



**NEHRU INSTITUTE OF ENGINEERING AND TECHNOLOGY
(AUTONOMOUS)**



An ISO 9001:2015 & ISO 14001:2015 Certified Institution, Affiliated to Anna University, Chennai
Approved by AICTE, New Delhi, Recognized by UGC with 2(f) & 12(B)
Re-accredited by NAAC "A+", NBA Accredited (UG Courses): AERO | CSE
Nehru Gardens, Thirumalayampalayam, Coimbatore – 641 105.

R 2023 - Revised

CHOICE BASED CREDIT SYSTEM

MBA Full-Time DEGREE PROGRAMME

(Applicable for students admitted from the Academic Year 2024 – 25 onwards)



MBA REGULATIONS R 2023 – REVISED

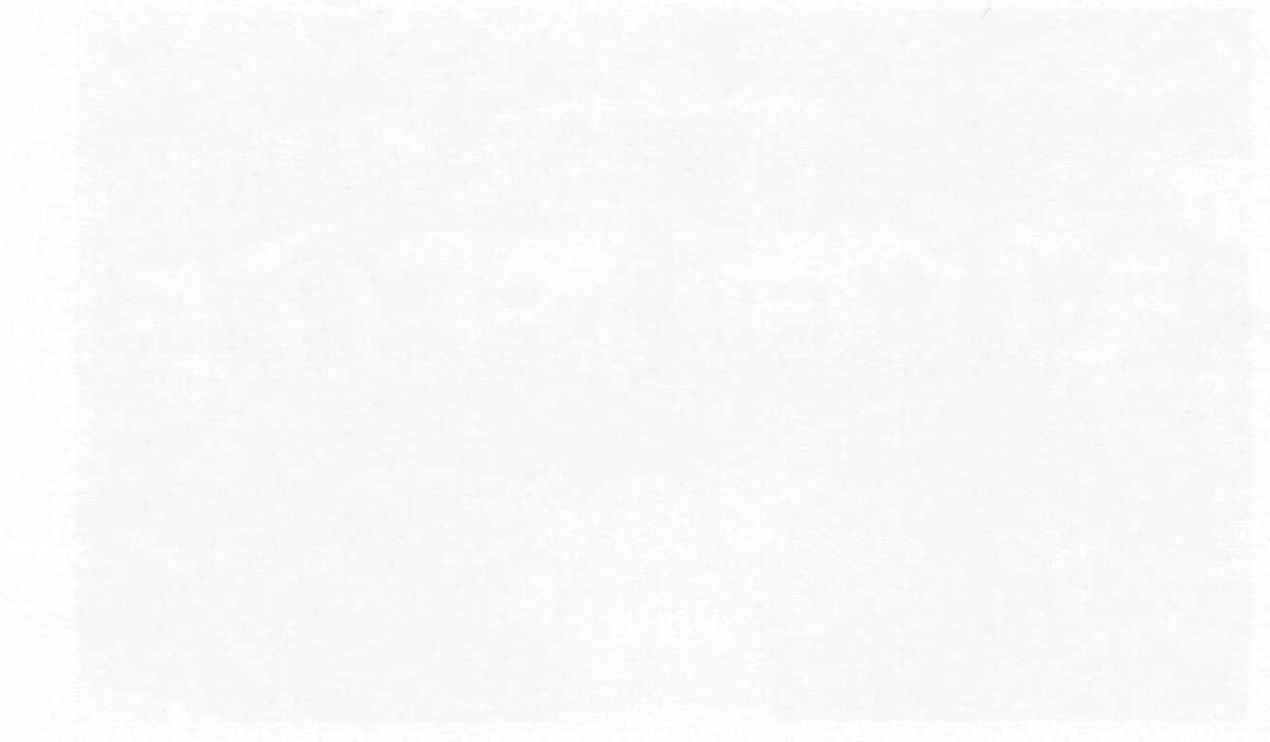
THE UNIVERSITY OF CHICAGO

PHYSICS DEPARTMENT

PHYSICS 354

LECTURE 10

STATISTICAL MECHANICS



PROFESSOR J. K. JOHNSON

CHICAGO, ILLINOIS

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MBA REGULATIONS R 2023 – REVISED
CHOICE BASED CREDIT SYSTEM & OUTCOME BASED EDUCATION
DEGREE OF MASTER OF BUSINESS ADMINISTRATION

1. **PREAMBLE:** In the pursuit of excellence and innovation, we, **Nehru Institute of Engineering and Technology**, proudly stand as a beacon of knowledge, research, and technological advancement. Established with a vision to shape the future of engineering education, we are committed to nurturing brilliant minds and fostering a culture of curiosity, creativity, and collaboration. Our mission is to empower the next generation of engineers, managers, entrepreneurs, administrators, problem solvers, and innovators, by providing a comprehensive and cutting-edge education that prepares our students to tackle the challenges of today and tomorrow.

Note: The regulations outlined herein are subject to potential amendments authorized by the Academic Council of the college on an ongoing basis. Any of these amendments will take effect on a date determined by the Academic Council and may apply to specific batch of students, including those who are already enrolled in the program.

2. **PRELIMINARY DEFINITIONS AND NOMENCLATURE**

In this Regulations, unless the context otherwise requires.

“**Institution**” means Nehru Institute of Engineering and Technology.

“**Programme**” means Post Graduate Degree Programme in MBA.

“**Course**” means Theory or Practical subject that is normally studied in a semester, like Business Research Methods, Marketing Management etc.

“**Specialization**” means a domain in which a student has specialized based on the choice of elective courses.

“**Head of the Institution (HoI)**” means the Principal of the institution or vice versa. He / She is responsible for all the Academic, Research and Administrative activities of the institution.

“**Dean, Academics**” means the authority of the Institution who is responsible for academic activities for implementation of relevant rules and regulations pertaining to the Academic Programmes.

“**Chairman**” means Chairperson of Board of Studies of each Department. He / She is responsible for all the Curriculum, Syllabus, Teaching and Learning and Assessment related to Autonomous functioning of the Department / Institution.

“Head of the Department (HoD)” means the authority of the Department concerned who is responsible for all Academic, Research and Administrative activities of the Department.

“Controller of Examinations (CoE)” means the authority of the institution who is responsible for all examination related activities of the institution.

“Credit” means a numerical value allocated for each course to describe the student’s workload required in hours per week.

“End Semester Examinations (ESE)” means examinations for either theory or laboratory course carried out at the End of the Semester.

“CGPA” means Cumulative Grade Point Average obtained up to a particular semester or up to the end of the programme.

“Grade” means the letter grade assigned to each course based on the specified range of marks obtained by the student.

“Grade Point” means a numerical value (0 to 10) allocated based on the grade assigned to each course.

“Continuous Internal Assessment (CIA)” means assessment carried out by the course faculty continuously throughout the course. It is also referred as Internal Assessment.

“UGC” means University Grants Commission, New Delhi. UGC issues guidelines and regulates all the Universities in India.

“University” means Anna University, Chennai.

3. ELIGIBILITY FOR ADMISSION:

- i. Students for admission to the first semester of the Master of Business Administration Programme shall be required to have passed an appropriate Under-Graduate Degree of Examination of Anna University or equivalent as specified under qualification for admission as per the Tamil Nadu Common Admission (TANCA) eligibility criteria for the programme.
- ii. Notwithstanding the qualifying examination the candidate might have passed, he/she shall have a minimum level of proficiency in the appropriate programme / courses as prescribed by the University from time to time.
- iii. Eligibility conditions for admission such as the class obtained the number of attempts in qualifying examination and physical fitness will be as prescribed by the University from time to time.
- iv. In addition to the above, admission will be carried out as per the guidelines issued by the Directorate of Technical Education (DOTE) - Tamil Nadu, University, AICTE and UGC from time to time.

4. STRUCTURE OF THE PROGRAMME

4.1 Medium of Instruction

The medium of instruction is English for all courses, examinations, seminar presentations and project work reports except for the two courses offered in Modern Indian Languages.

4.2 Categorization of Courses

The M.B.A. programme includes Theory Courses, Practical Courses, Elective Courses, Seminar Courses, Certificate Courses, Field Works, Internship Training and Project Work etc. with detailed syllabi prescribed by the Board of Studies from time to time.

The Programme may also include Technical seminar / practical / practical training / Paper presentation in the Conferences, if they are specified in the curriculum.

- **Professional Core Courses (PCC)** includes the core courses relevant to the chosen specialization / branch.
- **Professional Elective Courses (PEC)** includes the elective courses relevant to the chosen specialization / branch. Each student shall opt for Dual Specialization from the list of specializations offered in consultation with the Head of the Department.
- **Employability Enhancement Courses (EEC)** includes Project Work, Internship, Seminar, Professional Practices, Summer Project, Case Study and Industrial / Practical Training.
- **Employability Certificate Courses (ECC):** Students can optionally register for online courses through SWAYAM / NPTEL approved by department committee consisting of HoD, Programme Coordinator and Tutor.

4.3 There shall be a certain minimum number of professional core courses and sufficient number of professional elective courses that can be opted by the students. The blend of different courses shall be so designed that the student, at the end of the programme, would have been trained not only for his/her relevant professional field but also would have developed as a socially conscious professional. The minimum prescribed credits required for the award of the degree is 96 - 102.

4.4 The Courses of study shall include theory and practical courses as detailed in the respective curriculum. Curriculum of each semester shall normally have a blend of lecture courses and practical courses including Employability Enhancement Courses and Employability Certificate Courses. Each course shall have credits assigned as per clause 4.5.

4.5 **Credit Assignment:** Each course is assigned certain number of credits based on the following:

Sl. No.	Contact period per week	Credits
1	1 Lecture Period	1
2	1 Tutorial Period	1
3	2 Practical Period (Laboratory / Seminar / Project Work etc.,)	1

4.6 Project Work

- 4.6.1 The Project work is an important component of Post-Graduate programmes. The Project Work has to be undertaken in the final semester.
- 4.6.2 The Project work for M.B.A shall be pursued for a period of 12 weeks during the final semester, with an additional of maximum 2 weeks for report writing, the total project duration not exceeding 15 weeks.
- 4.6.3 The Project work shall be carried out under the supervision of a faculty member in the Department concerned. The faculty member must be possessing a M.B.A. degree (i) with a minimum of 2 years of teaching experience or (ii) Ph.D. degree.
- 4.6.4 A student shall be permitted to work on projects in an Industrial/Research Organization, on the recommendations of the Head of the Department. In such cases, the student shall be instructed to meet the supervisor periodically once every week and attend the review committee meetings for evaluating the progress. In case the student is undertaking the project work in the department the student has to report every day to the supervisor either in physical mode or online mode.
- 4.6.5 The review meetings, if necessary, may also be arranged in online mode with prior approval from the Head of the Institution and suitable record of the meetings shall be maintained.
- 4.6.6 The deadline for submission of final Project Report is 30 calendar days from the last working day of the semester in which project is done.

4.7 Summer Internship

- 4.7.1 The students need to undergo Internship for a period of continuous 4 weeks in an organization / Research organization / Educational institution / industry (after due approval from the Head of the Institution) after the completion of the second semester examination. Students shall get approval from the Head of the Institution and the Certificate of completion of Internship shall be forwarded to CoE. Attendance Certificate signed by the competent authority of the industry shall be submitted to the Head of the Institution. The attendance certificate shall be forwarded to COE by the Head of the Institution for processing results.

Duration of Internship	Credits
4 Weeks	2

4.8. Value Added Courses

The Students may optionally undergo Value Added Courses (VAC) over and above the topics covered in the curriculum to obtain practical and industry specific knowledge. The credits earned through the Value Added Courses shall be over and above the total credit requirements prescribed in the curriculum for the award of the degree. One / Two credit courses shall be offered by a Department with the prior approval from the Head of the Institution without any additional fee charged from the students. The details of the syllabus, time table and course coordinator may be sent to the Head of the Institution at least one month before the course is offered for approval. Students can take a maximum of two one credit courses / one two credit course during the entire duration of the Programme.

4.9 Online Courses

Students may be permitted to credit a maximum of two online courses (in his/her chosen area of specialization), with the approval of the Head of the Institution. The Head of the Institution shall form a three-member committee with members as HOD and a faculty member from the Department of the student, HOD of any other branch of the Institution to ensure that the student has not studied such courses and would not repeat it again as Professional Core / Professional Elective courses. Suitable online courses shall be chosen from the SWAYAM platform.

5. DURATION OF THE PROGRAMME

5.1 The duration of the Programme shall be four consecutive semesters, spread over 2 Academic Years, (one academic year consisting of 2 semesters). Each semester shall have a minimum of 75 working days or 540 periods of each 50 minutes' duration excluding the days of the End Semester Examinations. The Head of the Institutions shall ensure that every teacher imparts instruction as per the number of periods specified in the syllabus and that the teacher teaches the full content of the specified syllabus for the course being taught.

5.2 The Head of the Institution may conduct additional classes for improvement, special coaching, conduct of model test etc., over and above the specified periods. But for the purpose of calculation of attendance requirement for writing the End Semester Examinations (as per clause 7) by the students, following method shall be used.

$$\text{Percentage of Attendance} = \frac{\text{Total no. of periods attended in all the courses per semester}}{(\text{No. of periods / week as prescribed in the curriculum}) \times 15 \text{ taken together for all courses of the semester}} \times 100$$

The End Semester Examination will normally follow immediately after the last working day of the semester as per the academic schedule prescribed from time to time.

- 5.3** A student is ordinarily expected to complete the MBA degree programme in four semesters (two academic years) but in any case he / she has to complete the course requirements successfully and has to pass the examinations in all the courses prescribed in the respective curriculum within a maximum period of 8 semesters (4 academic years) reckoned from the commencement of the first semester to which the candidate was admitted, irrespective of the period of break of study in order that he/she may be eligible for the award of the degree.

6. COURSE REGISTRATION

Each student has to register for all courses to be undergone in the curriculum of a particular semester. The registration details of the student shall be approved by the Head of the Institution and forwarded to the Controller of Examinations. This registration is for undergoing the course as well as for writing the End Semester Examinations.

7. ATTENDANCE REQUIREMENTS FOR COMPLETION OF THE SEMESTER

- 7.1** A student who has fulfilled the following conditions shall be deemed to have satisfied the requirements for completion of a semester. Ideally every student is expected to attend all classes of all the courses and secure 100% attendance. However, in order to give provision for certain an unavoidable reason such as medical, the student is expected to attend at least 75% of the classes. Therefore, he / she shall secure not less than 75% (after rounding off to the nearest integer) of overall attendance.
- 7.2** However, a student who secures overall attendance between 65% and 74% in the current semester due to medical reasons (prolonged hospitalization / accident / specific illness) may be permitted to appear for the current semester examinations, subject to the condition that the student shall submit the medical certificate to the Head of the Department on the date of joining after such leave. The same shall be forwarded to the Controller of Examinations through Head of the Institution for record purposes.
- 7.3** Students who secure less than 65% overall attendance shall not be permitted to write the examination at the end of the semester and not permitted to move to the next semester. They are required to repeat the incomplete semester in the next academic year, as per the norms prescribed.

8. FACULTY ADVISOR

To help the students in planning their courses of study and for general advice on the academic programme, the Head of the Department of the students will attach a certain number of students to a teacher of the Department, who shall function as Faculty Advisor for those students throughout their period of study. The Faculty Advisor shall advise the

students in registration and reappearance (Arrear) registration of courses, authorize the process, monitor their attendance and progress and counsel them periodically. The responsibilities of the faculty advisor shall be:

- To inform the students about the various facilities and activities available to enhance the student's curricular and co-curricular activities.
- To guide student for registration of the courses.
- To monitor the academic and general performance of the students including attendance and to counsel them accordingly.
- To collect and maintain the academic and co-curricular records of the students.
- To coordinate with company for scheduling tests / examinations.

9. CLASS COMMITTEE

9.1 Every class shall have a class committee consisting of teachers of the class concerned, student representatives and faculty advisor. It is like the 'Quality Circle' (more commonly used in industries) with the overall goal of improving the teaching- learning process.

9.2 The functions of the class committee include:

- Solving problems experienced by students in the class room and in the laboratories.
- Clarifying the regulations of the degree programme and the details of rules therein;
- Informing the student representatives, the academic schedule including the dates of assessments and the syllabus coverage for each assessment.
- Informing the student representatives, the details of Regulations regarding weightage used for each assessment. In the case of practical courses (laboratory / project work / seminar etc.) the breakup of marks for each experiment / exercise / module of work, should be clearly discussed in the class committee meeting and informed to the students.
- Analyzing the performance of the students of the class after each test and finding the ways and means of solving problems, if any.

9.3 The class committee shall be constituted by the Head of the Department within the first week of each semester.

9.4 At least 4 student representatives (usually 2 boys and 2 girls) shall be included in the class committee. The Head of the Institution may participate in any class committee meeting.

9.5 The faculty advisor is required to prepare the minutes of every meeting, submit the same to the Head of the Department within two days of the meeting and arrange to circulate it among the students and teachers concerned. If there are some points in the minutes requiring action by the Management, the same shall be brought to the notice of the Management by the Head of the Institution.

9.6 The first meeting of the class committee shall be held within one week from the date of commencement of the semester, in order to inform the students about the nature and weightage of assessments within the framework of the Regulations. Two or three subsequent meetings may be held in a semester at suitable intervals. The faculty advisor shall display the cumulative attendance particulars of each student on the Notice Board at the end of every such meeting to enable the students to know their attendance details. During these meetings the student members representing the entire class, shall meaningfully interact and express the opinions and suggestions of the other students of the class in order to improve the effectiveness of the teaching-learning process.

10. SYSTEM OF EXAMINATION

- 10.1 Performance in each course of study shall be evaluated based on (i) Continuous Internal Assessment throughout the semester and (ii) End Semester Examination at the end of the semester.
- 10.2 Each course, both theory and practical (including project work & viva-voce examinations) shall be evaluated for a maximum of 100 marks.
- 10.2.1 For all **theory courses**, the Continuous Internal Assessment will carry **40** marks while the End Semester Examination will carry **60** marks.
- 10.2.2 For all **laboratory courses**, the Continuous Internal Assessment will carry **60** marks while the End Semester Examination will carry **40** marks.
- 10.2.3 For **seminar courses**, the End Semester Examination will carry **100** marks as Internal assessment.
- 10.2.4 The continuous internal assessment for the **project work** will carry **60** marks while the End Semester Examination will carry **40** marks.
- 10.3 The End Semester Examination for Project Work shall consist of evaluation of the final report submitted by the student and it is evaluated by an external examiner and an internal examiner, followed by a viva-voce examination conducted separately for each student by a committee consisting of the external examiner, the supervisor and an internal examiner.
- 10.4 For the End Semester Examination of practical courses including Project Work, the internal and external examiners shall be appointed by the Controller of Examinations.

11. PROCEDURE FOR AWARDING MARKS FOR INTERNAL ASSESSMENT

For all theory, laboratory courses, summer training and project work, the continuous assessment shall be awarded as per the procedure given below:

11.1 THEORY COURSES

Three assessment tests each carrying 50 marks shall be conducted during the semester by the Department concerned. The total marks obtained in all the assessments put together out of 150, shall be proportionately reduced for 40 marks and rounded to the nearest integer (This also implies equal weightage to the three assessments). One assessment test would be conducted in a day, and they would be of one and a half hour durations each. Students will have regular classes on the assessment days of these tests. In case a student misses the assessment due to medical reasons (hospitalization / accident / specific illness) only one Reassessment shall be given at the end of the semester after getting approval from the Head of the Department / Head of the Institution by the concerned course instructor.

Table: 1 Internal Marks Split up for Theory Courses

Assessment Tools	Syllabus	Marks	Internal Marks
Continuous Assessment – I	1.5 - Units	50	10
Continuous Assessment – II	2 - Units	50	10
Continuous Assessment – III	1.5 - Units	50	10
Assignments / Seminar / Case Study Presentation			5
Attendance (96 % to 100% – 5 marks, 91 % to 95% – 4 marks, 86 % to 90 % – 3 marks, 81 % to 85 % – 2 marks, and 76% to 80% – 1 mark)			5
Total			40

11.2 LABORATORY COURSES

The maximum marks for Internal Assessment shall be 60 marks in case of practical courses. Every practical exercise / experiment shall be evaluated based on conduct of experiment / exercise and records to be maintained. There shall be at least one test. The criterion for arriving at the Internal Assessment marks is as follows: The total mark shall be converted into a maximum of 60 marks and rounded to the nearest integer.

Table: 2 Internal Marks Split up for Practical Courses

S. No.	Assessment Tools	Internal Marks
1	Pre lab / Preparation	20
2	Conduct of Experiments	30
3	Calculations & Result	40
4	Viva-Voce	10
5	Total (Average of all experiments)	100 (To be scale down to 40)
6	Model practical Examination	100 (To be scale down to 20)
Total		60

Table: 3 Internal Marks Split up for Practical (Model Exam)

S. No.	Assessment Tools	Internal Marks
1	Model Exam – I	100
Total		100 (To be Scale Down to 20)

11.3 PROJECT WORK

- 11.3.1** The Project Work has to be undertaken in the final semester. Project work shall be carried out under the supervision of a faculty having PG degree with atleast three years of teaching experience / Ph.D. degree in the Department concerned.
- 11.3.2** Every student is required to undertake a suitable project work independently in a manufacturing company or service organization in consultation with the faculty guide and Head of the Department and submit the project report on dates specified by the Department.
- 11.3.3** The nature of the project work can be independent study / problem study. In case of Project work at industrial / research organization, the same shall be jointly supervised by a faculty supervisor and a guide from the organization. In such cases, the student shall be instructed to meet the supervisor periodically once every week and attend the review committee meetings for evaluating the progress. The review meetings, if necessary, may also be arranged in blended mode (online participation only for guide from the industry/ research institutions) with prior approval from the HI and suitable record of the meetings shall be maintained.
- 11.3.4** The Project work shall be pursued for a period of 8 weeks during the final semester.
- 11.3.5** Students should submit Performance certificate and Completion certificate from the industry to the Head of the Department with the report.
- 11.3.6** There shall be three assessments (each 100 marks) during the Semester by a review committee. The student shall make presentation on the progress made before the Committee. The Head of the Institution shall constitute the review committee for each programme. The committee consists of supervisor from department, a guide from company, an expert from the department nominated by the Head of the Institution and project coordinator from the department. If the project coordinator / expert member happens to be the supervisor then an alternate member shall be nominated by the Head of the Institution. The total marks obtained in the three reviews shall be reduced to 60 marks.
- 11.3.7** The continuous assessment and End Semester Examinations marks for Project Work and the Viva-Voce Examination will be distributed as indicated below. The project report shall carry a maximum of 10 marks. The project report shall be submitted as per the approved guidelines as given by the Dean Academics. Same marks shall be awarded to every student within the project group for the project report.
The viva-voce examination shall carry 30 marks. Marks are awarded to each student of the project group is based on the individual performance in the viva-voce examination.

The evaluation of project work shall be done as per the weightages given in Table.

Continuous Assessment (60 Marks)			End Semester Examination (40 Marks)			
			Project Report	Viva-Voce Examination		
Review-I	Review-II	Review-III	External	Internal	External	Supervisor
20	20	20	10	10	10	10

11.3.8 The last date for submission of the project report is on the last working day of the semester. If a student fails to submit the project report on or before the specified deadline or the student has submitted the project report but did not appear for the viva-voce examination, it will be considered as fail in the Project Work and the student shall re-register for the same in the subsequent semester.

11.3.9 If the student fails to obtain 50% of the internal assessment marks in the final project, he / she will not be permitted to submit the project report and has to register for the same in the subsequent semester.

11.3.10 If a student has submitted the project report but did not appear for the viva-voce examination it is considered as fail and he/she will be permitted to resubmit the report within 30 days from the declaration of results and permitted for reappearance in viva-voce examination.

11.3.11 A copy of the approved Project Report after the successful completion of viva-voce examinations shall be kept in the library of the college / institution.

11.4 OTHER EMPLOYABILITY ENHANCEMENT COURSES

11.4.1 Evaluation of Seminar

The Seminar is to be considered as purely INTERNAL (with 100% internal marks only). Every student is expected to present a minimum of 2 seminars per semester before the evaluation committee and for each seminar marks can be equally apportioned. A three-member committee appointed by Head of the Institution consisting of course coordinator and two experts from the Department will evaluate the seminar at the end of the semester the marks can be consolidated and taken as the final mark. No end semester examination is required for this course. The evaluation shall be based on the seminar paper (40%), presentation (40%) and response to the questions asked during presentation (20%).

11.4.2 Evaluation of Creativity and Innovation Seminar

The creativity and innovation Seminar course is an activity-based course with both theoretical and practical content and is to be considered as purely INTERNAL (with 100% internal marks only). Each student is expected to present seminars and to come out with innovative products or services. This will be evaluated by the faculty member(s) handling the course and the consolidated marks can be taken as the final mark. No end

semester examination is required for this course. The evaluation shall be based on the Innovative product or service (40%), presentation (40%) and response to the questions asked during presentation (20%).

11.4.3 Evaluation of Summer Internship

Every student shall undertake an Internship in the summer vacation, between second and third semester, for duration of four weeks with two credits. The student should do an organizational study in a manufacturing company or a service organization in consultation with the faculty supervisor and the Head of the Department. Report of the Summer Internship is to be submitted by the students within 30 days from the commencement of the third semester. Students should submit Performance certificate and Completion certificate from the industry to the Head of the Department with the report. A three-member committee appointed by Head of the Institution consisting of course coordinator and two experts from the Department will evaluate the summer Internship at the end of the semester, the marks can be consolidated and taken as the final mark. The evaluation for 100 marks will be carried out internally based on review, report and a viva-voce Examination will be conducted by a Departmental Committee constituted by the Head of the Institution. The evaluation will be done as follows:

Continues Assessment (20 Marks)		End Semester Examination (80 Marks)					
		Report			Viva-Voce Examination		
Review-I	Review-II	Supervisor	Internal	HoD	Supervisor	Internal	HoD
10	10	10	10	10	10	20	20

Certificates submitted by the students along with the report shall be sent by the Head of the Institution to the Controller of Examination.

11.4.4 Evaluation of Value Added Courses

The course shall carry 100 marks and shall be evaluated through continuous assessments only. Two Assessments shall be conducted during the semester by the Department concerned. The total marks obtained in the assessments shall be reduced to 100 marks and rounded to the nearest integer. A committee consisting of the Head of the Department, staff handling the course and a senior faculty member nominated by the Head of the Institution shall do the evaluation process. The list of students along with the marks and the grades earned shall be forwarded to the Controller of Examinations for appropriate action at least one month before the commencement of End Semester Examinations. The grades earned by the students for Value Added Courses will be recorded in the Grade Sheet, however the same shall not be considered for the computation of CGPA.

11.4.5 Evaluation of Online courses

Students are permitted to optionally enroll and study the online courses through SWAYAM / NPTEL programme platforms and credit transfer is to be done based on the marks and certificate provided by NPTEL. The number of credits and transfer of credits are based on the procedure explained below.

Duration of the Course and Number of credits

Sl. No.	No. of Weeks	No. of Credits
1	4	1
2	8	2
3	12	3

The Credit earned by the students for Online Courses will be recorded in the Grade Sheet, however the same shall not be considered for the computation of CGPA.

11.4.6 Assessment for Community Connect Project

To instill concern for Society and contribution for Community Development among the students. This community connect project is to be undertaken by the students in II Semester. Students can take up this project as teams (not more than 5 members in a team). The project can include the Conduct of Awareness Programmes, Surveys, Lifestyle Studies, Provide Basic Necessities, Visit to Homes (Old age, Orphanages), Implementation of Projects to Upscale Lifestyle and Livelihood of Underprivileged, Knowledge Sharing to NGO's and SHGs, Visit to Schools to Conduct Awareness Programmes, Organisation of Camps in association with Social Welfare Organizations, Action Research, Conduct of Stress Relief and Relationship Bonding Initiatives at Special Homes and NGOs etc.

The Element that brings all the students together to advocate and support each other in development of the society. The student should Submit reports for the work undergone as per the curriculum. One credit shall be given for the service of the Student to the society.

11.5 Internal marks approved by the Head of the Institution shall be displayed by the respective HODs within 5 days from the last working day.

12. ATTENDANCE RECORD

Every teacher is required to maintain an 'ATTENDANCE AND ASSESSMENT RECORD' which consists of attendance marked in each lecture or practical or project work class, the test marks and the record of class work (topics covered), separately for each course. This should be submitted to the Head of the Department periodically (at least three times in a semester) for checking the syllabus coverage and the records of test marks and attendance.

The Head of the department will put his/her signature and date after due verification. At the end of the semester, the record should be verified by the Head of the institution who will keep this document in safe custody (for five years).

➤ **Conduct of Academic Audit by every Institution**

The institution shall strive for a better performance of the students by conducting the internal assessments as mentioned in Clause 11.

In order to ensure the above, Academic Audit is to be done for every course taught during the semester. For the internal assessments conducted for each course as per details provided in Clause 11, the academic records shall be maintained in the form of documentation for the individual assignments / case study report / report of mini project submitted by each student and assessment test question paper and answer script. Report of industrial training / internship shall also be maintained, if applicable. For laboratory courses students' record shall be maintained. Further, the attendance of all students shall be maintained as a record.

The Head of the Institution shall arrange to conduct the Academic Audit for every course in a semester by forming the respective committees with an external course expert as one of the members drawn from a Management / Technical institution of repute near the institute.

13. REQUIREMENTS FOR APPEARING FOR END SEMESTER EXAMINATION

- A student shall normally be permitted to appear for the End Semester Examinations of the current semester if he / she has satisfied the semester completion requirements as per clause 7 and has registered for examination in all courses of the current semester.
- Further, registration is mandatory for all the courses in the current semester as well as for arrear(s) course(s) for the End Semester Examinations failing which, the candidate will not be permitted to move to the higher semester.
- A student who has passed all the courses prescribed in the curriculum for the award of the degree shall not be permitted to re-enroll to improve his / her marks in a course or the aggregate marks / CGPA.

14. END SEMESTER EXAMINATIONS

- There shall be an End Semester Examination of 3 hours duration in each lecture based course.
- The examinations shall ordinarily be conducted between December and January during the odd semesters and between May and June in the even semesters.
- For the practical examinations (including project work), both internal and external examiners shall be appointed by the Head of the Institution.

15. PASSING REQUIREMENTS

- 15.1** A student who secures not less than 50% of total marks prescribed for the course [Continuous Internal Assessment + End Semester Examinations] with a minimum of 45% of the marks prescribed for the End Semester Examination, shall be declared to have passed the course and acquired the relevant number of credits. This is applicable for both theory and laboratory courses (including project work).
- 15.2** If a student fails to secure a pass in a theory course / laboratory courses, the student shall register and appear only for the End Semester Examination in the subsequent semester. In such case, the internal assessment marks obtained by the student in the first appearance shall be retained and considered valid for all subsequent attempts till the student secures a pass. However, from the third attempt onwards if a student fails to obtain pass marks (Continuous Internal Assessment + End Semester Examination) as per clause 16.1, then the student shall be declared to have passed the examination if he / she secures a minimum of 50% marks prescribed for the End Semester Examinations alone.
- 15.3** If the course, in which the student has failed, in a professional elective or an open elective, the student may be permitted to complete the same course. In such case, the Continuous Internal Assessment marks obtained by the candidate in the first appearance shall be retained and considered valid for all subsequent attempts till the candidate secures a pass. However, from the third attempt onwards if a candidate fails to obtain pass marks (Continuous Internal Assessment + End Semester Examination) as per clause 16.1, then the candidate shall be declared to have passed the examination if he / she secure a minimum of 50% marks prescribed for the End Semester Examinations alone.
- 15.4** If any other professional elective course is opted by the student, the previous registration is cancelled and henceforth it is to be considered as a new professional elective course. The student has to register and attend the classes, earn the Continuous Internal assessment marks, fulfill the attendance requirements as per Clause 7 and appear for the End Semester Examination.
- 15.5** If a student is absent during the viva voce examination, it would be considered as fail. If a student fails to secure a pass in project work even after availing clause 11.3.9, the student shall register for the course again.
- 15.6** The passing requirement for the courses which are assessed only through purely Internal Assessment (EEC courses except project work), is 50% of the Continuous Internal Assessment marks only.
- 15.7** A student can apply for revaluation of his / her semester examination answer paper in a theory course as per the guidelines of COE, on payment of a prescribed fee along with

prescribed application to the COE through the Head of the Institution. The COE will arrange for the revaluation and the results will be intimated to the student concerned through the Head of the Institution. Revaluation is not permitted for laboratory course and EEC courses.

16. AWARD OF LETTER GRADES

16.1 The award of letter grades will be decided using relative grading principle. The performance of a student will be reported using letter grades, each carrying certain points as detailed below:

Letter Grade	Grade Points
O (Outstanding)	10
A + (Excellent)	9
A (Very Good)	8
B + (Good)	7
B (Average)	6
C (Satisfactory)	5
RA (Re-appearance)	0
SA (Shortage of Attendance)	0
W (Withdrawal)	0

- A student is deemed to have passed and acquired the corresponding credits in a particular course if he/she obtains any one of the following grades: “O”, “A+”, “A”, “B+”, “B”, “C”.
- ‘SA’ denotes shortage of attendance (as per clause 10.3) and hence prevention from writing the End Semester Examinations. ‘SA’ will appear only in the result sheet.
- “RA” denotes that the student has failed to pass in that course. “W” denotes **withdrawal** from the examination of the particular course. The grades RA and W will figure both in Grade Sheet as well as in Result Sheet. In both cases, the student has to appear for the End Semester Examinations as per the Regulations.
- If the grade RA is given to **Theory Courses / Laboratory Courses** it is not required to satisfy the attendance requirements (vide clause 10), but has to appear for the End Semester Examination and fulfill the norms specified in clause 14 to earn a pass in the respective courses. If the grade RA is given to **Project work**, the course has to be registered again and attendance requirement (vide clause 10) should be satisfied.
- If the grade RA is given to EEC course (except project work), which are evaluated only through internal assessment, the student shall register for the course again in the subsequent semester fulfill the norms as specified in Clause 14 to earn pass in the course. However, attendance requirement need not be satisfied.

16.2 The grades **O, A+, A, B+, B, C** obtained for the one / two credit courses (not part of curriculum) under the title 'Value Added Courses' and 'internship / industrial training' (if not part of curriculum) shall figure in the Grade Sheet. For these courses if the grades obtained are RA, SA then it shall not figure in the Grade Sheet.

16.3 GRADE SHEET

After results are declared, Grade Sheets will be issued to each student which will contain the following details:

- The college in which the candidate has studied.
- The list of courses enrolled during the semester and the grades scored.
- The Grade Point Average (GPA) for the semester and
- The Cumulative Grade Point Average (CGPA) of all courses enrolled from first semester onwards.

GPA for a semester is the ratio of the sum of the products of the number of credits acquired for courses and the corresponding points to the sum of the number of credits acquired for the courses in the semester. CGPA will be calculated in a similar manner, considering all the courses registered from first semester. RA grades will be excluded for calculating GPA and CGPA.

$$\text{GPA / CGPA} = \frac{\sum_{i=1}^n C_i GP_i}{\sum_{i=1}^n C_i}$$

where

C_i is the number of credits assigned to the course

GP_i is the Grade point corresponding to the grade obtained for each Course

n is number of all Courses successfully cleared during the particular semester in the case of GPA and during all the semesters in the case of CGPA.

17. ELIGIBILITY FOR THE AWARD OF THE DEGREE

A student shall be declared to be eligible for the award of the M.B.A. provided the student has;

- Successfully gained the required number of total credits as specified in the curriculum corresponding to the student's programme within the stipulated time.
- Successfully completed the course requirements, appeared for the End-Semester examinations and passed all the subjects prescribed in all the 4 semesters within a maximum period of 4 years reckoned from the commencement of the first semester to which the candidate was admitted.
- No disciplinary action pending against the student.

18. CLASSIFICATION OF THE DEGREE AWARDED

18.1 FIRST CLASS WITH DISTINCTION:

A Student who satisfies the following conditions shall be declared to have passed the examination in **First class with Distinction**:

- Should have passed the examination in all the courses of all the four semesters in the student's First Appearance within three years, which includes authorised break of study of one year (if availed). Withdrawal from examination (vide Clause 19) will not be considered as an appearance.
- Should have secured a CGPA of not less than **8.50**.
- Should NOT have been prevented from writing End Semester Examination due to lack of attendance in any of the courses.

18.2 FIRST CLASS:

A student who satisfies the following conditions shall be declared to have passed the examination in **First class**:

- Should have passed the examination in all the courses of all four semesters within three years, which includes one year of authorized break of study (if availed) or prevention from writing the End Semester Examination due to lack of attendance (if applicable).
- Should have secured a CGPA of not less than 6.50.

18.3 SECOND CLASS:

All other students (not covered in clauses 18.1 and 18.2) who qualify for the award of the degree (vide Clause 17) shall be declared to have passed the examination in **Second Class**.

- 18.4** A student who is absent in End Semester Examination in a course / project work after having registered for the same shall be considered to have appeared in that examination (except approved withdrawal from End Semester Examinations as per clause 19) for the purpose of classification.

18.5 Photocopy / Revaluation

A student can apply for photocopy of his / her semester examination answer paper in a theory course, as per the guidelines of COE on payment of a prescribed fee through proper application to the Controller of Examinations through the Head of Institutions. The answer script is to be valued and justified by a faculty member, who handled the subject and recommend for revaluation with breakup of marks for each question. Based on the recommendation, the student can register for the revaluation through proper application to the Controller of Examinations.

The Controller of Examinations will arrange for the revaluation and the results will be intimated to the student concerned through the Head of the Institutions. Revaluation is not permitted for practical courses and for EEC courses.

A student can apply for revaluation of answer scripts for not exceeding 5 subjects at a time.

18.6 Review

Students not satisfied with Revaluation can apply for Review of his / her examination answer paper in a theory course, within the prescribed date on payment of a prescribed fee through proper application to Controller of Examinations through the Head of the Institution.

Students applying for Revaluation only are eligible to apply for Review.

19. PROVISIONS FOR WITHDRAWAL FROM END SEMESTER EXAMINATION:

19.1 A student may, for valid reasons, (medically unfit / unexpected family situations / sports approved by Head of the Institution) be granted permission to withdraw from appearing for the End Semester Examination in any course or courses in **ANY ONE** of the semester examinations during the entire duration of the degree programme. The application shall be sent to COE through the Head of the Institutions with required documents.

19.2 Withdrawal application is valid if the student is otherwise eligible to write the examination (Clause 7) and if it is made within TEN days after the date of the examination(s) in that course or courses and recommended by the Head of the Institution and approved by the Controller of Examinations. For a student to withdraw from a course / courses, he / she should have registered for the course, fulfilled the attendance requirements (vide clause 7) and earned continuous assessment marks.

19.2.1 Notwithstanding the requirement of mandatory 10 days notice, applications for withdrawal for special cases under extraordinary conditions will be considered on the merit of the case.

19.3 In case of withdrawal from a course / courses, it will figure both in Marks Sheet as well as in Result Sheet. However, withdrawal shall not be considered as an appearance for the eligibility of a student for First Class with Distinction.

19.4 If a student withdraws from writing End Semester Examinations for a course or courses, he / she shall register for the same in the subsequent semester and write the End Semester Examination(s).

19.5 If a student applies for withdrawal from Project work, he/she will be permitted only after the submission of project report before the deadline. However, the candidate may appear for the viva voce examination within 30 days after the declaration of results and the same is not considered as reappearance.

19.6 Withdrawal is permitted for the End Semester Examinations in the final semester, as per clause 18.1.

20. PROVISION FOR AUTHORIZED BREAK OF STUDY

- 20.1 A student is permitted to avail authorised break of study for a maximum period of one year in a single spell.
- 20.2 Break of Study shall be granted only once for valid reasons for a maximum of one year during the entire period of study of the degree programme. However, in extraordinary situation the student may apply for additional break of study not exceeding another one year. If a student intends to temporarily discontinue the programme in the middle of the semester for valid reasons, and to rejoin the programme in a subsequent year, permission may be granted based on the merits of the case provided he / she applies to the Dean, Student Affairs in advance, but not later than the last date for registering for the end semester examination of the semester in question, through the Head of the Institution stating the reasons therefore and the probable date of rejoining the programme.
- 20.3 The students permitted to rejoin the programme after break of study / prevention due to lack of attendance, shall be governed by the Curriculum and Regulations in force at the time of rejoining. The students rejoining in new regulations shall register for additional courses, if any, as notified by the Dean Academics under change of regulations. These courses may be from any of the semesters of the curriculum in force, so as to bridge the curriculum in force and the old curriculum. In such cases, the total number of credits to be earned by the student may be more than or equal to the total number of credits prescribed in the curriculum in force.
- 20.4 The authorized break of study of maximum of one year is included in the duration specified for passing all the courses for the purpose of classification (vide Clause 18.1).
- 20.5 The total period for completion of the Programme reckoned from, the commencement of the first semester to which the student was admitted shall not exceed the maximum period specified in clause 4.1 irrespective of the period of break of study in order that he / she may be eligible for the award of the degree.
- 20.6 If any student is prevented for want of required attendance, the period of prevention shall not be considered as authorized 'Break of Study' (Clause 20.1).
- 20.7 If a student in Full Time mode wants to take up job / start-up / entrepreneurship during the period of study he/she shall apply for authorised break of study for one year. The student shall undertake the job / start-up / entrepreneurship only after getting approval of the same by The Dean, Academics with due proof to that effect.
- 20.8 No fee is applicable to students during the Break of Study period.

21. DISCIPLINE

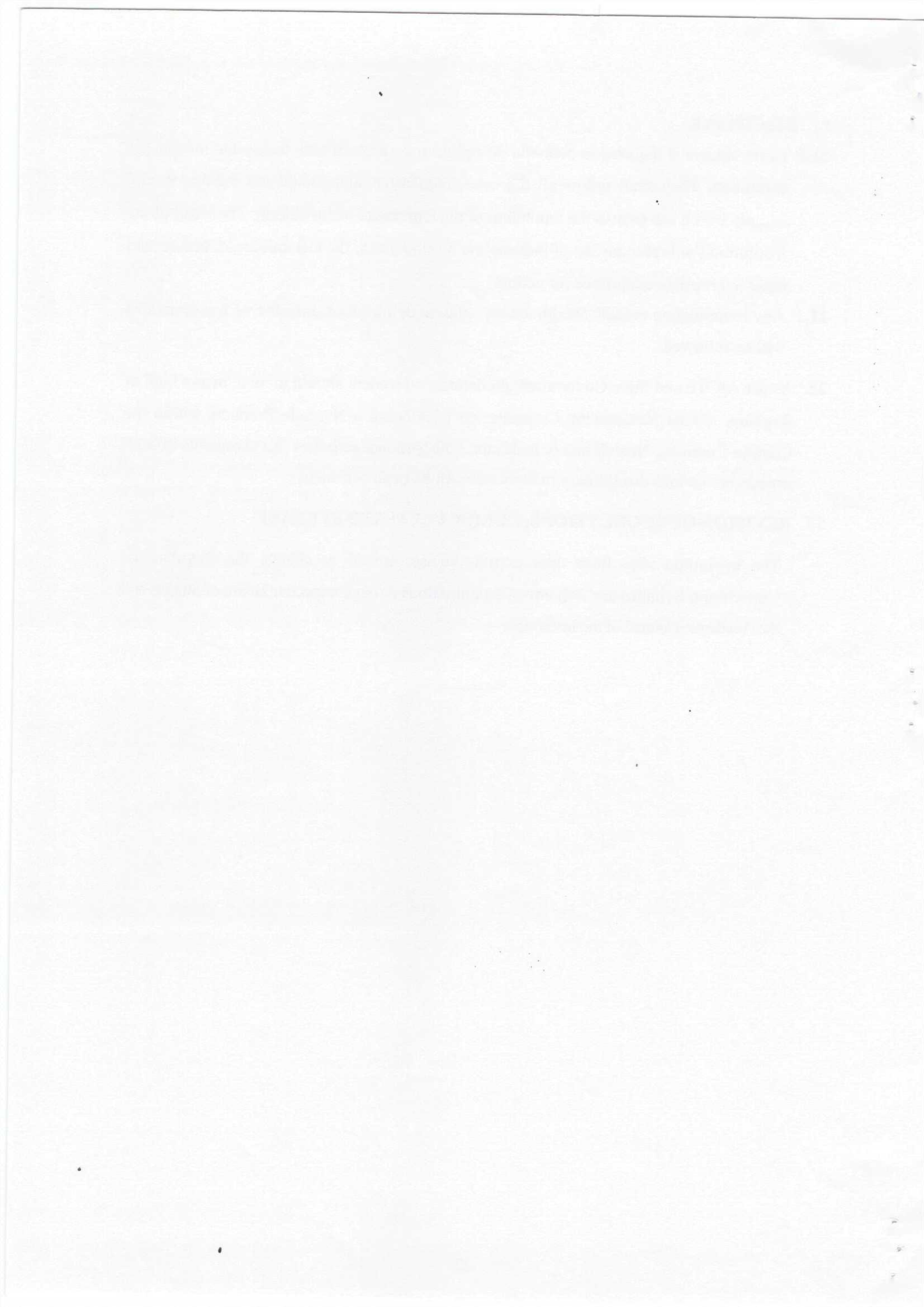
21.1 Every student is required to maintain discipline and decorum both inside and outside the institution. They shall follow all the rules, regulations and should not indulge in any activity which can tarnish the reputation of the University or Institution. The Head of the Institution shall refer any act of indiscipline by students to the Discipline Committee and other appropriate committee for action.

21.2 Any Examination related “Malpractices”, the guidelines by Controller of Examinations will be followed.

22. As per AICTE and State Government guidelines, no student should involve in any kind of Ragging, Sexual Harassment, Consumption of Alcohol a Narcotic Products within the Campus Premises, Hostels and outside and Anti-National activities. Involvements in such aspects are serious disciplinary matters and will be dealt seriously.

23. REVISION OF REGULATIONS, CURRICULUM AND SYLLABI

The Institution may from time to time revise, amend or change the Regulations, Curriculum, Syllabus and Scheme of Examinations through respective Board of Studies and the Academic Council of the Institution.





NEHRU INSTITUTE OF ENGINEERING AND TECHNOLOGY (AUTONOMOUS)



An ISO 9001:2015 & ISO 14001:2015 Certified Institution, Affiliated to Anna University, Chennai
Approved by AICTE, New Delhi, Recognized by UGC with 2(f) & 12(B)
Re-accredited by NAAC "A+", NBA Accredited (UG Courses): AERO | CSE
Nehru Gardens, Thirumalayampalayam, Coimbatore – 641 105.

DEPARTMENT OF MANAGEMENT STUDIES



CURRICULUM

MASTER OF BUSINESS ADMINISTRATION

REGULATION – 2023 (Revised)

(Applicable for students admitted from the Academic Year 2024 – '25 onwards)

DEPARTMENT OF MANAGEMENT STUDIES

VISION AND MISSION OF THE INSTITUTION

VISION

Our Vision is to mould the youngsters to acquire sound knowledge in technical and scientific fields to face the future challenges by continuous upgradation of all resources and processes for the benefit of humanity as envisaged by our great leader Pandit Jawaharlal Nehru.

MISSION

- To build a strong centre of learning and research in engineering and technology.
- To facilitate the youth to learn and imbibe discipline, culture and spirituality.
- To produce quality engineers, dedicated scientists and leaders.
- To encourage entrepreneurship.
- To face the challenging needs of the global industries.

VISION AND MISSION OF THE DEPARTMENT

VISION

To mould true leaders through creative management techniques by enhancing student skills and adaptability to match with corporate culture and inculcating ethical values.

MISSION

- To provide practical training, improve analytical power, reasoning abilities and technical dexterity.
- To facilitate students to understand their responsibility for the development of the society with the individual improvement.
- To increase employability of the students by variety of skill excellence techniques.
- To adopt the industrial culture in campus by involving corporate delegates interaction most frequently.

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEO1: To have a thorough understanding of the core aspects of the business.

PEO2: To provide the learners with the management tools to identify, analyse and create business opportunities as well as solve business problems.

PEO3: To prepare them to have a holistic approach towards management functions.

PEO4: To inspire and make them practice ethical standards in business.

PROGRAMME OUTCOMES (POs)

PO1: Ability to apply the business acumen gained in practice.

PO2: Ability to understand and solve managerial issues.

PO3: Ability to communicate and negotiate effectively, to achieve organizational and individual goals.

PO4: Ability to understand one's own ability to set achievable targets and complete them.

PO5: Ability to fulfil social-outreach

PO6: Ability to take up challenging assignments

MASTER OF BUSINESS ADMINISTRATION
Regulation 2023 (Revised) - Choice Based Credit System

Semester – I

Sl. No.	Course Code	Course Title	Category	Periods per Week			Total Contact Periods	Credits
				L	T	P		
THEORY								
1	P23MG101	Management Concepts and Organizational Behavior	PCC	3	0	0	3	3
2	P23MG102	Managerial Economics	PCC	3	0	0	3	3
3	P23MG103	Accounting for Decision Making	PCC	3	1	0	4	4
4	P23MG104	Legal Aspects of Business	PCC	3	0	0	3	3
5	P23MG105	Information Management	PCC	3	0	0	3	3
6	P23MG106	Statistics for Management	PCC	3	1	0	4	4
7	P23MG107	Entrepreneurship Development	PCC	3	0	0	3	3
PRACTICAL								
8	P23MG111	Business Communication Laboratory	EEC	0	0	4	4	2
9	P23MG112	Professional Skill Development – Seminar	EEC	0	0	2	2	1
Sub Total				21	2	6	29	26

Semester – II

Sl. No.	Course Code	Course Title	Category	Periods per Week			Total Contact Periods	Credits
				L	T	P		
THEORY								
1	P23MG201	Financial Management	PCC	3	0	0	3	3
2	P23MG202	Human Resource Management	PCC	3	0	0	3	3
3	P23MG203	Marketing Management	PCC	3	0	0	3	3
4	P23MG204	Operations Management	PCC	3	0	0	3	3
5	P23MG205	Business Intelligence and Analytics	PCC	3	0	0	3	3
6	P23MG206	Quantitative Techniques for Decision Making	PCC	2	1	0	3	3
7	P23MG207	Business Research Methods	PCC	3	1	0	4	4
PRACTICAL								
8	P23MG211	Data Analysis and Business Modelling Laboratory	EEC	0	0	4	4	2
9	P23MG212	Artificial Intelligence and Machine Learning – Seminar	EEC	0	0	2	2	1
10	P23MG213	Community Connect Project	EEC	0	0	2	2	1
Sub Total				20	2	8	30	26

Summer Internship – Duration: 4 Weeks

The Summer internship will begin after the second semester examinations. The report along with the company certificate should be submitted within the two weeks of the reopening date of 3rd semester. The report should be around 40 pages. The report should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the 3rd Semester.

Semester – III

Sl. No.	Course Code	Course Title	Category	Periods per Week			Total Contact Periods	Credits
				L	T	P		
THEORY								
1	P23MG301	Strategic Management	PCC	3	0	0	3	3
2	P23MG302	Business Ethics & Corporate Governance	PCC	3	0	0	3	3
3		Professional Elective I – Stream 1	PEC	3	0	0	3	3
4		Professional Elective II – Stream 1	PEC	3	0	0	3	3
5		Professional Elective III – Stream 2	PEC	3	0	0	3	3
6		Professional Elective IV – Stream 2	PEC	3	0	0	3	3
PRACTICAL								
7	P23MG311	Summer Internship	EEC	0	0	4	4	2
8	P23MG312	Business Intelligence and Data Visualization Laboratory	EEC	0	0	4	4	2
9	P23MG313	Creativity and Innovation – Seminar	EEC	0	0	2	2	1
Sub Total				18	0	10	28	23

Semester – IV

Sl. No.	Course Code	Course Title	Category	Periods per Week			Total Contact Periods	Credits
				L	T	P		
THEORY								
1	P23MG401	International Business	PCC	3	0	0	3	3
2		Professional Elective V – Stream 1	PEC	3	0	0	3	3
3		Professional Elective VI – Stream 1	PEC	3	0	0	3	3
4		Professional Elective VII – Stream 2	PEC	3	0	0	3	3
5		Professional Elective VIII – Stream 2	PEC	3	0	0	3	3
PRACTICAL								
6	P23MG411	Project Work	EEC	0	0	12	12	6
Sub Total				15	0	12	27	21
Grand Total				74	4	36	114	96

PROFESSIONAL ELECTIVE COURSES (PEC)

Sl. No.	Course Code	Course Title	Category	Periods per Week			Total Contact Periods	Credits
				L	T	P		
Stream / Specialization : Financial Management								
Semester – III								
1	P23MGF31	Security Analysis and Portfolio Management	PEC	3	0	0	3	3
2	P23MGF32	Banking and Financial Services	PEC	3	0	0	3	3
3	P23MGF33	Financial Derivatives	PEC	3	0	0	3	3
4	P23MGF34	Direct Tax Laws & Practice	PEC	3	0	0	3	3
5	P23MGF35	Corporate Accounting	PEC	3	0	0	3	3
Semester – IV								
6	P23MGF41	Financial Markets	PEC	3	0	0	3	3
7	P23MGF42	International Finance	PEC	3	0	0	3	3
8	P23MGF43	Behavioral Finance	PEC	3	0	0	3	3
9	P23MGF44	GST and Customs Law	PEC	3	0	0	3	3
10	P23MGF45	Financial Modelling	PEC	3	0	0	3	3
Stream / Specialization : Marketing Management								
Semester – III								
11	P23MGM31	Marketing Research	PEC	3	0	0	3	3
12	P23MGM32	Consumer Behavior	PEC	3	0	0	3	3
13	P23MGM33	Product and Brand Management	PEC	3	0	0	3	3
14	P23MGM34	Digital Marketing	PEC	3	0	0	3	3
15	P23MGM35	Retail Operations Management	PEC	3	0	0	3	3
16	P23MGM36	Marketing Analytics	PEC	3	0	0	3	3
Semester – IV								
17	P23MGM41	Retail Marketing	PEC	3	0	0	3	3
18	P23MGM42	Integrated Marketing Communication	PEC	3	0	0	3	3
19	P23MGM43	Services Marketing	PEC	3	0	0	3	3
20	P23MGM44	Sales and Distribution Management	PEC	3	0	0	3	3
21	P23MGM45	Rural Marketing	PEC	3	0	0	3	3
22	P23MGM46	B2B Marketing	PEC	3	0	0	3	3



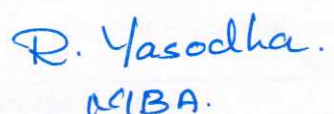

Sl. No.	Course Code	Course Title	Category	Periods per Week			Total Contact Periods	Credits
				L	T	P		
Stream / Specialization : Human Resource Management								
Semester – III								
23	P23MGH31	Strategic HumanResource Management	PEC	3	0	0	3	3
24	P23MGH32	Organizational, design, change and development	PEC	3	0	0	3	3
25	P23MGH33	International Human Resource Management	PEC	3	0	0	3	3
26	P23MGH34	Performance Management	PEC	3	0	0	3	3
27	P23MGH35	Human Resource Accounting and Auditing	PEC	3	0	0	3	3
28	P23MGH36	Leadership Management	PEC	3	0	0	3	3
Semester – IV								
29	P23MGH41	Industrial Relations and Labor Legislations	PEC	3	0	0	3	3
30	P23MGH42	Negotiation and Conflict Management	PEC	3	0	0	3	3
31	P23MGH43	Reward and Compensation Management	PEC	3	0	0	3	3
32	P23MGH44	Competency Mapping	PEC	3	0	0	3	3
33	P23MGH45	HR Analytics	PEC	3	0	0	3	3
34	P23MGH46	Training and Development Management	PEC	3	0	0	3	3
Stream / Specialization : Operations Management								
Semester – III								
35	P23MGO31	Supply Chain Management	PEC	3	0	0	3	3
36	P23MGO32	Total Quality Management	PEC	3	0	0	3	3
37	P23MGO33	Materials Management	PEC	3	0	0	3	3
38	P23MGO34	Maintenance Management	PEC	3	0	0	3	3
Semester – IV								
39	P23MGO41	Services Operations Management	PEC	3	0	0	3	3
40	P23MGO42	Production Management	PEC	3	0	0	3	3
41	P23MGO43	Project Management	PEC	3	0	0	3	3
42	P23MGO44	Modern Manufacturing Management	PEC	3	0	0	3	3

Sl. No.	Course Code	Course Title	Category	Periods per Week			Total Contact Periods	Credits
				L	T	P		
Stream / Specialization : Business Analytics								
Semester – III								
43	P23MGB31	Data Mining for Business Intelligence	PEC	3	0	0	3	3
44	P23MGB32	Social Media Web Analytics	PEC	3	0	0	3	3
45	P23MGB33	Enterprise Resource Planning	PEC	3	0	0	3	3
46	P23MGB34	Software Project Management	PEC	3	0	0	3	3
47	P23MGB35	Database Management system	PEC	3	0	0	3	3
Semester – IV								
48	P23MGB41	Deep Learning and Artificial Intelligence	PEC	3	0	0	3	3
49	P23MGB42	E-Business Management	PEC	3	0	0	3	3
50	P23MGB43	Artificial Intelligence for Managers	PEC	3	0	0	3	3
51	P23MGB44	Knowledge Management System	PEC	3	0	0	3	3
52	P23MGB45	Big Data Analytics						
Stream / Specialization : Logistics and Supply Chain Management								
Semester – III								
53	P23MGL31	Fundamentals of Shipping	PEC	3	0	0	3	3
54	P23MGL32	Port and Terminal Management	PEC	3	0	0	3	3
55	P23MGL33	Warehouse Management	PEC	3	0	0	3	3
56	P23MGL34	Air Cargo Management	PEC	3	0	0	3	3
57	P23MGL35	Supply Chain Concepts and Planning	PEC	3	0	0	3	3
Semester – IV								
58	P23MGL41	Exim Management	PEC	3	0	0	3	3
59	P23MGL42	Transportation and Distribution Management	PEC	3	0	0	3	3
60	P23MGL43	Supply Chain Inventory Management	PEC	3	0	0	3	3
61	P23MGL44	Supply Chain Analytics	PEC	3	0	0	3	3
62	P23MGL45	Reverse and Contract Logistics	PEC	3	0	0	3	3

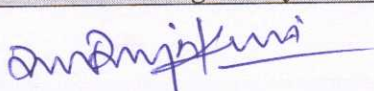

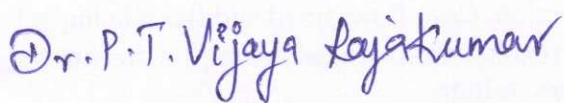
Sl. No.	Course Code	Course Title	Category	Periods per Week			Total Contact Periods	Credits
				L	T	P		
Stream / Specialization : Insurance Management								
Semester – III								
63	P23MGI31	Principles of Insurance	PEC	3	0	0	3	3
64	P23MGI32	Insurance Administration	PEC	3	0	0	3	3
65	P23MGI33	Principles and Practice of General Insurance	PEC	3	0	0	3	3
66	P23MGI34	Marketing of Insurance Services	PEC	3	0	0	3	3
67	P23MGI35	Insurance Law and Regulations	PEC	3	0	0	3	3
Semester – IV								
68	P23MGI41	Insurance Business Environment	PEC	3	0	0	3	3
69	P23MGI42	Insurance and Risk Management	PEC	3	0	0	3	3
70	P23MGI43	Principles and Practice of Life Insurance	PEC	3	0	0	3	3
71	P23MGI44	Fire and Motor Insurance	PEC	3	0	0	3	3
72	P23MGI45	Marine and Rural Insurance	PEC	3	0	0	3	3
73	P23MGI46	Reinsurance	PEC	3	0	0	3	3

Course Code		Title					
P23MG101		MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOUR					
Semester: I	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks	
	3	0	0	3			
Course pre-requisites		Principles of Management					
Course Objectives							
1	To familiarize the students to the basic concepts of management.						
2	To Understand how an organization functions and in understanding the complexity and wide variety of issues managers face into day's business firms.						
3	To acquaint the students with the fundamentals of managing business and to understand individual behaviour at workplace.						
4	To understand about group behaviour at workplace.						
5	To understand about the Emerging aspects of organizational Behavior.						
Course Category		Employability					
Development Needs		Global / National					
Course Description: The Course helps the students to understand the basic concepts of management, organization functions, fundamentals of managing business, individual behavior, group behavior, Emerging aspects of organizational Behavior.							
Course Content							
Unit	Description						
I	NATURE AND THEORIES OF MANAGEMENT: Evolution of management Though – Classical, Behavioral and Management Science Approaches Management – meaning, levels, management as an art or science, Managerial functions and Roles, Evolution of Management Theory – Classical era – Contribution of F.W. Taylor, Henri Fayol, Neo – Classical – Mayo & Hawthorne Experiments, Modern era–system & contingency approach Managerial Skills.						
						Contact Periods	9
II	PLANNING AND ORGANISING: Planning – Steps in Planning Process – Scope and Limitations – Forecasting and types of Planning – Characteristics of a sound Plan – Management by Objectives (MBO) – Policies and Strategies – Scope and Formulation –Decision Making – Types, Techniques and Processes. Organization Structure and Design – Authority and Responsibility Relationships – Delegation of Authority and Decentralization – Interdepartmental Coordination – Impact of Technology on Organizational Design Mechanistic vs. Adoptive Structures – Formal and Informal Organization, Control: meaning, function, Process and types of Control.						
						Contact Periods	9
III	INDIVIDUAL BEHAVIOUR: 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.						
						Contact Periods	9
IV	GROUP BEHAVIOUR: 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 – Organizational Climate and Culture, Conflict: concept, sources, Types, Stages of conflict, Management of conflict Organizational Change and Development.						
						Contact Periods	9



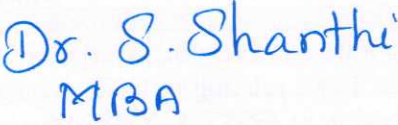
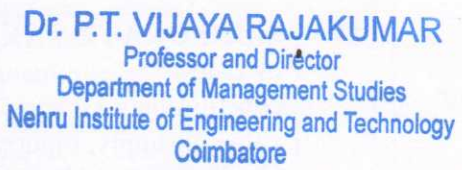
V	EMERGING ASPECTS OF ORGANIZATIONAL BEHAVIOUR: Comparative Management Styles and approaches – Japanese Management Practices Organizational Creativity and Innovation – Organizational behavior across cultures – Conditions affecting cross cultural organizational operations, Managing International Workforce, Productivity and cultural contingencies, Cross cultural communication, Management of Diversity.	
		Contact Periods
		9
		Total Periods
		45
Course Outcomes		
Upon successful completion of the course, students will be able to:		
CO 1	Understand various management concepts and skills required in the business world.	K2
CO 2	Gain knowledge of various functions of management in are all-time management context.	K1
CO 3	Understand complexities associated with management of individual behavior in the organizations.	K2
CO 4	Develop the skill set to manage group behavior in Organizations.	K2
CO 5	Have insights about the current trends in man aging organizational behavior.	K3
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating		
Reference Books	<ol style="list-style-type: none"> 1. Andrew. Durbin, Essentials of Management, Thomson Southwestern, 10th Edition, 2016. 2. Samuel. Certo and S. Trevis Certo, Modern Management: Concepts and Skills, Pearson education, 15th Edition, 2018. 3. Harold Koontz and Heinz Weihrich, Essentials of Management: An International, Innovation, And Leadership Perspective, 10th Edition, Tata McGraw–Hill Education,2015. 4. Charles W.L Hill and Steven L Mc Shane, Principles of Management, McGraw Hill Education, Special Indian Edition, 2017. 5. Stephen P. Robbins, Timothy A. Judge, Organizational Behavior, PHI Learning / Pearson Education,16th Edition, 2014. 6. Fred Luthans, Organizational Behavior, Mc Graw Hill, 12th Edition, 2013. 7. Don Hellriegel, Susan E. Jackson and John W, Jr Slocum, Management: A competency– Based Approach, Thomps on South Western, 11th Edition, 2008. 8. Heinz Weihrich, Mark V Cannice and Harold Koontz, Management –A global entrepreneurial perspective, Tata Mc Graw Hill, 12th Edition, 2008. 9. Stephen P. Robbins, David De Cenzo and Mary Coulter, Fundamentals of Management, Prentice Hall of India, 9th Edition, 2016. 10. Mc Shane, Mary V. Glinow, Organizational Behavior, 8thEdition, Tata McGraw Hill, 2017. 11. Nelson, Quick, Khandelwal. ORGB– An innovative approach to learning and teaching. Cengage learning, 2nd Edition, 2012. 12. Robert Konopaske, John MIVancevich, Michael T Matteson, Oranizational Behavior and Management, 11th Edition, Tata McGraw Hill, 2017. 13. Udai Pareek, Understanding Organisational Behavior, 3rd Edition, Oxford Higher Education, 2011. 14. Jerald Greenberg, Behavior in Organizations, PHI Learning, 10th Edition, 2011. 	

Tools for Assessment (40 Marks)						
CIA I	CIA II	CIA III	Assignment / Seminar	Attendance	Total	
10	10	10	5	5	40	
Mapping						
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	3	2	–	1
CO2	2	2	3	2	–	1
CO3	2	3	3	2	–	1
CO4	2	3	3	2	–	1
CO5	2	3	3	2	–	1
3 – High; 2 – Medium; 1 – Low						
Course designed by				Verified by		
 Signature of the Faculty Member				 Signature of the Chair Person – BoS		
 Name and Department of the Faculty Member				 Name and Seal of the Chair Person – BoS		

Course Code		Title					
P23MG102		MANAGERIAL ECONOMICS					
Semester: I	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks	
	3	0	0	3			
Course pre-requisites			Fundamentals of Economics				
Course Objectives							
1	To introduce the concepts of scarcity and efficiency						
2	To educate the learners about the principles of micro economics relevant to managing an organization						
3	To make the learners gain idea on product and factor market						
4	To make the learners to understand about the principles of macro economics						
5	To make the learners understand economic environment of business.						
Course Category			Employability				
Development Needs			Global / National				
Course Description: The Course helps the students to know the concepts of scarcity and efficiency, principles of microeconomics, product and factor market, principles of macroeconomics and understanding of economic environment of business							
Course Content							
Unit	Description						
I	INTRODUCTION: The themes of economics – scarcity and efficiency – three fundamental economic problems – society's capability – Production possibility frontiers (PPF) – Productive efficiency Vs economic efficiency – economic growth & stability – Micro economics and Macro economics – the role of markets and government – Positive Vs negative externalities.						
						Contact Periods	9
II	CONSUMER AND PRODUCER BEHAVIOUR: Market – Demand and Supply – Determinants – Market equilibrium – 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.						
						Contact Periods	9
III	PRODUCT AND FACTOR MARKET: Product market – perfect and imperfect market – different market structures – Firm's equilibrium and supply – Market efficiency – Economic cost so imperfect competition – factor market – Land, Labor and capital – Demand and supply – determination of factor price – Interaction of product and factor market – General equilibrium and efficiency of competitive markets.						
						Contact Periods	9
IV	PERFORMANCE OF AN ECONOMY – MACRO ECONOMICS: Macro – economic aggregates – circular flow of macro-economic 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.						
						Contact Periods	9



V	AGGREGATE SUPPLY AND THE ROLE OF MONEY: Short-run and Long-run supply curve – Unemployment and its impact – Okun's law – Inflation and the impact – reasons for inflation – Demand Vs Supply factors – Inflation Vs Unemployment tradeoff –Phillips curve – short-run and long-run – Supply side Policy and management – Money market – Demand and supply of money – money – market equilibrium and national income – the role of monetary policy.					
Contact Periods					9	
Total Periods					45	
Course Outcomes						
Upon successful completion of the course, students will be able to:						
CO 1	Introduce the concepts of scarcity and efficiency;				K2	
CO 2	Explain principles of micro economics relevant to managing an organization				K2	
CO 3	Describe principles of macro economics				K2	
CO 4	Understand economic environment of business				K2	
CO 5	Study about the policies that regulates economic variables.				K2	
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating						
Reference Books	<ol style="list-style-type: none"> 1. Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri and Anindya Sen, Economics, 19th Edition, Tata McGraw Hill, New Delhi, 2011. 2. William Boyes and Michael Melvin, Textbook of Economics, Biztantra, 7th Edition 2008. 3. N. Gregory Mankiw, Principles of Economics, 8th Edition, Thomson learning, New Delhi, 2017. 4. Richard Lipsey and Alec Chrystal, Economics, 13th Edition, Oxford, University Press, New Delhi, 2015. 5. Karl E. Case and Ray C. Fair, Principles of Economics, 12th Edition, Pearson, Education Asia, New Delhi, 2017. 					
Tools for Assessment (40 Marks)						
CIA I	CIA II	CIA III	Assignment / Seminar	Attendance	Total	
10	10	10	5	5	40	
Mapping						
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	2	2	1	2
CO2	3	2	1	2	2	3
CO3	3	3	2	2	2	2
CO4	3	3	2	2	2	1
CO5	3	2	2	2	1	2
3 – High; 2 – Medium; 1 – Low						
Course designed by			Verified by			
 Signature of the Faculty Member			 Signature of the Chair Person – BoS			
 MBA Name and Department of the Faculty Member			Dr. P.T. VIJAYA RAJAKUMAR Professor and Director Department of Management Studies Nehru Institute of Engineering and Technology Coimbatore Name and Seal of the Chair Person – BoS			

Course Code		Title					
P23MG103		ACCOUNTING FOR DECISION MAKING					
Semester: I	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks	
	3	1	0	4			
Course pre-requisites			Basics of Accounting				
Course Objectives							
1	To acquire knowledge for preparing financial statements						
2	To know the techniques for analyze in the financial statements						
3	To understand the various cost accounting techniques, concepts and classifications						
4	To analyze the management techniques for decision making						
5	To access the accounting standard and accounting disclosure practices in India						
Course Category			Employability				
Development Needs			Global / National				
Course Description: The Course helps the students to acquire knowledge for preparing financial statements, techniques for analyzing, cost accounting techniques, concepts and classifications, management techniques for decision making and to access the accounting standard and accounting disclosure practices in India.							
Course Content							
Unit	Description						
I	FINANCIAL ACCOUNTING: Introduction to Financial, Cost and Management Accounting–Generally accepted accounting principles– Double Entry System – Preparation of Journal, Ledger and Trial Balance Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet– Reading the financial statements.						
						Contact Periods	12
II	ANALYSIS OF FINANCIAL STATEMENTS: Financial ratio analysis; Interpretation of ratio for financial decisions – DuPont Ratios – Comparative statements – common size statements. Cash flow (as per Accounting Standard 3) and Funds flow statement analysis–Trend Analysis.						
						Contact Periods	12
III	COST ACCOUNTING: Cost Accounts – Classification of costs – Job cost sheet – Job order costing – Process costing –(excluding Interdepartmental Transfers and equivalent production) – Joint and By Product Costing–Activity Based Costing, Target Costing.						
						Contact Periods	12
IV	MARGINAL COSTING: Marginal Costing and profit Planning–Cost, Volume, Profit Analysis–Break Even Analysis–Decision making problems – Make or Buy decisions – Determination of sales mix – Exploring new markets – Add or drop products– Expand or contract.						
						Contact Periods	12
V	BUDGETING AND VARIANCE ANALYSIS: Budgetary Control – Sales, Production, Cash flow, fixed and flexible budget – Standard costing and Variance Analysis – (excluding overhead costing) – Accounting standards and accounting disclosure practices in India.						
						Contact Periods	12
						Total Periods	60

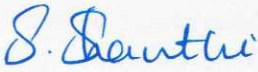

Course Outcomes						
Upon successful completion of the course, students will be able to:						
CO 1	Have a thorough grounding of financial accounting concepts					K2
CO 2	Prepare of financial statement analysis					K3
CO 3	Analyze the cost accounting techniques					K4
CO 4	Apply the management accounting techniques for decision making					K3
CO 5	Assess the accountancy standards of practices in India					K4
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating						
Reference Books	1. R. Narayanaswamy, Financial Accounting, PHI, Sixth Edition, 2017.					
	2. M.Y. Khan & P.K. Jain, Management Accounting, Tata McGraw Hill, 8 th Edition, 2018.					
	3. T.S. Reddy & A. Murthy, Financial Accounting, Margham Publications, 2014.					
	4. Jan Williams, Susan Haka, Mark S bettner, Joseph V Carcello, Financial and Managerial Accounting – The basis for business Decisions, 18 th Edition, Tata McGraw Hill Publishers, 2017.					
	5. Charles T. Horngren, GaryL. Sundem, David Burgstahler, Jeff Schatzberg, Introduction to Management Accounting, PHIL earning, 16 th Edition, 2014.					
	6. Earl K. Stice & James D. Stice, Financial Accounting, Reporting and Analysis, 8 th Edition, Engage Learning, 2015.					
	7. N.M. Singhvi, RuzbehJ, Bodhanwala, Management Accounting – Text and cases, 3 rd Edition PHI Learning, 2018.					
	8. Ashish K. Battacharya, Introduction to Financial Statement Analysis, Elsevier, 2012.					
Tools for Assessment (40 Marks)						
CIA I	CIA II	CIA III	Assignment / Seminar	Attendance	Total	
10	10	10	5	5	40	
Mapping						
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	–	2
CO2	3	2	2	2	–	2
CO3	3	3	2	3	–	2
CO4	3	3	2	3	–	3
CO5	3	2	2	2	–	2
3 – High; 2 – Medium; 1 – Low						
Course designed by				Verified by		
 Signature of the Faculty Member				 Signature of the Chair Person – BoS		
 Name and Department of the Faculty Member				 Name and Seal of the Chair Person – BoS		

Course Code		Title					
P23MG104		LEGAL ASPECTS OF BUSINESS					
Semester: I	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks	
	3	0	0	3			
Course pre-requisites		Company Law and Mercantile Law					
Course Objectives							
1	To develop a foundational understanding about the legal framework of mercantile laws and regulations.						
2	To equip the students to make proactive strategies to minimize legal challenges and liabilities within the business environment.						
3	To foster awareness of ethical considerations within industrial law						
4	To develop a comprehensive understanding of corporate tax planning and GST						
5	To educate students in compliance with cyber laws and consumer protection						
Course Category		Employability					
Development Needs		Global / National					
Course Description: The Course helps the students to know about legal framework of mercantile laws and regulations, ethical considerations within industrial law, corporate tax planning and GST and cyber laws and consumer protection.							
Course Content							
Unit	Description						
I	<p>COMMERCIAL LAW:</p> <p>THE INDIAN CONTRACT ACT 1872: Definition of contract, essentials elements and type sofa contract, Formation of a contract, performance of contracts, breach of contract and its remedies, Quasi Contracts–Contract of Agency: Nature of agency, Creation and types of agents, Authority and liability of Agent and principal: Rights and duties of principal and agents, termination agency.</p> <p>THE SALE OF GOODS ACT 1930: Nature of Sales contract, Documents of title, risk of loss, Guarantees and Warranties, performance of sales contracts, conditional sales and rights of a nun paid seller.</p> <p>NEGOTIABLE INSTRUMENTS ACT 1881: Nature and requisites of negotiable instruments. Types of negotiable instruments, liability of parties, holder in due course, special rules for Cheque and drafts, discharge of negotiable instruments.</p>						
Contact Periods						9	
II	<p>COMPANY LAW AND COMPETITION ACT: COMPANY ACT 1956 & 2013 Major principles –Nature and types of companies, Formation, Memorandum and Articles of Association, Prospectus, Power, duties and liabilities of Directors, winding up of companies, Corporate Governance.</p> <p>•Competition Act 2002 – Introduction, Definitions, Enquiry into Certain Agreements and Dominant Position of Enterprise and Combinations.</p>						
Contact Periods						9	
III	<p>INDUSTRIAL LAW: An Overview of Factories Act – Payment of Wages Act – Payment of Bonus Act – Industrial Disputes Act.</p>						
Contact Periods						9	
IV	<p>CORPORATE TAX & GST: Corporate Tax Planning, Corporate Taxes and Overview of Latest Developments in Indirect tax Laws relating to GST: An introduction including constitution a aspects, Levy and collection of CGST & IGST, Basic concept of time and value of supply, Input tax credit, Computation of GST Liability, Registration, Tax Invoice, Credit & Debit Notes, Electronic Way bill, Returns, Payment of taxes including Reverse Charge</p>						
Contact Periods						9	



V	CONSUMER PROTECTION ACT AND INTRODUCTION OF CYBER LAWS : Consumer Protection Act – Consumer rights, Procedures for Consumer grievances redressal, Types of consumer Redressal Machineries and Forums –Cybercrimes, IT Act 2000 and 2002, Cyber Laws, Introduction of IPR Intellectual Property Laws – Introduction, Legal Aspects of Patents, Filing of Patent Applications, Rights from Patents, Infringement of Patents, Copyright and its Ownership, Infringement of Copyright, Civil Remedies for Infringement – Copy rights, Trade marks, Patent Act. Introduction, Right to Information Act, 2005.	
Contact Periods		9
Total Periods		45
Course Outcomes		
Upon successful completion of the course, students will be able to:		
CO 1	Understand the fundamental legal principles in developing various contracts and commercial laws in the business world	K2
CO 2	Identify the common forms of business associations and elements of Corporate Governance	K1
CO 3	Develop insights regarding the laws related to industrial environment	K1
CO 4	Understand the fundamentals of corporate tax and GST	K2
CO 5	Understand the role of consumer rights and cyber laws in the modern business environment	K2
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating		
Reference Books	<ol style="list-style-type: none"> 1. N.D. Kapoor, Elements of Mercantile Law, Sultan Chand and Company, India, 2020. 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. Ravinder Kumar, Legal Aspects of Business, New Delhi: Cengage Learning, 4th Edition, 2016. 5. Sinha P. K, Dr. Vinod Singhania, Text Book of Indirect Tax, Taxman Publication, New Delhi. 6. Taxmann, GST Manual with GST Law Guide & Digest of Landmark Rulings, 11th Edition, 2019. 7. P.P.S. Gogna, Mercantile Law, S. Chand & Co. Ltd., India, 4th Edition, 2015. 8. Dr. Vinod K. Singhania, Direct Taxes Planning and Management, 11th Edition, 2007. 9. Richard Stim, Intellectual Property– Copy Rights, Trade Marks, and Patents, Cengage Learning, 15th Edition, 2017. 10. Daniel Albuquerque, Legal Aspect of Business, Oxford, 2nd Edition, 2017. 11. Ravinder Kumar, Legal Aspect of Business, Cengage Learning, 4th Edition, 2016. 12. V.S. Datey, GST Ready Reckoner, 9th Edition, 2019. 	

Tools for Assessment (40 Marks)						
CIA I	CIA II	CIA III	Assignment / Seminar	Attendance	Total	
10	10	10	5	5	40	
Mapping						
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	2	–	3	2
CO2	2	3	2	–	2	3
CO3	2	3	3	–	2	2
CO4	2	3	3	–	2	3
CO5	2	3	3	–	3	3
3 – High; 2 – Medium; 1 – Low						
Course designed by				Verified by		
 Signature of the Faculty Member				 Signature of the Chair Person – BoS		
Mrs. A. AAZIYA MBA				Dr. P.T. VIJAYA RAJAKUMAR Professor and Director Department of Management Studies Nehru Institute of Engineering and Technology Coimbatore		
Name and Department of the Faculty Member				Name and Seal of the Chair Person – BoS		



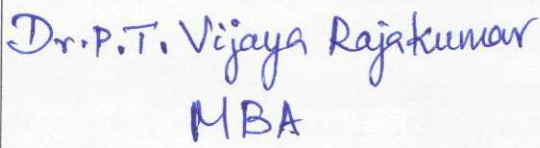

Course Code		Title					
P23MG105		INFORMATION MANAGEMENT					
Semester: I	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks	
	3	0	0	3			
Course pre-requisites		Basics of Information Technology					
Course Objectives							
1	To understand the importance of information in business						
2	To understand various system development methodologies.						
3	To understand the evolution of DBMS and differentiate between different types.						
4	To understand the importance of security measures in information systems						
5	To understand the applications and implications of new IT initiatives in various domains.						
Course Category		Employability					
Development Needs		Global / National					
Course Description: The Course helps the students to understand the importance of information in business, system development methodologies, evolution of DBMS, security measures in information systems and applications and implications of new IT initiatives in various domains.							
Course Content							
Unit	Description						
I	INTRODUCTION: Data, Information, Information System, evolution, types based on function sand hierarchy, Enterprise and functional information systems.						
						Contact Periods	9
II	SYSTEM ANALYSIS AND DESIGN: System development methodologies, Systems Analysis and Design, Dataflow Diagram (DFD), Decision table, Entity Relationship(ER), Object Oriented Analysis and Design (OOAD), UML diagram.						
						Contact Periods	9
III	DATABASE MANAGEMENT SYSTEMS: DBMS – types and evolution, RDBMS, OODBMS, ROODBMS, Data warehousing, Data Mart, Data mining.						
						Contact Periods	9
IV	INTEGRATED SYSTEMS, SECURITY AND CONTROL: Knowledge based decision support systems, Integrating social media and mobile technologies in Information system, Security, ISV vulnerability, Disaster Management, Computer Crimes, Securing the Web.						
						Contact Periods	9
V	NEW IT INITIATIVES: Introduction to Deep learning, Big data, Pervasive Computing, Cloud computing, Advance mentis AI, IoT, Block chain, Crypto currency, Quantum computing						
						Contact Periods	9
						Total Periods	45

Course Outcomes						
Upon successful completion of the course, students will be able to:						
CO 1	Learn the basics of data and information system.					K1
CO 2	Understand the system development methodologies.					K2
CO 3	Understand data base management system and its types.					K2
CO 4	Learn the various technologies in information system and its security.					K1
CO 5	Gains knowledge on effective application so information systems in business.					K2
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating						
Reference Books	1. Robert Schulte's and Mary Sumner, Management Information Systems – The Manager's View, Tata McGraw Hill, 2008.					
	2. Kenneth C. Laudon and Jane P Laudon, Management Information Systems – Managing the Digital Firm, 15 th Edition, 2018.					
	3. Panneerselvam. R, Database Management Systems, 3 rd Edition, PHI Learning, 2018.					
Tools for Assessment (40 Marks)						
CIA I	CIA II	CIA III	Assignment / Seminar	Attendance	Total	
10	10	10	5	5	40	
Mapping						
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	–	3	2	–
CO2	2	2	–	2	2	–
CO3	3	2	–	2	2	–
CO4	2	2	–	3	2	–
CO5	2	2	–	2	2	–
3 – High; 2 – Medium; 1 – Low						
Course designed by				Verified by		
						
Signature of the Faculty Member				Signature of the Chair Person – BoS		
Dr. S. Shanthi MBA				Dr. P.T. VIJAYA RAJAKUMAR Professor and Director Department of Management Studies Nehru Institute of Engineering and Technology Coimbatore		
Name and Department of the Faculty Member				Name and Seal of the Chair Person – BoS		



Course Code		Title					
P23MG106		STATISTICS FOR MANAGEMENT					
Semester: I	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks	
	3	1	0	4			
Course pre-requisites		Basic Statistics Knowledge					
Course Objectives							
1	To learn the applications of statistics in business decision making.						
2	To analyse and interpret sampling distributions in the context of various management scenarios, enhancing their ability to draw meaningful conclusions from sample data.						
3	To Develop the ability to analyse sample data using parametric tests to draw meaningful conclusions about population parameters.						
4	To Apply non-parametric tests to practical management situations, allowing students to integrate these methods into decision-making processes.						
5	To Learn how to interpret correlation coefficients and regression coefficients, and understanding their implications in managerial decision-making.						
Course Category		Employability					
Development Needs		Global / National					
Course Description: The course helps the students to learn the applications of statistics, sampling distributions, parametric test, non-parametric test, correlation and regression coefficients and understanding their implications in managerial decision-making.							
Course Content							
Unit	Description						
I	INTRODUCTION: Measures of Central Tendency – Measures of Disruption-Basic definitions and rules for probability, conditional probability independence of events, Bayer's theorem, and random variables, Probability distributions: Binomial, Poisson, Uniform and Normal distributions.						
						Contact Periods	12
II	SAMPLING DISTRIBUTION AND ESTIMATION: Introduction to sampling distributions, sampling distribution of mean and proportion, application of central limit theorem, sampling techniques. Estimation: Point and Interval estimates for population parameters of large sample and small samples, determining the sample size.						
						Contact Periods	12
III	TESTING OF HYPOTHESIS-PARAMETIRC TESTS: Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations, ANOVA one and two way.						
						Contact Periods	12
IV	NON-PARAMETRIC TESTS: Chi-square test for single sample standard deviation. Chi-square tests for independence of attributes and goodness of fit. Sign test for paired data. Rank sum test. Kolmogorov – Smirnov – test for goodness of fit, comparing two populations. Mann-Whitney U test and Kruskal Wallis test. One sample run test.						
						Contact Periods	12
V	CORRELATION AND REGRESSION: Correlation – Coefficient of Determination – Rank Correlation – Regression – Estimation of Regression line–Method of Least Squares–Standard Error of estimate.						
						Contact Periods	12
						Total Periods	60

Course Outcomes						
Upon successful completion of the course, students will be able to:						
CO 1	Facilitate objective solutions in business decision making.					K1
CO 2	Understand and solve business problems.					K2
CO 3	Apply statistical techniques to datasets, and correctly interpret the results.					K3
CO 4	Develop skill-set that is in demand in both their search and business environments.					K2
CO 5	Enable the students to apply the statistical techniques in a work setting.					K2
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating						
Reference Books	1. Richard I. Levin, David S. Rubin, Masood H. Siddiqui, Sanjay Rastogi, Statistics for Management, Pearson Education, 8 th Edition, 2017.					
	2. Prem. S. Mann, Introductory Statistics, Wiley Publications, 9 th Edition, 2015.					
	3. T N Srivastava and Shailaja Rego, Statistics for Management, Tata McGraw Hill, 3 rd Edition, 2017.					
	4. Ken Black, Applied Business Statistics, 7 th Edition, Wiley India Edition, 2012.					
	5. David R. Anderson, Dennis J. Sweeney, Thomas A. Williams, Jeffrey D. Camm, James J. Cochran, Statistics for business and economics, 13 th Edition, Thomson (South – Western) Asia, Singapore, 2016.					
	6. N.D. Vohra, Business Statistics, Tata McGraw Hill, 2017.					
Tools for Assessment (40 Marks)						
CIA I	CIA II	CIA III	Assignment / Seminar	Attendance	Total	
10	10	10	5	5	40	
Mapping						
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	–	–	1
CO2	3	3	2	–	–	1
CO3	3	3	2	–	–	1
CO4	3	3	2	–	–	1
CO5	3	3	2	–	–	1
3 – High; 2 – Medium; 1 – Low						
Course designed by				Verified by		
 Signature of the Faculty Member				 Signature of the Chair Person – BoS		
Dr. A. Sangeetha Devi S & H				Dr. P.T. VIJAYA RAJAKUMAR Professor and Director Department of Management Studies Nehru Institute of Engineering and Technology Coimbatore		
Name and Department of the Faculty Member				Name and Seal of the Chair Person – BoS		



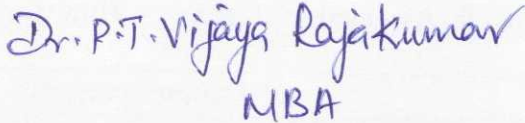

Course Code		Title					
P23MG107		ENTREPRENEURSHIP DEVELOPMENT					
Semester: I	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks	
	3	0	0	3			
Course pre-requisites			Principles of Management and General Management				
Course Objectives							
1	To impart the learner's entrepreneurial competencies needed for managing business efficiently and effectively						
2	To provide learners knowledge about entrepreneurial environment to takeover business.						
3	To teach the learners how to conduct feasibility studies, including market research and financial analysis, to assess the viability of entrepreneurial ventures.						
4	To equip the learners with the ability to identify and mobilize resources for launching start-ups.						
5	To impart the learners entrepreneurial competencies needed for managing business efficiently and effectively						
Course Category			Employability				
Development Needs			Global / National				
Course Description: The Course helps the students to know about entrepreneurial competencies needed for managing business, entrepreneurial environment to takeover business, feasibility study, market research, financial analysis, identify and mobilize resources for launching start-ups and develop entrepreneurial competencies needed for managing business efficiently and effectively.							
Course Content							
Unit	Description						
I	ENTREPRENEURIAL COMPETENCE: Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality – