EXCEL ENGINEERING COLLEGE
(Autonomous)
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai
Accredited by NBA and NAAC with "A+"and Recognized by UGC (2f&12B)
KOMARAPALAYAM – 637303

MASTER OF BUSINESS ADMINISTRATION - CORE
Choice based credit system
I to IV Semesters (Full Time)
Curriculum

SEMESTER - I									
Code No	**Course**	**Category**	**Periods / Week**			**C**	**Maximum Marks**		
			L	**T**	**P**		**IA**	**FE**	**Total**
Professional Core(s)									
23PBA101	Management Principles and Organizational Behavior	PC	3	0	0	3	40	60	100
23PBA102	Accounting and Financial Management	PC	3	1	0	4	40	60	100
23PBA103	Economic Principles for Managerial Decision	PC	3	1	0	4	40	60	100
23PBA104	IT for Business Decision	PC	3	0	0	3	40	60	100
23PBA105	Business Statistics	PC	3	1	0	4	40	60	100
23PBA106	Business Law	PC	3	1	0	4	40	60	100
	Non – Functional Electives	NFE	3	0	0	3	40	60	100
Practical Course(s)									
23PBA107	Campus to Corporate Readiness	EEC	0	0	4	2	60	40	100
23PBA108	Computer Applications for Business	EEC	0	0	4	2	60	40	100
23PBA109	Social Entrepreneurship*	EEC	0	0	4	2	60	40	100
One Credit Course(s)									
23PBA110	Statistical Package for Social Sciences (SPSS)*	OCC	0	1	0	1	100	-	100
	TOTAL		**21**	**2**	**12**	**32**	**560**	**540**	**1100**

*Social Entrepreneurship: (1 Week)

Must be a business that is entrepreneurial in nature. Provide significant work that will enhance the intern's professional and educational development. Provide the intern the opportunity to work a minimum of 30 hours. Must be approved by the Faculty supervisor. At the end of the 1st semester they need to submit a report and it will be evaluated by external examiner.

*Statistical Package for Social Sciences (SPSS) -One credit courses shall be offered for minimum of 15 lecture hours. This course will be offered fully by our institution, it will be evaluated internally for 100 Marks

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NON - FUNCTIONAL ELECTIVES

23PBANF01 - Entrepreneurship and Startup

23PBANF02 - Corporate Social Responsibility and Governance

23PBANF03 - Family Business Management

NOTE: In the first semester students need to choose **1** elective from the Non-Functional stream

Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		IA	FE	Total
SEMESTER - II									
Professional Core(s)									
23PBA201	Production and Operations Management	PC	3	1	0	4	40	60	100
23PBA202	Marketing Management	PC	3	1	0	4	40	60	100
23PBA203	Human Resource Management	PC	3	0	0	3	40	60	100
23PBA204	Research Methodology	PC	3	1	0	4	40	60	100
23PBA205	Strategic Management	PC	3	1	0	4	40	60	100
23PBA206	Quantitative Techniques for Decision Making	PC	3	1	0	4	40	60	100
	Non – Functional Electives	NFE	3	0	0	3	40	60	100
Practical Course(s)									
23PBA207	Data Analysis and Report Preparation	EEC	0	0	4	2	60	40	100
23PBA208	Community Immersion Project#	EEC	0	0	4	2	60	40	100
23PBA209	Share Trading	EEC	0	0	4	2	100	-	100
	TOTAL		**21**	**4**	**10**	**32**	**500**	**500**	**1000**

NON - FUNCTIONAL ELECTIVES

23PBANF04 - International Business

23PBANF05 – Creative and Innovation

23PBANF06 – Intellectual Property Rights

NOTE: In the Second semester students need to choose **1** elective from the Non-Functional stream.

#Community Immersion Project: (1 Week)

    The students must form a team with the prior approval from the department, they need to identify communal issues (Eg: Road Safety Programme, Importance of tree plantation, Child Abusement, etc.,) and they need to address through conducting various awareness programmes. At the end of the 2nd semester they need to submit a report and it will be evaluated by internal & external examiners.

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Corporate internship: (4 weeks)

Corporate Internship – The training report along with the company certificate should be submitted within the four weeks of the reopening date of 3rd semester. The training report should be around 40 pages containing the details of training undergone, the departments wherein he/she was trained with duration (chronological diary), along with the type of managerial skills developed during training. The training report will be evaluated by internal & external examiners and it should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the 3rd Semester.
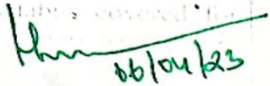
SEMESTER - III										
Code No	**Course**	**Category**	**Periods / Week**			**C**	**Maximum Marks**			
			L	**T**	**P**		**CA**	**FE**	**Total**	
Professional Core(s)										
23PBA301	Emerging Technologies in Global Business Environment	PC	3	1	0	4	40	60	100	
Professional Elective(s)										
PE1	Professional Elective I - 1	PE	3	0	0	3	40	60	100	
PE2	Professional Elective I - 2	PE	3	0	0	3	40	60	100	
PE3	Professional Elective I- 3	PE	3	0	0	3	40	60	100	
PE4	Professional Elective II- 1	PE	3	0	0	3	40	60	100	
PE5	Professional Elective II- 2	PE	3	0	0	3	40	60	100	
PE6	Professional Elective II- 3	PE	3	0	0	3	40	60	100	
Practical Course(s)										
23PBA302	Corporate Internship	EEC	0	0	4	2	60	40	100	
23PBA303	Business Case Analysis*	EEC	0	0	4	1	60	40	100	
23PBA304	Skill Certification Course#	EEC	0	0	2	1	100	-	100	
	TOTAL		21	1	10	26	500	500	1000	

*Business Case Analysis: Student shall be permitted to present a case study related to business during the regular classes and it will be evaluated internally by the faculty members.

PROFESSIONAL ELECTIVE(s) (PE) : Students can take **3** Professional Elective courses from any **TWO FUNCTIONAL SPECIALIZATIONS EACH** or **6** Professional Elective courses from any **ONE SECTORAL SPECIALIZATION** courses.

Skill Certifications Duration 2 Week (During III Semester): Students must get prior approval from the department to participate in activities beyond classroom learning and attend skill development workshops, seminars and training offered by the institute or other institutions or agencies and must receive certifications related to Research Publications.

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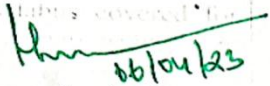| SEMESTER - IV											
Code No.	**Course**	**Category**	**Periods / Week**			**C**	**Maximum Marks**				
			L	**T**	**P**		**CA**	**FE**		**Total**	
								R	**VV**		
23PBA401	Project Work#	EEC	0	0	24	12	40	15	45	100	
	TOTAL		**0**	**0**	**24**	**12**	**40**	**60**		**100**	

#Project Work (16 Weeks): A student shall be permitted to work on projects individually in an Industrial/Research Organization in India / Abroad. Each student must have independent project on the recommendations of the Faculty Supervisor. The student shall be instructed to meet the supervisor periodically and attend the review committee meetings for evaluating the progress. At the time of report submission, the student must publish his/her research work in Peer Reviewed Journals and Present the same in National/International Conferences.

