MANAGEMENT**

<b>MBA 18E018</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. The Primary concern to this course is to develop in depth understanding of the strategic role performed by HR in business organization.					
2. To gain insight of the alignment between different HR systems and practices and organization outcomes.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Explain the purpose of strategic planning in an organization				
CO2	Demonstrate the ability to explain the importance of people in the achievement of strategic change				
CO3	Understand the key areas of human behavior in sustained organizational performance				
CO4	Understand the implementation of various strategies in an organization.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H	H			H	H	H	
	CO2	H	M	H		M	M		
	CO3	H	M	M			M	H	
	CO4	H		M	M			H	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
					✓				
4	Approval					Meeting of Academic Council, June 2018			



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**UNIT – I SHRM INTRODUCTION**

**9 hours**

Introduction to Strategic HRM Definition, need and importance; Introduction to business and corporate strategies; Integrating HR strategies with business strategies; Developing HR plans and policies.

**UNIT – II RECRUITMENT AND SELECTION PROCESS**

**9 hours**

e- Employee profile– e- selection and recruitment - Virtual learning and Orientation – e- training and development – e- Performance management and– Issues in employee privacy – Employee surveys online.

**UNIT – III PERFORMANCE MANAGEMENT**

**9 hours**

Meaning- concept - Defining key result areas (KRA); Result based performance Linking performance to pay; Merit based promotions. Reward and Compensation Strategies- Performance and Skill based pay; Team based pay broad banding; Profit sharing; Executive Compensation; Variable pay.

**UNIT – IV RETRENCHMENT STRATEGIES**

**9 hours**

Retrenchment Strategies- Downsizing; Voluntary retirement schemes (VRS) HR outsourcing; Early retirement plans; Project based employment, Retention and retraining, Exit Interview.

**UNIT – V UNIONS & GLOBAL HRM**

**9 hours**

Strategies for Dealing with Unions Role of Unions – Strategic collective Bargaining – CB Process, The Grievance Process. Global Hr Strategies- Introduction to global HR strategies; Developing HR as a value added function

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Mello, Jeffrey A., *Strategic Human Resource Management*, Cengage Learning. '004 edition (January 1, 2014)
2. Agarwala, Tanuja, *Strategic Human Resource Management*, Oxford University Press, New Delhi. Edition 25 January 2007) ISBN-10: 0195683595 ISBN-13: 978-0195683592
3. Dreher, George and Thomas Dougherty, *Human resource Strategy*, Tata McGraw Hill edition 1st ISBN-13: 978-0256211894 ISBN-10: 0256211892
4. Charles Greer, *Strategic HRM* – Pearson education Asia, New Delhi edition 19 APR 2004
5. Michael Armstrong, *Strategic HRM* - Kogan page, London 5 edition (3 August 2011) ISBN-10: 0749463945 ISBN-13: 978-074946394



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E019**

**INDUSTRIAL RELATIONS & LABOUR WELFARE**

<b>MBA 18E019</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To understand the meaning and concept of Industrial Relations</li> <li>2. To provide the conceptual background for IR.</li> <li>3. To give an understanding of the components.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Synthesize proposals for legislative initiatives				
CO2	Analyze the field of labor relations in an interdisciplinary manner.				
CO3	Distinguish employee rights and obligations according to the scope of employment				
CO4	Defend employ rights before supervisory and control institutions.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	H	H	M			H	H	
	<b>CO2</b>		M	H		M	H	H	
	<b>CO3</b>		M	M	H		M	H	
	<b>CO4</b>	H		M	M			H	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
						✓			
4	Approval					Meeting of Academic Council, June 2018			



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**UNIT – I INTRODUCTION**

**9 hours**

Industrial Relations – an overview: Meaning & Objectives, Importance, Approaches to IR- Unitary, Pluralistic, Marxist – Development of IR System in India, Labor – management Relations: Trade Unionism – Industrial Conflicts.

**UNIT – II TRADE UNIONS**

**9 hours**

Industrial conflict – Causes for Industrial Conflict, Industrial Disputes Act, 1947:- Definitions of Industry - Authorities under the Act – Procedure, Powers and Duties of Authorities, Impact of Industrial Disputes, Strikes – Typology of strikes, Lockout.

**UNIT – III INDUSTRIAL DISPUTE**

**9 hours**

Settlement machinery - Conciliation - Conciliation Officer - Board of Conciliation - Court of Enquiry - Labour Court - Industrial Tribunal and National Tribunal and Arbitration, Adjudication Labour Welfare work – importance, concept, scope of labour welfare work facilities under Welfare Funds - Duties of Labour Welfare Officers,

**UNIT – IV COLLECTIVE BARGAINING**

**9 hours**

Factories Act 1948, Collective Bargaining – Definition, Importance, Prerequisites of Collective Bargaining – Union Bargaining Process – Types of Bargaining – Collective bargaining in India, Workers Participation In Management, ESOP, Profit Sharing, Quality of Work-life and Quality Circles, Worker Empowerment. Negotiations – Process, Strategies and Tactics.

**UNIT – V NEGOTIATIONS**

**9 hours**

Meaning - concept of negotiations, negotiations bargaining -Strategic Management of Industrial Relations – Alternative Strategies in Labour Management Relations – Labour Laws in the Context of Structural Changes – Labour laws in the context of structural change – Industrial relations in Turnaround Management.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. C B Marmoria, *Dynamics of Industrial Relations in India*, Vikas Publishing, New Delhi. ISBN-10: 9350971429 ISBN-13: 978-9350971420
2. P C Tripathi, *Personnel management and Industrial Relations*, S Chand, New Delhi. ISBN-10: 8180546578 ISBN-13: 978-8180546570
3. Jerome joseph, *Industrial Relations: Towards a theory of Negotiated Connectedness*, Response Books. (April 15, 2004) ISBN-10: 076199839X ISBN-13: 978-0761998396
4. C.S. Venkataratnam, *Globalization and Labour-management Relations*, Sage Publications, New Delhi. (30 June 2001) ISBN-10: 0761994890 ISBN-13: 978-0761994893



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E020**

**ORGANIZATIONAL DEVELOPMENT**

<b>MBA 18E020</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>To understand the meaning and concept of Organizational Development.</li> <li>In liberalization and globalization MNCs from abroad are branching into India and Indian MNCs are branching out globally leading to drastic changes in managerial style, technological up-gradation, work culture, work environment etc.</li> <li>This course will teach how to cope with these changes and ensure success to themselves and their organization.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Apply theories and current research concerning individuals, groups, and organizations to the process of change				
CO2	Understand multiple methods for collecting diagnostic data in organizations, and the benefits and shortfalls				
CO3	Understand how organizational development differs from other change methods				
CO4	Analyze/diagnose ongoing activities within an organization and design and plan the implementation of selected OD interventions.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H	H	M			H	H	
	CO2		M	H		M			
	CO3		M		H		M		
	CO4	H		M	H			H	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
					✓				
4	Approval							Meeting of Academic Council, June 2018	



**FACULTY OF MANAGEMENT STUDIES**  
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Program Structure for MBA (Full Time)

**UNIT – I INTRODUCTION**

**9 hours**

Introduction to Organization Development - Growth and relevance of OD- Diagnoses for OD, Foundations Process of OD- Approaches to OD

**UNIT – II ORGANIZATIONAL BEHAVIOUR**

**9 hours**

Designing OD Interventions - Characteristics of OD Interventions, Overview of types of Interventions, - Interpersonal and Group Process Approaches- Organization Process Approaches-HRM Interventions- Performance Management- Career Planning & Development Interventions

**UNIT – III RESTRUCTURING & REENGINEERING**

**9 hours**

Techno Structural Interventions - Restructuring Organization, Reengineering, Employee Involvement, Work Design and Redesign - Strategic Interventions – Organization and Environment Relationships, Organization Transformation. Planning, Implementing Change, Levin’s three Phases of Planned Change.

**UNIT – IV ORGANIZATION DESIGN**

**9 hours**

Organization Culture- A Sociological Perspective, Socialization Processes -Effectiveness of OD Interventions: Evaluation and Institutionalization of OD Interventions – Importance, Process and Difficulties Involved- Role of an OD Consultant- Dealing with Consultant – Client Relationships, Ethical Issues in OD

**UNIT – V ORGANIZATIONAL EFFECTIVENESS**

**9 hours**

Learning Organization and Organizational Effectiveness -Significance of Learning Organization to Organizational effectiveness- Establishing Learning Dynamics in Organizations- Building a Learning Organization

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Heinemann; *Organization Development & Transformation*, 1 Edition (21 April 2010), ISBN - 10: 0435026968
2. Udai Pareek , *Organizational Behaviour and Process*, Rawat Publication (1996), ISBN - 13: 978-8170333296
3. Cummings, Thomas G. and Christopher G. Worley, *Organisation Development and Change*, Cengage Learning Australia; 3rd edition (29 June 2007), ISBN -10: 0170132803
4. Chowdhury, Subir, *Organisation 21C*, Prentice Hall; 1 edition (10 September 2002), ISBN - 13: 978-0130603142
5. Gene deszca, Cynthia ingols *organisational change*, sage publications, inc; 3rd edition (14 April 2015), ISBN -10: 1483359301



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E021**

**MANAGEMENT TRAINING & DEVELOPMENT**

<b>MBA 18E021</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. This course is designed to provide in depth understanding and enable the students to manage training processes and system for developing human resource of the organization.</li> <li>2. The present course is designed to study the concepts and processes of training and development (T&amp;D).</li> <li>3. Understanding the Meaning of training, Methods – techniques and aids for effective real life applications in both manufacturing and services</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.				
CO2	Research and analyze information needs and apply current and emerging information technologies to support the human resources function.				
CO3	Conduct research, produce reports, and recommend changes in human resources practices.				
CO4	Develop, implement, and evaluate organizational development strategies aimed at promoting organizational effectiveness.				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	<b>CO1</b>	H	H				H	H
	<b>CO2</b>		M	H		M	H	
	<b>CO3</b>		M		H		M	
	<b>CO4</b>	H		M	M			H
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)
						✓		
4	Approval	Meeting of Academic Council, June 2018						



**FACULTY OF MANAGEMENT STUDIES**

**MBA- Two Year Full Time Program- Curriculum & Syllabus**  
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**UNIT – I INTRODUCTION**

**9 hours**

Training – Introduction, Training Policies, Organization and Management of Training Function; Training Needs Assessment – Organizational Analysis, Operational Analysis, and Competency Mapping. Competency based Training & Development

**UNIT – II LEARNING**

**9 hours**

Learning Process in Training - Attributes and Factors Influencing; Learning Process; Learning Styles; Training Climate and Pedagogy; E- Learning, Developing Training Modules; Training Aids. Role of Trainers, Qualities of a Good Trainer, Internal Training vs. External Training.

**UNIT – III TRAINING METHODS**

**9 hours**

Training Methods and Techniques - Inspirational Techniques - Brainstorming, Mind Mapping, Creative Problem Solving. Models & methodology followed in Training & development cell of leading companies.

**UNIT – IV TRAINING EVALUATION**

**9 hours**

Evaluation of Training - Need for Evaluation, Principles of Evaluation, Criteria and Approaches; Return on Investment in Training, Process of Calculating ROI in training; Emerging Trends in Training and Development; New Perspectives on Training.

**UNIT – V CAREER DEVELOPMENT**

**9 hours**

Concepts, strategies development programme, executive development programme, Outsourcing Training and Development- The Strategic Move-Advantages of Outsourcing- The 21<sup>st</sup> Century Trainer-Blended learning approach-models-advantages & disadvantages

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Agochia, Devendra, *Every Trainer's Handbook*, New Delhi; sage Publications., 2nd Edition, 2009, ISBN: 9788132100812
2. *Training and Development – Trends and Experience*– Sumati Reddy, Published by ICFAI University Press., ISBN-10: 81-7881-237-1 / 8178812371, ISBN-13: 978-81-7881-237-3 / 9788178812373
3. Dessler, Gary, *Human Resource Management*, Prentice Hall, 11th Edition, 2008, ISBN: 9780131746176
4. Sahu, R.K., *Training for Development*, Excel Books, New Delhi., 2009, ISBN: 8174464476, 9788174464477
5. Blanchard, P Nick, and James W. Thacker, *Effective Training-Systems, Strategic and Practices*, Pearson Education, New Delhi., 1998, ISBN-10: 0132681609, ISBN-13: 978-0132681605
6. Goldstein, *Training in Organization*, Thomson learning, Bombay, 2001, ISBN 10: 0534345549 / 0-534-34554-9, ISBN 13: 9780534345549



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E022 INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

<b>MBA 18E022</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. To make students understand the problems faced by International Company in this globalised era.					
2. To be aware of cross cultural issues and the global training required to meet the challenges.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Recognize, outline and illustrate the enduring global contexts of International HRM				
CO2	Interpret; analyze the international relation issues & performance management.				
CO3	Develop, prepare staffing International operations for sustained global growth, recruiting & selecting staff for International assignments.				
CO4	Evaluate Interpret issues of International training, development & compensations.				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	H	H				H	H
	CO2		M	H	M	M		
	CO3	H	M		H		M	
	CO4	H		M	M			H
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)
					✓			
4	Approval				Meeting of Academic Council, June 2018			



**FACULTY OF MANAGEMENT STUDIES**

**MBA- Two Year Full Time Program- Curriculum & Syllabus**  
**Program Structure for MBA (Full Time)**

**UNIT – I INTRODUCTION**

**9 hours**

Introduction of IHRM - Transnational Company – Globalization Process, Components of Globalization: Markets, Production, Investment and Technology – Advantages and Disadvantages of Globalization – Different types of International Human Resources.

**UNIT – II CULTURAL UNIVERSAL**

**9 hours**

Cross-Cultural Introduction – Cultural Universals: Communication through Languages, Non-verbal Communication, Social Environment: Religion, Behavioural factors affecting Business, Behaviour Based on Group Membership, Motivation and Achievement.

**UNIT – III CROSS CULTURE DIVERSITY**

**9 hours**

Managing Culture Diversity - Introduction, Culture and its Factors, Cross-cultural Differences in Work place, Globalization and Mobility of Human Resources. Global Strategic Management Process: MNC's Business Strategies and IHRM Strategies.

**UNIT – IV GLOBAL HRP**

**9 hours**

Global HR Planning - Demand for Human Resources - International Division of Labour, Issues in Supply of International HR. Recruitment and Selection: Recruitment sources at Macro Level- Ethnocentric Approach, Polycentric Approach, Regiocentric Approach and Geocentric Approach, Centralized vs. Decentralized Recruitment.

**UNIT – V GLOBAL CHANGE IN TOP MANAGEMENT**

**9 hours**

Changing Role of Top Management – Leadership. Global Training and Development - Areas of Global Training and Development –Trainees- Training for Expatriates, International Team Training – Job Satisfaction to Job Delight - International Compensation Management – Objectives – Factors – International Compensation package –

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. *The Essence of Human Resource Management*, Aswathappa, McGraw Hill Education (India) Private Limited; 7TH edition (1 May 2013) ISBN -13: 978-1259026829
2. Simantee Sen – *Changing Role of Top Management in the Era of Globalization* ICFAI university press (2008), ISBN -10: 813141535X
3. K B S Kumar, *Global Challenges for HR Professionals* –ICFAI UNIVERSITY PRESS (2008), ISBN -13: 978-8131414743
4. P.Subba Rao, *International Human Resource Management* –Himalaya Publishing House.(2012), ISBN -13: 978-9350247181
5. Peter Dowling Masion Festing *International Human Resource Management*, Cengage Learning EMEA; International 6th revised Edition (1 March 2012), ISBN -10: 1408032090



**FACULTY OF MANAGEMENT STUDIES**  
 MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E023**

**STRESS MANAGEMENT**

<b>MBA 18E023</b>	<b>CONTROL SYSTEMS</b>				<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45				3	0	0	3
	Prerequisite –Management.							
	Course Designed by – Faculty of Management Studies							
<b>OBJECTIVES</b>								
1. To examine the nature of Job stress in the organization. 2. To identify the factors that are responsible for Job Stress in the corporate sector.								
<b>COURSE OUTCOMES (COs)</b>								
CO1	Develop a sound protocol for conducting a meaningful coaching							
CO2	Learn proven communication techniques that increases the impact and understanding of information amongst all team members.							
CO3	Develop strategies and skills to effectively address and resolve conflicts leading to the highest quality outcomes.							
CO4	Clearly understand the distinction between “coaching” and “counseling” and when they are appropriate.							

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	H	H				H	H	
	<b>CO2</b>	H	M	H		M	H		
	<b>CO3</b>	M	M		H		M		
	<b>CO4</b>	H		M	M			H	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
						✓			
4	Approval							Meeting of Academic Council, June 2018	



**FACULTY OF MANAGEMENT STUDIES**  
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**UNIT – I INTRODUCTION**

**9 hours**

Meaning and Definition - sources of stress – consequence of stress - burnout - symptoms of Burnout - stress verses Burnout - model of stress - strategies for coping stress (individual and organizational strategies)

**UNIT – II THEORIES OF COUNSELLING**

**9 hours**

Charge Management - process of charge - resistance to charge - overcoming resistance to charge - stress resistance to change - counseling-need for counseling, types of counseling, dealing with making, steps in decision making-decision making technique decision making and stress

**UNIT – III COUNSELLING IN ORGANIZATION**

**9 hours**

Principles of Time management - inability - delegation-getting organized - communication-process – barriers - overcoming barriers of communication- role of technology and tools for effective time management - role of group cohesiveness conflict resolving and stress

**UNIT – IV COUNSELLING INTERVENTION**

**9 hours**

Career plateauing- types of career plateauing-managing the plateau-crisis management meaning- issues-managing crisis-crisis management decision making

**UNIT – V TRAINING COUNSELLORS**

**9 hours**

Creativity- process of creativity-Barriers – developing creativity- Brain strategy- Humour at work-team spirit-reducing conflict with humour-self development- principles of self Development- ways to develop positive mental attitudes – meditation for peace – yoga for life-problems- when to council- counseling and stress management- problem solving and decision.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Michael Carroll *Workplace Counseling*, Sage Publications, 1996, ISBN: 9780761950219, 9780761950202
2. *Introduction to Counseling skills – Texts and Activities*, Edward S Neukrug, Cengage Learning counseling & negotiations skills for managers wiley india pvt ltd, 4th Edition, 2011, ISBN-10: 0840034334, ISBN-13: 978-0840034335
3. Kavitha singh *Counseling & Skills for Managers* PHI, 2007, ISBN: 8120330846, 9788120330849
4. Narayana Rao, *Counselling and guidance* S. Tata McGraw Hill, 2nd Edition, 2011, 0074604740
5. Micheal Carrol *Work Place Counseling* sage publications, 1996, ISBN: 9780761950219, 9780761950202, 9781446264287
6. Dr. B. J. Prasantham, *Indian Case Studeis in Therapeutic - Counselling*, Christian Counselling Center, Vellore 632001, 1975



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E024**

**CORPORATE GOVERNANCE**

<b>MBA 18E024</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. To familiarize the students with the knowledge of ethics, emerging trends in good governance practices					
2. To make them understand the corporate social responsibility in the global and Indian context.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Evaluate different stakeholders' roles and significance in relation to corporate governance.				
CO2	Demonstrate a solid understanding of the purpose and nature of corporations.				
CO3	Gain importance of regulation, markets and information in corporate governance.				
CO4	Critically assess governance concerns for individual corporations and their				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	H	H				H	H	
	<b>CO2</b>		M	H		M	M		
	<b>CO3</b>	H	M		H		M		
	<b>CO4</b>	H		M	M			H	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
						✓			
4	Approval							Meeting of Academic Council, June 2018	



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**UNIT - I CORPORATE GOVERNANCE**

**9 hours**

Meaning – Nature and Evolution of Corporate Governance - need – objectives – Corporate Governance Models – Features consequences of mis-governance – need for voluntary compliance beyond regulations – Requirements to strengthen Corporate Governance – Sustainability and Corporate Governance.

**UNIT - II GOVERNANCE DEFICIT IN CORPORATES**

**9 hours**

Principal-Agent Problem- Major controlling interest and mal-governance for personal gain or corporate window-dressing- Creative accounting- Corporate scandals: Types and Examples- Lessons - Sarbanes-Oxley Act in 2002 of USA- Role of Auditors under scan.

**UNIT - III REGULATION**

**9 hours**

Legal environment – General- Codes and guidelines- Parties to corporate governance: Ownership structures and elements, Family ownership and Institutional investors- Mechanisms and controls: Internal measures: Monitoring the Board, Internal checks and audit, Limits on Executive salary and Balance of Power.

**UNIT - IV BOARD OF DIRECTORS**

**9 hours**

Composition of the Board – Board structure – Building responsive boards - Selection of Members of the Board – Duties and Responsibilities of the Board – functions – Management of the Board – Ethical and professional standards of Individual Directors- Governance and Role of different types of Directors.

**UNIT - V CHAIRMAN OF THE BOARD AND BOARD EFFICIENCY**

**9 hours**

Functions and Responsibilities of Chairman of the Corporation- Various Committees on Corporate Governance – Clause 49 of Listing Agreement – Features - Mandatory and Non Mandatory disclosures- CEO – Responsibilities – Role of SEBI in Corporate Governance – Audit Committees – Functions.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Gopalswamy. N, Corporate Governance, The New Paradigm, Wheeler Publishers, 2005
2. Monks, Robert. A.G., Corporate Governance, Blackwell Publishing Company, 2003.
3. Corporate Governance, ICSI Publication, Lodi Road, New Delhi.
4. Corporate Governance, Ethics and sustainable Development, ICSI Course Material.
5. Bala chandran and Chandra sekaran, Corporate Governance and Social Responsibilities, Prentice Hall of India, 2010
6. Singh S, Corporate Governance, Excel Books, 2006 Walter Effross, Corporate Governance: Principles & Practices, Aspen, 2009.



**Dr. M.G.R.**  
**EDUCATIONAL AND RESEARCH INSTITUTE**  
**(Deemed to be University)**  
Maduravoyal, Chennai - 600 095, Tamilnadu, India.  
(An ISO 9001 : 2015 Certified Institution)  
University with Special Autonomy Status



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

# INFORMATION SYSTEMS



**FACULTY OF MANAGEMENT STUDIES**  
 MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E025**

**BIG DATA TECHNOLOGY**

<b>MBA 18E025</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. This course provides practical foundation level training that enables immediate and effective participation in big data projects.					
2. The course provides grounding in basic and advanced methods to big data technology and tools, including Map Reduce and Hadoop and its ecosystem					
<b>COURSE OUTCOMES (COs)</b>					
CO1	The knowledge of computing tools and techniques in the field of Big Data				
CO2	Identify the challenges in Big Data with respect to IT Industry				
CO3	Recognize the key concepts of Hadoop framework				
CO4	Several key big data technologies used for storage, analysis and manipulation of data				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	L			H				
	CO2	M	H	L	H	H			
	CO3						M	L	
	CO4		H		L	H			
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
					✓				
4	Approval							Meeting of Academic Council, June 2018	



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**UNIT – I INTRODUCTION TO BIG DATA** **9hours**  
Introduction – distributed file system – Big Data and its importance, Four Vs, Drivers for Big data, Big data analytics, Big data applications. Algorithms using map reduce

**UNIT - II INTRODUCTION HADOOP** **9 hours**  
Big Data – Apache Hadoop & Hadoop Ecosystem – Moving Data in and out of Hadoop – Understanding inputs and outputs of Map Reduce - Data Serialization.

**UNIT - III HADOOP ARCHITECTURE** **9 hours**  
Hadoop Architecture, Hadoop Storage: HDFS, Common Hadoop Shell commands, Anatomy of File Write and Read. Name Node, Secondary Name Node, and Data Node, Hadoop Map Reduce paradigm, Map and Reduce tasks, Job.

**UNIT - IV HADOOP ECOSYSTEM AND YARN** **9 hours**  
Hadoop ecosystem components - Schedulers - Fair and Capacity, Hadoop 2.0 New Features Name Node High Availability, HDFS Federation

**UNIT - V HIVE AND HIVEQL, HBASE** **9 hours**  
Hive Architecture and Installation, Comparison with Traditional Database, Hive QL – Querying Data - Sorting and Aggregating, Map Reduce Scripts, Joins & Sub queries

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Boris lublinsky, Kevin t. Smith, Alexey Yakubovich, “Professional Hadoop Solutions”, Wiley, ISBN: 9788126551071, 2015.
2. Chris Eaton, Dirk deroos et al. , “Understanding Big data ”, McGraw Hill, 2012.
3. Tom White, “HADOOP: The definitive Guide” , O Reilly 2012.
4. Vignesh Prajapati, “Big Data Analytics with R and Haoop”, Packet Publishing 2013.
5. Tom Plunkett, Brian Macdonald et al, “Oracle Big Data Handbook”, Oracle Press, 2014
6. <http://www.bigdatauniversity.com/>
7. Jy Liebowitz, “Big Data and Business analytics”, CRC press, 2013..



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E026                      DATABASE MANAGEMENT SYSTEM**

<b>MBA 18E026</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. The goal of this subject to evaluate a real life business situation and build a suitable database.					
2. Additionally this course will give the insight into concepts related to database designing.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Select appropriate technique implemented over disks and files to allocate relations and conclude the best among.				
CO2	Develop a good query evaluation plan for evaluating user query, an access path and produce the tuples satisfying the constraints				
CO3	Examine the generic architecture of Parallel and Distributed database systems				
CO4	Differentiate the properties for concurrent execution of transactions				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H				L			
	CO2		H	L	M	H		L	
	CO3	M					M		
	CO4			M		H	L		
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
						✓			
4	Approval							Meeting of Academic Council, June 2018	



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**UNIT – I DATABASE SYSTEMS**

**9 hours**

Database-System Applications, Purpose of Database Systems, View of Data, Database Languages, Relational Database, Database Design, Object-Based and Semi structured Database, Data Storage and Querying, Transaction Management, , History of Database Systems

**UNIT – II RELATION MODEL**

**9 hours**

Structure of Relational Database, Fundamental Relational-Algebra Operations, -Algebra Operations, Null Values, Modification of the Database,

**UNIT – III DATABASE DESIGN AND THE E-R MODEL**

**9 hours**

Overview of the Design Process, The Entity-Relationship Model, Constraints, Entity-Relationship Diagrams, Entity-Relationship Design Weak Entity Sets, Extended E-R Features, of Database Design Relational Database Design: Features of Good Relational Designs, Atomic Domains and Normal Form

**UNIT – IV SQL**

**9 hours**

Background, Data Definition, Basic Structure of SQL Queries, Set Operations, Aggregate Functions, Null Values, Nested Sub queries Backup and Recovery: Overview of Integrity Control Functions, The Processes of Database Backup and Recovery, Backup Strategies, Quality Control and Concurrent

**UNIT – V DATABASE-SYSTEM ARCHITECTURE**

**9 hours**

Centralized and Client-Server Architecture, Server System Architectures, Parallel Systems, Distributed Systems, Object Oriented database Network Types.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Henry F Korth, Abraham Silberschatz, Sudharshan, S, *Database System Concepts* (6th Edition) 2010, McGraw Hill, ISBN 0-07-352332-1.
2. Raghu Ramakrishnan & Johannes Gehrke, *Database Management Systems* (3rd Edition) 2003, McGraw Hill, ISBN-13: 978-0072465631, ISBN-10: 0072465638.
3. C.J.Date, A.Kannan & Swamynathan. S, *An Introduction to Database Systems* (7th Edition) 2009, Pearson Education, ISBN 9788177585568.
4. Elmasri. R & Navathe.S.B, *Fundamentals of Database Systems* (6th Edition) 2010, Pearson Education/Addison Wesley, ISBN-10: 0136086209, ISBN-13: 9780136086208.
5. Thomas Cannolly & Carolyn Begg, *Database Systems, A Practical Approach to Design, Implementation and Management* (5th Edition) 2014, Pearson Educations, ISBN-10: 0132943263, ISBN-13: 9780132943260.



