

**School of Arts & Science****Minutes of Fifth Meeting of Board of Studies for B.B.A. (General)**

The Fifth Meeting of Board of Studies for Bachelor of Business Administration (General) - B.B.A. Programme was held on 24th September 2022, Saturday at 02.00 P.M. via Zoom Meeting (Great Learning Platform) with the Head of the Department in the Chair.

The following members were present for the BoS meeting.

S. No.	Name of the Member	Designation
1	Dr. Bala Sendhil Kumar G. Professor and Head, B.B.A. School of Arts and Science Sri Manakula Vinayagar Engineering College Puducherry	Chairman
2	Dr. V. Saikumari Professor and Head, Department of Management Studies, Easwari Engineering College (Autonomous), Chennai.	Pondicherry 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.	Member (Industry representative)
6	Dr. Sivasacty Assistant Professor, Department of Commerce and Management, School of Arts and Science Sri Manakula Vinayagar Engineering College Puducherry	Internal Member
7	Mr. K. Kandasamy Assistant Professor, Department of Commerce and Management, School of Arts and Science Sri Manakula Vinayagar Engineering College Puducherry	Internal Member

8	Ms. S. Jeeja Assistant Professor, Department of Commerce and Management, School of Arts and Science Sri Manakula Vinayagar Engineering College Puducherry	Internal Member
9	Ms. M. Abirami @ Manoranjitham Assistant Professor, Department of Commerce and Management, School of Arts and Science Sri Manakula Vinayagar Engineering College Puducherry	Internal Member
10	Dr. M. Vanitha Assistant Professor, Department of Tamil School of Arts and Science Sri Manakula Vinayagar Engineering College Puducherry	Internal Member
11	Mr. M. Elamaran Assistant Professor, Department of English School of Arts and Science Sri Manakula Vinayagar Engineering College Puducherry	Internal Member

Agenda of the Meeting

Item No. : BoS / B.B.A. - 5.1

- ❖ Welcome Address.
- ❖ To confirm the minutes of the fourth meeting of Board of Studies.

Item No. : BoS / B.B.A. - 5.2

- ❖ To discuss and approve the improvisations in the Curriculum Structure of the B.B.A. Programme (V & VI Semester).

Item No. : BoS / B.B.A. - 5.3

- ❖ Discussion and Approval of Practicals & Skill Development Courses in V & VI Semester of the B.B.A. - General.

Item No. : BoS / B.B.A. - 5.4

- ❖ Any other item with the permission of chair.

Minutes of the Meeting

The meeting deliberated on the agenda items that had been approved by the Chairman.

Item No. : BoS / B.B.A.- 5.1

Dr. G. Bala Sendhil Kumar, Chairman, BoS opened the meeting by greeting and introducing the external members to the internal members and meeting thereafter deliberated on the approved agenda items.

Confirmation of the Minutes of the Fourth meeting of the Board Members held on 24th February 2022 at 02.00 PM was done by presenting the summary of suggestions made (related to second year curriculum and Online Course) by the Board Members and the actions taken by the Department in the process of implementing those suggestions. A Suggestive List of Courses recommended for Online Course by the Students of B.B.A. program was presented to the Board. Members have unanimously agreed to the list below and suggested not to limit to list, so that students will have more choice of learning Online Courses.

Sl. No.	Title of the Online Course	Offered by	Course Duration
1	Advertising and Brand Management	SWAYAM	12 weeks
2	Business Organisation and Management	SWAYAM	16 weeks
3	Computer Application in Business	SWAYAM	12 weeks
4	E-Commerce	SWAYAM	12 weeks
5	Basics of Digital Marketing	SWAYAM	12 weeks
6	Business Planning & Project Management	SWAYAM	12 weeks
7	Entrepreneurship And IP Strategy	SWAYAM	08 weeks
8	Finance for Non-Finance	SWAYAM	12 weeks
9	Fundamentals of Office Management and Methods	SWAYAM	12 weeks
10	Effective Business Communication	SWAYAM	06 weeks
11	Business Environment	SWAYAM	08 weeks

Item No. : BoS / B.B.A. - 5.2

Certain improvisation in the Third Year Curriculum and Syllabi of B.B.A. Program (listed below) were proposed to the Board Members for discussion.

