



# SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE

(An Autonomous Institution)  
(Approved by AICTE, New Delhi & Affiliated to Pondicherry University)  
(Accredited by NBA-AICTE, New Delhi & Accredited by NAAC with "A" Grade)  
Madagadipet, Puducherry - 605 107



## SCHOOL OF ARTS AND SCIENCE

### DEPARTMENT OF COMMERCE AND MANAGEMENT

#### Minutes of the Fourth Meeting of the Board of Studies (Business Administration)

The Fourth Meeting of the Board of Studies (Business Administration) was held on the 26<sup>th</sup> February 2022 at 11.00 am in the Department of Commerce and Management, School of Arts and Science, Sri Manakula Vinayagar Engineering College (Autonomous), with the Head of the Department in the Chair.

The following members were present for the BoS meeting:

Sl. No	Name of the Member with Designation and official Address	MEMBERS AS PER UGC NORMS
1	Dr. A. S. KANNAN, Professor and Head Department of Commerce and Management School of Arts and Science Sri Manakula Vinayagar Engineering College (Autonomous), Puducherry.	Chairman
2	Dr. V. SAIKUMARI Professor and Head, Department of Management Studies, Easwari Engineering College (Autonomous), Chennai.	Subject Expert (University Nominee)
3	Dr. J. TAMILSELVI Associate Professor Department of Business Administration Annamalai University, Chidambaram.	Subject Expert (Academic Council Nominee)
4	Dr. M. SHEEBA Associate Professor Department of Commerce Guru Nanak College (Autonomous), Chennai.	Subject Expert (Academic Council Nominee)
5	Mr. RAVIGANTH VIGNESH Founder and Principal HR Consultant, Sanvi Business Solutions, Chennai.	Representative from Industry and Management Profession
6	Mrs. M. DIVYA, Assistant Professor Department of Commerce and Management School of Arts and Science Sri Manakula Vinayagar Engineering College (Autonomous), Puducherry.	Programme Academic Coordinator
7	Mr. A. SHUNMUGARAJA, Assistant Professor Department of Commerce and Management School of Arts and Science Sri Manakula Vinayagar Engineering College (Autonomous), Puducherry.	Faculty (Management Specialisation)

8.	Mrs. S. LAKSHMI DEVI, Assistant Professor, Department of Commerce and Management School of Arts and Science Sri Manakula Vinayagar Engineering College (Autonomous), Puducherry.	Faculty (Economics and Statistics Specialisation)
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**Agenda of the Meeting:**

<i>Agenda</i>	<i>Description</i>
BoS / 2022 / SAS / B.B.A. 4.1	To confirm the minutes of the third meeting of Board of Studies in Business Administration
4.2	To consider and approve the curriculum and syllabi of Third Year Courses of B.B.A. degree program
4.3	To consider and approve certain modifications in the curriculum and syllabi of certain courses in Second Year B.B.A. degree program
4.4	To consider and suggest the courses to be taken up as "Online Courses" by B.B.A. students in the course of their study
4.5	To consider and suggest the titles for the conduct of Seminar and Advanced Seminar for the Third Year B.B.A. students during the Fifth and Sixth Semesters
4.6	To consider the appropriateness of Value-Addition Programs (offered as Employability Enhancement Courses and Skill Enhancement Courses) in Third to Sixth Semesters of the B.B.A. degree program
4.7	To consider any other item with the permission of the Chair

**Minutes of the Fourth Meeting of BoS – Business Administration**

The meeting deliberated the items of Agenda that had been proposed by the Chairman, and after detailed discussions the following were approved by the Board formally:

Item 4.1	<p>Confirmation of the Minutes of the Third meeting of the Board of Studies (Business Administration) held on 11-August-2021 was done by presenting the summary of suggestions made by the Board then, and the actions taken by the Department in the process of implementing those suggestions. Members have unanimously agreed to the fulfilment of the suggestions and expressed satisfaction.</p> <p>The Department of Commerce and Management is contemplating the launch of the New Program entitled "B.B.A. Hospital Administration" as suggested by the Board from the Academic Year 2022-23, and expressed gratitude for the suggestion made in the previous meeting.</p>
Item 4.2	<p>The proposed Curriculum and Syllabi of the Third Year B.B.A. program was presented by the Chairman of the BoS. The same was discussed in detail and was unanimously approved by the members of the Board.</p> <p>The Curriculum and Syllabi of Third Year B.B.A. (V and VI Semesters) are presented in Annexure-I.</p>

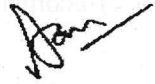
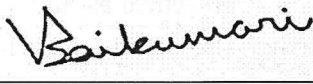
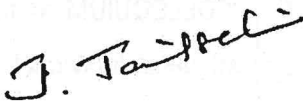


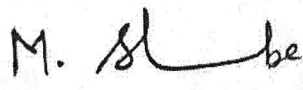



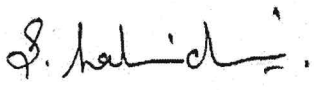
Item 4.3	<p>Certain modifications were contemplated in the Second Year Curriculum and Syllabi of B.B.A. program. The same was discussed item by item and after having satisfied with the rationale behind the suggested changes, the Board unanimously approved the modifications.</p> <table border="1" data-bbox="284 353 1342 1182"> <thead> <tr> <th>Sl.</th> <th>Regulation</th> <th>Semester</th> <th>Course Title with Code</th> <th>Modification Details</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td rowspan="7">R2020</td> <td>III</td> <td>Business Statistics (A20BAD303)</td> <td>Course title changed as "Statistics for Management" (A20BAD303)</td> </tr> <tr> <td>2.</td> <td>III</td> <td>Statistical Analysis using Software (A20BAD304)</td> <td>Course title and code changed as "Statistics for Management Lab" (A20BAL304)</td> </tr> <tr> <td>3.</td> <td>III</td> <td>Design Thinking (A20BAP307)</td> <td>Course changed as "Business Plan Development" (A20BAP307)</td> </tr> <tr> <td>4.</td> <td>III</td> <td>Spreadsheet Skills (A20BAS303)</td> <td>Course title changed as "Data Analysis using Excel" (A20BAS303)</td> </tr> <tr> <td>5.</td> <td>IV</td> <td>Introductory Business Analytics (A20BAD405)</td> <td>Course title changed as "Elementary Business Analytics" (A20BAD405)</td> </tr> <tr> <td>6.</td> <td>IV</td> <td>Business Analytics Lab (A20BAD406)</td> <td>Course title and code changed as "Analytics Lab" (A20BAL406)</td> </tr> <tr> <td>7.</td> <td>IV</td> <td>Computerised Accounting Project (A20BAS404)</td> <td>Course changed as "Projected Financial Statements Lab" (A20BAS404)</td> </tr> </tbody> </table> <p>The Syllabi of the above courses and the modified Curriculum of Second Year B.B.A. (III and IV Semesters) are presented in Annexure-II.</p>	Sl.	Regulation	Semester	Course Title with Code	Modification Details	1.	R2020	III	Business Statistics (A20BAD303)	Course title changed as "Statistics for Management" (A20BAD303)	2.	III	Statistical Analysis using Software (A20BAD304)	Course title and code changed as "Statistics for Management Lab" (A20BAL304)	3.	III	Design Thinking (A20BAP307)	Course changed as "Business Plan Development" (A20BAP307)	4.	III	Spreadsheet Skills (A20BAS303)	Course title changed as "Data Analysis using Excel" (A20BAS303)	5.	IV	Introductory Business Analytics (A20BAD405)	Course title changed as "Elementary Business Analytics" (A20BAD405)	6.	IV	Business Analytics Lab (A20BAD406)	Course title and code changed as "Analytics Lab" (A20BAL406)	7.	IV	Computerised Accounting Project (A20BAS404)	Course changed as "Projected Financial Statements Lab" (A20BAS404)
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7.		IV	Computerised Accounting Project (A20BAS404)	Course changed as "Projected Financial Statements Lab" (A20BAS404)																															
Item 4.4	<p>A Suggestive List of Courses recommended for ONLINE LEARNING by the Students of B.B.A. program (as part of the curriculum in Sixth Semester) is presented to the Board. The Board unanimously decided to empower the Chairman to form a Committee of Academic Experts (comprising of Internal and External Members) which will prepare an exhaustive list of ONLINE COURSES and present the data in the prescribed format for approval by the Board in the forthcoming BoS.</p> <p>The list of Academic Experts forming the Committee to identify appropriate Online Courses is presented as Annexure-III.</p>																																		
Item 4.5	<p>The Department proposed to offer "SEMINAR" course in the Fifth Semester, and "COLLOQUIUM" in the Sixth Semester. While 'Seminar' is a Group activity, the 'Colloquium' will be an Individual Activity. A suggestive list of titles for Seminar/Colloquium are presented to the members of the Board, and the same was approved by the Board. The hon'ble</p>																																		

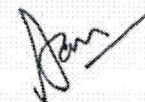
	members of the Board promised to add to the list of Titles in the near future by suggesting more innovative and thought-provoking themes and topics.															
Item 4.6	<p>The Department proposed the following Skill Enhancement Courses (SEC) and Employability Enhancement Courses (EEC) for the third to sixth semesters of B.B.A. Program thus:</p> <table border="1"> <thead> <tr> <th><i>Semester</i></th> <th><i>Skill Enhancement Course</i></th> <th><i>Employability Enhancement Course</i></th> </tr> </thead> <tbody> <tr> <td>Third</td> <td>Data Analysis using Excel</td> <td>Advanced Tally</td> </tr> <tr> <td>Fourth</td> <td>Projected Financial Statements Lab</td> <td>Akash Business Tool (SAP)</td> </tr> <tr> <td>Fifth</td> <td>Computerised Business Accounting</td> <td>Digital Marketing</td> </tr> <tr> <td>Sixth</td> <td>Business Accounting Project</td> <td>GST Software</td> </tr> </tbody> </table> <p>The board deliberated on this agenda more in detail, and finally nodded its ascent for the floatation of the above courses as value-added courses in Skill Enhancement category, and Employability Enhancement category.</p>	<i>Semester</i>	<i>Skill Enhancement Course</i>	<i>Employability Enhancement Course</i>	Third	Data Analysis using Excel	Advanced Tally	Fourth	Projected Financial Statements Lab	Akash Business Tool (SAP)	Fifth	Computerised Business Accounting	Digital Marketing	Sixth	Business Accounting Project	GST Software
<i>Semester</i>	<i>Skill Enhancement Course</i>	<i>Employability Enhancement Course</i>														
Third	Data Analysis using Excel	Advanced Tally														
Fourth	Projected Financial Statements Lab	Akash Business Tool (SAP)														
Fifth	Computerised Business Accounting	Digital Marketing														
Sixth	Business Accounting Project	GST Software														
4.7	No other item was considered for further discussion in the 4 <sup>th</sup> Meeting of BoS (Business Administration).															

The external members of the Board have expressed their appreciations to the improvised curriculum and syllabi. They welcomed the modifications made in the curriculum which will add lots of value to the program and go a long way in enhancing the employability of the graduates. Further they emphatically stated that it meets the expectations of the Industry and Profession in the present scenario. The meeting was ended with vote of thanks by Dr. A.S. Kannan, the Chairman of the Board, at about 12.45 pm.

