



**THAMIRABHARANI ENGINEERING COLLEGE**  
**(AN AUTONOMOUS INSTITUTION)**  
**REGULATIONS 2024**  
**MBA - MASTER OF BUSINESS ADMINISTRATION**  
**CHOICE BASED CREDIT SYSTEM**  
**CURRICULUM AND SYLLABI FOR SEMESTERS I TO IV**

**SEMESTER I**

S. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
<b>THEORY</b>								
1	25BA0101	Statistics for Management	PCC	3	1	0	4	4
2	25BA0102	Management Concepts and Organizational Behavior	PCC	3	0	0	3	3
3	25BA0103	Managerial Economics	PCC	3	0	0	3	3
4	25BA0104	Accounting for Decision Making	PCC	3	1	0	4	4
5	25BA0105	Legal Aspects of Business	PCC	3	0	0	3	3
6	25BA0106	Information Management	PCC	3	0	0	3	3
7	25BA01XX	Non-Functional Elective	NEC	3	0	0	3	3
<b>PRACTICAL</b>								
8	25BA0107	Managerial Computing Laboratory	EEC	0	0	4	4	2
9	25BA0108	Business Communication Laboratory	EEC	0	0	4	4	2
<b>TOTAL</b>				<b>21</b>	<b>2</b>	<b>8</b>	<b>31</b>	<b>27</b>

## SEMESTER – II

S. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
<b>THEORY</b>								
1	25BA0201	Quantitative Techniques for Decision Making	PCC	3	1	0	4	4
2	25BA0202	Financial Management	PCC	3	0	0	3	3
3	25BA0203	Human Resource Management	PCC	3	0	0	3	3
4	25BA0204	Operations Management	PCC	3	0	0	4	3
5	25BA0205	Business Research Methods	PCC	3	0	0	3	3
6	25BA0206	Business Analytics	PCC	3	0	0	3	3
7	25BA0207	Marketing Management	PCC	3	0	0	3	3
<b>PRACTICAL</b>								
8	25BA0208	Business Ethics (Seminar)	EEC	0	0	4	4	2
9	25BA0209	Data analysis and Business Modelling (Laboratory)	EEC	0	0	4	4	2
<b>TOTAL</b>				<b>21</b>	<b>1</b>	<b>8</b>	<b>30</b>	<b>26</b>

The report along with the company certificate should be submitted within the two weeks of the reopening date of 3<sup>rd</sup> semester. The report should be around 40 pages. The report should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the 3<sup>rd</sup> Semester.

### SEMESTER – III

S. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
<b>THEORY</b>								
1	25BA0301	Strategic Management	PCC	3	0	0	3	3
2	25BA0302	International Business	PCC	3	0	0	3	3
3	25BA03XX	Professional Elective I	PEC	3	0	0	3	3
4	25BA03XX	Professional Elective II	PEC	3	0	0	3	3
5	25BA03XX	Professional Elective III	PEC	3	0	0	3	3
6	25BA03XX	Professional Elective IV	PEC	3	0	0	3	3
7	25BA03XX	Professional Elective V	PEC	3	0	0	3	3
	25BA03XX	Professional Elective VI	PEC	3	0	0	3	3
<b>PRACTICAL</b>								
9	25BA0303	Creativity and Innovation Laboratory	EEC	0	0	4	4	2
10	25BA0304	Summer Internship	EEC	0	0	4	4	2
<b>TOTAL</b>				<b>24</b>	<b>0</b>	<b>8</b>	<b>32</b>	<b>28</b>

**SEMESTER – IV**

S. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
<b>PRACTICAL</b>								
9	25BA0401	Project Work	EEC	0	0	24	24	12
<b>TOTAL</b>				<b>0</b>	<b>0</b>	<b>24</b>	<b>24</b>	<b>12</b>

**TOTAL: 93 CREDITS****NON-FUNCTIONAL ELECTIVES**

S. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
1	25BA0109	Entrepreneurship Development	NEC	3	0	0	3	3
2	25BA0110	Event Management	NEC	3	0	0	3	3

## PROFESSIONAL ELECTIVES (PEC)

### FUNCTIONAL SPECIALISATIONS

1. Students can take three elective subjects from **two functional** specializations  
(OR)
2. Students can take six elective subjects from any **one sectoral** specialization

S. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
<b>FINANCIAL MANAGEMENT</b>								
1	25BA0305	Security Analysis and Portfolio Management	PEC	3	0	0	3	3
2	25BA0306	Financial Markets	PEC	3	0	0	3	3
3	25BA0307	Banking and Financial Services	PEC	3	0	0	3	3
4	25BA0308	Financial Derivatives	PEC	3	0	0	3	3
5	25BA0309	Financial Modelling	PEC	3	0	0	3	3
6	25BA0310	International Finance	PEC	3	0	0	3	3
7	25BA0311	Behavioral Finance	PEC	3	0	0	3	3
<b>MARKETING MANAGEMENT</b>								
1	25BA0312	Retail Marketing	PEC	3	0	0	3	3
2	25BA0313	Consumer Behavior	PEC	3	0	0	3	3
3	25BA0314	Integrated Marketing Communication	PEC	3	0	0	3	3
4	25BA0315	Services Marketing	PEC	3	0	0	3	3
5	25BA0316	Sales and Distribution Management	PEC	3	0	0	3	3

6	25BA0317	Product and Brand Management	PEC	3	0	0	3	3
7	25BA0318	Digital Marketing	PEC	3	0	0	3	3
<b>HUMAN RESOURCE MANAGEMENT</b>								
1	25BA0319	Strategic Human Resource Management	PEC	3	0	0	3	3
2	25BA0320	Industrial Relations and Labour legislations	PEC	3	0	0	3	3
3	25BA0321	Organizational, Design, Change and Development	PEC	3	0	0	3	3
4	25BA0322	Negotiation and Conflict Management	PEC	3	0	0	3	3
5	25BA0323	Reward and Compensation Management	PEC	3	0	0	3	3
6	25BA0324	Quality Management	PEC	3	0	0	3	3
<b>OPERATIONS MANAGEMENT</b>								
1	25BA0325	Services Operations Management	PEC	3	0	0	3	3
2	25BA0326	Supply Chain Analytics	EC	3	0	0	3	3
3	25BA0327	Project Management	PEC	3	0	0	3	3
4	25BA0328	Services Operations Management	PEC	3	0	0	3	3
5	25BA0329	Data Mining for Business Intelligence	PEC	3	0	0	3	3
6	25BA0330	Deep Learning and Artificial Intelligence	PEC	3	0	0	3	3
<b>BUSINESS ANALYTICS</b>								
1	25BA0331	E-Business Management	PEC	3	0	0	3	3
2	25BA0332	Enterprise Resource Planning	PEC	3	0	0	3	3
3	25BA0333	Social Media Analytics	PEC	3	0	0	3	3
4	25BA0334	E-Business Management	PEC	3	0	0	3	3
5	25BA0335	Enterprise Resource Planning	PEC	3	0	0	3	3

## PROFESSIONAL ELECTIVES (PEC)

### SECTORAL SPECIALIZATIONS

1. Students can take three elective subjects from two functional specializations  
(OR)
2. Students can take six elective subjects from any one sectoral specialization

- (a) **Logistics and Supply Chain Management**
- (b) **Infrastructure and Real Estate Management**
- (c) **Tourism Management**

S. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
<b>LOGISTICS AND SUPPLY CHAIN MANAGEMENT</b>								
1	25BA0336	Supply Chain Concepts and Planning	PEC	3	0	0	3	3
2	25BA0337	Sourcing and Supply Management	PEC	3	0	0	3	3
3	25BA0338	Supply Chain Inventory Management	PEC	3	0	0	3	3
4	25BA0339	Supply Chain Information System	PEC	3	0	0	3	3
5	25BA0340	Warehouse Management	PEC	3	0	0	3	3
6	25BA0341	Transportation and Distribution Management	PEC	3	0	0	3	3
7	25BA0342	Reverse and Contract Logistics	PEC	3	0	0	3	3
8	25BA0343	Air Cargo Management	PEC	3	0	0	3	3
9	25BA0344	Containerization and Allied Business	PEC	3	0	0	3	3
10	25BA0345	Exim Management	PEC	3	0	0	3	3
11	25BA0346	Fundamentals of Shipping	PEC	3	0	0	3	3
12	25BA0347	Port and Terminal Management	PEC	3	0	0	3	3

<b>INFRASTRUCTURE AND REAL ESTATE MANAGEMENT</b>								
1	25BA0348	Infrastructure Planning Scheduling and Control	PEC	3	0	0	3	3
2	25BA0349	Contracts and Arbitration	PEC	3	0	0	3	3
3	25BA0350	Project Management for Infrastructure	PEC	3	0	0	3	3
4	25BA0351	Management of Human Resources, Safety and Quality	PEC	3	0	0	3	3
5	25BA0352	Disaster Mitigation and Management	PEC	3	0	0	3	3
6	25BA0353	Economics and Financial Management in Construction	PEC	3	0	0	3	3
7	25BA0354	Urban Environmental Management	PEC	3	0	0	3	3
8	25BA0355	Smart Materials, Techniques and Equipments for Infrastructure	PEC	3	0	0	3	3
9	25BA0356	Strategic Airport Infrastructure Management	PEC	3	0	0	3	3
10	25BA0357	Real Estate Marketing and Management	PEC	3	0	0	3	3
11	25BA0358	Infrastructure and Real Estate Entrepreneurship	PEC	3	0	0	3	3
12	25BA0359	Valuation of Real Estate and Infrastructure Assets	PEC	3	0	0	3	3
<b>TOURISM MANAGEMENT</b>								
1	25BA0360	Tourism Principles and Practices	PEC	3	0	0	3	3
2	25BA0361	Travel Management	PEC	3	0	0	3	3
3	25BA0362	International Tourism	PEC	3	0	0	3	3
4	25BA0363	Tourism Geography	PEC	3	0	0	3	3
5	25BA0364	Culture and Heritage	PEC	3	0	0	3	3