- ❖ Employability Enhancement Course in the 5th and 6th semester are removed to enhance students to concentrate more on Placement Training.
- ❖ Computerized Business Accounting - the skill development course is removed as the students have already learnt Tally in their 3rd semester as Employability Enhancement Course.
- ❖ Minor Research Project is introduced in 5th Semester.
- ❖ Major Project is introduced in 6th Semester instead of the Practicals ERP Practical and Business Research Report

After a detailed discussion the Board unanimously approved the modifications listed above. The modified Curriculum of B.B.A. presented in Annexure 1. The syllabi of the 5th and 6th Semester (presented in Annexure 2) was also approved by the Board Members after discussion.

Item No. : BoS / B.B.A. - 5.3

Practicals & Skill Development Courses in V & VI Semester of the B.B.A. (General) program (listed below) was presented to Board Members for approval.

S. No.	Semester	Course Type	Course Code	Course Title
1	5	Skill Enhancement Course	A20BAS505	Seminar
2	5	Project	A20BAP516	Minor Project
3	5	Practical	A20BAL515	Reading Annual Reports
4	6	Skill Enhancement Course	A20BAS606	Management Colloquium
5	6	Project	A20BAP620	Major Project










The Practical & Skill Development Courses in V & VI Semester of the B.B.A. was approved by the board members.



Item No. : BoS / B.B.A. - 5.4

No other item was considered for further discussion in the First Meeting of BoS of B.B.A. (General)

The external members of the Board appreciate the faculty members for the smooth conduct of meeting of Board of Studies. The meeting ended with vote of thanks by the Chairman of the Board was concluded at 03.05 P.M.

The Minutes of the Fifth Meeting of Board of Studies for Bachelor of Business Administration (General) - B.B.A. Programme held on 24th September 2022, Saturday is signed by the members who attended the meeting:

S. No.	Name of the Member	Designation	Signature
1	Dr. Bala Sendhil Kumar G. Professor and Head, B.B.A School of Arts and Science Sri Manakula Vinayagar Engineering College, Puducherry	Chairman	
2	Dr. V. Saikumari Professor and Head, Department of Management Studies, Easwari Engineering College (Autonomous), Chennai.	Pondicherry 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.	Member (Industry representative)	
6	Dr. Sivasacty Assistant Professor, Department of Commerce and Management, School of Arts and Science, Sri Manakula Vinayagar Engineering College, Puducherry	Internal Member	
7	Mr. K. Kandasamy Assistant Professor, Department of Commerce and Management, School of Arts and Science, Sri Manakula Vinayagar Engineering College, Puducherry	Internal Member	
8	Ms. S. Jeeja Assistant Professor, Department of Commerce and Management, School of Arts and Science, Sri Manakula Vinayagar Engineering College, Puducherry	Internal Member	
9	Ms. M. Abirami @ Manoranjitham Assistant Professor, Department of Commerce and Management, School of Arts and Science, Sri Manakula Vinayagar Engineering College, Puducherry	Internal Member	

10	Dr. M. Vanitha Assistant Professor, Department of Tamil, School of Arts and Science Sri Manakula Vinayagar Engineering College Puducherry	Internal Member	
11	Mr. M. Elamaran Assistant Professor, Department of English, School of Arts and Science Sri Manakula Vinayagar Engineering College Puducherry	Internal Member	


Dr. G. Bala Sendhil Kumar
Professor and Head - B.B.A.
Chairman - BoS / B.B.A



Dr. S. Muthulakshmi
Dean - School of Arts & Science

ANNEXURE 1

BACHELOR OF BUSINESS ADMINISTRATION (GENERAL)

STRUCTURE FOR UNDERGRADUATE PROGRAMME

Sl. No	Course Category	Breakdown of Credits
1	Modern Indian Language (MIL)	6
2	English (ENG)	6
3	Discipline Specific Core Courses (DSC)	74
4	Discipline Specific Elective Courses (DSE)	16
5	Inter-Disciplinary courses (IDC)	18
6	Skill Enhancement Courses (SEC)	12
7	Employability Enhancement Courses (EEC*)	-
8	Ability Enhancement Compulsory Courses (AECC)	6
9	Open Electives (OE)	4
10	Online Courses (OC)	2
11	Extension Activity (EA)	1
Total		145