The Minutes of the Fourth Meeting of the Board of Studies (Business Administration) held on 26-2-2022 is signed by the following members who attended the meeting:

Sl.No	Name of the Member with Designation and official Address	MEMBER	Signature
1	Dr. A. S. KANNAN, Professor and Head, Department of Commerce and Management, School of Arts and Science, SMVEC, Puducherry.	Chairman	
2	Dr. V. SAIKUMARI, Professor and Head, Department of Management Studies, Easwari Engineering College (Autonomous), Chennai.	Subject Expert (University Nominee)	
3	Dr. J. TAMILSELVI Associate Professor Department of Business Administration, Annamalai University, Chidambaram.	Subject Expert (Academic Council Nominee)	

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8	Mrs. S. LAKSHMI DEVI, Assistant Professor, Department of Commerce and Management School of Arts and Science Sri Manakula Vinayagar Engineering College (Autonomous), Puducherry.	Faculty (Economics and Statistics Specialisation)	



Dr. A.S. Kannan  
Professor and Head  
Chairman / BoS – Business Administration



Dr. S. Muthulakshmi  
DEAN-SAS





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## **SCHOOL OF ARTS AND SCIENCE**

### **DEPARTMENT OF COMMERCE AND MANAGEMENT**

#### **Fourth Meeting of the Board of Studies (Business Administration)**

#### **ANNEXURE - I Curriculum of V and VI Semesters**

## B.B.A. (Bachelor of Business Administration)

SEMESTER – V										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
<b>Theory</b>										
1	A20BAT512	Financial Management	DSC	4	1	0	5	25	75	100
2	A20BAT513	Operations Management	DSC	4	0	0	4	25	75	100
3	A20BAT514	Business Research Methods	DSC	4	0	0	4	25	75	100
4	A20BAT5XX	DSE-III**	DSE	4	0	0	4	25	75	100
<b>Practical</b>										
5	A20BAP515	Reading Annual Reports	DSC	1	0	2	2	40	60	100
6	A20CMP516	Management Seminar	DSC	0	0	2	1	40	60	100
7	A20CMM5XX	Online Course	OC	0	0	4	2	Successful Completion		
<b>Skill Enhancement Course</b>										
8	A20BAS505	Computerised Business Accounting	SEC	0	0	4	2	100	0	100
<b>Employability Enhancement Course</b>										
9	A20BAC505	Digital Marketing	EEC	0	0	4	0	100	0	100
							25	420	480	900

SEMESTER – VI										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
<b>Theory</b>										
1	A20BAT617	Strategic Management	DSC	4	1	0	5	25	75	100
2	A20BAT618	Business Perspectives	DSC	4	0	0	4	25	75	100
3	A20BAT619	Enterprise Resources Planning	DSC	3	0	0	3	25	75	100
4	A20BAT6XX	DSE-IV**	DSE	4	0	0	4	25	75	100
<b>Practical</b>										
5	A20BAL620	ERP Practical (SAP B1)	DSC	0	0	4	2	50	50	100
6	A20BAP621	Business Research Report	DSC	1	0	4	3	40	60	100
7	A20BAP622	Management Colloquium	DSC	0	0	2	1	40	60	100
<b>Skill Enhancement Course</b>										
8	A20BAS606	Business Accounting Project	SEC	0	0	4	2	100	0	100
<b>Employability Enhancement Course</b>										
9	A20BAC606	GST Software	EEC	0	0	4	0	100	0	100
							25	380	420	800

### Discipline Specific Electives (DSE)

Discipline Specific Electives (DSE-I) - Offered in Third Semester		
Sl. No.	Course Code	Course Title
1	A20BAE301	Supply Chain Management
2	A20BAE302	Total Quality Management
3	A20BAE303	Training and Development
Discipline Specific Electives (DSE-II) - Offered in Fourth Semester		
Sl. No.	Course Code	Course Title
4	A20BAE404	Marketing Dynamics
5	A20BAE405	Sales and Distribution Management
6	A20BAE406	Services Marketing
Discipline Specific Electives (DSE-III) - Offered in Fifth Semester		
Sl. No.	Course Code	Course Title
7	A20BAE507	Compensation Management
8	A20BAE508	Industrial Relations and Labour Welfare
9	A20BAE509	Stress Management
Discipline Specific Electives (DSE-IV) - Offered in Sixth Semester		
Sl. No.	Course Code	Course Title
10	A20BAE610	Corporate Social Responsibility
11	A20BAE611	E-Business
12	A20BAE612	Export Management







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## **SCHOOL OF ARTS AND SCIENCE**

### **DEPARTMENT OF COMMERCE AND MANAGEMENT**

#### **Fourth Meeting of the Board of Studies (Business Administration)**

#### **ANNEXURE - II**

#### **Modifications in Course Titles and Contents of 2<sup>nd</sup> Year Courses**

SEMESTER – III										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
<b>Theory</b>										
1	A20BAT305	Marketing Management	DSC	4	1	0	5	25	75	100
2	A20BAT306	Organisational Behaviour	DSC	4	0	0	4	25	75	100
3	A20BAD303	Statistics for Management	IDC	3	0	0	3	25	75	100
4	A20BAT3XX	DSE-I**	DSE	4	0	0	4	25	75	100
5	A20XXO3XX	Open Elective – I***	OE	2	0	0	2	25	75	100
<b>Practical</b>										
6	A20BAP307	Business Plan Development	DSC	0	0	2	1	40	60	100
7	A20BAL304	Statistics for Management Lab	IDC	0	0	4	2	50	50	100
<b>Skill Enhancement Course</b>										
8	A20BAS303	Data Analysis using Excel	SEC	0	0	4	2	100	0	100
<b>Employability Enhancement Course</b>										
9	A20BAC303	Advanced Tally	EEC	0	0	4	0	100	0	100
<b>Ability Enhancement Compulsory Course</b>										
10	A20AET303	Value Education	AECC	2	0	0	2	100	0	100
							25	515	485	1000

SEMESTER – IV										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
<b>Theory</b>										
1	A20BAT408	Human Resource Management	DSC	4	1	0	5	25	75	100
2	A20BAT409	Banking Theory and Law	DSC	4	0	0	4	25	75	100
3	A20BAD405	Elementary Business Analytics	IDC	3	0	0	3	25	75	100
4	A20BAT4XX	DSE-II**	DSE	4	0	0	4	25	75	100
5	A20XXO4XX	Open Elective – II***	OE	2	0	0	2	25	75	100
<b>Practical</b>										
6	A20BAP410	Banking Practice	DSC	0	0	2	1	40	60	100
7	A20BAP411	Business Internship	DSC	0	0	6	3	40	60	100
8	A20BAL406	Analytics Lab	IDC	0	0	4	2	50	50	100
<b>Skill Enhancement Course</b>										
9	A20BAS404	Projected Financial Statements Lab	SEC	0	0	4	2	100	0	100
<b>Employability Enhancement Course</b>										
10	A20BAC404	ABT (Aakash Business Tool) by IIT Bombay	EEC	0	0	4	0	100	0	100
							26	455	545	1000

A20BAD303

STATISTICS FOR MANAGEMENT

L	T	P	C	Hrs
3	0	0	3	45

**Course Objectives**

- To understand the fundamentals of business statistics.
- To be conversant with the computation of measures of descriptive statistics
- To understand the concept of correlation and regression and their application in business.
- To be familiar with the relevance and need of the index number in measuring economic changes.
- To understand the importance and model of time series.

**Course Outcomes**

*After completion of the course, the students will be able to*

**CO1** – Explain the concept of statistics and methods of data collection.

**CO2** – Solve problems related to central tendency and measures of dispersion.

**CO3** – Demonstrate the Application of correlation and regression analysis.

**CO4** – Apply the index number techniques in business.

**CO5** – Conduct Time Series Analysis.

**UNIT I INTRODUCTION****(9 Hrs)**

Statistics - Meaning and scope of business statistics - Roles of statistics for Business Decisions - importance – Limitations - Type and collection of data - Classification and Tabulation of Data - Diagrammatic Representation of data – Types of Charts - Graphical representation of data.

**UNIT II MEASURES OF CENTRAL TENDENCY AND DISPERSION****(9 Hrs)**

Measures of central Tendency – Arithmetic Mean, Median, Mode, Quartiles, Deciles, Percentiles, Empirical relation between Mean, Median and Mode.

Measure of Dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Co-efficient of variation.

**UNIT III CORRELATION AND REGRESSION ANALYSIS****(9 Hrs)**

Karl Pearson's co-efficient of correlation, spearman's rank correlation coefficient, Regression analysis: simple regression equations.

**UNIT IV INDEX NUMBERS****(9 Hrs)**

Index number – problems in the construction of index numbers – methods of constructing index numbers – simple and weighted index numbers – Laspeyre's, Paasche's, Bowley's and Fisher's Index Number – Tests of an Ideal Index Number – Uses of index numbers.

**UNIT V TIME SERIES ANALYSIS****(9 Hrs)**

Time Series – Importance – Components: Secular Trends, Seasonal Variations, Cyclical Fluctuations, Irregular Variations – Models of Time Series: Free-hand, Semi-Average, Moving Average, and Fitting Mathematical Curve methods.

**Text Books**

1. S.C. Gupta, "Fundamentals of Statistics", Himalaya Publishing House, 7<sup>th</sup> Edition, 2018.
2. S.P. Gupta, "Business Statistics", Sultan Chand & Sons, 11<sup>th</sup> Edition, 2019.
3. R.S.N. Pillai & Bagawathi, "Statistics – Theory & Practice", S. Chand Publishing, 8<sup>th</sup> Edition, 2018.

### Reference Books

1. Richard Levin, David S. Rubin, "Statistics for Management", Pearson Education, 8<sup>th</sup> Edition, 2017.
2. Gupta. S. P., "Statistical Methods", Sultan Chand & Sons, 46<sup>th</sup> Edition, 2021.
3. Srivatsava. T.N. and Shailaja Rego, "Statistics for Management", Tata Mc Graw Hill, 3<sup>rd</sup> Edition, 2008.
4. Gupta. S. P., Gupta. P.K and Manmohan, "Business Statistics and Operations Research", Sultan Chand & Sons, 5<sup>th</sup> Edition, 2011.
5. Hooda, R. P., "Statistics for Business and Economics", Vikas Publishing House, 5<sup>th</sup> Edition, 2013.

### Web References

1. <https://www.icai.org/post/sm-foundation-p3-may2021onwards>
2. [https://icmai.in/upload/Students/Syllabus-2012/Study\\_Material\\_New/Foundation-Paper4-Revised.pdf](https://icmai.in/upload/Students/Syllabus-2012/Study_Material_New/Foundation-Paper4-Revised.pdf)
3. <https://statlearning.class.stanford.edu>
4. [www.mit.edu](http://www.mit.edu)
5. <https://www.tutorialspoint.com/statistics/index.htm>

**B.B.A. Third Semester**

**A20BAP307**

**BUSINESS PLAN DEVELOPMENT**

L	T	P	C
0	0	2	1

### COURSE DESCRIPTION:

This course provides the knowledge and skills to develop their feasibility plan into a business plan for a new venture, which culminates in a business plan competition.

### COURSE OUTCOMES:

The primary objective of the course is to provide the understanding of new venture management process and the integration of functional area materials as they apply to business planning. Specifically, the students will:

- Develop a feasibility analysis into a business plan.
- Analyse various business entry strategies and examine the effects on their business concepts.
- Identify markets, analyse potential competition, and build customer profiles
- Develop their oral and written skills by presenting their business plan to a group of community experts for possible license and funding opportunities.

### BUSINESS PLAN PREPARATION:

- Students will have to prepare a business plan of a new venture as a part of a group project within a team.
- Students will assume different roles within an entrepreneurial team and write up the appropriate sections of the business plan.
- The recommended length of the business plan is between 20-25 pages for its basic part.
- Financial projections, graphs and other material should be included as appendices (no limitation on the number of pages).
- Appendices should include the power point slides of the presentation as well.

