

ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

COURSE DETAILS

PG COURSE : MBA (AICTE APPROVED)

MBA REGULATIONS AND SYLLABUS

Eligibility for the award of Degree:

A candidate shall be eligible for the award of the Degree only if she has satisfactorily undergone the prescribed Course of Study in this College for not less than TWO academic years, passed the examinations of all the Four semesters prescribed earning minimum of 91 CREDITS plus 14 ADDITIONAL NON-CGPA CREDITS (TOTAL OF 105 CREDITS and Non-Credit course) one audit course and fulfilled such conditions as have been prescribed therefore.

Duration of the course:

The course for the students shall extend over a period of TWO academic years consisting of FOUR Semesters. Each academic year shall be divided into Two Semesters. The FIRST academic year shall comprise the First & Second Semesters and the SECOND academic year the Third & Fourth Semesters respectively.

The ODD Semesters shall consist of the period from July to November of each year and the EVEN Semesters from December to April of each year. The duration of each semester will be about 16 Weeks. The subjects of study shall be in accordance with the syllabus prescribed from time to time.

Examinations :

There shall be four examinations, first semester examination at the middle of the first academic year and the second semester examination at the end of the first academic year.

Similarly the third and fourth semester examinations will be held at the middle and the end of the second academic year respectively. All examination related rules shall be followed as per the college policy.

SUBJECT TITLE

SEMESTER	CODE	SUBJECT TITLE
I	MBA21/BC/POM	Bridge Course on Principles of Management
I	MBA21/1C/OBM	Organizational Behavior
I	MBA21/1C/ACM	Accounting for Managers
I	MBA21/1C/ME M	Managerial Economics
I	MBA21/1C/BRT	Business Research and Techniques
I	MBA21/1C/OPM	Operations Management
I	MBA21/SS1/B EH MBA21/SS1/B EA MBA21/SS1/B EB MBA21/SS1/B EC	Business English Communication-Higher Business English Communication-Vantage Business English Communication-Preliminary Business English Communication-Basic
I	MBA21/VE1/ASM	Value Education – I - Art of Self Management and Life skills
I	MBA21/SD/ED1	Skill Development - Entrepreneurial Skill Development – I
I	MBA21/BL1/DAE	Business Analysis Lab I – Data Analysis using Excel

II	MBA21/2C/MMM	Marketing Management
II	MBA21/2C/HRM	Human Resource Management
II	MBA21/2C/FIM	Financial Management
II	MBA21/2C/QMS	Quality Management System
II	MBA21/2C/LFB	Legal Framework of Business
II	MBA21/2C/OPR	Operations Research
II	MBA21/IE1/SOE	Interdisciplinary Elective I - Social Enterprise Management
II	MBA21/IE1/DVM	Interdisciplinary Elective I - Diversity Management

2. ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

II	MBA21/IE1/IPR	Interdisciplinary Elective I -Fundamentals of Intellectual Property Rights.
II	MBA21/SS2/SAC	Self Assessment and Career Development
II	MBA21/2I/SIP	Summer Internship Programme (SIP)
II	MBA21/VE2/CSD	Value Education – II - Community Service and Development
II	MBA21/SD/ED2	Skill Development - Entrepreneurial Skill Development – II
II	MBA21/BL2/DAS	Business Analysis Lab II – Data Analysis using SPSS

3. ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

SUBJECT TITLE

SEMESTER	CODE	SUBJECT TITLE
III	MBA21/3C/IME	Information Management and ERP
III	MBA21/IE2/DIM	Interdisciplinary Elective II - Disaster Management
III	MBA21/IE2/TIM	Interdisciplinary Elective II - Technology Intervention and Innovative Practices in Management

III	MBA21/IE2/DTI	Interdisciplinary Elective II -Design Thinking and Innovation Management
III	MBA21/SS3/***	Foreign Language German/Japanese/Chinese/Korean
III	MBA21/VE3/WIL	Value Education – III – Women In Leadership
III	MBA21/SD/ED3	Skill Development - Entrepreneurial Skill Development – III
III	MBA 18/BL3/DAA	Business Analysis Lab III – Data Analysis using AMOS & R Programming
III	MBA21/SL/SLP	Self Learning Programme***
III	MBA21/AC/MDI	Management Dynamics and Indian Ethos
III	MBA21/AC/EAL	Educational Management, Administration and Leadership
III	MBA21/AC/WEE	Women Employment and Empowerment
III	MBA21/AC/SWE	Social and Women Entrepreneurship
III	MBA21/AC/ENM	Environmental Management
IV	MBA21/4C/STM	Strategic Management
IV	MBA21/SS3/MBE Business	
IV	MBA21/4C/MIP	Management In Practice
IV	BA18/DS/***	Directed Study

LIST OF FUNCTIONAL ELECTIVE

SEMESTER	CODE	LIST OF FINANCE ELECTIVE
III	MBA21/3E/COF	Advanced Corporate Finance
III	MBA21/3E/SAP	Security Analysis & Portfolio Management
III	MBA21/3E/MBF	Merchant Banking and Financial Services
III	MBA21/3E/MNA	Mergers and Acquisitions
III	MBA21/3E/DRM	Derivatives and Risk Management
III	MBA21/3E/FMI	Financial Markets and Institutions
III	MBA21/3E/RMI	Risk management and Insurance
III	MBA21/3E/BOS	Banking Operations & Services
III		MBA21/3E/WMA Wealth Management
III	MBA21/3E/DIF	Digital Finance

5. ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

SEMESTER	CODE	LIST OF HUMAN RESOURCE ELECTIVE
III	MBA21/3E/HL D	Human Resource and Leadership Development
III	MBA21/3E/IRL	Industrial Relations and Labour laws
III	MBA21/3E/TND	Training and Development
III	MBA21/3E/OCD	Organizational Change and Development
III	MBA21/3E/CPM	Compensation Management
III		3E/CNM Conflict and Negotiation Management
III	MBA21/3E/WPC	Workplace Counseling
III	MBA21/3E/HWA	HR Metrics and Workplace Analytics
III	MBA21/3E/PT M	Performance and Talent Management
III	MBA21/3E/TWM	TeamWork Management
III	MBA21/3E/DHR	Digital Human Resource Management

SEMESTER	CODE	LIST OF MARKETING ELECTIVE
III	MBA21/3E/ADM	Advertising Management
III	MBA21/3E/COB	Consumer Behaviour
III	MBA21/3E/SDM	Sales and Distribution Management
III	MBA21/3E/SEM	Services Marketing
III	MBA21/3E/MAR	Marketing Research
III	MBA21/3E/REM	Retail Management
III	MBA21/3E/BDM	Brand Management
III	MBA21/3E/CRM	Customer Relationship Management
III	MBA21/3E/MSS	Marketing of Social Services
III	MBA21/3E/DGM	Digital Marketing

SEMESTER	CODE	LIST OF MARKETING ELECTIVE
III	MBA21/3E/ADM	Advertising Management
III	MBA21/3E/COB	Consumer Behaviour
III	MBA21/3E/SDM	Sales and Distribution Management
III	MBA21/3E/SEM	Services Marketing
III	MBA21/3E/MAR	Marketing Research
III	MBA21/3E/REM	Retail Management
III	MBA21/3E/BDM	Brand Management
III	MBA21/3E/CRM	Customer Relationship Management
III	MBA21/3E/SRM	Strategic Marketing

SEMESTER	CODE	LIST OF SYSTEM ELECTIVE
III	MBA21/3E/BUI	Business Intelligence

6. ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023.

III	MBA21/3E/SPM	Software Project Management
III	MBA21/3E/EBS	E-Business
III	MBA21/3E/ERP	Enterprise Resource Planning
III	MBA21/3E/KNM	Knowledge Management
III	MBA21/3E/BTM	Banking Technology Management
III	MBA21/3E/ITC	IT Laws and Cyber Crimes
III	MBA21/3E/BDA	Big Data Analytics
III	MBA21/3E/ETS	Expert Systems
III	MBA21/3E/DWD	Data Warehousing and Data Mining
III	MBA21/3E/SMW	Social Media Web Analytics

SEMESTER	CODE	LIST OF INTERNATIONAL BUSINESS ELECTIVE
III	MBA21/3E/IBM	International Business Management
III		3E/IMM International Marketing Management
III	MBA21/3E/IFI	International Finance
III	MBA21/3E/IHR	International Human Resource Management

SEMESTER	CODE	LIST OF INTERDISCIPLINARY ELECTIVE
II	MBA21/IE1/SOE	Interdisciplinary Elective I - Social Enterprise Management
II	MBA21/IE1/DVM	Interdisciplinary Elective I - Diversity Management
II	MBA21/IE1/IPR	Interdisciplinary Elective I -Fundamentals of Intellectual Property Rights.
III	MBA21/IE2/DIM	Interdisciplinary Elective II - Disaster Management

7.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023.

III	MBA21/IE2/TIM	Interdisciplinary Elective II - Technology Intervention and Innovative Practices in Management
III	MBA21/IE2/DTI	Interdisciplinary Elective II -Design Thinking and Innovation Management

SEMESTER	CODE	LIST OF SOFT SKILL COURSES
I	MBA21/SS1/B EH MBA21/SS1/B EA	Business English Communication-Higher Business English

	MBA21/SS1/B EB MBA21/SS1/B EC	Communication-Vantage Business English Communication-Preliminary Business English Communication-Basic
II	MBA21/SS2/SAC	Self Assessment and Career Development
III	MBA21/SS3/****	Foreign Language German/Japanese/Chinese/Korean
IV	MBA21/SS3/MBE	Business Etiquette

SEMESTER	CODE	LIST OF VALUE EDUCATION COURSES
I	MBA21/VE1/ASM	Value Education – I - Art of Self Management and Life skills
II	MBA21/VE2/CSD	Value Education – II - Community Service and Development
III	MBA21/VE3/WIL	Value Education – III – Women In Leadership

SEMESTER	CODE	LIST OF SKILL DEVELOPMENT COURSES
I	MBA21/SD/ED1	Skill Development - Entrepreneurial Skill Development – I
II	MBA21/SD/ED2	Skill Development - Entrepreneurial Skill Development – II
III	MBA21/SD/ED3	Skill Development - Entrepreneurial Skill Development – III

8.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

SEMESTER	CODE	LIST OF BUSINESS LAB
I	MBA21/BL1/DAE	Business Analysis Lab I – Data Analysis using Excel

II	MBA21/BL2/DAS	Business Analysis Lab II – Data Analysis using SPSS
III	MBA18/BL3/DAA	Business Analysis Lab III – Data Analysis using AMOS & R Programming

SEMESTER	CODE	LIST OF AUDIT COURSES / TERM PAPER
	MBA21/AC/***	Term Paper (Any one of the following areas of management)
III	MBA21/AC/MDI	Management Dynamics and Indian Ethos
III	MBA21/AC/EAL	Educational Management, Administration and Leadership
III		AC/WEE Women Employment and Empowerment
III		21/AC/SWE Social and Women Entrepreneurship
III		AC/ENM Environmental Management

ETHIRAJ COLLEGE FOR WOMEN

DEGREE OF MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

FULL-TIME – (2-YEARS)

Revised Regulations –June 2022

9 . ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

I SEMESTER		
MBA22/BC/POM	Bridge Course on Principles of Management	20
MBA22/1C/OBM	Organizational Behavior	21
MBA22/1C/ACM	Accounting for Managers	23
MBA22/1C/MEM	Managerial Economics	25
MBA22/1C/BRT	Business Research and Techniques	27
MBA22/1C/OPM	Operations Management	29

MBA22/SS1/B EH MBA22/SS1/B EA MBA22/SS1/B EB MBA22/SS1/B EC	Business English Communication-Higher Business English Communication-Vantage Business English Communication-Preliminary Business English Communication-Basic	31
MBA22/VE1/AS M	Value Education – I - Art of Self Management and Life skills	32
MBA22/SD/ED1	Skill Development - Entrepreneurial Skill Development – I	33
MBA22/BL1/DAE	Business Analysis Lab I – Data Analysis using Excel	34
II SEMESTER		
MBA22/2C/MMM	Marketing Management	35
MBA22/2C/HRM	Human Resource Management	37
MBA22/2C/FIM	Financial Management	39
MBA22/2C/QMS	Quality Management System	41
MBA22/2C/LFB	Legal Framework of Business	43
MBA22/2C/OPR	Operations Research	45
MBA22/IE1/SOE	Interdisciplinary Elective I - Social Enterprise Management	47
MBA22/IE1/DVM	Interdisciplinary Elective I - Diversity Management	49
MBA22/IE1/IPR	Interdisciplinary Elective I – Fundamentals of Intellectual Property Rights	51
MBA22/SS2/SAC	Self-Assessment and Career Development	53
MBA22/2I/SIP	Summer Internship Programme (SIP)	54
MBA22/VE2/CSD	Value Education – II - Community Service and Development	55
MBA22/SD/ED2	Skill Development - Entrepreneurial Skill Development – II	56
MBA22/BL2/DAJ	Business Analysis Lab II – Data Analysis using JASP	57

11. ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

SUBJECT TITLE

CODE	SUBJECT TITLE	PAGE NO
III SEMESTER		
MBA22/3C/IME	Information Management and ERP	58
MBA22/IE2/DIM	Interdisciplinary Elective II - Disaster Management	60
MBA22/IE2/TIM	Interdisciplinary Elective II - Technology Intervention and Innovative Practices in Management	62
MBA22/IE2/DTI	Interdisciplinary Elective II -Design Thinking and Innovation Management	64
MBA22/SS3/***	Foreign Language German/Japanese/Chinese/Korean	
MBA22/VE3/WIL	Value Education – III – Women in Leadership	66
MBA22/SD/ED3	Skill Development - Entrepreneurial Skill Development – III	67
MBA 21/BL3/DAR	Business Analysis Lab III – Data Analysis using R and R Commander	68
MBA22/SL/SLP	Self-Learning Programme***	69
MBA22/AC/*** Term Paper (Any one of the following areas of management) 70		
MBA22/AC/MDI	Management Dynamics and Indian Ethos	
MBA22/AC/EAL	Educational Management, Administration and Leadership	
MBA22/AC/WEE	Women Employment and Empowerment	
MBA22/AC/SWE	Social and Women Entrepreneurship	
MBA22/AC/ENM	Environmental Management	
IV SEMESTER		

MBA22/4C/STM	Strategic Management	71
MBA22/SS4/PEE	Professional Ethics and Etiquette	73
MBA22/4C/MIP	Management In Practice	74
MBA121/DS/***	Directed Study	

LIST OF FUNCTIONAL ELECTIVE

CODE	LIST OF FINANCE ELECTIVE	PAGE NO
MBA22/3E/COF	Advanced Corporate Finance	97

12 .ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

MBA22/3E/SAP	Security Analysis & Portfolio Management	99
MBA22/3E/MBF	Merchant Banking and Financial Services	101
MBA22/3E/MNA	Mergers and Acquisitions	103
MBA22/3E/DRM	Derivatives and Risk Management	105
MBA22/3E/FMI	Financial Markets and Institutions	107
MBA22/3E/RMI	Risk management and Insurance	109
MBA22/3E/BOS	Banking Operations & Services	111
MBA22/3E/WMA	Wealth Management	113
MBA22/3E/DIF	Digital Finance	115