6	25BA0365	Tourism Products in India	PEC	3	0	0	3	3
7	25BA0366	Accommodation and House Keeping Management	PEC	3	0	0	3	3
8	25BA0367	Travel Media and Public Relations	PEC	3	0	0	3	3
9	25BA0368	Destination Planning and Management	PEC	3	0	0	3	3
10	25BA0369	Tour Operations	PEC	3	0	0	3	3
11	25BA0370	Leisure and Recreation Management	PEC	3	0	0	3	3
12	25BA0371	Medical Tourism	PEC	3	0	0	3	3

### SUMMARY

Name of the Programme: Master of Business Administration							
S. No.	Subject Area	Credits Per Semester				% of Subject Area	Total Credits
		I	II	III	IV		
1	PCC	20	22	6	0	52	48
2	PEC	0	0	18	0	19	18
3	EEC	4	4	4	12	26	24
4	NEC	3	0	0	0	3	3
<b>Total</b>		<b>27</b>	<b>26</b>	<b>28</b>	<b>12</b>	<b>100</b>	<b>93</b>

## SEMESTER I

25BA0101	STATISTICS FOR MANAGEMENT	L	T	P	C
		3	1	0	4
<b>OBJECTIVES:</b>					
<ul style="list-style-type: none"> <li>• To understand foundational statistical concepts and probability theory</li> <li>• To apply sampling techniques and estimation methods for decision-making</li> <li>• To perform parametric hypothesis testing for managerial insights</li> <li>• To utilize non-parametric tests for analyzing categorical and ordinal data</li> <li>• To analyze relationships between variables using correlation and regression techniques</li> </ul>					
<b>UNIT I</b>	<b>INTRODUCTION</b>				<b>12</b>
Basic definitions and rules for probability, conditional probability independence of events, Baye's theorem, and random variables, Probability distributions: Binomial, Poisson, Uniform and Normal distributions.					
<b>UNIT II</b>	<b>SAMPLING DISTRIBUTION AND ESTIMATION</b>				<b>12</b>
Introduction to sampling distributions, sampling distribution of mean and proportion, application of central limit theorem, sampling techniques. Estimation: Point and Interval estimates for population parameters of large sample and small samples, determining the sample size.					
<b>UNIT III</b>	<b>TESTING OF HYPOTHESIS - PARAMETIRC TESTS</b>				<b>12</b>
Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z- test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations. ANOVA one and two way.					
<b>UNIT IV</b>	<b>NON-PARAMETRIC TESTS</b>				<b>12</b>
Chi-square test for single sample standard deviation. Chi-square tests for independence of attributes and goodness of fit. Sign test for paired data. Rank sum test. Kolmogorov-Smirnov – test for goodness of fit, comparing two populations. Mann – Whitney U test and Kruskal Wallis test. One sample run test.					
<b>UNIT V</b>	<b>CORRELATION AND REGRESSION</b>				<b>12</b>
Correlation – Coefficient of Determination – Rank Correlation – Regression – Estimation of Regression line – Method of Least Squares – Standard Error of estimate.					
<b>TOTAL : 60 PERIODS</b>					
<b>COURSE OUTCOMES:</b>					
CO 1: To facilitate objective solutions in business decision making.					
CO 2: To understand and solve business problems.					
CO 3: To apply statistical techniques to data sets, and correctly interpret the results.					
CO 4: To develop skill-set that is in demand in both the research and business environments.					
CO 5: To enable the students to apply the statistical techniques in a work setting.					

**TEXT BOOKS:**

1. Richard I. Levin, David S. Rubin, Masood H.Siddiqui, Sanjay Rastogi, Statistics for Management, Pearson Education, 8th Edition, 2017.

**REFERENCE BOOKS:**

1. Prem. S. Mann, Introductory Statistics, Wiley Publications, 9th Edition, 2018.
2. T N Srivastava and Shailaja Rego, Statistics for Management, Tata McGraw Hill, 3 rd Edition 2017.
3. Ken Black, Sanjeet Singh, Business Statistics, 7th Edition, An Indian Adaptation, 10th Edition, Wiley India Edition, 2022.
4. Peter Bruce, Andrew Bruce, Peter Gedeck, Statistics for Data Scientists, O'Reily, 2nd Edition, 2020.
5. Mehmet Mehmetoglu and Matthias Mittner, Applied Statistics using R, Sage Publishing, 2022.
6. N. D. Vohra, Business Statistics: Text and Problems with Introduction to Business Analytics, 2nd edition, Tata McGraw Hill, 2021.

25BA0102	MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOR	L	T	P	C
		3	0	0	3
<b>OBJECTIVES:</b>					
<ul style="list-style-type: none"> <li>• To explore the evolution and foundational theories of management</li> <li>• To develop strategic planning and organizational design capabilities</li> <li>• To understand individual behavior within organizational contexts</li> <li>• To analyze group dynamics and leadership in organizational settings</li> <li>• To evaluate emerging trends in organizational behavior across cultures</li> </ul>					
<b>UNIT I</b>	<b>NATURE AND THEORIES OF MANAGEMENT</b>	<b>9</b>			
Evolution of management Thought-Classical, Behavioral and Management Science Approaches Management- meaning, levels, management as an art or science, Managerial functions and Roles, Evolution of Management Theory- Classical era- Contribution of F.W.Taylor, Henri Fayol, Neo-Classical-Mayo & Hawthorne Experiments - Modern era — system & contingency approach Managerial Skills.					
<b>UNIT II</b>	<b>PLANNING AND ORGANISING</b>	<b>9</b>			
Planning - Steps in Planning Process - Scope and Limitations - Forecasting and types of Planning - Characteristics of a sound Plan - Management by Objectives (MBO) - Policies and Strategies - Scope and Formulation - Decision Making - Types, Techniques and Processes. Organisation Structure and Design - Authority and Responsibility Relationships - Delegation of Authority and Decentralisation - Interdepartmental Coordination - - Impact of Technology on Organisational design - Mechanistic vs Adoptive Structures - Formal and Informal Organisation. Control: meaning, function, Process and types of Control.					
<b>UNIT III</b>	<b>INDIVIDUAL BEHAVIOUR</b>	<b>9</b>			
Meaning of Organizational behavior, contributing disciplines, importance of organizational behavior, Perception and Learning - Personality and Individual Differences - Motivation theories					

and Job Performance - Values, Attitudes and Beliefs - Communication Types-Process - Barriers - Making Communication Effective.					
<b>UNIT IV</b>	<b>GROUP BEHAVIOUR</b>	<b>9</b>			
Groups and Teams: Definition, Difference between groups and teams, Stages of Group Development, Group Cohesiveness, Types of teams, Group Dynamics - Leadership - Styles - Approaches - Power and Politics - Organisational Structure - Organisational Climate and Culture, Conflict: concept, sources, Types, Stages of conflict, Management of conflict Organisational Change and Development.					
<b>UNIT V</b>	<b>EMERGING ASPECTS OF ORGANIZATIONAL BEHAVIOUR</b>	<b>9</b>			
Comparative Management Styles and approaches - Japanese Management Practices Organizational Creativity and Innovation - Organizational behavior across cultures - Conditions affecting cross cultural organizational operations, Managing International Workforce, Productivity and cultural contingencies, Cross cultural communication, Management of Diversity.					
<b>TOTAL : 45 PERIODS</b>					
<b>COURSE OUTCOMES:</b>					
CO1 Understanding of various management concepts and skills required in the business world					
CO2 In-depth knowledge of various functions of management in a real time management context					
CO3 Understanding of the complexities associated with management of individual behavior in the organizations					
CO4 Develop the skillset to have manage group behaviour in Organizations					
CO5 Insights about the current trends in managing organizational behaviour					
<b>TEXT BOOKS:</b>					
1. Harold Koontz, Mark V. Cannice and Heinz Weihrich, “Management: A Global, Innovative & Entrepreneurial Perspective”, 15th edition, Tata McGraw-Hill Education, 2020.					
2. Stephen P. Robins, “Organisational Behavior”, PHI Learning / Pearson Education, 18th edition, 2018					
<b>REFERENCE BOOKS:</b>					
1. L. K. Prasad, “Principles and Practice of management”, Sultan Chand & Sons Ltd, 2019.					
2. K. Aswathappa, “Organizational Behavior”, Himalaya Publishing House, 12th Revised, 2017.					
3. Uma Sekaran, “Organizational Behaviour”, New Delhi: Tata McGraw Hill, 2016.					
<b>25BA0103</b>	<b>MANAGERIAL ECONOMICS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>OBJECTIVES:</b>					
<ul style="list-style-type: none"> <li>• To understand Core Economic Principles</li> <li>• To analyze Consumer and Producer Decision-Making</li> <li>• To evaluate Market Structures and Factor Pricing</li> <li>• To interpret Macroeconomic Performance Indicators</li> <li>• To Assess Monetary Policy and Economic Stability</li> </ul>					