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E027**

**ENTERPRISE RESOURCE PLANNING**

<b>MBA 18E027</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. This course is designed to help students understand issues affecting ERP systems and ERP implementation.					
2. Real application reviews will be used to give the students a grounding and real practice.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understands why ERP (Enterprise Resource Planning) systems are used in daily business				
CO2	Understands how ERP systems support business processes				
CO3	Familiar with use of SAP ERP system				
CO4	Future Trends in ERP				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	L				H		
	CO2			M	H		M	
	CO3	M	L				M	
	CO4				L	H		L
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)
					✓			
4	Approval							Meeting of Academic Council, June 2018



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**UNIT – I ERP** **9 hours**  
An Overview, Enterprise – An Overview, Benefits of ERP, Development of ERP, ERP and Related Technologies, Business Process Reengineering (BPR), Data Warehousing, Data Mining, OLAP, SCM.

**UNIT – II PROJECT MANAGEMENT** **9 hours**  
Project approval –ERP Proposal Evaluation – Project-Evaluation Techniques. ERP Implementation-ERP Implementation Lifecycle, Implementation Methodology, Hidden Costs, Organizing the Implementation, Vendors, Consultants and Users, Contracts with Vendors, Consultants and Employees, Project Management and Monitoring.

**UNIT – III THE BUSINESS MODULES** **9 hours**  
Business modules in an ERP Package, Finance, Manufacturing, Human resources, Plant Maintenance, Materials Management, Quality Management, Sales and Distribution.

**UNIT – IV ERP MARKET** **9 hours**  
Market Place, SAP AG, PeopleSoft, Baan, JD Edwards, Oracle, QAD, SSA

**UNIT – V ERP** **9 hours**  
Present and Future - Turbo Charge the ERP System, EIA, ERP and-Commerce, ERP and Internet, Future Directions

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. *Maximizing your ERP System – A practical guide for managers*; Scott Hamilton, latest Edition 2004, TMH, ISBN – 0070590389.
2. Joseph A Brady, Ellen F Monk, Bret Wagner, *Concepts in Enterprise Resource Planning*, Thompson Course Technology, USA, 4th Edition 2013, ISBN - 9781111820411, 1111820414.
3. David Olson; *Managerial issues of Enterprise Resource Planning*, latest Edition 2004, TMH, ISBN-9780072861129, 0072861126.
4. Alexis Leon, *ERP Demystified*, 3rd Edition 2014, Tata McGraw Hill, New Delhi, ISBN: 9780070656642.
5. Alexis Leon *Enterprise Resource Planning*, 3rd Reprint 2008, Tata McGraw-Hill, New Delhi, ISBN: 0070656800, 9780070656802.



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E028**

**SYSTEMS ANALYSIS & DESIGN**

<b>MBA 18E028</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES:</b>					
1. This course is designed to help students understand To understand the different types of analysis					
2. Real application reviews will be used to give the students a grounding and real practice.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Approaches to systems Development				
CO2	Understand the different types of analysis				
CO3	Data Modeling and Analysis, Process Modeling				
CO4	Design a databases, implementation strategies				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	<b>CO1</b>		<b>L</b>				<b>H</b>	
	<b>CO2</b>	<b>M</b>			<b>L</b>	<b>H</b>		<b>L</b>
	<b>CO3</b>			<b>M</b>			<b>M</b>	
	<b>CO4</b>	<b>L</b>				<b>H</b>		<b>M</b>
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)		
					✓			
4	Approval							Meeting of Academic Council, June 2018



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**UNIT – I APPROACHES TO SYSTEMS DEVELOPMENT** **9 hours**  
Structured approach- Information Engineering Approach, Object oriented Approach. Players in the systems game , system Characteristics, Information System building block, Creativity Vs Diversity, Development, project initiation, project management.

**UNIT – II FEASIBILITY ANALYSIS** **9 hours**  
Systems Analysis, Gathering Information, Discovery, Feasibility- Economics technical operational, Schedule, Analysis, Cost Benefit Analysis, Risk Analysis, System Proposal.

**UNIT – III SYSTEM ANALYSIS TASK** **9 hours**  
Investing system requirement, Data Modeling and Analysis, Process Modeling, Logic Modeling ,Conceptual Modeling, Alternative Design Strategy, Distributed data Modeling.

**UNIT – IV DESIGNING DATA BASES** **9 hours**  
Systems Design, Application Architecture and Modeling ,Forms and Reports, Interfaces and Dialog, Logical data modeling, Designing relational data bases, Output design and prototyping, Input design and prototyping, User Interface design, Designing distributed systems

**UNIT – V IMPLEMENTATION AND SUPPORT** **9 hours**  
Systems construction and Implementation, Maintenance, Systems Operations and Support, Object Oriented Analysis and Design, Rapid Application development, Documentation, Training and Support

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Hoffer, Joey F.George, Joseph.S Valacich, *Modern Systems Analysis and Design*, 3rd Edition 2002, Addison Wesley, ISBN: 0130339903, 9780130339904.
2. Alan Dennis and Barabara Haley Wixom, *Systems Analysis and Design*, 6th Edition 2014, John Wiley & Sons, Inc., 2000, ISBN: 9781118897867.
3. Jeffrey L.Whitten, Lonnie D.Bentley and KevinC.Dittman, *Systems Analysisi and Design Methods*, 6th edition 2003, McGraw Hill, Irwin, ISBN: 0073052337, 9780073052335.
4. Hawryszkiewicz, I.T,'Introduction to System Analysis and Design, 4th Edition, Prentice Hall, ISBN: 0134845854, 9780134845852.
5. Ivar Jacobson, *Object Oriented Software Engineering*, Latest Edition 2005, Addison Wesley, ISBN: 0321268881, 9780321268884.
6. By Gary Shelly, Harry J. Rosenblatt, *System analysis and design*, 9th Edition, Nicole pinard, ISBN: 9780538481618, 0538481617.



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E029**

**E-BUSINESS**

<b>MBA 18E029</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. This course will provide the students with an analytical and technical framework to understand the emerging world of e-Business.					
2. e-Business poses both a challenge and an opportunity for managers. As a matter of competitive necessity, savvy managers must gain an understanding of the rapidly changing technology and business models.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Background and Current Status of e-business				
CO2	e-Business Infrastructure, e-Business Design				
CO3	e-Business – backbone , Security/Payment Services				
CO4	e Business Plan Presentation and Demonstration				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	<b>CO1</b>						<b>H</b>	<b>M</b>
	<b>CO2</b>	<b>L</b>		<b>H</b>	<b>M</b>	<b>M</b>	<b>L</b>	
	<b>CO3</b>		<b>M</b>					<b>M</b>
	<b>CO4</b>				<b>L</b>	<b>H</b>		
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)
						✓		
4	Approval	Meeting of Academic Council, June 2018						



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**UNIT – I E-BUSINESS ARCHITECTURE** **9 hours**  
Introduction, Background and Current Status. E-Business Architecture

**UNIT – II E-BUSINESS DESIGN** **9 hours**  
Enabling Technologies, e-Business Infrastructure. E-Business Design, Capacity Planning, Performance Modeling

**UNIT – III KNOWLEDGE MANAGEMENT** **9 hours**  
E-Business Models, e-Marketing, e-CRM, e-Business Security/Payment Services, e-SCM, e-Procurement, Knowledge Management

**UNIT – IV E-BUSINESS STRATEGY** **9 hours**  
ERP, e-Business Backbone, e-Business Strategy into Action, Challenges, e-Transition and Summary

**UNIT – V IDEA TO BUSINESS- BUSINESS PLAN** **9 hours**  
Business Plan Presentation and Demonstration “Materialising e-Business: From Idea to Realisation”.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Parag Kulkarni, Sunita Jahirabdkao, Pradeep Chande, e business, Oxford University Press, 2012.
2. Henry Chan & el, E-Commerce – fundamenetals and Applications, Wiley India Pvt Ltd,2007.
3. Gary P. Schneider, Electronic Commerce, Thomson course technology, Fourth annual edition, 2007.
4. Bharat Bhaskar, Electronic Commerce – Frame work technologies and Applications, 3<sup>rd</sup> Edition.
5. Kamlesh K.Bajaj and Debjani Nag, E-commerce the cutting edge of Business, Tata MCGrawHill Publications, 7<sup>th</sup> reprint, 2009.
6. Kalakota et al. Frontiers of Electronic Commerce, Addison Wesley, 2004.



**FACULTY OF MANAGEMENT STUDIES**  
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**MBA 18E030 SOFTWARE QUALITY & PROJECT MANAGEMENT**

<b>MBA 18E030</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. To gain knowledge on software requirements for project development					
2. To familiarize them with reliability models for software quality					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Project Life Cycle Models for software and Process MODELS.				
CO2	Project Management Process And Activities				
CO3	Study and identify the life cycle of software quality and project management				
CO4	Different types of software quality assurance				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	H					H	
	CO2			H	L	M		
	CO3		M		L			
	CO4	H		M		H		
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)		
					✓			
4	Approval	Meeting of Academic Council, June 2018						



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**UNIT – I INTRODUCTION** **9 hours**  
Product life Cycle, Project Life Cycle Models for software and Process MODELS.

**UNIT – II PROJECT MANAGEMENT PROCESS AND ACTIVITIES** **9 hours**  
Project Initiation, Project Planning and Tracking, Project Closure.

**UNIT – III ENGINEERING ACTIVITIES** **9 hours**  
Software requirements gathering, estimation, design and development phase. Project management in the testing and maintenance phase.

**UNIT – IV INTRODUCTION TO SOFTWARE QUALITY** **9 hours**  
Software Quality Views & Standards –Fundamental measures, size effort, defects. Software quality metrics, complexity metrics. Defect Identification and removal efficiency. Function Points – Benchmarking for software quality.

**UNIT – V SOFTWARE QUALITY ASSURANCE** **9 hours**  
Reliability models for software quality – ISO 9000 for software quality –CMM, CMMI, PCMM, PSP, and COCOMO-TQM for software quality.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Roger S Pressman, *Software Engineering – A Practitioners Approach*, 7th Edition, McGraw Hill International Edition, New Delhi, ISBN: 0073375977.
2. Stephen Kan, *Software Quality Metrics and Models*, 8th Edition 2009, Pearson Education Asia, ISBN: 9788131703243.
3. Walker Royce, *Software Project Management – A unified Framework*, Pearson Education, ISBN: 8177583786, 9788177583786.
4. Alan Gillies, *Software Quality – Theory and Management*, 3rd Edition, Thomson Learning, 2011, ISBN: 9781446753989.
5. Bob Hughes and Mike Cotterell, *Software Project Management*, 5th Edition 2010, Tata McGraw Hill, ISBN 10: 0071072748, 9780071072748.



**Dr. M.G.R.**  
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**(Deemed to be University)**  
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# OPERATIONS MANAGEMENT



**FACULTY OF MANAGEMENT STUDIES**  
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Program Structure for MBA (Full Time)

**MBA 18E031                      ADVANCED MATERIALS MANAGEMENT**

<b>MBA 18E031</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. The key objective of this course is to acquaint students with the needed skills and knowledge for making effective and efficient purchase.</li> <li>2. In manufacturing and service organizations; Cost–reduction techniques.</li> <li>3. In Pre–Purchase and Post–Purchase systems.</li> <li>4. Take proper decisions on storage and flow of materials.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understanding the concepts of Advanced Material Management				
CO2	Clear sight on the planning the Advanced Material Management				
CO3	Knowledge on the concepts of forecasting Advanced Material Management				
CO4	Understand Standards and Practice- Procedures- Transportation				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	L	H	H					
	<b>CO2</b>				H	H		M	
	<b>CO3</b>	M	L				H		
	<b>CO4</b>				H			L	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
					✓				
4	Approval						Meeting of Academic Council, June 2018		



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**UNIT – I IMPORTANCE OF MATERIAL MANAGEMENT** **9 hours**  
Integrated Materials Management-Costs involved in Materials management- Need for material management-Scope of Material Management- Functions of Inventory management- Classification and Codification of Inventory. Demand Forecasting and its dovetailing with operations planning-Capacity planning-Aggregate operations planning.

**UNIT - II MATERIAL MANAGEMENT TECHNIQUES** **9 hours**  
Specifications in Material Management- Categories of specification (Simple & Complex)- Development of Specification- Introduction to Standard- Dimensions and levels of standards- Foreign standards used in India-Indian Standards-Variety reduction in product- Techniques of Variety reduction-The Three S's

**UNIT - III CONCEPTS OF INVENTORY MANAGEMENT** **9 hours**  
Meaning, purpose and advantage of MRP, Data Requirements and Management –Bill of Materials, Master Production Schedules, Process of MRP. Material Planning- Techniques of Materials planning- MRP-Budgeting and Material Planning-Sales, Production, Material. Labor, Budget- Aggregate Inventory management.

**UNIT - IV IMPORTANCE OF PURCHASE & STORE MANAGEMENT** **9 hours**  
Purchase Management- Purchase Parameters-International Purchasing- Procedure and Documents-EXIM Policy-Exchange Rate Management- Stores Management- Purpose, Location and Layout of stores- Stores systems and Procedure-Rectification AOQL- OC Curve-Store Accounting and Verification.

**UNIT - V STANDARD AND PRACTICE PROCEDURE** **9 hours**  
Policies – Standards and Practice- Procedures- Transportation- Insurance

**TOTAL NO OF PERIODS: 45HOURS**

**REFERENCE BOOKS:**

1. Narasimhan L., McLeavey W. Dennis, Billington J. Peter,' Production Planning and Inventory Control', Prentice Hall of India, New Delhi, 1997
2. Terasine, Richard,'Principles of Inventory and Material Management',
3. Chitale, A.K., Gupta, R.C., 'Materials Management: Text and Cases', Prentice Hall of India, New Delhi, 2006
4. Gopalakrishnan, P & Sundararajan, Maintenance Management, Prentice hall of India, New Delhi, 1996
5. Techniques for Management, Sultan Chand & Kapoor, V.K., Operations Research-Sons, New Delhi, 2001



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E032**

**ADVANCED OPERATIONS RESEARCH**

<b>MBA 18E032</b>	<b>CONTROL SYSTEMS</b>					<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45					3	0	0	3
	Prerequisite –Management								
	Course Designed by – Faculty of Management Studies								
<b>OBJECTIVES</b>									
1. To familiarize the students with Operations Management concepts.									
2. To introduce the students to various optimization techniques with managerial perspective.									
3. To provide learning on Operations Research techniques in managerial decisions.									
<b>COURSE OUTCOMES (COs)</b>									
CO1	Acquaintance with the fundamental concepts Advanced Operations Research								
CO2	Concept of international Challenges for Advanced Operations Research								
CO3	Scope for Advanced Operations Research								
CO4	Awareness for Advanced Operations Research								

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	H						
	CO2		H		M			M
	CO3			L		L	H	
	CO4	M						H
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Professional Elective (E)	Project / Seminar / Internship (H)	
						✓		
4	Approval				Meeting of Academic Council, June 2018			



**FACULTY OF MANAGEMENT STUDIES**

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- UNIT – I CONCEPTS OF LINEAR PROGRAMMING** **9 hours**  
Linear Programming- Application of Linear Programming for Business- Simplex Method- Special Cases of Simplex Methods- Sensitivity Analysis of L.P- The Dual Problem Q R tools-Dynamic programming, branch and bound method. Quadratic Programming.
- UNIT – II IMPORTANCE OF TRANSPORTATION PROBLEM** **9 hours**  
Transportation Problem- L.P. For transportation problem- VAM and MODI Method- Degeneracy in Transportation problem- Assignment problem- Replacement Decision- Gradual Failure- Sudden failure-Resource constrained project scheduling-Bin packing. Portfolio optimization.
- UNIT – III METHODS OF JOB PROCESSING** **9 hours**  
Sequencing- Processing n jobs through two machines- processing n jobs through three machines- processing Two jobs through m- machines- processing n- jobs through m-machines-Queuing theory- Multiple Chanel queuing model- Poisson Arrivals and Erlang Service Distribution Two-stage supply chain distribution problem.
- UNIT – IV IMPORTANCE OF PROJECT MANAGEMENT** **9 hours**  
Decision theory- Decision making under certainty, risk and uncertainty- Posterior probability and Bayesian Analysis- Decision tree analysis- Project Management- PERT and CPM
- UNIT – V SIMULATION OF INVENTORY PROBLEM** **9 hours**  
Simulation- Monte Carlo Simulation- Simulation of inventory problems- Work Measurement (Time Study) – Markov Analysis - n-steps. Transition Probabilities- Goal Programming- Integer Programming- Branch and bound Method- Dynamic Programming.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Thomas M. Cook & Robert A. Russell, Introduction to Management Science, Prentice Hall, 3<sup>rd</sup> Edition
2. Hamdy a. Taha, Operations Research- An Introduction, PHI, Edn. 2001
3. Techniques for Management, Sultan Chand & Kapoor, V.K., Operations Research- Sons, New Delhi, 2001
4. Sharma, J.K., Operations Research- Theory and Applications, Macmillan India, 2003
5. Terasine, Richard, 'Principles of Inventory and Material Management' PHI, Edn. 2001



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E033**

**MAINTENANCE MANAGEMENT**

<b>MBA 18E033</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. The primary objective of maintenance management is to teach students about how to schedule work efficiently.					
2. The Main Objective is to control costs and ensure regulatory compliance.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understanding The Concepts Of Maintenance Management				
CO2	Various Issues In Maintenance Management				
CO3	Knowledge On The Concepts Of Forecasting Maintenance Management				
CO4	Quality Improvement In Maintenance				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1		H					
	CO2	M		L	M		H	
	CO3					L		H
	CO4	L		H		M		
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)
					✓			
4	Approval				Meeting of Academic Council, June 2018			



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**UNIT – I IMPORTANCE OF MAINTENANCE MANAGEMENT 9 hours**

Maintenance Management and Tero technology: An Overview, Maintenance Objectives and Strategies, Preparation of Maintenance Planning and Scheduling, Planned Maintenance Management System and Control

**UNIT – II PREDICTIVE MAINTENANCE 9 hours**

Maintenance Systems- Design and its selection- Break down maintenance- Planned and Unplanned maintenance-Routine maintenance- Remedial Maintenance- Predictive maintenance- Preventative maintenance-Corrective Maintenance

**UNIT - III VARIOUS ISSUES IN MAINTENANCE MANAGEMENT 9 hours**

Spares Key issues in Maintenance Management- Reliability, Availability and Maintainability Concepts, Safety and Environmental Aspects in Maintenance Management, parts Management- Planning consideration for each type of activities- Human Resource management for maintenance- Selection- Training-

**UNIT – IV VARIOUS CONCEPTS OF MAINTENANCE BUDGET 9 hours**

Maintenance Budget- Budgetary control- Scheduling maintenance costs- control of maintenance expenditure-Maintenance effectiveness- monitoring of maintenance performance- Replacement Technique

**UNIT – V QUALITY IMPROVEMENT IN MAINTENANCE 9 hours**

Maintenance Quality improvement- ISO 9000 and its relation to Maintenance- Techniques for continuous improvement in maintenance -Reliability enhancement program me- FMCEA, RCM & POM

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Chanter Barrie & Swollow Peter, 'Building Maintenance Management', Blackwell science,
2. Levitt Joel, 'Complter Guide to Predictive and Prventive Mainintnec', Industrial Press
3. Gopalakrishnan, P & Sundararajan, Maintenance Management, Prentice hall of India, New Delhi, 1996
4. Narayan V., 'Effective Maintenance Management:Risk and reliability strategies for optimizing performance', Industrial Press, 2004
5. Sharma, J.K., Operations Research- Theory and Applications, Macmillan India, 2003



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E034**

**PRODUCTION PLANNING CONTROL**

<b>MBA 18E034</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management				
	Course Designed by – Faculty of Management Studies				

**OBJECTIVES**

1. To develop a broad conceptual framework based on the research which has been done in the recent past and to bridge the gap between the theoretical solutions on one hand.
2. The real world problems on the other in production planning and control.

**COURSE OUTCOMES (COs)**

CO1	Understanding the concepts of Production Planning Control
CO2	Concepts of Production Process
CO3	Process Planning and Scheduling and Simulation In production
CO4	Forecasting Methods, Statistical Approach For Making Forecast

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	M		L				H
	CO2		H		L	H		
	CO3	M					L	M
	CO4			M	H			
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)		
					✓			
4	Approval				Meeting of Academic Council, June 2018			



**FACULTY OF MANAGEMENT STUDIES**

**MBA- Two Year Full Time Program- Curriculum & Syllabus**  
**Program Structure for MBA (Full Time)**

**UNIT – I INTRODUCTION TO PRODUCTION PLANNING AND CONTROL**

**9 hours**

Introduction to PPC –Meaning, Objectives, Levels of Production Planning, Production interlink with other functions of management, Organizational set up of Production planning department Application of tools for aggregate Production Planning and Control.

**UNIT – II CONCEPTS OF PRODUCTION PROCESS**

**9 hours**

Factors influencing PPC system in the organization Project and Job production, Batch production, mass and flow production, continuous or process production, comparison of manufacturing methods. Application of Integrated tools for Resource planning and Control.

**UNIT – III INTRODUCTION TO PROCESS PLANNING**

**9 hours**

Process Planning- Introduction, Inputs to process planning, steps in process planning, process planning in different situations, cost benefit analysis, just in time, Material Requirement Planning (MRP).

**UNIT – IV SCHEDULING AND SIMULATION IN RPRODUCTION**

**9 hours**

Scheduling- Single machine sequencing with independent jobs- Parallel machine models- Flow shop scheduling-Job shop scheduling- Simulation studies of the Dynamic Job Shop-Dispatching

**UNIT – V OBJECTIVE OF PRODUCTION FORECASTING**

**9 hours**

Forecasting for production Objectives, forecasting methods, statistical approach for making forecast, measuring seasonal variations. Production Control - Meaning, objectives, necessity of production control, level of production control, techniques of production control.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Narasimhan sim, et.al, ‘ Production Planning and Inventory Control’, Prentice Hall 2<sup>nd</sup> Ed., New Jersey, 1995
2. Knight, W.A. & Gdlagher, C.C., ‘Group Technology Production Methods in Manufacture’, 1996
3. Chanter Barrie & Swollow Peter, ‘Building Maintnenace Management’, Blackwell science.
4. Techniques for Management, Sultan Chand & Kapoor, V.K., Operations Research- Sons, New Delhi, 2001
5. Gopalakrishnan, P & Sundararajan, Maintenance Management, Prentice hall of India, New Delhi, 1996



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E035 PURCHASING & INVENTORY MANAGEMENT**

<b>MBA 18E035</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management				
	Course Designed by – Faculty of Management Studies				

**OBJECTIVES**

1. To provide valuable information related to purchasing materials.
2. To understand efficient ways of managing inventory.
3. To understand concepts related to demand management, distribution management, and stores management.

**COURSE OUTCOMES (COs)**

CO1	Knowledge on the concepts of forecasting Purchasing & Inventory Management
CO2	Importance of Dynamic Inventory Models
CO3	Concept of Material Management Performance
CO4	Vendor Evaluation & Vendor Rating & Importance of stores and Stock Control

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	<b>CO1</b>		M	L		H		
	<b>CO2</b>	L		M			M	H
	<b>CO3</b>		H		L			
	<b>CO4</b>	M		H		M	L	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)
					✓			
4	Approval	Meeting of Academic Council, June 2018						



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**UNIT – I INTRODUCTION TO INVENTORY CONTROL** **9 hours**  
Introduction to Inventory control-Inventory as Money- Static Inventory problems under risk-  
Static Inventory problems under uncertainty- Cost Concepts- Activity Based Costing  
Inventory Management-Risk Management-Packaging-Warehousing.

**UNIT – II IMPORTANCE OF DYNAMIC INVENTORY MODELS** **9 hours**  
Dynamic Inventory models- Models with fixed and variable lead time -Under certainty-  
Under risk- Under uncertainty. Simulation- Many items simulation in process inventories-  
Inventory queue of slow moving spare parts- multi product inventory systems- Coverage  
analysis Purchasing and supply network strategy.

**UNIT – III BASIC CONCEPT OF MATERIAL MANAGEMENT PERFORMANCE** **9 hours**  
Demand Management- Forecasting for Material Purchasing Procedures- Forecasting  
Methods-Forms and Records for Purchasing- Review & Selection of sources of Supplies-  
Purchasing Personnel Management-Changing Role of Purchasing- Legal Aspects of  
Purchasing. Purchasing Budget- Material management performance- Buyer, seller relations

**UNIT – IV VENDOR EVALUATION & VENDOR RATING** **9 hours**  
Distribution management-Value analysis- Standardization- Variety Reduction- MAPI  
formulas-Quality Management. Just in time Production, MRP.MPS- Vendor Evaluation &  
Vendor Rating

**UNIT – V IMPORTANCE OF STORES & STOCK CONTROL** **9 hours**  
Stores & Control- Store keeping, Procedures and records- Relations with accounting and  
inventory control, ABC systems of Stock control- Diminishing Population Cycle Counting  
Method- Materials movement and handling Protecting Inventory- Power outages – Weather  
Disasters-Fire- Theft Assessment and remediation

**TOTAL NO OF PERIODS: 45HOURS**

**REFERENCE BOOKS:**

1. Starr & Miller, Inventory Control Theory and Practice, Prentice Hall of India, New Delhi, 1989
2. Ahuja, K.K., Materials Management, CBS Pub., New Delhi, 1992
3. Mullar Max,' Essentials of Material Management, Amacom, 2006
4. Narasimhan sim, et.al, ' Production Planning and Inventory Control', Prentice Hall 2<sup>nd</sup> Ed., New Jersey, 1995
5. Levitt Joel,' Compler Guide to Predictive and Prventive Mainintnec', Industrial Press.



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E036**

**LEAN & SIX SIGMA MANAGEMENT**

<b>MBA 18E036</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To Understand Background And Fundamentals Of Lean &amp; Six Sigma</li> <li>2. Different methodologies , implementation and challenges of six sigma</li> <li>3. To Evaluation And Continuous Improvement Methods of Quality</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Six sigma and cultural changes , six sigma capability , six sigma need assessments				
CO2	Different tools and techniques used.				
CO3	Six Sigma and Leadership, committed ,structure the deployment of six sigma				
CO4	Evaluation strategy – the economics of six sigma quality				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>		L			H			
	<b>CO2</b>			L	M		H		
	<b>CO3</b>	H						L	
	<b>CO4</b>			M				H	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
					✓				
4	Approval							Meeting of Academic Council, June 2018	



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**UNIT - I LEAN & SIX SIGMA BACKGROUND AND FUNDAMENTALS 9 hours**

Historical Overview – Definition of quality – What is six sigma -TQM and Six sigma - lean manufacturing and six sigma- six sigma and process tolerance – Six sigma and cultural changes – six sigma capability – six sigma need assessments - implications of quality levels, Cost of Poor Quality (COPQ), Cost of Doing Nothing

**UNIT - II THE SCOPE OF TOOLS AND TECHNIQUES 9 hours**

9 Tools for definition – IPO diagram, SIPOC diagram, Flow diagram, CTQ Tree, Project Charter – Tools for measurement – Check sheets, Histograms, Run Charts, Scatter Diagrams, Cause and effect diagram, Pareto charts, Control charts, Flow process charts, Process Capability Measurement, Tools for analysis.