SCHEME OF CREDIT DISTRIBUTION – SUMMARY

Sl. No	Course Category	Credits per Semester						Total Credits
		I	II	III	IV	V	VI	
1	Language (MIL)	3	3	-	-	-	-	6
2	English (ENG)	3	3	-	-	-	-	6
3	Discipline Specific Core Courses (DSC)	9	9	10	14	16	16	74
4	Discipline Specific Elective Courses (DSE)	-	-	4	4	4	4	16
5	Inter-Disciplinary Courses (IDC)	4	4	5	5	-	-	18
6	Skill Enhancement Courses (SEC)	2	2	2	2	2	2	12
7	Employability Enhancement Courses (EEC*)	-	-	-	-	-	-	0
8	Ability Enhancement Compulsory Courses (AECC)	2	2	2	-	-	-	6
9	Open Electives (OE)	-	-	2	2	-	-	4
10	Online Courses (OC)	-	-	-	-	2	-	2
11	Extension Activity (EA)	-	1	-	-	-	-	1
Total		23	24	25	27	24	22	145

* EEC will not be included for the computation of "Total of Credits" as well as "CGPA".

For those who were admitted in AY 2020-21

SEMESTER – I										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20TAT101	Tamil - I	MIL	3	0	0	3	25	75	100
2	A20BET101	Business English - I	ENG	3	0	0	3	25	75	100
3	A20BAT101	Principles of Accounting	DSC	4	1	0	5	25	75	100
4	A20BAT102	Principles of Management	DSC	4	0	0	4	25	75	100
5	A20BAD101	Managerial Economics	IDC	4	0	0	4	25	75	100
Skill Enhancement Course										
6	A20BAS101	Communication Skills	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
7	A20BAC101	Certification Course - I*	EEC	0	0	4	0	100	0	100
Ability Enhancement Compulsory Course										
8	A20AET101	Environmental Studies	AECC	2	0	0	2	100	0	100
							23	425	375	800

SEMESTER – II										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20TAT202	Tamil - II	MIL	3	0	0	3	25	75	100
2	A20BET202	Business English - II	ENG	3	0	0	3	25	75	100
3	A20BAT203	Cost and Management Accounting	DSC	4	1	0	5	25	75	100
4	A20BAT204	Entrepreneurship and Innovation	DSC	4	0	0	4	25	75	100
5	A20BAD202	Commercial Law	IDC	4	0	0	4	25	75	100
Skill Enhancement Course										
6	A20BAS202	Documentation and Presentation Skills	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
7	A20BAC202	Certification Course - II*	EEC	0	0	4	0	100	0	100
Ability Enhancement Compulsory Course										
8	A20AET202	Public Administration	AECC	2	0	0	2	100	0	100
Extension Activity										
9	A20EAL201	National Service Scheme	EA	0	0	2	1	100	0	100
							24	525	375	900

* Employability Enhancement Course are to be selected from the list in Annexure III

For those who are admitted from AY 2021-22

SEMESTER – I										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20FRT101	French - I	MIL	3	0	0	3	25	75	100
	A20TAT101	Tamil - I								
2	A20BET101	Business English - I	ENG	3	0	0	3	25	75	100
3	A20BAT101	Principles of Accounting	DSC	4	1	0	5	25	75	100
4	A20BAT102	Principles of Management	DSC	4	0	0	4	25	75	100
5	A20BAD101	Managerial Economics	IDC	4	0	0	4	25	75	100
Skill Enhancement Course										
6	A20BAS101	Communication Skills	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
7	A20BAC101	Certification Course - I*	EEC	0	0	4	0	100	0	100
Ability Enhancement Compulsory Course										
8	A20AET101	Environmental Studies	AECC	2	0	0	2	100	0	100
							23	425	375	800

SEMESTER – II										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20FRT202	French - II	MIL	3	0	0	3	25	75	100
	A20TAT202	Tamil - II								
2	A20BET202	Business English - II	ENG	3	0	0	3	25	75	100
3	A20BAT203	Cost and Management Accounting	DSC	4	1	0	5	25	75	100
4	A20BAT204	Entrepreneurship and Innovation	DSC	4	0	0	4	25	75	100
5	A20BAD202	Commercial Law	IDC	4	0	0	4	25	75	100
Skill Enhancement Course										
6	A20BAS202	Documentation and Presentation Skills	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
7	A20BAC202	Certification Course - II*	EEC	0	0	4	0	100	0	100
Ability Enhancement Compulsory Course										
8	A20AET202	Public Administration	AECC	2	0	0	2	100	0	100
Extension Activity										
9	A20EAL201	National Service Scheme	EA	0	0	2	1	100	0	100
							24	525	375	900