<b>UNIT I</b>	<b>INTRODUCTION</b>	<b>9</b>
The themes of economics – scarcity and efficiency – three fundamental economic problems – society’s capability – Production possibility frontiers (PPF) – Productive efficiency Vs economic efficiency – economic growth & stability – Micro economies and Macro economies – the role of markets and government – Positive Vs negative externalities.		
<b>UNIT II</b>	<b>CONSUMER AND PRODUCER BEHAVIOUR</b>	<b>9</b>
Market – Demand and Supply – Determinants – Market equilibrium – elasticity of demand and supply – consumer behaviour – consumer equilibrium – Approaches to consumer behaviour – Production – Short-run and long-run Production Function – Returns to scale – economies Vs diseconomies of scale – Analysis of cost – Short-run and long-run cost function – Relation between Production and cost function.		
<b>UNIT III</b>	<b>PRODUCT AND FACTOR MARKET</b>	<b>9</b>
Product market – perfect and imperfect market – different market structures – Firm’s equilibrium and supply – Market efficiency – Economic costs of imperfect competition – factor market – Land, Labour and capital – Demand and supply – determination of factor price – Interaction of product and factor market – General equilibrium and efficiency of competitive markets.		
<b>UNIT IV</b>	<b>PERFORMANCE OF AN ECONOMY – MACRO ECONOMICS</b>	<b>9</b>
Macro-economic aggregates – circular flow of macroeconomic activity – National income determination – Aggregate demand and supply – Macroeconomic equilibrium – Components of aggregate demand and national income – multiplier effect – Demand side management – Fiscal policy in theory.		
<b>UNIT V</b>	<b>AGGREGATE SUPPLY AND THE ROLE OF MONEY</b>	<b>9</b>
Short-run and Long-run supply curve – Unemployment and its impact – Okun’s law – Inflation and the impact – reasons for inflation – Demand Vs Supply factors –Inflation Vs Unemployment tradeoff – Phillips curve –short- run and long-run –Supply side Policy and management- Money market- Demand and supply of money – money-market equilibrium and national income – the role of monetary policy.		
<b>TOTAL : 45 PERIODS</b>		
<b>COURSE OUTCOMES:</b>		
CO 1: To introduce the concepts of scarcity and efficiency.		
CO 2: To explain principles of microeconomics relevant to managing an organization.		
CO 3: To describe principles of macroeconomics.		
CO 4: To have the understanding of economic environment of business.		
CO 5: To study about the policies that regulate economic variables.		
<b>TEXT BOOKS:</b>		
1. Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri and Anindya Sen, Economics, 19th edition, Tata McGraw Hill, New Delhi, 2011.		

**REFERENCE BOOKS:**

1. William Boyes and Michael Melvin, Textbook of economics, Biztantra, 7 th edition 2008.
2. N. Gregory Mankiw, Principles of Economics, 8 th edition, Thomson learning, New Delhi,2017.
3. Richard Lipsey and Alec Chrystal, Economics, 13th edition, Oxford, University Press, New Delhi, 2015.
4. Karl E. Case and Ray C. Fair, Principles of Economics, 12th edition, Pearson, Education Asia, New Delhi, 2017.
5. Panneerselvam. R, Engineering Economics, 2 nd Edition, PHI Learning, 2014.

25BA0104	ACCOUNTING FOR DECISION MAKING	L	T	P	C
		3	1	0	4
<b>OBJECTIVES:</b>					
<ul style="list-style-type: none"> <li>• To develop Foundational Accounting Skills</li> <li>• To interpret Financial Statements for Decision-Making</li> <li>• To apply Cost Accounting Techniques</li> <li>• To utilize Marginal Costing for Strategic Planning</li> <li>• To implement Budgetary Control and Performance Evaluation</li> </ul>					
<b>UNIT I</b>	<b>FINANCIAL ACCOUNTING</b>	<b>2</b>			
Introduction to Financial, Cost and Management Accounting – Generally accepted accounting principles– Double Entry System – Preparation of Journal, Ledger and Trial Balance Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet - Reading the financial statements.					
<b>UNIT II</b>	<b>ANALYSIS OF FINANCIAL STATEMENTS</b>	<b>12</b>			
Financial ratio analysis, Interpretation of ratio for financial decisions- Dupont Ratios – Comparative statements - common size statements. Cash flow (as per Accounting Standard 3) and Funds flow statement analysis – Trend Analysis.					
<b>UNIT III</b>	<b>COST ACCOUNTING</b>	<b>12</b>			
Cost Accounts – Classification of costs – Job cost sheet – Job order costing – Process costing – (excluding Interdepartmental Transfers and equivalent production) – Joint and By Product Costing – Activity Based Costing, Target Costing.					
<b>UNIT IV</b>	<b>MARGINAL COSTING</b>	<b>12</b>			
Marginal Costing and profit planning – Cost, Volume, Profit Analysis – Break Even Analysis – Decision making problems -Make or Buy decisions -Determination of sales mix - Exploring new markets - Add or drop products -Expand or contract.					
<b>UNIT V</b>	<b>BUDGETING AND VARIANCE ANALYSIS</b>	<b>12</b>			
Budgetary Control – Sales, Production, Cash flow, fixed and flexible budget – Standard costing and Variance Analysis – (excluding overhead costing) -Accounting standards and accounting disclosure practices in India.					

<b>TOTAL : 60 PERIODS</b>							
<b>COURSE OUTCOMES:</b>							
CO 1: A thorough grounding of financial accounting concepts							
CO 2: Prepare the financial statement analysis							
CO 3: Understand the management and cost accounting techniques							
CO 4: Apply the management and cost accounting techniques for decision making							
CO 5: Assess the accountancy standards of practices in India							
<b>TEXT BOOKS:</b>							
1. R. Narayanaswamy, Financial Accounting, PHI, sixth edition, 2017.							
2. M.Y. Khan & P.K. Jain, Management Accounting, Tata McGraw Hill, 8 <sup>th</sup> edition, 2018.							
<b>REFERENCE BOOKS:</b>							
1. T.S. Reddy & A. Murthy, Financial Accounting, Margham Publications, 2014							
2. Charles T. Horngren, Gary L.Sundem, David Burgstahler, Jeff Schatzberg, Introduction to Management Accounting, PHI Learning, 2014 , 16 <sup>th</sup> edition.							
3. Earl K. Stice& James D.Stice, Financial Accounting, Reporting and Analysis, 8th edition, Cengage Learning, 2015.							
4. N.M. Singhvi, Ruzbeh J.Bodhanwala, Management Accounting – Text and cases, 3 <sup>rd</sup> edition PHI Learning, 2018.							
5. Ashish K. Battacharya, Introduction to Financial Statement Analysis, Elsevier, 2012.							
<b>25BA0105</b>	<b>LEGAL ASPECTS OF BUSINESS</b>			<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
				<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>OBJECTIVES:</b>							
<ul style="list-style-type: none"> <li>• To understand Foundational Legal Principles in Commerce</li> <li>• To interpret Key Commercial Legislation</li> <li>• To explore Corporate Legal Structures and Governance</li> <li>• To evaluate Competition Law and Market Regulation</li> <li>• To apply Industrial Law in Organizational Contexts</li> </ul>							
<b>UNIT I</b>	<b>COMMERCIAL LAW</b>						<b>9</b>
<b>THE INDIAN CONTRACT ACT 1872:</b> Definition of contract, essentials elements and types of a contract, Formation of a contract, performance of contracts, breach of contract and its remedies, Quasi contracts - Contract Of Agency: Nature of agency, Creation and types of agents, Authority and liability of Agent and principal: Rights and duties of principal and agents, termination of agency. <b>THE SALE OF GOODS ACT 1930:</b> Nature of Sales contract, Documents of title, risk of loss, Guarantees and Warranties, performance of sales contracts, conditional sales and rights of an unpaid seller - <b>NEGOTIABLE INSTRUMENTS ACT 1881:</b> Nature and requisites of negotiable instruments. Types of negotiable instruments, liability of parties, holder in due course, special rules for Cheque and drafts, discharge of negotiable instruments.							
<b>UNIT II</b>	<b>COMPANY LAW AND COMPETITION ACT</b>						<b>9</b>
<b>COMPANY ACT 1956&amp;2013:</b> Major principles – Nature and types of companies, Formation,							