- The profitability, the accuracy of financial projections, originality, and the feasibility of the business plan are the key in developing a successful business plan.
- Each student is expected to make a significant contribution to group projects.
- Group members are required to submit the Teamwork Assessment form regarding the contributions of other group members on the project submission day.
- Every group must have 1 group leader to coordinate meetings and ensure the completion and quality of work.
- The group leader holds the responsibility to plan group meetings on mutually agreeable times and to keep a record of assignments and contributions of each group member by indicating on the Action Plan.
- Business plan should include

- (1) Executive Summary
- (2) Management and Organization Plan
- (3) Product/Service Plan
- (4) Marketing Plan
- (5) Financial Plan
- (6) Operating and Control Systems Plan
- (7) Growth Plan

<b>B.B.A. Third Semester</b>
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<b>A20BAL304</b>	<b>STATISTICS FOR MANAGEMENT LAB</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>Hrs</b>
		<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>	<b>60</b>

### Course Objectives

- To understand how to work with SPSS.
- To understand tabulation and graphical representation of data.
- To be familiar with various statistical tools of data analysis using SPSS.

### Course Outcomes

*After completion of the course, the students will be able to*

- CO1** – Demonstrate the understanding of working with SPSS
- CO2** – Reveal the skills and ability in tabulation and graphical representation of data.
- CO3** – Work with various statistical tools of data analysis using SPSS.

### Exercises

1. Demonstrating the understanding of Data Import from Excel to SPSS
2. Developing a Codebook for data entry and analysis purposes
3. Showing the ability to create and edit "Variables" in SPSS with appropriate attributes
4. Preparation of Frequency Tables for different variables
5. Computation of Descriptive Statistics (Mean, Standard Deviation, Minimum, Maximum, Variance and Range)
6. Demonstrating the ability to build and analyze Cross-Tabulation
7. Familiarity in using Chart Builder and creating prominent types of charts / graphs

8. Comparing Means using "One sample t-test", "Independent Samples t-test", "Paired Samples t-test"
9. Comparing Means using "One-way ANOVA"
10. Computation of Correlation Coefficient with levels of significance



<b>B.B.A. Third Semester</b>
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<b>A20BAS303</b>	<b>DATA ANALYSIS USING EXCEL</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>Hrs</b>
		<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>	<b>60</b>

### Course Objectives

- To familiarize the students with the worksheets and workbooks
- To gain competency in editing worksheets and workbooks
- To train them competently work with data in excel
- To make them competent to do page setup and aware of various printing options

### Course Outcomes

*Upon the successful completion of this course, the students will be able to*

**CO1** – Demonstrate the ability to open new worksheets, selecting and uses ranges

**CO2** – Edit and Share Workbooks, and also fill data on worksheets

**CO3** – Execute comfortably formulas and formatting options in worksheets

**CO4** – Use Page Setup and Print Commands at ease in various situations

### UNIT I WORKSHEETS AND WORKBOOKS

**(15 Hrs)**

**Getting to know Excel** – Understanding the Excel Start Screen – The Excel Workbook Screen. The Ribbon – Using the Ribbon – Showing and Collapsing the Ribbon – Understanding the Backstage view – Accessing the Backstage view – Using Shortcut Menus – Understanding Dialog Boxes – Understanding the Quick Access Toolbar (QAT) – Adding Commands to the QAT – Understanding the Status Bar.

**Creating a New Workbook** – Understanding Workbooks – Using the Blank Workbook Template – Typing Text, Numbers, Dates – Understanding the Fill Handle – Typing Formulas – Easy Formulas – Saving a New Workbook on your Computer – Checking the Spelling – Making Basic Changes – Printing a Worksheet – Safely Closing a Workbook.

**Selecting Ranges** – Understanding Ranges – Selecting Non-Contiguous Ranges – Using Special Selection Techniques – Selecting Larger Ranges – Selecting Rows and Columns – Viewing Range Calculations – Creating an Input Range.

### UNIT II EDITING WORKSHEETS AND WORKBOOKS

**(15 Hrs)**

**Editing a Workbook** – Understanding Data Editing – Overwriting Cell Contents – Editing Longer Cells – Editing Formulas – Clearing Cells – Deleting Data – Using Undo and Redo.

**Sharing Workbooks** – Sharing Workbooks via the Network – Sharing via OneDrive – Saving to OneDrive – Sharing Workbooks – Adding Worksheet Comments – Navigating Worksheet Comments – Editing Worksheet Comments – Deleting Comments.

**Filling Data** – Understanding Filling – Filling a Series – Filling a Growth Series – Filling a Series Backwards – Filling Using Options – Creating a Custom Fill List – Modifying a Custom Fill List – Deleting a Custom Fill List – Extracting with Flash Fill – Extracting Dates and Numbers.

### UNIT III WORKING WITH DATA IN EXCEL

(15 Hrs)

**Formulas & Functions** – Understanding Formulas – Creating Formulas That Add – Creating Formulas That Subtract – Formulas That Multiply and Divide – Understanding Functions – Using the SUM Function to Add – Summing Non-Contiguous Ranges – Calculating an Average – Finding a Maximum Value – Finding a Minimum Value – Creating More Complex Formulas – What If Formulas – Common Error Messages.

**Formula Referencing** – Absolute versus Relative Referencing – Relative Formulas – Problems with Relative Formulas – Creating Absolute References – Creating Mixed References.

**Font Formatting** – Understanding Font Formatting – Working with Live Preview – Changing Fonts – Changing Font Size – Growing and Shrinking Fonts – Making Cells Bold – Italicizing text – Underling text – Changing Font Colours – Changing Background Colours – Using the Format Painter – Applying Strikethrough – Subscripting the text – Superscripting the text.

**Number Formatting** – Applying Alternate Currencies – Applying Alternate Date Formats – Formatting Clock Time – Formatting Calculated Time.

### UNIT IV PRINTING AND PAGE SET UP

(15 Hrs)

**Applying Borders** – Understanding Borders – Applying a Border to a Cell, to a Range – Applying a Bottom Border – Applying Top and Bottom Borders – Removing Borders – The More Borders Command – Drawing Borders – Drawing a Border Grid – Erasing Borders – Formatting the Drawing Pencil.

**Printing** – Understanding Printing – Previewing Before You Print – Selecting a Printer – Printing a Range – Printing an Entire Workbook – Specifying the Number of Copies – The Print Options.

**Page Setup** – Strategies for Printing Worksheets – Understanding Page Layout – Using Built in Margins – Setting Custom Margins – Changing Margins by Dragging – Centring on a Page – Changing Orientation – Specifying the Paper Size – Setting the Print Area – Clearing the Print Area – Inserting Page Breaks – Using Page Break Preview – Removing Page Breaks – Setting a Background – Clearing the Background – Setting Rows as Repeating Print Titles – Clearing Print Titles – Printing Gridlines – Printing Headings – Scaling to a Percentage – Fit to a Specific Number of Pages.



B.B.A. Fourth Semester

A20BAD405

**ELEMENTARY  
BUSINESS ANALYTICS**

L	T	P	C	Hrs
3	0	0	3	45

#### Course Objectives

- To explain introduction of business analytics.
- To understand the concept of data sampling.
- To be familiar with data collection.
- To evaluate the concept of data visualization.
- To demonstrate descriptive analysis.

#### Course Outcomes

*After completion of the course, the students will be able to*

- CO1 – Demonstrate their conceptual understanding in business analytics.
- CO2 – Understand the concept of data sampling.
- CO3 – Demonstrate their ability in data collection.
- CO4 – Develop their skills and ability in data visualization.
- CO5 – Work with descriptive analysis.

## **UNIT I INTRODUCTION TO BUSINESS ANALYTICS**

**(6 Hrs)**

Business Analytics – Meaning and Significance – Components of Business Analytics – Business Analytics and Data Analytics – Business Analytics and Data Science – Business Analytics and Business Intelligence – How business analytics works – Types of Business Analytics.

## **UNIT II DATA SAMPLING**

**(9 Hrs)**

Sample – Meaning and Definition – Sampling – Meaning and Definition – Types and Methods of Sampling – Sample Size – Meaning and Significance – Methods of determining appropriate sample size – Online sampling – Issues and Precautions – Probabilistic and Non-Probabilistic Sampling – When to apply each type. Sampling Error – Meaning and Computation – Type I and Type II Errors – Measures to reduce sampling errors in research.

## **UNIT III DATA COLLECTION**

**(12 Hrs)**

Meaning and Types of Data – Quantitative and Qualitative Data; Primary and Secondary Data – Methods of Primary Data Collection – Survey method, Interview method, and Observation method. Questionnaire – Meaning and Importance – Issues and Precautions in Questionnaire Construction – Do's and Don'ts in Questionnaire Framing – Validating a Questionnaire – Pilot-testing – Modifying the questionnaire based on pilot study. Interview method – meaning and appropriateness – Interview Schedule – construction. Focus Group Discussions – Meaning and Procedure. Observation method – Meaning and Usefulness of Observation method in research data collection.

## **UNIT IV DATA VISUALISATION**

**(9 Hrs)**

Data Visualisation – Meaning and Importance – Presentation of Data in the form of Tables, Diagrams and Charts – Preparation of Tables from Data – Diagrams – Types and usefulness – Charts and Graphs – Types and appropriateness. Bar Diagram – Subdivided Bar Diagram – Clustered Bar Diagram – Column – Clustered Column – Histogram – Line Diagram – Pie / Doughnut – Area Diagram – Radar Diagram – Box & Whisker Diagram – Waterfall Diagram.

## **UNIT V DESCRIPTIVE ANALYTICS**

**(9 Hrs)**

Descriptive Analytics – Meaning and Utility – Advantages of Descriptive Analytics – Tools of Descriptive Analytics: Numerical Tools and Graphical Tools. Numerical Tools – Frequency Table, Mean, Median, Mode, Quartiles, Percentiles, Range, Standard Deviation, Variance, Coefficient of Variation, Skewness and Kurtosis.

### **Text Books**

1. U. Dinesh Kumar, "Business Analytics", Wiley Publication, 6<sup>th</sup> Edition, 2017.
2. R.N.Prasad and Seema Acharya, "Fundamentals of Business Analytics", Wiley Publishers, 2<sup>nd</sup> Edition, 2016.
3. R.Evans James, "Business Analytics", Pearson Education, 2<sup>nd</sup> Edition, 2017.

### **Reference Books**

1. S.Christian Albright, Wayne L. Winston, "Business Analytics: Data analysis and decision making", Cengage Learning, 6<sup>th</sup> Edition, 2016.
2. Jeffrey D Camm, "Essentials of Business Analytics", South Western Publishers, 5<sup>th</sup> Edition, 2015.
3. C.R. Kothari, "Research Methodology", New Age International, 4<sup>th</sup> Edition, 2004.

### **Web References**

1. <https://www.omnisci.com/technical-glossary/business-analytics>
2. <https://searchbusinessanalytics.techtarget.com/definition/business-analytics-BA>



3. <https://www.questionpro.com/blog/sample/>
4. <https://informationisbeautiful.net/beautifulnews/>
5. <https://opentextbc.ca/researchmethods/chapter/constructing-survey-questionnaires/>
6. [https://help.xlstat.com/s/article/which-descriptive-statistics-tool-should-you-choose?language=en\\_US#:~:text=The%20type%20of%20statistical%20methods,as%20central%20tendencies%20and%20dispersion.](https://help.xlstat.com/s/article/which-descriptive-statistics-tool-should-you-choose?language=en_US#:~:text=The%20type%20of%20statistical%20methods,as%20central%20tendencies%20and%20dispersion.)



**B.B.A. Fourth Semester**

<b>A20BAS404</b>	<b>PROJECTED FINANCIAL STATEMENTS LAB</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>Hrs</b>
		<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>	<b>60</b>

**Course Objectives**

To enable the students to be familiar with the task of preparation of Projected Financial Statements

**Course Outcome**

*After completion of the course, the students will be able to*  
Demonstrate their ability in preparing the Projected Financial Statements of Business Entities

**Exercises**

1. Understanding the Projected Financial Statements – the need and importance
2. Rules in the formation of Projected Financial Statements
3. Understanding the templates used for Financial Projections
4. Preparation of Projected Balance Sheets for 1 year, 3 years and 5 years
5. Preparation of Projected Income Statements for 1 year, 3 years and 5 years
6. Preparation of Cash Flow Statements for 1 year, 3 years, and 5 years
7. Understanding the Auditor's view on Projected Financial Statements
8. Understanding the Lenders' view on Projected Financial Statements





# **SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE**

(An Autonomous Institution)

(Approved by AICTE, New Delhi & Affiliated to Pondicherry University)

(Accredited by NBA-AICTE, New Delhi & Accredited by NAAC with "A" Grade)

Madagadipet, Puducherry - 605 107



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## **SCHOOL OF ARTS AND SCIENCE**

### **DEPARTMENT OF COMMERCE AND MANAGEMENT**

#### **Fourth Meeting of the Board of Studies (Business Administration)**

#### **ANNEXURE - III**

#### **Online Course Identification Committee**

## Identification of Online Courses

### I. Committee formed to identify appropriate Online Courses

Sl.	Name of the Academic Expert	Affiliation Details	Category
1.	Dr. A.S. Kannan	Professor and Head, Department of Commerce and Management, SMVEC.	Chairman
2.	Mrs. S. Sasi	Department of Commerce and Management, SMVEC.	Internal
3.	Mr. C. Dhilipan	Department of Commerce and Management, SMVEC.	Internal
4.	Ms. V. Gothai Natchi	Department of Commerce and Management, SMVEC.	Internal
5.	Dr. P. Baba Gnanakumar	Professor, Kristu Jayanti College (Autonomous), Bengaluru.	External – Commerce BoS
6.	Dr. C. Vethirajan	Professor and Head, Department of Corporate Secretaryship, Alagappa University, Karaikudi.	External – Corporate Secretaryship BoS
7.	Dr. V. Saikumari	Professor and Head, Department of Management Studies, Easwari Engineering College (Autonomous), Chennai.	External – Business Administration BoS

### II. Format of Information to be presented by the Committee before the Board

Sl.	Title of the Online Course	Offered by	Course Duration (Weeks / Hours)	Fee Payable	Assignments / Quizzes	Final Exam

Note 1: Minimum Duration of the identified Course shall be either 8 weeks or 60 hours.

Note 2: For the sake of simplicity and identicalness, all the chosen Online Courses will have the same course coding, viz., A20CMM5XX (if it is to be registered in 5<sup>th</sup> Semester) or A20CMM6XX (if it is to be registered in 6<sup>th</sup> Semester).





<b>A20BAT512</b>	<b>FINANCIAL MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>Hrs</b>
		<b>4</b>	<b>1</b>	<b>0</b>	<b>5</b>	<b>75</b>

**Course Objectives**

- To help the students be aware of the basic principles and techniques of financial management.
- To analyze and apply capital budgeting decisions.
- To help learner to understand the application of working capital in finance
- To provide a detailed understanding on long-term and short-term financing.
- To enable them to understand the dividend policy and computation.

**Course Outcomes**

*After completion of the course, the students will be able to*

- CO1** - Explain the nature of financial management and concept of time value of money.  
**CO2** - Prepare Capital Budgeting and Cost of Capital.  
**CO3** - Estimate Working Capital Needs of a business enterprise.  
**CO4** - Analyse the long-term and short-term financing needs and options.  
**CO5** - Develop an appropriate dividend policy and decision.

**UNIT I INTRODUCTION AND TIME VALUE OF MONEY (12 Hrs)**

Nature of financial management: introduction – scope of finance- Finance functions- Financial Managers role-Financial goal profit maximization vs wealth maximization. Time value of money- introduction- future value – present value. Simple Problems on Time Value of Money.

**UNIT II LONG-TERM INVESTMENT DECISIONS (18 Hrs)**

Capital budgeting decisions: Introduction- nature and features of capital budgeting decisions- investment evaluation criteria- net present value- profitability index - payback.  
 The cost of capital: introduction – significance of the cost of capital. Determining component costs of capital: cost of debt – cost of preference capital – cost of equity capital – Determining weighted average cost of capital using book value and market value weights. Simple Problems.

**UNIT III SHORT-TERM INVESTMENT DECISIONS (15 Hrs)**

Introduction- concepts of working capital- operating and cash conversion cycle- permanent and variable working capital-determinants of working capital – estimating working capital needs- Working Capital Financing. Simple Problems.

**UNIT IV FINANCING DECISIONS (15 Hrs)**

Long term finance: shares, debentures and term loans – introduction-ordinary shares or equity – rights issue of equity shares – preference shares – debentures-term loans- working capital finance: introduction – trade credit- bank finance for working capital- commercial paper.

**UNIT V DIVIDEND DECISIONS (15 Hrs)**

Introduction – objectives of dividend policy- stability of dividends – forms of dividends-issues in dividend policy-dividend relevance: Walter's model - Gordon's model.

**Text Books**

1. S.K. Sharma & Rachan Sareen, "Fundamentals of Financial Management", Sultan Chand, 3<sup>rd</sup> Edition, 2019.
2. S.N. Maheswari, "Financial Management", Sultan Chand & Sons, 15<sup>th</sup> Edition, 2020.
3. V.R. Palanivel, "Financial Management", S. Chand & Co Ltd., 12<sup>th</sup> Edition, 2019.

**Reference Books**

1. I.M. Pandey, "Financial Management", Pearson Education, 1<sup>st</sup> Edition, 2021.
2. Prasanna Chandra, "Financial Management", 7<sup>th</sup> Edition.
3. Khan & Jain, "Financial Management", 5<sup>th</sup> Edition.

**Web References**

1. <https://www.investopedia.com/terms/c/capitalbudgeting.asp>
2. <https://www.youtube.com/watch?v=ZOaGNDmKpzo>
3. <http://kamarajcollege.ac.in/Department/BBA/III%20Year/e002%20Core%2018%20-%20Financial%20Management%20-%20VI%20Sem.pdf>
4. <https://mdu.ac.in/UpFiles/UpPdfFiles/2020/Jan/FinancialManagement.pdf>
5. <https://www.youtube.com/watch?v=825TSuxTiQU>

**A20BAT513****OPERATIONS MANAGEMENT**

L	T	P	C	Hrs
4	0	0	4	60

**Course Objectives**

- To gain knowledge in Operations management
- To learn the concept of material handling system
- To make the students understand about the inventory implementation systems
- To explain work study and method study
- To be familiar with Maintenance management

**Course Outcomes**

*After completion of the course, the students will be able to:*

- CO1** – Reveal the ability in Operations management  
**CO2** – Explain the concept of material handling system  
**CO3** – Describe the inventory implementation systems  
**CO4** – Demonstrate their ability in work study and method study  
**CO5** – Understand the concept maintenance management

**UNIT I INTRODUCTION TO OPERATIONS MANAGEMENT****(12 Hrs)**

Introduction – Scope of production management – Relating production function with other management function – Production planning and control – Types of production systems – Productivity.

**UNIT II FACILITY LOCATION AND MATERIAL HANDLING SYSTEM****(12 Hrs)**

Facility location – factors influencing plant location – Plant layout – Classification of layout – Advantages and limitations – Material handling system – Inventory control – Models of inventory.

**UNIT III INVENTORY SYSTEMS****(12 Hrs)**

Implementation of inventory systems – Nature of aggregate planning decisions – Aggregate planning strategies – Aggregate planning methods – Scheduling

**UNIT IV WORK STUDY AND METHOD STUDY****(12 Hrs)**

Work study – Introduction – Method study – Recording techniques – Steps in method study – Principles of motion economy – Time study – Work measurement

**UNIT V MAINTENANCE MANAGEMENT****(12 Hrs)**

Maintenance – Introduction and Objectives - Maintenance planning and control – Types of maintenance – Replacement – Group replacement vs Individual replacement – Reliability

**Text Books**

1. Paneer Selvam. R, "Production and operation management", PHI Learning, 3<sup>rd</sup> Edition, 2013.
2. S. N. Chary, "Production and operation management", Tata McGraw Hill, 6<sup>th</sup> Edition, 2016
3. Jay Heizer & Barry Render, "Operations management", Prentice Hall International, 5<sup>th</sup> Edition 2001.

**Reference Books**

1. Joseph G. Monks, "Operations Management", McGraw Hill, 9<sup>th</sup> Edition, 2019
2. Everett E. Adam & Ronald J. Ebert, "Production and operation Management", Prentice Hall international, 2<sup>nd</sup> Edition
3. R. Dan Reid, Nada R. Sanders, "Operations Management", Wiley Publishers 7<sup>th</sup> Edition, 2019.

**Web References**

1. [https://www.iare.ac.in/sites/default/files/lecture\\_notes/IARE\\_OM\\_NOTES.pdf](https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf)
2. <https://www.slideshare.net/ismatullahzazai/operation-managementnotes>
3. [https://vssut.ac.in/lecture\\_notes/lecture1429900757.pdf](https://vssut.ac.in/lecture_notes/lecture1429900757.pdf)
4. <https://ocw.mit.edu/courses/sloan-school-of-management/15-760a-operations-management-spring-2002/lecture-notes/>
5. <https://www.studocu.com/row/document/city-university/operations-management/operations-management-lecture-notes-lectures-1-11/491236>

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A20BAT514	BUSINESS RESEARCH METHODS	L	T	P	C	Hrs
		4	0	0	4	60

### Course Objectives

- To develop understanding of the basic framework of research process.
- To develop an understanding of various research designs and techniques.
- To identify various sources of information for literature review and data collection.
- To impart knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business/Research problem.
- To enable the participants in conducting research work and formulating research synopsis and report.

### Course Outcomes

*After completion of the course, the students will be able to*

- CO1** – Have an understanding of various kinds of research, objectives of doing research, research process research designs and sampling.
- CO2** – To formulate research problem and develop a sufficiently coherent research design.
- CO3** – Have basic knowledge on qualitative, quantitative as well as measurement & scaling techniques.
- CO4** – Have a basic awareness of data analysis, including descriptive & inferential measures.
- CO5** – Write & develop independent thinking for critically analyzing research reports.

### UNIT I INTRODUCTION TO RESEARCH

(12 Hrs)

What is Research - Objectives & motivations for research - Types of Research - Introduction to Qualitative Research & Quantitative Research - Business Problem - Problem Formulation- Techniques involved in defining a problem.

### UNIT II RESEARCH DESIGN AND PROCESS

(12 Hrs)

Subsidiary Books – Meaning and Importance – Types of Subsidiary Books – Purchase Book – Sales Book – Purchase Returns Book – Sales Returns Book – Bills Receivables Book – Bills Payables Book – Journal Proper – Cash Book. Types of Cash Book – Simple, Double-column, Triple-Column, Petty Cash Book. Simple Problems in Sales Book, Purchases Book, and Cash Book.