13.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

CODE	LIST OF HUMAN RESOURCE ELECTIVE	PAGE NO
MBA22/3E/HLD	Human Resource and Leadership Development	75
MBA22/3E/IRL	Industrial Relations and Labour laws	77
MBA22/3E/TND	Training and Development	79
MBA22/3E/OCD	Organisational Change and Development	81
MBA22/3E/CPM	Compensation Management	83

MBA22/3E/CNM	Conflict and Negotiation Management	85
MBA22/3E/WPC	Work Place Counselling	87
MBA22/3E/HWA	HR Metrics and Workplace Analytics	89
MBA22/3E/PTM	Performance and Talent Management	91
MBA22/3E/TWM	Team Work Management	93
MBA22/3E/DHR	Digital Human Resource Management	95
CODE	LIST OF MARKETING ELECTIVE	PAGE NO
MBA22/3E/ADM	Advertising Management	117
MBA22/3E/COB	Consumer Behaviour	119
MBA22/3E/SDM	Sales and Distribution Management	121
MBA22/3E/SEM	Services Marketing	123
MBA22/3E/MAR	Marketing Research	125
MBA22/3E/REM	Retail Management	127
MBA22/3E/BDM	Brand Management	129
MBA22/3E/CRM	Customer Relationship Management	131
MBA22/3E/MSS	Marketing of Social Services	133
MBA22/3E/DGM	Digital Marketing	135
MBA22/3E/SRM	Strategic Marketing	137
CODE	LIST OF SYSTEM ELECTIVE	PAGE NO
MBA22/3E/BUI	Business Intelligence	139
MBA22/3E/SPM	Software Project Management	141
MBA22/3E/EBS	E-Business	143
MBA22/3E/ERP	Enterprise Resource Planning	145

14. ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

MBA22/3E/KNM	Knowledge Management	147
MBA22/3E/BTM	Banking Technology Management	149
MBA22/3E/ITC	IT Laws and Cyber Crimes	151

MBA22/3E/BDA	Big Data Analytics	153
MBA22/3E/ETS	Expert Systems	155
MBA22/3E/DWD	Data Warehousing and Data Mining	157
MBA22/3E/SMW	Social Media Web Analytics	159
CODE	LIST OF INTERNATIONAL BUSINESS ELECTIVE	PAGE NO
MBA22/3E/IBM	International Business Management	161
MBA22/3E/IMM	International Marketing Management	163
MBA22/3E/IFI	International Finance	165
MBA22/3E/IHR	International Human Resource Management	167
CODE	LIST OF INTERDISCIPLINARY ELECTIVE	PAGE NO
MBA22/IE1/SOE	Interdisciplinary Elective I - Social Enterprise Management	47
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MBA22/SS1/BEA	Business English Communication-Vantage	
MBA22/SS1/BEB	Business English Communication-Preliminary	
MBA22/SS1/BEC	Business English Communication-Basic	
MBA22/SS2/SAC	Self Assessment and Career Development	51
MBA22/SS3/***	Foreign Language German/Japanese/Chinese/Korean	

15. ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

CODE	LIST OF VALUE EDUCATION COURSES	PAGE NO
MBA22/VE1/ASM	Value Education – I - Art of Self Management and Life skills	32
MBA22/VE2/CSD	Value Education – II - Community Service and Development	53
MBA22/VE3/WIL	Value Education – III – Women In Leadership	66

CODE	LIST OF SKILL DEVELOPMENT COURSES	PAGE NO
MBA22/SD/ED1	Skill Development - Entrepreneurial Skill Development – I	33
MBA22/SD/ED2	Skill Development - Entrepreneurial Skill Development – II	54
MBA22/SD/ED3	Skill Development - Entrepreneurial Skill Development – III	67

CODE	LIST OF BUSINESS LAB	PAGE NO
MBA22/BL1/DAE	Business Analysis Lab I – Data Analysis using Excel	34
MBA22/BL2/DAJ	Business Analysis Lab II – Data Analysis using JASP	55
MBA 21/BL3/DAR	Business Analysis Lab III – Data Analysis using R and R Commander	68

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MBA22/AC/EAL	Educational Management, Administration and Leadership	
MBA22/AC/WEE	Women Employment and Empowerment	
MBA22/AC/SWE	Social and Women Entrepreneurship	

MBA22/AC/ENM	Environmental Management	
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ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

COURSE OUTLINE

SEMESTER

- I

BRIDGE COURSE PRINCIPLES OF MANAGEMENT

COURSE CODE: MBA22/BC/POM

Teaching Hours :15hrs Credits: 1 OBJECTIVES:

To enable students to

- To lay the foundation for understanding the basic concepts in management
- To act as a preparatory course to bridge the knowledge for the programme.

Unit I: Introduction – Evolution of Management Principles – Functions- Levels of Management – Planning – Types of plans, steps in planning- Decision-making process and types.

Unit II:Organizing – purpose- principles, Types – Departmentation – Delegation of Authority Span of Control – Decentralization.

Unit – III: Communication – Types – Process – Barriers. Motivation – Theories- Leadership process and approaches. Coordination and Control – Types and process. Trends in Management

REFERENCE BOOKS:

1. Stephen P. Robbins and Mary Coulter, “Management”, 10th Edition, Prentice Hall(India) Pvt Ltd, 2009
2. JAF Stoner, Freeman RE and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004
3. Stephen A. Robbins and David A. Decenzo and Mary Coulter, “Fundamentals of Management, 7th Edition, Pearson Education, 2011.
4. Robert Kreitner and Mamata Mohapatra, “Management”, Biztantra, 2008.
5. Harold Koontz and Heinz Weihrich “Essentials of Management”, Tata Mc Graw Hill, 1998
6. Tripathy PC and Reddy PN, “Principles of Management”, Tata Mc Graw Hill, 1999.

COURSE OUTCOME

Students will be able to

CO No.	CO Statement
CO 1	Understand the concepts and functions of management.
CO 2	Evaluate leadership styles to anticipate the consequences of each leadership style.
CO3	Assess and analyse how organizations adapt to uncertain environment in order to apply techniques which influence and control the internal environment.

Mapping of CO with PSO

CO / PSO	PSO 1	PSO 2	PSO 3
CO 1	3	3	2
CO 2	2	2	2

18. ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE

FROM 2022-2023

CO 3	2	2	1
Average	2.3	2.3 3	1.6

***Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)**

SEMESTER - I
ORGANIZATIONAL BEHAVIOR

CORE - 1 COURSE CODE: MBA22/1C/OBM Teaching Hours: 53 hrs Credits: 4 LTP -4-0-0 Field

Work: 15 hrs

OBJECTIVES:

To enable students to

- Understand the importance and significance of attitudes and behavior in an organizational setting • Give an insight into various dimensions of human behavior in an organization.

COURSE OUTLINE:

UNIT I: Introduction to Organizational Behavior, meaning, elements need, approaches, models. 5 hrs

UNIT II: Individual Behaviour- Foundations of Individual Behaviour, Personality Perception, Learning, Values, Attitudes & Job Satisfaction, Types of work place behavior and diversity. Motivation at work, early theories, contemporary theories, Motivation at work, designing motivating jobs 20hrs*

UNIT III: Group Behaviour, Group Dynamics, Group norms, Group Cohesiveness Group Decision making, Inter Group Relation. Leadership, styles, qualities, types, trait theories, Behavioural & Contingency theories. 20 hrs*

UNIT IV: Organizational Structure and Design, Organizational Culture and Climate, Organizational Change and Development, Organizational Conflicts. 18hrs*

UNIT V: Behavioral Practices - Communication, Transactional Analysis Team building - Managing Stress in workplace. Communication, Time management, Emotional Intelligence, Psychometric analysis/ Personality profile

(Not to be included for End Semester Examination)

5hrs

Note: *Experiential Learning Pedagogy: Field Work related to recent trends and practices in real life business scenario covering Unit II, III and IV.

REFERENCE BOOKS:

1. Robbins, P. Stephen, Timothy, A. Judge, and Neharika Vohra. Organizational Behavior, 16/e; New Delhi: Pearson Education (2017)
2. McShane & Von Glinow Organizational Behavior, 6/e; New Delhi: McGraw Hill Education (2015).

3. Luthans, Fred Organizational Behavior, 12/e; New Delhi: McGraw Hill Education (2011).
4. Griffin and Moorhead. Organizational Behaviour Cengage learning Publication (2014)
5. Robert N.Lussier Human relation in organizations McGraw Hill Education (2015)
6. Richard L.Daft.Understanding the theory and design of organization Cengage learning Publication(2015)
7. Keith Davis, Human Behaviour at work, McGraw Hill Book Co., (1998)
8. Steven L Mc Shane, Marry Ann Von Glinow, Organizational Behavior, Tata Mc Graw Hill.(2009)
9. Terrance R. Mitchell, People in Organization An Introduction to Organizational Behavior,McGraw-Hill, New York .(2011)
10. Mullins, Laurie J., Management and Organizational Behavior, Prentice Hall.(2010)

End Semester Question Paper Template				
Duration: 3 Hour Max. Marks: 60 Marks				
Unit	Part A (4X3 Marks=12) 4 out of 6 Word Limit - 50	Part B(4X5 Marks =20)4 out of 6 Word Limit -100	Part C(2 X 8 Marks=16) 2 out of 3 Word Limit -200	Part D(1X12 Marks=12) One Case Study Word Limit -250
1	2	1		Case study should not contain more than two questions.
2	2	1	1	
3	1	2	1	
4	1	2	1	
Total	6	6	3	
Total Number of 16 Questions				

ORGANIZATIONAL BEHAVIOR COURSE CODE: MBA22/1C/OBM COURSE OUTCOME

Students will be able to.

CO No.	CO Statement
CO 1	Analyze the behavior of individuals and groups in organizations in terms of organizational models and concepts
CO 2	Apply organizational behavior concepts, models and theories to real life situations in the organizational and personal life
CO 3	Exercise skills in managing and resolving organizational problems relating to individual and group interactions
CO 4	Apply and demonstrate Knowledge on Recent Trends and Multi cultural issues relevant to the behavior of an individual in an Organisation.

Mapping of CO with PSO

CO / PSO	PSO 1	PSO 2	PSO 3
CO 1	3	3	2
CO 2	2	3	3

20 .ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM

2022-2023

CO 3	3	3	3
CO 4	3	3	3
Average	2.8	3	2.8

***Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High) QUESTION**

PAPER PATTERN:

Level	Section	Illustrative Key words for framing of the questions	Marks
K1 K2	Part A (Answer four out of Six)	Remember, Recollect Define, List, Point Out, Identify, State, What, When, Which, Indicate Understand, Explain, Classify, Describe, Show, Sketch, Illustrate, Give Example, Translate, Advantages and Disadvantages, Significance, Importance, Need, Highlight	4X3 Marks=12
K3 K4	Part B(Answer 4 out of Six)	Apply, Relate, Solve, Demonstrate, Interpret, Prepare, Classify, Predict, Compute Analyze ,Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose	4X5 Marks=20
K4 K5	Part C (Answer 2 out of Three)	Analyze, Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh,	2X8Marks=16
K5 K6	Part D (Compulsory Case study)*	Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh Create, Design, Assemble, Construct, Develop, Formulate, Investigate, SWOT, Suggestion, Flow Chart, Model,	1X12Marks=12

		Frame, Generate	
Total			60 Marks

***Case study shall be on any case situations/Hypothetical situations and need not be a compulsory questions or problem. Case study should not contain more than two questions.**

**SEMESTER - I
ACCOUNTING FOR MANAGERS**

CORE - 2 COURSE CODE: MBA22/1C/ACM Teaching Hours : 53 hrs Credits : 4 LTP-3-2-0 Field

Work: 15 hrs OBJECTIVES :

To enable students to

- Adopt a decision-maker perspective on accounting and finance

21. ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE

FROM 2022-2023

- Examine management accounting and related analytical methodologies for decision-making and control in profit-directed organizations.

COURSE OUTLINE:

UNIT I : Introduction To Management Accounting

Management Accounting : Meaning & Purpose - Role and Scope of Management Accounting - Understanding of Income Statement & Balance Sheet - Reporting to Management 5 hrs

UNIT II : Financial Statement Analysis & Interpretation

Ratio Analysis – Comparative Analysis - Common Size Analysis - Trend Analysis - Fund Flow Analysis. 20 hrs*

UNIT III : Cost Accounting

Cost Accounting: Definition – Scope – Significance and Limitations - Cost Classification - Cost Sheet - Process Costing – Job Costing – Activity Based Costing 20 hrs*

UNIT IV : Marginal Costing & Budgetary Control

Marginal Costing: Cost-Volume-Profit Analysis - Break Even Analysis - Decisions Regarding Sales Mix – Key Factor - Make or Buy Decisions - Budgetary Control: Nature and Objectives of Budgetary control - Classification of Budgets – Zero Based Budgeting. 18 hrs*

UNIT V : Computerized accounting – Introduction to Tally (**Not to be included for End Semester Examination**) 5 hrs

Note: * Experiential Learning Pedagogy: Field Work related to recent trends and practices in real life business scenario covering Unit II, III and IV.

REFERENCE BOOKS:

1. I.M.Pandey, Management Accounting, Vikas Publishing House Pvt. Ltd., New Delhi, Third Edition , 2015
2. Khan, M.Y., and P.K. Jain , Management Accounting: Text, Problems and Cases, 6th edition; New Delhi: McGraw Hill Education, 2013.
3. Maheshwari, S.N., Sharad K. Maheshwari, and Suneel K. Maheshwari , A Textbook of Accounting for Management, 4th edition ; New Delhi: Vikas Publications , 2018
4. Horngren, Surdem, Stratton, Burgstahler, Schatzberg, Introduction to Management Accounting 16th edition PHI Learning, 2017.
5. Sawyers, B. Roby, Jackson, Steve, Jenkins, Greg and Arora, Ravinder Kumar Managerial ACCT A South-Asian Perspective, 2nd edition ; New Delhi: Cengage Learning, 2016.
6. Jan Williams, Financial and Managerial Accounting –The basis for business Decisions, 15thedition Tata McGraw Hill Publishers, 2010.
7. Stice & Stice, Financial Accounting Reporting and Analysis, 8th edition, Cengage Learning, 2010.
8. Singhvi Bodhanwala, Management Accounting -Text and cases, 2nd edition PHI Learning, 2009.
9. Dr.Murthy & S.Gurusamy, Management Accounting, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 2nd Edition. 2006
10. T.S. Reddy, Y.Hari Prasad Reddy, Management Accounting, , 1st edition Margham Publication, Chennai 2002

End Semester Question Paper Template				
Duration: 3 Hour Max. Marks: 60 Marks				
Unit	Part A (4X3 Marks=12) 4 out of 6	Part B(4X5 Marks =20) 4 out of 6	Part C(2 X 8 Marks=16) 2 out of 3	Part D(1X12 Marks=12) One Case Study

22.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

	Word Limit -50	Word Limit -100	Word Limit -200	Word Limit -250
1	2	1		Case study should not contain more than two questions.
2	2	1	1	
3	1	2	1	
4	1	2	1	
Total	6	6	3	1
Total Number of 16 Questions				

ACCOUNTING FOR MANAGERS COURSE CODE: MBA22/1C/ACM COURSE OUTCOME

Students will be able to

CO No.	CO Statement
CO 1	Analyze and interpret financial statements
CO 2	Apply marginal costing, cost volume profit analysis and budgetary control techniques in decision making process
CO 3	Possess a managerial outlook at accounts
CO 4	Apply and demonstrate Knowledge on Recent Trends relevant to the functional domain of Accounting

Note: At least 50% should include theory questions.