* Employability Enhancement Course are to be selected from the list in Annexure III

SEMESTER – III										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
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	A20BAE3XX	DSE-I**	DSE	4	0	0	4	25	75	100
5	A20XXO3XX	Open Elective – I***	OE	2	0	0	2	25	75	100
Practical										
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
Skill Enhancement Course										
8	A20BAS303	Data Analysis using Excel	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
9	A20BAC303	Certification Course - III*	EEC	0	0	4	0	100	0	100
Ability Enhancement Compulsory Course										
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
Theory										
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	A20BAE4XX	DSE-II**	DSE	4	0	0	4	25	75	100
5	A20XXO4XX	Open Elective – II***	OE	2	0	0	2	25	75	100
Practical										
6	A20BAP410	Banking Practice	DSC	0	0	2	1	40	60	100
7	A20BAP411	Business Internship	DSC	0	0	8	4	40	60	100
8	A20BAL406	Analytics Lab	IDC	0	0	4	2	50	50	100
Skill Enhancement Course										
9	A20BAS404	Projected Financial Statements Lab	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
10	A20BAC404	Certification Course - IV*	EEC	0	0	4	0	100	0	100
							27	455	545	1000

* Employability Enhancement Course are to be selected from the list in Annexure III

** Discipline Specific Electives are to be selected from the list given in Annexure I

*** Open electives offered by the Departments are listed in Annexure II

SEMESTER – V										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20BAT512	Financial Management	DSC	3	1	0	4	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	A20BAE5XX	DSE-III**	DSE	4	0	0	4	25	75	100
Practical										
5	A20BAL515	Reading Annual Reports	DSC	1	0	2	2	40	60	100
Project										
6	A20BAP516	Minor Project	DSC	0	0	4	2	40	60	100
Online Course										
7	A20BAM501	Online Course	OC	0	0	4	2	Successful Completion		
Skill Enhancement Course										
8	A20BAS505	Seminar	SEC	0	0	4	2	100	0	100
							24	280	420	700

SEMESTER – VI										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20BAT617	Strategic Management	DSC	3	1	0	4	25	75	100
2	A20BAT618	Business Perspectives	DSC	4	0	0	4	25	75	100
3	A20BAT619	Enterprise Resources Planning	DSC	4	0	0	4	25	75	100
4	A20BAE6XX	DSE-IV**	DSE	4	0	0	4	25	75	100
Project										
5	A20BAP620	Major Project	DSC	0	0	8	4	40	60	100
Skill Enhancement Course										
8	A20BAS606	Management Colloquium	SEC	0	0	4	2	100	0	100
							22	240	360	600

** Discipline Specific Electives are to be selected from the list given in Annexure I

Annexure I
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



Annexure - II

OPEN ELECTIVE COURSES

Open Elective - I (Offered in Semester III)			
Sl. No	Course Code	Course Title	Offering Department
1	A20BTO301	Biotechnology for human welfare	Bioscience
2	A20BTO302	Food Processing	Bioscience
3	A20BTO303	Food Technology	Bioscience
4	A20CHO304	Food Analysis (Practical)	Chemistry
5	A20CHO305	Molecules of Life (Practical)	Chemistry
6	A20CHO306	Water Analysis (Practical)	Chemistry
7	A20CMO307	Fundamentals of Accounting and Finance	Commerce and Management
8	A20CMO308	Fundamentals of Management	Commerce and Management
9	A20CMO309	Fundamentals of Marketing	Commerce and Management
10	A20CPO310	Data Structures	Computational Studies
11	A20CPO311	Programming in C	Computational Studies
12	A20CPO312	Programming in Python	Computational Studies
13	A20ENO313	Conversational Skills	English
14	A20ENO314	Fine-tune your English	English
15	A20ENO315	Interpersonal Skills	English
16	A20MAO316	Mathematical Modelling	Mathematics
17	A20MAO317	Quantitative Aptitude - I	Mathematics
18	A20MAO318	Statistical Methods	Mathematics
19	A20VCO319	Event Management	Media Studies
20	A20VCO320	Graphic Design	Media Studies
21	A20VCO321	Role of social media	Media Studies
22	A20NDO322	Basic Food Groups	Food Science
23	A20NDO323	Life Style Management	Food Science
24	A20NDO324	Nutritive Value of Foods	Food Science
25	A20PHO325	Astrophysics	Physics
26	A20PHO326	Basic of Modern Communication System	Physics
27	A20PHO327	Bio-Physics	Physics
28	A20TMO328	அடிப்படை தமிழ்	Tamil
29	A20TMO329	வாழ்வியல் இலக்கணம்	Tamil
30	A20TMO330	புதுக்கவிதைப் பட்டறை	Tamil