**UNIT - III SIX SIGMA METHODOLOGIES 9 hours**

9 Design For Six Sigma (DFSS), Design For Six Sigma Method - Failure Mode Effect Analysis (FMEA), FMEA process - Risk Priority Number (RPN)- Six Sigma and Leadership, committed

**UNIT – IV SIX SIGMA IMPLEMENTATION AND CHALLENGES 9 hours**

9 Tools for implementation – Supplier Input Process Output Customer (SIPOC) – Quality Function Deployment or House of Quality (QFD) – alternative approach –implementation – leadership training, close communication system, project selection – project management and team – champion training – customer quality index – challenges – program failure, CPQ vs six sigma, structure the deployment of six sigma – cultural challenge – customer/internal metrics

**UNIT – V EVALUATION AND CONTINUOUS IMPROVEMENT METHODS 9 hours**

Evaluation strategy – the economics of six sigma quality, Return on six Sigma (ROSS), ROI, poor project estimates – continuous improvement – lean manufacturing – value, customer focus, Perfection, focus on waste, overproduction – waiting, inventory in process (IIP), processing waste, transportation, motion, making defective products, underutilizing people – Kaizen – 5S

**TOTAL NO OF PERIODS: 45HOURS**

**REFERENCE BOOKS:**

1. Michael L.George, David Rowlands, Bill Kastle, What is Lean Six Sigma, McGraw -Hill 2003
2. Thomas Pyzdek, The Six Sigma Handbook, McGraw-Hill,2000
3. Fred Soleimannejed , Six Sigma, Basic Steps and Implementation, AuthorHouse, 2004
4. Forrest W. Breyfogle, III, James M. Cupello, Becki Meadows, Managing Six Sigma:A Practical Guide to Understanding, Assessing, and Implementing the Strategy That Yields Bottom-Line Success, John Wiley & Sons, 2000



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E037**

**TOTAL QUALITY MANAGEMENT**

<b>MBA 18E037</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	4	0	0	4
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>To acquaint the students with the basic concept of Total Quality (TQ) from design assurance to service assurance.</li> <li>To give understand International Quality Certification Systems – ISO 9000 and other standards, their applicability in design manufacturing, quality control and services, and to closely interlink management of quality, reliability and maintainability for total product assurance;</li> <li>To understand concepts related to quality of services in contemporary environment</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understand Quality Policies				
CO2	Understand Concepts of Total Quality Management				
CO3	Understand to Total Quality Management tools in Industry				
CO4	Understand the application of Modern tools of Quality Control				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	<b>CO1</b>	H		H	H	H		
	<b>CO2</b>		H	H			H	
	<b>CO3</b>	H	M		M	M		H
	<b>CO4</b>			M	H	H		H
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)
		✓			✓			
4	Approval	Meeting of Academic Council, June 2018						



**FACULTY OF MANAGEMENT STUDIES**

**MBA- Two Year Full Time Program- Curriculum & Syllabus**  
**Program Structure for MBA (Full Time)**

**UNIT – I INTRODUCTION TO QUALITY POLICY, PLANNING AND MANAGEMENT**

**9 hours**

Evolution of quality as a strategy- Definitions of quality, Quality Philosophies of Deming, Crosby and Miller, Service Vs product Quality, Customer focus, Quality and Business performance leadership for quality management, Quality planning, Designing for Quality and Manufacturing for Quality, Vision, Mission statements and Quality policy.

**UNIT – II BASIC CONCEPTS F TOTAL QUALITY MANAGEMENT**

**9 hours**

Total Quality management- TQM models, human and system Components, Continuous Improvement Strategies, Deming wheel, Internal External Customer concept, Customer satisfaction Index, Customer retention, Team work and team building, Empowerment, TQM culture, Quality Circle, 5S principle, Top Management commitment

**UNIT – III QUALITY MANAGEMENT TOOLS**

**9 hours**

Quality management tools- principles and applications of quality Function deployment, Failure Mode and Effect Analysis, Taguchi Techniques, Basic tools- Statistical techniques and graphical tools and diagrams-

**UNIT - IV VARIOUS CONCEPTS OF QC TECHNIQUES**

**9 hours**

Modern QC techniques - Japanese Production Related Techniques: Just in time (JIT) – Quality circles – Total productive maintenance (TPM) – Kaizen – Kanban – 5 S concepts – Toyota production systems – JIDOKA – ANDON etc. concepts. Concepts on quality management systems (QMS – ISO 9000 – 2000) – Environmental Management Systems (EMS – ISO – 14000)

**UNIT – V MODERN TREND AND CONCEPT IN MANUFACTURING MANAGEMENT**

**9 hours**

Modern Trend and Concept in Manufacturing Management: Business processes reengineering (BPR) – Lean / flexible – manufacturing systems – Six sigma concept. Quality Leadership-Quality Awards –Quality Tools-Quality Function Deployment.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCES BOOKS:**

1. Jill A. Swift, Joel E.Ross and Vincent K.Omachonu, *Peinciples of Total Quality*, St.Lucie Press, US, 1998.
2. Samuel K.Ho, *TQM*, An integrated approach, kogan page India Pvt Ltd, 2002
3. Dale H.N Besterfield et al, *Total Quality management*, Pearson Education Asia, 2001
4. RoseJ.E. *Total Quality Management* Kogan page India Pvt Ltd, 1993.
5. Mullar Max, ' *Essentials of MAterial Management*, Amacom



**Dr. M.G.R.**  
**EDUCATIONAL AND RESEARCH INSTITUTE**  
**(Deemed to be University)**  
Maduravoyal, Chennai - 600 095, Tamilnadu, India.  
(An ISO 9001 : 2015 Certified Institution)  
University with Special Autonomy Status



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

# SUPPLY CHAIN MANAGEMENT



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E038                      ADVANCED SUPPLY CHAIN MANAGEMENT**

<b>MBA 18E038</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. This course is designed to provide insight into concepts underlying advanced planning systems with an emphasis on modeling.					
2. Advanced planning systems are used to supplement ERP modules that handle transactions and order execution.					
3. Case studies will be used to enhance understanding of advanced planning systems.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understand the Operations & Logistics Management				
CO2	Pursuing the value systems of the logistics with reference to managing channel partners				
CO3	Understand Supply Chain Network Optimization Models				
CO4	Understand New Strategies In Supply Chain				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1		H				H	H	
	CO2	M		H		M			
	CO3		M		H		M		
	CO4	H		M	M			H	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
					✓				
4	Approval						Meeting of Academic Council, June 2018		



**FACULTY OF MANAGEMENT STUDIES**

**MBA- Two Year Full Time Program- Curriculum & Syllabus**  
**Program Structure for MBA (Full Time)**

**UNIT – I INTRODUCTION TO OPERATIONS & LOGISTICS MANAGEMENT**

**9 hours**

An Overview of Operations Management, Process Analysis, Business Forecasting, Efficient Planning for Operations. Warehousing Decisions, Transportation Decisions, Third Party Logistics, Logistics Engineering, Reverse Logistics, Global Logistics.

**UNIT - II UNDERSTANDING SUPPLY CHAIN MANAGEMENT**

**9 hours**

Introduction and definitions, Inventory Management – Different Policies, Levers, Echelon Inventory, Uncertainty and risk analysis, Supply Chain Performance Measures, Service Supply Chain, Supply Chain Management in India, Entrepreneurship and Supply Chain.

**UNIT – III DESIGNING & MANAGING CHANNEL PARTNERS**

**9 hours**

Role of Distribution Channels, Product Life Cycle and Distribution Challenges, Managing Customer Relationships, Measuring Channel Performance, Managing Channel Conflict , Development of Supply Strategies, Purchasing Performance Evaluation, Supplier Price & Cost Analysis, Value Analysis.

**UNIT – IV MODELS OF SUPPLY CHAIN**

**9 hours**

Overview of optimization modeling and techniques, Distribution Center Location Models, Supply Chain Network Optimization Models, Vehicle Routing Models, Inventory Deployment Models, Risk Management of Supply Chains,

**UNIT – V NEW STRATEGIES IN SUPPLY CHAIN**

**9 hours**

Introduction & Strategic Sourcing, Supply Contracts, Supply Chain Coordination, Supply Chain Innovation, Supply Chain Resilience, Quality Management, Six sigma & Lean Management Concepts, E-commerce, ERP, RFID & Recent Advances in Technology, Taxation & supply chains

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. R.P. Mohanty, S.G.Deshmukh: Biztantra *Supply Chain Management Theory and Practices*; (Edition Publisher: Wiley and Dreamtech Press Publications, 2005 ISBN : 9788177221916)
2. Pierre David: *Biztantra International Logistics*: ( PUBLISHER: Wiley Publications) (1<sup>st</sup> Edition, ISBN-10: 8177224301) (ISBN-13: 9788177224306)
3. Harmut standler, Chiristopher Kilger. *Supply Chain Management and Advanced Planing* (Publisher: Springer publications) 4th EDITION 2008, ISBN 9783540745112)
4. B.S. Shay *Supply Chain Management for Global Competitiveness*: (Publisher: Mac millan publications, 2nd Edition: 2007, ISBN 10: 1403931992, ISBN: 9781403931993)
5. Harmut Stadler: *Christopher Supply Chain Management and Advanced Planning*: (Publisher: Springer publications, 4th Edition 2008, ISBN 9783540745112)



**FACULTY OF MANAGEMENT STUDIES**  
 MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E039**

**BUSINESS LOGISTICS**

<b>MBA 18E039</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. The course is designed to give students an insight into the importance of logistics as a business process.</li> <li>2. The course covers various aspects of logistics such as inventory management and transportation, warehousing, and information systems.</li> <li>3. The course also deals with performance measurement and how logistics determine the effectiveness of a supply chain.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understand the competitive strategy of Business Logistics				
CO2	Knowledge the efficiency of material handling				
CO3	Understand the technology of Inter modal operations				
CO4	Knowledge the Research Study with respective global Logistics				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1			H			H	H	
	CO2		M	H		M			
	CO3	M			H		M		
	CO4		H	M	M			H	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
						✓			
4	Approval							Meeting of Academic Council, June 2018	



**FACULTY OF MANAGEMENT STUDIES**

**MBA- Two Year Full Time Program- Curriculum & Syllabus**  
**Program Structure for MBA (Full Time)**

**UNIT – I INTRODUCTION TO LOGISTIC MANAGEMENT 9 hours**

Introduction to logistics management- Definition, scope, functions, objectives - Integrated logistics management, role of logistics in the Supply chain - Logistics & customer service, Role of logistics in competitive strategy, Demand Management and Customer Service

**UNIT – II INVENTORY MANAGEMENT & MATERIAL HANDLING 9 hours**

Inventory planning, inventory costs, classifying inventory, Nature & importance of warehousing, types of warehouses, warehousing functions, warehouse layout & design. Material handling- objectives, guidelines & principles, selection of material handling equipment's. Packaging-role of packaging, packaging materials, consumer & industrial packaging, material handling efficiency. Introduction to Global Logistics.

**UNIT – III IMPORTANCE OF TRANSPORTATION IN OPERATIONS 9 hours**

Transportation- role of transportation in logistics, transportation selection decision, basic modes of transportation- Rail, Road, Water, Air, Pipeline- characteristics of different modes-transport economics - Inter modal operations

**UNIT – IV BENEFITS AND TYPES OF CARRIERS 9 hours**

Containerization-concept, types, benefits, Types of carriers- indirect & special carriers, Role of intermediaries- shipping agents, brokers- freight management- route planning Role of ports, ICDs, CONCOR - Global shipping options

**UNIT – V LOGISTICS RELATIONSHIPS 9 hours**

Logistics Relationships and Third-Party Logistics: Logistics Relationships- third-Party Logistics – Industry –Third party Logistics Research Study – Profile of Logistics Outsourcing Activities –Strategic Role of Information Technology.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. R.P.Mohanty, S.G.Deshmukh *Supply chain Management Theory and Practices*; Biztantra (edition Publisher: Biztantra and Wiley Publications 2005 (ISBN: 8177221914)
2. B.S.Shay *Supply Chain Management For Global Competitiveness*; (Publisher: Mac millan publications, 2nd Edition: 2007, ISBN 10: 1403931992, ISBN: 9781403931993)
3. Ailawadi C Sathish & Rakesh Singh *Logistics Management*, Prentice Hall, India, (Publisher: Phi Learning Private Limited, Edition: 2005, ISBN: 9788120345041)
4. Agrawal D K, *Textbook of Logistics & Supply Chain Management*, Publisher: Macmillan India Ltd, Edition:2003, ISBN 10: 1403909954, ISBN 13: 9781403909954)
5. Coyle et al., *The Management of Business Logistics*, (Publisher: South-Western/Thomson Learning Publications, Edition 2003, ISBN: 9780324007510)



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus  
 Program Structure for MBA (Full Time)

**MBA 18E040 PURCHASING & SUPPLYCHAIN MANAGEMENT**

<b>MBA 18E040</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. Supply management has be the front line defense of containing costs.</li> <li>2. Establishing relationships and building network is the essence of good supply chain management.</li> <li>3. This course focuses on purchasing and supplier relation issues in the context of supply chain</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Knowledge about cost reduction and technological innovation, in purchasing				
CO2	Knowledge on Vendor Relationship Management				
CO3	Understand the concept of purchasing strategies				
CO4	Knowledge of various Inventory models				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1			M			H	H	
	CO2	H	M			M			
	CO3		M		H		M		
	CO4			M	H			H	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
					✓				
4	Approval							Meeting of Academic Council, June 2018	



## **FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

### Program Structure for MBA (Full Time)

#### **UNIT – I IMPORTANCE OF PURCHASE**

**9 hours**

Role of purchasing in Supply Chain-impact on the business strategies and structures, role of purchasing in the value chain, Importance of purchasing to business, Purchasing, cost reduction and technological innovation, Classification of purchasing goods, New developments in purchasing.

#### **UNIT – II BUYING BEHAVIOR**

**9 hours**

Industrial buying behavior- organizational buying behavior, purchasing process, major bottlenecks and problems, Models of industrial buying behavior. Purchasing process- Steps in the buying process. Buyer supplier relationship- Supply chain partner relationship, Vendor Relations in Managing faster supply chain, Manufacturer vendor co-ordination, Strengthening supply chains through measurement of vendors satisfaction.

#### **UNIT – III PURCHASE STRATEGIES**

**9 hours**

Strategic sourcing- Linking purchasing and corporate strategy, purchasing strategy development process, types of purchasing strategies, Evolving sourcing strategies.

#### **UNIT – IV IMPORTANCE OF PROCUREMENT AND OUTSOURCING**

**9 hours**

Procurement and Outsourcing - Definition of Procurement/Outsourcing-Benefits of Logistics Outsourcing-Critical Issues in Logistics Outsourcing Inventory Role and Importance of Inventory – Introduction-Role of Inventory-Importance of Inventory-Functions of Inventory-Costs for holding Inventory-Reasons for Carrying Inventories Inventory Levels-Need for Inventory Control Inventory Management - Characteristics of Inventory-Need for Inventory and its Control Importance of Inventory Management in Supply Chain-Types of Inventory-

#### **UNIT – V NEW PRODUCT DEVELOPMENT**

**9 hours**

Requirement process- New product development, specifications and standardization, the process of equipment, purchasing services

**TOTAL NO OF PERIODS: 45 HOURS**

#### **REFERENCE BOOKS:**

1. David N.Burrt, Donald W. Dobler, Stephen L. Starling: & ed *World class supply chain management* (Publisher: Tata Mcgraw-Hill Limited, 8th Edition 2008, ISBN 10: 0070499330, ISBN 13: 9780070499331)
2. Arjan J van weele *Purchasing and supply chain management*, (Publisher:Thomson learning ltd, 1st Edition 2011, ISBN : 9783834929877)
3. David Simchi-Levi, Philip Kaminsky and Edith Simchi-Levi *Designing and Managing the Supply Chain* (Publisher: Tata MCgraw-hill ltd, 2nd edition 2004, ISBN: 0071410317)
4. Martin Christopher *Logistics and Supply Chain Management* (Publisher: Dorling Kindersley India Pvt Ltd, 2nd Edition 2007, ISBN: 8177588346)
5. Michael H. Hugos *Essentials of Supply Chain Management* (Publisher: John Wiley & Sons, Inc, Edition 2003, ISBN: 0471235172)



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E041****GLOBAL LOGISTICS**

<b>MBA 18E041</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To make students aware of global environment and how it helps in growth of business</li> <li>2. To make students understand how global logistics operate</li> <li>3. To explain the students how the business operates through modern logistics network</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Knowledge on Global economic environment				
CO2	Understand Effective Logistics Strategy				
CO3	Knowledge the concept Radio frequency identification				
CO4	Analyze and evaluate risk management in Global Logistics				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>		H				H	H	
	<b>CO2</b>	M		H		M			
	<b>CO3</b>		M		H		M		
	<b>CO4</b>	M		H	M			H	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
					✓				
4	Approval							Meeting of Academic Council, June 2018	



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**UNIT – I INTRODUCTION TO GLOBAL ECONOMIC ENVIRONMENT 9 hours**  
Global economic environment: Global logistics, Global supply chain management, Global supply chain strategy, Global sourcing, Global purchasing and supplier relation. Organizing for Global Logistics-Strategic Issues in Global Logistics-Forces driving Globalization

**UNIT – II MODES OF TRANSPORTATION IN GLOBAL LOGISTICS 9 hours**  
Modes of Transportation in Global Logistics Barriers to Global Logistics-Markets and Competition. Logistics Strategy - Requirements for an Effective Logistics Strategy-Strategic Logistics Planning Implementation of Strategy.

**UNIT – III IMPORTANCE OF LOGISTICS INFORMATION SYSTEM 9 hours**  
Logistics Information Systems - Functions of Logistics Information System(LIS)-LIS Flow-RFID International sourcing: low cost sourcing, challenges in sourcing, guidelines for sourcing,

**UNIT – IV ROLE OF SUPPLY CHAIN PERFORMANCE 9 hours**  
Centralized and Decentralized Structures-Stages of Functional Aggregation in Organization Financial Issues in Logistics Performance - Supply Chain Performance Measures-Steps in ABC Costing-Financial Gap Analysis. Integrated Logistics - Need for Integration-Activity Centers in Integrated Logistics Role of 3PL&4PL - Principles of LIS.

**UNIT – V PRINCIPLES OF LOGISTICS INFORMATION ORGANIZATION 9 hours**  
Principles of Logistics Information Organization for Effective Logistics Performance - Planning Global Logistics: Planning the global logistics, Network design for global logistics management, Risk management in the global level, Benchmarking logistics, evaluation in global logistics.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Donald Bowersox, David Closs, Bix by Cooper, Supply Chain Logistics Management (Edition: McGraw-Hill Education, Edition 2012, ISBN: 0078024056, 9780078024054)
2. Lalwani, Tim Butcher - Global Logistics and Supply Chain Management (Publisher: John Wiley & Sons, Inc, Edition 2008, ISBN: 9780470066348)
3. Douglas Long, International Logistics: Global Supply Chain Management: (Publisher: Springer, Edition 2003, ISBN 1402074530, 9781402074530)
4. Mangan, J., Lalwani, C., and Butcher, T, Global Logistics & Supply Chain Management, (Publisher: John Wiley & Sons, Inc, Edition 2008, ISBN: 9780470066348)
5. G Raghuram & N Rangaraj, Logistics and Supply Chain Management - Cases and Concepts., (Publisher: Mac millan publications, 2nd Edition: 2007, ISBN 10: 1403931992, ISBN: 9781403931993)



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E042 EXPORT TRADE AND DOCUMENTATION**

<b>MBA 18E042</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. To acquaint the students with the basic aspects of Exporting					
2. To ponder upon the generation of foreign enquiries					
3. To highlight the procedure for obtaining local quotation and offering to overseas buyer					
4. To describe the process of scrutinizing export order					
5. To Bring out the significance of Letter of Credit, Export Controls and Licenses					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Acquaintance with the fundamental concepts of Exporting				
CO2	Familiarity with the process of generation of foreign enquiries				
CO3	Knowledge of the procedure for obtaining local quotation and offering to overseas buyer				
CO4	Awareness of the process of scrutinizing export order				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	H							
	<b>CO2</b>		M	H		M			
	<b>CO3</b>		M		H			H	
	<b>CO4</b>	H		M	M				
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
					✓				
4	Approval							Meeting of Academic Council, June 2018	



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**UNIT – I INTRODUCTION OF EXPORTING** **9 hours**  
Generation of Foreign enquiries, obtaining local quotation and offering to overseas buyers, scrutinizing export order, opening L/C by buyers

**UNIT – II GENERATION OF FOREIGN ENQUIRIES** **9 hours**  
Export Finance – Forex – Major Currencies – Exchange Rates, relations and impact – Export Costing and pricing and inco terms

**UNIT – III EXPORT PACKAGING AND COSIGNMENT** **9 hours**  
Export packaging – preparation of pre shipment documentation – inspection of export consignment – Export by Post, Road, Air and Sea – Claiming for Export benefit and duty drawbacks

**UNIT – IV SHIPMENT AND SHIPPING DOCUMENTATION** **9 hours**  
Shipment and shipping documents – Complicated problems in shipments and negotiation of shipping documentation – corporate marketing strategies – EOU and Free Trade Zone – Deemed Export- Export marketing

**UNIT – V EXIM POLICY** **9 hours**  
Introduction – Exim Policy – Customs Act – other acts – relating to export/imports – formalities for commencing – customs formalities – export documentation – project exports - export of services – export of excise able goods – import documentation – clearance of import goods – export processing zones – special economic zones – duty drawback procedure – export/import by post customs house agents – import of different products – import/export incentives – import licenses etc.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Shri. C Rama Gopal - Export Import Procedures- Documentation and Logistics - New Age International - 2008.
2. P K Khurana - Export Management, Galgotia Publication, 2<sup>nd</sup> Edition - 2010.
3. Justin Paul & Rajiv Aserkar - Export Import Management , OUP India, 2013.



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E043**

**WAREHOUSE MANAGEMENT**

<b>MBA 18E043</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To familiarize to student with ware housing and valuation</li> <li>2. To know the importance of inventories store management</li> <li>3. To improve the knowledge to minimize the cost and importance the overall efficiency of the operation.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Knowledge about the impact on stores and warehouse				
CO2	Understanding the concept of warehousing management				
CO3	Analyze the benefits of warehouse				
CO4	Understand the importance of warehouse				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>		H		M		L		
	<b>CO2</b>			M	H	M			
	<b>CO3</b>		H	M		H			
	<b>CO4</b>	M			H		H		
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
					✓				
4	Approval							Meeting of Academic Council, June 2018	



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**UNIT – I SUPPLY CHAIN AND WAREHOUSING** **9 hours**

Introduction, Objectives, Supply Chain Impact on Stores and Warehousing, Retail Logistics, Retail transportation, Issues in retail logistics, managing retail shrinkage

**UNIT – II CONCEPT OF WAREHOUSE** **9 hours**

Introduction, Objectives, Meaning of a Warehouse, Need for warehousing management, Evolution of warehousing, Role of a warehouse manager, Functions of Warehouses, Types of Warehouses, Warehousing Cost, Warehousing Strategies, Significance of Warehousing in Logistics, Warehousing Management Systems (WMS)

**UNIT – III MERCHANDISE MANAGEMENT SYSTEM** **9 hours**

Introduction, Objectives, Meaning of Merchandise Management System, Organisation Structure in Merchandise Management, Warehousing Function Model, Stock Valuation

**UNIT – IV ROLE OF WAREHOUSING IN RETAIL** **9 hours**

Introduction, Objectives, Retailing and Warehousing, Challenges in retail warehousing, Warehousing in fashion retail, Setting up a warehouse, Retail product tracking in warehouse using RFID, Types of warehouses, Benefits of warehousing, Role of government in warehousing, Characteristics of an ideal warehouse, Storing products in a warehouse, Warehousing the way forward, Warehousing and Supply Chain.

**UNIT – V STRATEGIC ASPECTS OF WAREHOUSING** **9 hours**

Introduction, Objectives, Different Types of Customers in Warehousing, Importance of Warehouse in a Value Chain, Warehouse Location, Modern Warehouse Operations, World-class Warehousing

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Gopalakrishnan P.– Purchasing and Materials management – Tata McGraw Hill – 23rd Edition – 2008.
2. Bowersox, Closs, Cooper, Supply Chain Logistics Management, McGraw Hill.
3. Burt, Dobbler, Starling, World Class Supply Management, TMH.
4. Donald J Bowersox, David J Closs, Logistical Management, TMH



**Dr. M.G.R.**  
**EDUCATIONAL AND RESEARCH INSTITUTE**  
**(Deemed to be University)**  
Maduravoyal, Chennai - 600 095, Tamilnadu, India.  
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**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

# INTERNATIONAL BUSINESS MANAGEMENT



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E044**

**INTERNATIONAL BUSINESS ENVIRONMENT**

<b>MBA 18E044</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To explore and offer knowledge on global business environment</li> <li>2. To explore knowledge on international institutions involved in promotion of global business, and</li> <li>3. To make future global managers</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Gain knowledge about the need for business decision makers for global environment				
CO2	Understand MNC's and their economic process				
CO3	Gain insight about Trade and Foreign direct investment				
CO4	Understand Internationalization process				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	H			H		M		
	<b>CO2</b>		H	M		M			
	<b>CO3</b>	M		H	H			M	
	<b>CO4</b>	H		M	H			H	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
					✓				
4	Approval							Meeting of Academic Council, June 2018	



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**UNIT – I INTERNATIONALIZATION PROCESS** **9 hours**

Mode of international business – External influence – Internationalization process – Nature, importance and scope of framework for analyzing international business environment – geographical, economic, socio cultural, political and legal environment.

**UNIT – II INTERNATIONAL ECONOMIC ENVIRONMENT** **9 hours**

World economic and trading situation; International economic institutions and agreements – WTO, UNCTAD, IMF, World Bank; Generalized system of preferences, GSTP; International commodity agreements.

**UNIT - III MULTINATIONAL CORPORATIONS** **9 hours**

Conceptual framework of MNCs; MNCs and host and home country relations; Technology transfers – importance and types – M&A of MNC's

**UNIT-IV TRADE ASSOCIATION** **9 hours**

Legal environment – International law in international marketing – Trade preference, UNCTAD, EEC – Custom Union – ISO – Regional grouping and international law – SAARC – European Free Trade Association [EFTA] – Latin American Free Trade Association [LAFTA]

**UNIT - V FOREIGN DIRECT INVESTMENT** **9 hours**

Introduction – FDI in the World Economy – Horizontal and Vertical Foreign Direct Investment – Advantages of Host and Home Countries. The Global Monetary System: An Introduction to Foreign Exchange Market – Functions of Foreign Exchange Market.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Management, Tata McGraw Hill, New Delhi,.
2. Branch, Alan, Global supply chain management and International logistics, Routledge.
3. G, Raghuram, Shipping Management: Cases and Concepts, Macmillan Publishers India Ltd.
4. Sherlock, Jim, Physical Distribution, Wiley Blackwell
5. Daniels, D. John, Radebaugh, H. Lee, et.al, International Business, Dorling Kindersley Pvt Ltd
6. Black and Sundaram, INTERNATIONAL BUSINESS ENVIRONMENT, *Prentice Hall of India*, New Delhi.



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E045**

**INTERNATIONAL ECONOMIC ORGANISATIONS**

<b>MBA 18E045</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. To make students aware of international institutions and its functions					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understand the international trade organization such as IMF,IBRD,IFC				
CO2	Understand trade blocks NASEAN, ECM and ASEAN				
CO3	Understand the exchange rate concept.				
CO4	Understand the balance of payment.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	H					H	H	
	<b>CO2</b>		H	M		M			
	<b>CO3</b>		M	M	H		M		
	<b>CO4</b>	H		M	H			H	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
						✓			
4	Approval					Meeting of Academic Council, June 2018			



**FACULTY OF MANAGEMENT STUDIES**

**MBA- Two Year Full Time Program- Curriculum & Syllabus**  
**Program Structure for MBA (Full Time)**

**UNIT - I INTRODUCTION**

**9 hours**

Economics – Meaning, Scope, Objectives, Micro, Macro. International Trade – Bases of International Trade – Theories of International Trade: Absolute and comparative cost advantages theories.

**UNIT - II INTERNATIONAL INSTITUTIONS**

**9 hours**

International Organizations as international institutions; International Monetary Fund (IMF): World Bank Group-International Bank for Reconstruction and Development (IBRD), International Development Agency (IDA), International Finance Corporation (IFC), Multilateral Investment Guarantee Agency (MIGA).

**UNIT - III TRADE AND DEVELOPMENT**

**9 hours**

Gains from trade – Trade as a substitute for growth – Theory of Immiserising growth – Free trade vs Protection – Trade Barriers – Trade Blocks: NAFTA, ECM, AND ASEAN.