Mapping of CO with PSO

CO / PSO	PSO 1	PSO 2	PSO 3
CO 1	3	3	1
CO 2	3	3	2
CO 3	3	3	2
CO4	3	3	3
Average	3	3	1.7

***Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High) QUESTION**

PAPER PATTERN:

Level	Section	Illustrative Key words for framing of the questions	Marks
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23.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

K1 K2	Part A (Answer four out of Six)	Remember, Recollect Define, List, Point Out, Identify, State, What, When, Which, Indicate Understand, Explain, Classify, Describe, Show, Sketch, Illustrate, Give Example, Translate, Advantages and Disadvantages, Significance, Importance, Need, Highlight	4X3 Marks=12
K3 K4	Part B(Answer 4 out of Six)	Apply, Relate, Solve, Demonstrate, Interpret, Prepare, Classify, Predict, Compute Analyze ,Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose	4X5 Marks=20
K4 K5	Part C (Answer 2 out of Three)	Analyze, Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh,	2X8Marks=16
K5 K6	Part D (Compulsory Case study)*	Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh Create, Design, Assemble, Construct, Develop, Formulate, Investigate, SWOT, Suggestion, Flow Chart, Model, Frame, Generate	1X12Marks=12
Total			60 Marks

***Case study shall be on any case situations/Hypothetical situations and need not be a compulsory questions or problem. Case study should not contain more than two questions.**

SEMESTER - I
MANAGERIAL ECONOMICS

CORE - 3 COURSE CODE: MBA22/1C/MEM Teaching Hours : 53 hrs Credits : 4 LTP-4-0-0 Field

Work: 15 hrs OBJECTIVES:

To enable students to

- Efficiently achieve the goals of the firm and to recognize how economic forces affect the organization. • Helps to identify themes and trends of good business.

COURSE OUTLINE:

UNIT I: Introduction to Economics: Managerial Economics- Nature, Scope, & significance. - Relationship of Managerial Economics with functional areas of business. 5 hrs

UNIT II: Demand analysis, Law of Demand, Exceptions to law of demand, Elasticity of Price, Income & Cross elasticity, Measurement of elasticity of demand. Demand forecasting: Meaning & Significance. Opportunity Costs. 20 hrs*

UNIT III: Production analysis: Concepts, production function: Single Variable & Two variable Function. Total, Average, & Marginal Product. Law of diminishing returns, returns to scale. Costs & Revenue functions, Short run and long run cost curves. 20 hrs*

24.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

UNIT IV: Market Structure: Perfect Competition, Determination of pricing under perfect competition. Monopoly: Types of monopoly, Pricing under monopoly. Oligopoly: Features, Kinked demand Curve, Monopolistic Competition: Pricing Approaches: Full cost Pricing, Product Line Pricing, Pricing Strategies: Price Skimming, Penetration Pricing. National Income – difficulties in measuring national income – methods of measurement – income method, Inflation, GDP. 18 hrs*

UNIT V: Introduction to Econometrics, Different data types – cross section, time series and panel data and problems associated with them – examples from Indian context (**Not to be included for end semester examination**) 5 hrs

Note * Experiential learning pedagogy- field work related recent trends and practices in real life business scenario covering unit II, III and IV.

REFERENCE BOOKS:

1. Mansfield Edwin, Managerial Economics – Theory , Applications & cases, Eighth Edition, Norton , 2016. 2. Mehta.P.L ,”Managerial Economics analysis problems and cases”, Eighth revised edition ,Sultan Chand ,2016 3. Atmanand.J,” Managerial Economics” , Seventh Edition, Excel Books, 2009
4. Paul A.Samuelson and William.D.Nordhaus ,Economics, 19th Edition, TaTa McGraw Hill, New Delhi ,2011. 5. William A. McEachern and Simrit Kaur, Principles of Micro Economics” , CENGAGE Learning Publication, New Delhi, India. 2015.
6. N. Gregory Mankiw, Principles of Micro Economics, Cengage Learning Publication, New Delhi, India. 2015. 7. Dominick Salvatore, Managerial Economics, Oxford University Press, New Delhi, India. 2015.
8. Ahuja, H.L. Managerial Economics: Analysis of Managerial Decision Making, 8/e; New Delhi: S. Chand & Company Limited ,2015. 9. Varshney & Maheshwari ,Economics, , Third Edition ,Sultan Chand , 2005.
10. Geetika, Ghosh; Pivali, Choudhury and Purba. Roy ,Managerial Economics.2/e; New Delhi: McGraw Hill Education, 2013. 11.

End Semester Question Paper Template

Duration: 3 Hour Max. Marks: 60 Marks

Unit	Part A (4X3 Marks= 12) 4 out of 6 Word Limit -50	Part B(4X5 Marks =20) 4 out of 6 Word Limit -100	Part C(2 X 8 Marks=16) 2 out of 3 Word Limit -200	Part D(1X12 Marks=12) One Case Study Word Limit -250
1	2	1		Case study should not contain more than two questions.
2	2	1	1	
3	1	2	1	
4	1	2	1	
Total	6	6	3	1
Total Number of 16 Questions				

MANAGERIAL ECONOMICS MBA22/1C/MEM COURSE OUTCOME

Students will be able to

CO No.	CO Statement
CO 1	Understand the roles of managers in firms and understand the internal and external decisions to be made by managers.

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ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

CO 2	Analyze the demand and supply conditions and design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.
CO 3	Analyze real-world business problems with a systematic theoretical framework.
CO 4	Apply and demonstrate Knowledge on Recent Trends and Multi cultural issues relevant to the Economics Field.

Mapping of CO with PSO

CO / PSO	PSO 1	PSO 2	PSO 3
CO 1	3	3	3
CO 2	3	3	3
CO 3	3	3	3
CO 4	3	3	3
Average	3	3	3

***Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)**

QUESTION PAPER PATTERN:

Level	Section	Illustrative Key words for framing of the questions	Marks
K1 K2	Part A (Answer four out of Six)	Remember, Recollect Define, List, Point Out, Identify, State, What, When, Which, Indicate Understand, Explain, Classify, Describe, Show, Sketch, Illustrate, Give Example, Translate, Advantages and Disadvantages, Significance, Importance, Need, Highlight	4X3 Marks=12
K3 K4	Part B(Answer 4 out of Six)	Apply, Relate, Solve, Demonstrate, Interpret, Prepare, Classify, Predict, Compute Analyze ,Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose	4X5 Marks=20
K4 K5	Part C (Answer 2 out of Three)	Analyze, Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh,	2X8Marks=16
K5 K6	Part D (Compulsory Case study)*	Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh Create, Design, Assemble, Construct, Develop, Formulate, Investigate, SWOT, Suggestion, Flow Chart, Model, Frame, Generate	1X12Marks=12
Total			60 Marks

***Case study shall be on any case situations/Hypothetical situations and need not be a compulsory questions or problem. Case study should not contain more than two questions.**

SEMESTER – I

BUSINESS RESEARCH AND TECHNIQUES

CORE - 4 COURSE CODE: MBA22/1C/BRT Teaching Hours: 53 hrs Credits: 4 LTP- 3-1-0 Field work:

15 hrs

OBJECTIVES:

- To develop an understanding of research, research design, sources of data collection, analysis of the collected data and preparation of research report.
- Understand the most widely used tools of business techniques, which form the basis for rational and sound business decisions

COURSE OUTLINE:

UNIT- I: Business Research – Definition and Significance –the research process –Types of Research – Research Questions

/Problems – Research objectives – Research Hypothesis – the role of theory in research – Research Design – types – Variables in Research – Measurement and scaling - Different scales - 5 hrs

UNIT-II: Types of Data – Primary Vs Secondary Data – Methods of Data Collection – Construction of Questionnaire and instrument – Sampling plan – Sample size – Sampling Techniques - Probability Vs Non probability sampling methods. 20 hrs*

UNIT-III: Data Preparation – editing – coding – validity of data – Analysis of Data – Introduction to SPSS package. Research Report – Different types – Contents of report – Layout of research report.

20 hrs*

UNIT –IV: Application of statistical tests – Parametric and non-parametric - interpretation of test results, Correlation and regression analysis – Chi-Square test- Single and two factor analyses of variance. 18 hrs*

UNIT –V: Use of online methods of data collection and analysis. **(Not to be included for End Semester Examination)** 5 hrs

Note: *Experiential Learning Pedagogy: Field Work related to recent trends and practices in real life business scenario covering Unit II, III and IV.

REFERENCE BOOKS:

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, 4th Edition, Oxford University Press, New Delhi, 2015.
3. Anderson D.R., Sweeney D.J. and Williams T.A., Statistics for business and economics, 8th edition, Thomson (South – Western) Asia, Singapore, 2002.
4. Anderson , “Quantitative Methods for Business”, 8th Edition, Thomson Learning, 2002
5. Aczel A.D. and Sounderpandian J., Complete Business Statistics,6th edition, Tata McGraw – Hill, 2004.
6. Levin R.I. and Rubin D.S., Statistics for Management, 7th edition, Prentice Hall of India Pvt. Ltd., New Delhi, 2001.
7. Srivastava TN, ShailajaRego, Statistics for Management, Tata McGraw Hill, 2008.
8. Anand Sharma, Statistics for Management, Himalaya Publishing House, Second Revised edition, 2008.
9. Albright S and Winston.L., Business Analytics : Data Analysis and Decision Making 5th Edition,Cengage Learning, 2015
10. Richard I. Levin, David S. Rubin, Statistics for Management, Pearson Education, 7th Edition, 2011.

End Semester Question Paper Template

27.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

Duration: 3 Hour Max. Marks: 60 Marks				
Unit	Part A (4X3 Marks= 12) 4 out of 6 Word Limit -50	Part B(4X5 Marks =20) 4 out of 6 Word Limit -100	Part C(2 X 8 Marks=16) 2 out of 3 Word Limit -200	Part D(1X12 Marks=12) One Case Study Word Limit -250
1	2	1		Case study should not contain more than two questions.
2	2	1	1	
3	1	2	1	
4	1	2	1	
Total	6	6	3	1
Total Number of 16 Questions				

BUSINESS RESEARCH AND TECHNIQUES COURSE CODE: MBA22/1C/BRT**COURSE OUTCOME**

Students will be able to

CO No.	CO Statement
CO 1	Possess knowledge in different types of research methods and techniques and be able to conduct business research
CO 2	Display skill in performing statistical and research analysis and
CO 3	Prepare structured reports that would help businesses make appropriate decisions
CO 4	Apply and demonstrate Knowledge on Recent Trends in the field of Business Research and application.

Mapping of CO with PS

CO / PSO	PSO 1	PSO 2	PSO 3
CO 1	3	3	2
CO 2	3	3	2
CO 3	3	3	3
CO 4	3	3	3
Average	3	3	2.5

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

28.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023**QUESTION PAPER PATTERN:**

Level	Section	Illustrative Key words for framing of the questions	Marks
K1 K2	Part A (Answer four out of Six)	Remember, Recollect Define, List, Point Out, Identify, State, what, When, Which, Indicate Understand, Explain, Classify, Describe, Show, Sketch, Illustrate, Give Example, Translate, Advantages and Disadvantages, Significance, Importance, Need, Highlight	4X3 Marks=12

K3 K4	Part B (Answer 4 out of Six)	Apply, Relate, Solve, Demonstrate, Interpret, Prepare, Classify, Predict, Compute Analyze, Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose	4X5 Marks=20
K4 K5	Part C (Answer 2 out of Three)	Analyze, Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh,	2X8Marks=16
K5 K6	Part D (Compulsory Case study) *	Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh Create, Design, Assemble, Construct, Develop, Formulate, Investigate, SWOT, Suggestion, Flow Chart, Model, Frame, Generate	1X12Marks=12
Total			60 Marks

***Case study shall be on any case situations/Hypothetical situations and need not be a compulsory questions or problem. Case study should not contain more than two questions.**

Theory – 80% Problem – 20%

SEMESTER – I

OPERATIONS MANAGEMENT

CORE - 5 COURSE CODE:MBA22/1C/OPM Teaching Hours: 53 hrs Credits: 4 LTP – 3-1-0 Field

Work : 15 hrs

OBJECTIVES:

To enable the students to

- Understand Operations Management as a functional area and its relevance in the management of a firm. •
- Understand emerging techniques in Operations Management and its application in the firm.

29.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

COURSE OUTLINE:

UNIT I: Introduction to Operations Management function – Operations System – Objectives, Function and Scope of Operations Management - various types/ classification of production systems - productivity. 5 hrs

UNIT II: Factors affecting Plant Location decisions – Choice of general region, site and community. Layout concepts, Factors and Principles of a good Layout – Basic types of Layout – Developing Manufacturing facility Layouts. Materials handling Systems, Cellular manufacturing system. 20hrs*

UNIT III: Work Study – Introduction – Method Study – Time Study - Work Sampling, Ergonomics, Working Environment – Industrial Hazards, Accidents, Fatigue and Worker Safety. Modern Operations Management Techniques, Business Process Reengineering, Lean Manufacturing, Use of Control Charts, Concept of quality circles, Value Analysis. 20* hrs

UNIT IV: Integrated Materials Management and its components, Inventory Control, Basic Inventory Models, Purchasing Management, Stores Management, Materials Requirement Planning, Make or Buy Decisions. Introduction to Maintenance Management 18* hrs

UNIT V: The servitization of manufacturing - E-operations – Outsourcing - Leanness and agility - Performance measurement and quality control – Logistics and Supply Chain Management – Environmental Issues (**Not to be included for End Semester Examination**) 5 hrs.

Note * Experiential learning pedagogy- field work related recent trends and practices in real life business scenario covering unit II, III and IV.