### UNIT III SAMPLING AND SAMPLING TECHNIQUES

(12 Hrs)

Population, Sampling Frame, Sample, Bias - Statistical Terms in Sampling: statistic, parameter - Sampling Distribution - Sampling & non-sampling errors - Probability & Non-Probability Sampling - Simple Random Sampling - Stratified Random Sampling - Systematic Random Sampling - Cluster Random Sampling - Multi-stage Sampling - Convenience Sampling - Judgment Sampling - Quota Sampling - Snowball Sampling.

### UNIT IV DATA COLLECTION METHODS

(12 Hrs)

Introduction to Primary & Secondary data - Methods of primary data collection - Methods of secondary data collection - Advantages & disadvantages of data collection - Measurement & Scaling Technique - Scales of Measurement: Nominal, Ordinal, Interval, Ratio - General Issues in scaling - Likert Scaling - Questionnaire Designing -Types of questions - Question Content, Wording & Placement - Response Format - Criterion for a good questionnaire

### UNIT V DATA ANALYSIS & REPORT WRITING

(12 Hrs)

Data Preparation- Data aggregation -Data accuracy - Data structure - Data transformation - Descriptive Statistics - Univariate analysis – Correlation - Inferential Statistics - Hypothesis Testing Process - Large

sample test - small sample Parametric and Non-Parametric Test. Report Writing - Types of Research output - Key Elements of Report Writing - Formatting & Referencing.

### Text Books

1. Kothari, C. R. & Gaurav Garg, "Research Methodology- Methods & Techniques", New age International Publishers, 4<sup>th</sup> Edition, 2020.
2. S.L Gupta & Hitesh Gupta, "Business Research Methods", Tata McGraw Hill Education, 2017.
3. Ranjit Kumar, "Research Methodology: A Step-by-Step Guide for Beginners", Sage Publications, 5<sup>th</sup> edition, 2019

### Reference Books

1. Roger Bougie, Uma Sekaran & Mala Srivastava, "Research Methods for Business - An Indian Adaptation: A Skill - Building Approach", Wiley publication, 2021.
2. John W. Creswell & J. David Creswell, "Research Design: Qualitative, Quantitative, and Mixed Methods Approaches ", SAGE Publications, 2017
3. Pamela S Schindler, "Business Research Methods", McGraw Hill; 13<sup>th</sup> edition, 2021.
4. Norman K. Denzin, Yvonna S. Lincoln, "The SAGE Handbook of Qualitative Research", SAGE Publications, 5<sup>th</sup> edition, 2017
5. Uwe Flick, "Introducing Research Methodology: A Beginner's Guide to Doing a Research Project", SAGE Publications, 2015

### Web References

1. <https://bizfluent.com/info-8032498-definition-business-research-methods.html>
2. <https://fuelcycle.com/blog/the-best-research-techniques-for-your-business/>
3. <https://towardsdatascience.com/sampling-techniques-a4e34111d808>
4. <https://people.uwec.edu/piercech/researchmethods/data%20collection%20methods/data%20collection%20methods.htm>
5. <https://www.adelaide.edu.au/writingcentre/sites/default/files/docs/learningguide-writingaresearchreport.pdf>

A20BAE507

**COMPENSATION MANAGEMENT**

L	T	P	C	Hrs
4	0	0	4	60

**Course Objectives**

- To learn basic compensation concepts and the context of compensation practice
- To illustrate different ways to strengthen the pay-for performance link
- To learn the concepts of payment and employee benefits issues for contingent workers
- To understand the legally required employee benefits
- To learn some of the implications for strategic compensation and possible employer approaches to managing legally required benefits

**Course Outcomes**

*After the completion of the course, the students will be able to*

**C01** - recognize how pay decision help the organization achieve a competitive advantage

**C02** - analyze, integrate and apply the knowledge to solve compensation related problems in organization

**C03** - demonstrate comprehension by constructing a compensation system

**C04** - understand internal consistency, external competitiveness, employee contributions, organizational benefit system and administration issues

**C05** - design rational and contemporary system in modern organization

**UNIT I INTRODUCTION TO COMPENSATION MANAGEMENT****(12 Hrs)**

COMPENSATION-Meaning, Types of compensation, Conceptual framework of compensation management, Theories of wages - Criteria of wage fixation - Institutional and cultural factors on compensation practices - National differences in compensation - Compensation system design issues: Compensation philosophies, Compensation approaches.

**UNIT II STRATEGIC COMPENSATION PLANNING AND STRATEGY****(12 Hrs)**

Developing a total compensation strategy-Competitive advantages-Job evaluation system, compensation structure-Wages and salary surveys, the wage curve, pay grades and Rate ranges, preparing salary matrix, Fixing pay, Significant compensation issues.

**UNIT III MANAGING EMPLOYEE BENEFITS****(12 Hrs)**

Nature and Types of benefits, Employee benefits programs - Security benefits, Retirement security benefits, Health care benefits, Time off benefits, Benefits administrations, Employee benefits required by law, Discretionary major employee benefits, Employee services designing a benefits of package.

**UNIT IV DETERMINATION OF WAGES AND EXECUTIVE COMPENSATION****(12 Hrs)**

Principles of Wages and Salary administration, Methods of wage determination in India; Internal and External equity in compensation system, Wage Administration in India; Wage policy in India, Wage Boards: Structure, Scope and Functions - Pay commissions. Executive compensation: Elements of executive compensation and its management - Executive compensation in an international context.

**UNIT V INTERNATIONAL COMPENSATION****(12 Hrs)**

Definition, Nature, Global convergence of compensation practices - Pay for performance for global employees - Practice in different industries - Employees benefits around the World - CEO pay in a global context - Beyond compensation.

**Text Book:**

1. Luis R. Gomez - Mejia and Steve Werner, Global compensation - foundation and perspectives routledge,2008
2. B D Singh, compensation and Reward management - Excel books,2008
3. Tapomoy Deb, compensation Management, Text and Cases, Excel Books, 2009, 1st edition

**Reference Books:**

1. Richard I. Henderson, Compensation Management in knowledge-based world, Pearson Education, 2009, 10th Edition
2. Michael Armstrong & Heelen murlis Hand book of reward management, Crust publishing house, 5<sup>th</sup> Edition, 2009
3. Joseph. J. Martocchio, Strategic compensation human resource management approach, prentice hall, 8<sup>th</sup> Edition, 2015

**Web References**

1. <https://www.iarc.ac.in>
2. <https://bookpdf.co.in>
3. <https://vdocument.in>
4. <https://www.org>
5. <https://www.hrvillage.com>

<b>A20BAE508</b>	<b>INDUSTRIAL RELATIONS AND LABOUR WELFARE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>Hrs</b>
		4	0	0	4	60

**Course Objectives**

- To make them understand the concepts of industrial relations, trade unions and industrial disputes.
- To ensure their ability in collective bargaining, Industrial conflict and workers participation.
- To be familiar with Labour welfare.
- To make them understand about social security
- To develop their skills in technology and IR.

**Course Outcomes**

*After completion of the course, the students will be able to*

- CO1** – Demonstrate their conceptual understanding in industrial relations, trade unions and industrial disputes.
- CO2** – Develop skills and ability in collective bargaining, Industrial conflict and workers participation.
- CO3** – Understand the importance of Labour welfare.
- CO4** – Demonstrate the importance of social security.
- CO5** – Analyse the importance of technology and IR.

**UNIT I INDUSTRIAL RELATIONS AND DISPUTE MANAGEMENT (12 Hrs)**

Industrial relations – Concept, Scope, Evolution, Approaches, Actors and Models, Conflict and cooperation, Trade unions - Concepts, Evolution, Problems of trade unions in India, Recognition, The Trade Unions Act, 1926. Emerging role of trade unions in India - Industrial Disputes: Factors, Forms, Trends, Prevention and Settlement, Role of State and Central Labour Administration, – The Industrial Disputes Act, 1947.

**UNIT II WORKERS PARTICIPATION IN MANAGEMENT (12 Hrs)**

Collective Bargaining - Prerequisites for Collective Bargaining - Collective Bargaining Process, Principles of Collective Bargaining, Collective Bargaining and Labour Management - Co-Operation in India, Conditions for the Success of Collective Bargaining -Grievance Management – Causes of Grievance – Effects of Grievance, Negotiation and Collective Settlements, Grievance Redressal Procedure - Industrial Conflicts- Meaning & Causes and Types, Strikes & Lockouts, Machinery for Resolving Industrial Disputes under Law. Meaning of Workers Participation in Management, Concepts and Objectives of Workers Participation in Management, Growth and Development of Workers Participation in Management, Types of Workers Participation in Management.

**UNIT III LABOUR WELFARE (12 Hrs)**

Labour Welfare concept –Scope –Objectives –need and importance responsibility for providing labour welfare –statutory and voluntary labour welfare measures –Labour Welfare Officer –Labour Welfare Agencies –Appointments –Functions –Powers –Growth and Concept of Labour Welfare in India. Labour –Welfare Provisions under Factories Act, 1948 –The Mines Act 1952 –The Motor Transport Workers Act 1961 –The Plantation’s Act 1951 Recommendations of National Commission on Labour Welfare .

**UNIT IV SOCIAL SECURITY (12 Hrs)**

Social security concepts –scope –objectives –Social insurance Vs social assistance –social security measures –Origin and growth of social security in India –Agencies of social security measures –State and Social security –Social security legislation in India –The Workmen’s Compensation Act, 1923 –The Employees State Insurance Act, 1948 –The Payment of Gratuity Act, 1972 .

**UNIT V TECHNOLOGY AND INDUSTRIAL RELATIONS (12 Hrs)**

Concept of Technological change – impact of technological change – IR in IT/ITES sector in India – ILO – Strategic Industrial Relations.

**Text Books**

1. R.Sivarethinamohan,"Industrial relations and labour welfare",Prentice Hall India,4th Edition,2010.
2. A.M.Sharma,"Industrial relations and labour laws",Himalaya Publishing House, 2nd Edition,2017.
3. Piyali Ghosh& Shefali Nandan,"Industrial relations and labour laws",Tata McGraw Hill,1st Edition,2015.

**Reference Books**

1. C.S.Venkataratnam,Manoranjan Dhal,"Industrial relations", Oxford University press,2nd Edition,2017.
2. C.B.Mamoria,"Dynamics of Industrial relations", Himalaya Publishing House,13th Edition,2016.
3. Alka Agarwal, Nikita Agarwal, Anuj Agarwal,"Industrial relations and labour laws",Golgota Publishing company,2nd Edition,2019.

**Web References**

1. [https://labour.gov.in/industrial relations](https://labour.gov.in/industrial%20relations)
2. [https://www.icsi.edu/labour laws](https://www.icsi.edu/labour%20laws)
3. <https://www.ilo.org>
4. [https://www.scribd.com/industrial relations and labour laws](https://www.scribd.com/industrial%20relations%20and%20labour%20laws)
5. [https://www.academia.edu/industrial relations and labour welfare](https://www.academia.edu/industrial%20relations%20and%20labour%20welfare)

**A20BAE509****STRESS MANAGEMENT**

L	T	P	C	Hrs
4	0	0	4	60

**Course Objectives**

- To identify the cost and benefits of dealing with stress.
- To define what stress is and started to recognize the science of stress.
- To acquire knowledge regarding some personal stress management strategies and techniques.
- To recognize the legal obligation of the employer to reduce work related stress.
- To know the purpose of diagnosis

**Course Outcomes**

*After completion of the course, the students will be able to*

- CO1** – Understand the basic principles of stress management  
**CO2** – Recognize your stress triggers and how to manage them  
**CO3** – Develop a proactive responses to stress full situations  
**CO4** – Use coping tips for managing stress both on and off the job  
**CO5** – Develop a long-term action plan to minimize and better manage stress

**UNIT I INTRODUCTION TO STRESS MANAGEMENT****(12 Hrs)**

Meaning, Definition, Nature and causes of stress, Types of stress, Levels of stress, Stress models, Advantages and Disadvantages of stress.

**UNIT II STRESS REDUCTION****(12 Hrs)**

Methods of Stress reduction, Strategies for stress control, stress in organization, Approaches in managing Stress.

**UNIT III STRESSORS****(12 Hrs)**

Definition, Types of Stressors, Causes and effect of stressors, Consequences of stress, Managing and overcoming the stress.

**UNIT IV CHANGES****(12 Hrs)**

Meaning, Nature and sources of change, Types of changes, Styles in managing changes, Resistance to change, Effective implementation of changes.

**UNIT V DIAGNOSIS****(12 Hrs)**

Meaning, Purpose of Diagnosis, Process of Diagnosis, Methods of Diagnosis, Issues and implementation of Diagnosis.

**Text Books**

1. Gonathan C Smith, Stress Management: "A Comprehensive Handbook of techniques and strategies", Spring Publications Co In., Revised Edition, 13<sup>th</sup> August 2022.
2. Guru, "Stress Simplified", Notion Press, 1<sup>st</sup> Edition, 2021.
3. David Allen, "The Art Of Stress Free Productivity", Little, Brown Book Group, Last Edition, 2015.

**Reference Books**

1. Vikas Kakwani, "Distress To Destress", Notion Press, First Edition, 2019.
2. Dr. Joseph Murphy, "The Power Of Subconscious Mind", Fingerprint Publications, Last Edition, 2017.
3. Allen Elkin, "Stress Management", Wiley India Private Limited, Second Edition, 2013.

**Web References**

1. <http://www.stress.org/>The American Institute Of Stress
2. [https://www.webmd.com/ways to manage stress](https://www.webmd.com/ways-to-manage-stress)
3. [https://health.gov>manage stress-My Healthfinder/health.gov](https://health.gov/manage-stress-My-Healthfinder/health.gov)
4. [https://counseling.oregonstate.edu>counseling&psychological services](https://counseling.oregonstate.edu/counseling&psychological-services)
5. [https://sk.sagepub. /managing.com workplace stress](https://sk.sagepub.com/workplace-stress)



A20BAP515

**READING ANNUAL REPORTS**

L	T	P	C	Hrs
1	0	2	2	45

**Course Objectives:**

- To inculcate an understanding on the contents of Annual Reports of various business entities
- To develop the art of reading and understanding the annual reports of corporate entities
- To train them the nuances in the comparative analysis of different annual reports

**Course Outcomes:**

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

CO1 – Understand the contents of annual reports of different business entities

CO2 – Develop the ability to read and understand the contents of annual reports

CO3 – Compare the annual reports of different corporate entities

This is a Group Project. This mini-project will be undertaken by a group of students consisting of 4 to 6 in a group. Each group will be assigned a Mentor by the Project Coordinator of the Department. In consultation with the Mentor, each student-group will identify 3 to 6 companies from same / different industry. They will have to gather the Annual Reports of the companies identified.

An Annual Report is a corporate document disseminated to shareholders that spells out the company's financial condition and operations over the previous year. With the guidance of the Mentor, the student-groups will examine and make a comparative analysis of any three of the following:

- Operating and Financial Highlights
- CEO's Letter to the shareholders
- Management's Discussion and Analysis (M.D. & A)
- Income Statement
- Balance Sheet
- Cash Flow Statement
- Auditor's Report

Each group will have to prepare a report (of not less than 15 and not more than 30 pages) of the comparative analysis (intra-industry or inter-industry comparison) and submit the same for viva-voce for the End-Semester evaluation by the Internal and External Examiner.

Project viva-voce will be conducted for End-Semester evaluation in which the student-group have to submit a final report for evaluation and respond to questions from the examiners.

**A20BAP516****MANAGEMENT SEMINAR**

L	T	P	C	Hrs
0	0	2	1	30

This Seminar course is meant to give students practice speaking in front of a audience and to explore topics in detail. Students will research topics and organize presentations for faculty and other students. The topics may be any aspect of the Commerce or Management and must be approved by the instructor in advance (see schedule for deadline). Unless cleared with me, you may not give a presentation similar to one you have delivered in another class. If this is your second time taking seminar, then your topic should be substantially different that your previous one.

To help students improve as speakers, each student will receive feedback from the fellow students and the instructor. After your seminar, arrange a time to meet with me to discuss your performance.

**Expectations:**

Attendance at each seminar is mandatory for all students enrolled. In addition, students are expected to attend all other seminars in the department, such as invited guest speakers. It is expected that students will actively participate by asking questions of the speaker. The effort by students to meet these expectations will be considered in the determination of your final Marks.

You should strive for professionalism in all aspects of this class. Speakers should dress professionally. Sneakers, shorts, jeans, tee-shirts are NOT acceptable. Whereas most students choose to use PowerPoint to present their seminar, overheads, 35-mm slides or the chalkboard are also acceptable media for visual aids. It is your responsibility to arrange for any equipment you require. Visual aids should look professional and be readable in the entire room; use spell check and proofread for typographical errors. Abstracts should be concise (<250 words), well written and free of grammatical and typographical errors. Be sure to tell complete story with your abstract. The abstract will also serve as an announcement and should include the time, date, and location of your seminar.

Each student will give two 20-minute presentations. Your first one will be a practice seminar in front of the class. Class members (and I) will take notes on various aspects of your seminar and give you immediate feedback and constructive criticism. For the second one, we will invite the entire department. Your seminar should cover several (3-4, or more) related papers in a given area. Tell a complete story about your chosen topic. You are encouraged to give seminar on your proposed topic. Explain concepts simply and clearly, and define all terms and acronyms. Be prepared to answer questions after your seminar. Do not "seed" questions in advance to your friends in the audience – I will consider this cheating. The seminar will be timed, and should be  $\pm 3$  minutes of the allotted 20 minutes.

Your final marks will be determined by several factors: the quality and content of your seminars, your improvement from the first to the second, your participation in the class as a whole, and your ability to meet scheduled deadlines. The total mark of 100 shall be divided between internal and external evaluations and it is 40 and 60 marks respectively

**Proposal Seminar Format:**

- Introduce yourself to the advisor and committee members (who should be in attendance).
- Give an introduction and background information on your topic. State the problem(s) that remain unanswered.
- Clearly state your objectives
- Present any data you have collected thus far.
- Describe what remains to be done, and what you expect to find.

**A20BAS505****COMPUTERISED  
BUSINESS ACCOUNTING**

L	T	P	C	Hrs
0	0	4	2	60

**Course Objective**

- To make the students familiar with the operations of Computerised Accounting Software

**Course Outcome**

*After completion of the course, the students will be able to*

**CO1** – Demonstrate their understanding of working with Accounting Software

**CO2** – Prepare different kinds of reports from the Accounting Software

**CO3** – Generate the Financial Statements using the Accounting Software

**Exercises:**

1. Getting started with an Accounting Software and Creation of Company
2. Configuring and Altering Features of Company
3. Chart of Accounts – Understanding of different Ledger Groups
4. Ledger Creation – Single Ledger – Multi Ledger – Display and Deletion
5. Understanding and Creating Inventory Masters
6. Creation of Stock Items and Godown
7. Preparation of Stock Reports
8. Recording Transactions – Voucher Creation (Different types of vouchers)
9. Accounts Receivables and Accounts Payables
10. MIS Reports
11. Generating Financial Statements – Balance Sheet, Profit and Loss Account, and Cash Flow Statement
12. Performing Analysis of Financial Statements using Accounting Ratios

A20BAT617

**STRATEGIC MANAGEMENT**

L	T	P	C	Hrs
4	0	2	5	75

**Course Objectives**

- To gain knowledge about business policy and strategic management
- To learn Strategic formulation
- To make the students understand about the corporate strategy
- To explain strategic alternatives and growth strategy
- To be familiar with strategic implementation

**Course Outcomes**

*After completion of the course, the students will be able to:*

- CO1** – Understand the concepts of Business policy and strategic management  
**CO2** – Explain the concept of strategic formulation  
**CO3** – Develop their skills in corporate Strategy  
**CO4** – Demonstrate their ability in growth strategy  
**CO5** – Understand the concept of strategic formulation

**UNIT I BUSINESS POLICY AND STRATEGIC MANAGEMENT****(15 Hrs)**

Definition to Business Policy-Nature, Scope and significance of business policy-Elements and Process of business policy-Factors determining business policy - Definition to strategic management-Nature, Scope and Significance of Strategic Management-Elements of Strategic Management-Process of strategic management-Components of strategic management-Functions of strategic management.

**UNIT II STRATEGIC FORMULATION****(15 Hrs)**

Meaning of strategic formulation-Vision, Mission and purpose of strategy-Objectives and Goals of strategic formulation-Developing strategic perspectives-Fourteen processes of strategic planning.

**UNIT III BUSINESS ENVIRONMENT AND CORPORATE STRATEGY****(15 Hrs)**

Meaning of Business Environment-Components of Business Environment (Internal Environment and External Environment), Environmental Scanning-SWOT Analysis – Corporate strategy Nature and scope – Project life cycle – Portfolio analysis – Simple case studies

**UNIT IV STRATEGIC ALTERNATIVES AND GROWTH STRATEGY****(15 Hrs)**

Meaning of strategic alternatives-Generating strategic alternatives-Classifying strategic alternatives-Horizontal expansion and diversification- Classification of strategies based on the desired rate of growth-Mergers and Acquisitions – Amalgamation – joint venture – Simple case studies

**UNIT V STRATEGIC IMPLEMENTATION****(15 Hrs)**

Implementation of strategy – Leadership and organizational climate – Planning and controlling – Evaluation and control - Simple case studies

**Text Books**

1. Azhar kazmi, "Business policy and strategic management", Tata McGraw Hill Publishers, 4<sup>th</sup> Edition 2019.
2. L. M. Prasad, "Business policy and strategic management", Sultan Chand & Sons, 6<sup>th</sup> Edition.
3. Fred. R. David, "Strategic management", Prentice Hall International, 5<sup>th</sup> Edition 2018.

**Reference Books**

1. CA. Meeta Mangal, "Strategic Management", Commercial Law Publishers, 9<sup>th</sup> Edition, 2019
2. Charles W.L. Hill, Gareth r. Jones, "Strategic Management: An Integrated Approach", Cengage Learning India Pvt. Ltd, 12<sup>th</sup> Edition, 2020
3. John A. Pearce, Richard B. Robinson, Amrita Mital, "Strategic Management", Aitbs Publishers 7<sup>th</sup> Edition, 2015.

**Web References**

1. <http://www.rjspm.com/PDF/Strategic-Management-Notes-PDF.pdf>
2. <https://www.geektonight.com/strategic-management-notes-pdf/>
3. [https://www.academia.edu/27553954/STRATEGIC\\_MANAGEMENT\\_NOTES\\_POWER\\_POINT\\_CHAPTER\\_1](https://www.academia.edu/27553954/STRATEGIC_MANAGEMENT_NOTES_POWER_POINT_CHAPTER_1)
4. <https://www.slideshare.net/KiruthikaRuthi/strategic-management-full-notes>
5. [http://studentzonengasce.nmims.edu/content/Strategic%20Management/Strategic\\_Management\\_IBdA3TJvQg.pdf](http://studentzonengasce.nmims.edu/content/Strategic%20Management/Strategic_Management_IBdA3TJvQg.pdf)

A20BAT618

**BUSINESS PERSPECTIVES**

L	T	P	C	Hrs
4	0	0	4	60

**Course Objectives**

- To understand the concept of Business Environment.
- To be familiar with macro-economic factors.
- To create knowledge on SSIs.
- To demonstrate financial environment in current scenario.
- To understand the emerging trends in business.

**Course Outcomes**

*After completion of the course, the students will be able to*

**CO1** – Enhance the knowledge on business environment.

**CO2** – Analyze the macroeconomic parameter.

**CO3** – Familiarize with the functioning of SSIs.

**CO4** – Understand the concept of financial environment.

**CO5** – Know the emerging trends in business.

**UNIT I INTRODUCTION TO BUSINESS ENVIRONMENT****(12 Hrs)**

The Concept of business environment - Nature and significance - Brief overview of political cultural - Legal - Economic and social environments and their impact on business and strategic decisions.

**UNIT II ECONOMIC ENVIRONMENT****(12 Hrs)**

Economic environment - Economic systems and their impact of business - Macroeconomic parameters like GDP- Growth rate population - Urbanization - Fiscal deficit-plan investment - Per capita income and their impact on business decisions - Five year planning.

**UNIT III SMALL INDUSTRIES AND SICKNESS****(12 Hrs)**

Concepts and Definitions of SSIS – Role of SSI – Government policy and development of SSIS – growth and performance of SSI – Sector and committee report – reservation of items for SSI – problems of SSI – sickness of SSI, causes, symptoms, and curves – prospects of SSI in free economy.

**UNIT IV FINANCIAL ENVIRONMENT****(12 Hrs)**

Financial environment - Financial system - Commercial banks – Financial institutions - RBI stock exchange - IDBI - Non banking financial companies NBFCs.

**UNIT V EMERGING TRENDS IN BUSINESS****(12 Hrs)**

Business process re-engineering – corporate governance and corporate social responsibilities – business process outsourcing – LPG – Think Global Act Local.

**Text Books**

1. Ramesh .S, Janardhan.K & Vivek Mittal, "Business Perspective", Excel Books , 2<sup>nd</sup> Edition, 2007.
2. Prabakaran.S, "Business Perspective" , Excel Books, 3<sup>rd</sup> Edition, 2008.
3. K. Chidambaram & V. Alagappan, "Business Environment", Vikas Publishing House, 2<sup>nd</sup> Edition, 2020..

**Reference Books**

1. Francis Cherunilam, "International Business Environment", Himalaya Publishing House, 7<sup>th</sup> Edition, 2017.

2. H.L. Ahuja, "Economic Environment of Business", S. Chand Publishing, 7<sup>th</sup> Edition, 2018.
3. Vera Ram.K, "How to succeed in small scale industry", Vikas Publications, 2<sup>nd</sup> Edition, 1985.
4. Aswathappa.K, "Essentials of Business Environment", Himalaya Publishing House, 13<sup>th</sup> Edition, 2017.
5. Biswanath Ghosh, "Economic Environment of Business", Vikas Publishing House, 2<sup>nd</sup> Edition, 2019.

### Web References

1. <https://www.studocu.com/integrating-business-perspectives/lecture-notes>
2. <https://www.thinkswap.com/au/uts/26100-integrating-business-perspectives/ibp-full-notes-hd>
3. [http://www.unified-am.com/UAM/UAM/guidances/guidelines/uam\\_business\\_pers\\_CBC3D67D.html](http://www.unified-am.com/UAM/UAM/guidances/guidelines/uam_business_pers_CBC3D67D.html)
4. <https://www.studocu.com/en-au/course/university-of-technology-sydney/integrating-business-perspectives/1533880>
5. <https://www.coursehero.com/file/40448732/integrating-business-perspective-lecture-notespdf/>

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A20BAT619

**ENTERPRISE RESOURCES  
PLANNING**

L	T	P	C	Hrs
3	0	0	3	45

**Course Objectives**

- To gain knowledge about ERP and Technology
- To learn ERP Implementation
- To make the students understand about Business modules
- To explain the concept of ERP markets
- To be familiar with Trends in ERP

**Course Outcomes**

*After completion of the course, the students will be able to:*

- CO1** – Understand the concepts of ERP and Technology  
**CO2** – Explain the concept of ERP Implementation  
**CO3** – Develop their skills in developing Business modules  
**CO4** – Demonstrate their ability in ERP Markets  
**CO5** – Reveal their understanding in ERP trends

**UNIT I ERP AND TECHNOLOGY****(9 Hrs)**

Introduction – Related Technologies – Business Intelligence – E-commerce and E-Business – Business process Reengineering – Data Warehousing – Data mining – OLAP – Product life cycle management – SCM – CRM

**UNIT II ERP IMPLEMENTATION****(9 Hrs)**

Implementation challenges – Strategies – Life cycle – Pre implementation tasks – Requirement's definition – Methodologies – Package selection – Project teams – Process definitions – Vendors and consultants – Data migration – Project management – Post management activities.

**UNIT III ERP IN ACTION & BUSINESS MODULES****(9 Hrs)**

Operation and maintenance – Performance – Maximizing the ERP System – Business modules – Finance – Manufacturing – Human Resources – Plant maintenance – Materials Management – Quality management – Marketing – Sales, Distribution and services.

**UNIT IV ERP MARKET****(9 Hrs)**

Marketplace – Dynamics – SAP AG – Oracle – Peoplesoft – JD Edwards – QAD Inc – SSA Global – Lawson software – Epicor – Intuitive

**UNIT 5 TRENDS IN ERP****(9 Hrs)**

Enterprise application integration – ERP and E-Business – ERP II – Total Quality Management – Future Directions – Trends in ERP

**Text Books**

1. Alexis Leon, "ERP DEMYSTIFIED", Tata McGraw Hill Publishers, 2<sup>nd</sup> Edition 2008.
2. Mary Sumner, "Enterprise resource planning", Pearson Education, 4<sup>th</sup> Edition, 2007
3. Michael W. Pelphrey, "Directing the ERP implementation", CRC press, 3<sup>rd</sup> Edition, 2015

**Reference Books**

1. Jim Mazzullo, "SAP R/3 for Everyone", Pearson, 4<sup>th</sup> Edition, 2007.
2. Jose Antonio Fernandez, "The SAP R/3 Handbook", Tata McGraw Hill Publishers, 2<sup>nd</sup> Edition, 1998.
3. Biao Fu, "SAP BW A Step-by-Step Guide", Pearson Education, 1<sup>st</sup> Edition, 2000.



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1. <https://www.scribd.com/doc/19251359/CHAPTER-1-Enterprise-Resource-Planning-Notes>
2. [https://www.estudyworld.com/eStudy/plustwo/ptca\\_chapter-10-enterprise-resource-planning-erp-notes/](https://www.estudyworld.com/eStudy/plustwo/ptca_chapter-10-enterprise-resource-planning-erp-notes/)
3. <https://icaiknowledgegateway.org/littledms/folder1/chapter-7-an-overview-of-enterprise-resource-planning-erp.pdf>
4. <https://www.civilserviceindia.com/subject/Management/notes/enterprise-resource-planning.html>
5. <https://www.geeksforgeeks.org/introduction-to-erp/>



A20BAE510	CORPORATE SOCIAL RESPONSIBILITY	L	T	P	C	Hrs
		4	0	0	4	60

### Course Objectives

- To provide an in-depth understanding of Corporate Social Responsibility.
- To understand the various framework for corporate social responsibility.
- To acquire a deep knowledge in CSR legislation in India and World.
- To understand the concept of CSR drivers in India.
- To provide an in-depth understanding in key stakeholders of CSR

### Course Outcomes

*After completion of the course, the students will be able to*

- CO1** – Understand the key characteristics of Corporate Social Responsibility in the context of present-day management.
- CO2** – Apprise regarding business decision-making which is informed by ethical values and respect for people communities and the environment
- CO3** – Develop the understanding in CSR legislation in India and World
- CO4** – Understand critical issues of Corporate Social Responsibility in a cross-cultural setting
- CO5** – Become aware of creating a strategic plan that enables an organization to reach out to its internal and external stakeholders with consistent messages

### UNIT I INTRODUCTION TO CSR

(12 Hrs)

Meaning and Definition, History of CSR - Concepts of Charity - Corporate philanthropy, Corporate Citizenship - Sustainability and Stakeholder Management. Environmental aspect of CSR - Chronological evolution and Models of CSR in India - Carroll's model Major codes on CSR Initiatives in India.

### UNIT II FRAMEWORK FOR CORPORATE SOCIAL RESPONSIBILITY

(12 Hrs)

Millennium Development Goals, Sustainable Development Goals - Relationship between CSR and MDGs. United Nations (UN) Global Compact 2011 - UN guiding principles on business and human rights. OECD CSR policy tool - ILO tri-partite declaration of principles on multinational enterprises and social policy.

### UNIT III CSR LEGISLATION IN INDIA AND THE WORLD

(12 Hrs)

Section 135 of Companies Act 2013 - Scope for CSR Activities under Schedule VII - Appointment of Independent Directors on the Board - Computation of Net Profit's Implementing Process in India.

### UNIT IV THE DRIVERS OF CSR IN INDIA

(12 Hrs)

Market based pressure and incentives - Civil society pressure - The regulatory environment in India Counter trends - Review of current trends and opportunities in CSR - Review of successful corporate initiatives and challenges of CSR. Case Studies of Major CSR Initiatives.

### UNIT V IDENTIFYING KEY STAKEHOLDERS OF CSR

(12 Hrs)

Role of Public Sector in Corporate - Government programs - Nonprofit and Local Self Governance in implementing CSR - Global Compact Self-Assessment Tool - National Voluntary Guidelines by Government of India - Roles and responsibilities of corporate foundations.

### Text Books

1. William B. Werther Jr. and David Chandler "Stakeholders in a Global Environment", Sage Publication India ,2<sup>nd</sup> Edition, 2008.
2. Sanjay K Agarwal, "Corporate Social Responsibility:", Broadview Press, 1<sup>st</sup> Edition 2011.
3. George Pohle and Jeff Hittner, "Attaining Sustainable Growth through Corporate Social Responsibility", IBA Global Business Services,5<sup>th</sup> Edition, 2008.

### Reference Books

1. Sharma, J.P "Corporate Governance and Social Responsibility of Business", Ane Books Pvt. Ltd, 6<sup>th</sup> Edition,2017.
2. C. V. Baxi, Ajit Prasad, "Corporate Social Responsibility", The Indian Publisher, 4<sup>th</sup> Edition, 2006
3. Blow field, Michael, and Alan Murray, "Corporate Responsibility", Oxford University Press, 2nd Edition, 1990.

### Web References

1. <https://www.icsi.edu/media/portals/2/ppt/ROC-CSR-300317%20.pdf>
2. <https://byjusexamprep.com/study-notes-on-corporate-social-responsibilities-i>
3. <https://www.investopedia.com/terms/c/corp-social-responsibility.asp>
4. <https://www.slideshare.net/Sakomm/corporate-social-responsibility-lecture-notes>
5. <https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/templates-business>

**A20BAE611****E-BUSINESS**

L	T	P	C	Hrs
4	0	0	4	60

**Course Objectives**

- To gain knowledge about E-Business, EDI and E-Business architecture
- To learn E-Business business models
- To make the students understand the concept of retailing and marketing-oriented E-Business
- To explain security and payment in E-Business
- To be familiar with the issues in E-Business

**Course Outcomes**

*After completion of the course, the students will be able to:*

- CO1** – Understand the concepts of E-Business and EDI  
**CO2** – Work with E-Business business models  
**CO3** – Develop their skills in marketing-oriented E-Business  
**CO4** – Demonstrate their ability in payment in E-Business  
**CO5** – Understand the issues in E-Business

**UNIT I INTRODUCTION TO E-BUSINESS****(12 Hrs)**

Defining E-Business: The scope of E-Business, Electronic Market and E-Tailing, Electronic Data Interchange, Internet Commerce, Benefits and limitations of E-Business, E-Business- types of EC transactions, Architectural framework of Electronic Commerce, Web based E Commerce Architecture, Overview of developments in Information Technology.

**UNIT II E-BUSINESS BUSINESS MODELS****(12 Hrs)**

E-Business business models, Major business to commerce (B2C) and (B2B) business models and its strategies, Business models in emerging E-Business areas, How the internet and the web change business: strategy, structure and process, The internet and the web: features, technology Background, Internet today.

**UNIT III RETAILING AND MARKETING ORIENTED E COMMERCE****(12 Hrs)**

E-Retailing: Traditional retailing and e retailing, Benefits of e retailing, Key success factors, Models of e retailing, Features of e retailing. E-services: Categories of e-services, The Internet Audience and consumer, Internet Marketing and Marketing technologies, matchmaking services, E-entertainment.

**UNIT IV SECURITY AND PAYMENT IN E COMMERCE****(12 Hrs)**

Security Threats in Computer Systems, Virus, Cyber Crime Network Security: Encryption, Protecting Web server with a Firewall, Firewall and the Security Policy, Application of Firewalls, Proxy Server, E-Business Payment system, electronic billing presentment and payment. Digital Signature, Digital Wallet, Digital Cash.

**UNIT V ISSUES IN E- BUSINESS****(12 Hrs)**

Understanding Ethical, Social and Political issues in E-Business: A model for Organizing the issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas, Candidate Ethical principles Privacy and Information Rights: Information collected at E-Business Websites, The Concept of Privacy, Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance.

**Text Books**

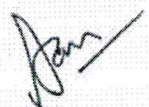
1. S.J.P.T. Joseph, "E-Business", PHI Learning Pvt. Ltd., 2<sup>nd</sup> Edition, 2019.
2. Henry Chan, Raymond Lee, Tharam Dillon, "E- Commerce: Fundamentals and Applications", Willey, 1<sup>st</sup> Edition, 2007.
3. Shruti Mathur, " E-Business ", Pinnacle Learning, 1<sup>st</sup> Edition, 2020.

**Reference Books**

1. Shivani Arora, "E-Business", Taxmann, 2<sup>nd</sup> Edition, 2017.
2. Khushali Katira, "E-Business", C.Jamnadas & Co., 2<sup>nd</sup> Edition, 2018.
3. Renu Gupta, "E-Business", Shree Mahavir Book Depot, 1<sup>st</sup> Edition, 2017.

**Web References**

1. [https://www.iare.ac.in/sites/default/files/lecture\\_notes/IARE\\_E-Business\\_Lecture\\_Notes.pdf](https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_E-Business_Lecture_Notes.pdf)
2. [https://mrcet.com/pdf/Lab%20Manuals/IT/E-BUSINESS%20\(R17A1212\).pdf](https://mrcet.com/pdf/Lab%20Manuals/IT/E-BUSINESS%20(R17A1212).pdf)
3. <https://www.studocu.com/in/document/university-of-rajasthan/E-Business/E-Business-notes-pdf->
4. [https://www.vssut.ac.in/lecture\\_notes/lecture1428551057.pdf](https://www.vssut.ac.in/lecture_notes/lecture1428551057.pdf)
5. <https://www.smartzworld.com/notes/E-Business-pdf-notes-lecture-notes>



A20BAE612

**EXPORT MANAGEMENT**

L	T	P	C	Hrs
4	0	0	4	60

**Course Objectives**

- To understand the meaning of export management
- To know the need of export management
- To discuss the nature of export management
- To explain the functions of export management
- To understand the concept export organization and structural design

**Course Outcomes**

*After completion of the course, the students will be able to:*

**CO1-** Understand the concept of export management

**CO2-** Gain knowledge on the need of export management

**CO3-** Explain the nature of export management

**CO4-** Work with export procedures

**CO5-** Analyze the concept of export organizational structural design

**UNIT I INTRODUCTION TO EXPORT MANAGEMENT****(12 Hrs)**

Definition, Need for export management, Nature of export management, Features of export management, Process of export management, Functions of an export management and manager, India's export trade: trend in India's export trade since Independence. Composition of India's export trade, India's share in world trade, reason for India's share in world trade, Export of services.

**UNIT II PRODUCT PLANNING FOR EXPORT****(12 Hrs)**

Modes of entry in foreign market, Criteria for selection of products for export, Steps in new product development process, Identifying foreign markets for export of products, Product life cycle, product mix, product branding.

**UNIT III FOREIGN TRADE POLICY AND EXPORT PROMOTION****(12 Hrs)**

Foreign trade policy 2009-2014, Objectives of foreign trade policy, Main highlights of foreign trade policy, main export promotion organization in India -EPC's Commodity boards, STL, FIEO, Chambers of commerce, IIP, ITPO.

**UNIT IV EXIM POLICY AND LEGISLATIVE MEASURE****(12 Hrs)**

Export pricing, Factors determining export price, Export pricing objectives, Export pricing quotations, Marginal cost pricing, Breakeven pricing, Export pricing strategies  
Export finance – Types of export finance, Features of export finance, Features of pre-shipment and postshipment finance, Methods of payment, Role of commercial banks and EXIM bank in export finance, Role of ECGC in export cover.

**UNIT V EXPORT DOCUMENTATION****(12 Hrs)**

Stages in export procedure, Shipping and custom formalities, Banking procedure, Procedure for realisation of export incentives available to Indian Exports.

**Text Books**

1. Justin Paul and Rajiv Aserkar , Export import management, Oxford publication, 2013 2<sup>nd</sup> edition.
2. P.K Khurana, Export management, Galgotia Publications Pvt Ltd 2015.
3. L. Natarajan, International Marketing, Margham Publications, 1<sup>st</sup> Edition, 2018.

**Reference Books**

1. Swapna Pillai, Export import procedures and documentation, Sahitya Bhawan publications 1 January 2020.
2. Parul Gupta, Export import management, MC Grow hill education, 2017, 1<sup>st</sup> edition.
3. Subhash C. Jain, International Marketing, South-Western, 1<sup>st</sup> Edition, 2011.

**Web References**

1. <https://www.studocu.com>
2. <https://www.studeerenet.in>
3. <https://www.sdm.ac.in>



**A20BAP620****ERP PRACTICAL (SAP B1)**

L	T	P	C	Hrs
0	0	4	2	30

**Course Objectives**

- To gain knowledge about ERP SAP B1
- To work with SAP
- To make the students work with inventory in SAP
- To explain the concept of sales order processing
- To be familiar in creating invoices

**Course Outcomes**

*After completion of the course, the students will be able to:*

**CO1** – Understand the concepts of SAP

**CO2** – Create master data in SAP

**CO3** – Develop their skills in ERP SAP

**CO4** – Demonstrate their ability in sales order processing

**CO5** – Work with ERP SAP

**List of Exercise**

1. Launching SAP
2. Navigating SAP
3. Master Data Creation
4. Vendor Master Data
5. Vendor Selection
6. Receiving Inventory
7. Customer Master Data
8. Customer Master Data
9. Creating Invoices
10. Enterprise System Presentation



<b>A20BAP621</b>	<b>BUSINESS RESEARCH REPORT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>Hrs</b>
		1	0	4	3	75

**Course Objective**

- To develop professional skills through learning to use knowledge for the study and analysis of problems and selection of appropriate means to solve them.

**Course Outcome**

*After completion of the course, the students will be able to*  
Analyse the problem-solving situations for new and significant areas of problems in business.

**GUIDELINES:**

- The students have to select research areas systematically.
- Understanding both the organizations and its function.
- Understanding socio, economic and cultural realities and their impact on organization.
- Administrative structure, Communication pattern, Leadership, Power Structure, Decision making and functions of personnel in business organization.

**OUTCOME:**

Internal evaluation by the concern training supervisor along with HOD shall be made during the beginning of semester. Metrics to be evaluated and its weightage are:

- Compliance of the procedure (permission seeking, informing in advance, weekly reporting and Industry Analysis report submission)
- Structure and neatness of Business Research Report submission.

**EVALUATION METHOD:**

Students shall prepare and submit a Business Research Report individually for the purpose of the oral examination. Business Research Report shall also be evaluated jointly Internal with an External examiner during the viva-voice examination.

**A20BAP622**

**MANAGEMENT COLLOQUIUM**

L	T	P	C	Hrs
0	0	2	1	30

**Course Description**

The purpose of this seminar is to expose you to a number of different types of writing that you may encounter in your professional career. The class is an opportunity to write, review, rewrite and present your point of view both orally and in written form.

Each week in-class writing and peer review will provide the means by which you practice and refine your ability to communicate complex ideas clearly.

In addition, we will explore the following topics:

- Managing a communication crisis
- Presenting yourself
- Writing for Grants
- Translating technical information into everyday language

**Collaborative Learning**

A central component of this seminar will be the practice of giving and receiving comments on written and oral presentations. Giving and receiving constructive feedback can be a highly useful tool for learning to analyze and improve the quality of your writing and analysis. Your peers can provide a new perspective, valuable insights, and guidance for you as you work through your research question. Toward this end, you will be put into writing groups with one or two other individuals. All writing done for the class will be submitted to both to the instructor and all the writing group members.

**Written Work**

Written work must be typed, spell-checked, and neatly formatted. Please include your name, the course number, assignment number, and date at the top of the page or on a cover sheet. While an occasional typo or editing error may slip through, the presence of several mistakes indicates a lack of attention and will lower your grade. Specific formatting conventions are negotiable, based on standards in your field and appropriateness for your intended audience. **All work must be professional looking and designed for easy reading.**

**Documenting Sources**

Do not cut and paste material from web pages or other documents without making evident the source of the information. Using work that is not your own without attribution is a serious offense and subject to formal action by the Institute. Inadequately documented papers (including bibliography and footnotes or in-text citations) will not receive a passing grade.

<b>A20BAS606</b>	<b>BUSINESS ACCOUNTING PROJECT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>Hrs</b>
		<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>	<b>60</b>

**Course Objective**

- To make the students familiar with the handling of Accounting Projects

**Course Outcome**

*After completion of the course, the students will be able to*

**CO1** – Demonstrate their understanding of working in Accounting Projects

**CO2** – Complete the Accounting Projects within the specified time frame

**CO3** – Submit reports on the Accounting Projects

**Exercises:**

Case Studies on

- Creation of Stock Items and Godown
- Preparation of Stock Reports
- Vouching and Audit of vouchers
- Accounts Receivables and Accounts Payables
- MIS Reports
- Generating Financial Statements – Balance Sheet, Profit and Loss Account, and Cash Flow Statement
- Performing Analysis of Financial Statements using Accounting Ratios