**UNIT - IV ECONOMIC INTEGRATION & CO-OPERATION**

**9 hours**

Economic Integration and Cooperation-Meaning and Scope, Rationale and Objectives, Forms of Integration, Integration Theory. Benefits and Disadvantages of RIAs. Economic Integration of Developed Countries and Developing countries.. Exchange Rate: Theories: Gold Standard – Mint Parity and Purchase Paper Parity theories – Determinants of Exchange Rate – Fixed Rate Vs Flating Rate systems.

**UNIT - V TRADE & BALANCE OF PAYMENT**

**9 hours**

Equilibrium in International Trade – Balance of Trade and Balance of Payments – Disequilibrium in BOP – Adjustments for equilibrium in BOP. Exchange Rate: Theories: Gold Standard – Mint Parity and Purchase Paper Parity theories – Determinants of Exchange Rate – Fixed Rate Vs Flating Rate systems.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Balassa, Bela, 'Theory of Economic Integration', Routledge.
2. Krugman, P.R. and M. Obstfeld, International Economics : Theory and Policy, Pearson Publication,
3. Daniels, D. John, Radebaugh, H. Lee, et.al, International Business, Dorling Kindersley Pvt Ltd.
4. Cherunilam, Francis, International Economics, TATA McGraw-Hill Publishing Company Ltd, New Delhi.
5. Environmental Economics, M.Karpagam, TATA McGraw-Hill Publishing Company Ltd, New Delhi.
7. International Economics : K.R. Gupta, Atma Ram, 1978



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E046**

**INTERNATIONAL BUSINESS ETHICS**

<b>MBA 18E046</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>To make the students understand the importance of ethical and social implications of business policies</li> <li>To make them aware of prevention of pollution and depletion of natural resources and conservation of natural resources</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Knowledge of ethical and social implications of business				
CO2	Understand the cultural diversification at global level				
CO3	Follow the ethical work culture and taxation				
CO4	Knowledge the environmental impact of business on society				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	H	M				H	H	
	<b>CO2</b>			H	M	M			
	<b>CO3</b>		M		H		M		
	<b>CO4</b>	H		M	M			H	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
					✓				
4	Approval							Meeting of Academic Council, June 2018	



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**UNIT - I INTRODUCTION**

**9 hours**

Nature, purpose of ethics and morals for organizational interests - ethics and conflicts of interests - International Business Ethics. Ethical and social implications of business policies and decisions - corporate social responsibility - ethical issues in corporate governance.

**UNIT - II IMPACT OF CULTURE**

**9 hours**

Ethics in marketing and consumer protecting - healthy competition and protecting consumer's interest - culture impact on culture diversification.

**UNIT - III ETHICS IN WORKPLACE**

**9 hours**

Individual in the organization - discrimination - harassment - gender equality – RACE resources – Conservation of natural resources.

**UNIT - IV ENVIRONMENTAL ISSUES**

**9 hours**

Protecting the natural environment - prevention of pollution and depletion of natural resources - Conservation of natural resources.

**UNIT - V TAXATION**

**9 hours**

Ethics in accounting and finance - importance, taxation issues and common problems

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Ethics, law, and business by William A. Wines
2. Abratt, D Sacks – journal of business ethics, 1988 - Springer.
3. W. Michael Hoffman, Judith Brown Kamm, Robert E. Frederick, Edward S. Petry from the tenth national conference on business ethics sponsored by the center for business ethics at Bentley college.
4. Environmental economics- M.Karpagam, Sterling Publishers New Delhi.
5. Ballasa, Bela, Theory Of Economic Integration, Routledge





## **FACULTY OF MANAGEMENT STUDIES**

### **MBA- Two Year Full Time Program- Curriculum & Syllabus** **Program Structure for MBA (Full Time)**

#### **UNIT - I INTRODUCTION**

**9 hours**

Introduction – Concept of culture for a business context – Brief wrap up of organizational culture and its dimensions – cultural background of business stake-holders [managers – employees, share holders, suppliers, customers and others] – An analysis frame work.

#### **UNIT – II MOTIVATION & LEADERSHIP**

**9 hours**

Equity in motivation, Influence of Culture in Motivation, Strategies in Motivating Employees from Different Cultures - Dealing with Culture Shock, Role of Leader in Leading Groups from Different Cultures.

#### **UNIT – III CROSS CULTURE**

**9 hours**

Negotiation and decision making – Process of negotiation and needed skills and knowledge base – Over view with four illustrations from multi-cultural contexts [India-US, India-Europe, India-Japan, Japan-US, etc. Communication across Cultures: Importance of Communication in Culture, Cultural Communication Mediums, Effective Communication styles in Cultures, Culture and Marketing: Role of Culture in Marketing, Strategies in dealing with Culture in Marketing

#### **UNIT – IV HUMAN RESOURCE MANAGEMENT**

**9 hours**

Global human resources management – Staffing and training for global operations – developing a global management cadre – Motivating and leading – Developing the values and behaviour necessary to build high-performance organizational personnel – both individual and team.

#### **UNIT - V MANAGING GLOBAL TEAMS**

**9 hours**

Cultural Problems in Global Teams, Strategies in Leading Global Teams, International Assignments and Expatriate Management, The Global Manager.

**TOTAL NO OF PERIODS: 45 HOURS**

#### **REFERENCE BOOKS:**

1. International Management: Managing Across Borders And Cultures, 4th Ed, “Deresky Helen,” Prentice Hall India, ISBN : 81-203-2227-4.
2. The Secret Of A Winning Culture: Building High-Performance Teams, “Esenn Drlarry, Rchildress John,” Prentice Hall India, ISBN: 81-203-1713-0.
3. Revitalize Your Corporate Culture: Powerful Ways To Transform Your Company Into A High-Performance Organization, “Cashby Franklin”, Prentice Hall India, ISBN: 81-203-1693-2.
4. Krugman, P.R. and M. Obstfeld , International Economics : Theory and Policy, Pearson



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E048**

**INTERNATIONAL LOGISTICS MANAGEMENT**

<b>MBA 18E048</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. To impart knowledge on General Structure of Shipping and Developments in Ocean Transportation					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understand the concept of logistics at global perspective.				
CO2	Understand the modes of transportation.				
CO3	Knowledge the principles and practices followed while shipping.				
CO4	Knowledge the concept of inventory and warehousing at international perspective.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	H					H	H	
	<b>CO2</b>		H	H		M			
	<b>CO3</b>		M	H	H		M		
	<b>CO4</b>	H		M	H			H	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
					✓				
4	Approval							Meeting of Academic Council, June 2018	



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**UNIT - I MARKETING LOGISTICS** **9 hours**

Concept, objectives and scope; System elements; Importance – Elements of Logistics system  
- Relevance of logistics in international marketing; International supply chain management and logistics; Transportation activity – internal transportation, inter-state goods movement- Factors influences Distribution and Logistics.

**UNIT - II TRANSPORTATION** **9 hours**

Containerization; CFS and inland container depots; Dry ports – Road – Multimodal transportation - CONCOR; Role of intermediaries including freight booking, shipping agents, C&F agents.

**UNIT - III STRUCTURE OF SHIPPING** **9 hours**

General Structure of Shipping - Characteristics - Types of shipping - liner and tramp - Conference chartering operations - Freight structure and practices - Chartering principles and practices; UN convention on shipping information – Documents for shipping of goods.

**UNIT - IV TRANSPORTATION** **9 hours**

Air Transport: Air transportation –total cost concept, advantages, freight structure and operations; Carrier consignee liabilities. – Cargo handling – Information support System.

**UNIT - V INVENTORY** **9 hours**

Inventory Control and Warehousing: Inventory management – concepts and application to international marketing; Significance and types of warehousing facilities; Total cost approach to logistics.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. D.M ,Lambert, S.R,James, Strategic Logistic Management, Tata McGraw Hill, New Delhi,.
2. Branch, Alan, Global supply chain management and International logistics, Routledge.
3. G, Raghuram, Shipping Management: Cases and Concepts, Macmillan Publishers India ltd.
4. Sherlock, Jim, Physical Distribution, Wiley Blackwell
5. Abratt, D sacks – journal of business ethics, 1988 – Springer
6. Asopa, V.N., Shipping Management: Cases And Concepts, Macmillan, New Delhi.



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E049**

**FOREX MANAGEMENT**

<b>MBA 18E049</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. To make students understand the documents involved in International trade and impart knowledge about International Financial Institution available to promote foreign trade					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understand the significance of foreign exchange rates.				
CO2	Knowledge the different models practiced by FOREX				
CO3	Understand the concept of International trade and Export finance				
CO4	Knowledge the implications involved in risk management				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	H					H	H	
	<b>CO2</b>		H	M		M			
	<b>CO3</b>		M	H	H		M		
	<b>CO4</b>	H		M	H			H	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
					✓				
4	Approval							Meeting of Academic Council, June 2018	



**FACULTY OF MANAGEMENT STUDIES**

**MBA- Two Year Full Time Program- Curriculum & Syllabus**  
**Program Structure for MBA (Full Time)**

**UNIT - I FOREIGN EXCHANGE**

**9 hours**

Concept and Significance – Foreign change Rate: Direct and indirect quotations – Inter bank and Merchant rates – Spot rates and forward rates – T.T. rates – Cross rates; Computation – Foreign exchange markets – Organisation of forex market.

**UNIT - II DETERMINATION OF EXCHANGE RATE**

**9 hours**

Purchasing Power Parity theory – Interest rate parity theory – Flow model – Asset market model – Forecasting of exchange rates – Concepts of Nominal Effective Exchange Rate and Real effective Exchange rate.

**UNIT - III INTERNATIONAL TRADE**

**9 hours**

Documents involved in International trade: Statutory Documents, Financial Documents, Transport Documents, Risk Bearing Documents. 9 INCOTERMS: C.I.F., F.O.B., C.I.P. -- Financing of Imports by Opening of Letter of Credit: Documents required, Trade and Exchange Control Formalities, Sanction of LC Limit. -- Export Finance: Financing of Export/ Deemed Export: Pre ship, and Post Ship Finance, Export Methods

**UNIT - IV EXCHANGE CONTRACT**

**9 hours**

Forward exchange contracts: Types – Forward exchange rate computation – Factors affecting forward rates – Extension and cancellation of forward contracts – option contracts: Types and mechanism.

**UNIT - V EXCHANGE MANAGEMENT IN INDIA**

**9 hours**

Fixed and flexi rates – Rupee convertibility – NOSTRO, VOSTRO and LORO Accounts – Exchange control measures: Need and Forms and relevance – Foreign Exchange Reserves of India: Trend, composition and management – Impact on exchange Rate – Monetary and fiscal policy initiatives for exchange rate management. Foreign exchange risk management: Internal Strategies – Risk shifting, Risk sharing, Exposure netting and offsetting – External Strategies: Foreign currency options – Forward & Future contract, money market hedging, Currency Swaps – Interest Rate Swaps. Economic Exposure risk – Inflating and exchange risk.

**TOTAL NO OF PERIODS: 45 HOURS**



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**REFERENCE BOOKS:**

1. M.VY.Phansalkar”, All about Foreign Exchange & Foreign Trade, English edition, 2005.
- 2.“Walter.OCHYMSKI”, Foreign Exchange Management, Book surge Publication,2006.
3. “Julian Walmsley”, Foreign Exchange & Money Markets Guide, John wiley, 2006.
- 4.“Bimitris and N.Shyrafos”, New Technology of Financial Management, John Wiley,2006.
- 5“Surendra.s.Yadav, P.K.Jain and Max Peyrard”, Foreign Exchange Markets understanding derivatives.
6. Foreign Exchange Management : Rajwadi



**FACULTY OF MANAGEMENT STUDIES**  
 MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E050      INTERNATIONAL TRADE PROCEDURE & PROMOTION**

<b>MBA 18E050</b>	<b>CONTROL SYSTEMS</b>		<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45		3	0	0	3
	Prerequisite –Management.					
	Course Designed by – Faculty of Management Studies					
<b>OBJECTIVES</b>						
1. This course discusses in detail the different theories that explain why nations trade with each other.						
2. Additionally the course explains various factors that impact international trade.						
<b>COURSE OUTCOMES (COs)</b>						
CO1	To know the concept of Balance of Payment					
CO2	To understand the policies and terms of international trade					
CO3	To study the tariff concepts at international standard					
CO4	To know the export promotion and procedures.					

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	H					H	H	
	<b>CO2</b>		H	H		M			
	<b>CO3</b>		M	H	H		M		
	<b>CO4</b>	H		M	H	H		H	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
						✓			
4	Approval							Meeting of Academic Council, June 2018	



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**MBA- Two Year Full Time Program- Curriculum & Syllabus**  
**Program Structure for MBA (Full Time)**

**UNIT –I INTERNATIONAL TRADE**

**9 hours**

Meaning, definition, the emerging global scenario. Theories of international trade – absolute and comparative advantage theories; Modern theory of trade – Hecksher- Ohlin theory; Terms of trade; Theory of international trade in services; Balance of payments and adjustment mechanism.

**UNIT –II TERMS OF TRADE**

**9 hours**

Gains from trade & terms of trade; different concepts of terms of trade; problems of measurement of terms of trade.

**UNIT –III TARIFF**

**9 hours**

Trade barriers – Tariffs – Classification of tariffs; impact of tariff; nominal tariff & effective tariff optimum tariff; non –tariff barriers; Foreign exchange.

**UNIT-IV EXPORT PROCEDURES**

**9 hours**

Introduction, Stages in Export Procedure - Excise clearance procedure - Role of custom House Agents - Shipping and custom formalities - Marine Insurance - Negotiation of Export Documents - Realization of export proceeds - ISO 9000 certification.

**UNIT- V EXPORT PROMOTION**

**9 hours**

Export promotion –A brief review of export promotion policy through plans; organizational set up; incentives; production assistance ; Export house and Trading houses state trading; an evaluation. Institutions for financing exports- EXIM Bank. ECGC- Commodity Boards. Export Promotion Councils- IIFT, Federation of Indian Export Organisation-Indian Council of Arbitration. Export Development Authority-Agricultural and Processed Foods Export Development Authority -SIDBI

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. M.L.Jhingan, Money Banking and International Trade, Vrinda
2. Mehta, Money Banking and International Trade, Shoban Lal Nagin Chand and Co
3. Seth ony Banking and International Trade, Laxminarayanan Agarwal
4. International Trade & Export Management – Francis Cherunilam –Himalaya Publishing House
5. “Julian Walmsley”, Foreign Exchange & Money Markets Guide, John wiley, 2006



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E051**

**INTERNATIONAL BUSINESS NEGOTIATIONS**

<b>MBA 18E051</b>	<b>CONTROL SYSTEMS</b>				<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45				3	0	0	3
	Prerequisite –Management.							
	Course Designed by – Faculty of Management Studies							
<b>OBJECTIVES</b>								
1. To make students understand cultural aspects of International Business negotiation To bring awareness on best practices in negotiations, business etiquette, personality and negotiation skills								
<b>COURSE OUTCOMES (COs)</b>								
CO1	Knowledge the impact of negotiation process at international level							
CO2	Understand the implications of cross cultural patterns in negotiation							
CO3	Understand the guidelines for international negotiation							
CO4	Understand the Business Etiquette and ethics in negotiation							

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	H					H	H
	CO2		M	H		M		
	CO3		M		H		M	
	CO4	H		M	M			H
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)
					✓			
4	Approval				Meeting of Academic Council, June 2018			



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**UNIT - I NEGOTIATIONS PROCESS 9 hours**

Nature of International Business Negotiations: Framework for international business negotiations - Background factors - Impact of national culture, organizational culture and personality on buyer-seller interaction – a model of the negotiation process with different strategies and planning – Distributive bargain and integrative negotiations.

**UNIT - II CROSS CULTURE 9 hours**

Cultural aspects of International Business negotiation. Role of culture, patterns of cross-culture behavior and communication.

**UNIT - III INTERNATIONAL NEGOTIATION 9 hours**

Negotiating sales, export transaction and agency agreements – negotiating licensing agreements – Negotiating international joint venture – project negotiations – Cooperative negotiation for mergers and acquisitions.

**UNIT - IV INVESTMENT 9 hours**

Investment negotiations – Negotiating with Europe, China and other East Asian countries - Business Negotiations between Japanese and Americans – General Guidelines for negotiating international business.

**UNIT - V ETHICS 9 hours**

Ethics in negotiations – Communication in negotiations – Negotiation power and relationships in negotiations – Best practices in negotiations – Business Etiquette – Assertive skills – Personality and negotiation skills.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Claude Cellich, Subhash Jain, Global Business Negotiations: A Practical Guide , South-Western Educational Publishing.
2. Pervez N. Gauri and Jean Claude Usunier, International Business Negotiations, Elsevierltd.
3. Leigh L, Negotiation Theory and Research. Thompson.
- 4 M.L.Jhingan, Money Banking and International Trade, Vrinda
- 5 Walter. OCHYMSKI”, Foreign Exchange Management, Book sorge Publication, 2006.



**Dr. M.G.R.**  
**EDUCATIONAL AND RESEARCH INSTITUTE**  
**(Deemed to be University)**  
Maduravoyal, Chennai - 600 095, Tamilnadu, India.  
(An ISO 9001 : 2015 Certified Institution)  
University with Special Autonomy Status



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

# TOURISM MANAGEMENT



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E052**

**HOSPITALITY MANAGEMENT**

<b>MBA 18E052</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To understand the essentials of hospitality industry</li> <li>2. To familiarize with resort and event management</li> <li>3. Future trends and potential in hospitality industry</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Interpret the fundamental principles of essential hospitality and tourism business functions				
CO2	Analyze the investment trends and hospitality development patterns of international hospitality firms.				
CO3	Identify emerging overseas markets for tourism and hospitality development.				
CO4	Understand the socio-economic impact of developing tourism industry in developing countries.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H		H			H		
	CO2				H			M	
	CO3		M				L		
	CO4	H			L			M	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
						✓			
4	Approval					Meeting of Academic Council, June 2018			



## **FACULTY OF MANAGEMENT STUDIES**

### **MBA- Two Year Full Time Program- Curriculum & Syllabus** **Program Structure for MBA (Full Time)**

#### **UNIT – I INTRODUCTION**

**9 hours**

Era of Hospitality – Introduction to Hotel, Travel and Tourism industry – Nature of Hospitality – Economic and other Impacts of Tourism – Early history of lodging – Globalization of the lodging industry – Structure and mechanism of lodging operations – Factors Affecting Hospitality and Tourism Industry – Employment Opportunities in Hospitality & Tourism

#### **UNIT – II SCOPE OF HOSPITALITY**

**9 hours**

Organization – Nature, Size and Scope – Classification of Hotels – Hotel Market Segments – Organization and development of Hotels – Scope of restaurant services -Food service industry - Management and operational styles of food services - Global Standards for Hotels – Managing Value Added Services.

#### **UNIT – III ACCOMODATIONS MANAGEMENT**

**9 hours**

Accommodation – Types of Rooms, The front office department – Tariff section and Plan – Job description and Specification - Importance of Front Office, Reservation department – Telecommunication and internet facilities – The uniformed service department - Meeting Guest Needs - Competition in the Lodging Business.

#### **UNIT – IV MAINTANANCE MANAGEMENT**

**9 hours**

Functions of Hotels - Engineering and Maintenance Section – Safety & Precaution, Electricity and Lighting Accounting Section – Human Resources Management – Performance Management –Employee Discipline

#### **UNIT – V CUSTOMER RELATIONSHIP**

**9 hours**

Future trends and potential in hospitality industry – Usage of CRS in hotel industry – International chain of hotels – Role and functions of associations in hospitality management.

**TOTAL NO OF PERIODS: 45 HOURS**

#### **REFERENCE BOOKS:**

1. Gray and Ligouri: Hotel and Motel Management and operations (Delhi: Prentice Hall India) Published by Prentice Hall ISBN 10: 013394719X ISBN 13: 9780133947199
2. Hotel Front Office: A Training Manual Paperback – 1 Feb 2013 by Andrews (Author) Publisher: McGraw Hill Education (India) Private Limited; Third edition (1 February 2013) ISBN-10: 125900497X ISBN-13: 978-1259004971
3. Human Resource Development & Management in the Hotel Industry Paperback – 2002 by Dr. Jagmohan Negi (Author) Publisher: Frank Brothers; 1 edition (2002) ISBN-10: 8171704530 ISBN-13: 978-8171704538
4. Professional Hotel Management, 2/E Unbound– 2002 by Jagmohan Negi (Author) Publisher: S Chand & Company (2002) ISBN-10: 812191518X ISBN-13: 978-8121915182
5. A V Srinivasan Managing a Modern Hospital. Publisher: Response Books; 2nd edition (June 23, 2008) ISBN-13: 978-0761936299 ISBN-10: 0761936297 Edition: 2nd.



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E053**

**TOURISM PLANNING AND MARKETING**

<b>MBA 18E053</b>	<b>CONTROL SYSTEMS</b>				<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45				3	0	0	3
	Prerequisite –Management.							
	Course Designed by – Faculty of Management Studies							
<b>OBJECTIVES</b>								
<ol style="list-style-type: none"> <li>1. To expose the students to concepts and components of marketing</li> <li>2. To acquaint them with tourism specific marketing skills</li> <li>3. To familiarize them with the contemporary marketing practices</li> </ol>								
<b>COURSE OUTCOMES (COs)</b>								
CO1	To understand the marketing principles.							
CO2	To acquire tourism specific marketing skills							
CO3	To evaluates the aspects of marketing mix elements in tourism products and marketing							
CO4	To understands the tasks of destination marketing and is able to apply knowledge in practice							

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	M			M			H	
	CO2		H	M			M		
	CO3	H		H		M			
	CO4	M			H			M	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
						✓			
4	Approval							Meeting of Academic Council, June 2018	



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**UNIT - I INTRODUCTION**

**9 hours**

Introduction – Tourism planning - Tourism Planning at International, National, Regional, State and Local Level, Steps and stages in destination planning, Tourism master plan, Five year plans and tourism in India.

**UNIT – II TOURISM POLICY**

**9 hours**

Tourism Policy – Study of National Tourism Policy 1982 and 2002 – National Action Plan on Tourism 1992 – Special Tourism Area Development Program – The concept of National Tourism Board, National Committee on Tourism, and Case study of tourism policies of few major states in India [Uttar Pradesh, Rajasthan, Kerala, Karnataka and Tamil Nadu] - Global Sustainable Tourism Criteria.

**UNIT – III TOURISM PLANNING**

**9 hours**

Understanding Tourism Planning – Evolution of Tourism Planning – General concepts of planning, levels and types of Tourism Planning – Background approach and planning scale – Public and private sectors role in Tourism development – Analysis of an individual Tourism Project.

**UNIT - IV GLOBALIZATION & TOURISM**

**9 hours**

Globalization & Tourism; General Agreement on Trade in Services (GATS) – Effect on hospitality and tourism industry, Freedom of Movement and Transportation, Impact of Trade ties between countries, Global Code of ethics for tourism; International Agreements.

**UNIT –V TOURISM MARKETING**

**9 hours**

Tourism Marketing – Service characteristics of tourism – Unique features of tourism demand and tourism product – Tourism marketing mix – 7P's of Marketing - Marketing of Tourism – Services: Marketing of Airlines, Hotel, Resort, Pilgrimage centres – The future role of Travel Intermediaries - Tourism Marketing Strategies; Technology in Tourism Marketing.

**TOTAL NO OF PERIODS: 45HOURS**

**REFERENCE BOOKS:**

1. New Inskoop, Edward, Tourism Planning : An Integrated and Sustainable Development Approach( 1991) VNR, New York. Publisher: John Wiley & Sons
2. Ashworth, G. J. (2000),The Tourist Historic City. Retrospect and Prospect of Managingthe Heritage City, Pergamon, Oxford Publisher: A Pergamon Title; 2nd Revised edition edition
3. Marketing Management: An Indian Perspective Paperback – 8 Nov 2011by Prof. Vijay Prakash Anand (Author) Publisher: Wiley India Private Limited
4. New Inskoop,Edward,Tourism planning-An Integrated and sustainable Development Approach (1991),VNR-New York. Publisher: Wiley;
5. Tourism & Hoteliering: A World-wide IndustryJagmohan Negi,Gitanjali Publishing House



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E054**

**INTERNATIONAL TOURISM MANAGEMENT**

<b>MBA 18E054</b>	<b>CONTROL SYSTEMS</b>				<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45				3	0	0	3
	Prerequisite –Management.							
	Course Designed by – Faculty of Management Studies							
<b>OBJECTIVES</b>								
<ol style="list-style-type: none"> <li>1. To understand the basic issues of international tourism and management;</li> <li>2. To familiarize the students with international economic environment</li> <li>3. To sensitize them on cross cultural diversities and to develop skills of managing in cross cultural contest</li> </ol>								
<b>COURSE OUTCOMES (COs)</b>								
CO1	Able to comprehend the importance of international tourism							
CO2	Knowledge about the trends and formalities.							
CO3	Knowledge the importance of regulatory bodies in international tourism							
CO4	Managing People & Encounters in Tourism Experience.							

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	H			M	H		
	CO2			M				M
	CO3	H			H		H	
	CO4		H					L
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)		
					✓			
4	Approval				Meeting of Academic Council, June 2018			



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MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**UNIT - I CHALLENGES OF TOURISM INDUSTRY** **9 hours**

Measurement of international tourism: Methods and their merits and demerits - Forces and factors influencing growth of international tourism - Tourism Industry – Challenges, factors affecting global and regional tourist movements

**UNIT – II REGULATIONS OF TOURISM** **9 hours**

The emergence of international hotels and tourism – Historical aspects, development of chains, development abroad, airline connection – Political aspects of the international travel, tourism - influencing Tourist Buying Behavior – Environmental Factors – Individual Factors

**UNIT - III CULTURAL ASPECTS OF TOURISM** **9 hours**

Concept and Fundamentals of Indian Culture – Tourism Relationship; Socio-Cultural Impacts of Tourism Spiritual basis of Indian culture, Human resources & cultural diversity, Tourism Promotion – Promotion Mix – Components of Promotion Mix

**UNIT - IV INTERNATIONAL MARKETING STRATEGY** **9 hours**

International tourism sales and marketing – Marketing Research - Concept and Process, problem in conducting marketing research in developing countries, People in Tourism – Service Quality Ingredients - Service Encounters – Internal Marketing – Capacity Building

**UNIT - V TECHNOLOGY IN TOURISM** **9 hours**

Global competition and the future – Long-term tourism growth trends, tourism growth in major regions – Tourism and environment - Socially Responsible Marketing – Social Marketing – Government Bodies – NGOs in Tourism

**TOTAL NO OF PERIODS: 45HOURS**

**REFERENCE BOOKS:**

1. International Tourism Paperback – July 22, 2011by Yvette Reisinger
2. Chris Cooper & C.Michael Hail Contemporary tourism: an international approach
3. Susan Horner & John Susan Brooke International cases in Tourism Management
4. The International Marketing of Travel and Tourism: A Strategic approach March 24, 1997by Allen Z. Reich
5. Contemporary Human Resource Management: Text and Cases Paperback – May 16, 2013by Tom Redman (Author), Adrian Wilkinson (Author) Publisher: Pearson Education Limited.



**FACULTY OF MANAGEMENT STUDIES**  
 MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E055**

**TOURISM PRODUCTS**

<b>MBA 18E055</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To study the vast Tourist resources of India;</li> <li>2. To conceptualize a tour itinerary based on variety of themes; and</li> <li>3. To identify and manage emerging tourist destinations.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Differentiate tourism product from other manufactured products from a marketing view point				
CO2	Comprehend the vast Tourist resources of India				
CO3	Identify popular desert tourism destinations in India				
CO4	Understand the Indian heritage and popular heritage sites in India				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	H			H		H	H	
	<b>CO2</b>		H			H			
	<b>CO3</b>				H	M		M	
	<b>CO4</b>	M	M		M		L		
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
						✓			
4	Approval							Meeting of Academic Council, June 2018	



**FACULTY OF MANAGEMENT STUDIES**

**MBA- Two Year Full Time Program- Curriculum & Syllabus**  
**Program Structure for MBA (Full Time)**

**UNIT – I INTRODUCTION**

**9 hours**

Definition of Tourism Product – Features – Components of tourism industry – Differentiation of tourism industry from other consumer industries – Tourism resources as products.