REFERENCE BOOKS:

1. Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Nicholas J. Aquilano, Operations and Supply Management, Tata McGraw Hill, 12th Edition, 2010.
2. William J Stevenson, Operations management, McGraw-Hill Education, Thirteenth Edition, 2018
3. Krajewski, J. Lee, Ritzman, P. Larry, and Malhotra, K. Manoj, Operations Management: Processes and Value Chains, Pearson Education, 11th Edition, 2016
4. Mahadevan B, Operations Management Theory and practice, 3/e, Pearson Education, 2015
5. Norman Gaither and Gregory Frazier, Operations Management, South Western Cengage Learning, 2002.
6. Russel and Taylor, Operations Management, Wiley, Fifth Edition, 2006.
7. Kanishka Bedi, Production and Operations Management, Oxford University Press, 2004.
8. Chary S. N, Production and Operations Management, Tata McGraw Hill, Third Edition, 2008.
9. Aswathappa K and Shridhara Bhat K, Production and Operations Management, Himalaya Publishing House, Revised Second Edition, 2008.
10. Panneerselvam R, Production and Operations Management, Prentice Hall India, Second Edition, 2008

End Semester Question Paper Template				
Duration: 3 Hour Max. Marks: 60 Marks				
Unit	Part A (4X3 Marks=12) 4 out of 6 Word Limit -50	Part B(4X5 Marks =20)4 out of 6 Word Limit -100	Part C(2 X 8 Marks=16) 2 out of 3 Word Limit -200	Part D(1X12 Marks=12) One Case Study Word Limit -250
1	2	1		Case study should not contain more than two questions.
2	2	1	1	
3	1	2	1	
4	1	2	1	
Total	6	6	3	1

30.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

Total Number of 16 Questions

OPERATIONS MANAGEMENT COURSE CODE: MBA22/1C/OPM COURSE OUTCOME

CO No.	CO Statement
CO 1	Understand the concepts underlying Operations Management as a functional area and its relevance in the management of a firm.
CO 2	Exhibit knowledge of Operations management in various areas for problem solving.
CO 3	Apply the principles of Operations management in practice and be aware of the emerging areas in Operations management
CO 4	Apply and demonstrate Knowledge on Recent Trends and Multi cultural issues relevant to the field of Operations in an Organisation.

Mapping of CO with PSO

CO / PSO	PSO 1	PSO 2	PSO 3
CO 1	3	3	2
CO 2	3	3	2
CO 3	3	3	3
CO4	3	3	3
Average	3	3	2.5

***Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)**

QUESTION PAPER PATTERN:

Level	Section	Illustrative Key words for framing of the questions	Marks
K1 K2	Part A (Answer four out of Six)	Remember, Recollect Define, List, Point Out, Identify, State, What, When, Which, Indicate Understand, Explain, Classify, Describe, Show, Sketch, Illustrate, Give Example, Translate, Advantages and Disadvantages, Significance, Importance, Need, Highlight	4X3 Marks=12
K3 K4	Part B(Answer 4 out of Six)	Apply, Relate, Solve, Demonstrate, Interpret, Prepare, Classify, Predict, Compute Analyze ,Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate,	4X5 Marks=20

		Associate, Diagnose	
K4		Analyze, Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and	2X8Marks=16

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K5	Part C (Answer 2 out of Three)	Cons, Contrast, Infer, Discriminate, Associate, Diagnose Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh,	
K5 K6	Part D (Compulsory Case study)*	Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh Create, Design, Assemble, Construct, Develop, Formulate, Investigate, SWOT, Suggestion, Flow Chart, Model, Frame, Generate	1X12Marks=12
Total			60 Marks

***Case study shall be on any case situations/Hypothetical situations and need not be a compulsory questions or problem. Case study should not contain more than two questions.**

SEMESTER – I

BUSINESS ENGLISH COMMUNICATION

SOFT SKILL - 1 Course Code: MBA22/SS1/BEH - Business English Communication-Higher

MBA22/SS1/BEA - Business English Communication-Vantage

MBA22/SS1/BEB - Business English Communication-Preliminary

MBA22/SS1/BEC - Business English Communication-Basic

Contact Hours : 30hrs Credits : 2

OBJECTIVES:

- To familiarize with theoretical perspectives that determines successful career and career change.
- To identify effective approaches to the development/use of resumes, career networking, informational and employment interviewing.

COURSE OUTLINE:

Based on the diagnostic test, the English proficiency and knowledge of the students will be assessed and accordingly the level of course will be decided.

MBA22/SS1/BEH - Business English Communication-Higher

It includes tests of reading and writing, listening and speaking .

MBA22/SS1/BEA - Business English Communication-Vantage

It includes tests of reading, writing, listening and speaking at a higher level. It includes reading longer business reports and company documents, writing letters or proposals, listening to short discussions, and contributing to a discussion about a business topic in the speaking part.

MBA22/SS1/BEB -Business English Communication-Preliminary

It includes tests of reading and writing, listening and speaking. Candidates have to read reports, charts and advertisements, as well as write a short email or memo. They also have to understand short conversations and discussions and give a short presentation in the speaking test.

MBA22/SS1/BEC - Business English Communication-Basic

32.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

It includes tests of reading and writing, listening and speaking at basic level

COURSE OUTCOME

Students will be able to

CO No.	CO Statement
CO 1	Understand and demonstrate a good understanding of effective writing and business communications.
CO 2	Express different genres of reading, writing and speaking from creative to critical and factual writing.
CO 3	Identify short conversations and discussions, design business reports and company documents.

Mapping of CO with PSO

CO / PSO	PSO 1	PSO 2	PSO 3
CO 1	3	3	2
CO 2	3	3	2
CO 3	3	3	2
Average	3	3	2

***Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)**

SEMESTER I

ART OF SELF MANAGEMENT AND LIFE SKILLS

Value Education I COURSE CODE: MBA22/VE1/ASM Contact Hours : 15 hrs Credit: 1

OBJECTIVES:

- Aims to improve quality of life by developing strategies for successful and joyous living. • Guide to healthy living by maintaining mental, physical and emotional well-being.
- To provide with the required level of training, skills and knowledge in First Aid, and comply with the requirements of the Health and Safety.

COURSE OUTLINE:

Self awareness, assessment and realization – Preferences, Strengths, Weaknesses & Values – Self motivating strategies – Developing personal development plan.

Mental Well-being – Managing Anxiety – Stress Management – Anger Management – Depression Management – Relaxation techniques and exercise. Physical Well-being – Healthy eating – Healthy Habits – Yoga & meditation – Prioritization & Time Management.

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Emotional Well-being – Managing healthy relationships – Communication issues – Building self esteem.

Health Emergency-The role of the first aider, Basic life support -Performing rescue breathing-Chest Pain, Stroke and accidents.

COURSE OUTCOME

Students will be able to

CO No.	CO Statement
CO 1	Understand and develop strategies for successful and joyous living.
CO 2	Guide to healthy living by maintaining mental, physical and emotional well-being.
CO 3	Equipped with the required level of training, skills and knowledge in First Aid and demonstrate Knowledge on Self Management and Life Skills.

Mapping of CO with PSO

CO / PSO	PSO 1	PSO 2	PSO 3
CO 1	3	3	2
CO 2	3	3	2
CO 3	3	3	2
Average	3	3	2

***Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)**

SEMESTER I
ENTREPRENEURIAL SKILL DEVELOPMENT –I

COURSE CODE: MBA22/SD/ED1 Credit: 1 Contact Hours: 24 hrs

- To provide a hands on experience in the process of creating new venture
- Provide exposure to basic entrepreneurship skills.

New Venture Creation: Concepts and Skills

Introduction to Entrepreneurship- Behavioral Aspects and Empowerment - Developing self confidence, motivation, self esteem, importance of positive attitude & human values.

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Importance of entrepreneurial thinking, self employment - Concept and description, Women Entrepreneur and Incentive Schemes

Venture Life Cycle- Exposure to entrepreneurial Journey of an Entrepreneur.

A real time experience of being an Entrepreneur-Experiences and learning.

COURSE OUTCOME

Students will be able to

CO No.	CO Statement
CO 1	Understand the idea generation process and the importance of entrepreneurship skills needed to run a business.
CO 2	Have the ability to discern distinct entrepreneurial traits
CO 3	Able to do the self-analysis, apply the elements of entrepreneurship in their real life and develop knowledge to start the venture.

Mapping of CO with PSO

CO / PSO	PSO 1	PSO 2	PSO 3
CO 1	3	3	2
CO 2	3	3	2

CO 3	3	3	2
Average	3	3	2

***Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)**

**SEMESTER I
BUSINESS ANALYSIS LAB I
DATA ANALYSIS USING EXCEL**

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ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

Lab I COURSE CODE: MBA22/BL1/DAE

Contact Hours: 15 hrs Credits: 1 LTP – 0-0-2

OBJECTIVES:

- To familiarize the students with important features of Excel.
- To enable use in-built functions in Excel for data analysis.

COURSE OUTLINE:

Spreadsheet and its application – opening spreadsheet- working with spreadsheets – formatting spreadsheets working with sheets – creating charts – using tools- Fundamentals of Excel Cell, Referencing, Formatting cells, Tables, Functions - Application of Functions, Array Functions and Ranges - Basic Formulae like SUM,AVERAGE,COUNT,MAX,MIN etc
Advanced Formulas and Using Data Ranges

Analysis and Presentation What-if Analysis, Sensitivity Analysis - Data table; Scenario Building - Data Validation -- Using Data Validation- Handling Date and Time Data - Presentation of data using Charts, Conditional Formatting

COURSE OUTCOME

Students will be able to

CO No.	CO Statement
CO 1	Understand and familiarize the important features of Excel.

CO 2	Able to use in-built functions in Excel for simple calculation, apply features of Excel for decision making
CO 3	Apply and analyse data and present the processed information using advanced features of Excel

Mapping of CO with PSO

CO / PSO	PSO 1	PSO 2	PSO 3
CO 1	3	3	2
CO 2	3	2	2
CO 3	2	2	2
Average	2.7	2	2

***Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)**

SEMESTER – II

MARKETING MANAGEMENT

CORE – 6 COURSECODE: MBA22/2C/MMM Teaching Hours: 53 hrs Credits: 4 LTP – 4-0-0 Field

Work : 15 hrs

OBJECTIVES:

To enable the students to

- Understand the concept of marketing in theory and practice, evaluate the environment and develop a feasible marketing Solution.
- Understand fundamental premise underlying market driven strategies

COURSE OUTLINE:

UNIT I: Marketing –Definitions -Conceptual frame work –Marketing environment : Internal and External - Marketing interface with other functional areas –Production, Finance, Human Relations Management, Information System. Marketing in global environment –Prospects and Challenges. 5 hrs

UNIT II: Marketing strategy formulations –Key Drivers of Marketing Strategies -Strategies for Industrial Marketing –Consumer Marketing —Services marketing –Competitor analysis - Analysis of consumer and industrial markets –Strategic Marketing Mix components 20hrs*

UNIT III: Product planning and development –Product life cycle –New product Development and Management – Market Segmentation –Targeting and Positioning –Channel Management –Advertising and sales promotions –Pricing Objectives, Policies and methods. 20 hrs*

UNIT IV: Understanding industrial and individual buyer behavior -Influencing factors –Buyer Behavior Models – Online buyer behavior -Building and measuring customer satisfaction –Relationships management - Marketing Research –Process of Research –Concepts and applications of Research -Ethics in marketing 18hrs*

UNIT V:Digital transformation and Marketing – Data Analytics –GPS based search Engine Optimization – content marketing – Authenticity of brands –Personalization –Better Video Content - Phygital experience – chatbots and AI – IoT to leverage tech and data- marketing to establish emotional connections – Emerging trends in Marketing - Social media marketing - Online marketing trends (**Not to be included for End Semester Examination**)5 hrs

Note* Experiential learning pedagogy- field work related to recent trends and practices in real life business scenarios covering unit II, III and IV.

REFERENCE BOOKS:

1. Kotler, Philip and Kevin Lane Keller, Marketing Management, Pearson Education Limited, 15th Edition, 2016 2. Alexander Chernev, Strategic Marketing Management, Cerebellum Press, 8th Edition, 2014 3. Capon, Noel, Siddharth Shekhar Singh (2014). Managing Marketing: An Applied Approach, Wiley India, first edition, 2014.
4. Paul Baines, Chris Fill and Kelly Page, Marketing, Oxford University Press, 2nd Edition, 2011.
5. Lamb, hair, Sharma, McDaniel –Marketing –An Innovative approach to learning and teaching -A south Asian perspective, Cengage Learning —2012

37.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

6. Micheal R. Czinkota & Masaaki Kotabe, Marketing Management, Vikas Thomson Learning, 2000. 7. Duglas, J. Dalrymple, Marketing Management, John Wiley & Sons, 2008.
8. Ramasamy, V.S, Namakumari, S., Marketing Management: Global Perspective Indian Context, Macmillan Education, 5th Edition, 2014
9. Boyd Walker, Marketing Management, McGraw Hill, 2002.
10. Paul Baines, Chriss Fill Kelly Pag, Marketing, II edition, Asian edition

End Semester Question Paper Template				
Duration: 3 Hour Max. Marks: 60 Marks				
Unit	Part A (4X3 Marks= 12) 4 out of 6 Word Limit -50	Part B(4X5 Marks =20) 4 out of 6 Word Limit -100	Part C(2 X 8 Marks=16) 2 out of 3 Word Limit -200	Part D (1X12 Marks=12) One Case Study Word Limit -250
1	2	1		Case study should not contain more than two questions.
2	2	1	1	
3	1	2	1	
4	1	2	1	
Total	6	6	3	1
Total Number of 16 Questions				

MARKETING MANAGEMENT COURSE CODE : MBA22/2C/MMM COURSE**OUTCOME**

Students will be able to

CO No.	CO Statement
CO 1	Understand the concepts of Marketing Management as a functional area and its relevance in the management of a firm.
CO 2	Exhibit knowledge of Marketing management to develop a feasible Marketing solution for the firm.
CO 3	Apply the principles of Marketing management in practice in an Organization and be aware of the emerging new practices in Marketing.
CO 4	Apply and demonstrate Knowledge on Recent Trends and Multi cultural issues relevant to the functional domain of Marketing.

Mapping of CO with PSO**38.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023**

CO / PSO	PSO 1	PSO 2	PSO 3
CO 1	3	3	2
CO 2	3	3	3
CO 3	3	3	3
CO4	3	3	3
Average	3	3	2.5

Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High) QUESTION*PAPER PATTERN:**

Level	Section	Illustrative Key words for framing of the questions	Marks
K1 K2	Part A (Answer four out of Six)	Remember, Recollect Define, List, Point Out, Identify, State, What, When, Which, Indicate Understand, Explain, Classify, Describe, Show, Sketch, Illustrate, Give Example, Translate, Advantages and Disadvantages, Significance, Importance, Need, Highlight	4X3 Marks=12
K3 K4	Part B(Answer 4 out of Six)	Apply, Relate, Solve, Demonstrate, Interpret, Prepare, Classify, Predict, Compute Analyze ,Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose	4X5 Marks=20

K4	Part C (Answer 2 out of Three)	Analyze, Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh,	2X8Marks=16
K5			
K5	Part D (Compulsory Case study)*	Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh Create, Design, Assemble, Construct, Develop, Formulate, Investigate, SWOT, Suggestion, Flow Chart, Model, Frame, Generate	1X12Marks=12
K6			
Total			60 Marks

***Case study shall be on any case situations/Hypothetical situations and need not be a compulsory questions or problem. Case study should not contain more than two questions.**

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SEMESTER - II

HUMAN RESOURCE MANAGEMENT

CORE - 7 COURSE CODE: MBA22/2C/HRM Teaching Hours: 53 hrs Credits: 4 LTP-4-0-0 Field

Work:15 hrs

OBJECTIVES:

To enable students to

- To provide basic understanding of various functional components of human resource.
- To make student aware of organizational strategies and approach to modern HRM practice.

COURSE OUTLINE:

UNIT I: Introduction to HRM – Definition, Nature, Scope, Objective, Importance, Evolution and Growth Functions-HR Polices, Organization of HRM Department, Managerial and Operational functions, Qualities of HR Mangers. Role-HR-department- Role of Consultant and Consultancy 5hrs

UNIT II: HR Planning –Characteristics and Need, Job analysis-Job Description, Job Specification, Job Evaluation, Skills inventory, Employee Recruitment, Selection, Placement, and Induction. Forecasting Human Resource requirements. Induction- Socialization Retention Strategy **20 hrs***

UNIT III: Employee Development and Growth - Training & Development-on the job Training-Off the job training case study and other modern training methods. Training Evaluation. Performance Management, Contemporary PMS Job enrichment, Career Planning, Job Changes, Separation **20 hrs***

UNIT IV: Compensation Management-Financial and Fringe benefits, Payroll Processing Employee discipline and Grievance handling. HR Audit and Accounting- objectives-indicators for HR Audit. Introduction to Strategic HRM, Talent Management. employee engagement **8hrs***

UNIT V: Psychometric analysis/ Personality profile 2. Contemporary issues in HR practices, Digital in E-HRM, HRIS, issues of work life balance,social media in HR. **(Not to be included for End Semester Examination)** 5 hrs

Note: * Experiential Learning Pedagogy: Field Work related to recent trends and practices in real life business scenario covering Unit II, III and IV.

REFERENCE BOOKS:

1. Dessler, Garry, Human Resource Management, Prentice Hall of India.(2018)
2. D'ASCenzo, David A., Stephen P. Robbins, and Susan L. Verhulst, Human Resource Management, JohnWiley and Sons, NewDelhi. (2012)
3. Gomez-Mejia, Luis R., D. B. Balkin, and R. L. Cardy, Managing Human Resources, Prentice Hall,NewJersey.(2012) 4. Saiyadain, Mirza S., Human Resource Management, Tata McGraw-Hill Pub. Co. Ltd., New Delhi.(2009) 5. Bernardin ,H. John, Human Resource Management, Tata McGraw Hill.(2009)
6. Ian, Beardwell, and Len Holden, Human Resource Management, Prentice Hall.(2000)
7. Singh B. P. and T. N. Chhabra, Personnel Management & Industrial Relations, DhanpatRai and Co.Pvt. Delhi.(2000) 8. Dowling, Peter J., D.E. Welch and R. S. Schuller, International Human Resource Management:Managing People in a Multiple Context, South Western College Publishing, Cincinnati .(2006)
9. Pattanayak, Human Resource Management, PHI (2001)
10. Robbins, Stephen.P, Personnel: The management of Human resources, Prentice Hall Inc., Engle Wood Cliffs,New Jersey. (1999)

End Semester Question Paper Template

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ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

Duration: 3 Hour Max. Marks: 60 Marks				
Unit	Part A (4X3 Marks= 12) 4 out of 6 Word Limit-50	Part B(4X5 Marks =20) 4 out of 6 Word Limit -100	Part C(2 X 8 Marks=16) 2 out of 3 Word Limit -200	Part D (1X12 Marks=12) One Case Study Word Limit -250
1	2	1		Case study should not contain more than two questions.
2	2	1	1	
3	1	2	1	
4	1	2	1	
Total	6	6	3	
Total Number of 16 Questions				

HUMAN RESOURCE MANAGEMENT COURSE CODE: MBA22/2C/HRM COURSE

OUTCOME

Students will be able to

CO No.	CO Statement
CO 1	Understand and gain the knowledge and skills needed to effectively manage human resources.
CO 2	Compare the common methods for recruiting and selecting human resources.
CO 3	Examine and appraise contemporary issues as it relates to human resources.
CO 4	Apply and demonstrate Knowledge on Recent Trends and Multi cultural issues relevant to the functional domain of Human Resource Management.

Mapping of CO with PSO

CO / PSO	PSO 1	PSO 2	PSO 3
CO 1	3	3	3
CO 2	3	3	2
CO 3	3	3	2
CO 4	3	3	3
Average	3	3	2.5

***Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)**

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FROM 2022-2023

QUESTION PAPER PATTERN:

Level	Section	Illustrative Key words for framing of the questions	Marks
K1 K2	Part A (Answer four out of Six)	Remember, Recollect Define, List, Point Out, Identify, State, What, When, Which, Indicate Understand, Explain, Classify, Describe, Show, Sketch, Illustrate, Give Example, Translate, Advantages and Disadvantages, Significance, Importance, Need, Highlight	4X3 Marks=12
K3 K4	Part B(Answer 4 out of Six)	Apply, Relate, Solve, Demonstrate, Interpret, Prepare, Classify, Predict, Compute Analyze ,Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose	4X5 Marks=20
K4 K5	Part C (Answer 2 out of Three)	Analyze, Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh,	2X8Marks=16
K5 K6	Part D (Compulsory Case study) *	Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh Create, Design, Assemble, Construct, Develop, Formulate, Investigate, SWOT, Suggestion, Flow Chart, Model, Frame, Generate	1X12Marks=12

Total	60 Marks
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***Case study shall be on any case situations/Hypothetical situations and need not be a compulsory questions or problem. Case study should not contain more than two questions.**

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SEMESTER – II

FINANCIAL MANAGEMENT

CORE - 8 COURSE CODE : MBA22/2C/FIM Teaching Hours : 53 hrs Credits : 4 LTP:

3-2-0

Field Work: 15 hrs

OBJECTIVES:

To enable students to

- Understand the basic theory of finance and help them make investment, financing, dividend and liquidity decisions of a concern
- Learn the financial tools needed to make good business decisions

COURSE OUTLINE:

UNIT I: Introduction to Financial Management

Financial Management – An Overview - Time Value of Money : Future Value of a Single Cash Flow, Multiple Flows and Annuity - Present Value of a Single Cash Flow, Multiple Flows and Annuity. 5 hrs

UNIT II: Investment Analysis

Investment Analysis: Cash Flow Estimation - Payback Period Method - Accounting Rate of Return - DCF methods - Discounted Payback, NPV, PI, IRR Methods. 20 hrs*

UNIT III: Financing Decision Dividend Decision

Sources of Long-Term Finance: Equity - Preference Capital – Debentures - Term Loans – Venture Capital - Capital Structure – Operating & Financial Leverage - Cost of Capital

Dividend Decision: Types of Dividends - Dividend Policy - Factors Influencing Dividend Policy – Gordon's Dividend Growth Model - Walter's Model - MM Dividend Irrelevance Model – Issue of Bonus Shares. 20 hrs*

UNIT IV: Working Capital Management

Objectives of Working Capital - Types of Working Capital - Factors Influencing Working Capital - Estimation of Working Capital Requirements – Inventory Management – Cash Management - Receivables Management 18hrs*

UNIT V: Introduction to Financial Modelling, Financial Modelling using excel (**Not to be included for End Semester Examination**) 5 hrs

Note: *Experiential Learning Pedagogy: Field Work related to recent trends and practices in real life business scenario covering Unit II, III and IV.

REFERENCE BOOKS:

1. Pandey, I.M. Financial Management, 11th edition; New Delhi: Vikas Publishing, (2015).
2. Chandra, Prasanna Financial Management, Theory and Practice, 9th edition; New Delhi: McGraw Hill Education, 2015. 3. Dr.R.P.Rustagi, Financial Analysis & Financial Management: A Contemporary Approach, Sultan Chand & Sons, 3rd Edition, 2014.
4. Khan, M.Y. and Jain, P.K. Financial Management: Text, Problems and Cases, 7th edition; New Delhi: McGraw Hill Education, 2015
5. Dr.S.N.Maheshwari, Financial Management: Principles & Practice, Sultan Chand & Sons, 14th Edition, 2014 6. Rajiv Srivastava, Financial Management, Oxford University Press, 2008
7. Sharan, Fundamentals of Financial Management, Pearson Publications, 3rd Edition. 2012.
8. James C Van Horne, Financial Management and Policy, Pearson Publications, 12th Edition.2002 9. Brigham, Fundamentals of Financial Management, Cengage Learning, 14th Edition. 2015
10. Aswath Damodaran, Corporate Finance Theory and Practice, John Wiley & Sons, Second Edition, 2004.

End Semester Question Paper Template

Duration: 3 Hour Max. Marks: 60 Marks

43.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

Unit	Part A (4X3 Marks= 12) 4 out of 6 Word Limit -50	Part B(4X5 Marks =20) 4 out of 6 Word Limit -100	Part C(2 X 8 Marks=16) 2 out of 3 Word Limit -200	Part D(1X12 Marks=12) One Case Study Word Limit -250
1	2	1		Case study should not contain more than two questions.
2	2	1	1	
3	1	2	1	
4	1	2	1	
Total	6	6	3	1
Total Number of 16 Questions				

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FINANCIAL MANAGEMENT COURSE CODE :MBA22/2C/FIM COURSE OUTCOME

Students will be able to

Note: At least 50% should include theory questions.

CO No.	CO Statement
CO 1	Possess an understanding of the techniques of managing finance in an organization
CO 2	Use the concept of time value of money in making finance related decisions
CO 3	Able to measure the cost of capital, identify the best investment alternative and predict the change in the value of firm with respect to dividend decision
CO 4	Apply and demonstrate Knowledge on Recent Trends relevant to the functional domain of Financial Management.

Mapping of CO with PSO

CO / PSO	PSO 1	PSO 2	PSO 3
CO 1	3	3	2
CO 2	3	3	2
CO 3	3	3	3
CO4	3	3	3

Average	3	3	2.5
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***Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)**

QUESTION PAPER PATTERN:

Level	Section	Illustrative Key words for framing of the questions	Marks
K1	Part A (Answer four out of Six)	Remember, Recollect Define, List, Point Out, Identify, State, What, When, Which, Indicate	4X3 Marks=12
K2		Understand, Explain, Classify, Describe, Show, Sketch, Illustrate, Give Example, Translate, Advantages and Disadvantages, Significance, Importance, Need, Highlight	
K3	Part B(Answer 4 out of Six)	Apply, Relate, Solve, Demonstrate, Interpret, Prepare, Classify, Predict, Compute	4X5 Marks=20
K4		Analyze ,Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose	
K4	Part C (Answer 2 out of Three)	Analyze, Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose	2X8Marks=16

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K5		Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh,	
K5 K6	Part D (Compulsory Case study)*	Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh Create, Design, Assemble, Construct, Develop, Formulate, Investigate, SWOT, Suggestion, Flow Chart, Model, Frame, Generate	1X12Marks=12
Total			60 Marks

***Case study shall be on any case situations/Hypothetical situations and need not be a compulsory questions or problem. Case study should not contain more than two questions.**

SEMESTER – II
QUALITY MANAGEMENT SYSTEM

CORE - 9 COURSE CODE :MBA22/2C/QMS Contact Hours: 53 hrs

Field Work : 15 hrs Credits: 4 LTP – 4-0-0

OBJECTIVES:

To enable the students to

• Understand the basic concepts of quality and gain an outline on the quality management system. • To learn about the basic technical issues concerning quality & the tools & techniques of quality control. **COURSE OUTLINE:**

UNIT I : Quality, Strategic Planning, and Competitive Advantage: Brief History - Definitions of Quality. Quality in Manufacturing and Service Systems. Quality and Price - Quality and Cost - Quality & Competitive Advantage 5 hrs

UNIT II : Principles of Total Quality Management: Introduction - Elements of Total Quality Management - Benefits of Total Quality Management. The Deming management Philosophy – The Juran Philosophy – The Crosby Philosophy -Quality Audit -- Audit objectives- Types of Quality Audit Purpose- Audit checklist- Audit reporting . 20 hrs*

UNIT III : Quality Management Assistance Tools:Ishikawa Fish Bone diagram – Group Technique – Quality Circles – Benchmarking,Flow Charts – Pareto Analysis – Poka Yoke (Mistake Proofing),Lean manufacturing -Six sigma- Kaizen- Kanban and JIT- 5 –S principle 20 hrs*

UNIT IV: Concept and need of Quality Standards, National Quality Standard organizations- Quality Council of India; International Organisation for Standardisation (ISO), ISO Standards: ISO 9000 and 14000 Series, Environmental Management System (ISO 14000) EMS movement 18hrs UNIT V: Emerging trends in quality auditing standards-Practical auditing.(**Not to be included for end semester examination**). 5 hrs

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Note * Experiential learning pedagogy- field work related recent trends and practices in real life business scenario covering unit II, III and IV.

REFERENCE BOOKS :

1. Poornima M. Charimath, “Total Quality Management”, Second Edition, Pearson Education, 2011. 2. Donna C.S. Summers, “Quality Management”, Sixth Edition, Prentice Hall India, 2017.
3. Shailendra Nigam, Total Quality Management, Excel books, New Delhi, 2005.
4. James R. Evans, James W. Dean, “Total Quality, Excel Books, 2005.
5. N. Logothetis, Managing for Total Quality, Prentice Hall India,2009.
6. J Evans and W Linsay, The Management and Control of Quality, 6th Edition, Thomson, 2005 7. Besterfield, D H et al., Total Quality Management, 3rd Edition, Pearson Education, 2011.
8. Shridhara Bhat K, Total Quality Management –Text and Cases, Himalaya Publishing House, Second Edition 2010. 9. Douglas C. Montgomery, Introduction to Statistical Quality Control, Wiley Student Edition, 4th Edition, Wiley India Pvt Limited, 2008.
10. Indian standard –quality management systems –Guidelines for performance improvement (Fifth Revision), Bureau of Indian standards, New Delhi

End Semester Question Paper Template

Duration: 3 Hour Max. Marks: 60 Marks

Unit	Part A (4X3 Marks= 12) 4 out of 6 Word Limit -50	Part B(4X5 Marks =20) 4 out of 6 Word Limit -100	Part C(2 X 8 Marks=16) 2 out of 3 Word Limit -200	Part D(1X12 Marks=12) One Case Study Word Limit -250
1	2	1		Case study should not contain more than two questions.
2	2	1	1	
3	1	2	1	
4	1	2	1	
Total	6	6	3	
Total Number of 16 Questions				

QUALITY MANAGEMENT SYSTEM COURSE CODE : MBA22/2C/QMS COURSE OUTCOME

Students will be able to

CO No.	CO Statement
CO 1	Evaluate the principles of quality management and explain how these principles can be applied within quality management systems
CO 2	Identify the key aspects of the quality improvement cycle and to select and use appropriate tools and techniques for controlling, improving and measuring quality.
CO 3	Critically analyze the issues in quality management, including current issues and developments.
CO 4	Apply and demonstrate Knowledge on Recent Trends and Multicultural issues relevant to Quality Management.

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Mapping of CO with PSO

CO / PSO	PSO 1	PSO 2	PSO 3
CO 1	3	3	2
CO 2	3	3	3
CO 3	3	3	3
CO4	3	3	3
Average	3	3	2.8

***Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium)3 – Substantial (High)**

QUESTION PAPER PATTERN:

Level	Section	Illustrative Key words for framing of the questions	Marks
K1 K2	Part A (Answer four out of Six)	Remember, Recollect Define, List, Point Out, Identify, State, What, When, Which, Indicate Understand, Explain, Classify, Describe, Show, Sketch, Illustrate, Give Example, Translate, Advantages and Disadvantages, Significance, Importance, Need, Highlight	4X3 Marks=12
K3 K4	Part B(Answer 4 out of Six)	Apply, Relate, Solve, Demonstrate, Interpret, Prepare, Classify, Predict, Compute Analyze ,Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose	4X5 Marks=20
K4 K5	Part C (Answer 2 out of Three)	Analyze, Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh,	2X8Marks=16
K5 K6	Part D (Compulsory Case study)*	Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh Create, Design, Assemble, Construct, Develop, Formulate, Investigate, SWOT, Suggestion, Flow Chart, Model, Frame, Generate	1X12Marks=12
Total			60 Marks

***Case study shall be on any case situations/Hypothetical situations and need not be a compulsory questions or problem. Case study should not contain more than two questions.**

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SEMESTER - II

LEGAL FRAMEWORK OF BUSINESS

CORE - 10 COURSE CODE: MBA22/2C/LFB Teaching Hours: 53 hrs Credits: 4 LTP – 4-0-0

Field Work: 15 hrs

OBJECTIVES:

To enable students

- The objective of this course is to acquaint students with various laws, forces and regulatory measures governing business operations in India.
- The students will be able to discuss about the Indian legal environment in which business is carried on

COURSE OUTLINE:

Business Law

UNIT I: Companies Act- Nature, Classification of company- Private and Public Company- Holding and Subsidiary Company-Government Company –Foreign Company, Formation of company. Memorandum of Association-Meaning and Purpose Forms and Contents 5hrs

UNIT II- Article of Association- Meaning and Purpose. Registration of articles- alteration -effects of alteration. Share capital and issue of shares- Classes of Shares- Preference shares-Equity shares-.Prospectus Content of Prospectus. Power, Duties, and Liabilities of the Directors- Appointment of directors Disqualification and vacation of office. Meetings, Resolution and Winding Up. **20 hrs***

Industrial Law

UNIT III: Laws regulating working conditions: Factories Act- objective-elements-duties and liabilities of a occupier. Shops and Establishment Act, Industrial Establishment (National & Festival) act. Laws regulating wages and fringe benefits: Payment of wages Act, Minimum wages Act, Equal remuneration Act, Bonus, Pension, ESI, Gratuity And Provident Fund Industrial Employment Act Law regulating Labour Welfare, Workmen compensation act. **20 hrs***

Mercantile law

UNIT IV- Law of contracts (Only General Contracts) - Nature and Classification, Performance of contract-assignment of contract-time and place of performance. Discharge of contract-performance- -lapse of time- breach of contract- suit for damages. Negotiable instruments- Promissory notes and Bill of exchange. **18hrs***

Contemporary Business Law

UNIT V-Service Tax- -Classification of Taxable services.-Levy of Service. VAT- Valuation of Tax, CST, RTI Excise Duty, Impact of GST in India, **(Not to be included for End Semester Examination)** 5hrs

Note: * Experiential Learning Pedagogy: Field Work related to recent trends and practices in real life business scenario covering Unit II, III and IV.

REFERENCE BOOKS:

1. N.D.Kapoor, Element of Mercantile Law, Sultan Chand, NewDelhi, (2014)
2. Saravanavel, Business and Industrial Law, Himalaya Publishing, (2015)
3. R.S.N.Pillai, Bagavathi, Business Law, , S.Chand and Co., Ltd., NewDelhi, (2014)
4. S.K.Aggarwal, Business Law, Galgotia Publishing Company, NewDelhi, (2004)
5. S.S. Gulshan, G.K.Kapoor, Business Law, New Age International (P) Ltd, New Delhi,(2009) 6. R.C.Saxena, Labour Problems and Social Welfare, Nath and Co, Meerut, (2011)
7. M.R. Sreenivasan, Commercial and Industrial Law, Margham Publications, Chennai,(2013) 8. Saravanavelu and Sumathi, Legal Systems in Business, Himalaya Publishing Home.(2010) 9. D.P. Jain, Industrial and Labour Laws, Konark Publishers (P) Ltd., NewDelhi, (2000)
10. Dr.Avtar Singh, Company Law, Eastern Book Co., Lucknow, (2011)

End Semester Question Paper Template				
Duration: 3 Hour Max. Marks: 60 Marks				
Unit	Part A (4X3 Marks=12)	Part B(4X5 Marks =20)	Part C(2 X 8 Marks=16)	Part D(1X12 Marks=12)

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	4 out of 6 Word Limit -50	4 out of 6 Word Limit -100	2 out of 3 Word Limit -200	One Case Study Word Limit -250
1	2	1		Case study should not contain more than two questions.
2	2	1	1	
3	1	2	1	
4	1	2	1	

Total	6	6	3	1
Total Number of 16 Questions				

LEGAL FRAMEWORK OF BUSINESS COURSE CODE: MBA22/2C/LFB COURSE OUTCOME

Students will be able to

CO No.	CO Statement
CO 1	Understand how business and legal matters intertwine.
CO 2	Gain a realistic understanding of how the law actually works.
CO 3	Be able to recognize and apply basic principles of law to various problems which business faces
CO 4	Apply and demonstrate Knowledge on Recent regulations in Legal Framework

Mapping of CO with PSO

CO / PSO	PSO 1	PSO 2	PSO 3
CO 1	3	3	2
CO 2	3	3	2
CO 3	3	3	3
CO4	3	3	3
Average	3	3	2.5

Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

QUESTION PAPER PATTERN:

Level	Section	Illustrative Key words for framing of the questions	Marks
K1 K2	Part A (Answer four out of Six)	Remember, Recollect Define, List, Point Out, Identify, State, What, When, Which, Indicate Understand, Explain, Classify, Describe, Show, Sketch, Illustrate, Give Example, Translate, Advantages and Disadvantages, Significance, Importance, Need, Highlight	4X3 Marks=12

K3 K4	Part B (Answer 4 out of Six)	Apply, Relate, Solve, Demonstrate, Interpret, Prepare, Classify, Predict, Compute Analyze, Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose	4X5 Marks=20
K4 K5	Part C (Answer 2 out of Three)	Analyze, Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh,	2X8Marks=16
K5 K6	Part D (Compulsory Case study)*	Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh Create, Design, Assemble, Construct, Develop, Formulate, Investigate, SWOT, Suggestion, Flow Chart, Model, Frame, Generate	1X12Marks=12
Total			60 Marks

***Case study shall be on any case situations/Hypothetical situations and need not be a compulsory questions or problem. Case study should not contain more than two questions.**

**51.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023
SEMESTER II**

OPERATIONS RESEARCH

CORE - 11 COURSE CODE: MBA22/2C/OPR Teaching Hours: 60 Credits: 4 LTP – 3-2-0

OBJECTIVES:

To enable the students to

- Understand and have a formal quantitative approach to problem solving and an intuition about situations where such an approach is appropriate.
- to learn about the mathematical models which act as a tool to solve Managerial problems.

COURSE OUTLINE:

UNIT I: Overview of operations research – Origin – Nature, scope & characteristics of OR – Models in OR – Application of operations research in functional areas of management. 5hrs

UNIT II: Linear programming problem model – Formulation – Maximization problem - Graphical method 17 hrs

UNIT III: Transportation problem: North / West corner Solution - Stepping stone method - Vogel's approximation method - Modi method -- Imbalance matrix. Assignment model: Hungarian method - Traveling salesmen problem. 17 hrs

UNIT IV: Replacement model – Sequencing - Networking - Programme Evaluation and Review Technique (PERT) and Critical Path Method (CPM) for Project Scheduling.

Game Theory and Strategies –Mixed Strategies for games without saddle points - Two-person zero sum games 16hrs

UNIT V: Simulation game models (**Not to be included for End Semester Examination**) 5 hrs

Note: * Experiential Learning Pedagogy: Games and Quizes related real life business scenario covering Unit II, III and IV.

REFERENCE BOOKS:

1. Paneerselvam R., Operations Research, Prentice Hall of India, Fourth Print, 2008.
2. N. D Vohra, Quantitative Techniques in Management, Tata Mcgraw Hill, 2010.
3. Pradeep Prabakar Pai, Operations Research -Principles and Practice, Oxford Higher Education,
4. Hamdy A Taha, Introduction to Operations Research, Prentice Hall India, Seventh Edition, Third Indian Reprint 2004.
5. G. Srinivasan, Operations Research –Principles and Applications, PHI, 2007.

6. Gupta P.K, Hira D.S, Problem in Operations Research, S.Chand and Co, 2007.
7. Kalavathy S, Operations Research, Second Edition, Vikas Publishing House, 2004.
8. Frederick & Mark Hillier, Introduction to Management Science – A Modeling and case studies approach with spreadsheets, Tata Mcgraw Hill, 2005.

End Semester Question Paper Template				
Duration: 3 Hour Max. Marks: 60 Marks				
Unit	Part A (4X3 Mrks= 12) 4 out of 6 Word Limit -50	Part B(4X5 Mrks =20) 4 out of 6 Word Limit -100	Part C(2X8 Mrks=16) 2 out of 3 Word Limit -200	Part D(1X12 Mrks=12) One Case Study Word Limit -250
1	2	1		Case study should not contain more than two questions.
2	2	1	1	
3	1	2	1	
4	1	2	1	
Total	6	6	3	1

Total Number of 16 Questions

OPERATIONS RESEARCH COURSE CODE: MBA22/2C/OPR COURSE OUTCOME

Students will be able to

CO No.	CO Statement
CO 1	To decide on the best course of action given the limitations in various resources with the objective of maximizing profit and/or minimizing loss
CO 2	Apply the appropriate mathematical techniques in problem solving for managerial decision making
CO 3	To facilitate quantitative solutions in business decision making under conditions of certainty, risk and uncertainty
CO 4	Apply and demonstrate Knowledge on Recent research and analysis relevant to the field of Operations research.

Mapping of CO with PSO

CO / PSO	PSO 1	PSO 2	PSO 3
CO 1	3	3	3

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CO 2	3	3	2
CO 3	3	3	3
CO4	3	3	3
Average	3	3	2.8

***Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High) QUESTION**

PAPER PATTERN:

Level	Section	Illustrative Key words for framing of the questions	Marks
K1	Part A (Answer four out of Six)	Remember, Recollect Define, List, Point out, Identify, State, What, When, Which, Indicate Understand, Explain, Classify, Describe, Show, Sketch, Illustrate, Give Example, Translate, Advantages and Disadvantages, Significance, Importance, Need, Highlight	4X3 Marks=12
K2			

K3 K4	Part B (Answer 4 out of Six)	Apply, Relate, Solve, Demonstrate, Interpret, Prepare, Classify, Predict, Compute Analyze, Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose	4X5 Marks=20
K4 K5	Part C (Answer 2 out of Three)	Analyze, Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh,	2X8Marks=16
K5 K6	Part D (Compulsory Case study)*	Evaluate, Appraise, Compare and Contrast, Weigh Create, Designs, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Critic, Assemble, Construct, Develop, Formulate, Investigate, SWOT, Suggestion, Flow Chart, Model, Frame, Generate	1X12Marks=12
Total			60 Marks

Theory – 60% Problem – 40%

***Case study shall be on any case situations/Hypothetical situations and need not be a compulsory questions or problem. Case study should not contain more than two questions.**

**SEMESTER-II
INTERDISCIPLINARY ELECTIVE I – OTHER ELECTIVE
SOCIAL ENTERPRISE MANAGEMENT**

ELECTIVE-NF2 COURSE CODE: MBA22/IE1/SOE Teaching Hours: 45 Credits: 3 LTP

-3-0-0

OBJECTIVES:

To enable students to

1. To expose students to the various functions of CSR

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2. To analyze different concepts and models.
3. To learn how students could accept leadership position in NGOs

UNIT I: Theories and Philosophies- Social Development Theories/ Social Philosophies- Plato, Adam smith, Jeremy Bentham Karl Marx. 5 hrs

UNITII: Welfare state- Definition- Meaning of welfare, social security systems in western countries, social security in developing countries and social security and welfare in India. 15 hrs*

UNIT III: Corporate Social Responsibility- Classification of societies, classification of public, private and corporate sector, why Multinationals and corporations of IT and Business Enterprise launch into social responsibility programs? Methodology to pursue Corporate Social Responsibility 15 hrs*

UNIT IV: Project Management-NGO's Role in Social Development & Social Enterprising

Project Conception and Initiation, Project planning to comply with Social Problems, NGOs effectiveness and its focus on Disaster Management **Developing the sense of Ethics and Social Commitment of HR Executives in Society**-Social problem in General, Social Problem in Indian Society, Globalization – Winners & Losers? NGO leadership for HR executives 13 hrs*

UNIT V: Company and their practices – Social Responsibility – Current Scenario in Social Enterprise Management. (Not to be included for End Semester Examination) 5 hrs

Note * Experiential learning pedagogy- field work related to recent trends and practices in real life business scenarios covering unit II, III and IV.

REFERENCE BOOKS

1. Management for Social Enterprise- Bob Doherty, George Foster and Maureen Royce- Rayer Publication 2009
2. Bob Doherty and John Thompson- emerald Group Publishing 2006
3. The Management of NGO - David Lewis 2009

End Semester Question Paper Template				
Duration: 3 Hour Max. Marks: 60 Marks				
Unit	Part A (4X3 Marks=12) 4 out of 6	Part B(4X5 Marks =20) 4 out of 6	Part C(2 X 8 Marks=16) 2 out of 3	Part D(1X12 Marks=12) One Case Study
1	Word Limit -50 2	Word Limit -100 1	Word Limit -200	Case study should Word Limit -250 not contain more than two questions.
2	2	1	1	
3	1	2	1	
4	1	2	1	
Total	6	6	3	
Total Number of 16 Questions				

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SOCIAL ENTERPRISE MANAGEMENT COURSE CODE: MBA22/IE1/SOE COURSE OUTCOME

Students will be able to

CO No.	CO Statement
CO 1	Understand ethical issues in workplace and Corporate Social responsibility
CO 2	Identify the contemporary issues in management of social sector

CO 3	Create social enterprises through collaborative learning with social enterprises and demonstrate knowledge relevant to the Social Enterprise Management.
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Mapping of CO with PSO

CO / PSO	PSO 1	PSO 2	PSO 3
CO 1	3	3	2
CO 2	3	3	2
CO 3	3	3	3
Average	3	3	2

***Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)**

QUESTION PAPER PATTERN:

Level	Section	Illustrative Key words for framing of the questions	Marks
K1 K2	Part A (Answer four out of Six)	Remember, Recollect Define, List, Point Out, Identify, State, What, When, Which, Indicate Understand, Explain, Classify, Describe, Show, Sketch, Illustrate, Give Example, Translate, Advantages and Disadvantages, Significance, Importance, Need, Highlight	4X3 Marks=12
K3 K4	Part B(Answer 4 out of Six)	Apply, Relate, Solve, Demonstrate, Interpret, Prepare, Classify, Predict, Compute Analyze ,Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose	4X5 Marks=20
K4 K5	Part C (Answer 2 out of Three)	Analyze, Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh,	2X8Marks=16

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K5 K6	Part D (Compulsory Case study)*	Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh Create, Design, Assemble, Construct, Develop, Formulate, Investigate,	1X12Marks=12
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		SWOT, Suggestion, Flow Chart, Model, Frame, Generate	
Total			60 Marks

***Case study shall be on any case situations/Hypothetical situations and need not be a compulsory questions or problem. Case study should not contain more than two questions.**

**57.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023
SEMESTER-II**

INTERDISCIPLINARY ELECTIVE I – OTHER ELECTIVE

DIVERSITY MANAGEMENT

ELECTIVE – NF1 COURSE CODE: MBA22/IE1/DVM Teaching Hours :30 hrs Credits: 3

LTP-3-0-0

Field Work: 15 hrs

OBJECTIVES:

To enable the students to

- Develop cross-cultural skills and provide an understanding of critical issues in the management of multinational or transnational organization.
- Identify the areas in which cultural differences present a challenge in communication with persons of different culture and to explore our cultural backgrounds and distinctive management assumptions and practices.

COURSE OUTLINE:

UNIT I: Introduction to Diversity management - issues and themes, key theorists, Cultural blind spots 6 hrs

UNIT II: The nature and meaning of Diversity and culture from different theoretical perspectives Understanding: The dominant culture, stereotyping, prejudice and discrimination in the workplace, Gender discrimination, age discrimination 7hrs*

UNIT III: Management issues in a diversity and cross-cultural context –Impact of culture on motivation, culture and leadership, culture and strategy, culture and Organizational Structure. 10 hrs*

UNIT IV: HRM and the management of an international workforce - multicultural team work - intercultural communication and negotiation; language issues 12 hrs*

UNIT V: New workplace diversity trends – Emerging trends in workforce diversity – Initiatives adopted by companies **(Not to be included for End Semester Examination)** 10 hrs

Note * Experiential learning pedagogy- field work related recent trends and practices in real life business scenario covering unit II, III and IV.

REFERENCE BOOKS:

1. George Henderson, Cultural Diversity in the Workplace: Issues and Strategies Praeger Publishers, Westport, 1994
2. Margaret S. Stockdale, Faye J. Crosby, The psychology and management of workplace diversity, Black well publishers, 2004
3. Alison M. Konrad, Pushkala Prasad, Judith K. Pringle, Handbook of workplace diversity, Sage publication, 2006.
4. Richard Mead, Tim G. Andrews, International Management: Cross-cultural Dimensions (3rd edition) Blackwell, 2009
5. Schneider, S. and Barsoux, J-L, Managing Across Cultures (2nd edition) Prentice Hall, 2002
6. Huntington, Samuel P. 1996. The Clash of Civilizations. New York: Simon & Schuster.
- Adler, N., International Dimensions of Organizational Behavior (4th edition) Prentice Hall, 2002.

End Semester Question Paper Template				
Duration: 3 Hour Max. Marks: 60 Marks				
Unit	Part A (4X3 Marks=12)	Part B(4X5 Marks =20)	Part C(2 X 8 Marks=16)	Part D(1X12 Marks=12)

58.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

	4 out of 6 Word Limit -50	4 out of 6 Word Limit -100	2 out of 3 Word Limit -200	One Case Study Word Limit -250
1	2	1		Case study should not contain more than two questions.
2	2	1	1	
3	1	2	1	
4	1	2	1	
Total	6	6	3	1
Total Number of 16 Questions				

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DIVERSITY MANAGEMENT COURSE CODE: MBA22/IE1/DVM COURSE OUTCOME

Students will be able to

CO No.	CO Statement
CO 1	Posses an understanding of the varied culture in the global perspective
CO 2	Develop skills to handle critical cross-cultural issues in the management of multinational or transnational organization
CO 3	Predict the challenges in managing diverse work force and proactively develop ways to combat them

Mapping of CO with PSO

CO / PSO	PSO 1	PSO 2	PSO 3
CO 1	3	3	2
CO 2	3	3	2
CO 3	3	3	3
Average	3	3	2

***Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)**

QUESTION PAPER PATTERN:

Level	Section	Illustrative Key words for framing of the questions	Marks
K1 K2	Part A (Answer four out of Six)	Remember, Recollect Define, List, Point Out, Identify, State, What, When, Which, Indicate Understand, Explain, Classify, Describe, Show, Sketch, Illustrate, Give Example, Translate, Advantages and Disadvantages, Significance, Importance, Need, Highlight	4X3 Marks=12
K3 K4	Part B(Answer 4 out of Six)	Apply, Relate, Solve, Demonstrate, Interpret, Prepare, Classify, Predict, Compute Analyze ,Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose	4X5 Marks=20
K4 K5	Part C (Answer 2 out of Three)	Analyze, Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh,	2X8Marks=16

60.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

K5 K6	Part D (Compulsory Case study)*	Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyse, Conclude, Assess, Deduce, Criticise, Compare and Contrast, Weigh Create, Design, Assemble, Construct, Develop, Formulate, Investigate, SWOT, Suggestion, Flow Chart, Model, Frame, Generate	1X12Marks=12
Total			60 Marks

***Case study shall be on any case situations/Hypothetical situations and need not be a compulsory questions or problem. Case study should not contain more than two questions.**

61.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023
SEMESTER II

INTERDISCIPLINARY ELECTIVE-I OTHER ELECTIVE
FUNDAMENTALS OF INTELLECTUAL PROPERTY RIGHTS

ELECTIVE-NF1 COURSE CODE: MBA22/IE1/IPR Teaching Hours: 30hrs Credits: 3
LTP-3-0-0

Field Work: 15 hrs.

OBJECTIVES:

To enable the students to

- Develop comprehensive knowledge regarding the fundamentals of IPR.
- To educate IPR, registration and its enforcement.

COURSE OUTLINE

UNIT I: Introduction to Intellectual property Right- Concepts, Meaning, Nature, Need, Principles, kinds, Advantage and disadvantage of Intellectual Property rights. **6hrs**

UNIT II: Economic analysis of Intellectual property Rights. Criticism of Intellectual Property Rights. The relationship and interaction between IPR and Competition law **7hrs***

UNIT III: Concept of Trade Mark-Different kinds of Trade Marks. Patents – Concept, Meaning and Elements of Patten. Practical aspects of registration of Copy Rights, Trademark and Patents. **12hrs***

UNIT IV: IPR issues in merger and acquisition; Harmonization of IP protection and Competition Law in India. **10hrs***

UNIT V: Enforcement of IPR and its Measures, IPR in India, Emerging Issues-Case Studies. **10hrs* (Not to be included for End Semester Examination)**

Note: * Experiential learning pedagogy-Fieldwork related recent trends and practices in real life business scenario covering unit II, III and IV

REFERENCE BOOKS:

1. Radhakrishnan, Intellectual Property Rights, Excel books.
2. Neeraj Pandey, Kushdeep Dharni, Intellectual Property Right, PHI Learning.
3. V.K. Ahuja, Law relating Intellectual Property Right, Lexis Nexis 3rd edition.
4. Dr.B.L. Wadehra, Law Relating to Intellectual Property, Universal law publishing 5th edition. 5. P. Narayanan, Intellectual Property Law, Eastern Law house 3rd edition.
6. Dr.G.B. Reddy, Intellectual Property Rights and the law, Gogia law agency.
7. Avatar Singh, Intellectual Property Law, Eastern Book Company.
8. Suryakant Mahageo Gujar, Lecture on IPL, Jamal publishers.
9. Dr.S.R. Myneni, law of Intellectual Property, Asia law house.
10. Lectures on Intellectual Property Law, Dr. Raga Surya Rao, and Gogia law agency.

End Semester Question Paper Template				
Duration: 3 Hour Max. Marks: 60 Marks				
Unit	Part A (4X3 Marks= 12) 4 out of 6 Word Limit -50	Part B (4X5 Marks =20) 4 out of 6 Word Limit -100	Part C(2 X 8 Marks=16) 2 out of 3 Word Limit -200	Part D(1X12 Marks=12) One Case Study Word Limit -250

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1	2	1		Case study should not contain more than two questions.
2	2	1	1	
3	1	2	1	
4	1	2	1	
Total	6	6	3	1
Total Number of 16 Questions				

**FUNDAMENTALS OF INTELLECTUAL PROPERTY RIGHTS COURSE CODE: MBA22/IE1/IPR
COURSE OUTCOME**

Students will be able to

CO No.	CO Statement
CO 1	Identify and describe the context of Intellectual Property Rights.
CO 2	Develop procedure for IPR in Innovation Management.
CO 3	Apply and demonstrate Knowledge on Recent Trends and issues relevant to the Intellectual Property Rights.

Mapping of CO with PSO

CO / PSO	PSO 1	PSO 2	PSO 3
CO 1	3	3	2
CO 2	2	3	3
CO 3	3	3	3

Average	2.6	3	2.6
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***Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High) QUESTION**

PAPER PATTERN:

Level	Section	Illustrative Key words for framing of the questions	Marks
K1 K2	Part A (Answer four out of Six)	Remember, Recollect Define, List, Point Out, Identify, State, What, When, Which, Indicate Understand, Explain, Classify, Describe, Show, Sketch, Illustrate, Give Example, Translate,	4X3 Marks=12

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		Advantages and Disadvantages, Significance, Importance, Need, Highlight	
K3 K4	Part B(Answer 4 out of Six)	Apply, Relate, Solve, Demonstrate, Interpret, Prepare, Classify, Predict, Compute Analyze ,Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose	4X5 Marks=20
K4 K5	Part C (Answer 2 out of Three)	Analyze, Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh,	2X8Marks=16
K5 K6	Part D (Compulsory Case study) *	Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh Create, Design, Assemble, Construct, Develop, Formulate, Investigate, SWOT, Suggestion, Flow Chart, Model, Frame, Generate	1X12Marks=12
Total			60 Marks

***Case study shall be on any case situations/Hypothetical situations and need not be a compulsory questions or problem. Case study should not contain more than two question**

SEMESTER – II

SELF ASSESSMENT & CAREER DEVELOPMENT

SOFT SKILL – 2 COURSE CODE :MBA22/SS2/SAC

64.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

Contact Hours : 30hrs Credits : 2

OBJECTIVES:

To enable students to

- To familiarize with theoretical perspectives that determines successful career and career change. • To identify factors that affect future career decisions.
- To identify work profile with meaningful careers.
- Identify effective approaches to the development/use of resumes, career networking, informational and employment interviewing.

COURSE OUTLINE:

UNIT I: Self Assessment: Improving Self-Understanding, Values and Personal Development, Values and Cognitive Styles, Personality Types, Lifestyle Patterns, Finalizing Life Themes, Occupational Interests and Rewards, The Written Interview, Drawing Implications From Self Assessment Data, Career Anchors. 15 hrs

UNIT II: Career Choice and the Developmental Process, Internal/ External Career, Career as Social Identity, Perspectives on Adult Development. 8 hrs

UNIT III: The Career Development Process - Managing the Job Search, Making a Career Decision - Self-Assessment and Career Development 7hrs

REFERENCE BOOKS:

1. Frances A.Clark, Total Career Management, McGraw-Hill / Henley Management Series, 1994.
2. Helga Drummod, Effective Decision Making, Wheeler Publishing, 1995.
3. Rao, S.L. Successful Negotiation, Wheeler Publishing, 1998.
4. Reddin W.J. Effective Management, Tata McGraw-Hill Company, New Delhi, 1998.
5. Timpe D.A. (ed.) The Art and Science of Business Management: Performance, Jaico Publishing Company, New Delhi, 1996.

COURSE OUTCOME

Students will be able to

CO No.	CO Statement
CO 1	Familiarize with theoretical perspectives that determine successful career and career change.
CO 2	Identify and analyze the factors that affect future career decisions.
CO 3	Apply and demonstrate skills required for designing a work profile for meaningful careers.

Mapping of CO with PSO

CO / PSO	PSO 1	PSO 2	PSO 3
CO 1	3	3	2

65.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

CO 2	3	3	2
CO 3	3	3	3
Average	3	3	2

***Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)**66.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

SEMESTER – II

SUMMER INTERNSHIP PROGRAMME

COURSE CODE: MBA22/2I/SIP

Summer Project Credits : 2

Objectives :

- To expose the student to observe and learn how management concepts are applied in real life scenario
- To inculcate research skills, logical and Analytical skills

Summer Internship Programme (SIP- Summer Project and Viva Voce) is for all students undergoing the course at the end of the Second Semester for a period of not less than 6 Weeks

Each student shall be required to prepare a project report on the basis of research carried out by them in a business or industrial organization on possible solutions for a typical problem of current interest in the area of Management. The report should demonstrate the capability of the student for some creative potential and original approach to solve the practical problems in to-day's business or industry.

The report should include field studies, surveys, interpretation, planning and design of improved integrated management systems, presented in a comprehensive manner with recommendations for solutions based on scientifically worked out data. The students shall choose the area of projects only from the functional electives chosen in the third semester.

The Project Report must be submitted through the Supervisor and the Head of the Department on or before date prescribed, failing which the candidate will be treated as appearing on a second occasion and shall NOT BE ELIGIBLE for First Class and Ranking. The Project would be evaluated by the Internal and External examiners. The candidate who fails in the summer project viva-voce will be permitted to appear in the next summer after the completion of the Fourth Semester project.

COURSE OUTCOME

Students will be able to

CO No.	CO Statement
CO 1	Demonstrate knowledge on how management concepts are applied in real life scenario.
CO 2	Explore and exhibit research skills to solve real life business problems.
CO 3	Apply appropriate judgment from the experience with enhanced logical, analytical and decision making skills.

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Mapping of CO with PSO

CO / PSO	PSO 1	PSO 2	PSO 3
CO 1	3	3	2
CO 2	3	3	3
CO 3	3	3	3
Average	3	3	2.7

***Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)**

68.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

SEMESTER II

COMMUNITY SERVICE AND DEVELOPMENT

Value Education-II COURSE CODE: MBA22/VE2/CSD Contact Hours: 15 hrs Credits: 2

OBJECTIVE;

- To provide required educational facilities for children and adults through students
- To inspire people to develop the desire for better living by means of their own efforts

Creating Awareness for improvement the status of women- programmes of educating rural women and making them aware of women's rights both constitutional and legal;

Health education- AIDS Awareness and preliminary health care.

Work in orphanages- homes for the aged and prevention of slums through social education and community action

Collection of clothes and other materials, and sending the same to orphanage

Programmes of continuing education of school drop outs, remedial coaching of students from weaker sections.

COURSE OUTCOME

Students will be able to

CO No.	CO Statement
CO 1	Understand the need for educating children and adult to improve their status in society
CO 2	Exhibit skills to motivate people to develop the desire for better living by means of their own efforts
CO 3	Develop programmes to aid the weaker sections of the society through community development and service.

Mapping of CO with PSO

CO / PSO	PSO 1	PSO 2	PSO 3
CO 1	3	2	2
CO 2	3	2	3

69.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

CO 3	2	3	3
Average	2.7	2.6	2.7

***Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)**

70.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

SEMESTER II ENTREPRENEURIAL SKILL DEVELOPMENT –II

Skill Development II COURSE CODE: MBA22/SD/ED2 Contact Hours: 24 Credits: 1

- To provide a hands on experience in the process of creating new venture
- Understand the importance of idea generation process and opportunity evaluation.

New Venture Creation: Idea Generation and business Opportunity Identification

Business ideas, tools for generating ideas, Distinguishing Idea from an Opportunity.

Creativity, research techniques, brain storming, sample ways of generating ideas. Capturing and screening ideas, classification & sorting, macro screening, micro screening of ideas, rating chart. Evaluating an opportunity from a VC perspective, SWOT analysis, and final selection.

COURSE OUTCOME

Students will be able

CO No.	CO Statement
CO 1	Understand the parameters to assess opportunities and constraints for new business ideas
CO 2	Analyze the systematic process to select and screen a business idea
CO 3	Design strategies for successful implementation of business ideas leading to venture creation

71.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

Mapping of CO with PSO

CO / PSO	PSO 1	PSO 2	PSO 3
CO 1	3	2	2
CO 2	3	2	3
CO 3	2	3	3
Average	2.7	2.6	2.7

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medum) 3 – Substantial (High)

72.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023.

SEMESTER II

BUSINESS ANALYSIS LAB II

DATA ANALYSIS USING JASP

Lab II COURSE CODE: MBA22/BL2/DAJ Contact Hours: 15 hrs Credits: 1 LTP: 0-0-2

OBJECTIVES:

- To acquire basic knowledge about JASP
- To have hands-on experience in statistical tools.

COURSE OUTLINE:

Data Handling in JASP – JASP Analysis Menu – Create and import Data files – Handling Missing Values

Descriptive Statistics : Construction of frequency tables – Calculation of Measures of Central Tendencies : Mean, Median, Mode Quantiles-Quartiles, Dispersion-Standard Deviation, Variance, Minimum, Maximum, Distribution Skewness and Kurtosis. Calculation of Correlation Coefficient

Descriptive Plots in JASP – Bar Diagram, Pie Charts, Boxplots, Scatter Plots- Density, Histogram

Inferential Analysis: Parametric Test –One Sample t-test, Independent samples t-test, Paired samples t-test, One Way and Two Way ANOVA

Nonparametric test: Chi-square Goodness of fit test, Chi-square test for Association and Friedman’s test
Regression: Simple and Multiple Regression

COURSE OUTCOME

Students will be able to

CO No.	CO Statement
CO 1	Understand the JASP concepts and to apply JASP for data analysis.
CO 2	Analyze and input data into JASP, select appropriate data analysis techniques to perform requisite analyses using JASP,
CO 3	Apply and Interpret the data output for various decision making needs and design presentation of the output

73.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

Mapping of CO with PSO

CO / PSO	PSO 1	PSO 2	PSO 3
CO 1	3	2	2
CO 2	3	2	3
CO 3	2	3	3
Average	2.7	2.6	2.7

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

74.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

SEMESTER – III

INFORMATION MANAGEMENT AND ERP

CORE - 12 COURSE CODE: MBA22/3C/IME Contact Hours : 53 hrs Credits : 4 LTP: 4-0-0 Field

Work : 15 hrs

OBJECTIVES:

To enable students to

- Understand various MIS operating in functional areas of an organization
- Explain the relationship of MIS with the various activities of the organization and importance of ERP in today's business scenario.

COURSE OUTLINE:

UNIT I: Introduction to information system-The management, structure and activities-Information needs and sources-Types of management decisions and information need. System classification Elements of system, input, output, process and feedback. 5 hrs

UNIT II: Transaction Processing information system, Information system for managers, Intelligence information system –Decision support system-Executive information systems. Enterprise Resource Planning (ERP) System, Benefits of the ERP, Need for ERP , ERP components , ERP implementation, Customer Relationship management , emerging trends in information systems.20hrs*

UNIT III:Functional Management Information System: Production Information system, Marketing Information Systems, Accounting Information system, Financial Information system, Human resource Information system. 20 hrs*.

UNIT IV: System Analysis and Design: The work of a system analyst-SDLC-System design –Requirement analysis-Data flow diagram, design-Implementation-Evaluation and maintenance of MIS, Database System: Overview of Database- advantages and disadvantages of database 18hrs*

UNIT V: Introduction to cloud computing, Smart machines, Big data analytics, Mobile computing (Not to be included for end semester examination) . 5 hrs

Note * Experiential learning pedagogy- field work related to recent trends and practices in real life business scenarios covering unit II, III and IV.

RECOMMENDED BOOKS:

1. Kenneth J Laudon, Jane P. Laudon ,Management Information Systems”,14th Edition, Pearson/PHI ,2015
2. O'Brien, James A., George M. Marakas, and Ramesh Behl , Management Information Systems, 10 edition; New Delhi: McGraw Hill Education, 2013.
3. Waman Jawadekar, Management Information system: Text & Cases, Fourth edition, Tata Mc Graw Hill New Delhi,2010.
4. Gordon B Davis,” Management Information System Conceptual Foundations structure and development”,Mc Graw Hill,2006.
5. Kendall & Kendall,System Analysis And Design ,Prentice Hall Publication, Seventh edition, New Delhi, 2016
6. Leon Alexis, Enterprise resource Planning, third Edition ,TataMcGraw hill, 2008.
7. Greenberg,” CRM at the seed of light”, TataMcGrawhill 4th edition, 24.
8. Frederick Gallegor, Sandra Senft,, Daniel P. Manson and Carol Gonzales, Information Technology Control and Audit, Auerbach Publications, 4thEdition, 2013.
9. Ralph Stair and George Reynolds, Information Systems, Cengage Learning, 10thEdition, 2012.

75.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

10. Turban, McLean and Wetherbe, Information Technology for Management –Transforming Organisations in the Digital Economy.

End Semester Question Paper Template				
Duration: 3 Hour Max. Marks: 60 Marks				
Unit	Part A (4X3 Marks=12) 4 out of 6 Word Limit -50	Part B(4X5 Marks =20) 4 out of 6 Word Limit -100	Part C(2 X 8 Marks=16) 2 out of 3 Word Limit -200	Part D(1X12 Marks=12) One Case Study Word Limit -250
1	2	1		Case study should not contain more than two questions.
2	2	1	1	

3	1	2	1	
4	1	2	1	
Total	6	6	3	1
Total Number of 16 Questions				

76.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

INFORMATION MANAGEMENT AND ERP COURSE CODE: MBA22/3C/IME

COURSE OUTCOME

Students will be able to

CO No.	CO Statement
CO 1	Understand the role of Management Information Systems in achieving business competitive advantage through informed decision-making.
CO 2	Apply knowledge and skills learned to facilitate the acquisition, development, implementation, and management of information systems.
CO 3	Effectively communicate strategic alternatives to facilitate decision-making and to learn how to use information technology in solving day to day business problems.
CO 4	Apply and demonstrate Knowledge on Recent Trends and Multi cultural issues relevant to Information Management.

Mapping of CO with PSO

CO / PSO	PSO 1	PSO 2	PSO 3
CO 1	3	3	3
CO 2	3	3	2
CO 3	3	3	3
CO 4	3	3	3
Average	3	3	2.8

*Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)

QUESTION PAPER PATTERN:

Level	Section	Illustrative Key words for framing of the questions	Marks
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K1	Part A (Answer four out of Six)	Remember, Recollect Define, List, Point Out, Identify, State, What, When, Which, Indicate Understand, Explain, Classify, Describe, Show, Sketch, Illustrate, Give Example, Translate, Advantages and Disadvantages, Significance, Importance, Need, Highlight	4X3 Marks=12
K2			
K3	Part B(Answer 4 out of Six)	Apply, Relate, Solve, Demonstrate, Interpret, Prepare, Classify, Predict, Compute Analyze ,Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose	4X5 Marks=20
K4			

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K4	Part C (Answer 2 out of Three)	Analyze, Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh,	2X8Marks=16
K5			
K5	Part D (Compulsory Case study)*	Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh Create, Design, Assemble, Construct, Develop, Formulate, Investigate, SWOT, Suggestion, Flow Chart, Model, Frame, Generate	1X12Marks=12
K6			
Total			60 Marks

***Case study shall be on any case situations/Hypothetical situations and need not be a compulsory questions or problem. Case study should not contain more than two questions.**

**SEMESTER – III
NON FUNCTIONAL ELECTIVE II – OTHER ELECTIVE
DISASTER MANAGEMENT**

ELECTIVE- NF2 COURSE CODE: MBA22/IE2/DIM Teaching Hours: 45 Credits: 3 LTP –3-0-0

Objective

- To understand the basic concept in Disaster Management
- To undertake Mitigation and Risk reduction steps

UNIT-I: Disaster Preparedness - Meaning and nature of natural disasters, their types and effects - Prevention, Preparedness and Mitigation - The effects of disasters on human lives, property and livestock through adequate preparedness - Preparedness plan, use and application of emerging technologies. 5 hrs

UNIT-II: Disaster Response and Development- Disaster response plan, communication, participation and activation of Emergency Plan - Reconstruction and Rehabilitation as a Means of Development - Damage Assessment. 15 hrs*

UNIT-III: International strategy for disaster reduction - National disaster management framework - Disaster Risk Assessment – Hazard – Vulnerability –Capacity Building. 15 hrs*

UNIT IV: Role of NGOs -Community–based organizations and media - Central, state, district and local administration - Armed forces 13 hrs*

UNIT V: Demonstration on Disaster Preparedness and response (**Not to be included for End Semester Examination**) 5 hrs

Note: * Experiential Learning Pedagogy: Field Work related to recent trends and practices in real life business scenario covering Unit II, III and IV.

REFERENCE BOOKS:

1. Principles of Emergency planning and Management. Harpenden: Terra publishing. Gupta HK., 2003.

78.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023

2. Disaster Mitigation: Experiences and Reflections , By Pardeep Sahni, Alka Dhameja, Uma Medury, PHI Learning Pvt. Ltd., 2001
3. Disaster Management and Preparedness, Larry R. Collins, Occupational Safety & Health Guide Series, 2000. 4. Introduction to Disaster Management, Satish Modh, Macmillan Publishers India, 2010.
5. Worst Natural Disasters In History B. Wisner, P. Blaikie, T. Cannon, and I. Davis, 2004.
6. Hodgkin son PE & Stewart M. Coping with Catastrophe: A handbook of Disaster Management. Routledge, 1991.
7. Dealing with natural Disaster by Taylor and Francis [Rita Pellen](#), [William Miller \(Other\)](#)
8. Environmental Studies and Disaster Management- Haroun er Rashid- the University Press Limited (UPL)

End Semester Question Paper Template				
Duration: 3 Hour Max. Marks: 60 Marks				
Unit	Part A (4X3 Marks=12) 4 out of 6 Word Limit -50	Part B(4X5 Marks =20) 4 out of 6 Word Limit -100	Part C(2 X 8 Marks=16) 2 out of 3 Word Limit -200	Part D(1X12 Marks=12) One Case Study Word Limit -250
1	2	1		Case study should not contain more than two questions.
2	2	1	1	
3	1	2	1	
4	1	2	1	
Total	6	6	3	1
Total Number of 16 Questions				

DISASTER MANAGEMENT COURSE CODE: MBA22/IE2/DIM**COURSE OUTCOME**

Students will be able to

CO No.	CO Statement
CO 1	Understand how to help themselves and guide others in disaster mitigation and preparedness measures
CO 2	To possess knowledge on ways to respond to disasters
CO 3	To gain knowledge on the framework of disaster management
CO 4	Apply and demonstrate Knowledge on Recent Trends and issues relevant to Disaster Management

79.ETHIRAJ COLLEGE FOR WOMEN, MBA SYLLABUS EFFECTIVE FROM 2022-2023**Mapping of CO with PSO**

CO / PSO	PSO 1	PSO 2	PSO 3
CO 1	3	3	3
CO 2	3	3	2
CO 3	3	3	3
CO 4	3	3	3
Average	3	3	2.75

Mapping Levels: 1 – Slight (Low) 2 – Moderate (Medium) 3 – Substantial (High)*QUESTION PAPER PATTERN:**

Level	Section	Illustrative Key words for framing of the questions	Marks
K1 K2	Part A (Answer four out of Six)	Remember, Recollect Define, List, Point Out, Identify, State, What, When, Which, Indicate Understand, Explain, Classify, Describe, Show, Sketch, Illustrate, Give Example, Translate, Advantages and Disadvantages, Significance, Importance, Need, Highlight	4X3 Marks=12

K3 K4	Part B (Answer 4 out of Six)	Apply, Relate, Solve, Demonstrate, Interpret, Prepare, Classify, Predict, Compute Analyze, Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose	4X5 Marks=20
K4 K5	Part C (Answer 2 out of Three)	Analyze, Ascertain, Distinguish, Differentiate, Examine, Determine, Justify, Recommend, Pros and Cons, Contrast, Infer, Discriminate, Associate, Diagnose Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh,	2X8Marks=16
K5 K6	Part D (Compulsory Case study)*	Evaluate, Appraise, Argue, Defend, Judge, Select, Support, Critically Analyze, Conclude, Assess, Deduce, Criticize, Compare and Contrast, Weigh Create, Design, Assemble, Construct, Develop, Formulate, Investigate, SWOT, Suggestion, Flow Chart, Model, Frame, Generate	1X12Marks=12
Total			60 Marks

***Case study shall be on any case situations/Hypothetical situations and need not be a compulsory questions or problem. Case study should not contain more than two questions.**