Memorandum and Articles of Association, Prospectus, Power, duties and liabilities of Directors, winding up of companies, Corporate Governance. <b>Competition Act 2002:</b> Introduction, Definitions, Enquiry into Certain Agreements and Dominant Position of Enterprise and Combinations.		
<b>UNIT III</b>	<b>INDUSTRIAL LAW</b>	<b>9</b>
An Overview of Factories Act - Payment of Wages Act - Payment of Bonus Act - Industrial Disputes Act.		
<b>UNIT IV</b>	<b>CORPORATE TAX &amp; GST</b>	<b>9</b>
Corporate Tax Planning, Corporate Taxes and Overview of Latest Developments in Indirect tax Laws relating to GST: An introduction including constitutional aspects, Levy and collection of CGST & IGST, Basic concept of time and value of supply, Input tax credit, Computation of GST Liability, Registration, Tax Invoice, Credit & Debit Notes, Electronic Way bill, Returns, Payment of taxes including Reverse Charge		
<b>UNIT V</b>	<b>CONSUMER PROTECTION ACT AND CYBER LAWS</b>	<b>9</b>
Consumer Protection Act – Consumer rights, Procedures for Consumer grievances redressal, Types of consumer Redressal Machinerics and Forums- Cybercrimes, IT Act 2000 and 2002, Cyber Laws - IPR Intellectual Property Laws- Legal Aspects of Patents, Filing of Patent- Infringement of Patents, Copyright and its Ownership, Infringement of Copyright, Civil Remedies for Infringement- Trade marks, Patent Act. Introduction, Right to Information Act, 2005.		
<b>TOTAL : 45 PERIODS</b>		
<b>COURSE OUTCOMES:</b>		
CO 1: Understand the fundamental legal principles in developing various contracts and commercial laws in the business world.		
CO 2: Identify the common forms of business associations and elements of Corporate Governance.		
CO 3: Develop insights regarding the laws related to industrial environment.		
CO 4: Ability to understand the fundamentals of corporate tax and GST.		
CO 5: Understand the role of consumer rights and cyber laws in the modern business environment.		
<b>TEXT BOOKS:</b>		
<ol style="list-style-type: none"> <li>1. N. D. Kapoor, Elements of Mercantile Law, Sultan Chand and Company, India, 2017.</li> <li>2. P. K. Goel, Business Law for Managers, Biztantatara Publishers, India, 2017.</li> <li>3. Akhileshwar Pathak, Legal Aspects of Business, Tata McGraw Hill,, 6th Edition 2018.</li> </ol>		
<b>REFERENCE BOOKS:</b>		
<ol style="list-style-type: none"> <li>1. Ravinder Kumar, Legal Aspects of Business, New Delhi: Cengage Learning, 4th edition, 2016.</li> <li>2. Sinha P.K, Dr. Vinod Singhania, Text Book of Indirect Tax, Taxman Publication, New Delhi.</li> <li>3. Taxmann, GST Manual with GST Law Guide &amp; Digest of Landmark Rulings, 11th Edition, 2019.</li> <li>4. P. P. S. Gogna, Mercantile Law, S. Chand &amp; Co. Ltd., India, Fourth Edition, 2015.</li> <li>5. Dr. Vinod K. Singhania, Direct Taxes Planning and Management, 11th, 2007.</li> </ol>		

25BA0106	INFORMATION MANAGEMENT	L	T	P	C
		3	0	0	3
<b>OBJECTIVES:</b>					
<ul style="list-style-type: none"> <li>To understand the Foundations of Information Systems</li> <li>To apply System Analysis and Design Methodologies</li> <li>To evaluate Database Technologies and Data Management Tools</li> <li>To assess Integrated Systems and Information Security</li> <li>To explore Emerging IT Innovations and Their Business Impact</li> </ul>					
<b>UNIT I</b>	<b>INTRODUCTION</b>				<b>9</b>
Data, Information, Information System, evolution, types based on functions and hierarchy, Enterprise and functional information systems.					
<b>UNIT II</b>	<b>SYSTEM ANALYSIS AND DESIGN</b>				<b>9</b>
System development methodologies, Systems Analysis and Design, Data flow Diagram (DFD), Decision table, Entity Relationship (ER), Object Oriented Analysis and Design(OOAD), UML diagram.					
<b>UNIT III</b>	<b>DATABASE MANAGEMENT SYSTEMS</b>				<b>9</b>
DBMS – types and evolution, RDBMS, OODBMS, RODBMS, Data warehousing, Data Mart, Data mining.					
<b>UNIT IV</b>	<b>INTEGRATED SYSTEMS, SECURITY AND CONTROL</b>				<b>9</b>
Knowledge based decision support systems, Integrating social media and mobile technologies in Information system, Security, IS Vulnerability, Disaster Management, Computer Crimes, Securing the Web.					
<b>UNIT V</b>	<b>NEW IT INITIATIVES</b>				<b>9</b>
Introduction to Deep learning, Big data, Pervasive Computing, Cloud computing, Advancements in AI, IoT, Block chain, Crypto currency, Quantum computing					
<b>TOTAL : 45 PERIODS</b>					
<b>COURSE OUTCOMES:</b>					
CO 1: Learn the basics of data and information system.					
CO 2: Understand the system development methodologies.					
CO 3: Understand database management system and its types.					
CO 4: Learn the various technologies in information system and its security.					
CO 5: Gains knowledge on effective applications of information systems in business.					
<b>TEXT BOOKS:</b>					
1. Robert Schultheis and Mary Sumner, Management Information Systems – The Manager’ s View, Tata McGraw Hill, 2008.					
<b>REFERENCE BOOKS:</b>					
1. Kenneth C. Laudon and Jane P Laudon, Management Information Systems – Managing the Digital Firm, 15th edition, 2018.					
2. Panneerselvam. R, Database Management Systems, 3rd Edition, PHI Learning, 2018.					

25BA0107	MANAGERIAL COMPUTING LABORATORY	L	T	P	C
		0	0	4	2
<b>OBJECTIVES:</b>					
<ul style="list-style-type: none"> <li>To equip students with formatting features of Microsoft Word to create, edit, and format documents effectively.</li> <li>To familiarize the students with data analysis, including creating spreadsheets, using formulas and functions, and organizing data with tables.</li> <li>To help the students in preparing PowerPoint presentations, slideshow, animation, inserting shapes etc.</li> <li>To use Microsoft Project to create schedules, project plans, manage resources and keep track of time.</li> </ul>					
<b>LIST OF EXPERIMENTS</b>					
<ol style="list-style-type: none"> <li>1. Creating a company newsletter using MS-Word</li> <li>2. Creating an annual general meeting invitation for a company using Mail Merge</li> <li>3. Performing basic calculations, manipulating text, and conducting simple data analysis using formulas in Ms-Excel.</li> <li>4. Perform sophisticated data analysis using advanced formulas in excel</li> <li>5. Creating fundamental charts such as Bar Chart, Line Chart, Pie Chart, Scatter Plots, Combo Charts using Ms-Excel</li> <li>6. Designing Automated Payroll System using Ms-Excel</li> <li>7. Interactive Dashboard Creation using pivot options in Ms -Excel</li> <li>8. Performing Goal Seek in Microsoft Excel</li> <li>9. Performing Scenario Analysis in Microsoft Excel</li> <li>10. Performing Sensitivity analysis in Microsoft Excel</li> <li>11. Market Analysis Presentation using Microsoft PowerPoint</li> <li>12. Creating Student Database and Tables using MS-Access</li> <li>13. Designing Library Database using Ms-Access</li> <li>14. Creating Project Schedules using Ms-Project</li> <li>15. Gantt chart creation for project schedules using Ms-Project</li> </ol>					
<b>TOTAL : 60 PERIODS</b>					
<b>COURSE OUTCOMES:</b>					
CO1: Design newsletter and annual reports using word.					
CO2: Analyse various statistical functions and develop interactive dashboards using excel.					
CO3: Develop Power Point Presentation.					
CO4: Create Database using MS-Access					
CO5: Develop MS-Project using project schedules.					
<b>TEXT BOOKS:</b>					
<ol style="list-style-type: none"> <li>1. V. Rajaraman, "Fundamentals of computers", Prentice- Hall of India, 2017.</li> <li>2. Ron Mansfield," Working in Microsoft office", Tata McGraw Hill.</li> </ol>					

**REFERENCE BOOKS:**

1. Curtis Frye (Author), Joan Lambert, “Microsoft Office Step by Step (Office 2021 and Microsoft 365)”, Pearson Education (US)
2. Guy Hart Davis, “Microsoft Excel 2007”, Tata McGraw Hill.
3. John Walkenbach, Herb Tyson, Faithe Wempen, Cary. N.Prague, Michael R. Groh, Peter G.Aitken, and Lisa Bucki, “Microsoft Office 2007 Bible”, Wiley India Pvt. Ltd.