**UNIT – II SOCIAL CULTURAL RESOURCE I**

**9 hours**

Social Cultural Resource I : Architectural heritage of India – Historical monuments of tourism significance – Ancient, medieval and modern – Important historical/archaeological cities – Museum, art galleries and libraries – their location, assets and characteristics - Distinctiveness of Indian culture in personal and social life.

**UNIT – III SOCIAL CULTURAL RESOURCE II**

**9 hours**

Social Cultural Resource II : Important shrines [5 each ] of the Hindus, Buddhist, Jain , Sikh, Muslim, Christians and others – Performing arts – Classical dance forms and styles – Indian folk dance, classical vocal music schools – Handicrafts & Handloom Fairs and Festivals of India. Ceremonies celebrations – Place of worships – Belief, attitude and perception – Museum – Special interest – Tourism

**UNIT - IV NATIONAL TOURISM RESOURCE**

**9 hours**

National Tourism Resource: Tourist resource potential in mountain with special reference to Himalayas – India’s main desert areas, desert safaris and desert festival – Coastal areas, beaches and islands: with special reference to Andaman and Nicobar islands - International dimensions of organizational culture; Impact on personal and work life – Impact on tourist.

**UNIT - V TOURISM PRODUCT MARKETING**

**9 hours**

Introduction to product marketing – Pricing of tour packing – Designing and printing of Tour Brochure - Market Segmentation, Targeting and Product positioning –Purpose and process.

**TOTAL NO OF PERIODS: 45HOURS**

**REFERENCE BOOKS:**

1. Acharya, Ram: Tourism and Cultural Heritage of India, RBSA publisher, 2nd edition 2007, ISBN8176114006.
2. Douglas Foster: Travel and Tourism Management, palgrave macmillan publisher, ISBN0333364082.
3. Eck Dianna, Varanasi, The City of Light, knopf publisher, 1st edition 2013, ISBN0231114478.
4. Harle, J.C.: The Art and Architecture of Indian sub-continent November 30, 1994 by J. C. Harle (Author) ISBN-13: 978-0300062175 ISBN-10: 0300062176 Edition: 2ndz
5. Hussain, A.A.: The National Culture of India 2007 ISBN9788123701462



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E056**

**INTERNATIONAL HOSPITALITY LAW**

<b>MBA 18E056</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. To understand the basic principles of various Laws, Codes, roles and regulations Relating to tourism for providing professional assistance and advice to tourists.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Identify legal issues arising in contracts				
CO2	Apply appropriate legal standards for identified legal issues				
CO3	Identify hospitality industry standards which vary in state, national and International jurisdictions outside our local area.				
CO4	Identify changing hospitality industry standards which may result in changing laws.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	H	H	M	H	M	H	H	
	<b>CO2</b>		M					M	
	<b>CO3</b>	M			H		M		
	<b>CO4</b>	M	L	M		H		H	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
						✓			
4	Approval					Meeting of Academic Council, June 2018			



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**UNIT – I PRINCIPLES**

**9 hours**

Basic legal principles governing hospitality operations – The Common Law – Basics for Laws governing the hotelkeeper – The Hotelkeeper and the law of contracts.

**UNIT – II HOSPITALITY**

**9 hours**

The Hotelkeeper and the Laws of Torts and Negligence – The Hotel’s Duty to receive Guests and its right to refuse Guests – The Hotel’s Duty to protect Guests.

**UNIT – III MAINTENANCE**

**9 hours**

The Hotel’s right to evict a Guest, Tenant, Restaurant, Patron and others – The Guest’s right to privacy – The Hotel’s Liability regarding Guests’ property – Maintenance of guest registers.

**UNIT – IV LAWS**

**9 hours**

Frauds committed against Hotels and Crimes of Trespass – Other laws relating to food services – Wage and hour Laws applicable to Hotel Employees.

**UNIT - V ETHICS**

**9 hours**

Legal Medicine Law Ethics - Consumer protection laws affecting hotels – Public Health and Safety requirements

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Jack.P. Jeffries and Banks Brown Understanding hospitality Law ,educational institute,5th edition 2012.ISBN0133076903.
2. M.Boustiv, J.Ross, N.Geddes, W.StewartHospitality and tourism law, , International Thomson Business press 1999.
3. Food Safety and Standards Act,2006., International Law Book Company 3rd edition2009 ISBN 938055991.
4. Mike Boella, Alan Pannett,Principles of Hospitality Law, Cengage Learning, Business Press 2nd edition 2000,ISBN 0826452736.
5. Framework for Marketing Management, A (4th Edition) Paperback – March 6, 2008by Phil Kotler (Author), Kevin Keller (Author)ISBN-13: 978-0136026600 ISBN-10: 0136026605 Edition: 4th



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E057 TRAVEL & TOUR MANAGEMENT**

<b>MBA 18E057</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management studies				
<b>OBJECTIVES</b>					
1. Get aware of various services provided by hospital and healthcare organization					
2. Do proper planning and organization of various healthcare services					
3. Build appropriate systems for healthcare service delivery.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understand the Concept, Need, Objective				
CO2	Analyze the Functions and Organizational structures.				
CO3	Identify the various type of Organization in travel management.				
CO4	Understand the Itinerary Planning and Importance and Types of Itinerary.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1		H		M		M		
	CO2	H		M		H			
	CO3	H			H				
	CO4		M		M			M	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
					✓				
4	Approval							Meeting of Academic Council, June 2018	



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**UNIT – I INTRODUCTION**

**9 hours**

Concept, need, objective, institutional framework of public tourism policy, Emergence of Travel Intermediaries, Indian Travel Agents & Tour operators, Interplay of Push & Pull Factors.

**UNIT – II TRAVEL AGENTS AND TOUR OPERATORS**

**9 hours**

Travel Agents & Tour operators: Differentiation and Interrelationship, Functions and Organizational structures of Travel Agency and Tour Operators, Linkages of Tour Operation Business with Principal Suppliers, Government of Other Agencies, Incentive and Concessions Applicable to Tour Operators in India.

**UNIT – III RULES AND REGULATIONS IN TRAVEL AGENCY**

**9 hours**

How to Set Up Travel Agency/Tour Operation Business: Sources of Funding, Comparative Study of Various Type of Organization, The IATA general conditions of carriage (passenger and baggage), Regulations and Accreditation, Documentation.

**UNIT – IV ITINERARY DEVELOPMENT**

**9 hours**

Itinerary Preparation: Meaning, Importance and Types of Itinerary, Resources and Steps for Itinerary Planning, Do's and Don'ts of Itinerary Preparation. Functions of tour managers and planning tools for an itinerary. Tour Costing: Tariffs, FITS & GITS, Confidential Tariff. Packaging: Types and Forms of Package Tour.

**UNIT – V TRAVEL DOCUMENTATION**

**9 hours**

Tour Operation Documentation: Voucher-Hotel and Airline Exchange Order, Pax Docket, Status Report, Daily Sales Record, AGT Statements-Credit Cards-Importance and Future RBI Regulations for Tour Operators. Travel Documentation: Familiarization with TIM (Travel Information Manual), Passport & VISA, Meaning, Types, Procedures, Validity, Baggage and airport information.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Bhatia A.K. (2012). The business of travel agency and tour operations management. Sterling publishers Pvt. Ltd., New Delhi.
2. Mohinder Chand. (2009). Travel Agency Management: An introductory Text. Anmol Publications Pvt. Ltd.,
3. Peter Robinson. (2009). Operations Management in the Travel Industry. CABI Head Office, UK



**Dr. M.G.R.**  
**EDUCATIONAL AND RESEARCH INSTITUTE**  
**(Deemed to be University)**  
Maduravoyal, Chennai - 600 095. Tamilnadu. India.  
(An ISO 9001 : 2015 Certified Institution)  
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**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

# **HOSPITAL AND HEALTH CARE MANAGEMENT**



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E058 HOSPITAL & HEALTH CARE POLICY & PLANNING**

<b>MBA 18E058</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. Identify the main components and issues of the organization, financing and delivery of health services and public health systems</li> <li>2. Describe the legal and ethical bases for public health and health services.</li> <li>3. Explain methods of ensuring community health safety and preparedness.</li> <li>4. Discuss the policy process for improving the health status of populations.</li> <li>5. Apply the principles of program planning, development, budgeting, management and evaluation in organizational and community initiatives</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understanding about reinsurance and its types				
CO2	Knowledge about the basic principles of underwriting knowledge about disaster and its types.				
CO3	Familiarize the students in disaster preparedness, planning, drill, committee in hospitals.				
CO4	Triage area behind emergency department.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H						H	
	CO2		M	H		M			
	CO3		M		H		M		
	CO4	H		M	M			H	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
						✓			
4	Approval					Meeting of Academic Council, June 2018			



## **FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

### Program Structure for MBA (Full Time)

#### **UNIT - I ISSUES, THEORIES & CONCEPTS IN POLICY FORMULATION 9 hours**

Introduction to Health & Medical care policy - ends & means-Health for whom - delivered by whom-Decision making in health care - process of policy formulation.

#### **UNIT - II HOSPITAL AND HEALTH SECTOR REFORMS 9 hours**

Introduction to causes & consequences of reforms-An analytical approach to health sector reforms- comprehensive policy analysis, data needs and preconditions-Various models of health sector

#### **UNIT - III NATIONAL HEALTH POLICY & FUTURE AGENDA 9 hours**

Historical perspectives-The health policy goals-The policy environment & consequences of reforms-Framework for newer health care policy settlements

#### **UNIT - IV INTEGRATION OF PLANNING WITH ACTION 9 hours**

Process, structure and functions of planning- Management analysis-Health systems research in relation to planning-Health & hospital services programme evaluation-SWOT analysis - The Planning Process -Community involvement & people participation in planning.

#### **UNIT - V MEDICAL AND CLINICAL AUDIT - TOWARDS QUALITY 9 hours**

Nature of quality-Traditional methods in the management of quality-Developments in managing health/medical care quality-Variants of audit

**TOTAL NO. OF PERIODS- 45 HOURS**

#### **REFERENCE BOOKS:**

1. William A. Reinke - Health Planning For Effective Management -, Oxford University Press - 1988.
2. Peter Berman - Health Sector Reform in Developing Countries - Harvard University Press, 1995.
3. Column Paton - The health care Agenda in a British political contact - Chapman & Hall Publication (Madras) - 1996
4. Carolyn Semple - Piggott, Business Planning for health care management – U.K Open University Press – Sep 2000.
5. Blane, David, Brunner, Eric - Health and Social organization: Towards a health policy for the 21<sup>st</sup> century — Calrendon Press – 1997.



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E059 ORGANIZATION AND MANAGEMENT OF HOSPITAL & HEALTH SYSTEMS**

<b>MBA 18E059</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. This subject designed to assist students by getting knowledge about legal laws related to hospital.</li> <li>2. Understanding MCI, 1956-code of medical ethics.</li> <li>3. This subject designed to assist students by getting knowledge about legal laws related to hospital.</li> <li>4. Understanding MCI, 1956-code of medical ethics.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Knowledge about dying declaration and the procedure.				
CO2	Acquaint the students about the death certificate issuing procedure and its content, importance of death certificate.				
CO3	Knowledge about malpractice in health care				
CO4	Understanding about medical jurisprudence				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	H						H	
	<b>CO2</b>		M	H		M			
	<b>CO3</b>		M		H		M		
	<b>CO4</b>	H		M	M			H	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
						✓			
4	Approval							Meeting of Academic Council, June 2018	



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**UNIT - I INTRODUCTION 9 hours**

Concept of Hospitals-Planning and Design of a Hospital (Building & Physical Layout)-  
Different types of Hospital -History of Hospital Development -Departmentation in Hospital-  
Organization-Structure-Vertical & Horizontal.

**UNIT - II MANAGEMENT AND ORGANIZATION OF CLINICAL SERVICES 9 hours**

Organization and Administration of various clinical services-Outpatient Services-In-patient  
Services-Emergency services-Operation Theatre – ICUs - Super Specialty Services including  
their utilization study-Nursing services.

**UNIT - III PLANNING & ORGANIZING OF SUPPORT SERVICES 9 hours**

Imaging-CSSD-Laboratory-Blood Bank-Medical Records-Mortuary-Pharmacy-Admission &  
Discharge Procedure- Bio Medical Equipments Planning- Management of Hazard & Safety  
in a Hospital Setup.

**UNIT - IV ORGANIZATION AND MANAGEMENT OF UTILITY SERVICE 9 hours**

Laundry - Housekeeping- Pest control-Managing the Estate (Hospital Security) -Hospital  
Engineering Services (Plumbing, Electricity, Civil, A/C, Lifts)-Ambulance Services.

**UNIT - V EVALUATION OF HOSPITAL & HEALTH 9 hours**

Accreditation-Assessing Patient Satisfaction-Techniques of Hospital Services Evaluation-  
Indicators of Hospital Efficiency & Effectiveness- Current Issues in Hospital Management-  
Telemedicine, Bio-Medical Waste Management, Organ Transplantation,.

**TOTAL NO. OF PERIODS- 45 HOURS**

**REFERENCE BOOKS:**

1. Arnold D. Kalcizony & Stephen M. Shortell - Health Care Management – The Wharton School, University of Pennsylvania – 1998, & revised volume - 2013.
2. Carolyn Semple Piggot - Business Planning for Health Care Management – U.K. Open University – 2000.
3. G.D Kunders – Hospital Facilities Planning and Management – Tata Mc Graw Hill – 2004.
4. B.M Shagarkhar - Organization and Planning of Hospitals – Jaypee Publishing - 2010.



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E060 EPIDEMIOLOGY IN MEDICAL AND HEALTH CARE MANAGEMENT**

<b>MBA 18E060</b>	<b>CONTROL SYSTEMS</b>				<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45				3	0	0	3
	Prerequisite –Management.							
	Course Designed by – Faculty of Management Studies							
<b>OBJECTIVES</b>								
<ol style="list-style-type: none"> <li>1. Identify key sources of data for epidemiologic purposes.</li> <li>2. Identify the principles and limitations of public health screening programs.</li> <li>3. Describe a public health problem in terms of magnitude, person, time and place.</li> <li>4. Explain the importance of epidemiology for informing scientific, ethical, economic and political discussion of health issues.</li> </ol>								
<b>COURSE OUTCOMES (COs)</b>								
CO1	Understanding about infectious disease epidemiology							
CO2	Knowledge about the basic principles of underwriting knowledge about disaster and its types							
CO3	Familiarize the students in disaster preparedness, planning, drill, committee in hospitals.							
CO4	Triage area behind emergency department.							

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	<b>CO1</b>	H						H
	<b>CO2</b>		M	H		M		
	<b>CO3</b>		M		H		M	
	<b>CO4</b>	H		M	M			
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)		
					✓			
4	Approval	Meeting of Academic Council, June 2018						



**FACULTY OF MANAGEMENT STUDIES**  
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**UNIT - I CONCEPT OF HEALTH AND DISEASE & EPIDEMIOLOGICAL METHODS**

**9 hours**

Introduction to Epidemiological concepts, definitions, etc.-Concept of health- Definition, indicators, determinants-Epidemiological triad & disease transmission-Disease- Natural History, causes, etc.- Descriptive epidemiological studies-Analytical epidemiological studies.

**UNIT - II INFECTIOUS DISEASE EPIDEMIOLOGY**

**9 hours**

Concepts of infection, disease-Classification of infectious diseases- -National infectious disease control/Eradication programmes-introduction to nature of Non-communicable diseases- National control programmes for Non communicable diseases

**UNIT - III EPIDEMIOLOGY, OCCUPATIONAL SAFETY & ENVIRONMENTAL HEALTH MANAGEMENT**

**9 hours**

Unit objectives & introduction to Occupational health & hazards- nature, origin determinants and solutions - Roles of national & international organizations in promoting occupational & environmental health

**UNIT - IV HOSPITAL INFECTIONS CONTROL**

**9 hours**

Hospital infections Definitions - importance, determinants, sources, routes of transmission-Principles of control of infection -Control measures in wards, operating theatres, laundry, kitchen, , water, special units e.g. (ICCU, ICU, Renal units) after discharge, waiting rooms, etc.

**UNIT - V MAINTENANCE OF SURVEILLANCE, RECORDS & REPORTS**

**9 hours**

Unit objectives & importance of surveillance & records/reports maintenance- -outline & risk surveillance measures - Record keeping & reports presentation

**TOTAL NO. OF PERIODS- 45 HOURS**

**REFERENCE BOOKS:**

1. G.E.Alan Dever - Epidemiology in Health Services Management, (1984) – publication at Maryland – June 1984.
2. G.A.J. Ayliffe, E.J.L. Lawbury, A.N. Geddes - Control of hospitals infection - Chapman & Hall publication – 1997.
3. Roger detels, James Menon, Robert Beaglenole - Textbook of Public Health – Oxford University Press – May 15, 2002.
4. J.E. Park - Preventive & social Medicine by Banarsidas, Bhanot Publication – Published on Feb 2011 – 1<sup>st</sup> edition – July 1970.



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E061                      QUALITY ASSURANCE & MANAGEMENT IN HOSPITALS**

<b>MBA 18E061</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To acquaint the students with the basic concepts of quality management from design assurance to service assurance.</li> <li>2. To get knowledge about the concepts like craftsmanship, six sigma, Florence nightingale model for quality in hospitals</li> <li>3. Understand about the quality checks ,bench marks in various departments in hospitals. OPD, OT, ICU, emergency dept, nursing services, radiology dept, blood bank, housekeeping, pharmacy, canteen service.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Assisting students to know about the process control management in hospitals.				
CO2	Implementation of SPC, SQC, quality control tools and its application.				
CO3	Knowledge about SOP and its application in various departments in hospitals				
CO4	Emphasis on International Quality certification system				

		Mapping of Course Outcomes with Program outcomes (Pos)						
		(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	H					H	H
	CO2		M	H		M		
	CO3		M		H		M	
	CO4	H		M	M			H
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)		
					✓			
4	Approval	Meeting of Academic Council, June 2018						



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**UNIT - I EVOLUTION OF QUALITY MANAGEMENT** **9 hours**  
Craftsmanship concept-Total Quality Control-ISO 9000-Florence Nightingale & her quality improvement model for health care in 1854.-Six Sigma-Process approach to Quality Management- Process flow Diagrams.

**UNIT - II PROCESS APPROACH TO QUALITY MANAGEMENT IN HOSPITALS** **9 hours**  
Identification of different processes / functions-Diagnostic services-Nursing service-Housekeeping- Blood bank- Pharmacy- OPD- Surgery- ICU- Canteen- Hospital stores

**UNIT - III QUALITY CONTROL METHODS AND MEASUREMENT SYSTEMS** **9 hours**  
Critical Elements of Process Control-Process Control Options and Growth- Introduction to SPC & SQC Models-Quality Control Tools

**UNIT - IV QUALITY ASSURANCE METHODS** **9 hours**  
Quality Assurance in Hospitals-Preparation of Standard Operating Procedures (SOP's)- Preventive Action for Hospital Management processes

**UNIT - V QUALITY AND PATIENT SATISFACTION** **9 hours**  
Quality and Patient orientation for total patient satisfaction –Adopting ‘5S technique’ for quality in housekeeping & support services-Implementing ISO 9001:2000 Quality Management System Standards in Hospitals –Need, Process, Benefits

**TOTAL NO. OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Dr. K.C. Arora - Total Quality Management, S.K. Kataria & Sons, New Delhi – 1 Jan 2009.
2. William J. Kolarik - Creating Quality - McGraw-Hill International Publication - 1<sup>st</sup> Edition – 1995, Revised edition – 1999. (Oklahoma State University)
3. Dale H. Besterfield, Carol Besterfield- Michna, Mary Besterfield-Sacre, Glen H. Besterfield, Hemant Urdhwarshhe Total Quality Management by Pearson Publication



**FACULTY OF MANAGEMENT STUDIES**  
 MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E062 RISK MANAGEMENT AND HEALTH INSURANCE**

<b>MBA 18E062</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				

**OBJECTIVES**

1. To acquaint the students with the concepts of risk management and its techniques, implementation
2. outline of insurance , principle and its types
3. To know about regulatory framework of insurance IRDA.
4. To get knowledge about the health insurance and group insurance.

**COURSE OUTCOMES (COs)**

CO1	Give emphasis on TPA claims management and its process.
CO2	Understanding about social security and its benefits.
CO3	Getting knowledge about ratemaking-pricing of insurance.
CO4	Understanding about reinsurance and its types

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	H					H		
	<b>CO2</b>		M	H		M			
	<b>CO3</b>		M		H		M		
	<b>CO4</b>	H		M	M				
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
						✓			
4	Approval					Meeting of Academic Council, June 2018			



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**UNIT - I RISK, INSURANCE AND MANAGEMENT** **9 hours**  
Introduction to Risk and Insurance-Risk Identification and Risk Evaluation-Risk Management Techniques-Principles of Insurance -Selection and Implementation of risk management Techniques

**UNIT - II INSURANCE LAW AND REGULATION** **9 hours**  
Insurance Laws-Regulation of Insurance & IRDA-Principles of Health Insurance-Health Insurance Products-Group Insurance Products-Risk Assessment

**UNIT - III CLAIMS MANAGEMENT** **9 hours**  
Claims Management-Third Party Administration--Actuarial Principles-Principles of Ratemaking-Data Required for Ratemaking

**UNIT - IV REINSURANCE** **9 hours**  
Principles of Reinsurance-Types of Reinsurance-Casualty and Property Reinsurance-Reinsurance Markets-Underwriting and its Considerations

**UNIT - V DISASTER MANAGEMENT** **9 hours**  
The concept of managing Disaster-Issues of Manmade and Natural disaster-Planning Process involved in Disaster management.

**TOTAL NO. OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Rajiv Jain and Rakhi Biswas - Insurance Law & Practice - Vidhi Publishers, Delhi – 1<sup>st</sup> edition 2001, revised 2006.
2. Shailendra K. Singh - Safety & Risk Management - Mittal Publishers – 1998.
3. J. H. Diwan - Safety, Security & Risk Management – Mittal Publishers – 1998.
4. Stephen Ayres & Garmvik – Holbook and Shoemaker - Text Book of critical care – Andhra University.
5. Kenneth Black, Herald. D - Life and Health insurance (13<sup>th</sup> Edition) — U.K. Open University Press – Sep 17, 1999.



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E063                      LEGAL FRAMEWORK FOR HOSPITALS**

<b>MBA 18E063</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				

**OBJECTIVES**

1. This subject designed to assist students by getting knowledge about legal laws related to hospital.
2. Understanding MCI, 1956-code of medical ethics.
3. To get knowledge about MTP act, related to medical termination of pregnancy-guidelines, Rules and Regulations
4. To get knowledge about PNDT act, related to prenatal diagnostic procedure followed by determination of sex prohibited.
5. To know about dying declaration and the procedure.

**COURSE OUTCOMES (COs)**

CO1	Acquaint the students about the death certificate issuing procedure and its content, importance of death certificate.
CO2	Knowledge about malpractice in health care.
CO3	Understanding about medical jurisprudence.
CO4	Knowledge about patient’s Rights and provider’s responsibility.

		Mapping of Course Outcomes with Program outcomes (Pos)							
		(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low							
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H					H		
	CO2		M	H		M			
	CO3		M		H		M		
	CO4	H		M	M			H	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
						✓			
4	Approval					Meeting of Academic Council, June 2018			



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**UNIT - I CODE OF MEDICAL ETHICS (MCI) 9 hours**

Code-Duties of Physician to their patients-Duties of Physician to the profession at large-Duties of Physician to the profession in consultation- Duties of Physician to the profession to the public-Disciplinary action

**UNIT- II THE MEDICAL TERMINATION OF PREGNANCY ACT 1971 9 hours**

Indication or Grounds of MTP-Requirements for MTP-Complications of MTP-Doctor and Criminal Abortion-The Pre Natal Diagnostic Techniques Act 1994- -Determination of Sex prohibited

**UNIT- III DYING DECLARATION 9 hours**

Definition-Precautions-Procedure of Recording- -Death Certificate-Precautions while issuing death certificate--Contents of Death Certificate- Importance of Death Certificate

**UNIT- IV MEDICAL JURISPRUDENCE 9 hours**

Introduction & Legal Procedure-Medical ethics- Patient's rights & provider's responsibility-Medical Malpractice-Management of Medical Malpractice

**UNIT- V MEDICO LEGAL ASPECTS 9 hours**

Impotence-Sterility-Medico Legal aspects of Psychiatric & mental Health-Toxicology-Organ Transplantation Act-Tamil Nadu Clinics Act

**TOTAL NO. OF PERIODS- 45 HOURS**

**REFERENCE BOOKS:**

1. N.D. Kapoor - Elements of Mercantile Law - Sultan Chand & Sons, New Delhi – 2003.
2. E. Venkatesan - Hand Book of Mercantile Law - M. L. J. Publications.
3. Bulchandai K. R. - Industrial Law - Himalaya Publishing House.



**Dr. M.G.R.**  
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University with Special Autonomy Status



**FACULTY OF MANAGEMENT STUDIES**  
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# SPORTS MANAGEMENT



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E064 ORGANIZATION AND MANAGEMENT IN SPORTS**

<b>MBA 18E064</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	2	1	0	3
	Prerequisite –Management,				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. The main objective of the course is to inculcate the organizational behaviour for better understanding of the individual decision making, group dynamics conflicts and improving leadership effectiveness.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Types of Organization Structure and Sports Organizations				
CO2	Decision Making, Leadership Styles.				
CO3	Team Building, Group/Teams Effectiveness, Application of Goal Setting to Organisational Performance.				
CO4	Management of Sporting and Recreation Organisation				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1						H	
	CO2			H		M		
	CO3		M		H		M	
	CO4							H
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)		
					✓			
4	Approval				Meeting of Academic Council, June 2018			



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**UNIT – 1 CONCEPT OF ORGANISATIONAL BEHAVIOUR AND STRUCTURE**

**9 hours**

Meaning of O.B., Contributing Disciplines to O.B, individual Behaviour – ability, learning, values, attitudes, personality, perceptions, Organisation Structure: Meaning of Organisation structure, types of Organisation Structure, Flat Organisations, Reporting relationship, Channels of communication, Organisation Structure as Applied to Sports Organizations.

**UNIT – II DECISION MAKING PROCESS AND LEADERSHIP**

**9 hours**

Individual Decision Making, Rational Decision making, Decision making Styles, Creativity in Decision Making, Participate Decision Making, Group decision Making. Leadership: What is Leadership, Trait Theories of Leadership, Leadership Styles, How Leaders influence People, Fielder Model, Trust and Leadership, improving Leadership Effectiveness.

**UNIT – III GROUP, TEAMS AND CONFLICTS**

**9 hours**

Meaning of a Group, Group Dynamics, Group Cohesiveness, Types of Groups, Task Groups, Work Teams, Nature of Teams, Team Building, Group/Teams Effectiveness, How to Make Teams More Effective, Conflict: Definition of Conflict, Stages in Conflict Process, Functional Conflict, Dysfunctional Conflict, Managing Conflict, Negotiation.

**UNIT – IV MANAGING FOR HIGH PERFORMANCE**

**9 hours**

High Performance Work Practices, Goal Setting, Performance Management Techniques Associated with Goal Setting, Application of Goal Setting to Organisational Performance.