Open Elective – II (Offered in Semester IV)			
Sl. No.	Course Code	Course Title	Offering Department
1	A20BTO401	Herbal Technology	Bioscience
2	A20BTO402	Vermiculture	Bioscience
3	A20BTO403	Biotechnology for Society	Bioscience
4	A20CHO404	C++ Programming and its Application to Chemistry	Chemistry
5	A20CHO405	Computational Chemistry Practical	Chemistry
6	A20CHO406	Instrumental Methods of Analysis	Chemistry
7	A20CMO407	Essential Legal Awareness	Commerce and Management
8	A20CMO408	Essentials of Insurance	Commerce and Management
9	A20CMO409	Practical Banking	Commerce and Management
10	A20CPO410	Database Management Systems	Computational Studies
11	A20CPO411	Introduction to Data Science using Python	Computational Studies
12	A20CPO412	Web Development	Computational Studies
13	A20ENO413	Functional English	English
14	A20ENO414	English Next-India	English
15	A20ENO415	English for Competitive Exam	English
16	A20MAO416	Discrete mathematics	Mathematics
17	A20MAO417	Operations Research	Mathematics
18	A20MAO418	Quantitative Aptitude - II	Mathematics
19	A20VCO419	Basics of News Reporting	Media Studies
20	A20VCO420	Scripting for media	Media Studies
21	A20VCO421	Video Editing	Media Studies
22	A20NDO422	Food Labelling	Food Science
23	A20NDO423	Hygiene and Sanitation	Food Science
24	A20NDO424	Nutrition for Adolescent	Food Science
25	A20PHO425	Digital Electronics	Physics
26	A20PHO426	Geo-Physics	Physics
27	A20PHO427	Space Science	Physics
28	A20TMO428	சிறுகதைப் பயிற்சி	Tamil
29	A20TMO429	செய்தி வாசிப்பு பயிற்சி	Tamil
30	A20TMO430	நிகழ்த்துக்கலை	Tamil



Annexure - III
EMPLOYABILITY ENHANCEMENT COURSES - CERTIFICATION COURSES
(Not included in CGPA and Credits computation)

Certification Course - I, II, III & IV
(To be chosen from the below list but not limited)

SI. No.	Course Title
1	MS Office
2	Advanced Excel
3	Tally
4	Digital Marketing
5	Microsoft 365 fundamentals
6	Block Chain
7	Artificial Intelligence
8	Investment & trading Strategies
9	Foundation of Stock Market Investing
10	Google Analytics



ANNEXURE 2

SYLLABI - SEMESTER 5 & 6

A20BAT512	FINANCIAL MANAGEMENT	L	T	P	C	Hrs
		3	1	0	4	60

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 (12 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 (12 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 (12 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 (12 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, 3rd Edition, 2019.
2. S.N. Maheswari, "Financial Management", Sultan Chand & Sons, 15th Edition, 2020.
3. V.R. Palanivel, "Financial Management", S. Chand & Co Ltd., 12th Edition, 2019.

Reference Books

1. I.M. Pandey, "Financial Management", Pearson Education, 1st Edition, 2021.
2. Prasanna Chandra, "Financial Management", 7th Edition.
3. Khan & Jain, "Financial Management", 5th 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, 3rd Edition, 2013.
2. S. N. Chary, “Production and operation management”, Tata McGraw Hill, 6th Edition, 2016
3. Jay Heizer & Barry Render, “Operations management”, Prentice Hall International, 5th Edition 2001.

Reference Books

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

Web References

1. 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
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>



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)

Research Design – Definition of Research design – Features of a good research design – Importance of research design – Process of research design – Types of research design – Factors affecting research design.