25BA0108	BUSINESS COMMUNICATION LABORATORY	L	T	P	C
		0	0	4	2
<b>OBJECTIVES:</b>					
<ul style="list-style-type: none"> <li>• To develop clarity, appropriate tone and logical structure in written business communication.</li> <li>• To train students' verbal communication, interpersonal abilities through interactive activities.</li> <li>• To develop the ability to design, structure, and deliver impactful business presentations.</li> <li>• To make the students to craft persuasive and analytical documents including business proposal and executive reports.</li> <li>• To help the students to integrate and refine communication, incorporating feedback to ensure professional quality for real-world application.</li> </ul>					
<b>UNIT I</b>	<b>BUSINESS COMMUNICATION ESSENTIALS</b>	<b>12</b>			
Focus: Developing clarity, tone, and structure in written business communication - Business Email Writing - Report on a Business Article					
<b>UNIT II</b>	<b>INTERACTIVE BUSINESS COMMUNICATION</b>	<b>12</b>			
Focus: Enhancing verbal communication, interpersonal skills, and leadership presence in professional settings - Group Discussion - Role-play - Mock Interviews for Leadership Positions					
<b>UNIT III</b>	<b>BUSINESS PRESENTATION SKILLS</b>	<b>12</b>			
Focus: Structuring and delivering impactful presentations using data, trends, and organizational insights - Presentation on Company Profile - Data Analysis Presentations - Presentation on Emerging Business Trends					
<b>UNIT IV</b>	<b>STRATEGIC BUSINESS WRITING</b>	<b>12</b>			
Focus: Crafting persuasive and analytical documents for decision-making and strategic planning - Business Proposal Writing - Executive Reports / White Paper Writing					
<b>UNIT V</b>	<b>APPLIED BUSINESS COMMUNICATION</b>	<b>12</b>			
Focus: Synthesizing skills across formats, refining output, and preparing for real-world application - Peer review and feedback sessions - Final audit and submission of compiled work					
<b>LIST OF EXPERIMENTS</b>					
<ol style="list-style-type: none"> <li>1. Report on a Business Article</li> <li>2. Business Email Writing</li> <li>3. Group Discussion</li> </ol>					

4. Role-play
5. Presentation on Company Profile
6. Presentation on Emerging Business Trends
7. Mock Interviews for leadership positions.
8. Business Proposal Writing
9. Data Analysis Presentations
10. Executive Reports/White paper writing/ audit

**TOTAL : 60 PERIODS**

**COURSE OUTCOMES:**

CO 1: Ability to excel in different forms of written communication required in a business context

CO 2: Develop good managerial communication skills

CO 3: Develop good presentation skills

CO 4: In-depth understanding of strategic business writing

CO 5: Ability to prepare Business reports, and Audit submission

**TEXT BOOKS:**

1. Rajendra Pal, J.S. Korlahalli ,Essentials of Business Communication by, Sultan Chand & Sons, 13th Edition.
2. Meenakshi Raman, Prakash Singh ,Business Communication by, Oxford, 2nd edition, 2012.

**REFERENCE BOOKS:**

1. Ludlow R , Panton ,The Essence of Effective Communications , Prentice Hall of India Pvt. Ltd. 2, 1995.
2. C. S. Rayadu , Communication by, HPH, 2015.
3. R. C. Sharma , Krishna Mohan ,Business Correspondence & Report Writing , Tata McGraw Hill, 5th Edition, 2017.
4. Malcolm Goodale , Developing Communication Skills, 2nd Edition Professional Presentations, Cambridge University Press.
5. Supplementary Reading Material Business Communication - Harvard Business Essentials Series, HBS Press.

## NON-FUNCTIONAL ELECTIVES

25BA0109	ENTREPRENEURSHIP DEVELOPMENT	L	T	P	C
		3	0	0	3
<b>OBJECTIVES:</b>					
<ul style="list-style-type: none"> <li>• To Cultivate Entrepreneurial Competence and Mindset</li> <li>• To Analyze the Entrepreneurial Ecosystem</li> <li>• To Develop and Evaluate Business Plans</li> <li>• To Strategize the Launch of Small Enterprises</li> <li>• To manage and Sustain Small Business Ventures</li> </ul>					
<b>UNIT I</b>	<b>ENTREPRENEURIAL COMPETENCE</b>	<b>9</b>			
Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful Entrepreneurs – Knowledge and Skills of an Entrepreneur.					
<b>UNIT II</b>	<b>ENTREPRENEURIAL ENVIRONMENT</b>	<b>9</b>			
Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organisational Services - Central and State Government Industrial Policies and Regulations.					
<b>UNIT III</b>	<b>BUSINESS PLAN PREPARATION</b>	<b>9</b>			
Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital Budgeting- Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria.					
<b>UNIT IV</b>	<b>LAUNCHING OF SMALL BUSINESS</b>	<b>9</b>			
Finance and Human Resource Mobilisation - Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, Start-ups.					
<b>UNIT V</b>	<b>MANAGEMENT OF SMALL BUSINESS</b>	<b>9</b>			
Monitoring and Evaluation of Business - Business Sickness - Prevention and Rehabilitation of Business Units - Effective Management of small Business - Case Studies.					
<b>TOTAL : 45 PERIODS</b>					
<b>COURSE OUTCOMES:</b>					
CO 1: To gain entrepreneurial competence to run the business efficiently.					
CO 2: To undertake businesses in the entrepreneurial environment					
CO 3: To prepare the business plans and undertake feasible projects.					
CO 4: To launch and develop their business ventures successfully.					
CO 5: To monitor the business effectively towards growth and development.					

<b>TEXT BOOKS:</b>							
1. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2016.							
2. R.D.Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2018.							
<b>REFERENCE BOOKS:</b>							
1. Rajeev Roy, Entrepreneurship, Oxford University Press, 2nd Edition, 2011.							
2. Donald F Kuratko, T.V Rao. Entrepreneurship: A South Asian perspective. Cengage Learning, 2012.							
3. Dr. Vasant Desai, “Small Scale Industries and Entrepreneurship”, HPH, 2006.							
4. Arya Kumar. Entrepreneurship, Pearson, 2012.							
5. Prasanna Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 8th edition, 2017.							
<b>25BA0110</b>	<b>EVENT MANAGEMENT</b>			<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
				<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>OBJECTIVES:</b>							
<ul style="list-style-type: none"> <li>• To understand the Foundations and Scope of Event Management</li> <li>• To develop Competence in Event Planning and Legal Frameworks</li> <li>• To apply Strategic Marketing and Sponsorship Techniques</li> <li>• To manage Event Operations and Onsite Logistics</li> <li>• To ensure Event Safety and Evaluate Impact</li> </ul>							
<b>UNIT I</b>	<b>EVENT CONTEXT</b>						<b>9</b>
History & Evolution – Types of events – MICE – Types of Meeting, Trade Shows, Conventions, Exhibitions- Structure of event industry – Event Management as a profession – Perspectives on event : Government, Corporate & Community – Code of Ethics.							
<b>UNIT II</b>	<b>EVENT PLANNING &amp; LEGAL ISSUES</b>						<b>9</b>
Conceptualizing the event – Host, sponsor, Media, Guest, Participants , Spectators – Crew – Design of concept – Theme and content development – Visualization – Event objectives – Initial planning – Budgeting – Event design and budget checklist – Preparation of functional sheets – Timing – Contracts and Agreements – Insurance, Regulation, Licence and Permits – Negotiation.							
<b>UNIT III</b>	<b>EVENT MARKETING</b>						<b>9</b>
Role of Strategic Marketing Planning - Pricing – Marketing Communication Methods & budget – Elements of marketing communication – Managing Marketing Communication – Role of Internet – Sponsorship – Event sponsorship – Strategy – Managing Sponsorships – Measuring & Evaluating sponsorship.							
<b>UNIT IV</b>	<b>EVENT OPERATION</b>						<b>9</b>
Site Selection – Types of location – Venue Requirements – Room, Stage, Audi-Visual, Lighting, Performers, Decors, Caterer, Photography & Videography – Protocols – Guest list – Guest demographics – Children at event – Invitation – Media – Freelance Event Operation – Road show - Food & Beverage – Entertainment – Event Logistics – Supply of facilities – Onsite logistics – Control of event logistics – Evaluation & Logistics.							

<b>UNIT V</b>	<b>SAFETY &amp; EVENT EVALUATION</b>	<b>9</b>
<p>Risk assessment – Safety officer, Medical Manager – Venue, Structural safety – Food safety – Occupational safety – Fire Prevention – Sanitary facilities – Vehicle traffic – Waste Management. Event Impact – Event Evaluation Process – Service Quality - Customer Satisfaction.</p>		
<b>TOTAL : 45 PERIODS</b>		
<p><b>COURSE OUTCOMES:</b>  CO 1: To learn about structure and code of ethics of events  CO 2: To know about event planning and regulations  CO 3: To understand about event marketing, planning and strategies  CO 4: To enhance professional skills in event management  CO 5: To analyze the safety measure of event management</p>		
<p><b>TEXT BOOKS:</b></p> <ol style="list-style-type: none"> <li>1. Lynn Van Der Wagen, Event Management for Tourism, Cultural Business &amp; Sporting Events, 4 th Edition, Pearson Publications, 2014.</li> <li>2. John Beech, Sebastian Kaiser &amp; Robert Kaspar, The Business of Events Management, Pearson Publication, 2014.</li> <li>3. G.A.J. Bowdin, Events Management ,Elseiver Butterworth.</li> </ol>		
<p><b>REFERENCE BOOKS:</b></p> <ol style="list-style-type: none"> <li>1. Judy, Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management, 2014.</li> <li>2. Shannon Kilkenny, The complete guide to successful event planning.</li> <li>3. Julia Rutherford Silvers, Professional Event Coordination, The Wiley Event Management Series.</li> <li>4. Allison ,The Event Marketing Handbook: Beyond Logistics &amp; Planning.</li> </ol>		