**UNIT – V MANAGEMENT OF SPORTS**

**9 hours**

Management of Sporting and Recreation Organisation, Decision process and Leadership in Sports Management, Delivery of Recreation Services, Impact of Organisational Process on Individual.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Fred Luthans – *Organizational Behaviour*: McGraw Hill International, 12th Edition, ISBN-10: 007115471 ISBN-13: 978-0071154710
2. S P Robins – *Organizational Behaviour*: Prentice Hall India Ltd, 15th Edition, ISBN-13: 978-0132834872 ISBN-10: 0132834871
3. Anjali Ghanekar – *Organizational Behaviour Concepts & Cases*: everest publishing house, latest Edition, ISBN10: 818631412X
4. Daniel Covell, Sharienne Walker, *Managing Sports Organizations (Fundamentals of sports management)* Edition: 2nd 2013, ISBN-13: 978-0750682381 ISBN-10: 0750682388
5. E. Eksteen *Sport Management Manual for Sport Management* 1st Edition, 2014 ISBN 978-87-403-0644-6



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**MBA 18E065 MANAGING AND PROMOTING SPORTS EVENTS**

<b>MBA 18E065</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	2	1	0	3
	Prerequisite –Management,				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. A great scope is given to the readers for understanding Risk and safety measure, planning and conducting sports events, career opportunities in sports management and to manage sports bodies.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Scope of Event Management and post Events issues				
CO2	World of sports event management-sponsors, sports personalities, media etc.				
CO3	Career opportunity in sports management companies.				
CO4	Importance of IMC in promoting sports Events Successfully. Role of Advertising				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1			H			H	
	CO2		M	M				
	CO3				M			
	CO4			M	M		H	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)
						✓		
4	Approval	Meeting of Academic Council, June 2018						



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**UNIT – I INTRODUCTION**

**9 hours**

Introduction Definition, scope of Event Management, risk & safety measures. Managing sports events-planning, organizing, coordinating, controlling pre events, during the events & post Events issues.

**UNIT – II SPORTS EVENT MANAGEMENT**

**9 hours**

World of sports event management-sponsors, sports management companies, spectators, sports personalities, media etc.

**UNIT – III SPORTS MANGEMENT COMPANIES**

**9 hours**

Sports management companies-Introduction, Role, Scope of Work, Service rendered tot the clients, Ways of functioning-team work, Departments etc. Career opportunity in sports management companies.

**UNIT – IV CASE STUDY IN SPORTS MANGEMENT**

**9 hours**

Case study presentation-promoting national & international Sporting Events. Importance of IMC in promoting sports Events Successfully. Role of Advertising, PR etc.

**UNIT – V MANAGING SPORTS BODIES**

**9 hours**

Case study and presentation-Managing Sporting Bodies, Association-AIFF, IFA, BCCI, CAB, LEADING INDIAN football clubs etc.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Thirunarayanan and Hariharan, *Organization and Administration in Physical Education*, CT&SH Publication ,Karariludi, latest edition 2005, ISBN-10: 8175242876 ISBN-13: 978-8175242876.
2. E. Eksteen *Sport Management Manual for Sport Management* 1st Edition, 2014 ISBN 978-87-403-0644-6
3. T.Cristoper Greenwell ISBN 13-9780736096119: ISBN 10:0736096116.



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E066                      ADMINISTRATION OF SPORTS ORGANIZATIONS**

<b>MBA 18E066</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	2	1	0	3
	Prerequisite –Management,				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. The emphasis on sports organization of India that promotes sports and culture through their organizational and administrative set up, knowledge is aimed to be imparted on sports and physical education					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Relation between physical education and sports , Exercise physiology				
CO2	Administration and Methods in Physical Education				
CO3	Roles And Function Of National/ International Sports Organization				
CO4	Social, Cultural And Political Environment Of Sports Organization				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1				H			H	
	CO2					M	H		
	CO3		M			M			
	CO4				H		M	H	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
					✓				
4	Approval							Meeting of Academic Council, June 2018	



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**UNIT – I HISTORY OF MODERN SPORTS AND OTHER FORMS OF ORGANIZED PHYSICAL ACTIVITY** **9hours**

A historical overview of sports, Evolutionary processes of modern sports, Relation between physical education and sports , Exercise physiology

**UNIT – II PHYSICAL EDUCATION AND SPORTS** **9 hours**

History and Principles of Physical Education, Organization, Administration and Methods in Physical Education, Elements of Statistics for Physical Education, Supervision and Curriculum Design in Physical Education.

**UNIT – III ROLE OF GOVERNMENT IN PROMOTION OF SPORTS** **9 hours**

Role of the Ministry of Human Resource Development in Development of Sports and Physical Education , Various Boards and Statutory Bodies established by Govt for control and Promotion of sports ,their roles an functions, importance and contribution

**UNIT – IV ROLES AND FUNCTION OF NATIONAL/ INTERNATIONAL SPORTS ORGANIZATION** **9 hours**

Roles of IFA, FIFA, BCCI ,ICC, CAB, Sports Authority of India (SAI), National Hockey Association, Bengal volley Ball Association, Bengal Tennis Association, their Functions Importance in the Promotion and Management of Sports

**UNIT – V SOCIAL, CULTURAL AND POLITICAL ENVIRONMENT OF SPORTS ORGANIZATION** **9 hours**

Role of sports in society, issues that sports Administrators face on day to day basis in the contemporary World, Drug abuse and gratuitous Violence

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Kathaleen armour, *Methods in physical education and sports*, Latest Edition 2012, ISBN-10: 0415618851 ISBN-13: 978-0415618854
2. Jesse Feiring Williams, *Organization and Administration in Physical Education*, BiblioBazaar, 2008, ISBN: 0559274912, 9780559274916



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MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E067**

**LEADERSHIP PRINCIPLES IN SPORTS**

<b>MBA 18E067</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	2	1	0	3
	Prerequisite –Management,				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. The Course aims to impart leadership training for the management students which is an important aspect for managing very great sports and cultural extravaganza.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Learning the formal and informal leadership.				
CO2	Transactional and Transformational Leadership.				
CO3	National and International Sports Organizations.				
CO4	Activities of Successful Leaders in Sports Management.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	H		H			H		
	<b>CO2</b>				M			M	
	<b>CO3</b>		M			M			
	<b>CO4</b>	M		H			H		
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
					✓				
4	Approval							Meeting of Academic Council, June 2018	



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**UNIT – I LEADERSHIP** **9 hours**  
Meaning, Management and Leadership in the past and 21st century, Formal and Informal Leadership.

**UNIT – II STUDIES IN LEADERSHIP** **9 hours**  
Chio State Leadership studies, Trait theories of Leadership. Contingency theory, Charismatic Leadership theories, Transactional and Transformational Leadership.

**UNIT – III ISSUES IN LEADERSHIP** **9 hours**  
Different Leadership styles, Authentic Leadership, Trust and Leadership – a relevant issue in sports, Global Leadership in sports across culture.

**UNIT – IV LEADERSHIP IN SPORTING WORLD IN THE 21<sup>ST</sup> CENTURY** **9 hours**  
National and International Sports Organizations – CAB,IFA, AIFF, BCCI, FIFA, ICC, IOA, BTTA.

**UNIT – V CASE STUDY** **9 hours**  
Case Study on Successful Leadership from Sporting World and Presentation, Role and Activities of Successful Leaders in Sports Management Organizations.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. R.Dayal, P.Zachariah, K.Rajpal: *Personnel Management and Industrial Relations*, mittal publications, 1st Edition 1996, ISBN: 8170996341.
2. Anjali Ghanekar: *Human Resource Management*, Everest Publishing, 2004. ISBN: 8131301648
3. Russell Hoye, Matthew Nicholson, Hans Westerbeek, Aaron Smith, Bob Stewart, *Sport Management* Allen & Unwin pvt ltd, 1999, ISBN:1864487518
4. Mike Voight *The Sports Leadership Playbook: Principles and Techniques for Coaches*, mCfARLAND & Company Inc., Publishers, 2014, ISBN:1476615446
5. Dr. Frank W. Dick O.B.E. *Sports Training Principles: An Introduction to Sports Science* 6th Edition 2014, Bloomsbury Publishing Plc, ISBN:9781472905277



**FACULTY OF MANAGEMENT STUDIES**

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Program Structure for MBA (Full Time)

**MBA 18E068**

**ADVERTISING, PUBLIC RELATION AND SPONSORSHIP IN  
SPORTS**

<b>MBA 18E068</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	2	1	0	3
	Prerequisite –Management,				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. This course aims at giving tips to the managers the technique of fund raising through advertising and making the great sport personalities to be the brand ambassadors.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Sports-concepts of Integrated marketing communication in sports				
CO2	Duties and Responsibilities of a Brand manager				
CO3	Objectives of Sponsorship and Developing Sponsorship proposal				
CO4	Role of Public Relations in promoting sporting events				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1		H		M		M	H
	CO2	H		M				
	CO3		M			M		
	CO4	M		H	M		M	H
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)
					✓			
4	Approval	Meeting of Academic Council, June 2018						



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**UNIT – I INTRODUCTION**

**9 hours**

Introduction to advertising-History and Development in Advertising. Definition of Advertising, Objectives of Advertising in Sports. IMC in sports-Concepts of Integrated Marketing Communication in sports ,elements of integrated Marketing Communication.

**UNIT – II BUSINESS OF ADVERTISING**

**9 hours**

Business of advertising-Advertiser, Advertising Agency and World of media ,brand Manager ,Duties and Responsibilities of a Brand manager, Client Advertising Agency relationship in the 21<sup>st</sup> century.

**UNIT – III SPORTS PEOPLE AS BRAND AMBASSADOR**

**9 hours**

Sports personalities as brand endorser-Reputed sports persons the brand they are endorsing. Public relations-History, Definition and Role of Public Relations in promoting sporting events

**UNIT – IV SPONSORSHIP**

**9 hours**

Sponsorship issues in sports-Meaning and Objectives of Sponsorship, Advertising and Sponsorship, Developing Sponsorship proposal.

**UNIT – V CASE STUDY**

**9 hours**

Case study and presentation-Details of Sponsorship Agreement in National and International sports bodies.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Ajali Ghanekar: *Human Resource Management*. Everest Publishing 2004, ISBN: 8131301648
2. A. M Sheikh: *Human Resource Development and Management*, Mohit Publications, 2003, ISBN: 8174451935, 9788174451934
3. Debraj Datta & Mahua Datta, *Marketing Management* Vrinda Publications P. Ltd 2014, ISBN: 9788182812888, 8182812887
4. Mathew D.Shank *Sports Marketing –A strategic perspective*, TAYLOR & Francis Group 2015 ISBN:1317743458



**FACULTY OF MANAGEMENT STUDIES**  
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**MBA 18E069 SPORTS TRAINING AND CONDITIONING**

<b>MBA 18E069</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	2	1	0	3
	Prerequisite –Management,				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. The course tasks of sports training loading, conditional and motor abilities which are very important for the managers to have knowledge about.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Aims and tasks of sports training and Training methods.				
CO2	Training load, symptoms and tackling of overload.				
CO3	Training methods for speed improvement. endurance				
CO4	Training methods for improvement of coordinative abilities., preparation for competitions.				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1			H				
	CO2		M			H		
	CO3	H		M				
	CO4	M						H
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)
					✓			
4	Approval				Meeting of Academic Council, June 2018			



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**UNIT – I INTRODUCTION**

**9 hours**

Introduction to sports training –meaning and definition of sports training. Aims and tasks of sports training, characteristics of sports training. principles of sports training. Training Means. Training methods.

**UNIT – II TRAINING LOAD**

**9 hours**

Training load – meaning and definition of load. Components of load. Measurement of load. Overload : meaning and definition, causes, symptoms and tackling of overload.

**UNIT – III CONDITIONAL ABILITIES**

**9 hours**

Conditional abilities – strength: meaning, forms of strength, factors determining strength, training methods for strength improvement, general guidelines for strength training speed : meaning, forms of speed, factors determining speed. Training methods for speed improvement. endurance : meaning, forms of speed factors determining endurance. Training methods for endurance improvement.

**UNIT – IV MOTOR ABILITIES**

**9 hours**

Motor abilities - flexibility : meaning , forms of flexibility, factors determining flexibility .training methods for flexibility improvement . coordinative abilities : meaning, forms of coordinative abilities, factor determining coordinative abilities training methods for improvement of coordinative abilities.

**UNIT – V TECHNICAL TRAINING**

**9 hours**

Technical training ,tactical training, per iodisation, planning and competitions – technical training : meaning ,tasks of technique, principles of technical preparation, training for technique. Tactical training: meaning, tasks of tactics, principles of tactical preparation, training for tactics. per iodisation : meaning and types of per iodisation, contents of training for different period. Planning : meaning, principles of planning, types of training plans. Competitions : importance of competition, preparation for competitions.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Caratty,B. *Perceptual And Motor Development In Infants And Children*, Prentice Hall, Edition:15 Aug 2008, ISBN: 0136571646, 9780136571643
2. Dick.F.W *Sports Training Principles*, Lepus, London, A. & C. Black, 2002, ISBN: 0713658657, 9780713658651
3. Frank W. Dick, A.G *Scientific Basis of Athletic Condition* Hendry Kimpton (publishers) ltd. 2014, ISBN: 9781472905277.
4. Matveyew.L.P. *Fundamentals of Sports Training*, Victor Kamkin, 1982, ISBN: 0828521204, 9780828521208
5. Jack H. Wilmore. *Athletic Training And Physical Fitness*, publisher: Allyn and Bacon, 1977, ISBN: 020505630X, 9780205056309



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**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

# EDUCATION MANAGEMENT



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E070 PRINCIPLES OF EDUCATION MANAGEMENT**

<b>MBA 18E070</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. Familiarity with the purposes and Principles of education administration.					
2. Practical knowledge about the methods and functions of Quality assurance					
3. Knowledge of the functions of Education Environment and Total Quality Management					
4. Awareness of the concepts of Decision Making and its types.					
5. Exposure to the modalities of Education Communication.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Acquaintance with the fundamental concepts and Principles of Education Environment				
CO2	Familiarity with the evolution and growth of Education Environment				
CO3	Knowledge of Education Environment and Total Quality Management				
CO4	Awareness of the concept of Education Planning Process				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H							
	CO2		M	H		M			
	CO3		M		H		M		
	CO4	H		M	M				
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
					✓				
4	Approval							Meeting of Academic Council, June 2018	



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**UNIT – I INTRODUCTION**

**9 hours**

Education Management – Meaning – Need – Importance – Characteristics – Scope – Objectives – Art or Science or Profession – Functions – Management – Operative – Education administration Vs Education management – Theory of education management – Principles of education administration.

**UNIT – II EDUCATION PLANNING**

**9 hours**

Education Planning – Meaning – Rationale – Types of education plans – Approaches to education planning – Education planning process – Steps in education planning process – MBO in education – Decision making – Types – Process.

**UNIT – III ORGANIZATION**

**9 hours**

Organization – Meaning – Structures – Organization Chart – Organization for education administration: Central and State Government bodies – Delegation Vs Decentralization – Organizational competence – Strategic alliances.

**UNIT – IV SUPERVISION**

**9 hours**

Direction – Meaning and significance – Principles of effective direction – Supervision – Education Leadership – Meaning – Scope – Importance – Styles – Qualities of successful educational leader - Motivation – Meaning – Types – Motivational theories – Their impact on educational management- Motivating the employees of educational institutions.

**UNIT – V EDUCATION COMMUNICATION**

**9 hours**

Education Communications – Types – Barriers – Methods of overcome barriers – Principles of effective communication – Coordination – Importance of coordination in education institutions – Techniques of coordination - Control – Meaning – Need – Control process – Techniques – Evaluation – Quality assurance – Total Quality Management (TQM) – ISO Certification for education institutions – Academic audit.

**TOTAL NO. OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Koontz and O'Donnel - Essentials of Management – Tata McGraw Hill – 7<sup>th</sup> & 8<sup>th</sup> edition – 2008. :
2. Griffin - Management – Cengage Learning – 10<sup>th</sup> edition.
3. John I Nwankwo - Educational Administration – Theory and Practice – Vikas Publishing House – 1982.



**FACULTY OF MANAGEMENT STUDIES**  
 MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E071**

**EDUCATION ENVIRONMENT**

<b>MBA 18E071</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. Familiarity with the purposes, types and Education Environment</li> <li>2. Practical knowledge about the methods of Recruitment and Selection</li> <li>3. Knowledge of the functions of Education Environment from Procurement to Separation</li> <li>4. Awareness of the concepts of Resignation, Dismissal, Retrenchment and Voluntary Retirement Schemes</li> <li>5. Exposure to the modalities of Exit Interviews and methods to prevent Employee Turnover</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Acquaintance with the fundamental concepts of Education Environment				
CO2	Familiarity with the evolution and growth of Education Environment				
CO3	Knowledge of Education Environment Policies				
CO4	Awareness of the concept of Education Environment				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	<b>CO1</b>	H					H	
	<b>CO2</b>		M	H		M		
	<b>CO3</b>		M		H		M	
	<b>CO4</b>	H		M	M			
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Professional Elective (E)	Project / Seminar / Internship (H)	
					✓			
4	Approval				Meeting of Academic Council, June 2018			



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**UNIT – I INTRODUCTION**

**9 hours**

Environment of Education – Managing environmental factors – Impact of environmental factors on education system, institutions, streams, thrust courses, spatial spread and methods of teaching-cum-learning – Trend in Education environment with respect to Government and private participation – Community spending for education – Linkage between Education and business institutions.

**UNIT –II PHILOSOPHICAL AND SOCIAL ENVIRONMENT**

**9 hours**

Value and ethics in education management – Socio-cultural environment and education – Demographic and cultural factors and their impact on education - Economic Environment: Economic systems and their implication for Education sector – Macro economic factors and their impact on education – Linkage between economy and education – Investment in education at various levels – Cost of education.

**UNIT – III POLITICAL ENVIRONMENT**

**9 hours**

Political environmental factors such as political system, ideologies, parties and culture of political bodies and their impact on education – Constitution provisions: Fundamental Rights – Directive Principles of State Policy – Common University Act.

**UNIT – IV TECHNOLOGY IN EDUCATION**

**9 hours**

Technological in Education Management – Technological impact on Education system, streams, thrust course, teaching and learning – Managing Technological obsolescence in Education system.

**UNIT – V GLOBAL EDUCATION ENVIRONMENT**

**9 hours**

WTO and Education: Globalization of education market – Challenges – Opportunities – Trades in services – GATS: Articles of WTO – **Internal Environment:** Campus tranquility and dynamism – Relations management among different stake-holders in education system.

**TOTAL NO. OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Adhikary - Economic Environment of Business – S. Chand & Co. – 1978.
2. Francis Cherunilam - International Business – Prentice Hall of India – 4<sup>th</sup> edition.
3. Palle Krishna Rao - Academy of Business Studies – WTO – PSG Excel Books – 1<sup>st</sup> edition – 2005, Reprint 2006, 2008. :



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E072 EDUCATION INSTITUTION MANAGEMENT**

<b>MBA 18E072</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To familiarize with the different dimensions of Issues in Institution Management</li> <li>2. To give a practical exposure to Institutional climate and culture</li> <li>3. To highlight the significance of Learning institution and environmental adaptation</li> <li>4. To ponder over Power and politics and their management</li> <li>5. To make the students abreast with the functions of Online and Offline communication management</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Clear understanding of the different dimensions of Issues in Institution Management				
CO2	Practical exposure to Institutional climate and culture				
CO3	Familiarity with the significance of Planned obsolescence and change				
CO4	Knowledge of prioritizing the significance of Learning institution and environmental adaptation				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	H						
	CO2		M	H		M	H	
	CO3		M		H			
	CO4	H		M	M		M	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
					✓			
4	Approval				Meeting of Academic Council, June 2018			



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**UNIT – I ISSUES IN INSTITUTION MANAGEMENT** **9 hours**

Goal setting – Institution nurturing – Manpower grooming – Alliance with society – Planned development – Learning institution and environmental adaptation.

**UNIT – II CLIMATE & CULTURE** **9 hours**

Institutional climate and culture – Facts of institutional climate and culture – Factors influencing institutional climate and culture in our Education institution – Impact of these on institutional performance – Power and politics and their management.

**UNIT – III CHANGE MANAGEMENT** **9 hours**

Need for Change – Strategies for change management – Dealing with resistance to change – Planned obsolescence and change – Process and tools of change and development.

**UNIT – IV INSTITUTIONAL DEVELOPMENT** **9 hours**

Organization Development Intervention Strategies – Institutional Effectiveness: Nature and criteria – Management implications – Management of crisis – Management of growth - Communication Management in Education institutions – Forms, Systems and other aspects – Online and Offline communication management.

**UNIT – V ACTIVITY MANAGEMENT** **9 hours**

Managing student admissions – Planning, execution and control of the same – Managing conflicts with students and among students and among staff-members - Management of Examinations: Preparation for planning carrying out and control of conducting examination – Difficulties involved – Use of systematic appointments – Managing valuation of students' works – Managing result publication and dispatch of mark statement – Convocation.

**TOTAL NO. OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Stephen P. Robbins - Organization Behaviour – Pearson Education – Sep 2009.
2. Fred Luthans - Organization Behaviour – McGraw Hills – 2005.
3. AIU - University News (Various Issues)
4. Rajavel. N - Management of Higher Educational Institutions – Neha Publishers & Distributors.



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E073**

**OFFICE MANAGEMENT**

<b>MBA 18E073</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				

**OBJECTIVES**

1. To peep into the concept of Modern Office: Meaning and functions
2. To explain the need for preventive approaches of Office organization: Principles – Organization Charts
3. To discuss the concept of essentials of a good filing system
4. To understand about the Office Equipments and machines
5. To highlight the importance of Store keeping and records making

**COURSE OUTCOMES (COs)**

CO1	A Glance of the concept of Essential qualities, Performance of office management.
CO2	Awareness of the need for preventive Office accommodation and layout
CO3	Understanding the concept of Office stationeries and supplies
CO4	Gaining widespread knowledge about the concepts of Personnel Management

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H					H	M	
	CO2		M	H		M			
	CO3		M		H		M		
	CO4	H		M	M			H	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
						✓			
4	Approval							Meeting of Academic Council, June 2018	



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**UNIT – I MODERN OFFICE**

**9 hours**

Meaning and functions – Basic functions, Administrative Management functions – Importance of office to educational institution – Office management – Meaning – Process of office management – Office manager – Duties and responsibilities – Essential qualities – Performance of office management.

**UNIT – II OFFICE ORGANIZATION**

**9 hours**

Principles – Organization Charts – Office Supervisor – Functions – Responsibilities – Office accommodation and layout – Office furniture – Physical conditions – Office Systems: Meaning – Purpose – Importance – Principles – Office procedure – Mail Handling Systems: Handling inward mail and outward mail.

**UNIT – III RECORDS MANAGEMENT**

**9 hours**

Meaning – Importance – Filing – Classification of files – Methods of filing – Advantages – Essentials of a good filing system – Filing equipments – Indexing: Types of Index – Office Forms and Design: Types, objects, control – Office stationeries and supplies: Types – Selection – Purchase – Regulating consumption.

**UNIT – IV OFFICE EQUIPMENTS AND MACHINES**

**9 hours**

Office furniture – Office machines: Object, Types – Mechanization of office work – Types – Advantages – Principles in selection of furniture, equipment and machines - Purchase and Stores Management: Purchase systems – Principles - Purchase procedure – Store keeping and records – Stock control – Purchase related correspondence: Quotation, Order, Invoice, Dispatch advice, Complaint and settlement.

**UNIT – V MEETINGS**

**9 hours**

Requisites – Preparation of notice and agenda – Conduct of meeting – Preparation of Minutes – Reports – Types – Essentials of good report – Press Release, Advertising and Public Relations – Human Relations in Office: Need and importance – Morale and motivation of employees – Staff welfare – Handling of grievances.

**TOTAL NO. OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Prasantha Ghosh K, - 'Office Management' - Sultan Chand and Sons, New Delhi - 1995.
2. Denyer JC and Josephine Shaw - 'Office Management' - ELBS, London - 1982.
3. William H Leffingwell and Edwin M Robinson - 'Textbook of Office Management', TMH, New Delhi – 3<sup>rd</sup> edition - 1986.
4. Rajendra Pal and Korlahalli JS - 'Essentials of Business Communication' - Sultan Chand and sons, New Delhi - 1999.



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E074 INSTITUTIONAL LINKAGE FOR EDUCATION MANAGEMENT**

<b>MBA 18E074</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. Understanding the higher Education in India</li> <li>2. Knowledge on the Institutional Linkage I</li> <li>3. Clear sight on the concepts of Institutional Linkage II</li> <li>4. Understanding the concepts of Institutional Linkage III</li> <li>5. Knowledge on the Institutional Linkage IV,V&amp;VI</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understanding the concepts of Institutional Linkage I				
CO2	Clear sight on the factors contributing to Institutional Linkage II				
CO3	Knowledge on the concepts of Institutional Linkage III				
CO4	Understanding the concepts of Institutional Linkage IV,V& VI				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	H					H	
	CO2		M	H		M		M
	CO3		M		H		M	
	CO4	H		M	M			H
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)
					✓			
4	Approval	Meeting of Academic Council, June 2018						



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**UNIT – I HIGHER EDUCATION IN INDIA** **9 hours**

Higher education system – National Policy on higher education – Agencies of higher education – Institutions in the higher education system – Administrative structure of higher education – Types of higher educational institutions.

**UNIT – II INSTITUTIONAL LINKAGE-I** **9 hours**

University Grants Commission (UGC): Objectives – Functions – Schemes – Department of Science and Technology (DST): Objectives – Functions – Projects and programmes – Schemes for funding – National Assessment and Accreditation Council (NAAC) – Objectives – Functions – Assessment and accreditation procedures – Quality indicators. Institutional Linkage-II: All India Council for Technical Education (AICTE): Objectives – Functions – Policies and programmes – National Council for Teacher Education (NCTE): Objectives – Functions – Organization structure – Regional Committees – Constitutions, functions – Procedure for recognition of teacher education institutes.

**UNIT – III INSTITUTIONAL LINKAGE-III** **9 hours**

Medical Council of India (MCI): Constitution – Objectives – Functions – Procedure for registration – Regulations relating to professional conduct – Indian Council of Medical Research (ICMR): Objectives – Functions – Indian Nursing Council: Constitution – Objectives – Powers – Registration – Dental Council of India (DCI): Organization structure – Registration – Pharmacy Council of India (PCI): Objectives – Functions – Regulations – Registration.

**UNIT – IV INSTITUTIONAL LINKAGE-IV** **9 hours**

Rehabilitation Council of India (RCI): Programmes of RCI – Rehabilitation training programmes – Inspection and recognition of institutions – Indian Council of Social Science Research (ICSSR): Functions – Sponsored programmes – Financial assistance – Research project programmes – Indian Council of Agricultural Research (ICAR): Functions – Thrust areas – Council of Scientific and Industrial Research (CSIR): Objectives – Functions – Structure.

**UNIT – V INSTITUTIONAL LINKAGE-V** **9 hours**

Sports Authority of India (SAI): Objectives – Programmes – Incentives for promotion of sports – Bar Council of India (BCI): Functions – Powers – Functions of State Bar Council. **Institutional Linkage-VI:** UNESCO: Organization structure – Functions – Commonwealth of Learning (COL): Purpose and functions – Governance – Services offered – IGNOU: Objectives – Features – Functions – Thrust areas – Distance Education Council (DEC): Objectives – Powers and functions – Assessment and accreditation.

**TOTAL NO. OF PERIODS: 45 HOURS**



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**REFERENCE BOOKS:**

1. Bare Acts/Policy Notes on Establishment of each Institution.
2. Annual Reports of Relevant Institutions
3. University News
4. Relevant Websites.
5. Marguerite.G.Lodico: Dean T.SPAULING, ISBN : 9780470588673 Methods in Educational Research



**FACULTY OF MANAGEMENT STUDIES**

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Program Structure for MBA (Full Time)

**MBA 18E075 FINANCE MANAGEMENT IN EDUCATION INSTITUTIONS**

<b>MBA 18E075</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To educate the students on the basics of finance</li> <li>2. To depict the overriding importance of Financial Management in an Organisation</li> <li>3. To narrate the changing roles and responsibilities of Modern Finance Manager</li> <li>4. To Focus on the Various Financial Decisions</li> <li>5. To distinguish between Wealth Maximization and Profit Maximization in Educational Institutions</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Acquaintance with the basics of Finance				
CO2	Realization of the superseding significance of Financial Management in an Organisation				
CO3	Clarity on the roles and responsibilities of Modern Finance Manager				
CO4	Knowledge of the financial decision making				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	H					H	
	CO2		M	H		M		
	CO3		M		H		M	
	CO4	H		M	M			M
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)		
					✓			
4	Approval				Meeting of Academic Council, June 2018			



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**UNIT – I INTRODUCTION** **9 hours**

Essence of Finance Management – Importance of finance in Education institutions – Functions of finance in Education institutions – Goals of finance management in Education institutions.

**UNIT – II SOURCES OF EDUCATION FINANCE** **9 hours**

Government grants – Central and State – UGC grants – Fees – Local bodies – Donations – Endowments – Grant-in-aid Other grants – Private institutional capital for education.

**UNIT – III INVESTMENT FUNCTION** **9 hours**

Investment Function – Concept – Types of assets – Evaluation of investments by Education institutions – Capital budgeting – Social cost-benefit analysis - Expenditure Management – Patterns of Education expenditure – Salary and overheads – Scholarships and fee concessions – Patterns of expenditures in Distance Education: Study materials cost, salaries, general administration costs.

**UNIT - IV EDUCATION FINANCE PLANNING** **9 hours**

Education Finance Planning and Analysis – Budgets – Preparation of budget – Expenses budget – Cash budget – Education break-even analysis - Finance and Accounting: Double Entry system – Preparation of financial statements – Analysis of Financial Statement of Education institutions – Comparative income statement – Common size Financial Statement, trend percentages, ratio analysis.

**UNIT – V COST CONTROL** **9 hours**

Education cost control – Internal control – Local Fund Audit – A.G. Audit. Audit of fee, other receipts, deposits, expenditure, vouching of expenses and verification of assets – TDS – Authorised deductions.

**TOTAL NO. OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Khan & Jain - Financial Management – McGraw Hill – 5<sup>th</sup> edition.
2. Prasanna Chandra - Financial Management – McGraw Hill – 8<sup>th</sup> edition.



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# **MEDIA AND ENTERTAINMENT MANAGEMENT**



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E076**

**HISTORY OF MEDIA**

<b>MBA 18E076</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To Developing a media plan.</li> <li>2.To planning and creating ads</li> <li>3.To Determine the combination of media to achieve marketing objectives</li> <li>4. To know about Newspapers &amp; Magazines and others .</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understand the Relationship of media to the larger social/historical /cultural/ political context.				
CO2	Knowledge about conduct basic media research.				
CO3	Manage and Lead a team of journalism professionals.				
CO4	Knowledge write and edit content for the Designated media platforms.				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	<b>CO1</b>	H	H	M	H	H	H	H
	<b>CO2</b>	M		H	M		M	
	<b>CO3</b>		M			H		H
	<b>CO4</b>	H	H	M	M	M	M	M
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)		
					✓			
4	Approval				Meeting of Academic Council, June 2018			



**FACULTY OF MANAGEMENT STUDIES**

**MBA- Two Year Full Time Program- Curriculum & Syllabus**  
**Program Structure for MBA (Full Time)**

**UNIT- I INTRODUCTION**

**9 hours**

Media History, Communication in prehistory, Communication in the middle ages, The Print Revolution, Electricity & Communication

**UNIT – II HISTORY**

**9 hours**

History of the image, History of sound, Radio History, Television History, Media Convergence

**UNIT – III MASS MEDIA**

**9 hours**

Mass media, Newspapers & Magazines/ Books, Radio & Music, Television, Movies, New Media, Technologies & Advertising, Public Relations, Media & Society, Media Ownership, Media epics

**UNIT – IV FILM HISTORY & MEDIA**

**9 hours**

Film & Media History, The pre-history of film, Silent Film, The Advent of sound, The 1930's & 1940's genre, Film Noir, Neo-realism, The new wave, 1950's, 1960's, 1970's, 1980's, 1990's, The present

**UNIT – V ICT**

**9 hours**

ICT, Internet, Mobile Internet, Convergence Technology (Television, Internet, DTH), Digital Light Projection/Digital Cinema (DI), Reverse Telecine

**TOTAL NO. OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Christine Geraghty - British Cinema in the Fifties – Routledge – 2000.
2. Jurgen Muller - Movies of the Forties – Taschen – Sep 2005.
3. Jurgen Muller - Movies of the Fifties – 1<sup>st</sup> March 2005.



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E077 FILM ANIMATION AND GAMING PROGRAMMING MANAGEMENT**

<b>MBA 18E077</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				

**OBJECTIVES**

1. To give an insight into the Film Animation
2. To explain about Gaming
3. To Give a glimpse of the transparency and authenticity in Film Animation
4. To bring out the relationship between Gaming and Programming Management
5. To discuss the modalities of Film Animation

**COURSE OUTCOMES (COs)**

CO1	Familiarity with the Film Animation and Competitive Due Diligence
CO2	Practical knowledge of the Gaming Structure
CO3	Knowledge of traditional and recent Film Animation
CO4	Awareness of the transparency and authenticity in Film Animation

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	<b>CO1</b>	H					H	
	<b>CO2</b>		M	H		M		M
	<b>CO3</b>		M		H		H	
	<b>CO4</b>	H		M	M			
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)		
					✓			
4	Approval	Meeting of Academic Council, June 2018						



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**UNIT – I ANIMATION PRODUCTION PIPELINE & PRACTICES** **9 hours**

2D traditional pipeline – pre production & post production, 2D flash – pre production & post production, 3D high end – pre production, post production, various processes in 2D & 3D, best practices in production work globally, QC practices.

**UNIT – II SPECIAL EFX PRODUCTION PIPELINE & PRACTICES** **9 hours**

Special EFX production pipeline & practices, Softwares used in different stages, pre production management, working with artists, role of modelers, HR allocation for pre production, production, texturing department, exposure to gnomon library, data centre for rendering and post production, QC practices.

**UNIT – III MUSIC VIDEO PRODUCTION, CREW, PRACTICES AND MAKING OF MUSIC VIDEO** **9 hours**

Ideating, conceptualizing, scripting for a music video, working with musicians and director, direction management, role of a production manager, role of a cinematographer, types of cameras, types of devices for delivery, editing standards, best practices study, success & failures stories on different genre's.

**UNIT - IV GAMING PRODUCTION PIPELINE, PRODUCTION PRACTICES & GENERATION OF GAMES** **9 hours**

Ideating for a game, scripting for a game, consumer psychology of an age group target, level of game & genre, pre production, HR allocation, production, programming supervision, interaction between game animators and programmers, best practices for interfacing program (v/s) animation, Q C practices, in depth overview of game engines and application access devices.

**UNIT - V ADVERTISEMENT FILM PRODUCTION, CONSUMER PSYCHOLOGY, MAKING SCRIPTS & EXECUTION** **9 hours**

Ideating, conceptualizing, character presenting, psychology of various target groups, application of characters on social media application, cinematic concepts, video and animated character integration, script (v/s) output, editing for advertisement, managing editors, jingle for advertisement film based on animation, interactive games theory and practices, best practices & Q C practices.

**TOTAL NO. OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Richard Williams - The Animator's survival kit – Faber & Faber – 2<sup>nd</sup> edition – 2012.
2. Frank Thomas & Ollie Johnson - The illusion of life: Disney Animation - Bdd Promotional Book Company – 1989.
3. Whitaker & Halas - Timing for Animation – Focal press, Elsevier – 2009.
4. Ed Hooks - Acting for Animators – Heinemann – 2003.
5. Marvin Bryan - Digital Typography - Wiley – 1996.



**FACULTY OF MANAGEMENT STUDIES**  
 MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E078**

**MANAGING MEDIA**

<b>MBA 18E078</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To make the students familiar with Media Management Techniques</li> <li>2. To highlight the importance of New Media and Comparative Media</li> <li>3. To explain in detail the advertising process in Managing media</li> <li>4. To describe the concept of entertainment business finance and budgeting.</li> <li>5. To deliberate upon the ways to define the advanced entertainment law in India.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Understanding of the concept of Media Management Techniques				
CO2	Knowledge of the importance of New Media and Comparative Media				
CO3	Comprehension of the advertising process in Managing Media				
CO4	Thorough Knowledge of the concept of advanced entertainment law in India.				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	H					H	
	CO2		M	H		M		
	CO3		M		H		H	
	CO4	H		M	M			M
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)		
					✓			
4	Approval				Meeting of Academic Council, June 2018			



**FACULTY OF MANAGEMENT STUDIES**  
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Program Structure for MBA (Full Time)

**UNIT – I MEDIA ARTS**

**9 hours**

Oral, Print, Performance, Photographic, Broadcast, Cinematic and Digital cultural forms and practices, Network culture and Media Con Xvergence, peer to peer authoring etc. media as TV sound, Live events, Film animation, Journalism and Reporting.

**UNIT – II NEW MEDIA AND COMPARATIVE MEDIA**

**9 hours**

Blogs, Wikis, RSS Feeds, Pod casts and Web technologies

**UNIT – III ADVANCED ENTERTAINMENT LAW IN INDIA**

**9 hours**

Contracts, Copyrights and IP in India, Drafting contracts, Filing of patents, Formalities and necessary procedures, Law in Cyberspace, Internet related legal issues, Security concerns, Trade secrets and Privacy, IP, Digital signature, Telecommunication regulations.

**UNIT - IV ENTERTAINMENT BUSINESS FINANCE AND BUDGETING**

**9 hours**

Understanding of the strategic role financial management plays in the Entertainment Business, Financial function of the organization, Roles and Responsibilities, Ability to analyze business opportunities and contracts from a financial standpoint, Effects of global markets vs. Local markets, Raising long term finance, Venture financing of Corporation, Returns on values to shareholders, Capital Management and laws to do with fund raising.

**UNIT – V CONSUMER PATTERNS AND INDUSTRY TRENDS**

**9 hours**

Print media, Film, Sound and social websites, Advertising in different media fields and revenue patterns as in Sound film, Animation Games, LIVE events and internet, Publishing rights and role of publishing companies, Various forms of distribution, Real world scenario in order to solve common issues in publishing rights and distribution.

**TOTAL NO. OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Noah Wardrip - Fruin, Nick Montfort - The New Media Reader (Hardcover) – ITC Chapparral, Officina Sans by Michael Crumpton – 2003.
2. Professor John D H Downing (Editor) Denis McQuail (Editor), Professor Philip Schlesinger (Editor) Ellen A. Wartella (Editor) - The SAGE Handbook of Media Studies (Hardcover) - SAGE Publications, Inc; - 1<sup>st</sup> edition - September 8, 2004
3. John W. Cones - 43 ways to Finance your Feature Film, Updated Edition: A Comprehensive Analysis of film Finance (Paperback) – 3<sup>rd</sup> edition – 2008.
4. Sherri L. Burr - Entertainment Law: In a Nutshell (Nutshell Series) (Paperback) - West; 2nd edition - January 16, 2007



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E079      FILM TV PRODUCTION, PROGRAMMING MANAGEMENT**

<b>MBA 18E079</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To peep into the concept of Film and TV Production</li> <li>2. To explain the applications of Programming Management</li> <li>3. To discuss the uses of story boarding and basic photography, operating TV cameras lighting</li> <li>4. To understand various genres of film and television programmes, preproduction technology</li> <li>5. To understand how a production house works, artist mgmt &amp; production</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	A Glance of the concept of concept of Film and TV Production				
CO2	Awareness of the Applications of Programming Management				
CO3	Understanding the uses of story boarding and basic photography, operating TV cameras lighting				
CO4	Understanding of How to understand how a production house works, artist mgmt & production				

		Mapping of Course Outcomes with Program outcomes (Pos)						
		(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	H						H
	CO2		M	H		M		
	CO3		M		H		M	
	CO4	H		M	M			
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)
					✓			
4	Approval	Meeting of Academic Council, June 2018						



**FACULTY OF MANAGEMENT STUDIES**  
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Program Structure for MBA (Full Time)

**UNIT – I VARIOUS GENRES OF FILM AND TELEVISION PROGRAMMES,  
PREPRODUCTION TECHNOLOGY** **9 hours**

Introduction to Video technology and terminologies, Film Genres, Television Genres, Film Aesthetics.

**UNIT - II STORY BOARDING AND BASIC PHOTOGRAPHY, OPERATING DV  
CAMERAS LIGHTING** **9 hours**

Visualization, Storyboarding, Fundamentals of SLR Camera, Composition, Editing Aesthetics

**Practical:**

SLR Camera Shoot focusing on Composition

Fundamentals of a Digital Video Camera, Shots and Scenes

**UNIT - III HOW A PRODUCTION HOUSE WORKS, ARTISTE MGMT &  
PRODUCTION Theory** **9 hours**

Jobs involved in a Film Production house, Process involved in Production of a Film, Marketing and Distribution of a film.

**UNIT - IV DIRECTION, ARTISTE MANAGEMENT & STUDIO PRODUCTION** **9hours**

Direction techniques, Managing Artistes and the products that make up the artiste identity

**UNIT - V INTRODUCTION TO LIVE SOUND THEORY** **9 hours**

Over view of a television station, Managing a television station and careers involved, Programming TV Shows, Advertisement sales and revenue.

**TOTAL NO. OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Steven Douglas Katz - Film Directing shot by shot: Visualizing from concept to screen (Michael Wiese Productions) - Michael Wiese Productions – 1991.
2. Blain Brown - Cinematography: Theory and Practice: Image making for cinematographers, Directors and Videographers – Elsevier – 2<sup>nd</sup> edition - 2002.
3. Gerald Millerson C. Eng MIEE MSMPTE - Lighting for TV and film - Focal Press – 3<sup>rd</sup> edition – 1999.



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E080**

**MEDIA BUSINESS PRACTICES**

<b>MBA 18E080</b>	<b>CONTROL SYSTEMS</b>					<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45					3	0	0	3
	Prerequisite –Management.								
	Course Designed by – Faculty of Management Studies								
<b>OBJECTIVES</b>									
<ol style="list-style-type: none"> <li>1. To familiarize with the different dimensions of Media Business Practices</li> <li>2. To give a practical exposure to the Basics of music business</li> <li>3. To highlight the significance of film and TV business</li> <li>4. Knowledge of events and live media management</li> <li>5. Knowledge about Entertainment media publishing &amp; distribution and mobile marketing</li> </ol>									
<b>COURSE OUTCOMES (COs)</b>									
CO1	Clear understanding of the dimensions of Media Business Practices								
CO2	Practical exposure to the Basics of music business								
CO3	Familiarity with the significance of film and TV business								
CO4	Knowledge of events and live media management								

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	H					M		
	<b>CO2</b>		M	H		M			
	<b>CO3</b>		M		H			M	
	<b>CO4</b>	H		M	M		H		
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
						✓			
4	Approval					Meeting of Academic Council, June 2018			



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
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**UNIT - I MUSIC BUSINESS**

**9 hours**

Music and concert copyrights and publishing, Record Label Development, Future of Music Business due to new streaming and place shifting technologies, Indian Music Label Companies, Music Royalty.

**UNIT - II FILM AND TV BUSINESS**

**9 hours**

Laws and Copyrights involves with the Film and TV Business in India, Distribution of Content for Film and TV, Business structures relating to development, production, programming of content, Theatres and Distributors, Technology and Legal Aspects surrounding Film and TV Business.

**UNIT - III ANIMATION AND VIDEO GAMES BUSINESS**

**9 hours**

Growth of the Animation and Gaming Industry, Business structures relating to development, production, programming of content, Distribution Rights of video games and content.

**UNIT - IV EVENTS AND LIVE MEDIA MANAGEMENT**

**9 hours**

Researching of Product and Company brand, Identifying target audience, Developing Management Plan and hiring people, procuring venues and entertainment licenses to stage events.

**UNIT - V ENTERTAINMENT MEDIA PUBLISHING & DISTRIBUTION AND MOBILE MARKETING**

**9 hours**

Publishing rights, Effective Publishing rights for different products, Integrating mobile technology as part of marketing strategy, are incorporating new technology as part of business plan and distribution, Current events and future trends in the industry, Case study of individuals, products and companies.

**TOTAL NO. OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Kevin S. Sandler - Reading the Rabbit: Explorations in Warner Bros. Animation, New Brunswick, New Jersey - Rutgers University Press – 1998.
2. Saradhi Kumar Gonela - Case studies on Media and Entertainment Industry – Vol I - ICFAI University Press – 2009.
3. C. Wright Mills - The Mass Society, Chapter in the Power Elite – Oxford University Press - 1956.



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus  
 Program Structure for MBA (Full Time)

**MBA 18E081 SOUND PRODUCTION AND MUSIC INDUSTRY MANAGEMENT**

<b>MBA 18E081</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To give an insight into Sound Production</li> <li>2. To explain about the Music industry Management</li> <li>3. To Give a glimpse of recording for film</li> <li>4. To bring out the relationship between music theory and studio studies</li> <li>5. To discuss the modalities of introduction to electronic music production</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Familiarize with the different dimensions of recording for TV				
CO2	Give a practical exposure to the Basics of sound for radio				
CO3	Highlight the significance of using Routing and transmission				
CO4	Ponder over Radio Broadcast technology (AM and FM)				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H					H		
	CO2		M	H		M			
	CO3		M		H		M	M	
	CO4	H		M	M				
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
					✓				
4	Approval							Meeting of Academic Council, June 2018	



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MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**UNIT – I MUSIC THEORY AND STUDIO STUDIES** **9 hours**  
Music History, Musical Notes & Scales, Time signatures & Key signatures, Chords and Triads, Studio Protocol, Recording, Mixing and Mastering concepts.

**UNIT - II RECORDING FOR FILM** **9 hours**  
DAW, Editing, Professional Recording Studios, Audio Post production Concepts, Recording Music, Recording Session Planning and Budgeting.

**UNIT – III RECORDING FOR TV** **9 hours**  
DAW and Professional Recording Studios, Audio Post production concepts, Recording Music for Film, Recording Session Planning and Budgeting

**UNIT - IV SOUND FOR RADIO** **9 hours**  
Recording Sound for Radio, Audio Content for Radio (Spots and Jingles), Radio Broadcast technology (AM and FM), Routing and transmission.

**UNIT – V INTRODUCTION TO ELECTRONIC MUSIC PRODUCTION** **9 hours**  
Introduction to Song and Jingle Structures, Introduction to Software based Music Production, Software tools for Music Production (Nuendo and VST instruments), Reason, Ableton Live and Logic pro.

**TOTAL NO. OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Gary Davis, Ralph Jones - Yamaha Sound Reinforcement Hand Book, Standard Handbook of Audio and Radio – Hal Leonard Corporation – 2<sup>nd</sup> edition – February 1990.
2. Jerry C. Whitaker, K. Blair Benson – Standard Handbook of Audio and Radio Engineering, 2<sup>nd</sup> Edition.



**Dr. M.G.R.**  
**EDUCATIONAL AND RESEARCH INSTITUTE**  
**(Deemed to be University)**  
Maduravoyal, Chennai - 600 095, Tamilnadu, India.  
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University with Special Autonomy Status



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

# AGRICULTURE MANAGEMENT



**FACULTY OF MANAGEMENT STUDIES**  
 MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E082                      PRINCIPLES OF AGRI-BUSINESS MANAGEMENT**

<b>MBA 18E082</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. To provides knowledge on Agri Business					
2.To learn the rules of Agri Management and it marketing techniques					
3. To gain knowledge about Agri Business Technology					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Acquaintance with the basic knowledge on Agri Business in India				
CO2	Familiarity with rural marketing and Distribution				
CO3	Knowledge of Farm Business and Agri Business Techniques				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1					H	H	L	
	CO2	L		M		H		L	
	CO3		M	H		H	M	M	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
					✓				
4	Approval							Meeting of Academic Council, June 2018	



**FACULTY OF MANAGEMENT STUDIES**  
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Program Structure for MBA (Full Time)

**UNIT- I INTRODUCTION TO AGRI-BUSINESS** **9 hours**

Nature of Agri-Business, Evolution of Changing Dimensions of Agri-Business in India. Application of management principles in agri-business. Type, pattern and scope of Agri-Business.

**UNIT- II MANAGEMENT OF AGRI-BUSINESS** **9 hours**

Management of Agro industries. Locational Factors and other problems faced by Agri. industries and other industries related to Agri-business, Management of water shed and development projects, management of irrigation system, farm power and machinery mgt., food technology mgt., environmental mgt.

**UNIT- III MANAGEMENT IN FARM BUSINESS** **9 hours**

Nature, scope and functions of farm business management, working out existing and alternative farm plans. Farm labour, farm capital and farm machinery. Decision making process in farm management

**UNIT – IV MARKETING AGRI BUSINESS IN INDIA** **9 hours**

Characteristics of Production, consumption and Marketable surplus of Agri Business in India. Rural Marketing, Distribution system, Marketing of Agriculture inputs, marketing by the Govt., functioning of selected procurement agencies. Location factors and other problems in processing of Agricultural products.

**UNIT- V AGRI-BUSINESS TECHNOLOGY** **9 hours**

Advanced concepts in Agricultural production: Technology Management for Livestock products, Quality Management in food industry, Agricultural inputs supply management, Vegetable seeds production management, Crop seed production management, Fertilizer management, Management of veterinary hospitals.

**TOTAL NO. OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Koontz, H. and Wechrich, Horticulture Management, 10th edition .Newyork McGrawhill 1995
2. Stoner, J.etc., Horticulture Management, 6th ed., N. Delhi, Prentice Hall Of India,1996.
3. Acharya, S.S & Agarwal,NL Agriculture Marketing In India,Oxford & IBH Publishing Company ,New Delhi 1987
4. Kenneth D. Dull, Principles of Management in Agri-Business, Western Publication.



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E083**

**AGRICULTURE MARKETING SYSTEMS AND MODELS**

<b>MBA 18E083</b>	<b>CONTROL SYSTEMS</b>				<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45				3	0	0	3
	Prerequisite –Management.							
	Course Designed by – Faculty of Management Studies							
<b>OBJECTIVES</b>								
1. To study the models applicable to market agricultural marketing 2. To understand Pre and Post harvest Technologies. 3. To understand the role of IT in marketing of Agri commodities.								
<b>COURSE OUTCOMES (COs)</b>								
CO1	Familiarity in marketing of Agri products.							
CO2	Knowledge of Inspection, Certification and Labeling Procedures							
CO3	Expensive in role of IT in Agri Business							

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	H		L		H	H	L	
	<b>CO2</b>	M	L			H			
	<b>CO3</b>	H	M			H	H	L	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
					✓				
4	Approval							Meeting of Academic Council, June 2018	



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**UNIT- I INTRODUCTION OF AGRICULTURAL MARKETING** **9 hours**  
Concept of Agricultural Marketing, Study of organization and function of agricultural marketing in India. Importance of agriculture in national economy. Organizational set up of agricultural research, education and extension in India

**UNIT – II PRE AND POST HARVEST TECHNOLOGY** **9 hours**  
Methods of Grading farm products, Magnitude and dimensions of marketing & marketable surplus in agricultural communities. Farm equipments and Farm Machinery in India, sources of energy and power on farms. Irrigation and drainage systems. Basics of post-harvest technology, Basics of energy in agriculture.

**UNIT- III AGRICULTURAL MARKETING AND COOPERATION** **9 hours**  
Agricultural Marketing and Cooperation: Fundamentals of managerial economics, market structure conduct and performance, agricultural marketing concepts- functions and institutions, trade in agriculture sector; principles of corporation; cooperatives in India; agribusiness institutions in India; entrepreneurship development.

**UNIT- IV SOCIO-ECONOMIC IMPACTS** **9 hours**  
Socio-economic impacts; marketing and export potential: inspection, certification, labeling and accreditation procedures; organic farming and national economy. Efficiency of marketing storage, Transportation and Financial Management in Agriculture. Marketing: Perishability, seasonality and processing of agricultural products.

**UNIT- V INFORMATION TECHNOLOGY TELECOMMUNICATION IN MARKETING** **9 hours**  
Role of Information Technology and telecommunication in marketing of agricultural commodities - Market research-Market information service - electronic auctions (ebay), e-Chaupals, Domestic and Export market Intelligence Cell (DEMIC) – Market extension.

**TOTAL NO. OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Abbott, J. C. (John Cave); Food and Agriculture Organization of the United Nations. Marketing Group (1986), *Marketing improvement in the developing world: what happens and what we have learned* (Rev. ed.), Food and Agriculture Organization of the United Nations, ISBN 978-92-5-101427-1
2. Grahame Dixie Horticultural Marketing, Marketing Extension Guide 5, FAO, Rome, 2007.



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E084**

**FARM MANAGEMENT**

<b>MBA 18E084</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. To study the scope of farm management 2. To study different systems of farming 3. To understand the different size and practices of farming methods.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Acquaintance with the Fundamental knowledge on Farm Management				
CO2	Familiarity on different system of Farming				
CO3	Knowledge on different size and practices of Farming Methods.				

Mapping of Course Outcomes with Program outcomes (Pos)								
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low								
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	<b>CO1</b>					H	M	L
	<b>CO2</b>	M			L	H		L
	<b>CO3</b>	H			M	H		
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)		
					✓			
4	Approval				Meeting of Academic Council, June 2018			



**FACULTY OF MANAGEMENT STUDIES**  
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Program Structure for MBA (Full Time)

**UNIT-I INTRODUCTION**

**9 hours**

Introduction, Definitions, Objectives of farm Management, Scope of Farm Management, Economic theory and farm management science, what makes a successful farm manager? Relationship of farm management with other sciences, Farm management problems under Indian conditions

**UNIT – II PRINCIPLES OF FARM MANAGEMENT**

**9 hours**

Economic Principles applied to Farm management: Principle of Variable proportion, Cost principle, principle of factor substitution, law of equi-marginal returns, Opportunity cost principle, principle of combining enterprises, Principle of comparative advantage, Time Comparison principle, Limitations of principles of farm management.

**UNIT- III PLANNING**

**9 hours**

Farm Planning, Budgeting and Programming: Farm planning, Farm budgeting, Steps of Complete budgeting, Programming Techniques. Integrated farming systems, organic farming, and resource conservation technology including modern concept of tillage

**UNIT- IV SYSTEMS OF FARM ORGANIZATION**

**9 hours**

Systems of Farm Organization: Different systems of farming, Peasant farming, Corporate farming, State farming, Co-operative farming, Collective farming, Criteria for choice in India, Suitability of alternative systems

**UNIT- V SIZE AND PRACTICES**

**9 hours**

Farm Size and Practices: Measurement of size of farm, Pattern of farm holdings in India, Factors determining economic holdings, Farm size practices – Large scale and small scale farming, Specialized and diversified farming, Mixed farming, Extensive and intensive farming.

**TOTAL NO. OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Bhattacharjee, Reflection on the Approach to Studies in Farm Economics in India, Indian Society of Agricultural Economics, Bombay, 196 1.
2. Fundamentals Of **Farm Business Management** by S S Johl and T R Kapur. ... 2001, **2005**, 2009) ISBN:9788127252236 8127252239 415 Yr. of Pub.2014 Paper ...



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E085**

**BRANCHES OF AGRICULTURAL MANAGEMENT**

<b>MBA 18E085</b>	<b>CONTROL SYSTEMS</b>				<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours – 45				3	0	0	3
	Prerequisite –Management.							
	Course Designed by – Faculty of Management Studies							
<b>OBJECTIVES</b>								
<ol style="list-style-type: none"> <li>1. To understand the importance of floriculture and horticulture management.</li> <li>2. To study the promotion strategies sericulture</li> <li>3. To gain Exposure on Vermiculture and Apiculture</li> <li>4. To learn to environmental control strategies</li> </ol>								
<b>COURSE OUTCOMES (COs)</b>								
CO1	Exposure on Floriculture and Horticulture management							
CO2	Practical Exposure on Strategies for Horticulture Practices							
CO3	Familiarity with Management of Apiculture and Sericulture							

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	M		L		H	M		
	<b>CO2</b>	L			L	H	M		
	<b>CO3</b>	H			L	H	H	H	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
						✓			
4	Approval							Meeting of Academic Council, June 2018	



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**UNIT-I INTRODUCTION OF FLORICULTURE**

**9 hours**

Prospects of protected floriculture in India; Types of protected structures – Greenhouses, polyhouses, shade houses, rain shelters etc., Designing and erection of protected structures; Low cost/Medium cost/High cost structures – economics of cultivation; Location specific designs; Structural components; Suitable flower crops for protected cultivation. Crop regulation by chemical methods and special horticultural practices (pinching, disbudding, deshooting, deblossoming, etc.); Staking and netting, Photoperiod regulation

**UNIT- II SERICULTURE**

**9 hours**

Sericulture – merits of sericulture – silkworm – kinds of silkworm – mulberry silkworm – feeding, cleaning, spacing, disinfection techniques – diseases of silkworms and their management

**UNIT- III VERMICULTURE**

**9 hours**

Vermicomposting, Process and cultivation of worms, using red, white wiggler worms, vermicompost bedding material, vermicomposting and decomposition plant waste, Mixture of decomposing vegetables and food waste, vermicompose feeding and managing of vermicompose.

**UNIT- IV APICULTURE**

**9 hours**

Beekeeping, Inspection programs, organic apiculture standards various bee pests and diseases Inspection programs. Education and training opportunities

**UNIT – V ENVIRONMENT CONTROL**

**9 hours**

Environment control – management and manipulation of temperature, light, humidity, air and CO<sub>2</sub>; Heating and cooling systems, ventilation, naturally ventilated greenhouses, fan and pad cooled greenhouses, light regulation.

**TOTAL NO. OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. American Horticultural Society encyclopedia of gardening / Christopher Brickell, 2003.  
MSU REFERENCE, 1 CENTER - SB450.95 .A45 2003
2. Dirr's Hardy trees and shrubs: An illustrated encyclopedia / by Michael A. Dirr. 1997.  
MSU REFERENCE, 1 CENTER - SB435.5 .D556 1997
3. Encyclopedia of agriculture research / editors: Gary C. Reiter and Caleb J. Schuster.  
Series: Agriculture issues and policies series.  
MSU MAIN LIBRARY - S540.A2 E53 2011 v.1 & 2



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E086                      AGRICULTURAL EXPORT MANAGEMENT**

<b>MBA 18E086</b>	<b>CONTROL SYSTEMS</b>			<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45			3	0	0	3
	Prerequisite –Management.						
	Course Designed by – Faculty of Management Studies						
<b>OBJECTIVES</b>							
1. To study the legal implication in export of Agri products 2. To study the marketing strategies for Agri products 3. To understand the Roles of Government in Promotion of Agri Export Products							
<b>COURSE OUTCOMES (COs)</b>							
CO1	Familiarity with the legal Issues related to Export of Agri Products						
CO2	Knowledge of Financing of Agri Business Export						
CO3	Expertise in marketing strategies of Agri Business						

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	M			L	M	H		
	CO2	H				M	M		
	CO3			L		H			
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
						✓			
4	Approval					Meeting of Academic Council, June 2018			



**FACULTY OF MANAGEMENT STUDIES**  
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Program Structure for MBA (Full Time)

**UNIT-I INTRODUCTION EXPORT MANAGEMENT** **9 hours**  
Definition and Nature of Export Management, Scope of Export Management in Agri business.

**UNIT – II MARKETING IN AGRIBUSINESS** **9 hours**  
Steps in Export of Agri-business products, Selection of Market and Channels of Export.

**UNIT- III LEGAL IN AGRIBUSINESS** **9 hours**  
Issues related to the Export of Agribusiness products, Legal requirements for Export of Agribusiness products.

**UNIT- IV FINANCING CONTROL** **9 hours**  
Financing of Agribusiness exports, Role of Govt. in promotion of Exports.

**UNIT- V EXPORT PROCEDURE** **9 hours**  
Export documentation and procedure, External Agencies for promotions of Export.

**TOTAL NO. OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Chemical Risk **Management: Reference Manual** ... NSW **Agriculture**, 2001 - **Agricultural** chemicals - 168 pages ... ISBN, 0734712278, 9780734712271.
2. The economic justification for fisheries reform by World Bank and Kelleher, Kieran and Willmann, Rolf and World Bank and Food and Agriculture Organization of the United Nations 2009, Agriculture and rural development, ISBN 0821379143, xxiii, 100



**FACULTY OF MANAGEMENT STUDIES**

MBA- Two Year Full Time Program- Curriculum & Syllabus

Program Structure for MBA (Full Time)

**MBA 18E087**

**MANAGEMENT OF DAIRIES & CO-OPERATIVES**

<b>MBA 18E087</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. To understand the nutritional Properties of Dairies & Co-operative products					
2. To understand the Managerial Problems of Co-operatives					
3. To study the Bacteriological aspects of Milk Processing					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Familiarity in dairies and Co-operative Business				
CO2	Knowledge of Bacteriological aspects of Milk Processing				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	M	M	H	L	H			
	CO2	M	L	M	H	H			
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
					✓				
4	Approval					Meeting of Academic Council, June 2018			



**FACULTY OF MANAGEMENT STUDIES**

**MBA- Two Year Full Time Program- Curriculum & Syllabus**  
**Program Structure for MBA (Full Time)**

**UNIT- I INTRODUCTION OF DAIRIES**

**9 hours**

Chemical composition of various food of plant and animal origin, structure and functions of food constituents, additives, preservatives, flavors and antioxidants, composition and physico-chemical and nutritional properties of milk and colostrums, chemistry of milk, constituents, nutrients and milk products.

**UNIT – II INTRODUCTION OF CO-OPERATIVES**

**9 hours**

Nature of cooperative principles, management principles and their applications to cooperative organizations, structure and functions of various types of cooperatives. Introduction to dairy microbiology – Milk production hygiene and critical risk factors affecting microbiological quality on-farm; Microorganisms associated with milk and their classification based on growth temperature

**UNIT- III MANAGERIAL PROBLEMS OF COOPERATIVES**

**9 hours**

Managerial problems of cooperatives, consumer stores, role of Govt., financing of cooperatives, staffing and training, efficiency criteria. Composition and chemistry of cream, butter, ghee, ice-cream, cheese, condensed and dried milks, infant food, spoilage of ghee and use of antioxidants, chemistry of milk fermentation

**UNIT- IV BACTERIOLOGICAL ASPECTS OF MILK PROCESSING**

**9 hours**

Bacteriological aspects of milk processing - Thermization, pasteurization, boiling, sterilization, UHT, bactofugation, and membrane filtration; Microbiological quality of cream, butter, ice-cream, concentrated dairy products, dried milks, infants milk foods, indigenous dairy products

**UNIT- V MICROBIOLOGY OF DAIRY STARTERS**

**9 hours**

Microbiology of dairy starters; Classification, genetic aspects and carbohydrate metabolism of Lactic Acid Bacteria (LAB); Preservation, propagation and quality control of dairy starters and their inhibition by antibiotic residues, detergents, sanitizers, bacteriophages etc

**TOTAL NO. OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Xiangyu Guo, Brian Henahan (2007). Rural Supply and Marketing Co-operatives in China: Historical Development, Problems and Reforms. (PhD. Thesis) China. All China Federation of Supply and Marketing Co-operatives. [www.chinacoop.com](http://www.chinacoop.com)
2. Dogarawa A.B (2005). Role of Co-operative Societies in Economic Development. Department of Accounting (PhD. Thesis) Ahmadu Bello University, Zaria 14, Nigeria.
3. Choubey B.N. (1978). Problems and Prospects of Weavers Co-operatives in Bihar Indian Co-operative Review Volume 15, No.3.
4. Ramesh Babu G. (1993). Problems in Co-operative Agricultural Marketing Societies, Indian Co-operative Review, Volume 30, No.2 pp 182-187.



**Dr. M.G.R.**  
**EDUCATIONAL AND RESEARCH INSTITUTE**  
**(Deemed to be University)**  
Maduravoyal, Chennai - 600 095. Tamilnadu. India.  
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**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

# ENTREPRENEURSHIP MANAGEMENT



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E088**

**ENTREPRENEURIAL FINANCE**

<b>MBA 18E088</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. To explain how financing for entrepreneurship is done					
<b>COURSE OUTCOMES (COs)</b>					
CO1	To Analyze the importance of entrepreneurship from a societal perspective.				
CO2	Analyze the different sources of finance that could be relevant for the entrepreneurial firm and the effects this has from a societal perspective				
CO3	To Identify differences within entrepreneurial finance and traditional corporate finance				
CO4	Practically be able to make financial prognoses of entrepreneurial companies where technical and economic aspects are integrated.				

		Mapping of Course Outcomes with Program outcomes (Pos)							
		(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low							
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	M		M				L	
	CO2	L		H					
	CO3			H	L	M	L		
	CO4		L					M	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
					✓				
4	Approval					Meeting of Academic Council, June 2018			



**FACULTY OF MANAGEMENT STUDIES**

**MBA- Two Year Full Time Program- Curriculum & Syllabus**  
**Program Structure for MBA (Full Time)**

**UNIT – I ENTREPRENEURIAL FINANCE**

**9 hours**

**Finance for Entrepreneurs:** Principles of Entrepreneurial Finance- Role of Entrepreneurial Finance- The successful venture life cycle- Financing through venture lifecycle- Life Cycle approach for teaching - Entrepreneurial finance. Developing Business Idea, Business Model. Screening venture opportunities: Pricing / Profitability considerations, Financial, / harvest Considerations. Financial Plans and Projections.

**UNIT – II SOURCES OF FINANCE**

**9 hours**

Sources of Finance: Various sources of Finance available: Long term sources -Equity Shares, Preference Shares and debentures- Kinds Private Placements- IPO-SEBI- FDI- Institutional Finance - Banks -IDBI, IFCI, IIBI, ICICI, SIDBI, SFC's in India - Merchant Banks in India - NBFC's in India -their way of financing in India for small and medium business.

**UNIT – III WORKING CAPITAL**

**9 hours**

Short Term Sources: Short term sources: Short term sources - banks and financial Institutions that give short term finance - Bills Discounting - Factoring - Working Capital - Concepts - Importance -Cash Management - Inventory Management - Receivables Management - Sources of Working Capital.

**UNIT – IV VENTURE CAPITAL**

**9 hours**

Venture Capital, Hire Purchase and Leasing: Venture capital - Meaning - origin - Importance - Venture capital in India - Benefits. Hire Purchase - Concept - Evaluation of Hire Purchase Proposals - Leasing - Overview -Tax aspects - Lease Accounting - Evaluation of Leasing Proposals.

**UNIT – V VENTURE VALUATION**

**9 hours**

**Venture Valuation:** Valuing Early stage Ventures, Venture Worth, Basic Mechanics of valuation, developing the projected financial statements for a discounted Cash Flow Valuation, Accounting Vs Equity Valuation Cash Flow. Venture Capital Valuation Methods: Basic Venture Capital Valuation Method, Earnings Multiplier, and Discounted Dividends.

**TOTAL NO OF PERIODS: 45 HOURS**



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**REFERENCE BOOKS:**

1. Prasanna Chandra. *Projects - Planning, Analysis, Selection, Implementation and Review*-(Tata McGraw - Hill Publishing Corporation Limited, New Delhi). Edition 4 reprint
2. M. Y. Khan, *Indian Financial System*, (Tata McGraw - Hill Publishing Corporation Limited, New Delhi).
3. L. M. Bhole, *Financial Institution & Markets*, (Tata McGraw - Hill Publishing Corporation Limited)
4. Gordon & Natarajan, *Financial Markets*, (BPB Publications). 4th Edition
5. V. K. Blialla, *Investment Management*, (S. Chand & Company Publishers Ltd)



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E089**

**PROJECT MANAGEMENT**

<b>MBA 18E089</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. To explain project management for entrepreneurs					
<b>COURSE OUTCOMES (COs)</b>					
CO1	To Implement general business concepts, practices, and tools to facilitate project success.				
CO2	Ability to build leadership Quality				
CO3	Utilize technology tools for communication, collaboration, information management, and decision support.				
CO4	Ability to understand new trends and practice in project management				

		Mapping of Course Outcomes with Program outcomes (Pos)						
		(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low						
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	H						L
	CO2		H		M		H	
	CO3				H	M		H
	CO4	L	M			M		H
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Professional Elective (E)		Project / Seminar / Internship (H)
						✓		
4	Approval	Meeting of Academic Council, June 2018						



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**UNIT – I INTRODUCTION**

**9 hours**

Project management: Project initiation- introduction – understanding project management – project life cycle – systems theory and concepts of project management – organizational structures for project management – project selection – role of project manager – project planning – conflict – negotiation.

**UNIT – II PROJECT PLANNING**

**9 hours**

Project planning - project planning as a value adding activity - process of project planning - managing the planning process - communicating project plans - dealing with increased complexity through net work diagrams - Analyzing the network- Critical Path Analysis - Activity on Nodes diagramming- Dealing with the uncertainty Programme Evaluation and Review Technique- Computerized Project Management - planning with standards.

**UNIT – III PROJECT FEASIBILITY**

**9 hours**

Project feasibility study- Market Feasibility- Technical Feasibility-Financial Feasibility - Economic Feasibility-Critical Success factors- Demand forecasting techniques. Project financing and development banks - Development banking and western world - debt Equity ratio-Equity and Preference Share Capital- Internal Generation of Funds- Leasing Financing - Public sector bonds-Debentures.

**UNIT – IV PROJECT IMPLEMENTATION**

**9 hours**

Project implementation: Budgeting and cost estimation – scheduling of projects – PERT – CPM – cost control in project management – project management information systems – project control.

**UNIT – V PROJECT LIFE CYCLE**

**9 hours**

Project management in New Era: International project management – project auditing – project audit life cycle – project management selection – training – project termination - process of termination – project management in practice - project management in new millennium.

**TOTAL NO OF PERIODS: 45 HOURS**



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**REFERENCE BOOKS:**

1. Harvey Maylor, *Project Management*, Macmillan India Ltd. 4th Edition ISBN-10: 027370432X ISBN-13: 978-0273704324
2. S. Choudhury, *Project Management*, Tata McGraw Hill publishing ISBN-10: 0074600680 ISBN-13: 978-0074600689
3. B.B. Goel, *Project Management Principles & Techniques*, Deep & Deep publications Pvt Ltd. Reprint ISBN NO 8171007880, 9788171007882
4. Prasanna Chandra Project Planning, Analysis, Selection, implementation and Review- Tata McGraw Hill Publishing Company Ltd 8th edition ISBN: 9789332902572
5. Harold Kerzner, *Project Management A systems Approach to Planning Scheduling and Controlling*
6. Project Management – A Managerial approach by Jack Meredith



**FACULTY OF MANAGEMENT STUDIES**  
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Program Structure for MBA (Full Time)

**MBA 18E090      TECHNOLOGY INNOVATION & SUSTAINABLE ENTERPRISE**

<b>MBA 18E090</b>	<b>CONTROL SYSTEMS</b>				<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45				3	0	0	3
	Prerequisite –Management.							
	Course Designed by – Faculty of Management Studies							
<b>OBJECTIVES</b>								
1. To explain technology Innovation and Enterprise resource planning for sustainable enterprise								
<b>COURSE OUTCOMES (COs)</b>								
CO1	To understand the relationship between innovation and sustainable business							
CO2	To understand the difference motivations for sustainable business environment							
CO3	To understand the key factors affecting Entrepreneurial Viability							
CO4	To Analysis the challenging facing by Entrepreneur							

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H			M				
	CO2		M			H	M		
	CO3	L		M					
	CO4		H	H		H		L	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
					✓				
4	Approval							Meeting of Academic Council, June 2018	



**FACULTY OF MANAGEMENT STUDIES**  
MBA- Two Year Full Time Program- Curriculum & Syllabus  
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**UNIT – I INNOVATION**

**9 hours**

Innovation: - Need - Objectives of innovation - Technology innovation - its importance - Knowledge Management- need - Business strategies related to knowledge management - Knowledge Management Approaches-Transformation of an enterprise through Knowledge Management - Creating Knowledge Management System in Organization Establishing Knowledge Management through IT- Organizational culture for Knowledge Management - Future of Knowledge Management

**UNIT – II JOINT VENTURE**

**9 hours**

Technology Transfer and Joint Ventures -Policy, Procedure & Practices-India's Technology base and Capabilities-Preference of Indian Technology-major Constraints and problems Operational constraints Problems in Indian Business Environment Problems in Finalization of Agreement-Major Problems in Technology transfer Collaboration Agreements, R& D, Import Substitution, Scaling, Diagrams- Patterns and Intellectual Property rights.

**UNIT – III WEB MARKETING**

**9 hours**

Web Marketing- Meaning- Benefits of Web Marketing-Myths and Facts in Web Marketing Web Psychology: Understanding the Internet mind- The Internet and the Law: Copyright, Censorship, Privacy, Jurisdiction- Do's and Don'ts on Web.

**UNIT – IV WEB MARKETING STRATEGY**

**9 hours**

Web marketing Strategies- Choosing the strategy- Online store fronts -Target Marketing Attracting Customers- Web Advertising - E-Mail Marketing-Instant market research - Securities Issues.

**UNIT – V**

**9 hours**

Enterprise Resource Planning: The E- Business backbone -Meaning- ERP decision Enterprise Architecture Planning- ERP Implementation- The Future of ERP Applications- Procurement-Business Blueprint Planning.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Harish chandra Chaudharaty, *Knowledge Management for Competitive advantage*, Excel Books Publications New Edition ISBN NO 978-81-7446-437-8
2. R.R.Azad, *Technology Transfer and Joint Ventures Abroad*, Deep& deep Publications, New Delhi 1st Edition ISBN: 817629294X ISBN-13: 9788176292948
3. J Kuegler, Jr. *Web Advertising And Marketing*, Thomas 3rd Edition-Prentice- Hall of India, New Delhi 3rd Edition ISBN-10: 0761528539 ISBN-13: 978-0761528531
4. Dr. ravi Kalakotae, *Business Roadmap for Success*, Perason Education 2nd Edition ISBN-10: 0201721651 ISBN-13: 978-0201721652
5. Ravi Kalakota, Andrew B. Whinston, *Frontiers of Electronic Commerce*, Addition - Wesley, 2000



**FACULTY OF MANAGEMENT STUDIES**  
 MBA- Two Year Full Time Program- Curriculum & Syllabus  
Program Structure for MBA (Full Time)

**MBA 18E091**

**BUSINESS PLAN & ETHICS**

<b>MBA 18E091</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. To explain relevance of Ethics while taking business decisions.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Ability to build a business plan.				
CO2	Ability to identify the sources of information				
CO3	To understand Ethical behavior in business Environment.				
CO4	It helps in decision making process				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H						M	
	CO2		M		H	H			
	CO3	M		H			H	M	
	CO4				L			M	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
					✓				
4	Approval					Meeting of Academic Council, June 2018			



**FACULTY OF MANAGEMENT STUDIES**

**MBA- Two Year Full Time Program- Curriculum & Syllabus**  
**Program Structure for MBA (Full Time)**

**UNIT – I BUSINESS PLAN**

**9 hours**

Business Plan - Meaning- The why of business plan - Basic parameters - Timing of decision undertaken Project parameters - the common considerations - Factors of successful business - capital management- financial control -anticipating change and adaptability.

**UNIT – II BUSINESS PLAN PROCESS**

**9 hours**

Business plan process - sources of information - Internet, government sources and statistics - offline research resources - library - SBDC'S -Trade and industries associations - sources of market research - evaluating data- benefits of market study -coverage of market study - information sources.

**UNIT – III BUSINESS PLAN COMPONENTS**

**9 hours**

Business plan components - The Executive summary - company description - Industry analysis and trends - Target market - Competition - strategic position and risk assessment - Marketing plan and sales strategy - operations - Technology plan -management and organization.

**UNIT – IV BUSINESS ETHICS**

**9 hours**

Business ethics - Definition and importance. Benefits of business ethics. Emerging ethical issues in business. Ethics as a dimension of social responsibility.

**UNIT – V ETHICAL DECISION MAKING PROCESS**

**9 hours**

The ethical decision making process - understanding ethical decision making and corporate governance. Individual factors, organizational factors. Implementing and auditing ethics programs. Business ethics in a global economy.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. O.C.Ferrell john Paul, *Business ethics – Ethical decision making and case,s* 10th Edition ISBN-10: 1285423712 ISBN-13: 978-1285423715 Fraedrich, Linda Ferrell. 6<sup>th</sup> Edition, Biztantra.
2. *Business ethics* - William H. Shaw 4th Edition Published by Thompson Wadsworth 8th edition
3. Rhonda Abrams, *The Successful business Plan Secrets Strategies*, prentice 6th Edition ISBN-10: 1933895462 ISBN-13: 978-1933895468
4. Rhonda Abrams, *The business plan in a day* Prentice, 3rd Edition
5. *Business plan preparation* - Entrepreneurship Development Institute of India.



**FACULTY OF MANAGEMENT STUDIES**  
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**MBA 18E092**

**MANAGING DIVERSITY**

<b>MBA 18E092</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
1. To explain relevance of Ethics while taking business decisions.					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Identify and interpret the characteristics of workforce diversity both nationally and internationally.				
CO2	It helps to design the key elements of an organization’s diversity strategy incorporating best practice examples and technical or process skills for managing diversity				
CO3	Critically evaluate theories that seek to explain equity and diversity				
CO4	Critically analyze the legislation, government policies and case law which relate to anti-discrimination, Equal Employment Opportunity.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	H						M	
	CO2	M				H			
	CO3	M		H			H		
	CO4	H						M	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
						✓			
4	Approval							Meeting of Academic Council, June 2018	



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**UNIT – I BUSINESS ETHICS**

**9 hours**

Business - Concepts and Significance - Entry of Multinationals - New Changes in Business – Innovation of new products - Technological changes – Competition in Business - Social Responsibility of Business.

**UNIT – II CULTURE & ETHICS**

**9 hours**

Cultural concept - Cultural change - Culture and Workplace - Cross culture - Culture and Competition - Differences in culture - Cultural theories - Impact of Culture on Business - Managing Cultural impacts and changes

**UNIT – III ETHICAL THEORIES**

**9 hours**

Nature of Competition - Heckscher Ohlin Theory - The new Trade Theory - National Competitive Advantage - Porter's Diamond - Impact of Competition - Managing Competition - Updating of new technology. Era of Globalization - Significance - Strategy and the firm - Profiting from Global Expansion - Pressures for cost reductions and Local responsiveness - Strategic Choice - Entry mode - Liberalization of Indian economy - Export and Import acts.

**UNIT – IV PROCESS CHANGE**

**9 hours**

Strategic Responses to changing environment-Portfolio Related, Process Related and Structure Related- Aligning HR Strategy-strategic Changes- Planned Changes – drawbacks Unplanned Change- Steps in Planned Change -Changes and Amendments in Labors Laws International Trade Unions and Business Associations.

**UNIT – V LEGAL ISSUES**

**9 hours**

Legal acts in India - Industrial Developmental Regulation Act (IDRA) - New Industrial Policy - New Economic Policy - Abolition of MRTP Act and introduction of Competitive Act -Consumer Protection Act - Imposing of MODVAT in India. Political Environment -Political uncertainty - Impact of Politics on Business- GATT -WTO-TRIPS-TRIMS-Consumer movements, Right to information.

**TOTAL NO OF PERIODS: 45 HOURS**

**REFERENCE BOOKS:**

1. Francis Cherunilam, *Business Environment*, (Himalaya Publishers) 17th Edition ISBN 8183182240
2. Aswathappa, *Business Environment*, (Himalaya Publishers) New Edition
3. Francis Cherunilarn, *International Business*, (Prentice Hall of India). New Edition ISBN no 8120342143
4. *Competing in the Global Market Place International Business*, Hill. C. W. (Tata McGraw -Hill Publishing Corporation Limited, New Delhi). New Edition
5. N. Agarwal, *Indian Economy*, (Wishwa Prakashan). 4th Edition



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**MBA 18E093**

**EVENT MANAGEMENT**

<b>MBA 18E093</b>	<b>CONTROL SYSTEMS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total Contact Hours - 45	3	0	0	3
	Prerequisite –Management.				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>1. To help the students learn how to design, plan, market and stage an event.</li> <li>2. To learn what is needed to know about legal compliance, risk management, financial control and how to evaluate the success of the events you stage.</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	It helps to Develop financial initiatives based on event objectives through methods such as sponsorship programs, grant applications, and fundraising initiatives				
CO2	Plan, design, and coordinate effective site and facility operations.				
CO3	To Apply business administration skills to the operation of events.				
CO4	To Identify and apply discipline-specific practices that contribute to the local and global community through social responsibility, economic commitment and environmental stewardship.				

Mapping of Course Outcomes with Program outcomes (Pos)									
(H/M/L indicates strength of correlation ) H-HIGH, M -Medium, L-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	H		H			L	M	
	<b>CO2</b>	M			H				
	<b>CO3</b>		H	M		M		M	
	<b>CO4</b>				M		H		
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar/ Internship (H)			
					✓				
4	Approval							Meeting of Academic Council, June 2018	



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**UNIT – I INTRODUCTION TO EVENT MANAGEMENT 9 hours**

Introduction - Definitions and frameworks - Categories and typologies -Historical contexts and precedents -Characteristics of events -The market demand for events -Introduction - Size and scope of the events market - Determinants and motivations- The structure of demand for events. The events business: supply and suppliers: Introduction - The structure of events services: public sector - The structure of events services: private sector - Companies and their roles -Voluntary bodies, committees and individuals. Social, Economic, Political and development implications: Introduction - Social and community implications - Economic implications - Political implications - Developmental implications

**UNIT – II EVENT PLANNING 9 hours**

Making a Start: Introduction - Getting organized- Event feasibility: finding and testing an idea - The screening process - Progressing the idea. Events planning: Introduction - The planning process - Objectives, environmental search and information-gathering - Demand and operational planning - Financial planning - Marketing planning - Getting it together

**UNIT – III FINANCIAL PLANNING & BUDGETING 9 hours**

Financial Management and the Budget: Introduction - Objectives and financial planning - Creating a budget - The detailed budget -Who spends what -Other sources of income - Sponsorship and public funding. Creating the ambience

**UNIT – IV PUBLIC RELATION 9 hours**

Marketing and Public relations for events: Introduction - The target market - How to influence the target market - The marketing plan -Marketing for a new event - Marketing for repeat events and new editions. MANAGING THE EVENT AS A PROJECT: Introduction - The event as a project - Risk management - Legalities and insurance - Systems set-up and ticketing - Operational activities

**UNIT – V THE ORGANIZATION MANAGER AND THE TEAM 9 hours**

Introduction - Organization - Organizational effectiveness -Staffing: professional or volunteer - Factors influencing the number and type of staff - Finding staff - Running the event on the day. Close-down, Evaluation and Legacies: Introduction - Close-down Evaluation - Divestment and legacies, Staffing and Vendors, Logistic and Staging, Breaking Down the Event, Outsourcing Strategies, Working with Vendors, Negotiating Tactics, Accountability and Responsibility.

**TOTAL NO OF PERIODS: 45 HOURS**



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**REFERENCE BOOKS:**

1. Anton Shone & Bryn Parry, *Successful Event Management*, Cengage Learning India Edition Fenich, G. (2005). Meetings, Expositions, Events, and Conventions: An introduction to the industry. New Jersey: Pearson Prentice Hall. 4TH EDITION ISBN-10: 1408075997
2. Getz. D (1997). *Event Management & Event Tourism*. New York: Cognizant Communication Corporation. 2nd Edition ISBN-13: 978-1882345465
3. Montgomery, R. J. and Strick, S. K. (1995). *Meetings, Conventions, and Expositions: An Introduction to the Industry*. New York: John Wiley & Sons, Inc. 5th Edition ISBN: 9780521150088
4. Devesh Kishore, Ganga Sagar Singh - *Event Management: A Blooming Industry and an Eventful Career* Anand Publications Pvt. LATEST EDITION ISBN - 1551803674
5. Savita Mohan, *Event Management & Public Relations*, Adhyayan Publisher 2014 Edition ISBN – 1551803674