

**CAUVERY COLLEGE FOR WOMEN
(AUTONOMOUS)
Nationally Accredited with 'A' Grade by
NAAC
ISO 9001:2015 Certified
TIRUCHIRAPPALLI**

**PG & RESEARCH DEPARTMENT OF
COMMERCE**



**M.Com.
SYLLABUS
2022 -2023 and Onwards**

CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)
PG & RESEARCH DEPARTMENT OF COMMERCE

VISION

Commitment to pursue excellence in commerce education, while equipping students with knowledge and skills in commerce stream, inculcate values, identify hidden talents, provide opportunities for students to realize their full potential and thus shape them into national assets, and to pursue a real holistic development, integrity moral and ethical uprightness.

MISSION

- To promote excellent education in the changing environment of information and communication technology and commerce sectors.
- Creating an urge in students to take up entrepreneurship in online to be successful by standing on their feet instead of being dependent on others.
- Grooming youth to become a truly global personality well equipped to deal with the modern world and its challenges.

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEOs	Statements
PEO1	LEARNING ENVIRONMENT To facilitate value-based holistic and comprehensive learning by integrating innovative learning practices to match the highest quality standards and train the students to be effective leaders in their chosen fields.
PEO2	ACADEMIC EXCELLENCE To provide a conducive environment to unleash their hidden talents and to nurture the spirit of critical thinking and encourage them to achieve their goal.
PEO3	EMPLOYABILITY To equip students with the required skills in order to adapt to the changing global scenario and gain access to versatile career opportunities in multidisciplinary domains.
PEO4	PROFESSIONAL ETHICS AND SOCIAL RESPONSIBILITY To develop a sense of social responsibility by formulating ethics and equity to transform students into committed professionals with a strong attitude towards the development of the nation.
PEO5	GREEN SUSTAINABILITY To understand the impact of professional solutions in societal and environmental contexts and demonstrate the knowledge for an overall sustainable development.

PROGRAMME OUTCOMES FOR M.COM. PROGRAMME

PO NO.	On completion of M.Com. Programme, the students will be able to
PO 1	GENERIC AND DOMAIN KNOWLEDGE Articulate, illustrate, analyse, synthesis and apply the knowledge of principles and frameworks of commerce and allied domains to the solutions of different business scenario.
PO 2	CRITICAL THINKING AND PROBLEM SOLVING Conduct investigation of multi-dimensional business problems using research based knowledge and provide innovative solutions frameworks to real world complex problems.
PO 3	ENTREPRENEURSHIP AND EMPLOYMENT SKILLS Identify entrepreneurial opportunities to create and manage startups as well as professionalizing and growing family businesses.
PO 4	LEADERSHIP AND TEAM WORK Collaborate in an organizational context and across organizational boundaries and lead themselves in the achievement of organizational goals and optimize outcomes for all stakeholders.
PO 5	SOCIAL RESPONSIVENESS AND ETHICS Exhibit a broad appreciation of the ethical and value sustaining of managerial choices in political, cross-cultural, globalized, digitized and socio-economic environment.

PROGRAMME SPECIFIC OUTCOMES FOR M.COM.

PSO NO	Programme Specific Outcomes Students of M.Com. will be able to	POs Addressed
PSO 1	Gain an in-depth understanding of core and functional management concepts, business environment and domain specific knowledge.	PO1
PSO 2	Develop skills for analyzing of the business data, application of relevant analysis and problem solving in other functional areas such as marketing, finance, business strategy, human resources and information technology.	PO1 PO2
PSO 3	Inculcate entrepreneurship and managerial skills to establish and manage the business efficiently.	PO3
PSO 4	Ability to apply knowledge, skills and right attitude necessary to provide effective leadership in a global environment and to develop proactive thinking so as to perform efficiency in the dynamic socio-economic and business eco-system.	PO4 PO5
PSO 5	Develop competent professionals with strong ethical values, capable of a pivotal role in various sectors of the Indian Economy and Society, aligned with the national priorities.	PO5



CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS), TRICHY – 18
DEPARTMENT OF COMMERCE
M.Com – PROGRAMME STRUCTURE
(For the Candidates admitted from the Academic year 2022-2023 onwards)

I Semester

Semester	Course	Course Title	Course Code	Inst. Hrs. / week	Credit	Exam Hours	Marks		Total
							Internal	External	
I	Core Course – I (CC)	Corporate Finance	22PCO1CC1	6	5	3	25	75	100
	Core Course – II (CC)	Economic and Environment Law	22PCO1CC2	6	5	3	25	75	100
	Core Course –III (CC)	Strategic Management	22PCO1CC3	6	5	3	25	75	100
	Core Course – IV (CC)	Organizational Behaviour	22PCO1CC4	6	5	3	25	75	100
	Discipline Specific Elective Course – I (DSE)	A. Business Ethics, Corporate Social Responsibility and Governance	22PCO1DSE1A	6	3	3	25	75	100
		B. Services Marketing	22PCO1DSE1B						
		C. International Human Resource Management	22PCO1DSE1C						
Total				30	23				500

***15 Days INTERNSHIP during Semester Holidays**

II Semester

Semester	Course	Title	Course Code	Inst. Hrs./ week	Credit	Exam Hours	Marks		Total
							Internal	External	
II	Core Course – V (CC)	Cost and Management Accounting	22PCO2CC5	6	5	3	25	75	100
	Core Course – VI (CC)	Business Analytics	22PCO2CC6	6	5	3	25	75	100
	Core Course – VII (CC)	Digital Marketing	22PCO2CC7	6	5	3	25	75	100
	Core Choice Course – I (CCC)	A. Security Analysis and Portfolio Management	22PCO2CCC1A	6	4	3	25	75	100
		B. Insurance and Risk Management	22PCO2CCC1B						
		C. Brand Management	22PCO2CCC1C						
	Discipline Specific Elective Course – II (DSE)	A. Logistics and Supply Chain Management	22PCO2DSE2A	6	3	3	25	75	100
B. Retail Management		22PCO2DSE2B							
C. Business Information System		22PCO2DSE2C							
Internship	Internship	22PCOINT			2				100
<i>Extra Credit Course</i>		<i>Swayam Online Course</i>		<i>As per UGC Norms</i>					
Total				30	24				600

Semester I	Internal Marks: 25		External Marks:75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22PCO1CC1	CORPORATE FINANCE	CORE	6	5

Course Objective

- To make students understand various issues involved in financial management of a company and equip them with advanced analytical tools and techniques which can enhance their analytical ability for making sound financial decisions and policies in a company.

Prerequisite

Basic knowledge in Financial Management and Corporate Accounting.

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Recall and develop an understanding of the overall role and scope of finance function and apply the time value of money concepts	K1,K3,K5
CO2	Interpret and perform analytical reviews of financial results, proposals and plans.	K2, K5
CO3	Create financial discipline and select methods to improve the financial well being of an organizations.	K3, K5
CO4	Identify and construct an optimal capital structure, risk policy and payout policy to take better dividend decisions.	K3, K6
CO5	Analyze and develop knowledge of the legal, procedural and practical aspects of corporate restructuring and contemporary issues in management.	K4, K6

Mapping of CO with PO and PSO

COs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	3	3	2	3	2	3	3
CO2	3	3	2	3	3	3	3	2	3	3
CO3	3	3	2	3	3	3	3	3	3	3
CO4	3	3	2	3	3	3	3	3	3	3
CO5	3	3	2	3	3	3	3	2	3	3

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –
“3” – Substantial (High) Correlation – “-” indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Corporate Finance – Meaning, Nature, Scope, Importance – Objectives of Financial Management; Measurement of Shareholders’ Wealth – Finance as a Strategic Function – Role of Finance Manager – Concepts of Risk, Return and Time Value of Money – Financial decision making and types of financial decisions – Risk – return trade off in Financial Decisions.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
II	Capital Budgeting Decision – Nature, Significance and Types of Capital Budgeting Decisions – Capital Budgeting Process – Principles of Cash Flow Estimation – Estimation of Cash Flows – Capital Budgeting Techniques – Capital Budgeting decision under inflation – Capital Rationing and Multi period budget constraints – Capital budgeting decision under risk and uncertainty – Techniques for incorporating risk and uncertainty in Capital Budgeting Decisions – Risk adjusted Discount Rate Method (RADR) – Certainty equivalent Method – DCF Break Even Analysis – Simulation Method – Probability Distribution Method – Decision tree Analysis – Backward induction Method – Sensitivity Analysis and Scenario analysis.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
III	Cost of Capital And Capital Structure Decision: Specific Costs Of Capital – Weighted Average Cost Of Capital, Weighted	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6

	<p>Marginal Cost Of Capital – Theories Of Capital Structure – Operating Income Theory – Traditional Theory – MM Hypothesis Without And With Corporate Taxes – Merton Miller Argument With Corporate And Personal Taxes – Trade Off Theory – Pecking Order Theory – Market Timing Theory – Signaling Theory And Effect Of Information Asymmetry On Capital Structure – Financial Leverage And Evaluation Of Financial Plans (EBIT – EPS Analysis) – The Concept Of Present Value Of Interest Tax Shield – Determination Of Beta Of Levered Firm And Optimal Capital Structure – Factors Affecting Choice Of Capital Structure In Practice.</p>			
IV	<p>Dividend Decision – Issues in dividend decision – Theories of relevance and irrelevance of dividend in firm valuation – Pure Residual Theory – Walter’s theory, Gordon’s Model, MM Hypothesis, Bird – in – hand theory and dividend signaling theory – relevance of dividend under Market Imperfections – Traditional and Radical Position on Dividend – Types of Dividend Polices in practice – Determinants of dividend policy in practice – Lintnet’s Model of Corporate Dividend Behavior – Working Capital Management – Concepts and Types of Working Capital – Operating Cycle and Cash Cycle – Estimation of Working Capital Requirement – Approaches of Working Capital Financing – Determinants of Working Capital – Components of Working Capital Management</p>	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6

V	Corporate Restructuring and Contemporary Issues in Financial Management – Corporate restructuring and its various forms – Mergers and Acquisitions – Types, Motives, Benefits, Valuations and Financing – Leveraged Buyouts – Management Buyouts – Demerger, Split Up, Spin offs – Divestiture – Bases for calculation of Share Exchange Ratio – Determination of Minimum and Maximum Exchange Ratio – Contemporary Issues in Financial Management.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
VI	Self Study for Enrichment (Not to be included for End Semester Examination) Agency Problem and Agency Cost - Capital Rationing – Optimal Capital Structure - Comparative analysis on dividend policies of Indian Companies, Foreign Companies and Foreign Direct Investment (FDI) - Recent Trends in Financial Management.		CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6

Distribution of Marks: Theory 40% and Problem 60%

Text Book

1. Pandey.I.M,(2012), Financial Management, 12th Edition, Vikas Publishing House Pvt., Ltd.
2. Khan, M.Y, (2011), Indian Financial System, 6th Edition, Tata McGraw Hill.
3. Krishnamurthy & Viswanathan, (2011), Advanced Corporate Finance, 3rd Edition, PHI Learning.

Reference Books

1. Richard A. Brealey, Stewart C. Myers & Mohanthy, (2011), Principles of Corporate Finance, 9th Edition , Tata McGraw Hill.
2. Brigham & Ehrhardt, (2011), Corporate Finance - A Focused Approach, 2nd Edition Learning.

3. Smart, Megginson, & Gitman, (2011), Corporate Finance, 3rd Edition ,Cengage Learning.
4. Besley, Brigham, Parasuraman, (2015), Corporate Finance, 3rd Edition, Cengage Learning.
5. Madura, (2014), International Corporate Finance, 10th edition, Cengage Learning,

Web References

1. <https://www.geektonight.com/corporate-finance-pdf/>
2. <http://library.ku.ac.ke/wpcontent/downloads/2011/08/Bookboon/Finance/corporate-finance.pdf>
3. <https://www.drnishikantjha.com/booksCollection/Merger%20Acquisition%20and%20Corporate%20Restructuring.pdf>
4. <http://www.jiwaji.edu/pdf/ecourse/commerce/UNIT4%20Capital%20Budgeting.pdf>

Pedagogy

Lecture, Power Point Presentation, Assignment, Seminar, Group Discussions

Course Designers

Prof. Dr. N. Savithri

Semester I	Internal Marks: 25		External Marks:75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22PCO1CC2	ECONOMIC AND ENVIRONMENT LAW	CORE	6	5

Course Objective

- To help the students to understand the laws related to Business and Corporate.

Prerequisite

Basic knowledge in Company laws.

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Identify and point out the provisions, rules and regulations of companies act, competition act, foreign exchange management act and information technology act.	K1, K2, K4
CO2	Analyze the concepts, provisions of appointment of Board of Directors, conduct of various meeting, to discuss the various policies relating to act.	K2, K4
CO3	Discuss and summarize the legal aspects of various acts, to choose the disputes Redressal agencies, penalties and adjudication of various act.	K2, K3, K6
CO4	Relate and compare with latest amendments in various act, contraventions and penalties	K1, K4
CO5	Predict the concepts of laws in detail and to relate where and how it is applied in recent days.	K1, K2, K3, K5, K6

Mapping of CO with PO and PSO

COs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	2	2	3	2	2	2	2
CO2	3	3	2	2	3	3	3	2	3	2
CO3	3	3	2	3	2	3	3	2	3	3
CO4	3	3	2	3	3	2	3	3	3	3
CO5	3	3	3	3	3	2	3	3	3	3

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“3” – Substantial (High) Correlation – “-” indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Provisions of Companies Act 1956, relating to Company Administration – Board of Directors – Managing Director – Independent Director – Provisions relating to various types of meeting - Latest Amendments in Companies Act 2013 relating to Company Administration and Governance	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
II	Foreign Exchange Management Act, 1999 – Definition – Regulation and Management of Foreign Exchange – Authorized Persons – Contravention and Penalties – Adjudication and Penalties – Directorate of Enforcement	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
III	The Competition Act, 2002 – Introduction – Interpretation – MRTP versus Competition – Scope – Prohibition of Certain Agreements, Abuse of Dominant position and Regulation of Combinations	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
IV	The Environment (protection) Act 1986 – Definition – Powers of the Central Government to Prevent and Control Environmental Pollutions – Appointing Officers. Consumer Protection Act 1986 – Definition – State and Central Consumer Protection Council – Disputes Redressal Agencies – District Forum – Appointment of Members – Appeal – State and Central Commission	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
V	Information Technology Act 2000 - Introduction – Definition – Digital Signature – Certificates – Electronic Governance –	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6

	Regulations of Certifying Authorities – Duties of Subscriber – Penalties and Adjudication – The Cyber Regulation Appellate Tribunal – Offences – Power of State and Central Government to make Rules – Constitution of Advisory Committee			
VI	Self-Study for Enrichment (Not to be included for End Semester Examination) Comparison on provisions of Companies Act 1956 and Companies Amendment Act 2013 and causes for amendment – Prevention of Money Laundering Act, 2002 – Competition Commission of India – Prevention of Black Marketing and Maintenance of Supplies of Essential Commodities Act, 1980 – Telecom Regulatory Authority of India Act, 1997.		CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6

Text Book

1. Sharma J. P. (2012), Corporate Laws, 2nd Edition, Ane Books Pvt. Ltd, New Delhi.
2. Daniel Albuquerque, (2014), Legal Aspects of Business, 1st Edition, Oxford University, New Delhi.
3. Kuchhal M. C. (2018), Mercantile Law, 3rd Edition, Vikas Publishing House Pvt. Ltd.

Reference Books

1. Kapoor G. K. & Surl A. P. (2012) Corporate Laws, 3rd Edition, Taxman's Publications.
2. Kannel S. & Sowrirajan V. (2009) Company Law Procedure, 1st Edition, Taxman's Publications
3. Gower LCB, (2013), Principles of Modern Company Law, Stevens & Sons, 5th Edition, London
4. Raman B. S. (2008), Business Law, 3rd Edition, United Publishers

Web References

1. https://legislative.gov.in/sites/default/files/A1999-42_0.pdf
2. https://www.indiacode.nic.in/bitstream/123456789/13116/1/it_act_2000_updated.pdf
3. http://ncdrc.nic.in/bare_acts/consumer%20protection%20act-1986.html

Pedagogy

Chalk and talk, PPT, Discussion, Assignment, Quiz, Seminar

Course Designers

Capt. Dr. P. Kavitha

Semester I	Internal Marks: 25	External Marks: 75		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22PCO1CC3	STRATEGIC MANAGEMENT	CORE	6	5

Course Objective

- To furnish an integrated approach and also to utilize the organizational skills within the context of real – world business case studies.

Prerequisite

Basic knowledge in Organization Behaviour and Corporate Governance.

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Describe and apply the various perspectives and concepts in the field of strategic management.	K1, K3
CO2	Predict the social responsibilities and ethics in strategic management and conclude the ethical decision making.	K2, K3, K6
CO3	Identify the basic concepts, principles and practices associated with strategy formulation, implementation and summarize the concepts to the solutions of business problems.	K3, K6
CO4	Identify the strategic issues and design appropriate courses of actions	K3, K6
CO5	Critically analyze the internal and external environment in which business operate and assess their significance for strategic planning.	K4, K5

Mapping of CO with PO and PSO

COs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	2	2	3	3	3	3	3
CO2	2	2	2	3	3	2	3	3	3	3
CO3	3	3	3	3	3	2	2	2	2	2
CO4	2	3	3	3	2	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –

“3” – Substantial (High) Correlation – “-” indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Overview of Strategic Management – Nature and Scope – Concepts – Characteristics – Approaches – Models – Elements in Strategic Management Process – Corporate Level Strategy – Corporate Vision, Mission and Objectives – Types – Strategy Formulation Process and Tools.	18	CO1, CO2, CO3, CO4, CO5	K1,K2,K3 K4,K5,K6
II	Strategic Business Unit (SBU) – Operational, Financial, Marketing and Human Resource Strategy – Environmental Analysis – External environment and Internal Environment – Resource Based Strategy – Approaches – SWOT, GAP and Industry Analysis – Michael Porter’s Five Forces Model of Competition – Competitive Advantage – Resources, Capabilities and Competencies.	18	CO1, CO2, CO3, CO4, CO5	K1,K2,K3, K4,K5,K6
III	Strategic Implementation – Issues – Project Implementation – Procedural – Resource Allocation – Budgets – Organization Structure – Matching Structure and Strategy – Behavioural Issues – Corporate Culture – Values – Power – Building a Capable Organization – Functional Issues. Strategy Evaluation and Control – Importance – Establishing Strategic Controls – Operations Control and Strategic Control – Role of organizational Systems in Evaluation.	18	CO1, CO2, CO3, CO4, CO5	K1,K2,K3, K4,K5,K6
IV	Responding to shifts in Competitive Advantages – New Development affecting Competitive Advantage – New Technology – New Distribution Channels, Economic Shift – Change in the Neighbouring Industries and change in	18	CO1, CO2, CO3, CO4, CO5	K1,K2,K3, K4,K5,K6

	Government Regulations. Response Option – Prospecting, Defending and Harvesting			
V	Social Responsibility and Ethics in Strategic Management – Social Responsibility of Strategic Decision Makers – Responsibilities of Business Firm – Corporate Stakeholders – Ethical Decision Making.	18	CO1, CO2, CO3, CO4, CO5	K1,K2,K3, K4,K5,K6
VI	Self Study for Enrichment (Not to be included for End Semester Examination) Strategic Planning Practices – Recent trends in Micro and Macro Environment – Problems of control system – Uncertainty – Impact of environmental development and ability to adjust – Reasons for Unethical Behaviour.		CO1, CO2, CO3, CO4, CO5	K1,K2,K3, K4,K5,K6

Text Book

1. Thomas L. Wheelen & David Hunger. J, (2012), Concepts in Strategic Management and Business Policy toward Global Sustainability, 15th Edition, Prentice Hall.
2. Subba Rao. P, (2009), Strategic Management, 3rd Edition Himalaya Publications.

Reference Books

1. Rao. V.S.P (2008), Strategic Management – Text and Cases, 1st Edition, Excel.
2. Bhattacharya S.C, (2005), Strategic Management: Concepts and Cases, Wheeler Publishing, 1st Edition, NewDelhi.
3. John A. Pearce II, Richard B. Robinson Jr. & Amita Mital, (2010), Strategic Management– Formulation, Implementation and Control, 3rd Edition, Tata MC- Graw-Hill – Publishing CompanyLimited, New Delhi.
4. Arthur A. Thompson Jr. & Strickland A.J, (2010), Strategic Management, 3rd Edition, Mc Graw-Hill.

Web References

1. <https://www.basic-concept.com/c/basics-of-strategic-management>
2. <https://creately.com/blog/diagrams/swot-analysis-vs-gap-analysis/>
3. <https://online.hbs.edu/blog/post/strategy-implementation-for-managers>

4. https://www.investopedia.com/terms/c/competitive_advantage.asp
5. <https://pressbooks.lib.vt.edu/strategicmanagement/chapter/11-4-corporate-ethics-and-social-responsibility/>
6. https://www.researchgate.net/publication/340816273_SOCIAL_RESPONSIBILITY_AND_ETHICS_IN_STRATEGIC_MANAGEMENT

Pedagogy

Lecture, Power Point Presentation, Assignment, Seminar, Group Discussions, Case Studies.

Course Designers

Dr. S. Sudha

Semester I	Internal Marks: 25	External Marks: 75		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22PCO1CC4	ORGANIZATIONAL BEHAVIOUR	CORE	6	5

Course Objective

- To have an understanding about the structure and behavior of organization.
- To enable students to describe how people behave under different conditions and understand why people behave as they do.

Prerequisite

Basic knowledge in Business Management and Human Resource Management

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Recall the concept of organizational behavior to understand the behavior of people in the organization and to explain different models used to explain individual behavior.	K1,K2
CO2	Apply the concept of personality and to analyse how individual personality and behaviour impacts the typical contemporary work experience.	K3,K4
CO3	Identify how individual, groups and structure have impact on the organizational effectiveness and to explain the concept of learning and attitude.	K4, K5
CO4	Point out how the organizational behavior can integrate in understanding the motivation and to explain the various leadership styles and the role of leaders in a decision making process.	K4, K5
CO5	Compare the relationship between group and team and to demonstrate how the organizational behaviour can integrate in understanding the motivation behind behaviour of people in the organisation.	K4, K6

Mapping of CO with PO and PSO

COs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	3	3	2	2	3	3	3
CO2	2	3	3	3	3	3	3	3	2	3
CO3	3	3	3	2	3	3	3	3	3	2
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –

“3” – Substantial (High) Correlation – “-” indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Organizational Behaviour – Meaning – Definition – Fundamental Concepts – Approaches – Characteristics – Scope – Limitations – Challenges and Opportunities – Models of Organizational Behaviour.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
II	Personality: Meaning – Definition – Features – Types of Personality – Determinants of Personality – Big Five Model – MBTI – Managerial Implications of Personality Perceptions: Meaning – Definition – Concept of Perception – Features – Importance of Perception – Factors affecting Perception – Process of Perception – Measures for improving Perception.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
III	Learning: Meaning – Definition – Nature of Learning – Learning Process – Factors affecting Learning – Learning Theories – Classical and operant conditioning – Differences – Reinforcement – Positive and Negative Reinforcement Attitude: Meaning – Definition – Components of Attitude – Characteristics of Attitude – Types of Attitude – Theories of Attitude Formation – Functions of Attitude – Formation of Attitude – Attitude Change – Methods of	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6

	Attitude Change – Developing Positive Attitude by Individuals.			
IV	<p>Motivation: Meaning – Definition – Concept – Nature – Importance – Types – Motivation Process – Theories of Motivation</p> <p>Leadership: Meaning – Definition – Concept – Importance of Leadership – Qualities of good leader – Leadership Styles – Leadership Theories – Leadership Development.</p>	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
V	<p>Groups and Teams: Meaning – Definition – Features – Types of Groups – Group Development – Stages – Group vs. Teams – Types of Teams – Creating Effective Teams – Managing and Developing Effective Teams</p> <p>Conflict Management: Meaning – Definition – Concept of Conflict – Stages / Process of Conflict – Types of Conflict – Conflict Resolution – Negotiation – Bargaining Strategies – Negotiation Process.</p>	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
VI	<p>Self Study for Enrichment (Not to be included for End Semester Examinations)</p> <p>Importance of Organizational Behaviour Capital Rationing – Distortion in Perception – Principles of Learning – Leadership effectiveness – Conflict Management Techniques.</p>		CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6

Text Book

1. Prasad L.M, (2019), Organisational Behavior, 1st Edition, Sultan Chand & Sons.
2. Stephen P. Robbins (2018), Organisational Behaviour, 18th Edition, Pearson.

Reference Books

1. Aswathappa. K, (2016), Organizational Behavior, 4th Edition, Himalaya Publishing House, New Delhi.
2. Khanka.S. S (2006), Organizational Behavior, 2nd Edition, S. Chand Publishing.
3. Robbins, Stephen P, (2008), Organizational Behavior, 14th Edition, Prentice Hall, New Delhi.

Web References

1. https://www.tutorialspoint.com/organizational_behavior/organizational_behavior_conflict_management.html
2. <https://www.sscasc.in/wp-content/uploads/downloads/BBM/Organizational-Behaviour>
3. http://www.tmv.edu.in/pdf/Distance_education

Pedagogy

Chalk and talk, Power Point Presentation, Discussion, Assignment, Seminar

Course Designers

Dr. S. Shameem

Semester I	Internal Marks: 25		External Marks:75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22PCO1DSE1A	BUSINESS ETHICS, CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE	ELECTIVE	6	3

Course Objective

- To outline the role of business ethics that influences the decision making process and also promotes an understanding on the issues of ethics in the areas of functional management along with the benefits of corporate social responsibility.
- To exhibit a broad appreciation of the ethical values in corporate governance as well as IT Sector in the context of globalized economic and its social relations.

Prerequisite

Basic knowledge in Corporate Governance and Business Ethics.

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Define and outline the concepts of business ethics, corporate social responsibilities and governance.	K1, K2
CO2	Apply the ethical aspect of social responsibility and analyze its implications in various functional areas of business management.	K3, K4
CO3	Examine the legal provisions of the ethical policies of corporate social responsibility and governance.	K4
CO4	Evaluate the ethical practices in corporate social responsibility and governance.	K5
CO5	Discuss the issues and challenges in the field of business ethics, social responsibilities and governance in the current scenario.	K6

Mapping of CO with PO and PSO

COs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3	3	2	3	3	3
CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	2	3	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –
“3” – Substantial (High) Correlation – “-” indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Meaning – Definition – Nature – Need – Importance, Benefits and Approaches to Business Ethics – Determinant of Work Ethics – Internal and External Ethics of Business – Whistle blowing – Digital Business Ethics. Case Studies: Infosys Technologies – The best among Indian Corporations.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
II	Marketing Ethics – Context of Indian Economy – Normative Marketing Ethics – Areas in Marketing Ethics. Ethical Issues in Human Resources – Scope – Different aspects – Emerging challenges of HRM – Role of HRM in creating an Ethical Organization Financial Management: An overview. Ethical Perspective of IT Industry – Fast changing face of Cyber Crimes – Protection from Cyber Criminals. Case Studies: Credit Card Data Fraud, Cyber Crimes – the Glitches Amidst the glow.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
III	Meaning – Definition – Significance – Principles of Corporate Governance, Issues – Strategies and Techniques to Sound Corporate Governance – Corporate Governance in India – Indian Model – Obligation: Investors, Employees, Customers, Managerial – Legislative Changes. Case Studies: Tata Steel – A	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6

	Company which produces the best Steel in Indian Corporations.			
IV	<p>Meaning – Corporate Philanthropy – CSR an Overlapping Concept – Corporate sustainability Reporting – CSR through Triple Bottom Line – CSR and Business Ethics – CSR and Corporate Governance – Environmental aspect of CSR – CSR Models – Drivers of CSR – Global Reporting Initiatives – Major Codes on CSR – Initiatives in India – Case Studies : Dr. Reddy’s Laboratories – Commitment to All Round Corporate Excellence.</p>	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
V	<p>Growth of global corporations – Factors facilitating Globalization – Role of MNC’s – Benefits of MNC’s to Host Nation – Challenges of Globalization in the context of Growing Market – Key Global Issues for Business – Case Studies: Sterlite – using Money Clout to Maximum Advantages.</p>	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
VI	<p>Self Study for Enrichment (Not included for End Semester Examination)</p> <p>Professional Ethics, Conflicts of interest, Ethical Challenges - Global Market, Banking Ombudsman Scheme, Contemporary Technology - Corporate democracy, Corporate mis-governance, Governance Mechanisms - Perspectives CSR, New economy initiatives – CRT principles in Globalization.</p>		CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6

Text Book

1. Fernando, A.C, (2012), Business Ethics – An Indian Perspective, 3rd Edition, Pearson Education in south Asia Pvt. Ltd.
2. Saha.,P.K, (2009), Business Ethics, 3rd Edition Pacific Publication, New Delhi.
3. Khanka.S.S, (2014), Business Ethics and Corporate Social Responsibility, 6th Edition Sultan Chand & Company.

Reference Books

1. Parveen Parboteeah K, & John B.Cullen, (2012), Business Ethics, 5th Edition, Routledge,
2. John R. Boatright., & Bibhu Prasan Patra, (2011), Ethics and Conduct of Business, 6th Edition, Pearson.
3. Ferrell, O.C., Fraedrich, John, & Ferrell, Linda, (2018), Business Ethics, Ethical Decision Making & Cases, 10th Edition, Cengage learning.

Web References

1. <http://www.businessethics.ca/>
2. <https://www.investopedia.com/terms/b/business-ethics.asp>
3. <https://business-ethics.com/>
4. <https://www.csr.gov.in/content/csr/global/master/home/home.html>
5. <https://www.investopedia.com/terms/c/corporategovernance.asp>

Pedagogy

PPT, Discussion, Assignment, Quiz, Seminar

Course Designers

Dr. D. Ramya

Semester I	Internal Marks: 25	External Marks:75		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22PCO1DSE1B	SERVICES MARKETING	DISCIPLINE SPECIFIC ELECTIVE	6	3

Course Objective

- To enable the students to know the Principles, Practices, Development and Challenges in Services Marketing.

Prerequisite

Basic knowledge in Services Marketing.

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Identify the Concepts of Services Marketing	K3
CO2	Develop and justify marketing planning and control systems appropriate to service based activities	K3
CO3	Examine the Marketing Mix Strategies to be adopted in Service Marketing	K4
CO4	Evaluate the Services Marketing Development Process in various Sectors	K5
CO5	Discuss the Strategic approach of Services Marketing in Global Scenario	K6

Mapping of CO with PO and PSO

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	2	2	2	2	2	2	2
CO2	3	3	2	3	2	2	2	2	2	2
CO3	3	3	2	3	3	2	2	2	2	2
CO4	3	3	2	3	2	3	2	2	2	2
CO5	3	2	2	3	3	3	2	2	2	3

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –
“3” – Substantial (High) Correlation – “-” indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Service – Meaning – Characteristics – Classification of Services – Growth of Service Sector and Service Industries – Difference between Goods and Services – Service Marketing – Evolution – Need – Growth in Services Marketing – Challenges and Issues in Services Marketing.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
II	Introduction – Service Environment – Service Blueprinting – Demand – Supply Management – Management of Service Capacity and Relationship – Relationship Marketing – Service Recovery – Customer – Service Expectation – Service Encounter – Service Quality – Service Quality Gap – Service Quality Audit – SERVQUAL – Development of New Service Product – Branding – Leadership – Strategy – Service Triangle.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
III	. Introduction – Marketing Mix – Concept – Product Mix – Levels of Product – Line – Development – Process – Package – Price Mix – Place Mix – Promotional Mix – Advertising – Publicity – Sales Promotion – Personal Selling – Telemarketing Process – Physical Evidence and Attractiveness and People.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
IV	Meaning – Overview of Different Service Sectors – Banking – Insurance – Education – Tourism – Airlines –	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6

	Hospitality – Healthcare – Online Services – Professional Services – Social Service by NGOs – BPO & IT Sectors.			
V	Introduction – Strategic Approach – E-Commerce – E- Marketing – Tele marketing – Research for Global Markets and Rural Markets – Innovations – Ethical Aspects in Service Marketing.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
VI	Self Study for Enrichment (Not included for End Semester Examination) Characteristics of services and their marketing implications – CRM – Identifying and satisfying customer needs – Relationship Marketing – Customer Satisfaction – Managing service brands.		CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6

Text Book

1. Jha S.M, (2011), Services Marketing, 7th Edition, Himalaya Publication.
2. Ravi Shankar, (2006), Services Marketing, 6th Edition, Excel Books.
3. Vasanthi Venugopal Raghu V.N, (2006), Services Marketing, 1st Edition, Himalaya Publication.
4. Dr. L. Natarajan, (2013), Services Marketing, 3rd Edition, Margham Publication.

Reference Books

1. Sherlekar, S.A and Krishnamoorthy R, (2010), Marketing Management, 6th Edition, Himalaya Publishing House.
2. Dhruv Grewal, (2018), Marketing, Tata McGraw Hill, 10th Edition, India.
3. Kotler Philip, (2015), Marketing Management, 15th Edition, Sultan Chand & Sons.

Web References

1. <https://www.managementstudyguide.com/changing-face-of-services-marketing.htm>
2. <https://www.yourarticlelibrary.com/services/7-elements-used-in-marketing-mix-for-services/34003>

3. <https://www.accountingnotes.net/marketing/service-marketing/service-marketing/17625>
4. <https://www.educba.com/service-marketing-strategies/>
5. <https://www.marketingtutor.net/service-marketing/>

Pedagogy

Power Point Presentation, Assignment, Quiz, Seminar & Group Discussions

Course Designer

Dr. S. Sudha

Semester I	Internal Marks: 25	External Marks:75		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22PCO1DSE1C	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	DISCIPLINE SPECIFIC ELECTIVE	6	3

Course Objective

- The course is intended to provide a basic understanding about the finer aspects of international business to the students.
- It is aimed at making the students realize that International Business is a combination of multiple disciplines brought together in a systematic manner.

Prerequisite

Basic Knowledge in Human Resource Management.

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Apply the principles of International Human resource management and its models	K3
CO2	Analyze the Strategies for International Growth	K4
CO3	Determine the functions of International recruitment, selection and staffing	K5
CO4	Appraise the various methods of global training and development.	K5
CO5	Construct the International Compensation and International Employment Laws	K6

Mapping of CO with PO and PSO

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	2	2	2	3	3	3	3
CO2	3	3	2	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	2	3	3	3
CO4	3	3	3	2	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –

“3” – Substantial (High) Correlation – “-” indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Introduction - IHRM – Concept, Scope, Nature of IHRM - Approaches to IHRM - Difference between domestic HRM and IHRM - Models of IHRM - Matching model, Harvard Model, Contextual Model, 5P Model European Model.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
II	Strategies for International Growth: Exploiting global integration- the logic of global integration, differentiation, Mastering expatriation, the traditional expatriate model, advantages and disadvantages of global integration. Managing alliances and joint ventures - IHRM and International Alliances, IHRM and International Joint Ventures.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
III	International Workforce planning and staffing: International labour market International Recruitment function; head-hunters, cross-national advertising, e-recruitment; International staffing choice, different approaches to multinational staffing decisions, types of international assignments, Selection criteria and techniques, use of selection tests, interviews for international selection, international staffing issues, successful expatriation, role of an expatriate, female expatriation, repatriation, re-entry and career issues – Case Study.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
IV	Developing Global Mindset: Global Leadership, Cross cultural context and international assignees, Current scenario in international training and development, training & development of international staff, types of expatriate training,	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6

	sensitivity training, Career Development, repatriate training, developing international staff and multinational teams, knowledge transfer in multinational companies – Case Study.			
V	International Compensation and International Employment Laws: International compensation and international assignees, Forms of compensation, key components of international compensation, Approaches to international compensation, compensation practices across the countries, emerging issues in compensation management. Establishment of labour standards by International Institutions, The global legal and regulatory context of MNE, The International framework of Ethics and Labour standards, Key issues in International Industrial Relations, Trade Unions and MNE's, Response of Trade Unions to MNE's, Non-Union worker representation – Case Study.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
VI	Self Study for Enrichment (Not included for End Semester Examination) Organizational dynamics in IHRM - Limits of global integration - Digitalized Selection Process - Issues and challenges in international performance management - Emerging impact in compensation management.		CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6

Text Book

1. Aswathappa K (2017), Human Resource and Personnel Management, 8th Edition, Tata McGraw Hill.
2. Charles W L Hill (2017), International Business, 13th Editions, Tata McGraw Hill.
3. Cynthia D Fisher, Lyle F Schoenfeldt, James B Shaw (2006), Human Resource Management, 6th Editions, Houghton Mifflin Co.

Reference Books

1. Ian Beardwell & Len Holden (2003), Human Resource and Personnel Management, 4th Edition, FT Prantice Hall.
2. Peter J Dowling, Marison Festing (2013), International Human Resource Management, 6th Edition, Cengage Learning.

Web References

1. <https://mlritm.ac.in/assets/img/INTERNATIONAL%20HUMAN%20RESOURCE%20MANAGEMENT.pdf>
2. <https://www.ftms.edu.my/images/Document/MOD001055%20%20International%20Business/CHAPTER%208.pdf>
3. https://faculty.ksu.edu.sa/sites/default/files/international_human_resource_management_6th_edition.pdf
4. <https://nscpolteksby.ac.id/ebook/files/Ebook/Business%20Administration/ARMSTRONGS%20HANDBOOK%20OF%20HUMAN%20RESOURCE%20MANAGEMENT%20PRACTICE/8%20-%20International%20HRM.pdf>

Pedagogy

Lecture, Power Point Presentation, Assignment, Seminar, Group Discussions

Course Designer

Dr.S.Jayalakshmi

Semester II	Internal Marks: 25	External Marks:75		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22PCO2CC5	COST AND MANAGEMENT ACCOUNTING	CORE	6	5

Course Objective

- To acquire knowledge and understanding of the concepts, techniques and practices of Cost and Management accounting and to develop skills for decision making.

Prerequisite

Basic knowledge in Cost Accounting and Management Accounting.

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Relate, develop and apply the techniques of Management Accounting in the financial decision making	K1,K3,K5
CO2	Recall, classify and adapt cost accounting approaches to solve practical problems	K1, K2, K6
CO3	Apply and assess different types of activity based management tools through the preparation of estimates	K3, K5
CO4	Make use of management reports for planning and monitoring purpose and recommend the level at which costs need to be captured.	K3, K5
CO5	Analyze to improve the operations of organization through the application of cost and Management accounting methods	K4, K6

Mapping of CO with PO and PSO

COs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3	3	3	2	3	3
CO2	3	3	3	3	3	3	3	2	3	3
CO3	3	3	2	3	3	3	3	3	3	3
CO4	3	3	2	3	3	3	3	3	3	3
CO5	3	3	2	3	3	3	3	2	3	3

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –

“3” – Substantial (High) Correlation – “-” indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Cost accounting - Introduction, Meaning, Definition, Nature, Scope and Objectives of Cost Accounting, Methods and Techniques of Costing - Cost Centers and Cost unit.- Management Accounting: Evolution, Meaning, Objectives and Scope - Tools and Techniques of Management Accounting - Relationship of Cost Accounting, Financial Accounting and Management Accounting.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
II	Activity Based Costing – Meaning, Importance, Characteristics- Elements and steps-ABC vs Traditional costing – Uses and Limitations- Cost Ledgers- Integrated and Non-Integrated Accounts - Reconciliation of Cost and Financial Accounts – Service Costing – Features and applications – Unit Costing and Multiple Costing – Application.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
III	Standard costing -Definition, Significance and Applications - Various Types of Standards - Installation of Standard Costing System-for Material, Labour, and Overhead - Variance Analysis for Materials, Labour and Overheads and Accounting Treatment of Variances - Benchmarking for Setting of Standards - Variance Reporting to Management.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
IV	Marginal Costing - Meaning, Advantages, Limitations and Applications - Breakeven Analysis - Cost-Volume Profit Analysis - P/V Ratio and its Significance - Margin of Safety - Absorption Costing: System of Profit	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6

	Reporting and Stock Valuation - Difference between Marginal Costing and Absorption Costing - Income Measurement under Marginal Costing and Absorption Costing			
V	Financial Statements: Nature, Attributes, Objectives, Importance, Limitations - Recent Trends in Presenting Financial Statements- Cash Flow Statement - Fund Flow Statement - Difference between Cash Flow and Fund Flow Statement - Management Reporting.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
VI	Self Study for Enrichment (Not to be included for End Semester Examination) Nature and Scope of Cost Audit - Cost Accounting Records and Cost Audit under Companies Act, 2013 - Purpose, Scope and Advantages of Cost Audit.		CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6

Distribution of Marks: Theory 40% and Problem 60%

Text Book.

1. S.P. Jain & K.L. Narang,(2019), Cost and Management Accounting,16th edition, Kalyani Publishers.
2. T.S. Reddy &Y. Hari Prasad Reddy,(2014), Cost and Management Accounting, 4th edition Margham Publications.
3. Prof. Dr. Ghosh.A.P,(2017), A Practical approach to Cost and Management Accounting, 1stedition, Scitech Publications(India) Pvt.Ltd.

Reference Books

1. M.Y. Khan & P.K. Jain, (2017),Management Accounting Text, Problems and Cases,7th edition, McGraw-Hill Education (India) Ltd.
2. M.N. Arora, (2021), A Text Book of Cost and Management Accounting,11th edition,S.Chand and company Ltd.
3. N.S. Zad, (2015), Cost & Management Accounting,Taxmann Publications Pvt. Ltd..
4. V.K. Saxena& C.D. Vashist,(2011), Advanced Cost and Management Accounting,19th edition,Sultan Chand & Sons.

Web References

1. <https://www.tarakeswardegreecollege.org/res/class/Activity%20Based%20Costing.pdf>
2. <https://www.accountingtools.com/articles/standard-cost-variance>
3. https://static.careers360.mobi/media/uploads/froala_editor/files/Cost-Accounting-System.pdf

Pedagogy

Lecture, Power Point Presentation, Assignment, Seminar, Group Discussions

Course Designers

Prof. Dr. N. Savithri

Semester II	Internal Marks: 25		External Marks: 75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs /Week	CREDITS
22PCO2CC6	BUSINESS ANALYTICS	CORE	6	5

Course Objective

- To teach statistical techniques which aid modern managers intake wise decisions in a competitive environment
- To understand the role of business analytics within an organization
- To Translate the results of business analytic projects into effective courses of action

Prerequisite

- Basic Statistical Knowledge

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Understand the advanced analytical tools to analyse complex problems under uncertainty	K2
CO2	Compare business processes using analytical and management tools	K3
CO3	Apply appropriate analytical methods to find solutions to business problems using SAS, Excel and SPSS	K3
CO4	Identify and describe complex business problems in terms of analytical models	K3, K4
CO5	Extract and manipulate data sets from various sources to meet organizational needs	K5

Mapping of CO with PO and PSO

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3	3	3	2	2	3
CO2	3	2	3	3	3	3	3	3	2	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	2	3	3	2	3	3	2	2	3
CO5	3	2	3	3	2	3	3	3	3	2

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –

“3” – Substantial (High) Correlation – “-” indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	<p>Introduction to Business Analytics and Data Analysis Tools:</p> <p>Business Analytics, the Science of Data-Driven Decision Making - Analytics Techniques Used in the Industry - Some Practical Applications of Business Analytics - Big Data vs. Conventional Business Analytics - The Background Required for a Successful Career in Business Analytics.</p>	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
II	<p>SAS Introduction:</p> <p>Starting SAS in Windows - The SAS Opening Screen - The Five Main Windows - Important Menu Options and Icons - Writing and Executing a SAS Program - Your First SAS Program - Debugging SAS Code Using a Log File - Tips for Writing, Reading the Log File, and Debugging - Saving SAS Files</p>	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
III	<p>Getting Started with Excel:</p> <p>Workbook and Worksheets – Navigation with Keyboard – Tabs and Ribbons – File Menu – Quick Access Toolbar (QAT) – Excel options – Create a New Workbook, Print and Save – Understanding Worksheet Basics.</p>	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
IV	<p>SPSS Data File:</p> <p>Opening a data file in SPSS- SPSS data editor- Statistical Analysis- Editing and Manipulating data- Missing Values – Editing SPSS output – Copying SPSS output – Changing from Portrait to Landscape – Printing from SPSS - Closing SPSS – Tutorials in SPSS – Importing data.</p> <p>Descriptive Statistics with SPSS:</p>	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5

	Descriptive Statistics – Measures of Central Tendency - Measures of Dispersion - Descriptive Statistics with SPSS.			
V	<p>Charts and Graphs: Bar Charts – Pie Chart – Scatter plots and Dot Plots – Line Graphs – Histogram.</p> <p>Comparing Averages: Parametric tests and Non-Parametric tests to compare averages – Student’s t-test - Other tests for comparing averages.</p> <p>Analysis of Variance (ANOVA): Analysis of Variance – One factor between subjects</p>	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
VI	<p>Self-Study for Enrichment (Not included for End Semester Examinations)</p> <p>SAS Data Sets - SAS Libraries - Protecting Excel Workbook and Worksheet – Importing data into Excel – Exporting Data from Excel — Multiple Analysis of Variance (MANOVA)</p>	-	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5

Text Books

1. Venkat Reddy Konasani and Shailendra Kadre (2015), Practical Business Analytics Using SAS A Hands-on Guide, Apress.
2. Manisha Nigam (2020), Advanced Analytics with Excel 2019, BPB Publications, First Edition.
3. Rajathi A and Chandran P (2010), *SPSS for you*, MJP Publishers.

Reference Books

1. David Whigham (2007), *Business Data Analysis using Excel*, Oxford University Press.
2. Wayne L. Winston (2016), *Microsoft Excel 2016 Data Analysis and Business Modeling*, PHI Learning Private Limited.

3. Kieth McCormick and Jesus Salcedo with Aaron Poh (Reprint 2015), *SPSS Statistics for Dummies*, Wiley India Private Limited, Third Edition.

Web References

1. <https://spu.fem.uniag.sk/cvicenia/ksov/obtulovic/Data%20Analysis%20Using%20SAS%20Enterprise%20Guide.pdf>
2. https://www.w3schools.com/excel/excel_introduction.php#:~:text=It%20is%20a%20spreadsheet%20program,several%20changes%20over%20the%20years.
3. <https://www.managementstudyguide.com/business-analytics.htm>
4. <https://www.youtube.com/watch?v=ZpwZS3XnEZA>
5. <https://www.youtube.com/watch?v=6rgwgwv8qdA>

Pedagogy

Power point presentations, Group Discussions, Seminar, Quiz, Assignment.

Course Designer

Ms. R. Soundaria.

Semester II	Internal Marks: 25		External Marks: 75	
COURSECODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22PCO2CC7	DIGITAL MARKETING	CORE	6	5

Course Objective

- To make the students understand the bases of Digital Marketing

Prerequisite

Basic knowledge about the Digital Marketing

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define, classify and apply the concept of digital marketing and search engine optimization works in the digital era.	K1,K2,K3
CO2	Explain emerging trends in digital marketing and critically assess the use of digital marketing tools.	K2, K5
CO3	Outline and appraise the main elements of the digital marketing strategies and the components of the digital marketing plan.	K2, K5
CO4	Analyse and build a solid understanding of core business principles in the primary areas of digital marketing, web technology and new media management.	K4, K6
CO5	Interpret and apply the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.	K3, K6

Mapping of CO with PO and PSO

COs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	3	3	3	2
CO4	3	3	3	3	3	3	3	3	2	2
CO5	3	3	3	3	3	3	3	3	3	2

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –
“3” – Substantial (High) Correlation – “-” indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Digital Marketing Fundamentals – Meaning of Digital Marketing – Marketing Vs Sales – Marketing Mix and 7 P’ s – Content Marketing – Strategic flow for Marketing activities – Setting Digital Marketing Objectives.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
II	New Non – Linear Marketing Approach – Use in the Digital Era – Brand Awareness – Latest Developments and Strategies – Ineffective form of Digital Marketing – Digital Marketing Tools – Web Content and Design – Web Consists – Skills of Content Writer – E Marketing – Types – Importance – Online Marketer.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
III	Search Management – Meaning – Method sand Metrics – Paid Inclusion – Comparison with Search Engine Optimization – Meaning of Search Engine Optimization – Search Engine Reputation Management – Search Engine optimization in Marketing – Importance – Search Engine Optimization works – Types of Search Engine Optimization.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
IV	Design Digital Marketing Plan – SWOT – Situational Analysis – Key Performance – Indicators in Internet Marketing – Digital Landscape – POEM Framework – Segmenting and Customizing Messages – Digital Advertising Market in India.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
V	Web Analytics – Meaning – Metrics – Types – Omniture Web Analytics – Purpose – Best Tools of Web Analytics – Social Media – You Tube – Whatsapp –Twitter – Face book – Difference	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6

	between Social Media and Social Networking – Digital Marketing Tool Kits – Digital Marketing cases from India.			
VI	Self Study for Enrichment (Not to be included for End Semester Examinations) Email Marketing – customer relationship marketing internet communities		CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6

Text Book

1. Damian Ryan, (2016), Understanding Digital Marketing, 4th Edition, Kogan Publishers.
2. Philip Kotler (2017), Marketing 4.0 Moving from Tradition to Digital Marketing, 1st Edition, Willey.
3. Ian Dodson, (2016), The Art of Digital Marketing, 2nd Edition, Kindle.

Reference Books

1. Rejendra Nargudkar and Romji Sainy, (2018), Digital Marketing cases from India Inc, 1st Edition, Notion Press.
2. Simon Kingnorth, (2019), Digital Marketing Strategy, 2nd Edition, Kogan Publishers.
3. Puneet Singh Bhatia, (2020), Fundamentals of Digital Marketing, 2nd Edition, Pearson India Education Services Pvt. Ltd.,

Web References

1. <https://www.investopedia.com/terms/d/digital-marketing.asp>
2. https://www.tutorialspoint.com/pinterest_marketing/digital_marketing_introduction.htm
3. <https://www.britishcouncil.org.ng/programmes/education/skills-enterprise-projects/digital-skills-training-enterprise/introduction>

Pedagogy

Chalk and talk, Power Point Presentation, Discussion, Assignment and Seminar

Course Designer

Dr. S. Sudha

Semester II	Internal Marks: 25	External Marks: 75		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22PCO2CCC1A	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	CORE CHOICE	6	4

Course Objective

- To provide insight on security analysis as a technique for optimal investment and portfolio management.

Prerequisite

Basic knowledge about Investment and Securities

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define and classify the various investment alternatives and risk elements in the construction of portfolio.	K1, K2
CO2	Outline and Apply the techniques of security analysis for selecting the best investment proposal.	K2, K3,
CO3	Identify and examine various principles for better portfolio management.	K3, K4
CO4	Compare and explain various concepts, theories and models of security analysis and portfolio management	K4, K5
CO5	Evaluate and create an efficient portfolio for optimum return	K5, K6

Mapping of CO with PO and PSO

COs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	3	3	3	2
CO4	3	3	3	3	3	3	3	3	2	2
CO5	3	3	3	3	3	3	3	3	3	2

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –

“3” – Substantial (High) Correlation – “-” indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Investment- Characteristics – Objectives – Investment Vs. Speculation Vs. Gambling – Investment Process – Investment Planning – Investment Alternatives - Securities Market. Risk and Return – Systematic and Unsystematic Risk – Minimizing Risk.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
II	Fundamental Analysis: Economic Analysis – Economic Forecasting. Industry Analysis: Industry Life Cycle – Analytical tools. Company Analysis – Qualitative and Quantitative Factors – Analysis of Financial Statement.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
III	Technical Analysis – Dow Theory – Gaps – Charts – Candlestick Chart – Elliot Wave Theory – Technical Vs. Fundamental Analysis.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
IV	Portfolio Construction – Markowitz Model – Sharpe Index Model – Capital Asset Pricing Model – Arbitrage Pricing theory – Efficient Market Hypothesis.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
V	Portfolio Evaluation - Mutual Fund: Concept, Objectives, Feature and Types. Portfolio Revision – International Portfolio Investment - Management of Portfolio: Passive and Active Management.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
VI	Self Study for Enrichment (Not to be included for End Semester Examinations) Securities and Exchange Board of India – Over the Counter Exchange of India- National Stock Exchange – Unit Trust of		CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6

	India - Stock Derivatives – Investment information - Life Cycle Finance.			
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Text Book

1. Punithavathy Pandian (2013), Security Analysis and Portfolio Management, 2nd Edition, Vikas Publishing House Pvt. Ltd.
2. Prasanna Chandra (2021), 6th Edition, Investment Analysis and Portfolio Management, MC Graw Hill.

Reference Books

1. V.K.Bhalla (2014), Investment Management, 13th Edition, S.Chand.
2. Donald E.Fisher and Ronald J.Jordan (2018), Security Analysis and Portfolio Management, 6th Edition, Pearson Education Pvt. Ltd.
3. S.Kevin, (2014), Security Analysis and Portfolio Management, 12th Edition, PHI Learning Private Limited,

Web References

1. <https://www.managementstudyguide.com/security-analysis-and-portfolio-management.htm>
2. https://onlinecourses.nptel.ac.in/noc22_mg113/preview
3. <https://www.worldscientific.com/worldscibooks/10.1142/8116>
4. <https://www.shobhituniversity.ac.in/pdf/econtent/Security-Analysis-and-Portfolio-Management-Unit-1-Dr-Asma-Khan.pdf>
5. https://mec.edu.in/mvlc/ppt/1_mba/ppt_sapm.pdf

Pedagogy

Chalk and talk, Power Point Presentation, Discussion, Assignment and Seminar

Course Designers

Dr. C.Subha

Semester II	Internal Marks: 25	External Marks: 75		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22PCO2CCC1B	INSURANCE AND RISK MANAGEMENT	CORE CHOICE	6	4

Course Objective

- To provide an insight to the students into some areas of Insurance Management with special emphasis on Life Insurance, Health Insurance and some parts of Non-Life Insurance.

Prerequisite

Basic knowledge in Insurance Management.

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Identify the various insurance needs of the society and industry in the current market scenario.	K1,K2
CO2	Understand the management aspects of Insurance in the areas of Life Insurance, Health Insurance, Fire, and other non-life insurance.	K3,K4
CO3	Analyze the marketing of insurance services and channels of distribution	K4, K5
CO4	Discuss the importance of risk management and methods of mitigating risks in insurance.	K4, K5
CO5	Explain the underwriting principles and insurance company risk control operations.	K4, K6

Mapping of CO with PO and PSO

COs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	3	2	3	3	3	3	3	3	2
CO4	3	3	2	3	3	3	3	3	2	3
CO5	3	3	2	3	2	3	3	3	3	2

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –

“3” – Substantial (High) Correlation – “-” indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Introduction to Insurance: Role of Insurance –Principles of Insurance – Functions of Insurance – Benefits of Insurance to Society – Reinsurance – Double Insurance – IT in Insurance.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
II	Indian Insurance Industry – Reforms – Private Players to Indian Insurance Market – IRDA Regulations: For Licensing of Insurance Agents –Protection of Policy Holders.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
III	Insurance Contract: Life Insurance Contract–Features, Policy conditions and Products; Non – Life Insurance: Fire and Marine - Features, Policy Conditions and Products. Group, Health and Social Insurance – Schemes- Procedure for claiming Life and Health Insurance.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
IV	Introduction to Risk Management – Importance of Risk Management - Risk and Uncertainty – Classification of Risk – Objectives of Risk Management – Risk Management Process.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
V	Risk Management and Control– Methods of Risk Management – Risk Management by Individuals and corporations – Tools for controlling risk.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
VI	Self Study for Enrichment (Not to be included for End Semester Examinations) Insurance Laws and Regulations – Policies		CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6

	for handicapped lives – Pension plans - Risk Financing – Risk Management Environment – Insurance Intermediaries.			
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Text Book

1. Dr. P.K. Gupta,(2022),“Insurance and Risk Management”, 2nd Edition, Himalaya Publishing House, Mumbai.
2. Dr.P.Periasamy (2017),” Principles and Practice of Insurance”, 1st Edition, Himalaya Publishing House, Mumbai.

Reference Books

- 1.Dr. A. Murthy,(2019)“Elements of Insurance”, 2nd Edition, Margham Publications, Chennai,
2. Dr.Sunil Kumar(2017),” Insurance and Risk Management”, Second Edition, Galgotia Publishing Company, New Delhi.
3. ICAI (2020), New Delhi – Study Material – Risk Management and Reinsurance.

Web References

1. https://ebooks.lpude.in/commerce/bcom/term_6/DCOM309_INSURANCE_LAWS_AND_PRACTICES.pdf
2. https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1505.pdf
3. <https://www.himpub.com/documents/Chapter1906.pdf>
4. <https://www.studocu.com/in/document/jamia-millia-islamia/fundamentals-of-insurance/insurance-and-risk-management-study-materials/19535883>.

Pedagogy

Chalk and talk, Power Point Presentation, Discussion, Assignment, Seminar

Course Designer

Dr. J.Praba.

Semester II	Internal Marks: 25		External Marks: 75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22PCO2CCC1C	BRAND MANAGEMENT	CORE CHOICE	6	4

Course Objective

- To help the students to understand the Brand Image, Identity and Positioning of Brand Management.

Prerequisite

Basic knowledge in Brand Management.

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Identify and Explain the Brand Management, Brand Identity, Brand Image, Brand Personality, Brand Equity and Brand Positioning.	K1, K2, K4
CO2	Analyze the concepts of Brand Management and to discuss the Customer's Perception of Brand Identity.	K2, K4
CO3	Discuss and summarize the Equity, Ethical Brand Positioning of Management.	K2, K3, K6
CO4	Relate and compare with the Case Studies of Brand Management.	K1, K4
CO5	Predict the concepts of Brand Management and new tool for Distinctive Positioning.	K1, K2, K3, K5, K6

Mapping of CO with PO and PSO

COs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	2	2	3	2	2	2	2
CO2	3	3	2	2	3	3	3	2	3	2
CO3	3	3	2	3	2	3	3	2	3	3
CO4	3	3	2	3	3	2	3	3	3	3
CO5	3	3	3	3	3	2	3	3	3	3

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –

“3” – Substantial (High) Correlation – “-” indicates there is no correlation

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	An Introduction to Brand Management – Meaning and Definitions – Essentials for success of Brands – Brand Evolution – Brand Perspectives – Development of Branding – Anatomy of Brand – Brand Name – Types – Individual and Family Branding – Merits and demerits.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
II	Elements of Brand Management – Introduction – Brand Positioning – Equity – Awareness – Identity – Personality – Communication – Image – Brand Identity – Definition – Models – Elements of Brand Identity – Brand Identity levels – Inner core or outer core of a brand.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
III	Brand Image – Introduction – Definition – Kapferer’s Model – Brand Gap – Roles of Metaphors in Delivering Brand Image – Decoding Brand Image – Brand Concept – Stages – Forces affecting brands – Brand Personality – Definition – Scales of Brand Personality – Why use Brand Personality.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
IV	Brand Equity – Introduction – Definition – Measuring of Brand Equity – Building Brand Equity – Brand Extension – Introduction – Why Brand Extensions – Merits and Demerits – Choosing the Right Brand Extensions – Category related – Image related – Unrelated Brand Extension.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5, K6
V	Brand Positioning – Introduction – Definition – Positioning errors – Brand Checks – Brand	18	CO1, CO2, CO3, CO4,	K1, K2, K3, K4, K5, K6

	Awareness – Brand Recall – Ethical Brand Positioning – Conceptual Framework – Ethical and Global Brands in Cross-Cultural Environment.		CO5	
VI	Self - Study for Enrichment (Not included for External Examination) Developing New Ideas into Products and Brands: Case Studies, Strategic Framework for Brand Identity, Case Studies of Brand Image, Brand Personality and Brand Equity, Strategies for Cross Cultural Adaptation of Ethical Brand Positioning.		CO1, CO2, CO3,CO4, CO5	K1, K2, K3, K4, K5, K6

Text Book

1. Dr. MahimSagar, Dr. Deepali Singh, Prof. D.P. Agarwal, Achintya Gupta, (2012), Brand Management, 1stEdition, Ane Books Pvt. Ltd, New Delhi.
2. Dr. L. Natarajan, (2011), Brand Management, 1st Edition, Margham Publications, Chennai.
3. Naveen Das, (2002), Brand Management Perspectives and Practices, 1st Edition, ICFAI University Press, Hyderabad.

Reference Books

1. Dr. RamKishen Y., Nalini Dutta (2018), Strategic Brand Management, 1st Edition, Ane Books Pvt. Ltd, New Delhi.
2. Mathur U.C. (2010), Brand Management, 1st Edition, Macmillan Publishers India Ltd. New Delhi.
3. Suresh. K. (2005) Brand Portfolio Management, 1st Edition, ICFAI University Press, Hyderabad.

Web References

1. <https://marcom.com/what-does-brand-management-mean/>
2. <https://sendpulse.com/support/glossary/brand-management>
3. <https://www.slideteam.net/brand-management-powerpoint-presentation-slides.html>

Pedagogy

Chalk and talk, PPT, Discussion, Assignment, Quiz, Seminar

Course Designer

Capt. Dr. P. Kavitha

Semester II	Internal Marks: 25		External Marks:75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22PCO2DSE2A	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	DISCIPLINE SPECIFIC ELECTIVE	6	3

Course Objective

- To know how a logistic strategy fits into an organization's broader decisions, understand the role of logistic providers, and realize the meaning of customer service and understand its importance to logistics management.

Prerequisite

Basic knowledge in Supply Chain Management

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Recall and develop an understanding of basic concepts and role of Logistics and supply chain management in business.	K1,K3, K5
CO2	Understand, and appraise how supply chain drivers play an important role in redefining value chain excellence of Firms	K1, K2, K5
CO3	Apply and assess the tools and techniques useful in implementing supply chain management	K3, K5
CO4	Identify, analyze and integrate various supply chain strategies.	K3, K4
CO5	Make use of logistics and supply chain strategies to create value generation and utilize IT applications	K3, K6

Mapping of CO with PO and PSO

COs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	3	2	3	3	2	3	3
CO2	3	3	2	3	3	3	3	2	3	3
CO3	3	3	2	3	2	3	3	2	3	3
CO4	3	3	2	3	2	3	3	2	3	3
CO5	3	3	2	3	3	3	3	2	3	3

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –

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Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Logistics Management – Definition – Scope – Functions – Objectives of Integrated Logistics Management – Role of Logistics in Supply Chain – Logistics and Customer Service – Role of Logistics in Competitive Strategy – Logistics Organization and Performance Measurement –Reverse Logistics – Scope, Design.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
II	.Supply Chain – Objectives – Importance – Decision Phases – Process View – Competitive and Supply Chain Strategies – Achieving Fit – Supply Chain Drivers – Obstacles – Framework – Facilities – Inventory- Transportation – Information – Sourcing – Modeling for Supply Chain – Supply Chain Relationships – Channel Relationships - Dimensions – Approaches to study channels.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
III	Designing the Distribution Network – Role of Distribution and Network – Factors Influencing Distribution – Design Options – E- Business and its impact – Distribution Network in Practice – Factors affecting Networking Design Decision Modeling.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
IV	E-logistics – Logistics Information System – Supply Chain information System Modules - Application of IT in Logistics – Automatic Identification Technologies – Bar Coding, WMS,TMS,LMS,OMS, WCS,and RFID. Containerisation – Concept –Types, Benefits		CO1, CO2, CO3,CO4,	K1,K2,K3, K4,K5,K6

	– Types of Carriers – Indirect and Special Carriers – Role of Intermediaries – Shipping Agents, Brokers – Freight management – Route Planning of Transports,ICDs, CONCOR – Global Shipping Options.	18	CO5	
V	Ware house Management – Storage Functionality and Principles – Warehouse benefits Types -Role of Transportation – Modes and their Performance – Transportation Infrastructure and Policies – Design Options and their Trade Offs – Tailor Transportation, Sourcing-in-House or Outsourcing-3 rd and 4 th PLS, GPS and GLS Technology, Supply Scoring and Assessment, Lean Management, Lean Manufacturing, Mass Customization	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
VI	Self Study for Enrichment (Not to be included for End Semester Examinations) Case Study - The taste of information and communication technology in supply chain- Amul, Reaching the masses on call – Pantaloons.		CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6

Text Book

1. Sunil Chopra and Peter Meindl, Dr,D.V Kalra (2016),Supply Chain Management – Strategy, 6th edition, Planning Operation, Prentice Hall, India ,
2. Dr.L.Natarajan, (2017), Logistics and Supply Chain Management , 1st edition, Margham Publications.
3. Sunil Sharma, (2010), Supply Chain Management Concepts, Practices, and Implementation, 1st edition, Oxford University Press.

Reference Books

1. Ailawadi C. Sathish and Rakesh Singh, (2013), Logistics Management, 2nd Edition, Prentice Hall, India.
2. Agarwal D K, (2003), Text Book of Logistics and Supply Chain Management, 2nd Edition, Macmillan India Ltd / Lakshmi Publications.
3. Donald J. Bowersox. David J. Closs. M. Bixby Cooper, (2017), Supply Chain Logistics Management, 2nd Edition, McGraw Hill Education (India).

Web References

1. <https://www.googlesir.com/information-technologies-used-in-supply-chain>
2. <https://www.accountingtools.com/articles/standard-cost-variance>
3. <https://backup.pondiuni.edu.in/sites/default/files/Logistics%20Supply%20Chain%20Mgt200813.pdf>
4. https://www.tutorialspoint.com/supply_chain_management/supply_chain_management_tutorial.pdf

Pedagogy

Lecture, Power Point Presentation, Assignment, Seminar, Group Discussions

Course Designer

Prof. Dr. N. Savithri

Semester II	Internal Marks: 25	External Marks: 75		
COURSECODE	COURSETITLE	CATEGORY	Hrs. / Week	CREDITS
22PCO2DSE2B	RETAIL MANAGEMENT	DISCIPLINE SPECIFIC ELECTIVE	6	3

Course Objective

- To provide the learner with an overview of the Retail Management Concepts and Processes and an Opportunity to understand the areas of Accountability for a Retail Manager

Prerequisite

Basic knowledge about Digital Marketing

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Define and interpret the Growth and Development of Retail Sector	K1, K2
CO2	Outline and Apply Retail set up Operation Management and Retail Format with Diverse Mix	K2,K3
CO3	Identify and examine the Effectiveness of Retail Shop Management	K3, K4
CO4	Evaluate and create the Technology Upgrade in Retail Environment	K5, K6
CO5	Examine and evaluate the procurement of retail merchandising	K4, K6

Mapping of CO with PO and PSO

COs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	3	2	2	2
CO3	3	3	3	3	3	3	3	2	3	3
CO4	3	3	3	3	3	3	3	3	2	2
CO5	3	3	3	3	3	3	3	3	2	2

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“3” – Substantial (High) Correlation – “-” indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Meaning – Definition – Characteristics - Retailing principles - Retail sales objectives – Retailing in India – Across the globe – Emerging trends in retailing – Retail formats – Store based – Non store based – Traditional and Non-traditional retailing – Internet retailing – Cyber retailing.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
II	Importance – Selection of location – Site analysis – Trading analysis – Demand and Supply density – Site availability – Trends in store location – Retail marketing segmentation – Significance – Market segmentation process – Key retail segments.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
III	Basics of retail merchandising – The process of retail merchandising – The method of merchandise – Procurement – Retail pricing and evaluating merchandise performance – Retail communication mix.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
IV	Elements of Retail Store Operation – Management of retail store – The role of centralized retailer – An integrated retailing approach – Operations master schedule – Store maintenance – Energy management – Retailing success tips.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6
V	Distribution Channel – Functions of a distribution channel – Channel levels – Elements of physical distribution – Wholesaling – classification and characteristics – Warehousing – Need - Benefits – Function – Features – Classification.	18	CO1, CO2, CO3,CO4, CO5	K1,K2,K3, K4,K5,K6

VI	<p>Self Study for Enrichment (Not to be included for End Semester Examinations)</p> <p>Shopping process – Influences of shoppers attitude, perception, personality and lifestyle in retail shopping behavior -Handling complaints- CRM in retailing – Retail process.</p>		<p>CO1, CO2, CO3,CO4, CO5</p>	<p>K1,K2,K3, K4,K5,K6</p>
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Text Book

1. Dr. HarjitSingh, (2004), Retail Management 2nd edition S. Chand & Company Ltd, New Delhi.
2. Gibson G Vedamani, (2011) Retail Management,3rd edition Functional principles and Practices , Jaico Publishing Houses, New Delhi.
3. Gourav Ghosal, (2011), Retail management, 3rd edition Maxford Books, Publishing Houses, New Delhi.

Reference Books

1. Seema Gupta (2014) retail Management, 2nd edition, Biztantra publishers, New Delhi.
2. James R. Ogden and Denise J.Odgen (2010), Integrated Retail Mangement, 4th edition Biztantra publishers, New Delhi.
3. Dr. L.Natarajan (2016), Retail Management, 4th edition , Margham Publications, Chennai.

Web References

1. <https://www.monster.com/career-advice/article/effective-retail-management>
2. <https://safetyculture.com/topics/retail-management/>
3. <https://www.myaccountingcourse.com/accounting-dictionary/retail-management>
4. <https://www.careerindia.com/courses/unique-courses/what-is-retail-management-scope-career-opportunities-012122.html>
5. <https://www.monster.com/career-advice/article/effective-retail-management>

Pedagogy

Chalk and talk, Power Point Presentation, Discussion, Assignment and Seminar

Course Designer

Dr.S.Sudha

Semester II	Internal Marks: 25	External Marks: 75		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22PCO2DSE2C	BUSINESS INFORMATION SYSTEM	DISCIPLINE SPECIFIC ELECTIVE	6	3

Course Objective

- To enable the students to trace the growing importance of information system, vital role in decision making, role of computers in this task and its emphasis on the system, development process & approaches.

Prerequisite

Basic knowledge in Business Information System

Course Outcome and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Define and explain the flow of information through business processes.	K1,K4
CO2	Explain the formulate plans for the retrieval and analysis of supporting data	K2, K4
CO3	Apply and develop the networking concepts and technologies to support business needs	K3, K5
CO4	Identify standard project management tools and approaches.	K4
CO5	Develop and classify the computer programs to support or automated business processes	K2, K5

Mapping of CO with PO and PSO

COs / PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	3	2	3	2	3	3	3
CO2	2	3	3	2	3	2	3	2	3	3
CO3	3	3	3	2	3	3	3	2	2	3
CO4	3	3	3	3	3	3	3	3	3	2
CO5	2	2	3	3	3	3	2	3	3	3

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –
“3” – Substantial (High) Correlation – “-” indicates there is no correlation.

Syllabus

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	Introduction – Information system - Concepts - Types – Information system Framework – Role of E- business – Role of Information system – Functions - Classifications – Challenges and opportunities – Components.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
II	Data Resource Management- Foundation Data concepts – Types of databases – Data warehouses- Data Mining – File processing – Problems of file processing – Database management approach – Database structures.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
III	Networking- Trends in Telecommunications – Value of telecommunication – Internet revolution – business use of the internet – Role of intranet – Role of extranet – Types of telecommunication networks.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
IV	Enterprise business system– Enterprise resource planning – Benefits - failures – causes of failure – Customer relationship management – applications in CRM – Benefits and challenges of CRM – truncation processing system – stages.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
V	Electronics commerce system – scope of E-commerce – categories of e commerce - e-commerce processes – electronic payment process – trends in e commerce.	18	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5
VI	Self Study for Enrichment (Not to be included for End Semester Examination).	-	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5

	Information system resources- Telecommunication media –supply chain management – marketing system - manufacturing system – human resource system.			
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Text Book

1. James A. O'Brien,(2012),Introduction to information systems, 10th Edition, Tata McGraw Hill education private Ltd.
2. Dr. A.K.Gupta,(2010), Management Information systems, 3rd Edition, S. Chand & Company PVT.Ltd.

Reference Books

1. P. Mohan, (2015), Management Information Systems,12th Edition, Himalaya Publishing House.
2. Dr. S.P. Rajagopalan, (2012), Management Information Systems , 2nd Edition, Margham Publications, Chennai.

Web References

1. https://www.tutorialspoint.com/dwh/dwh_data_warehousing.htm
2. <https://bizfluent.com/info-7835940-role-ebusiness-business.html>
3. https://www.tutorialspoint.com/internet_technologies/extranet_overview.htm
4. <https://www.techtarget.com/searchcustomerexperience/definition/CRM-customer-relationship-management>
5. https://www.tutorialspoint.com/e_commerce/e_commerce_payment_systems.htm

Pedagogy

Chalk and Talk, PPT, Discussion, Assignment, Quiz, Seminar and Group Discussion.

Course Designer

Mrs. D. Indumathi