## SEMESTER II

25BA0201	QUANTITATIVE TECHNIQUES FOR DECISION MAKING	L	T	P	C
		3	0	0	3
<b>OBJECTIVES:</b> <ul style="list-style-type: none"> <li>• To apply quantitative techniques in modeling and solving business related problems.</li> <li>• To analyze complex business situations and support evidence-based decisions.</li> <li>• To develop proficiency in quantitative tools such as linear programming, decision theory, simulation, and forecasting methods.</li> <li>• Use quantitative data analysis to optimize business resources and improve operational efficiency.</li> <li>• Understand the role of quantitative techniques in managerial decision-making and business problem-solving.</li> </ul>					
<b>UNIT I</b>	<b>INTRODUCTION TO LINEAR PROGRAMMING</b>				<b>9</b>
Relevance of quantitative techniques in management decision making. Linear Programming- formulation, solution by graphical and simplex methods (Primal - Penalty, Two Phase), Special cases. Sensitivity Analysis.					
<b>UNIT II</b>	<b>LINEAR PROGRAMMING EXTENSIONS</b>				<b>9</b>
Transportation Models (Minimizing and Maximizing Problems) – Balanced and unbalanced Problems – Initial Basic feasible solution by N-W Corner Rule, Least cost and Vogel’s approximation methods. Check for optimality. Solution by MODI / Stepping Stone method. Case of Degeneracy. Transshipment Models. Assignment Models (Minimizing and Maximizing Problems) – Balanced and Unbalanced Problems. Solution by Hungarian and Branch and Bound Algorithms. Travelling Salesman problem. Crew Assignment Models.					
<b>UNIT III</b>	<b>DECISION AND GAME THEORY</b>				<b>9</b>
Decision making under risk – Decision trees – Decision making under uncertainty. Game Theory- Two-person Zero sum games-Saddle point, Dominance Rule, Convex Linear Combination (Averages), methods of matrices, graphical and LP solutions.					
<b>UNIT IV</b>	<b>INVENTORY AND REPLACEMENT MODELS</b>				<b>9</b>
Inventory Models – EOQ and EBQ Models (With and without shortages), Quantity Discount Models. Replacement Models-Individual replacement Models (With and without time value of money) – Group Replacement Models.					
<b>UNIT V</b>	<b>QUEUING THEORY AND SIMULATION</b>				<b>9</b>
Queuing Theory - single and multi-channel models – infinite number of customers and infinite calling source. Monte Carlo simulation – use of random numbers, application of simulation techniques					
<b>TOTAL : 45 PERIODS</b>					

**COURSE OUTCOMES:**

CO 1 : Linear programming in product mix decisions

CO 2 : Transportation and assignment in logistics and job allocation scenarios

CO 3 : Game theory and heuristics of decision making in real time decisions

CO 4 : Inventory management and replacement models in manufacturing context

CO 5 : Queuing and simulation in real time scenario optimisation

**TEXT BOOKS:**

1. N. D Vohra, Quantitative Techniques in Management, Tata Mcgraw Hill, 2010.
2. G. Srinivasan, Operations Research – Principles and Applications, 2 nd edition, PHI, 2011.
3. Paneerselvam R., Operations Research, Prentice Hall of India, Fourth Print, 2008.
4. Hamdy A Taha, Introduction to Operations Research, Prentice Hall India, Tenth Edition, Third Indian Reprint 2019.

**REFERENCE BOOKS:**

1. Bernard W.Taylor III, Introduction to Management Science, 9th Edition, Pearson Ed.
2. Frederick & Mark Hillier, Introduction to Management Science – A Modeling and case studies approach with spreadsheets, Tata Mcgraw Hill, 2010.
3. Nagraj B, Barry R and Ralph M. S Jr., Managerial Decision Modelling with Spreadsheets, Second Edition, 2007, Pearson Education.

25BA0202	FINANCIAL MANAGEMENT	L	T	P	C
		3	0	0	3
<b>OBJECTIVES:</b>					
<ul style="list-style-type: none"> <li>• To understand the operational nuances of a Finance Manager.</li> <li>• To comprehend the technique of making decisions related to finance functions.</li> <li>• To Analyze and interpret financial statements to assess the financial health and performance of an organization.</li> <li>• Analyze risk and return to make sound portfolio and investment decisions.</li> <li>• To understand dividend policies and their impact on shareholders' wealth and firm value.</li> </ul>					
<b>UNIT I</b>	<b>FOUNDATION OF FINANCE</b>	<b>9</b>			
Introduction to finance- Financial Management – Nature, scope and functions of Finance, organization of financial functions, objectives of Financial management, Major financial decisions – Time value of money – features and valuation of shares and bonds – Concept of risk and return – single asset and of a portfolio.					
<b>UNIT II</b>	<b>INVESTMENT DECISIONS</b>	<b>9</b>			
Capital Budgeting: Principles and techniques - Nature of capital budgeting- Identifying relevant cash flows - Evaluation Techniques: Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index - Comparison of DCF techniques - Concept and measurement of cost of capital - Specific cost and overall cost of capital.					
<b>UNIT III</b>	<b>FINANCING AND DIVIDEND DECISIONS</b>	<b>9</b>			
Leverages - Operating and Financial leverage – measurement of leverages – degree of Operating & Financial leverage – Combined leverage, EBIT – EPS Analysis- Indifference point. Capital					

structure – Theories – Net Income Approach, Net Operating Income Approach, MM Approach – Determinants of Capital structure. Dividend decision- Issues in dividend decisions, Importance, Relevance & Irrelevance theories- Walter’s – Model, Gordon’s model and MM model. – Factors determining dividend policy – Types of dividend policies – forms of dividend.												
<b>UNIT IV</b>	<b>WORKING CAPITAL MAANGEMENT</b>			<b>9</b>								
Principles of working capital: Concepts, Needs, Determinants, issues and estimation of working capital - Receivables Management - Inventory management – Cash management - Working capital finance: Commercial paper, Company deposit, Trade credit, Bank finance.												
<b>UNIT V</b>	<b>LONG TERM SOURCES OF FINANCE</b>			<b>9</b>								
Indian capital market- New issues market- Secondary market - Long term finance: Shares, debentures and term loans, lease, hire purchase, venture capital financing, Private Equity.												
<b>TOTAL : 45 PERIODS</b>												
<b>COURSE OUTCOMES:</b>												
CO 1 : Identify the concepts of financial decision of an organization												
CO 2 : Recognize the time value of money												
CO 3 : Learn the capital budgeting and cost of capital techniques												
CO 4 : Understand how to decide the decision of capital structure and distribution of dividend												
CO 5 : Assess the short-term and long-term sources of finance												
<b>TEXT BOOKS:</b>												
1. Prasanna Chandra, Financial Management, 9th edition, Tata McGraw Hill, 2017.												
2. Srivatsava, Mishra, Financial Management, Oxford University Press, 2012..												
3. Brigham, Ehrhardt, Financial Management Theory and Practice, 14th edition, Cengage Learning 2015.												
<b>REFERENCE BOOKS:</b>												
1. M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 11th edition, 2018												
2. M.Y. Khan and P.K.Jain Financial management, Text, Problems and cases Tata McGraw Hill, 8 <sup>th</sup> edition, 2017.												
3. Aswath Damodaran, Corporate Finance Theory and practice, John Wiley & Sons, 2011.												
4. James C. Vanhorne –Fundamentals of Financial Management– PHI Learning,13th Edition, 2014.												
<b>25BA0203</b>	<b>HUMAN RESOURCE MANAGEMENT</b>			<table border="1"> <tr> <td><b>L</b></td> <td><b>T</b></td> <td><b>P</b></td> <td><b>C</b></td> </tr> <tr> <td><b>3</b></td> <td><b>0</b></td> <td><b>0</b></td> <td><b>3</b></td> </tr> </table>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>									
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>									
<b>OBJECTIVES:</b>												
<ul style="list-style-type: none"> <li>To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements.</li> <li>To examine the processes involved in human resource planning, recruitment, and selection to ensure effective talent acquisition and workforce alignment.</li> <li>To analyze training and development practices that enhance employee performance and</li> </ul>												

