

MOHAN BABU UNIVERSITY

Sree Sainath Nagar, Tirupati – 517 102



MBU
MOHAN BABU
UNIVERSITY

DREAM. BELIEVE. ACHIEVE

SCHOOL OF COMMERCE AND MANAGEMENT

B.B.A. – Bachelor of Business Administration

CURRICULUM AND SYLLABUS
(For 2022-23 Admitted Students)

**FULLY FLEXIBLE CHOICE BASED CREDIT SYSTEM
(FFCBCS)**



MOHAN BABU UNIVERSITY

Vision

To be a globally respected institution with an innovative and entrepreneurial culture that offers transformative education to advance sustainability and societal good.

Mission

- ❖ Develop industry-focused professionals with a global perspective.
- ❖ Offer academic programs that provide transformative learning experience founded on the spirit of curiosity, innovation, and integrity.
- ❖ Create confluence of research, innovation, and ideation to bring about sustainable and socially relevant enterprises.
- ❖ Uphold high standards of professional ethics leading to harmonious relationship with environment and society.

SCHOOL OF COMMERCE AND MANAGEMENT

Vision

To be the preferred choice for commerce and management education recognised for excellence, innovation, entrepreneurship and societal consciousness

Mission

- ❖ Impart relevant knowledge of commerce and management, a broad set of skills, and an inquisitive attitude to provide appropriate and distinctive solutions to serve industry and community
- ❖ Offer an experience par excellence with our state-of-the-art research, innovation, and incubation ecosystem to realise our learners' fullest entrepreneurial potential
- ❖ Provide continued education and research support to working professionals in the field of commerce and management to augment their domain expertise in the cutting-edge technologies used for business developments
- ❖ Inculcate the true spirit of societal consciousness in managers of tomorrow in solving challenges in commerce and management.

DEPARTMENT OF MANAGEMENT

Vision

To become the centre of excellence for management education and research in the country, wherein learners are empowered with the advanced management knowledge to effectively utilise their potential in their career and as entrepreneurs for betterment of the society.

Mission

- ❖ To provide management knowledge to instil the spirit of curiosity, compassion, courage and commitment through effective teaching learning process.
- ❖ To uphold the leadership excellence among the learners through research and mentoring.
- ❖ To create an effective learning environment that empowers the learners with the right blend of skills with theory and practice to build a dynamic society.

B.B.A. – Bachelor of Business Administration

PROGRAM EDUCATIONAL OBJECTIVES

After few years of graduation, the graduates of B.B.A. will:

- PEO1.** Pursue higher education in the field of management in functional areas - Marketing, Finance and Human Resources and Digital Marketing, Business Analytics, Financial Technology, E Commerce and Supply chain management, Digital Transformation, International business, Logistics and supply chain management or any other areas of their interest.
- PEO2.** Solve key challenges of management in general and functional areas in particular through professional career in industry/teaching/research.
- PEO3.** Get inspiration to engage in entrepreneurial career.
- PEO4.** Manage teams through effective leadership skills.
- PEO5.** Exhibit societal consciousness and ethical behaviour in practicing management along with learnability.

PROGRAM OUTCOMES

On successful completion of the Program, the graduates of B.B.A. will be able to:

- PO1.** Gain the knowledge of management concepts relevant to corporate issues.
- PO2.** Analyse the real time problems of the contemporary management.
- PO3.** Develop solutions to the contemporary management challenges.
- PO4.** Interpret the emerging issues in management through proper investigations and analysis.
- PO5.** Utilize appropriate tools and techniques to solve managerial problems.
- PO6.** Provide solutions for managerial problems with social consciousness.
- PO7.** Offer sustainable and environmental friendly strategies in solving managerial issues.
- PO8.** Establish highly ethical and moral standards in the given environment in solving managerial challenges.
- PO9.** Lead the people and work with teams for acceptable outcomes.
- PO10.** Communicate effectively in all forms to the stakeholders.
- PO11.** Manage businesses effectively in a given environment.
- PO12.** Learn continuously on the contemporary issues and practice in the field of management.

PROGRAM SPECIFIC OUTCOMES

On successful completion of the Program, the graduates of B.B.A. will be able to:

- PSO1.** Use fundamental knowledge of management domains to solve complex business problems.
- PSO2.** Use simulated problems, case analysis, projects, and industrial training to gain multidisciplinary knowledge
- PSO3.** Make competent management professionals through life-long learning who are ethically sound and have an understanding of societal and ecological issues relevant to their profession

B.B.A. – Bachelor of Business Administration

Basket Wise - Credit Distribution

S. No.	Basket	Credits (Min. - Max.)
1	SCHOOL CORE	36-45
2	PROGRAM CORE	36-42
3	PROGRAM ELECTIVE	24-30
4	SPECIALIZATION ELECTIVE	12-18
5	UNIVERSITY ELECTIVE	6-9
TOTAL CREDITS		Min. 120

School Core (36 - 45 Credits)

Course Code	Title of the Course	Lecture	Tutorial	Practical	Project based Learning	Credits	Pre-requisite
		L	T	P	S	C	
22MG102001	Basics of Computers	2	-	2	-	3	-
22MG101001	Corporate Governance and Business Ethics	3	-	-	-	3	-
22MG101002	Business Economics	3	-	-	-	3	-
22MG101003	Basics of Accounting	3	-	-	-	3	-
22MG101004	Critical Analysis & Writing	2	-	-	-	2	-
22MG101005	Leadership in Dynamic Business Environment	3	-	-	-	3	-
22MG101006	Principles of Management	3	-	-	-	3	-
22MG101007	Banking and Insurance	2	-	-	-	2	-
22MG101008	Evolution of Business	3	-	-	-	3	-
22MG101009	Fundamentals of Statistics	3	-	-	-	3	-
22MG101010	Entrepreneurship Development	3	-	-	-	3	-
22MG111001	Seminar	-	-	-	-	1	-
22MG111002	Internship	-	-	-	-	2	-
22MG108001	Capstone Project	-	-	-	-	6	-

Course Code	Title of the Course	Lecture	Tutorial	Practical	Project based Learning	Credits	Pre-requisite
		L	T	P	S	C	
Language Basket (Min. 8 Credits to be earned)							
22LG205602	Communicative English	-	1	2	-	2	-
22LG102407	Essentials of English	2	-	2	-	3	Communicative English
22LG101405	Business English	2	1	-	-	3	Essentials of English
22LG101403	German Language	2	-	-	-	2	-
22LG101404	French Language	2	-	-	-	2	-
Mandatory Courses (Min. 6 Credits to be earned) Earned Credits will not be considered for CGPA							
22MG101011	Professional English	2	-	-	-	2	Business English
22MG101012	Social Problems and Public Policy	2	-	-	-	2	-
22LG107601	Professional Ethics and Human Values	2	-	-	-	2	-
22MG101014	Environmental Science	2	-	-	-	2	-
22MG101015	Essential Life Skills for Holistic Development	2	-	-	-	2	-
22AB107601	NCC/NSS Activities	-	-	-	-	2	-
22MG101016	Rural Technology	2	-	-	-	2	-
22MG101017	Introduction to Psychology	2	-	-	-	2	-

Program Core (36 – 42 Credits)

Course Code	Title of the Course	Lecture	Tutorial	Practical	Project based Learning	Credits	Pre-requisite
		L	T	P	S	C	
22MG101018	Basics of Financial Management	3	-	-	-	3	-
22MG101019	Business Information Systems	3	-	-	-	3	Basics of Computers
22MG101020	Basics of Human Resources Management	3	-	-	-	3	-
22MG101021	Design Thinking	2	1	-	-	3	-
22MG101022	Fundamentals of Marketing Management	3	-	-	-	3	-
22MG101023	Cost and Management Accounting	3	1	-	-	4	Basics of Accounting
22MG101024	Innovation and Creativity in Business	2	1	-	-	3	-
22MG101025	Services Management	3	-	-	-	3	Introduction to Management
22MG102002	Introduction to Digital Marketing	2	-	2	-	3	Marketing Management
22MG101026	Fundamentals of E-Commerce and Supply Chain Management	3	-	-	-	3	Evolution of Business
22MG102003	Introduction to Business Analytics	2	-	2	-	3	Fundamentals of Statistics
22MG101027	Operations Management	3	-	-	-	3	-
22MG101028	Introduction to Financial Technology	3	1	-	-	4	-
22MG101029	Business Mathematics	3	-	-	-	3	-

Program Elective (24 - 30 Credits)

Course Code	Title of the Course	Lecture	Tutorial	Practical	Project based Learning	Credits	Pre-requisite
		L	T	P	S	C	
22MG101030	Corporate Accounting	2	1	-	-	3	Basics of Accounting
22MG101031	Cost Accounting	2	1	-	-	3	Basics of Accounting
22MG101032	Management Accounting	2	1	-	-	3	-
22MG101034	Accounting for finance and sustainability	2	1	-	-	3	Cost and Management Accounting
22MG101033	Organisational Behavior	2	1	-	-	3	-
22MG101035	International Accounting	2	1	-	-	3	Basics of Accounting
22MG101036	Income Tax	2	1	-	-	3	-
22MG101037	Business Decision Making	2	1	-	-	3	-
22MG101038	Principle & Practices of Auditing	2	1	-	-	3	-
22MG101039	Fundamentals of Forensic Accounting	2	1	-	-	3	-
22MG101040	Strategic Management	2	1	-	-	3	Organizational Behaviour
22MG101041	Product and Project Management	3	-	-	-	3	Marketing Management
22MG101042	Leadership Management	3	-	-	-	3	-
22MG101043	Risk Management	2	1	-	-	3	-
22MG101044	Event Management	3	-	-	-	3	-
22MG101045	Travel and Tourism Management	2	1	-	-	3	-