Distribution of Credits

Year	Semester	Professional Core(s)	Non Functional Elective(s)	One Credit Courses(s)	Professional Elective Course(s)	Employability Enhancement Course(s) (Practical)	Total Credits
I	I	22	3	1	-	6	**32**
	II	23	3	-	-	6	**32**
II	III	4	-	-	18	4	**26**
	IV	-	-	-	-	12	**12**
Total Credits		**49**	**6**	**1**	**18**	**28**	**102**

TOTAL NUMBER OF CREDITS = 29+26+23+24=102

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FUNCTIONAL SPECIALISATIONS

Students can take 3 Professional Elective subjects from two functional specializations

			Periods / Week			C	Maximum Marks		
FINANCE									
Code No	**Course**	**Category**	**L**	**T**	**P**	**C**	**CA**	**FE**	**Total**
23PBAF001	Security Analysisand Portfolio Management	PE	3	0	0	3	40	60	100
23PBAF002	Banking and Financial Services	PE	3	0	0	3	40	60	100
23PBAF003	International Finance	PE	3	0	0	3	40	60	100
23PBAF004	Behavioral Finance	PE	3	0	0	3	40	60	100
23PBAF005	Financial Markets	PE	3	0	0	3	40	60	100
23PBAF006	Financial Derivatives	PE	3	0	0	3	40	60	100
23PBAF007	Risk Management and Insurance	PE	3	0	0	3	40	60	100

			Periods / Week			C	Maximum Marks		
HUMAN RESOURCE									
Code No	**Course**	**Category**	**L**	**T**	**P**	**C**	**CA**	**FE**	**Total**
23PBAF008	Strategic Human Resource Management	PE	3	0	0	3	40	60	100
23PBAF009	Industrial Relations and Labor Legislations	PE	3	0	0	3	40	60	100
23PBAF010	Performance and Talent Management	PE	3	0	0	3	40	60	100
23PBAF011	International Human Resource Management	PE	3	0	0	3	40	60	100
23PBAF012	Human Resource Counseling	PE	3	0	0	3	40	60	100
23PBAF013	Competency Mapping & Human Resource Planning	PE	3	0	0	3	40	60	100
23PBAF014	Compensation Management	PE	3	0	0	3	40	60	100

			Periods / Week			C	Maximum Marks		
MARKETING									
Code No	**Course**	**Category**	**L**	**T**	**P**	**C**	**CA**	**FE**	**Total**
23PBAF015	Brand Management	PE	3	0	0	3	40	60	100
23PBAF016	Retail Management	PE	3	0	0	3	40	60	100
23PBAF017	Services Marketing	PE	3	0	0	3	40	60	100
23PBAF018	Customer Relationship Management	PE	3	0	0	3	40	60	100
23PBAF019	Consumer Behavior	PE	3	0	0	3	40	60	100
23PBAF020	Event Management	PE	3	0	0	3	40	60	100
23PBAF021	Social Media Marketing	PE	3	0	0	3	40	60	100

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	OPERATIONS								
Code No	**Course**	**Category**	**Periods / Week**			**C**	**Maximum Marks**		
			L	**T**	**P**		**CA**	**FE**	**Total**
23PBAF022	Supply Chain Management	PE	3	0	0	3	40	60	100
23PBAF023	Quality Management	PE	3	0	0	3	40	60	100
23PBAF024	Materials Management	PE	3	0	0	3	40	60	100
23PBAF025	Services Operations Management	PE	3	0	0	3	40	60	100
23PBAF026	Supply Chain Analytics	PE	3	0	0	3	40	60	100
23PBAF027	Project Management	PE	3	0	0	3	40	60	100
23PBAF028	Logistics Management	PE	3	0	0	3	40	60	100

	SYSTEMS								
Code No	**Course**	**Category**	**Periods / Week**			**C**	**Maximum Marks**		
			L	**T**	**P**		**CA**	**FE**	**Total**
23PBAF029	Software Project Management	PE	3	0	0	3	40	60	100
23PBAF030	Enterprise Resource Planning	PE	3	0	0	3	40	60	100
23PBAF031	Knowledge Management	PE	3	0	0	3	40	60	100
23PBAF032	Decision Support Systems	PE	3	0	0	3	40	60	100
23PBAF033	IT for Business Applications	PE	3	0	0	3	40	60	100
23PBAF034	Database Management Systems	PE	3	0	0	3	40	60	100
23PBAF035	E-Commerce and Digital Marketing	PE	3	0	0	3	40	60	100

	DATA SCIENCE								
Code No	**Course**	**Category**	**Periods / Week**			**C**	**Maximum Marks**		
			L	**T**	**P**		**CA**	**FE**	**Total**
23PBAF036	Data Mining for Business Decision	PE	3	0	0	3	40	60	100
23PBAF037	Data Science for Managers	PE	3	0	0	3	40	60	100
23PBAF038	Data Visualization for Business	PE	3	0	0	3	40	60	100
23PBAF039	Data Security	PE	3	0	0	3	40	60	100
23PBAF040	Big Data Analytics	PE	3	0	0	3	40	60	100
23PBAF041	AI for Business	PE	3	0	0	3	40	60	100
23PBAF042	Web and Social Media Analytics	PE	3	0	0	3	40	60	100

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BUSINESS ANALYTICS									
Code No	**Course**	**Category**	**Periods / Week**			**C**	**Maximum Marks**		
			L	**T**	**P**		**CA**	**FE**	**Total**
23PBAF043	Financial Reporting and Business Analysis	PE	3	0	0	3	40	60	100
23PBAF044	Data Science for Finance	PE	3	0	0	3	40	60	100
23PBAF045	Healthcare Data & Analytics	PE	3	0	0	3	40	60	100
23PBAF046	Data and Analysis for Marketing	PE	3	0	0	3	40	60	100
23PBAF047	People Analytics	PE	3	0	0	3	40	60	100
23PBAF048	Predictive Analytics for Business	PE	3	0	0	3	40	60	100
23PBAF049	Strategy for Analytics	PE	3	0	0	3	40	60	100

SECTORAL SPECIALISATIONS

Students can take 6 Professional Elective subjects from 1 Sectoral specializations

AGRI-TECH BUSINESS MANAGEMENT									
Code No	**Course**	**Category**	**Periods / Week**			**C**	**Maximum Marks**		
			L	**T**	**P**		**CA**	**FE**	**Total**
23PBAF001	Agri-Input Marketing	PE	3	0	0	3	40	60	100
23PBAF002	Agíi-Finance and Commeícial Banking	PE	3	0	0	3	40	60	100
23PBAF003	Procurement and Supply Chain Management	PE	3	0	0	3	40	60	100
23PBAF004	ICT in Agriculture and E-Business	PE	3	0	0	3	40	60	100
23PBAF005	Emerging Trends and Policies in Agriculture	PE	3	0	0	3	40	60	100
23PBAF006	Agri Warehousing Management	PE	3	0	0	3	40	60	100
23PBAF007	Management of Agricultural Value Chain	PE	3	0	0	3	40	60	100
23PBAF008	Management of Food Processing Industries	PE	3	0	0	3	40	60	100
23PBAF009	International Trade in Agriculture	PE	3	0	0	3	40	60	100
23PBAF010	Climate Change and Agriculture	PE	3	0	0	3	40	60	100

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			Periods / Week				Maximum Marks		
Code No	**Course**	**Category**	**L**	**T**	**P**	**C**	**CA**	**FE**	**Total**
DISASTER MANAGEMENT									
23PBAF011	Disasters : Natural and Human Induced Disasters	PE	3	0	0	3	40	60	100
23PBAF012	Psycho-social Perspectives in Disaster Management	PE	3	0	0	3	40	60	100
23PBAF013	Media & Information Management in Disaster	PE	3	0	0	3	40	60	100
23PBAF014	Crisis Management	PE	3	0	0	3	40	60	100
23PBAF015	Public Health in Disaster Management	PE	3	0	0	3	40	60	100
23PBAF016	Industrial Security, Safety and Disaster Risk Reduction	PE	3	0	0	3	40	60	100
23PBAF017	Cyber Terrorism and Security	PE	3	0	0	3	40	60	100
23PBAF018	Community Based Disaster Preparedness	PE	3	0	0	3	40	60	100
23PBAF019	Communication and Early Warning Systems in Disaster Management	PE	3	0	0	3	40	60	100
23PBAF020	Economics of Disaster Management	PE	3	0	0	3	40	60	100

			Periods / Week				Maximum Marks		
Code No	**Course**	**Category**	**L**	**T**	**P**	**C**	**CA**	**FE**	**Total**
AVIATION MANAGEMENT									
23PBAF021	Airline Economics	PE	3	0	0	3	40	60	100
23PBAF022	Airline Advertising and Sales Promotion	PE	3	0	0	3	40	60	100
23PBAF023	Airline Finance	PE	3	0	0	3	40	60	100
23PBAF024	Aviation Law	PE	3	0	0	3	40	60	100
23PBAF025	Airline and Airport Management	PE	3	0	0	3	40	60	100
23PBAF026	Airline Marketing Management	PE	3	0	0	3	40	60	100
23PBAF027	Airline Operation and Scheduling	PE	3	0	0	3	40	60	100
23PBAF028	Aviation Safety Management and Accident Investigation	PE	3	0	0	3	40	60	100
23PBAF029	Air Transportation Safety and Security	PE	3	0	0	3	40	60	100
23PBAF030	Aircraft Maintenance Management	PE	3	0	0	3	40	60	100

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Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		CA	FE	Total
HOSPITAL ADMINISTRATION									
23PBAF031	FUNDAMENTALS OF HOSPITAL ADMINISTRATION	PE	3	0	0	3	40	60	100
23PBAF032	HEALTH ECONOMICS	PE	3	0	0	3	40	60	100
23PBAF033	PURCHASE AND INVENTORY MANAGEMENT	PE	3	0	0	3	40	60	100
23PBAF034	PATIENT CARE AND HEALTHCARE TECHNOLOGY	PE	3	0	0	3	40	60	100
23PBAF035	MARKETING OF HEALTHCARE SERVICES	PE	3	0	0	3	40	60	100
23PBAF036	PUBLIC HEALTH SYSTEM	PE	3	0	0	3	40	60	100
23PBAF037	SKILL DEVELOPMENT FOR HEALTHCARE PROFESSIONAL	PE	3	0	0	3	40	60	100
23PBAF038	HEALTHCARE INSURANCE	PE	3	0	0	3	40	60	100
23PBAF039	HOSPITAL WASTE MANAGEMENT	PE	3	0	0	3	40	60	100
23PBAF040	COMMUNITY HEALTHCARE MANAGEMENT	PE	3	0	0	3	40	60	100

Code No	Course	Category	Periods / Week			C	Maximum Marks		
			L	T	P		CA	FE	Total
INTERNATIONAL BUSINESS									
23PBAF041	MANAGEMENT OF MULTINATIONAL CORPORATION	PE	3	0	0	3	40	60	100
23PBAF042	INTERNATIONAL BUSINESS LAW	PE	3	0	0	3	40	60	100
23PBAF043	GLOBAL MARKETING MANAGEMENT	PE	3	0	0	3	40	60	100
23PBAF044	EXIM FINANCING AND DOCUMENTATION	PE	3	0	0	3	40	60	100
23PBAF045	GLOBAL FINANCIAL MARKETS AND INSTRUMENTS	PE	3	0	0	3	40	60	100
23PBAF046	FOREIGN TRADE AND POLICY	PE	3	0	0	3	40	60	100
23PBAF047	CROSS CULTURAL BUSINESS MANAGEMENT	PE	3	0	0	3	40	60	100
23PBAF048	INTERNATIONAL LOGISTICS MANAGEMENT	PE	3	0	0	3	40	60	100
23PBAF049	FOREX MANAGEMENT AND CURRENCY DERIVATIVE	PE	3	0	0	3	40	60	100
23PBAF050	INTERNATIONAL ADVERTISING & BRAND MANAGEMENT	PE	3	0	0	3	40	60	100

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23PBA101	MANAGEMENT PRINCIPLES AND ORGANIZATIONAL BEHAVIOR	L	T	P	C
		3	0	0	3
Nature of Course	Professional Core				
Prerequisites	Nil				

Course Objectives

The course is intended to

1. Familiarize the learners to the basic concepts of management.
2. Realize how an organization function.
3. Understand individual and group behaviour at workplace.
4. Give inputs on how individual's behaviour is influenced by group.
5. Know the recent management practices across the world.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO 1	Indulgent of various management concepts and skills required in the business world.	Understand
CO 2	In-depth knowledge of various functions of management in a real time management context.	Apply
CO 3	Perceptive of the complexities associated with management of individual behaviour in the organizations.	Apply
CO 4	Develop the skill set to have manage group behaviour in Organizations	Analyse
CO 5	Insights about the current trends in managing organizational behaviour	Understand

Course Contents

MODULE - I   INTRODUCTION TO MANAGEMENT AND ORGANIZATIONS   9

Definition of Management — Science or Art — Manager Vs Entrepreneur — types of managers - managerial roles and skills — Evolution of Management. Definition, need and importance of organizational behavior – Nature and scope – Frame work – Organizational behavior models.

MODULE - II   PLANNING AND ORGANISING   9

Planning - Steps in Planning Process - types of Planning - Management by Objectives (MBO) Decision Making - Types, Techniques and Processes. Organization Structure and Design - Authority and Responsibility Relationships - Delegation of Authority and Decentralization.

MODULE - III   INDIVIDUAL BEHAVIOUR   9

Meaning of Organizational behavior, contributing disciplines, importance of organizational behavior, Perception and Learning - Personality and Individual Differences - Motivation theories and Job Performance - Values, Attitudes and Beliefs - Communication Types-Process - Barriers - Making Communication Effective.

MODULE - IV   GROUP BEHAVIOUR   9

Groups and Teams: Definition, Difference between groups and teams, Stages of Group Development, Group Cohesiveness, Types of teams, Group Dynamics - Leadership - Styles - Approaches - Power and Politics - Organizational Structure & control - Organizational Climate and Culture, Conflict: concept, sources, Types, Stages of conflict, Management of conflict Organizational Change and Development.

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MODULE - V   EMERGING ASPECTS OF ORGANIZATIONAL BEHAVIOUR   9

Comparative Management Styles and approaches - Japanese Management Practices Organizational Creativity and Innovation - Organizational behavior across cultures - Conditions affecting cross cultural organizational operations, Managing International Workforce, Productivity and cultural contingencies, Cross cultural communication, Management of Diversity. Post Covid Social Behavior
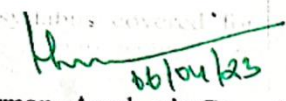
Total: 45 Hours

REFERENCES:
1.   Andrew J. Dubrin, Essentials of Management, Thomson Southwestern, 10th edition, 2016.
2.   Samuel C. Certo and S.Trevis Certo, Modern Management: Concepts and Skills, Pearson education, 15th edition, 2018.
3.   Charles W.L Hill and Steven L McShane, Principles of Management, McGraw Hill Education, Special Indian Edition, 2017.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)							
COs	**POs**					**PSOs**	
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**
CO1	2	1	1				
CO2	3	1	1				
CO3	3	3	3				
CO4	3	3	3				
CO5	1	-	-				

Formative Assessment			
Blooms Taxonomy	**Assessment Component**	**Marks**	**Total marks**
Understand	Assignment / Seminar	5	
Apply/Analyse	Case Study	5	15
	Attendance	5	

Summative Assessment			
Bloom's Category	**Internal Assessment Examinations (IAE)**		**Final Examinations (FE)**
	IAE – I (10)	**IAE – II (15)**	**60**
Remember	10	15	20
Understand	13	13	39
Apply	13	13	26
Analyse	14	14	15
Evaluate			
Create			

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23PBA102	ACCOUNTING AND FINANCIAL MANAGEMENT	L	T	P	C
		3	1	0	4

Nature of Course	Professional Core
Pre requisites	Nil

Course Objectives

The course is intended to

1. Learn the fundamental principles of accounting.
2. Gain knowledge about financial statement analysis and budget preparation methods.
3. Learn the investment decisions taken by the financial manager.
4. Comprehend theories & determinants influencing financing & divided decisions taken in the firm.
5. Acquire knowledge on working capital requirement.

Course Outcomes

On successful completion of the course the students will be able to

CO. No	Course Outcome	Bloom's Level
CO1	Generate the financial statements by applying accounting principles.	Apply
CO2	Explore and interpret the financial statements for effective decision making.	Apply
CO3	Able to apply the techniques involved in the investment decision.	Analyse
CO4	Familiarise on financing & dividend decisions to raise the funds & increasing the market value of the firm.	Apply
CO5	Calculate the working capital requirement and also management of cash & receivables.	Analyse

Course Outcomes

MODULE - I   INTRODUCTION TO ACCOUNTING   12

Introduction to Financial, Cost and Management Accounting – Generally accepted accounting principles-Final Accounts: Trading, Profit and Loss Account and Balance Sheet.

**MODULE - II   ANALYSIS OF FINANCIAL STATEMENTS & BUDGETARY   12
                        CONTROL**

Financial ratio analysis, cash flow (as per Accounting Standard3) and funds flow statement analysis. Cost volume profit analysis-Budgetary Control.

MODULE - III   FINANCIAL MANAGEMENT AND INVESTMENT DECISION   12

Introduction to Financial Management – Time Value of Money- Risk and Return Concepts. Capital Budgeting: Principles and techniques: PBP, NPV, IRR, ARR- Concept and measurement of cost of capital - Specific cost and overall cost of capital.

MODULE - IV   FINANCING AND DIVIDEND DECISION   12
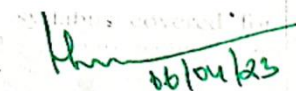
Leverages - Operating and Financial leverage- Capital structure – Theories – Net Income Approach, Net Operating Income Approach, MM Approach – Determinants of Capital structure. Dividend decision- Dividend decision.

MODULE - V   WORKING CAPITAL MANAGEMENT   12

Principles of working capital: Concepts, Needs, Determinants, issues and estimation of working capital - Receivables Management - Inventory management – Cash management - Working capital finance: Commercial paper, Company deposit, Trade credit, Bank finance.

Total: 60 Hours

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REFERENCES:

1. R. Narayanaswamy, Financial Accounting, PHI, sixth edition, 2017.
2. M.Y. Khan & P.K. Jain, Management Accounting, Tata McGraw Hill, 8 th edtion, 2018.
3. N.M. Singhvi, Ruzbeh J.Bodhanwala, Management Accounting – Text and cases,3 rd edition PHI Learning, 2018
4. I M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 11th edition, 2018.
5. M.Y. Khan and P.K.Jain Financial management, Text, Problems and cases Tata McGraw Hill, 8th edition, 2017.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)							
COs	**POs**					**PSOs**	
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**
CO1	2	1	1				
CO2	3	1	1				
CO3	3	3	3				
CO4	3	3	3				
CO5	1	-	-				

Formative Assessment			
Blooms Taxonomy	**Assessment Component**	**Marks**	**Total marks**
Understand	Assignment / Seminar	5	15
Apply/Analyse	Case Study	5	
	Attendance	5	

Summative Assessment			
Bloom's Category	**Internal Assessment Examinations (IAE)**		**Final Examinations (FE)**
	IAE – I (10)	**IAE – II (15)**	**60**
Remember	10	15	20
Understand	13	13	39
Apply	13	13	26
Analyse	14	14	15
Evaluate			
Create			

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23PBA103	ECONOMIC PRINCIPLES FOR MANAGERIAL DECISION	L	T	P	C
		3	1	0	4
Nature of Course	PROFESSIONAL CORE				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Familiarize the Learner's with theoretical concepts of the Economic Analysis.
2. Acquaint the students with the concepts of microeconomics dealing with consumer behaviour.
3. Accurately identify the four types of market structures.
4. Portray principles of macroeconomics.
5. Considerate of economic environment of business.

Course Outcomes

On successful completion of the course the students will be able to

CO.No	Course Outcome	Bloom's Level
CO1	Acquire knowledge about the concepts of scarcity and efficiency	Understand
CO2	Define the gap between demand and supply.	Apply
CO3	Calculate and graph the short-run and long-run costs of production.	Analyse
CO4	State, explain and illustrate the law of variable proportions and the law or returns to scale	Apply
CO5	Study about the policies that regulate economic variables	Understand

Course Contents

MODULE - I   INTRODUCTION   12

An Overview of Economic Systems, Choice in a World of Scarcity - Production possibility frontiers (PPF) -Productive efficiency Vs economic efficiency – economic growth & stability – Micro economies and Macro economies – the role of markets and government – Positive Vs negative externalities.

MODULE - II   CONSUMER AND PRODUCER BEHAVIOUR   12

Demand and Supply Concepts – elasticity of demand and supply – consumer behavior – consumer equilibrium – Approaches to consumer behavior – Production – Short-run and long-run Production Function – Returns to scale – economies Vs diseconomies of scale – Analysis of cost – Short-run and long-run cost function – Relation between Production and cost function.

MODULE - III   PRODUCT AND FACTOR MARKET   12

Product market – perfect and imperfect market – different market structures – Firm's equilibrium and supply – Market efficiency – Economic costs of imperfect competition – factor market – Land, Labor and capital – determination of factor price – General equilibrium and efficiency of competitive markets.

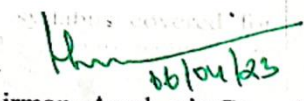**MODULE - IV   PERFORMANCE OF AN ECONOMY – MACRO ECONOMICS   12**

Macro-economic aggregates – circular flow of macroeconomic activity – National income determination – Aggregate demand and supply – Macroeconomic equilibrium – Components of aggregate demand and national income – multiplier effect – Demand side management – Fiscal policy in theory.

MODULE - V   AGGREGATE SUPPLY AND THE ROLE OF MONEY   12

Short-run and Long-run supply curve – Unemployment and its impact – Okun's law – Inflation and Deflation impact – reasons –Inflation Vs Unemployment tradeoff – Phillips curve –short-run and long-run –Supply side Policy and management- Money market- Demand and supply of money – money-market equilibrium and national income – the role of monetary policy.

Total: 60 Hours

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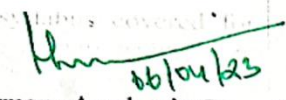**CHAIRMAN - ACADEMIC COUNCIL**

REFERENCES:
1. N. Gregory Mankiw, Principles of Economics, 8[th]edition, Thomson learning, New Delhi,2017.
2. Karl E. Case and Ray C. Fair, Principles of Economics, 12[th]edition, Pearson, Education Asia, New Delhi, 2017.
3. Richard Lipsey and Alec Chrystal, Economics, 13th edition, Oxford, University Press, New Delhi, 2015.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)							
COs	**POs**					**PSOs**	
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**
CO1	1	-	-				
CO2	3	2	1				
CO3	3	3	3				
CO4	3	2	1				
CO5	1	-	-				

Formative Assessment			
Blooms Taxonomy	**Assessment Component**	**Marks**	**Total marks**
Understand	Assignment / Seminar	5	
Apply/Analyse	Case Study	5	15
	Attendance	5	

Summative Assessment			
Bloom's Category	**Internal Assessment Examinations (IAE)**		**Final Examinations (FE)**
	IAE – I (10)	**IAE – II (15)**	**60**
Remember	10	15	20
Understand	13	13	39
Apply	13	13	26
Analyse	14	14	15
Evaluate			
Create			

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23PBA104	IT FOR BUSINESS DECISSIONS	L	T	P	C
		3	0	0	3

Nature of Course	PROFESSIONAL CORE
Prerequisites	Nil

Course Objectives

The course is intended to

1. Recognize the basic concepts related to data and information system.
2. Know how to do system development methodologies.
3. Study and understand database management system and its types.
4. Know the various technologies in information system and its security
5. Know about the recent information systems and technologies.