	organizational productivity.	
	<ul style="list-style-type: none"> <li>To understand performance management systems and their role in motivating and evaluating employee contributions.</li> <li>To explore compensation and benefits strategies that align employee motivation with organizational goals.</li> </ul>	
<b>UNIT I</b>	<b>PERSPECTIVE IN HUMAN RESOURCE MANAGEMENT</b>	<b>9</b>
Evolution of human resource management – The importance of the human capital – Role of human resource manager – Challenges for human resource managers - trends in Human resource policies – Computer applications in human resource management – Human resource accounting and audit.		
<b>UNIT II</b>	<b>HUMAN RESOURCE AND RECRUITMENT</b>	<b>9</b>
Importance of Human Resource Planning – Forecasting human resource requirement – matching supply and demand - Internal and External sources- Organizational Attraction-. Recruitment, Selection, Induction and Socialization- Theories, Methods and Process.		
<b>UNIT III</b>	<b>TRAINING AND DEVELOPMENT</b>	<b>9</b>
Types of training methods –purpose- benefits- resistance. Executive development programme – Common practices - Benefits – Self-development – Knowledge management.		
<b>UNIT IV</b>	<b>EMPLOYEE ENGAGEMENT</b>	<b>9</b>
Compensation plan – Reward – Motivation – Application of theories of motivation – Career management – Mentoring - Development of mentor – Protégé relationships- Job Satisfaction, Employee Engagement, Organizational Citizenship Behavior: Theories, Models.		
<b>UNIT V</b>	<b>PERFORMANCE EVALUATION AND CONTROL</b>	<b>9</b>
Method of performance evaluation – Feedback – Industry practices. Promotion, Demotion, Transfer and Separation – Implication of job change. The control process – Importance – Methods – Requirement of effective control systems grievances – Causes – Implications – Redressal methods.		
<b>TOTAL : 45 PERIODS</b>		
<b>COURSE OUTCOMES:</b>		
CO 1: Students would have gained knowledge on the various aspects of HRM		
CO 2: Students will gain knowledge needed for success as a human resources professional.		
CO 3: Students will develop the skills needed for a successful HR manager		
CO 4: Students would be prepared to implement the concepts learned in the workplace.		
CO 5: Students would be aware of the emerging concepts in the field of HRM.		
<b>TEXT BOOKS:</b>		
1. Wayne Cascio, Managing Human Resource, McGraw Hill, 2015.		
2. Ivancevich, Human Resource Management, McGraw Hill 2012.		
3. Uday Kumar Haldar, Juthika Sarkar. Human Resource management. Oxford. 2012		
<b>REFERENCE BOOKS:</b>		
1. Gary Dessler and Biju Varkkey, Human Resource Management, 14th Edition, Pearson Education Limited, 2015.		

2. David A. Decenzo, Stephen.P.Robbins, and Susan L. Verhulst, Human Resource Management, Wiley, International Student Edition, 11th Edition, 2014.
3. Luis R.Gomez-Mejia, David B.Balkin, Robert L Cardy. Managing Human Resource. PHI Learning. 2012
4. Bernadin , Human Resource Management ,Tata Mcgraw Hill ,8th edition 2012.

25BA0204	OPERATIONS MANAGEMENT	L	T	P	C
		3	0	0	3
<b>OBJECTIVES:</b>					
<ul style="list-style-type: none"> <li>• To provide a broad introduction to the field of operations management</li> <li>• To explain the concepts, strategies, tools and techniques for managing the transformation process that can lead to competitive advantage.</li> <li>• To understand product and process design principles and their impact on productivity and quality.</li> <li>• Apply forecasting, capacity planning, and scheduling techniques to optimize resource utilization.</li> <li>• Examine inventory management models and techniques for maintaining cost-effective operations.</li> </ul>					
<b>UNIT I</b>	<b>INTRODUCTION TO OPERATION MANAGEMENT</b>	<b>9</b>			
Operations Management – Nature, Importance, historical development, transformation processes, differences between services and goods, a system perspective, functions, challenges, current priorities, recent trends. Operations Strategy – Strategic fit, framework. Productivity; World-class manufacturing practices					
<b>UNIT II</b>	<b>OPERATIONS AND VALUE CHAIN</b>	<b>9</b>			
Capacity Planning – Long range, Types, Developing capacity alternatives, tools for capacity planning. Facility Location – Theories, Steps in Selection, Location Models. Sourcing and procurement - Strategic sourcing, make or buy decision, procurement process, managing vendors.					
<b>UNIT III</b>	<b>DESIGNING OPERATIONS</b>	<b>9</b>			
Product Design - Criteria, Approaches. Product development process - stage-gate approach - tools for efficient development. Process - design, strategy, types, analysis. Facility Layout – Principles, Types, Planning tools and techniques.					
<b>UNIT IV</b>	<b>PLANNING AND CONTROL OF OPERATIONS</b>	<b>9</b>			
Demand Forecasting – Need, Types, Objectives and Steps - Overview of Qualitative and Quantitative methods. Operations planning - Resource planning - Inventory Planning and Control. Operations Scheduling - Theory of constraints - bottlenecks, capacity constrained resources, synchronous manufacturing					
<b>UNIT V</b>	<b>QUALITY MANAGEMENT</b>	<b>9</b>			
Definitions of quality, The Quality revolution, quality gurus; TQM philosophies; Quality management tools, certification and awards. Lean Management - philosophy, elements of JIT manufacturing, continuous improvement. Six sigma.					

<b>TOTAL : 45 PERIODS</b>
<p><b>COURSE OUTCOMES:</b></p> <p>CO 1: Understanding of the evolution of operations management practices and world class manufacturing processes</p> <p>CO 2: Knowledge about capacity planning, strategic sourcing and procurement in organizations</p> <p>CO 3: Enhances the understanding of product development and design process</p> <p>CO 4: Ability to forecast demand and overcome bottlenecks</p> <p>CO 5: Provides insight to Quality management tools and practices.</p>
<p><b>TEXT BOOKS:</b></p> <ol style="list-style-type: none"> <li>1. Russel and Taylor, Operations Management, Wiley, 5th Edition, 2006.</li> <li>2. Norman Gaither and Gregory Frazier, Operations Management, South Western Cengage Learning, 9th edition, 2015.</li> <li>3. Cecil C. Bozarth, Robert B. Handfield, Introduction to Operations and Supply Chain Management, Pearson, 4th Edition, 2016.</li> <li>4. Panneerselvam. R, Production and Operations Management, 3rd Edition,. PHI Learning, 2012.</li> </ol>
<p><b>REFERENCE BOOKS:</b></p> <ol style="list-style-type: none"> <li>1. Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Operations and Supply Chain Management, McGraw Hill Education (India) Pvt. Ltd, 14th Edition, 2014.</li> <li>2. Mahadevan B, Operations management: Theory and practice. Pearson Education India; 2015.</li> <li>3. William J Stevenson, Operations Management, Tata McGraw Hill, 9th Edition, 2009.</li> </ol>

<b>25BA0205</b>	<b>BUSINESS RESEARCH METHODS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<p><b>OBJECTIVES:</b></p> <ul style="list-style-type: none"> <li>• To comprehend the principles and significance of scientific inquiry in academic and professional contexts.</li> <li>• To equip students with the ability to formulate clear, structured, and methodologically sound research proposals.</li> <li>• To collect, interpret, and analyze data using appropriate tools and techniques.</li> <li>• To apply research methodologies to diagnose organizational issues and recommend evidence-based interventions.</li> <li>• To compile and present research findings in a coherent, professional, and academically acceptable format.</li> </ul>					
<b>UNIT I</b>	<b>INTRODUCTION</b>	<b>9</b>			
<p>Business Research — Definition and Significance — the research process — Types of Research — Exploratory and causal Research – Theoretical and empirical Research – Cross – Sectional and time – series Research – Research questions / Problems – Research objectives –</p>					

Research hypotheses – characteristics – Research in an evolutionary perspective – the role of theory in research.		
<b>UNIT II</b>	<b>RESEARCH DESIGN AND MEASUREMENT</b>	<b>9</b>
Research design – Definition – types of research design – exploratory and causal research design – Descriptive and experimental design – different types of experimental design – Validity of findings –internal and external validity – Variables in Research – Measurement and scaling – Different scales –Construction of instrument – Validity and Reliability of instrument.		
<b>UNIT III</b>	<b>DATA COLLECTION</b>	<b>9</b>
Types of data – Primary Vs Secondary data – Methods of primary data collection – Survey Vs Observation – Experiments – Construction of questionnaire and instrument – Types of Validity – Sampling plan – Sample size – determinants optimal sample size – sampling techniques – Sampling methods.		
<b>UNIT IV</b>	<b>DATA PREPARATION AND ANALYSIS</b>	<b>9</b>
Data Preparation – editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analyses – Applications of Bivariate and Multivariate statistical techniques, Factor analysis, Discriminant analysis, Cluster analysis, Multiple regression and Correlation, Multidimensional scaling – Conjoint Analysis – Application of statistical software for data analysis.		
<b>UNIT V</b>	<b>REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH</b>	<b>9</b>
Research report –Types – Contents of report – need for executive summary – chapterization – contents of chapter – report writing – the role of audience – readability – comprehension – tone – final proof – report format – title of the report – ethics in research – Ethics in research – Subjectivity and Objectivity in research.		
<b>TOTAL : 45 PERIODS</b>		
<b>COURSE OUTCOMES:</b>		
CO 1: Students will understand and appreciate scientific inquiry		
CO 2: Students would know to write research proposals.		
CO 3: Students would be able to analyze data and find solutions to the problems.		
CO 4: The students would be able to undertake a systematic outlook towards business situations for the purpose of objective decision making, and the method of conducting scientific inquiry to solve organizational problems		
CO 5: Students could prepare research reports		
<b>TEXT BOOKS:</b>		
1. Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research methods, 11th Edition, Tata Mc Graw Hill, New Delhi, 2012.		
2. Alan Bryman and Emma Bell, Business Research methods, 3rd Edition, Oxford University Press, New Delhi, 2011.		

**REFERENCE BOOKS:**

1. Uma Sekaran and Roger Bougie, Research methods for Business, 5th Edition, Wiley India, New Delhi, 2012.
2. William G Zikmund, Barry J Babin, Jon C. Carr, Atanu Adhikari, Mitch Griffin, Business Research methods, A South Asian Perspective, 8th Edition, Cengage Learning, New Delhi, 2012.
3. Panneerselvam. R, Research Methodology, 2nd Edition, PHI Learning, 2014.

<b>25BA0206</b>	<b>BUSINESS ANALYTICS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>OBJECTIVES:</b>					
<ul style="list-style-type: none"> <li>• To Use business analytics for decision making</li> <li>• To apply the appropriate analytics and generate solutions</li> <li>• Model and analyze the business situation using analytics.</li> <li>• To equip students with the ability to use data for informed business decisions</li> <li>• To develop leadership and problem-solving skills, and gain proficiency in advanced analytical techniques like data mining and predictive modeling</li> </ul>					
<b>UNIT I</b>	<b>INTRODUCTION TO BUSINESS ANALYTICS (BA)</b>				<b>9</b>
Business Analytics - Terminologies, Process, Importance, Relationship with Organisational Decision Making, BA for Competitive Advantage.					
<b>UNIT II</b>	<b>MANAGING RESOURCES FOR BUSINESS ANALYTICS</b>				<b>9</b>
Managing BA Personnel, Data and Technology. Organisational Structures aligning BA. Managing Information policy, data quality and change in BA.					
<b>UNIT III</b>	<b>DESCRIPTIVE ANALYSIS</b>				<b>9</b>
Introduction to Descriptive analytics - Visualizing and Exploring Data - Descriptive Statistics - Sampling and Estimation - Probability Distribution for Descriptive Analytics - Analysis of Descriptive analytics					
<b>UNIT IV</b>	<b>PREDICTIVE ANALYSIS</b>				<b>9</b>
Introduction to Predictive analytics - Logic and Data Driven Models - Predictive Analysis Modeling and procedure - Data Mining for Predictive analytics. Analysis of Predictive analytics					
<b>UNIT V</b>	<b>PRESCRITIVE ANALYSIS</b>				<b>9</b>
Introduction to Prescriptive analytics - Prescriptive Modeling - Non Linear Optimization - Demonstrating Business Performance Improvement.					
<b>TOTAL : 45 PERIODS</b>					

**COURSE OUTCOMES:**

CO 1: Ability to understand the role of Business Analytics in decision making

CO 2: Ability to identify the appropriate tool for the analytics scenario

CO 3: Ability to apply the descriptive analytics tools and generate solutions

CO 4: Understanding of Predictive Analytics and applications

CO 5: Knowledge of Prescriptive Analytics and demonstrating business process improvement

**TEXT BOOKS:**

1. Marc J. Schniederjans, Dara G. Schniederjans and Christopher M. Starkey, " Business Analytics Principles, Concepts, and Applications - What, Why, and How" , Pearson Ed, 2014.

**REFERENCE BOOKS:**

1. Christian Albright S and Wayne L. Winston, " Business Analytics - Data Analysis and Decision Making" , Fifth edition, Cengage Learning, 2015.
2. James R. Evans, "Business Analytics - Methods, Models and Decisions",, Pearson Ed, 2012.

<b>25BA0207</b>	<b>MARKETING MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**OBJECTIVES:**

- To equip students with the knowledge and skills to develop and implement marketing strategies.
- To understand customer behavior, analyze market opportunities.
- To manage various marketing functions like branding, pricing, and distribution
- To understand the changing business environment and the fundamental premise underlying market driven strategies.
- To identify the indicators of management thoughts and practices.

**UNIT I****INTRODUCTION****9**

Defining Marketing – Core concepts in Marketing – Evolution of Marketing – Marketing Planning Process – Scanning Business environment: Internal and External – Value chain – Core Competencies – PESTEL – SWOT Analysis – Marketing interface with other functional areas – Production, Finance, Human Relations Management, Information System – Marketing in global environment – International Marketing – Rural Marketing – Prospects and Challenges.

**UNIT II****MARKETING STRATEGY****9**

Marketing strategy formulations – Key Drivers of Marketing Strategies - Strategies for Industrial Marketing – Consumer Marketing – Services marketing – Competition Analysis – Analysis of consumer and industrial markets – Influence of Economic and Behavioral Factors – Strategic Marketing Mix components.

**UNIT III****MARKETING MIX DECISIONS****9**

Product planning and development – Product life cycle – New product Development and Management – Defining Market Segmentation – Targeting and Positioning – Brand Positioning and

Differentiation – Channel Management – Managing Integrated Marketing Channels – Managing Retailing, Wholesaling and Logistics – Advertising and Sales Promotions – Pricing Objectives, Policies and Methods		
<b>UNIT IV</b>	<b>BUYER BEHAVIOR</b>	<b>9</b>
Understanding Industrial and Consumer Buyer Behavior – Influencing factors — Buyer Behaviour Models — Online buyer behavior – Building and measuring customer satisfaction — Customer relationships management – Customer acquisition, Retaining, Defection – Creating Long Term Loyalty Relationships.		
<b>UNIT V</b>	<b>MARKETING RESEARCH AND TRENDS IN MARKETING</b>	<b>9</b>
Marketing Information System – Marketing Research Process – Concepts and applications: Product – Advertising – Promotion – Consumer Behaviour – Retail research – Customer driven organizations - Cause related marketing – Ethics in marketing – Online marketing trends - social media and digital marketing		
<b>TOTAL : 45 PERIODS</b>		
<b>COURSE OUTCOMES:</b>		
CO 1: Applied knowledge of contemporary marketing theories to the demands of business and management practice.		
CO 2: Enhanced knowledge of marketing strategies for consumer and industrial marketing		
CO 3: Deep understanding of choice of marketing mix elements and managing integrated marketing channels		
CO 4: Ability to analyze the nature of consumer buying behaviour.		
CO 5: Understanding of the marketing research and new trends in the arena of marketing		
<b>TEXT BOOKS:</b>		
<ol style="list-style-type: none"> <li>1. Philip T. Kotler and Kevin Lane Keller, Marketing Management, Prentice Hall India, 15th Edition, 2017.</li> <li>2. KS Chandrasekar, “Marketing management-Text and Cases”, Tata McGraw Hill Education, 2012, Lamb, Hair, Sharma, Mc Daniel– Marketing – An Innovative approach to learning and teaching- A south Asian perspective, Cengage Learning, 2012</li> <li>3. Paul Baines, Chris Fill, Kelly Page, Marketing, Asian edition, Oxford University Press, 5th edition, 2019.</li> <li>4. Ramasamy, V.S, Namakumari, S, Marketing Management: Global Perspective Indian Context, Macmillan Education, New Delhi, 6<sup>th</sup> edition, 2018.</li> </ol>		
<b>REFERENCE BOOKS:</b>		
<ol style="list-style-type: none"> <li>1. A. NAG, Marketing successfully- A Professional Perspective, Macmillan 2008.</li> <li>2. Micheal R.Czinkota, Masaaki Kotabe, Marketing Management, Vikas Thomson Learning, 2nd edition 2006 Philip Kotler, Gay Armstrong, Prafulla Agnihotri, Principles of marketing, 7th edition, 2018.</li> </ol>		

25BA0208	<b>BUSINESS ETHICS (SEMINAR)</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

**OBJECTIVES:**

- To enable the learners to have exposure on business ethics and ethical business perspectives.

**NOTE:**

The following is the list of topics suggested for preparation and presentation by students twice during the semester.

This will be evaluated by the faculty member(s) handling the course and the final marks are consolidated at the end of the semester. No end semester examination is required for this course.

- 1) Individual Culture and Ethics
- 2) Ethical codes of conduct and value Systems
- 3) Loyalty and Ethical Behaviour, Ethical decision making
- 4) Ethical business issues and solutions
- 5) Corporate Social Responsibilities of Business

**TOTAL: 60 PERIODS**

**COURSE OUTCOMES:**

CO 1: The learners can handle issues of business ethics and offer solutions ethical perspectives.

CO 2: The learners are able to apply the basic concepts of Indian ethos and value systems at work

CO 3: The learners can handle issues of business ethics and offer solutions in ethical perspectives

CO 4: The learners are professionally efficient and skillful in value systems and culture

CO 5: The learners are capable in ethically manage business towards well-being of the society

25BA0209	<b>DATA ANALYSIS AND BUSINESS MODELING (LABORATORY )</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

**OBJECTIVES:**

- To have hands-on experience on data analysis for business modeling.

EXP. NO.	DETAILS OF EXPERIMENT	DURATION
	NAME	
1	Descriptive Statistics	4
2	Parametric Tests	4
3	Non- Parametric Tests	4
4	Correlation and Regression	4
5	Forecasting	4
6	Extended Experiment - 1	4

7	Portfolio Selection	4
8	Risk Analysis and Sensitivity Analysis	4
9	Revenue Management	4
10	Extended Experiment - 2	4
11	Transportation and Assignment	4
12	Networking Models	4
13	Queuing Theory	4
14	Inventory Model	4
15	Extended Experiment - 3	4

**TOTAL: 60 PERIODS**

**COURSE OUTCOMES:**

CO 1: Deep knowledge about the nature of data and conducting hypothesis testing using various data analysis techniques

CO 2 : Facilitates to identify the relationship between variables using data analytical tools

CO 3 : Provides understanding about forecasting in real time business world using analytical tools

CO 4 :Ability to conduct Risk and sensitivity analysis and portfolio selection based on business data

CO 5: Enhances knowledge about networking, inventory models and queuing theory using data analytical tools