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, 4th 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, 5th 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; 13th edition, 2021.
4. Norman K. Denzin, Yvonna S. Lincoln, "The SAGE Handbook of Qualitative Research", SAGE Publications, 5th 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, 5th Edition, 2009
3. Joseph. J. Martocchio, Strategic compensation human resource management approach, prentice hall, 8th 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>



A20BAE508	INDUSTRIAL RELATIONS AND LABOUR WELFARE	L	T	P	C	Hrs
		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",Golgolia 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, 13th August 2022.
2. Guru, “Stress Simplified”, Notion Press, 1st 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>
3. <https://health.gov>manage stress-My Healthyfinder/health.gov>
4. <https://counselling.oregonstate.edu>counselling&psychological services>
5. <https://sk.sagepub. /managing.com workplace stress>



A20BAL515	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.



A20BAS505

SEMINAR

L	T	P	C	Hrs
0	0	4	2	60

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 ± 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.



A20BAT617	STRATEGIC MANAGEMENT	L	T	P	C	Hrs
		3	1	0	4	60

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 (12 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 (12 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 (12 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 (12 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 (12 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, 4th Edition 2019.
2. L. M. Prasad, "Business policy and strategic management", Sultan Chand & Sons, 6th Edition.
3. Fred. R. David, "Strategic management", Prentice Hall International, 5th Edition 2018.

Reference Books

1. CA. Meeta Mangal, "Strategic Management", Commercial Law Publishers, 9th Edition, 2019
2. Charles W.L. Hill, Gareth r. Jones, "Strategic Management: An Integrated Approach", Cengage Learning India Pvt. Ltd, 12th Edition, 2020
3. John A. Pearce, Richard B. Robinson, Amrita Mital, "Strategic Management", Aitbs Publishers 7th 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
4. <https://www.slideshare.net/KiruthikaRuthi/strategic-management-full-notes>
5. 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 , 2nd Edition, 2007.
2. Prabakaran.S, “Business Perspective” , Excel Books, 3rd Edition, 2008.
3. K. Chidambaram & V. Alagappan, “Business Environment”, Vikas Publishing House, 2nd Edition, 2020..

Reference Books

1. Francis Cherunilam, “International Business Environment”, Himalaya Publishing House, 7th Edition, 2017.
2. H.L. Ahuja, “Economic Environment of Business”, S. Chand Publishing, 7th Edition, 2018.



3. Vera Ram.K, "How to succeed in small scale industry", Vikas Publications, 2nd Edition, 1985.
4. Aswathappa.K, "Essentials of Business Environment", Himalaya Publishing House, 13th Edition, 2017.
5. Biswanath Ghosh, "Economic Environment of Business", Vikas Publishing House, 2nd 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
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/>



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.

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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, 2nd Edition 2008.
2. Mary Sumner, "Enterprise resource planning", Pearson Education, 4th Edition, 2007
3. Michael W. Pelphrey, "Directing the ERP implementation", CRC press, 3rd Edition, 2015

Reference Books

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

Web References

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/
3. <https://icaiknowledgegateway.org/littledms/folder1/chapter-7-an-overview-of-enterprise-resource-planning-erp.pdf>
4. <https://www.civildserviceindia.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 ,2nd Edition, 2008.
2. Sanjay K Agarwal, “Corporate Social Responsibility:”, Broadview Press, 1st Edition 2011.
3. George Pohle and Jeff Hittner, “Attaining Sustainable Growth through Corporate Social Responsibility”, IBA Global Business Services,5th Edition, 2008.

Reference Books

1. Sharma, J.P “Corporate Governance and Social Responsibility of Business”, Ane Books Pvt. Ltd, 6th Edition,2017.
2. C. V. Baxi, Ajit Prasad, “Corporate Social Responsibility”, The Indian Publisher, 4th 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., 2nd Edition, 2019.
2. Henry Chan, Raymond Lee, Tharam Dillon, "E- Commerce: Fundamentals and Applications", Willey, 1st Edition, 2007.
3. Shruti Mathur, " E-Business ", Pinnacle Learning, 1st Edition, 2020.

Reference Books

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

Web References

1. 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
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 2nd edition.
2. P.K Khurana, Export management, Galgotia Publications Pvt Ltd 2015.
3. L. Natarajan, International Marketing, Margham Publications, 1st 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, 1st edition.
3. Subhash C. Jain, International Marketing, South-Western, 1st Edition, 2011.

Web References

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



A20BAS606	MANAGEMENT COLLOQUIUM	L	T	P	C	Hrs
		0	0	4	2	60

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.