Course Outcomes

On successful completion of the course the students will be able to

CO.No	Course Outcome	Bloom's Level
CO1	Learn the basics of data and information system.	Remember
CO2	Realize the system development methodologies	Understand
CO3	Knows database management system and its types	Understand
CO4	Learn the various technologies in information system and its security	Understand
CO5	Gains knowledge on effective applications of information systems in business.	Apply

Course Contents

MODULE I   INTRODUCTION   9

Data, Information, Information System, evolution, types based on functions and hierarchy, Enterprise and functional information systems

MODULE II   SYSTEM ANALYSIS AND DESIGN   9

System development methodologies, Systems Analysis and Design, Data flow Diagram (DFD), Decision table, Entity Relationship (ER), Object Oriented Analysis and Design (OOAD), UML diagram.

MODULE III   DATABASE MANAGEMENT SYSTEMS   9

DBMS – types and evolution, RDBMS, OODBMS, RODBMS, Data warehousing, Data Mart, Data mining.

MODULE IV   INTEGRATED SYSTEMS, SECURITY AND CONTROL   9

Knowledge based decision support systems, Integrating social media and mobile technologies in Information system, Security, Vulnerabilities in Information Security, Disaster Management, Computer Crimes, Securing the Web.

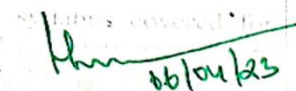**MODULE V   NEW IT INITIATIVES   9**

Introduction to Deep learning, Big data, Pervasive Computing, Cloud computing, Advancements in AI, IoT, Block chain, Crypto currency, Quantum computing

Total: 45 Hours

REFERENCES

1. Robert Schultheis and Mary Sumner, Management Information Systems – The Manager's View, Tata McGraw Hill, 2017.

2. Kenneth C. Laudon and Jane P Laudon, Management Information Systems – Managing the Digital Firm, 15th edition, 2018.

3. Panneerselvam. R, Database Management Systems, 3rd Edition, PHI Learning, 2018

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COs	POs					PSOs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	1	-	-				
CO2	2	1	-				
CO3	2	1	-				
CO4	2	1	-				
CO5	3	2	1				

Table heading: **Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)**

Formative Assessment			
Blooms Taxonomy	**Assessment Component**	**Marks**	**Total marks**
Understand	Assignment / Seminar	5	
Apply/Analyse	Case Study	5	15
	Attendance	5	

Bloom's Category	Internal Assessment Examinations (IAE)		Final Examinations (FE)
	IAE – I (10)	**IAE – II (15)**	**60**
Remember	10	15	20
Understand	13	13	39
Apply	13	13	26
Analyse	14	14	15
Evaluate			
Create			

Table heading: **Summative Assessment**

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23PBA105	BUSINESS STATISTICS	L	T	P	C
		3	1	0	4
Nature of Course	**PROFESSIONAL CORE**				
Prerequisites	**Nil**				

Course Objectives

The course is intended to

1. Enable the students to have an insight into basic statistical techniques.
2. Determine the outcomes and probabilities for experiments.
3. Estimate the relationships among variables
4. Identify the population parameter and test statistic of given scenario.
5. Enable the students to draw conclusions from the analysis for better decision making.

Course Outcomes

On successful completion of the course the students will be able to

CO.No	Course Outcome	Bloom's Level
CO1	Facilitate objective solutions in business decision making	Apply
CO2	Understand and solve business problems.	Analyse
CO3	Apply statistical techniques to data sets and correctly interpret the results.	Apply
CO4	Develop skill-set that is in demand in both the research and business environments.	Apply
CO5	Enable the students to apply the statistical techniques in a work setting.	Apply

Course Contents

MODULE I   INTRODUCTION TO STATISTICS   12

Statistics – Definition, Types. Types of variables – Organizing data – Descriptive Measures: Mean Median, Mode, Standard Deviation, and Mean Deviation.

MODULE II   INTRODUCTION TO PROBABILITY   12

Basic definitions and rules for probability - conditional probability –Independence of events – Baye's theorem -Probability distributions: Binomial, Poisson and Normal distributions

MODULE III   CORRELATION, REGRESSION AND TIME SERIES ANALYSIS   12

Correlation – Simple correlation. Regression – Simple Regression. Time Series -Trend analysis,Seasonal variations- Cyclical variations and Irregular variations (Only Theory).

MODULE IV   TESTING OF HYPOTHESIS   12

Introduction - one sample and two sample tests for means of large samples(z-test) - one sample and twosample tests for means of small samples (t-test) - F-test for two sample standard deviations - Chi-squaretest – Goodness of fit and Independence of Attributes.

MODULE V   DESIGN OF EXPERIMENTS   12
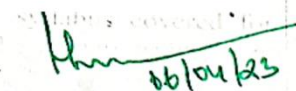
Analysis of variance – One way classification – Completely Randomized design – Two way classifications - Randomized Block Design – Latin square design- Emerging trends in statistics

Total: 60 Hours

REFERENCES

1. Richard I. Levin, David S. Rubin, Statistics for Management, Pearson Education, 7th Edition, 2016.
2. Aczel A.D. and Sounderpandian J., —Complete Business Statistics‖, 6th edition, 2015.
3. N. D. Vohra, Business Statistics, Tata McGraw Hill, 2014.Ken Black, 2015.

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	Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)						
COs	**POs**					**PSOs**	
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**
CO1	3	2	1				
CO2	3	3	3				
CO3	3	2	1				
CO4	3	2	1				
CO5	3	2	1				

Formative Assessment			
Blooms Taxonomy	**Assessment Component**	**Marks**	**Total marks**
Understand	Assignment / Seminar	5	
Apply/Analyse	Case Study	5	15
	Attendance	5	

Summative Assessment			
Bloom's Category	**Internal Assessment Examinations (IAE)**		**Final Examinations (FE)**
	IAE – I (10)	**IAE – II (15)**	**60**
Remember	10	15	20
Understand	13	13	39
Apply	13	13	26
Analyse	14	14	15
Evaluate			
Create			

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23PBA106	**BUSINESS LAW**	**L**	**T**	**P**	**C**
		3	**1**	**0**	**4**

Nature of Course	PROFESSIONAL CORE
Prerequisites	Nil

Course Objectives

The course is intended to

1. Learn the concept of contract and its formation and discharge procedure in the business.
2. Know the components of sales and procedure of selling the products and legal framework for the protection of consumers.
3. Helps them to learn the mode of payment in the business.
4. Learn the fundamentals of GST and Customs Law
5. Help orderly development and maintenance of foreign exchange market in India.

Course Outcomes

On successful completion of the course the students will be able to

CO.No	Course Outcome	Bloom's Level
CO1	Know the fundamental legal principles in developing various contracts and commercial laws in the business world.	Understand
CO2	Identify the common forms of business associations and elements of Corporate Governance.	Understand
CO3	Develop insights regarding the laws related to industrial environment.	Apply
CO4	Ability to understand the fundamentals of corporate tax and GST	Understand
CO5	Gain the insights about role the of consumer rights and cyber laws in the modern business environment	Remember

Course Contents

MODULE I   INDIAN CONTRACT ACT 1872   12

Indian Contract Act 1872- Definitions, Nature of Contract, Offer & Acceptance, Capacity of Parties to Contract, Free Consent and Consideration, Expressly declared void agreement, Performance of contracts.

MODULE II   BREACH OF CONTRACT & CONSUMER PROTECTION ACT 1986   12

Breach of Contract, Remedies for breach of Contract, Indemnity and Guarantee Contracts. Special Contracts Bailment, Pledge and Agency. Consumer Protection Act 1986- Main Provisions. Consumer Disputes, Redressal Machinery
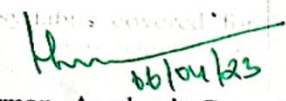
MODULE III   NEGOTIABLE INSTRUMENT ACT   12

Negotiable Instrument Act, 1881- Definition, Features, Promissory note, Bill of Exchange and Cheques, Holder and Holder in Due Course. Crossing of Cheque, Types of Crossing, Dishonor and Discharge of Negotiable Instruments.

MODULE IV   GST AND CUSTOMS LAW   12

Corporate Tax Planning, Corporate Taxes and Overview of Latest Developments in Indirect tax Laws relating to GST: An introduction including constitutional aspects, Levy and collection of CGST & IGST, Basic concept of time and value of supply, Input tax credit, Computation of GST Liability, Registration, Tax Invoice, Credit & Debit Notes, Electronic Way bill, Returns, Payment of taxes.

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MODULE   V   FOREIGN EXCHANGE MANAGEMENT ACT 2000   12

Foreign Exchange Management Act 2000 (FEMA) - Objective and Main Provisions, Introduction to Intellectual Property Right Act- Copyright, Patent and Trademark

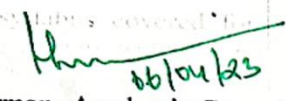**Total: 60 Hours**

REFERENCES:
1. N. D. Kapoor, Elements of Mercantile Law, Sultan Chand and Company, India, 2017.
2. P. K. Goel, Business Law for Managers, Biztantatara Publishers, India, 2017.
3. Akhileshwar Pathak, Legal Aspects of Business, Tata McGraw Hill,, 6th Edition 2018.
4. Richard Stim, Intellectual Property- Copy Rights, Trade Marks, and Patents, Cengage Learning, 15th edition 2017.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)							
COs	**POs**					**PSOs**	
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**
CO1	1	-	-				
CO2	1	-	-				
CO3	3	2	1				
CO4	1	-	-				
CO5	-	-	-				

Formative Assessment			
Blooms Taxonomy	**Assessment Component**	**Marks**	**Total marks**
Understand	Assignment / Seminar	5	
Apply/Analyse	Case Study	5	15
	Attendance	5	

Summative Assessment			
Bloom's Category	**Internal Assessment Examinations (IAE)**		**Final Examinations (FE)**
	IAE – I (10)	**IAE – II (15)**	**60**
Remember	10	15	20
Understand	13	13	39
Apply	13	13	26
Analyse	14	14	15
Evaluate			
Create			

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23PBANF01	ENTREPRENEURSHIP AND STARTUP	L	T	P	C
		3	0	0	3
Nature of Course	**PROFESSIONAL CORE**				
Prerequisites	**Nil**				

Course Objectives

The course is intended to

1. Learn the start-up foundation process.
2. Impart the important concepts, terms and ideas in entrepreneurship and intrapreneurship.
3. Know the challenges that entrepreneurs might face and how they might approach them.
4. Develop sustainable business processes, stakeholder engagement and sustainable innovations to achieve venture success.
5. Generate and realise solutions for social issues.

Course Outcomes

On successful completion of the course the students will be able to

CO.No	Course Outcome	Bloom's Level
CO1	Thinking creatively to drive innovation	Apply
CO2	Generating new ideas based on societal needs and business opportunities	Understand
CO3	Adapting a business to a changing climate	Apply
CO4	Develop sustainable business processes, stakeholder engagement and sustainable innovations to achieve venture success	Analyse
CO5	Generate and realise solutions for social issues.	Apply

Course Contents

MODULE I   INTRODUCTION TO LEAN STARTUP   9

Nature of Lean Startup, Changes created by Lean Startup, Limitations of the Lean Startup method, Role of entrepreneurship in economic development. Entrepreneurship - Corporate versus Entrepreneurial culture, Climate for Entrepreneurship, Establishment of Entrepreneurship in organizations.

MODULE II   ENTREPRENEURIAL THINKING   9

Principles of effectuation, reasoning, effectuation process. Opportunity Identification-Generating business idea, sources of new ideas, environmental scanning, competitor and industry analysis.

MODULEIII   CHALLENGES FACED BY ENTREPRENEURS   9

Challenges faced from individuals, from family, from groups, from community, from society. Women Entrepreneurs, Entrepreneurial ethical dilemmas.

MODULE IV   SUSTAINABLE ENTREPRENEURSHIP &INDIAN PERSPECTIVE   9

Linking business to society, Innovation and Entrepreneurship, Challenges for the Future. MSME, Startup India Action Plan, Eligibility & Scheme Details, Entrepreneurial development in India, Licensing systems, GST, etc.

MODULE V   enerate and realise solutions for social issues.   **9**

Social Entrepreneurship in the Developing World, Ideas, Opportunities, and Innovations in Social Entrepreneurship. International Entrepreneurship - International versus Domestic Entrepreneurship, Entrepreneurial entry into International Business, Barriers to enter international trade, Entrepreneurial partnering.

Total: 45 Hours

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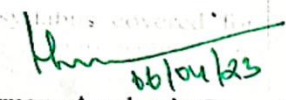**CHAIRMAN - ACADEMIC COUNCIL**

REFERENCES:
1. Technology Entrepreneurship: Taking Innovation to the Marketplace by Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter. 2018.
2. Ries, E. (2018). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radical Changes.
3. Create Radically Successful Businesses. Random House Digital, Inc.
4. Osterwalder, A & Pigneur, Y. (2010) Business Model Generation: A Handbook for Visionaries.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)							
COs	**POs**					**PSOs**	
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**
CO1	3	2	1				
CO2	1	-	-				
CO3	3	2	1				
CO4	3	3	2				
CO5	3	2	1				

Formative Assessment			
Blooms Taxonomy	**Assessment Component**	**Marks**	**Total marks**
Understand	Assignment / Seminar	5	
Apply/Analyse	Case Study	5	15
	Attendance	5	

Summative Assessment			
Bloom's Category	**Internal Assessment Examinations (IAE)**		**Final Examinations (FE)**
	IAE – I (10)	**IAE – II (15)**	**60**
Remember	10	15	20
Understand	13	13	39
Apply	13	13	26
Analyse	14	14	15
Evaluate			
Create			

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23PBANF02	CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE	L	T	P	C
		3	0	0	3
Nature of Course	**PROFESSIONAL CORE**				
Prerequisites	**Nil**				

Course Objectives

The course is intended to

1. Examine the scope and complexity of corporate social responsibility.
2. Identify the role of public sector in corporate social responsibility.
3. Learn the most recent corporate social responsibility trends.
4. Review the various developments in Corporate Governance in India.
5. Practices by which organisations are controlled, directed and governed.

Course Outcomes

On successful completion of the course the students will be able to

CO.No	Course Outcome	Bloom's Level
CO1	Learn the degree of responsibility companies should maintain in order to have a positive impact on the world.	Understand
CO2	Build relationships with stakeholders to better understand their perspectives	Apply
CO3	Build a better moral perception of the company and enhances client confidence.	Apply
CO4	Figure out the trust with investors, the community, and public officials.	Understand
CO5	Establish a framework for attaining a company's objectives in all spheres of management.	Apply

Course Contents

MODULE I   INTRODUCTION TO CSR   9

Meaning and definition of CSR, history and evolution of CSR, relationship between CSR and corporate governance, concept of charity, models of CSR in India, Carroll's model.

MODULE II   CONTEMPORARY CSR   9

NGO and public service, CSR and marketing, CSR as organization brand building identifying key stakeholders of CSR and their roles – role of public sector in corporate-government programs that encourage voluntary responsible action of corporations, contemporary issues of CSR.

MODULE III   TRENDS AND OPPORTUNITIES IN CSR   9

CSR as a strategic business tool for sustainable development, review of successful corporate initiatives and challenges of CSR. Case studies of major CSR initiatives

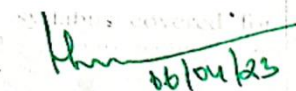**MODULE IV   EVOLUTION OF CORPORATE GOVERNANCE   9**

Evolution of Corporate Governance-Ancient and Modern Concept of Corporate Governance, Generation of Value from Performance-Principles of Corporate Governance- Shareholder Activism and changing role of Institutional Investors-Business Ethics vis-à-vis Corporate Governance- Corporate Governance in various organizations.

MODULE V   REGULATORY FRAMEWORK OF CORPORATE GOVERNANCE   9

Need for Legislation of Corporate Governance-Legislative Provisions of Corporate Governance in Companies Act 1956, Securities (Contracts and Regulations) Act, 1956 (SCRA), Depositories Act 1996, Securities and Exchange Board of India Act 1992, Listing Agreement, Banking Regulation Act, 1949 and Other Corporate Laws

Total: 45 Hours

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REFERENCES:

1. Pigors, M., & Rockenbach, B. (2016). Consumer social responsibility. Management Science, 62(11), 3123-3137.

2. Hingley, M., Lindgreen, A., Reast, J., & Manning, L. (2018). Corporate and consumer social responsibility in the food supply chain. British Food Journal.

3. Arora, Ramesh K and Tanjul Saxena (eds.) (2017). Corporate Governance: Issues and Perspectives. Janur: Mangaldeep.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)							
COs	**POs**					**PSOs**	
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**
CO1	1	-	-				
CO2	3	2	-				
CO3	3	2	1				
CO4	1	-	-				
CO5	3	2	-				

Formative Assessment			
Blooms Taxonomy	**Assessment Component**	**Marks**	**Total marks**
Understand	Assignment / Seminar	5	
Apply/Analyse	Case Study	5	15
	Attendance	5	

Summative Assessment			
Bloom's Category	**Internal Assessment Examinations (IAE)**		**Final Examinations (FE)**
	IAE – I (10)	**IAE – II (15)**	**60**
Remember	10	15	20
Understand	13	13	39
Apply	13	13	26
Analyse	14	14	15
Evaluate			
Create			

23PBANF03	FAMILY BUSINESS MANAGEMENT	L	T	P	C
		3	0	0	3
Nature of Course	**PROFESSIONAL CORE**				
Prerequisites	**Nil**				

Course Objectives

The course is intended to

1. Gain knowledge relating to the concepts of family business environment its history in India.
2. Learn Challenges and governance of family Business in India.
3. Identify Qualities to be possessed by the successor.
4. Know the business cycle stages and its influence on family business and tuning business according to the changing environment.
5. Identify change strategies for changing the business according to the dynamic environment.

Course Outcomes

On successful completion of the course the students will be able to

CO.No	Course Outcome	Bloom's Level
CO1	Outline the basic concepts relating to family business in India to get exposure.	Understand
CO2	Explore responsibilities and duties and challenges of owners for a family business organization in India to overcome challenges.	Apply
CO3	Interpret various characteristics of leader should possess to become effective.	Apply
CO4	Summarize the concepts relating to trans generational entrepreneurship for meeting the requirements of dynamic environment.	Apply
CO5	Determine the important points in changing culture in family business in India.	Understand

Course Contents

MODULE I   INTRODUCTION TO FAMILY BUSINESS   9

Family Business as a unique synthesis, Succession and Continuity: The three generation rule, Building Family business that last, The systems theory model of Family Business, Agency Theory of Family business, Competitive Challenges and Competitive advantages of family businesses, Family emotional intelligence

MODULE II   OWNERSHIP CHALLENGES AND FAMILY GOVERNANCE   9

Shareholder Priorities – Managers vs. Owners - Responsibilities of shareholders to the company - Effective Governance of the shareholder - firm relationship – Family Governance: Structure, Challenges to family governance, managing the challenges of succession. Enterprise Sustainability: Twelve elements of strategic –fit and its implications on family Firms.

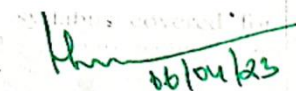**MODULEIII   SUCCESSOR DEVELOPMENT   9**

Characteristics of next-generation leaders - Next-generation attribute interests and abilities for responsible leadership Next-generation personalities-managing interdependence- CEO as an architect of succession and continuity - Types of CEO Spouse and the transfer of power.

MODULE IV   TRANSGENERATIONAL ENTREPRENEURSHIP   9

Life cycle stages influencing family business strategy - Turning core competencies into competitive advantage. The unique vision of family-controlled businesses - Strategic regeneration- The Business Rejuvenation matrix – Entrepreneurship.

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MODULE V   THE FUTURE OF FAMILY BUSINESS   9

New Leaders of the Evolution - Three states of evolution-Continuity and culture - change the culture - The change formula - Organization Development approaches to change - Commitment planning - Organic competencies and business's future - Thriving through competition - Institutionalizing the change.
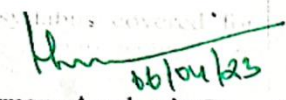
Total: 45 Hours

REFERENCES:

1. John L. Ward, Keeping the Family Business Healthy: How to Plan for Continuing Growth, Profitability and Family Leadership, Palgrave Macmillan, 5th Edition, 2018.

2. M. Nordqvist, T. Zellweger, Trans generational Entrepreneurship: Exploring Growth and Performance in Family Firms across Generations, Edward and Elgar Publishing Limited, 6th Edition, 2019.

COs	POs					PSOs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	1	-	-	-	-		
CO2	3	2	-				
CO3	3	2	1				
CO4	3	2	-				
CO5	1	-	-				

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)

Formative Assessment			
Blooms Taxonomy	**Assessment Component**	**Marks**	**Total marks**
Understand	Assignment / Seminar	5	
Apply/Analyse	Case Study	5	15
	Attendance	5	

Summative Assessment			
Bloom's Category	**Internal Assessment Examinations (IAE)**		**Final Examinations (FE)**
	IAE – I (10)	**IAE – II (15)**	**60**
Remember	10	15	20
Understand	13	13	39
Apply	13	13	26
Analyse	14	14	15
Evaluate			
Create			

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23PBA107	CAMPUS TO CORPORATE READINESS	L	T	P	C
		0	0	4	2
Nature of Course	**EMPLOYABILITY ENHANCEMENT COURSE**				
Pre requisites	**Nil**				

Course Objectives

The course is intended to

1. Develop level of excellence in all round soft skills / interpersonal skills.
2. How to handle interview rejections and come back from set-backs.
3. Build confidence, develop self-esteem, and to bring positive changes in the attitude and behaviour of the participants.
4. Evaluate and analyse strengthsand areas of improvement.

Course Outcomes

On successful completion of the course the students will be able to

CO.No	Course Outcome	Bloom's Level
CO1	Build self-confidence, enhance self-esteem, and improve overall personality.	Apply
CO2	Learn to face frequently asked interview questions	Apply
CO3	Take the step towards positive success by adapting the right approach	Apply
CO4	Handle Interviews and be ableto create the right impression	Apply

Course Contents

Introduction	Introducing the connect with work programme	What is in it for me? Understanding the objective of the CWW programme
	Online Image	Building a strong impression online and sustaining online credibility
	Self-Awareness	To Know your personality through an MBTI
	Grooming	To study corporate grooming habits (The right attire)
Interview Skills	Body Language	To imbibe the right body language fora professional environment
	Confidence	To increase self-belief and faith in one's own abilities
	Interview FAQs	Learn to face frequently asked interview questions
	Resume	To build a strong profiles through effective resume writing
	Rejections	To understand how to handle interview rejections and come back from set-backs
Corporate Readiness	Values	An introduction to values in a corporate environment
	Ownership	To learn how to be accountable and own tasks, projects etc.
	Respect	To understand the importance of respect as a critical corporate value
	Teamwork	To understand collaboration and its importance in the corporate world
	Autodidactism	To leverage self-learning and self- directed education
	Flexibility	To learn how to be flexible while playing multiple roles
	Time Management	To improve effectiveness at work and achieve a balance
	Stress Management	To understand how stress can be managed and to lower depression
	Positive Attitude	To take the step towards positive success by adapting the right

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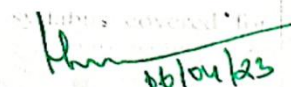
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	LinkedIn (Profile Management)	To gain knowledge on LinkedIn account management and tips to enhance a profile
Mock Interviews & GD	SWOT Analysis In basket simulation (Learning Application)	To Self evaluate and analyze strengthsand areas of improvement Group Discussion rules and enhance Public Speaking skills Tips to handle Interviews and be ableto create the right impression (Mock Interviews)

Total : 30 Hours

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)							
COs	**POs**					**PSOs**	
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**
CO1	3	2	1				
CO2	3	2	1				
CO3	3	2	1				
CO4	3	2	1				

Formative Assessment			
Blooms Taxonomy	**Continues Assessment Component**	**Marks**	**Total marks**
Apply	Speaking & Writing Skills	20	
Apply	Body Language	10	
Apply	GD/ Debate	15	60
Apply	Interview Preparation	10	
	Attendance	5	

Summative Assessment		
Bloom's Category	**Continuous Assessment**	**Final Examinations (FE)**
		40
Remember		
Understand		
Apply	60	40
Analyse		
Evaluate		
Create		

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23PBA108	COMPUTER APPLICATIONS FOR BUSINESS	L	T	P	C
		0	0	4	2
Nature of Course	EMPLOYABILITY ENHANCEMENT COURSE				
Pre requisites	Nil				

Course Objectives

The course is intended to

1. Identify Computer Concepts terminology and concepts; basic operating system functionality and terminology; and internet browsers functionality

2. Apply basic and advanced formatting techniques skills to produce word processing documents, including Letters and Memos, Business Reports, Flyers, Newsletters.

3. Demonstrate basic skills involving spreadsheet functions; create formulas, charts, and graphs; manipulate data; and generate reports including AutoFill, Absolute Cell References, grouping sheets and linking formulas.

Comprehend the basic understanding of the external environment of the business

Indicate the names and functions of the Excel interface components.

Course Outcomes

On successful completion of the course the students will be able to

CO.No	Course Outcome	Bloom's Level
CO1	Process, analyse, format and present data in the most comprehensive manner with greater flexibility and connectivity.	Apply
CO2	Realize the application of business Knowledge in both theoretical and practical aspects.	Analyse
CO3	Develop proficiency in the management of an organisation	Apply

Course Contents

EXPERIMENTS

PRACTICALS ON SPREADSHEET

Creating new worksheet, Selecting cells, navigating with mouse and keyboard , Entering, editing text and checking spelling, Saving the worksheet, Open the existing worksheet, Moving cells, copying cells, sorting cell data, referencing cells, Inserting columns, inserting rows and inserting cells, Filtering cell data

Deleting parts of a worksheet, Parts of a function, Basic functions – sum, average, percentage, creating charts using chart wizard, creating charts on separate worksheets.

PRACTICALS ON WORD PROCESSORS

Creating new document, Typing text, selecting text, deleting text and checking spelling, Inserting text, replacing text, formatting text, open the existing document, Cut, copy, paste, saving and printing document, Auto format, Line and paragraph spacing, Margins, Borders and Shading, Definition of headers and footers, creating basic headers and footers, Creating different headers, Creating Resume, Creating Business Letters.
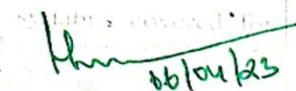
PRACTICALS ON PRESENTATIONS

Creating Presentations: Using blank presentation option, Creating Presentations: Using template option, Adding Slides, Deleting a slide, numbering a Slide, Saving and Printing Presentation, Creating Company Profile Presentation, creating Project Presentation.

PRACTICALS ON E-MAIL

Basics of E-mail, What is an Electronic Mail, Email Addressing, Using E-mails, Opening Email account, Mailbox: Inbox and Outbox, Creating and Sending a new E-mail, Replying to an E-mail message, Forwarding an E-mail message, Sorting and Searching emails

Total: 30 Hours

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	Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)						
Cos	**POs**					**PSOs**	
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**
CO1	3	2	1				
CO2	3	3	3				
CO3	3	2	1				

Formative Assessment			
Blooms Taxonomy	**Assessment Component**	**Marks**	**Total marks**
Apply	Experiments	20	
Analyse	Observation	15	60
Apply	Record Notebook	20	
	Attendance	5	

Summative Assessment		
Bloom's Category	**Continuous Assessment**	**Final Examinations (FE)**
		40
Remember		
Understand		
Apply	60	40
Analyse		
Evaluate		
Create		

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23PBA109	SOCIAL ENTREPRENEURSHIP	L	T	P	C
		0	0	4	2
Nature of Course	**EMPLOYABILITY ENHANCEMENT COURSE**				
Pre requisites	**Nil**				

Course Objectives

The course is intended to

1. Give students a comprehensive overview of the social entrepreneurship ecosystem and how they could contribute to it.
2. Provide knowledge about The Social Entrepreneurship
3. Help students to develop "a Social entrepreneurial imagination and to bring out the practice of Social Entrepreneurship in India.

Course Outcomes

On successful completion of the course the students will be able to

CO.No	Course Outcome	Bloom's Level
CO1	Develop proficiency in the term of Social Entrepreneurship	Apply
CO2	Attain skills in developing Entrepreneurship	Analyse
CO3	Obtain Knowledge on various fields of Entrepreneurship	Apply

Course Contents

Employing Entrepreneurship venture Criteria

It must be a business that is entrepreneurial in nature. Provide significant work that will enhance the intern 's professional and educational development. Provide the intern the opportunity to work a minimum of 30 hours. It must be approved by the faculty supervisor. It will be evaluated internally through a progress report and by External Examiner appointed by CoE.

Contents of Report

Company Profile & Literature - Promotional/information brochures, etc. from the employing entrepreneur Industry profile - a study on the industry within which the entrepreneur operates. Entrepreneur Interview - Interview with the entrepreneur on the business plan and strategies. Daily Journal - Daily journal entries of internship activities and hours worked. Journal entries can be used to compose the reflective Paper. Reflective Paper - written as a retrospective of the internship experience.

Total: 30 Hours

COs	POs					PSOs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	2	1				
CO2	3	3	3				
CO3	3	2	1				

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) Programme Specific Outcomes (PSOs)

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Formative Assessment			
Blooms Taxonomy	**Assessment Component**	**Marks**	**Total marks**
Apply	Experiments	20	
Analyse	Observation	15	60
Apply	Record Notebook	20	
	Attendance	5	

Summative Assessment		
Bloom's Category	**Continuous Assessment**	**Final Examinations (FE)**
		40
Remember		
Understand		
Apply	60	40
Analyse		
Evaluate		
Create		

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