Specialization Elective (12 - 18 Credits)

(i) Finance

Course Code	Title of the Course	Lecture	Tutorial	Practical	Project based Learning	Credits	Pre-requisite
		L	T	P	S	C	
22MG101046	Security Analysis and Portfolio Management	3	1	-	-	4	Financial Management
22MG101047	Financial Derivatives	3	1	-	-	4	Financial Management
22MG101048	Business Valuation	3	-	-	-	3	Product and Project Management
22MG102004	Financial Econometrics	2	-	2	-	3	Fundamentals of Statistics
22MG101049	Management Control System	3	-	-	-	3	-
22MG101050	Mergers and Acquisition	3	-	-	-	3	-
22MG102005	Financial Modelling	2	-	2	-	3	Basics of Accounting
22MG102006	Advanced Financial Accounting	2	-	2	-	3	Basics of Accounting
22MG101051	Financial Markets & Institutions	2	1	-	-	3	Financial Management
22MG101052	Global Business Finance	2	1	-	-	3	-
22MG101053	Project Finance and Appraisal	3	-	-	-	3	Business Valuation

(ii) Marketing

Course Code	Title of the Course	Lecture	Tutorial	Practical	Project based Learning	Credits	Pre-requisite
		L	T	P	S	C	
22MG101054	Consumer Behaviour	3	-	-	-	3	Marketing Management
22MG101055	Rural Marketing	3	-	-	-	3	Marketing Management
22MG101056	Retail Management	3	-	-	-	3	Marketing Management
22MG101057	Customer Relationship Management	3	-	-	-	3	Consumer Behaviour

Course Code	Title of the Course	Lecture	Tutorial	Practical	Project based Learning	Credits	Pre-requisite
		L	T	P	S	C	
22MG101058	Advertisement and Sales promotion	3	-	-	-	3	Marketing Management
22MG101059	Integrated Marketing Communication	3	-	-	-	3	-
22MG101060	Sales & Distribution Management	3	-	-	-	3	-
22MG101061	Brand Management	3	-	-	-	3	Product and Project Management
22MG101062	Marketing Analytics	3	-	-	-	3	Fundamentals of Statistics

(ii) Human Resource

Course Code	Title of the Course	Lecture	Tutorial	Practical	Project based Learning	Credits	Pre-requisite
		L	T	P	S	C	
22MG101063	Industrial Relations Law	3	-	-	-	3	-
22MG101064	Compensation Management	3	-	-	-	3	-
22MG101065	International Human Resource Management	3	-	-	-	3	Human Resource Management
22MG101066	Human Resources Development	3	-	-	-	3	Human Resource Management
22MG101067	Organization Theory and Design	3	-	-	-	3	Organizational Behavior
22MG101068	Knowledge Management	3	-	-	-	3	Human Resource Development
22MG101069	Organizational Change and Development	3	-	-	-	3	Organizational Behavior
22MG101070	Strategic Human Resource Management	3	-	-	-	3	Human Resource Management
22MG101071	Performance Management	3	-	-	-	3	-
22MG101072	Workforce Analytics	3	-	-	-	3	Fundamentals of Statistics

University Elective (6-9 Credits)

Course Code	Title of the Course	Lecture	Tutorial	Practical	Project based Learning	Credits	Pre-requisite
		L	T	P	S	C	
22MG101701	Global Strategy and Technology	3	-	-	-	3	-
22MG101702	Managing Innovation and Entrepreneurship	3	-	-	-	3	-
22MG101703	Management Science	3	-	-	-	3	-
22MG101704	Human Resource Management	3	-	-	-	3	-
22MG101705	Smart Materials and Structure	3	-	-	-	3	-
22MG101706	Introduction to the Internet of Things	3	-	-	-	3	-
22MG101707	Instrumentation in Industries	3	-	-	-	3	-
22MG101708	Business Communication and Career Skills	3	-	-	-	3	-
22MG101709	Entrepreneurship for Micro, Small and Medium Enterprises	3	-	-	-	3	-
22MG101710	Indian History	3	-	-	-	3	-
22MG101711	Personality Development	3	-	-	-	3	-
22MG101712	Women Empowerment	3	-	-	-	3	-
22MG101713	Reliability and Safety Engineering	3	-	-	-	3	-
22MG101714	Environmental Pollution and Control	3	-	-	-	3	-
22MG101715	Planning for Sustainable Development	3	-	-	-	3	-
22MG101716	Human Resource Management	3	-	-	-	3	-
22MG101717	Ethical Hacking	3	-	-	-	3	-
22MG101718	Banking and Insurance	3	-	-	-	3	-
22MG101719	Cost Accounting and Financial Management	3	-	-	-	3	-
22MG101720	Gender and Environment	3	-	-	-	3	-
22MG101721	Indian Economy	3	-	-	-	3	-

Course Code	Title of the Course	Lecture	Tutorial	Practical	Project based Learning	Credits	Pre-requisite
22MG101722	Essential Life Skills for Holistic Development	3	-	-	-	3	-
22MG101723	Indian Tradition and Culture	3	-	-	-	3	-
22MG101724	Constitution of India	3	-	-	-	3	-
22MG101725	Disaster Mitigation and Management	3	-	-	-	3	-
22MG101726	Sustainable Engineering	3	-	-	-	3	-
22MG101727	Global Strategy and Technology	3	-	-	-	3	-
22MG101728	Management Science	3	-	-	-	3	-
22MG101729	Cyber Laws and Security	3	-	-	-	3	-
22MG101730	Green Technologies	3	-	-	-	3	-
22MG101731	Stress Management and Well Being	3	-	-	-	3	-
22MG101732	Introduction to Python Programming	3	-	-	-	3	-
22MG101733	Introduction to Data Science	3	-	-	-	3	-
22MG101734	Introduction to Artificial Intelligence	3	-	-	-	3	-
22MG101735	Introduction to Machine Learning	3	-	-	-	3	-

Note:

1. If any student has chosen a course or equivalent course from the above list in their regular curriculum then, he/she is not eligible to opt the same course/s under University Elective.
2. The student can choose courses from other disciplines offered across the schools of MBU satisfying the pre-requisite other than the above list.

School Core

Course Code	Course Title	L	T	P	S	C
22MG101003	BASICS OF ACCOUNTING	3	-	-	-	3
Pre-Requisite	-					
Anti-Requisite	-					
Co-Requisite	-					

COURSE DESCRIPTION: The course focuses on a detailed understanding of financial accounting, accounting principles, accounting process, and preparation and interpretations of the financial statements.

COURSE OUTCOMES: After successful completion of the course, students will be able to:

- CO1.** Understand the process and preparation of journal, ledger and trial balance.
- CO2.** Understand the process and preparation of final accounts and interpretation of the same.
- CO3.** Evaluate and apply appropriate methods of charging depreciation of the fixed assets to facilitate decision-making.
- CO4.** Analyze the financial performance of the companies using the ratios and facilitate the decision making.
- CO5.** Understand the basics of computerized accounting system and be able to integrate the accounting with IT applications.

CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1			1							1	1		
CO2	3	1		1	1							1	1		
CO3	3	1	1	1	1									1	
CO4	3	1		1	1							1	1		
CO5	3	1	1		1							1		1	
Course Correlation Mapping	3	1	1	1	1							1	1	1	

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT

Module 1: INTRODUCTION TO ACCOUNTING (10 Periods)

Nature and Scope of Accounting – Objectives of Accounting – Functions of Accounting – Advantages and Limitations of Accounting – Generally Accepted Accounting Principles [GAAP] Accounting Cycle – Accounting Standards – Journal – procedure for preparation of Journal. Ledger – Preparation of Ledger Accounts. Trial Balance – Methods and Preparation of Trial Balance (Theory and Problems).

Module 2: FINANCIAL STATEMENTS (10 Periods)

Final Accounts – Classification of Receipts and Expenses – Preparation of Final Accounts – Trading Account – Profit & loss Account – Balance Sheet and preparation of Final Accounts with simple adjustments. (Theory and Cases)

Module 3: DEPRECIATION ACCOUNTING (10 Periods)

Causes of depreciation – Factors affecting the depreciation – Computation of Depreciation – Methods of depreciation – Straight Line Method – Diminishing Balancing Method – Annuity Method – Accelerated Methods – Depreciation Fund Method – Insurance Policy Method – Machine hour rate method (Theory and Cases).

Module 4: RATIO ANALYSIS (10 Periods)

Classification of Ratios – Liquidity – Asset Management Ratios – Debt Management Ratio – Profitability Ratios – Market Value Ratios – Managerial uses and Limitations of Ratio Analysis – (Theory and Simple Cases)

Module 5: COMPUTERIZED ACCOUNTING (05 Periods)

Computerized Accounting – Meaning – Features of Computerized Accounting – Accounting Information Systems [AIS] – Accounting Software Packages – Introduction to Tally – Tally and its process.

Total Periods: 45

EXPERIENTIAL LEARNING

1. Students will be given an assignment saying that enter the business transactions in Tally ERP 9
2. Collect the information from the sole trader and prepare the final accounts. Present the summary as a group presentation
3. A group discussion will be conducted for the students about their observations between the company act 1956 and 2013
Above all will be detailed in CHO.

RESOURCES

TEXT BOOKS:

1. Paul, S. K. 4th edition New Central Book Agency Pvt. Ltd. Financial Accounting For Managers.
2. Ghosh, T. P. 4th edition Taxman Allied Service Financial Accounting.
3. Mohammed Hanif, Amitabh Mukherjee, (Fully solved problems, theory questions and exercises).

REFERENCE BOOKS:

1. SP Jain, K L Narang ; Advanced Accountancy, Kalyani Publishers, New Delhi Vol-I and II.
2. S.N. Maheswari: "Financial Accounting" , Vikas Publishers
3. Jawaharlal: Accounting for Managers, Himalaya Publishing Company, New Delhi.
4. Mukharjee and Hanif (2013), Financial Accounting, Tata Mc-Graw Hill, New Delhi:

VIDEO LECTURES:

1. <http://www.digimat.in/nptel/courses/video/110106147/L01.html>
2. <https://www.digimat.in/nptel/courses/video/110101131/L25.html>

Web Resources:

1. [https://www.tgct.gov.in/tgportal/staffcollege/DR ACTOs 17.01.2020 to 18.02.2020/February - 2020 PDF%27s/05.02.2020, 1. S.Srinivas Sir, Chartered Accountant, Accounting Fundamentals.pdf](https://www.tgct.gov.in/tgportal/staffcollege/DR_ACTOs_17.01.2020_to_18.02.2020/February_-_2020_PDF%27s/05.02.2020_1_S.Srinivas_Sir,_Chartered_Accountant,_Accounting_Fundamentals.pdf)
2. Accounting and Finance | Bloomberg Professional Services
3. Accounting Explained With Brief History and Modern Job Requirements (investopedia.com)

School Core

Course Code	Course Title	L	T	P	S	C
22MG101006	PRINCIPLES OF MANAGEMENT	3	-	-	-	3
Pre-Requisite	-					
Anti-Requisite	-					
Co-Requisite	-					

COURSE DESCRIPTION: This course enables the students to study the evolution of management, functions and principles of management, application of the principles in an organization, system and process of effective controlling in the organization.

COURSE OUTCOMES: After successful completion of the course, students will be able to:

- CO1.** Understand managerial functions of business organisation.
- CO2.** Understand the planning process in the organization.
- CO3.** Understand the principles of Organizing.
- CO4.** Understand the concept and process of Staffing.
- CO5.** Demonstrate the ability to direct, leadership and communicate effectively.

CO-PO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3							1				1		1	
CO2	3	1		1				1	1			1	1		
CO3	3	1		1				1	1			1	1		
CO4	3	1						1	1			1		1	
CO5	3	1				1			1			1			1
Course Correlation Mapping	3	1		1		1		1	1			1	1	1	1

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT

Module 1: INTRODUCTION TO MANAGEMENT

(08 Periods)

Meaning, definition, concept, scope and principles of management; Evolution of management thought - Management theories- classical, behaviour, system, contingency and contemporary perspectives on management. Management art or science and management as profession. Process and levels of Management. Introduction to Functions (POSDCORB) of Management.

Module 2: PLANNING – IMPORTANCE:

(08 Periods)

Planning – Importance, objectives, process, policies and procedures, types of planning, Decision making - Process of decision making, Types of decision, Problems involved in decision making

Module 3: ORGANIZING:

(09 Periods)

Meaning, importance, principles of organizing, span of management, Patterns of organization – formal and informal organizations, Common organizational structures; departmentalization, Authority- delegation, centralization and decentralization, Responsibility – line and staff relationship;

Module 4: STAFFING:

(10 Periods)

Sources of recruitment, Selection process, Training, Directing, Controlling – Meaning and importance, Function, span of control, Process and types of Control, Motivation, Coordination – Need and types and techniques of co-ordination - Distinction between coordination and co-operation - Requisites for excellent co-ordination - Systems Approaches and co-ordination.

Module 5: EMERGING ISSUES IN MANAGEMENT

(10 Periods)

Total Quality management, Technology Management, Talent and Knowledge Management, Leadership, Organizational change and Development, Corporate Social responsibility.

Total Periods:45

EXPERIENTIAL LEARNING

LIST OF EXCERISES:

1. Select students will be given a case on management theory and its relevance to contemporary business practices.
2. Case of Amazon India on Planning and Staffing personnel for its timely delivery in rural area
3. Students will be asked to have group discussion on Technology, Organisation and Management

Above all will be detailed in CHO.

RESOURCES

TEXT BOOKS:

- 1 Charles W.L. Hill and Steven L. McShane, Principles of Management, Tata Mc-craw-Hill Company, New Delhi.
- 2 Griffin, Ricky W., Management. AITBS Publishers and Distributors, New Delhi.

REFERENCE BOOKS:

1. Hitt, MA., J.S. Black and Porter, L.W., Management, Pearson Education, New Delhi
2. Laurie J. M. Management and organizational Behaviour, Pearson, New Delhi

VIDEO LECTURES:

1. NPTEL
2. NPTEL : NOC: Principles of Management (2021) (Management) (digimat.in)

Web Resources:

1. Introduction to Management - GeeksforGeeks
2. anucde.info/bba1a.pdf
3. <https://gfgc.kar.nic.in/punjalakatte/GenericDocHandler/199-b09e53be-ab6f-4952-9f51-b59b167a23ba.pdf>

School Core

Course Code	Course Title	L	T	P	S	C
22MG101020	BASICS OF HUMAN RESOURCE MANAGEMENT	3	-	-	-	3
Pre-Requisite	-					
Anti-Requisite	-					
Co-Requisite	-					

COURSE DESCRIPTION: This course highlights the basics of contemporary and key human resource management skills that are required by management professionals.

COURSE OUTCOMES: After successful completion of the course, students will be able to:

- CO1.** Understand current basic concepts in the functional areas of HRM.
- CO2.** Evaluate the concepts of Recruitment and Selection, Job Evaluation practices.
- CO3.** Evaluate the Training and Development activities and Promotion policies of the organizations.
- CO4.** Analyze the Compensation and Wage Policies, and Merit Rating of the Employees.
- CO5.** Analyze and Integrate Wage Policy and the conditions of working to retain the employees in the organization.

CO-PO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3					1		1	1			1	1		
CO2	3	1	1			1		1	1			1	1		
CO3	3	1	1			1		1	1			1		1	
CO4	3	1	1			1		1	1			1	1		
CO5	3	1	1	1		1		1	1			1	1		
Course Correlation Mapping	3	1	1	1		1		1	1			1	1	1	

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT

Module 1: Introduction

(08 Periods)

Importance of Human Resource Management – Meaning, Nature and Scope, Functions and Role of HR Manager – Advisory and service function to other department – HRM function planning – objectives and policies, organizing the HRM Department

Module 2: Procurement and Development Functions

(08 Periods)

Job Analysis, Job description, job specification, recruitment, selection, placement and induction and socialization.

Module 3: Training & development

(09 Periods)

Types and method, job change – career planning, promotion, demotion, transfer, separations.

Module 4: Compensation Function

(10 Periods)

Job evaluation – Merit rating – Methods of wage, payment, incentive compensation – Types, advantages, perquisites. Wage system in India – Minimum wage, fair wage, living wage.

Module 5: Maintenance and Integration Functions in HRM

(10 Periods)

Administration of welfare, amenities & fringe benefits, safety & accident prevention work, environment fatigue safety, accident prevention. Employee grievances and their redressal, suggestion schemes, administration of discipline

Total Periods:45

EXPERIENTIAL LEARNING

1. Collect the case studies related to recent trends in HRM and other Contemporary HR Practices and Present them as a seminar.
2. Different Case Studies Will be Given to students as per the topic that will be collected and evaluated.
3. The case studies will be collected as Assignments and the same will be evaluated.

Above all will be detailed in CHO.

RESOURCES

TEXT BOOKS:

1. National. SeemaSanghi Human Resource Management 2011 Macmilan Publication
2. National V.S.P. Rao Human Resource Management 2006 Excel Books
3. Essentials of HRM and Text Cases 2011 Himalaya Publishing House

REFERENCE BOOKS:

1. National . K. Ashwathappa Human Resource Management 2007 Tata McGraw--Hill
2. International Gary Dessler, BijuVarkey Human Resource Management 2016 Pearson Publication, 12thEdition
3. Fundamentals of Human Resource Management by Dr T.Chandrasekhar Yadav 2021 by Asia Pacific Publications

VIDEO LECTURES:

1. <https://hbsp.harvard.edu/cases/>
2. <https://open.umn.edu/opentextbooks/textbooks/human-resource-management>
3. <https://www.google/services.com/hrm>

Web Resources:

1. <https://www.icmrindia.org>
2. <https://www.icmrindia.org/case%20volumes/Case%20Studies%20in%20Human%20Resource%20Management%20Vol%20I.htm>
3. <https://www.citehr.com/> 5 <https://www.hr-guide.com>

Program Core

Course Code	Course Title	L	T	P	S	C
22MG101022	FUNDAMENTALS OF MARKETING MANAGEMENT	3	-	-	-	3
Pre-Requisite	-					
Anti-Requisite	-					
Co-Requisite	-					

COURSE DESCRIPTION: This course enhances students’ knowledge as regards to basics of marketing, develop practical insights into application of marketing concepts.

COURSE OUTCOMES: After successful completion of the course, students will be able to:

- CO1.** Understand the need and importance of marketing in the current business scenario
- CO2.** Analyze the need and importance of market segmentation, targeting and positioning.
- CO3.** Understand the steps involved in designing a marketing mix.
- CO4.** Evaluate and apply the knowledge of expanded marketing mix.
- CO5.** Understand the recent trends in marketing.

CO-PO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3									1		1	1		
CO2	3	1		1		1		1				1	1		
CO3	3	1		1	2			1				1	1		
CO4	3	1	2	1	1				1	1				1	
CO5	3	1		1	1					1		1			1
Course Correlation Mapping	3	1	2	1	1	1		1	1	1		1	1	1	1

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT

Module 1: Introduction to Marketing Fundamentals (06 Periods)

Concept, scope, and Value of marketing, core marketing principles, Marketing and Customer Value.

Module 2: Market segmentation, Targeting & Positioning (STP) (09 Periods)

Market Segmentation, meaning, its benefits, Bases for segmenting Consumer market and Industrial market, Market Targeting, Product positioning concept

Module 3: Marketing Research (10 Periods)

Nature & Scope, Marketing Research Process, Questionnaire designing & methods of data collection.

Module 4: Marketing Mix (10 Periods)

Product, Price, Place, Promotion, Process, People, and Physical evidence.

Module 5: Recent Trends in Marketing (10 Periods)

Digital Marketing – Meaning, Importance, Green Marketing - Meaning, Importance, Use of Information Technology in marketing practices – Virtual marketing, E-buying behavior etc.

Total Periods:45

EXPERIENTIAL LEARNING

LIST OF EXERCISES:

1. Mystery Shopping in Super Markets / Malls
2. Storytelling of Customer experiences in the Purchase Process of Goods & Services
3. Field Trip/ Outdoor Learning through interaction with Marketing Executives
4. Business Plan (4Ps) Presentations.
5. Case Discussions and fish bowl exercises on Marketing issues & Challenges

Above all will be detailed in CHO.

RESOURCES

TEXT BOOKS:

1. Kotler.P, &Keller.K.L., Koshy &Jha (2020). Marketing Management, 20th edition, Pearson
2. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.

REFERENCE BOOKS:

1. Kotler & Armstrong, 15th ed., Principles of Marketing Management, Pearson publication.
2. Marshall & Johnston, Marketing Management, McGraw Hill.

VIDEO LECTURES:

1. <https://www.digimat.in/nptel/courses/video/110104068/L01.html>
2. <https://www.digimat.in/nptel/courses/video/110104070/L01.html>

Web Resources:

1. Basics of Marketing: <http://www.umsl.edu/~chewl/ba206.htm>.
2. <https://www.pdfdrive.com/principles-of-marketing-e154804.html>
3. <https://ipsedu.in/downloads/MBABooks/principles-of-marketing-philip-kotler.pdf>

Program Core

Course Code	Course Title	L	T	P	S	C
22MG101029	BUSINESS MATHEMATICS	3	-	-	-	3
Pre-Requisite	-					
Anti-Requisite	-					
Co-Requisite	-					

COURSE DESCRIPTION:

This course enables knowledge on various mathematical tools, techniques and models which help in dealing with real-life business problems and provide solutions.

COURSE OUTCOMES: After successful completion of the course, students will be able to:

- CO1.** Understand the basic concepts of indices and functions.
- CO2.** Apply the concept of matrices to solving business problem.
- CO3.** Understand the concept of Calculus and Methods of differentiations and Integration.
- CO4.** Analyze the basic concepts of economics and their importance in business decisions.
- CO5.** Apply the results of mathematical calculations to help evaluate various options in reaching financial decisions.

CO-PO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1		1								1	1		
CO2	3	1		1								1	1		
CO3	3	1		1								1		1	
CO4	3	1		1	1							1	1		
CO5	3	1		1	1						1	1		1	1
Course Correlation Mapping	3	1		1	1						1	1	1	1	1

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT

Module 1: Basic Mathematics (09 Periods)

Theory of Indices: Definition, types of indices, properties of indices, basic problems on indices. Functions and its applications to business, limits of function and continuity.

Module 2: Vectors and Matrices (08 Periods)

Geometrical and physical interpretation of vectors, Introduction to Matrices Multiplication of Matrices, Inverse of a Matrix, Rank of a Matrix and Matrix applications in management.

Module 3: Elementary Calculus (09 Periods)

Differentiation: Definition, rules of differentiation, logarithmic differentiation, partial differentiation of first and second order, maxima & minima. Integration: Definition, some standard rules of integration, integration by substitution.

Module 4: Application of Calculus (10 Periods)

Elasticity of demand, Average revenue, Marginal revenue, Average cost, Marginal cost, Total cost, Consumer's surplus, Supply curve of short period and long period in perfect competition, Maximum revenue, Minimum Cost.

Module 5: Mathematics for Finance (09 Periods)

Progressions: Arithmetic and Geometric progressions and their applications. Simple interest, Compound interest, Annuity, Concept of present value and amount of sum types of annuities, present value and amount of an annuity including the cases of continuous compounding, problems relating to sinking fund.

Total Periods: 45

EXPERIENTIAL LEARNING

LIST OF EXPERIMENTS:

1. Select any three products observe demand and supply or Demand and Price in the market. Using the data Construct the relationship.
2. A finance company has offices located in every division, every district and every taluka in a certain state in India. Assume that there are 5 divisions, 30 districts and 200 taluka in the state. Each office has one Head Clerk, One Cashier, One Clerk and One Peon. A divisional office has, in addition, an Office Superintendent, 2 Clerks, one Typist and one Peon. A district office has in addition, one clerk and one peon. The basic monthly salaries are as follows: Office Superintendent Rs. 5000; Head Clerk Rs.2000; Cashier Rs.1750; Clerk and Typist Rs. 1500 and Peon Rs. 1000. Using matrix notations find.
 - a. The total number of posts of each kind in all the offices taken together,
 - b. The total basic monthly salary bill of each kind of office, and
 - c. The total basic monthly salary bill of all the offices taken together.
3. Identify any five products. Gather information about the price and quantity demanded. Classify them according to whether their demand is elastic or inelastic
4. Identify any two or three banks/NBFCs. Gather Information about the schemes and interest rates. Do a comparative study and summarize the report.

RESOURCES

TEXT BOOKS:

1. M. Raghavachari :Mathematics for Management An Introduction, Tata McGraw Hill
2. Dr.C.Sancheti and V.K.Kapoor,Business Mathematics, Sultan Chand & Sons.

REFERENCE BOOKS:

1. J.K Sharma, Business Mathematics Theory & Applications, Ane Books Pvt. Ltd.
2. J.K Singh, Business Mathematics, Himalaya Publishing House.
3. Dr.Amarnath Dikshit & Dr.Jinendra Kumar Jain , Business Mathematics, Himalaya Publishing House.

VIDEO LECTURES:

1. NPTEL :: Mathematics - NOC:Matrix Analysis with Applications
2. Basic Calculus - 1 - Course (nptel.ac.in)
3. NPTEL :: Mathematics - NOC:Basic Calculus 1 and 2

Web Resources:

1. ICAI - The Institute of Chartered Accountants of India
2. (PDF) An Introduction to Business Mathematics (researchgate.net)
3. Std12-BM-EM.pdf (tn.gov.in) (<https://textbookcorp.tn.gov.in/Books/12/Std12-BM-EM.pdf>)

School Core

Course Code	Course Title	L	T	P	S	C
22LG205602	COMMUNICATIVE ENGLISH	-	1	2	-	2
Pre-Requisite	---					
Anti-Requisite	---					
Co-Requisite	---					

COURSE DESCRIPTION: Communicative English lab imparts the students with knowledge of LSRW, pronunciation, and effective use of language, and acquaint the students to function effectively through Just a Minute and Role Play activities and enhance writing skills. The course deals with LSRW, Phonetics, vocabulary building, speaking practices, and written communication.

COURSE OUTCOMES: After successful completion of the course, students will be able to:

- CO1.** Apply appropriate listening, speaking, reading, and writing skills by analyzing the context.
- CO2.** Demonstrate knowledge of Phonetics by examining and applying sounds of English through Phonetics.
- CO3.** Analyze sentence structures by applying and demonstrating knowledge of Vocabulary and Grammar.
- CO4.** Function effectively as an individual and as a member in diverse teams examining and applying speaking skills in Just A Minute, Role Plays, Presentations, and debates.
- CO5.** Apply appropriate writing skills in writing a letter, Email, and Resume by analyzing the context.

CO-PO Mapping Table:

Course Outcomes	Program Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	-	-	3	-	2	-	2	-	-	-
CO2	3	2	-	-	2	-	2	-	2	-	-	-
CO3	2	3	-	-	2	-	2	-	2	-	-	-
CO4	2	2	-	-	2	-	2	-	2	-	3	-
CO5	2	2	-	-	3	-	2	-	2	-	-	-
Course Correlation Mapping	2	2	-	-	3	-	2	-	2	-	3	-

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT

Any ten modules are mandatory among the following:

Module 1: Just a Minute, Elocution/Impromptu (03 Periods)

Steps to be followed – Useful tips – Dos & Don'ts – Preparation – Examples

Module 2: PHONETICS (03 Periods)

Sounds of English – Consonants – Vowels – Speech Organs – Phonetic Transcription – Word Accent – Basics of Intonation

Module 3 VOCABULARY BUILDING (03 Periods)

Prefixes & Suffixes – Synonyms & Antonyms – Phrasal verbs – Idioms – One-word substitutes – Words often confused

Module 4 GRAMMAR (03 Periods)

Tenses – Nouns – Word order and error correction

Module 5 GIVING DIRECTIONS (03 Periods)

Useful phrases – Sample conversations – Exercises

Module 6 ROLE PLAYS (03Periods)

Useful tips – Dos & Don'ts – Exercises – Role Plays for practice

Module 7 PUBLIC SPEAKING (03 Periods)

Stage presence – Voice control – Body Language – Rehearsals – Audience – Delivery – Dos & Don'ts – Project Submission

Module 8 LETTER WRITING (03 Periods)

Introduction – Objective – Formats – Types – Exercises

Module 9 DESCRIBING OBJECTS (03 Periods)

Jargon – Useful Phrases – Do's & Don'ts – Exercises

Module 10 LISTENING COMPREHENSION (03 Periods)

Introduction – Types of listening – Practice – Benefits of listening – Exercises

Module 11 INFORMATION TRANSFER (03 Periods)

Tables – Pie Charts – Venn Diagrams – Graphs – Flow Charts – Steps to be followed – Exercises

Module 12 READING COMPREHENSION (03 Periods)

Introduction – Types of reading – Inferring – Critical analysis – Exercises

Total Periods: 30

RESOURCES

REFERENCES:

1. Lab Manual-2022
2. D. Sudha Rani, *A Manual for English Language Laboratories*, Pearson, Noida, 2010
3. Nira Kumar, *English Language Laboratories*, PHI Learning Pvt. Ltd., New Delhi, 2011.
4. S.P. Dhanavel, *English and Soft Skills*, Orient Black Swan Private Limited, 2010.

SOFTWARE/TOOLS:

1. K - VAN Solutions.
2. Learning to Speak English 8.1, The Learning Company – 4 CDs.
3. English in Mind, Herbert Puchta and Jeff Stranks with Meredith Levy, Cambridge.
4. Language in Use 1, 2 & 3.
5. Cambridge Advanced Learner's Dictionary - 3rd Edition.
6. Let's Talk English, Regional Institute of English South India
7. Dorling Kindersley Series of Grammar.
8. Speech Solutions
9. Mastering English: Grammar, Punctuation and Composition
10. English Pronunciation Dictionary by Daniel Jones

VIDEO LECTURES:

1. <https://nptel.ac.in/courses/109105117>
2. <https://nptel.ac.in/courses/10910606>

Web Resources:

1. <https://goo.gl/IjE45p>: Amazon India site – with thousands of different product descriptions
2. <https://goo.gl/3ozeO6>: 15 ways to calm your nerves before giving a presentation.
3. <https://goo.gl/p20ttk>: useful site for more language about introducing yourself.
4. <https://goo.gl/svMHZ1>: information and advice about describing line graphs
5. <https://goo.gl/NqFJuc>: an informative presentation about using line graphs

SCHOOL CORE

Course Code	Course Title	L	T	P	S	C
22MG101005	LEADERSHIP IN DYNAMIC BUSINESS ENVIRONMENT	3	-	-	-	3
Pre-Requisite	-					
Anti-Requisite	-					
Co-Requisite	-					

COURSE DESCRIPTION:

COURSE OUTCOMES: After successful completion of the course, students will be able to:

- CO1.** Use Leadership behavior theories, frameworks, principles, and tactics from emerging and, when problems are identified, intervene to fix them.
- CO2.** Develop greater confidence and dexterity when enacting a variety of leadership behaviors.
- CO3.** Investigate the complexities of the dynamic leadership and environment and our relationship with related to business
- CO4.** The Course highlights to Develop scientific, interpretive, and creative thinking skills.
- CO5.** Explore the problems we face in understanding the leadership and environment in living sustainability.

CO-PO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	1	1	-	-	-	-	-	-	-	-	1	-	-
CO2	1	-	-	1	-	-	1	-	1	-	-	-	-	-	-
CO3	1	1	1	-	1	-	-	-	1	-	-	-	1	-	-
CO4	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-
CO5	1	1	1	-	-	-	1	-	-	-	-	-	-	1	-
Course Correlation Mapping	1	1	1	1	1	-	1	-	1	-	-	-	1	-	-

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT

Module 1: Introduction (09 Periods)

Meaning of Business Environment, Factors affecting environment to the business, Internal and external environment, micro environment, macro environment. Types of environment

Module 2: Social Environment (09 Periods)

Business and society, business and culture, language, culture and organizational behaviour, other social/cultural factors, social responsibility of business.

Module 3: Economic Environment (09 Periods)

Nature of economy, structure of the economy, economic policies, economic conditions.

Module 4: Leadership (09 Periods)

Leadership - Traits, Skills and Styles- Leadership Development - Qualities of a Good Leader.

Module 5: Notable Leaders (09 Periods)

Profiles of a few Inspirational Leaders in Business – Jemshedji Tata - Aditya Birla - Swaraj Paul - L N Mittal - N R Narayana Murthy - Azim Premji, etc

Total Periods: 45

EXPERIENTIAL LEARNING

LIST OF EXPERIMENTS:

1. Conducting Activities like Role Play and Case Analysis
2. Activities like Famous Personality Roles and provide same as Assignments

RESOURCES

TEXT BOOKS:

1. Neelmegham, Business environment, 2011, VrindaPublication
2. Aswathappa k, Essentials of Business environment, Himalaya Publishinghouse.
3. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill

REFERENCE BOOKS:

1. Andrews, Sudhir. How to Succeed at Interviews. 21st (rep.) New Delhi.Tata McGraw-Hill 1988
2. Heller, Robert.Effective leadership. Essential Manager series. Dk Publishing, 2002

VIDEO LECTURES:

1. Developing Soft Skills and Personality - Course (nptel.ac.in)
2. Business Environment Models at Modern Era

Web Resources:

1. The Leadership Psychology of Personality Formation (verywellmind.com)

SCHOOL CORE

Course Code	Course Title	L	T	P	S	C
22MG101008	EVOLUTION OF BUSINESS	3	-	-	-	3
Pre-Requisite	-					
Anti-Requisite	-					
Co-Requisite	-					

COURSE DESCRIPTION: This course provides an in-depth understanding of the basic concepts and theories of management while exploring the manager's operational role in all types of organizations. Gain insight into the manager's responsibility in planning, organizing, leading, staffing and controlling within the workplace

COURSE OUTCOMES: After successful completion of the course, students will be able to:

- CO1.** Differentiate between managers and leaders
- CO2.** Explore the focus of a manager's job
- CO3.** Evaluate the required skills for a new manager's success
- CO4.** Assess the five functions of management
- CO5.** Explain the new model management operating philosophy

CO-PO-PSO Mapping Table:

Learning Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	1	1	1	2	-	2	-	2	-	2	-	-	-
CO2	2	2	3	3	2	2	-	-	-	-	-	2	-	-	-
CO3	2	2	2	2	2	-	-	-	-	2	-	2	-	-	-
CO4	2	2	2	2	2	-	-	-	-	2	-	2	-	-	-
CO5	2	2	2	3	2	-	-	-	-	2	2	2	-	-	-
Course Correlation Mapping	2	2	2	3	2	2	-	2		2	2	2	-	-	-

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT

Module 1: INTRODUCTION TO MANAGEMENT (08 Periods)

Introduction to Management: Definition, Nature and Scope, Functions of Management, Managerial Roles, Theories of Management- Scientific Management, Henry Fayol's 14 principles, systems and contingency theories. Managers Vs Leaders - Managers and Leaders, Manager's Role. Organizational Behavior- Change and Transition, Behavior change, Common Reactions to change, Skills for Today's Manager.

Module 2: EVOLUTION AND FUNDAMENTALS OF BUSINESS (10 Periods)

History of Trade and Commerce in India: Indigenous Banking System, Rise of Intermediaries, Transport, Trading Communities: Merchant Corporations, Major Trade Centers, Major Imports and Exports. Business - Meaning and Characteristics, Objectives, classification, Industry types.

Module 3: FORMS OF BUSINESS ORGANIZATION (09 Periods)

Sole Proprietorship – merits, Limitations. Partnership – types of partners, merits, Limitations. Hindu Undivided Family Business – Concept. Cooperative Societies – concept, types, merits, Limitations. Company – types of company, merits, Limitations, Formation of Company.

Module 4 PUBLIC, PRIVATE AND GLOBAL ENTERPRISES (10 Periods)

Public sector and private sector enterprises – Concept, Forms of public sector enterprises: Departmental Undertakings, Statutory Corporations and Government Company.

Module 5 EMERGING MODES OF BUSINESS (08 Periods)

E-Commerce – Introduction, Meaning, features, types of e-commerce, advantages and disadvantages. Outsourcing – Introduction, Meaning, benefits and limitations of outsourcing. Social Responsibility of Business.

Total Periods: 45

EXPERIENTIAL LEARNING

1. Select any popular management theory of your choice and submit a report on its relevance in real-time practice.
2. Collect an animated video of business evolution and give PPT presentation.
3. Present a case study on planning and organizing importance with role play and submit the report.

RESOURCES

TEXT BOOKS:

1. Stephen P. Robbins (ed) Fundamentals of Management (Pearson publications:2016)
2. Bishwambhar Jha (ed) Fundamentals of Business (Novelty and Company: 2014)

REFERENCE BOOKS:

1. Douglas Haynes, Small Town Capitalism in Western India: Artisans, Merchants and the Making of the Informal Economy (CUP: 2012)
2. Claude Markovits, Merchants, traders, entrepreneurs: Indian business in the colonial era (Palgrave Macmillan: 2008)
3. Raymond A. Noe, Fundamentals of Human Resource Management (MC Graw Hill publications: 2021)

VIDEO LECTURES:

1. Business Development: From Start to Scale - Course (nptel.ac.in)
2. Evolution of Business stages of development of business b.com 1st year semester 1 tuition from home - YouTube

Web Resources:

1. Kullabs
2. Evolution of Business Organization – indiafreenotes
3. <https://www.oasis-open.org/committees/download.php/20459/06-09-00014.000.pdf>

SCHOOL CORE

Course Code	Course Title	L	T	P	S	C
22MG101009	FUNDAMENTALS OF BUSINESS STATISTICS	3	-	-	-	3
Pre-Requisite	-					
Anti-Requisite	-					
Co-Requisite	-					

COURSE DESCRIPTION: This course makes students learn and apply statistical tools in daily life and create quantitative models to solve real-world problems in appropriate contexts. Also, able to understand the importance of Statistics in real life by providing the necessary data analysis for solving business problems

COURSE OUTCOMES: After successful completion of the course, students will be able to:

- CO1.** Understand the basics of statistics, tabulation, and graphical representation of data.
- CO2.** Apply Statistical tools and techniques in Decision making.
- CO3.** Examine the measures of dispersion and skewness.
- CO4.** Develop knowledge of Correlation and Regression concepts.
- CO5.** Interpret the results of statistical tests and make statistically relevant conclusions/decisions.

CO-PO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3	-	-	-	-	-	-	-	-	-	3	3	-	-
CO2	3	3	3	-	-	-	-	-	-	-	2	3	3	-	-
CO3	3	3	3	-	-	-	-	-	-	-	2	3	3	-	-
CO4	3	2	3	-	-	-	-	-	-	-	2	3	3	-	-
CO5	3	3	3	-	-	-	-	-	-	-	2	3	3	-	-
Course Correlation Mapping	3	3	-	-	-	-	-	-	-	-	-	3	3	-	-

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT

Module 1: INTRODUCTION

(09 Periods)

Introduction to Statistics: Meaning, Definition, Features, Importance and limitations of statistics. Types of Statistics, Types of Variables, Data types, meaning and difference between primary and secondary data, data collection methods. Classification and tabulation of data (problems).

Module 2: MEASURES OF CENTRAL TENDENCY

(09 Periods)

Introduction to Measures of Central Tendency. Characteristics of an ideal measure of Central Tendency; Types of Measures of Central Tendency - mean, median, mode, geometric mean and harmonic mean. Merits, Limitations and Suitability of averages. Relationship between averages.

Module 3: MEASURES OF DISPERSION

(09 Periods)

Meaning and Significance. Absolute and Relative measures of dispersion Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation, Moments, Skewness, and Kurtosis.

Module 4: CORRELATION AND REGRESSION

(09 Periods)

Meaning, Definition, and Use of Correlation, Scatter diagram, Types of correlation - Karl Pearson's correlation coefficient, Spearman's Rank correlation, Probable Error. Regression- Meaning and utility of Regression analysis, Comparison between Correlation and Regression, regression lines -X on Y, Yon X, Regression Equations, and Regression Co-efficients.

Module 5: INFERENCE STATISTICS

(09 Periods)

Hypothesis-Procedure for testing hypothesis - Setting of Hypothesis, Types of errors in hypothesis testing - Level of significance, Test of significance for Large and small sample tests, Z and t-tests for mean, Chi-square test for goodness of fit and independence of attributes. Simple problems only.

Total Periods:45

EXPERIENTIAL LEARNING

1. Below is the frequency distribution

Selling Prices (Rs. thousands)	Frequency
15 up to 18	8
18 up to 21	23
21 up to 24	17
24 up to 27	18
27 up to 30	8
30 up to 33	4
33 up to 36	2
Total	80

Construct a histogram. What conclusions can you reach based on the information presented in the histogram?

2. Calculate the arithmetic mean for the wages of workers in a Factory

Wages (Rs).	4 6 8 10 15 16
Workers	5 15 6 7 8 2

- Calculate the correlation coefficient between X and Y and comment on their relationship.

X	1	3	5	7	8
Y	2	5	7	9	10

- The following sample observations were randomly selected.

X	4	5	3	6	10
Y	4	6	5	7	7

- The following sample observations were randomly selected.

X	5	3	6	3	4	4	6	8
Y	13	15	7	12	13	11	9	5

- Determine the regression equation.
- Determine the value of Y' when X is 7.

RESOURCES

TEXT BOOKS:

- Lind, D. A., Marchal, W. C., & Wathen, S. A. (2021). *Basic statistics for business and economics*. McGraw-Hill.
- Sharma, J.K (2014) Business Statistics 4th edition Delhi: Vikas Publishing House
- S.P.Gupta, Statistical Methods. Sultan Chand and sons.

REFERENCE BOOKS:

- Das and Swain, Business statistics for managerial decision, HPH
- Pillai & Bagavathi (2015) Statistics, S Chand
- Levin, R. I., & Rubin, D. S. (2014). Statistics for management. Delhi: Pearson.

VIDEO LECTURES:

- <https://www.digimat.in/nptel/courses/video/110107114/L01.html>
- https://www.youtube.com/watch?v=ImpxCMX2i_k&list=PLd605q1Prvz8TlgPXANEQyuDBNb6VSYFj

Web Resources:

- <https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf>
- <https://www.ascdegreecollege.ac.in/wp-content/uploads/2020/12/Business-Statistics-by-Gupta.pdf>
- <http://web.uvic.ca/~nkarlson/col11776-1.34.pdf>

PROGRAM CORE

Course Code	Course Title	L	T	P	S	C
22MG101018	BASICS OF FINANCIAL MANAGEMENT	3	-	-	-	3
Pre-Requisite	-					
Anti-Requisite	-					
Co-Requisite	-					

COURSE DESCRIPTION: This course provides a detailed discussion on various sources of finances for corporate and utilization of funds for taking effective decisions related to capital structure, financing and investment in order to achieve maximum business growth.

COURSE OUTCOMES: After successful completion of the course, students will be able to:

- CO1.** Understand the different basic concepts of Corporate Finance and practical application of time value of money concept.
- CO2.** Understand the recent trends of primary and secondary market and importance of cost of capital
- CO3.** Develop required skills to select optimal capital structure on the basis of cost of capital.
- CO4.** Provide right investment decisions based on cost- benefit analysis.
- CO5.** Develop different models for firm's optimum dividend payout.

CO-PO-PSO Mapping Table:

Learning Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	-	-	-	-	-	-	-	-	2	-	-	-	-	2
CO2	3	3	-	2	3	-	-	2	-	-	-	-	-	-	3
CO3	3	2	3	-	-	-	-	-	-	2	2		-	-	3
CO4	3	3	3	-	3	-	-	-	-	-	2	-	-	-	3
CO5	3	2	3	2	3	-	-	-	-	2	2	-	-	-	3
Course Correlation Mapping	3	3	3	2	3	-	-	2	-	2	2	-	-	-	3

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT

Module 1: FINANCIAL MANAGEMENT FUNCTION (08 Periods)

Introduction to Financial Management: Meaning and scope - Profit vs. Wealth maximization- Functions of Financial manager in the modern age- Time value of money-Agency problem.

Module 2: COST OF CAPITAL & LEVERAGE (12 Periods)

Cost of capital: Sources of finance- Estimating the Cost of Capital: meaning- significance - computation of cost of specific sources of finance (cost of Debt, Equity & Preference shares & Retained earnings)- Computation of weighted average cost of capital-Marginal cost of capital (Theory and Problems)

Leverages: Meaning- Types- Financial Leverage- Operational Leverage- Composite Leverage- EBIT and EPS Analysis (Theory and Problems)

Module 3: FINANCING DECISIONS (09 Periods)

Capital Structure: Introduction – Importance – Factors determining Capital Structure-Optimal Capital structure-Theories of Capital Structure: Relevance and Irrelevancy theories- (Theory and Problems)

Module 4 INVESTMENT DECISION (10 Periods)

Capital Budgeting Decisions: Traditional methods, discounted cash flow methods, risk analysis in capital budgeting.

Working capital Management: Operating cycle estimation, Cash management, Inventor management, receivable management.

Module 5 DIVIDEND DECISIONS (06 Periods)

Dividend decisions: influencing factors, forms and special dividends. Walter, Gordon and MM models Linter's model, dividend practices in India. Buy back of shares, taxation of dividends and capital gains.

Total Periods: 45

EXPERIENTIAL LEARNING

1. Take Nifty 50 companies and understand their capital structure.
2. Analyze the financial statements of BSE SENSEX- 30 companies

RESOURCES

TEXT BOOKS:

1. I.M.Pandey, (2015), Financial Management, 11th edition, Vikas Publishing, India
2. James C. Van Horne, Sanjay Dhamija, (2011), Financial Management and Policy, 12th edition, Pearson Education.
3. Eugene F Brigham, Michael C. Ehrhardt, (2014), Financial Management Theory and Practice, 14th edition, Cengage Learning

REFERENCE BOOKS:

1. Khan M.Y, Jain P.K, (2014), Financial Management- Text, Problems and Cases, 7th edition, McGraw Hill.
2. Prasanna Chandra, (2011), Financial Management : Theory and Practice, 8th edition, McGraw Hill, India

VIDEO LECTURES:

1. <https://www.digimat.in/nptel/courses/video/110107144/L01.html>
2. https://www.youtube.com/watch?v=Sx-dy96_tCQ

Web Resources:

1. https://students.icai.org/?page_id=5210
2. <https://mdu.ac.in/UpFiles/UpPdfFiles/2020/Jan/FinancialManagement.pdf>
3. <https://backup.pondiuni.edu.in/content/study-material-question-bank>

PROGRAM CORE

Course Code	Course Title	L	T	P	S	C
22MG101027	OPERATIONS MANAGEMENT	3	-	-	-	3
Pre-Requisite	-					
Anti-Requisite	-					
Co-Requisite	-					

COURSE DESCRIPTION: This course deals with the design and operation of the systems for production of goods and services. It will explore the approaches and analyze strategic decisions in operations management with a focus on designing products and processes, allocating scarce resources to strategic alternatives, and do long-range capacity and facility planning

COURSE OUTCOMES: After successful completion of the course, students will be able to:

- CO1.** Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness
- CO2.** Evaluate concepts of facilities location and maintenance in the production department
- CO3.** Analyse and evaluate Production Schedule for Competitive Advantage
- CO4.** Explain the key terms, Methods, and techniques of inventory control in the field of Production practices in the organization.
- CO5.** Assess the tools and techniques for project review and evaluation

CO-PO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	1	2	1	-	-	-	-	-	-	-	-	-	-	-
CO2	1	1	2	2	-		2		1			-	-	-	-
CO3	2	2	1	2	1	-	-	1	-	-	2		-	-	-
CO4	3	1	2	2	1	-	-	-	-	-	-	2	-	-	-
CO5	2	2	1	2	1	1	-	-	-	-	-	1	-	-	-
Course Correlation Mapping	2	2	2	2	1	1	2	1	1	-	2	-	-	-	-

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT

Module 1: Introduction (09 Periods)

Introduction to operations: Nature, scope and Importance, Evolution Scope and Development Stages of Operation Management, Operations strategy: As a competitive weapon & Concept of productivity

Module 2: Plant Location and Layout (09 Periods)

Plant location-Plant Layout-Classification and merits. Plant Maintenance Methods-Breakdown, Preventive and Productive maintenance. Replacement Policies-Unit and Group Replacement policies

Module 3: Capacity Planning (10 Periods)

Planning Capacity Across the Organization, Planning Long-Term Capacity, Capacity Timing and Sizing Strategies

Module 4: Materials Management (09 Periods)

Materials Handling, Role of purchase department, Inventory Basics, ERP, KANBAN System, Lean operations and JIT.

Module 5: PERT & CPM (08 Periods)

Concepts of project Management, CPM, PERT and Project Network Crashing and Cost Analysis, Applications of Network techniques.

Total Periods:45

EXPERIENTIAL LEARNING

LIST OF EXPERIMENTS:

1. Give a seminar on operation strategy as a competitive tool and submit a report.
2. Generate the idea of a new product and develop a prototype product.
3. Collect any case study of material management related to manufacturing company and present a summary report.

RESOURCES

TEXT BOOKS:

1. Richard B. Chase, Ravi Shankar and F. Robert Jacobs (2014); Operations & Supply Chain Management; McGraw-Hill - 2014 (14th Edition)
2. Chary S. N. Theory and Problems in Production & Operations Mgt.; Tata McGraw Hill (14th Edition).

REFERENCE BOOKS:

1. Krajewski Lee; Operations Mgt. Process for Value Chains; Prentice Hall (8th Edition)
2. Russell S. Roberta & Taylor, Operations Mgt., Prentice Hall (4th Edition).

VIDEO LECTURES:

1. Operations Management: Understanding and Using It (investopedia.com)
2. <https://nptel.ac.in/courses/112107238>

Web Resources:

1. https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf
2. https://mrcet.com/downloads/digital_notes/ME/III_year/POM_NOTES.pdf
3. Operations Management - Overview, Responsibilities, Skills Required (corporatefinanceinstitute.com)

PROGRAM ELECTIVE

Course Code	Course Title	L	T	P	S	C
22MG101033	ORGANISATIONAL BEHAVIOUR	3	-	-	-	3
Pre-Requisite						
Anti-Requisite						
Co-Requisite -						

COURSE DESCRIPTION: This course enables the students to know the principles in an organization, the system and process of effective controlling in the organization.

COURSE OUTCOMES: After successful completion of the course, students will be able to:

- CO1.** Interpret the scope of organizational behavior and its significance.
- CO2.** Understand the managerial strategies in achieving the organizational goals of an organization
- CO3.** Demonstrate the impact of motivation and leadership in group dynamics.
- CO4.** Solve organizational conflicts through negotiation and team building.
- CO5.** Improve the results – performance outcome through human behavior and organizational behaviour can aid them in their pursuit of the goals.

CO-PO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	-	-	-	2	-	2	-	2	-	2	2	1	1
CO2	1	-	2	1	-	2	-	-	-	-	-	2	2	2	3
CO3	2	-	2	-	1	-	-	-	-	2	-	2	2	2	2
CO4	1	2	-	1	-	-	-	-	-	2	-	2	2	2	2
CO5	1	2	1	-	-	-	-	-	-	2	2	2	2	2	2
Course Correlation Mapping	2	2	2	3	2	2		2		2	2	2	2	2	2

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT

Module 1: Introduction (09 Periods)

Nature and scope – Linkages with other social sciences- Individual roles and organizational goals – perspectives of human behavior - Perception– perceptual process

Module 2: Learning (09 Periods)

Learning - Learning Process- Theories- (Pavlov, Skinner and Thorndike) - Personality and Individual Differences - Determinants of Personality - Values, Attitudes and Beliefs

Module 3: Motivation and Leadership (09 Periods)

Definition and nature of motivation, Theories of Motivation (Maslow, Alderfer) - Leadership –Traits-Styles –Leadership skills– Challenges to leaders– Groups – stages formation of groups – Group Dynamics – Collaborative bargaining Processes in Work Groups - Johari -Window theory.

Module 4: Organizational conflicts (09 Periods)

causes and consequences-conflict and Negotiation Team Building, Conflict Resolution in Groups and problem solving Techniques Stress, types of stress causative factors of stress in organizations, preventive measures

Module 5: Organizational Communication (09 Periods)

Communication, types and process, importance and barriers – Organizational change - change process - resistance to change – Organizational development and OD interventions.

Total Periods:45

EXPERIENTIAL LEARNING

LIST OF EXPERIMENTS:

1. Collect the case studies related to recent topics in OB and other Contemporary OB Practices and Present them as a seminar.
2. Different Case Studies Will be Given to students as per the topic that will be collected and evaluated.
3. The case studies will be collected as Assignments and the same will be evaluated.

RESOURCES

TEXT BOOKS:

1. Robbins.P. Stephen (2006), Organizational Behaviour, Pearson Education, New Delhi.
2. Luthans Fred (1998), Organizational Behaviour, Tata Mc Graw Hill International Edition, New Delhi
3. K.Asawathappa "Organisational Behaviour-Text, Cases and Games", HimalayaPublishingHouse, New Delhi, 2008.

REFERENCE BOOKS:

1. Steven L Mc Shane, Mary Ann Von Glinow, Radha R Sharma: "Organisational Behaviour", TMH Education, New Delhi, 2008
2. Pareek Udai (2007), Understanding Organizational Behaviour, Oxford University Press, New Delhi
3. Jerald Greenberg and Robert.A. Baron, (2009), Organizational Behaviour, PHI Learning Private Ltd., New Delhi.

VIDEO LECTURES:

1. https://www.youtube.com/watch?v=Sg64udtQ300&list=PL3Y_p3e-Lne2no2K5cNa8y7ti1uqCjZw8
2. <https://www.youtube.com/watch?v=pHg3ZfGk5j0>

Web Resources:

1. <https://www.icmrindia.org>
2. <https://www.citeob.com/> 5 <https://www.ob-guide.com>

SCHOOL CORE

Course Code	Course Title	L	T	P	S	C
22MG102001	BASICS OF COMPUTERS	2	-	2	-	3
Pre-Requisite	-					
Anti-Requisite	-					
Co-Requisite	-					

COURSE DESCRIPTION: The course consists of an introduction to basic vocabulary and terminology related to computer and word processing, Microsoft Word, the Internet, web search and email.

COURSE OUTCOMES: After successful completion of the course, students will be able to:

- CO1.** Work with advanced features of MS Word, MS Excel & MS PowerPoint.
- CO2.** Create powerpoint presentations.
- CO3.** Be aware of mathematical calculations in MS Excel
- CO4.** Be aware of MS Access and database
- CO5.** Able to use basic internet & social networking tools

CO-PO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3	3	-	-	-	-	-	-	-	-	-	3	-	3
CO2	3	3	3	-	-	-	-	-	-	-	-	2	3	-	3
CO3	3	3	-	-	-	-	-	-	-	-	2	-	3	-	3
CO4	2	3	3	-	-	-	-	-	-	-	-	-	3	-	-
CO5	2	2	1	-	-	-	-	-	-	-	1	-	3	2	1
Course Correlation Mapping	3	3	3	-	-	-	-	-	-	-	2	2	3	-	3

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT

Module 1: BASICS OF COMPUTERS (05 Periods)

Introduction – Meaning – Characteristics – Types – Advantages and Limitations of a Computer – Computer Input Devices: Key Board – Mouse Scanners – Digital Camera – Touch Screen. Output Devices: Monitors – Printers. Storage Devices: Hard Disk – RAM – CD-ROM, Operating Systems: Windows

Module 2: MS WORD (07 Periods)

Introduction – Menus – Shortcut menus – Tool bars Files: Creating – Opening – Saving – Renaming – Closing Documents and Text Format & Paragraph: Formatting and Paragraphs – Attributes – Moving – Copying – Pasting Bulleting: Bullet and Number lists – Nested lists – Formatting lists Tables : Draw – Insert – Rows & Columns – Moving– Resizing – Table Properties. Page Formatting: Margins Page Size & Orientation – Headers and Footers – Page Numbers –Preview and Printing-mail merge.

Module 3: MS EXCEL (06 Periods)

Introduction to spread sheet – components of EXCEL opening screen Building worksheet. Entering data in worksheet – editing, deleting, copying and moving cells and ranges adjusting column width and row height – inserting and deleting cells, rows and columns using auto-fill – creating and working with formula – functions in EXCEL – Graphs and Charts: Types of charts – elements of a chart – creating a chart

Module 4: MS ACCESS (07 Periods)

Introduction to Access and Database – Database objects – creating database – Creating tables: creating a table using data sheet, design view and table wizard – data types – primary key – entering and modifying data in a table – Creating forms: creating auto forms – creating forms using design view and form wizard – entering and editing records in forms – Creating queries: types of queries – creating queries using query wizard – Creating reports: creating auto reports – creating reports using report wizard.

Module 5: INTERNET (05 Periods)

Internet – Scope – Uses and advantages - Applications of internet in business – Email - Opening an Email Account– Sending and Receiving e-mails using internet Introduction to online shopping

Total Periods: 30

EXPERIENTIAL LEARNING

LIST OF EXPERIMENTS:

1. Perform MS DOS commands in command prompt.
2. Create the Resume in MS word
3. Create an advertisement in MS Word document using page and content borders, patterns, and text formatting..
4. Create organization letterhead by using of MS office
5. Perform Mail-merge in Ms word
6. Apply mathematical function and generate students grade sheet in excel
7. Represent sales forecasting of a firm using charts in excal

8. Create a data base in MS Access
9. Create email id
10. Sent a formal email to multiple persons using any emailing application

RESOURCES

TEXT BOOKS:

1. VikasGuptha, 2012, Comdex Computer Course Kit, Reprint, Wiley - Dreamtech, New Delhi.
2. Sanjay Saxena, S.Mohan Naidu, Rajneesh, 2016, Computer Application In Management, Agarwal Amit K Kashyap & Vikas Publishing House, New Delhi.
3. Nasib Singh Gill Handbook of Computer Fundamentals, 2016, 1st Edition, Khanna publication, New Delhi

REFERENCE BOOKS:

1. S.V. SrinivasaVallaban, 2006, Computer applications in Business, Third edition, Sultan Chand and Sons, New Delhi.
2. Working in Microsoft Office, Ron Mansfield - TMH

VIDEO LECTURES:

1. https://support.microsoft.com/en-us/office/create-a-document-in-word-aafc163a-3a06-45a9-b451-cb7250dcbaa1?wt.mc_id=otc_word#
2. <https://edu.gcfglobal.org/en/computerbasics/>

Web Resources:

1. https://www.tutorialspoint.com/basics_of_computers/basics_of_computers_introduction.htm
2. <https://testbook.com/learn/computer-fundamentals/>

SCHOOL CORE

Course Code	Course Title	L	T	P	S	C
22LG107601	PROFESSIONAL ETHICS AND HUMAN VALUES	2	-	-	-	2

Pre-Requisite -

Anti-Requisite -

Co-Requisite -

COURSE DESCRIPTION: This course deals with personal conviction, and ethics and describes the accepted principles and standards of conduct regarding moral duties and virtues as applied to an organization. Codes of professional ethics guide the stakeholders of an organization about the desirable and undesirable acts related to the profession.

COURSE OUTCOMES: After successful completion of the course, students will be able to:

- CO1.** Demonstrate the principles of ethics, professional values, and social responsibility.
- CO2.** Analyze the problems in the implementation of moral autonomy and use ethical theories in resolving moral dilemmas.
- CO3.** Develop suitable strategies to resolve problems that arise in practicing professional ethics and Industrial standards.
- CO4.** Function as a member, consultant, manager, advisor and leader in multi-disciplinary teams.
- CO5.** Provide solutions to complex problems associated with professional ethics using analysis and interpretation.

CO-PO Mapping Table:

Learning Outcomes	Program Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	-	-	-	-	2	2	2	2	-	-	-
CO2	2	3	2	-	2	2	2	2	2	-	-	-
CO3	2	-	3	-	2	2	2	2	2	-	-	-
CO4	2	-	-	-	-	2	2	2	2	-	3	-
CO5	2	2	3	2	-	3	2	2	2	-	-	-
Course Correlation Mapping	2	3	-	-	2	2	2	2	2	-	3	-

Correlation Levels: 3: High; 2: Medium; 1: Low

COURSE CONTENT

Module 1: PROFESSIONAL ETHICS

(06 Periods)

Scope and aim of ethics, Senses of ethics, Variety of moral issues, Types of inquiry, Moral dilemmas, Moral autonomy-Kohlberg's theory, Gilligan's theory, Consensus, and controversy.

Module 2: PROFESSIONAL IDEALS AND VIRTUES

(06 Periods)

Theories on virtues and ideals, Professions, Professionalism, Characteristics, Expectations, Professional responsibility, Integrity, Self-respect, Sense of responsibility, Self-interest, Customs and religion, Self-interest and ethical egoism, Customs and ethical relativism, Religion and divine command ethics, Use of ethical theories, Resolving moral dilemmas and moral leadership.

Module 3: SOCIAL EXPERIMENTATION

(06 Periods)

Experimentation, Similarities to standard experiments, Learning from the past and knowledge gained, responsible experimenters, Conscientiousness, Moral autonomy and accountability, The challenger case, Codes of ethics and limitations, Industrial standards and Problems with the law of engineering.

Module 4: RESPONSIBILITIES AND RIGHTS

(06 Periods)

Collegiality and loyalty, Respect for authority, Collective bargaining, Confidentiality, Conflict of interests, Occupational crime, Rights of engineers, Professional rights, Whistle-blowing, The BART case, Employee rights, and discrimination.

Module 5: HARMONY WITH PROFESSIONAL ETHICS

(06 Periods)

Acceptance of human values; Ethical Human Conduct; Basis for Humanistic Education, Constitution, and Universal Order; Competence in professional ethics; Case studies: Holistic technologies, Management Models and Production Systems; Transition from the present state to Universal Human Order: socially and ecologically responsible engineers, technologists and managers - enriching institutions and organizations.

Total Periods: 30

EXPERIENTIAL LEARNING

1. Demonstrate orally using your experiences of what is naturally acceptable in a relationship – Feeling of respect or disrespect and what is naturally acceptable is to nurture or exploit others.
2. Identify community partners and discuss with a community partner or organization. Prepare a report by identifying and analysing the issues or opportunities.
3. Field experiences may be directed to include a range of time-intensive endeavours that require varying levels of student interaction. Prepare a report on visiting a Juvenile home.
4. Students read a speech in the classroom by former United Nations Secretary-General Kofi Annan on human values.
5. Students are encouraged to bring a daily newspaper to class or to access any news related to the need for human values and note down the points.
6. Bring out the relevance of engineering ethics theory and practice with relevance to current trends.
7. Professional ideals and virtues are important to everyone. Prepare a case study on the professional ideals and virtue of any one of the famous sports personalities from India.

8. Compare the present to the past in engineering experimentations concerning the change in professionalism.
9. Make a study on occupational crime and the role of modern technology in finding solutions.
10. Prepare a case study on how to maintain harmony with different cultural people using professional ethics.

RESOURCES

TEXTBOOKS:

- 1 Gaur R R, Sangal R & G P Bagaria, *Human Values and Professional Ethics*, Excel Books, New Delhi, 2010.
2. Govindarajan, M., Nata Govindarajan, M., Natarajan, S. and Senthilkumar, V. S., *Engineering Ethics*, Prentice Hall of India, 2004.
3. Mike W. Martin and Roland Schinzinger, *Ethics in Engineering*, Tata McGraw-Hill, 3rd Edition, 2007.

REFERENCE BOOKS:

1. S. Kannan and K. Srilakshmi, *Human Values and Professional Ethics*, Taxmann Allied Services Pvt Ltd., 2009.
2. Edmund G. Seebauer and Robert L. Barry, *Fundamental of Ethics for Scientists and Engineers*, Oxford University Press, 2001.
3. Charles F. Fledderman, *Engineering Ethics*, Pearson Education, 2nd Edition, 2004.
4. R. Subramanaian, *Professional Ethics*, Oxford Higher Education, 2013.

VIDEO LECTURES:

1. https://www.youtube.com/watch?v=jfGIq_EiXzI
2. <https://www.youtube.com/watch?v=QFH0tH54oUc>
3. <https://www.youtube.com/watch?v=JJshY11nX14>
4. <https://www.youtube.com/watch?v=TyP09S0UEzA>
5. https://www.youtube.com/watch?v=0QMwjV_ZVtc

Web Resources:

1. <https://siiet.ac.in/wp-content/uploads/2020/09/7.1.10-professional-ethics-manual.pdf>
2. <https://soaneemrana.org/onewebmedia/Professional%20Ethics%20and%20Human%20Values%20by%20R.S%20NAAGARAZAN.pdf>
3. <https://india.oup.com/productPage/5591038/7421214/9780199475070>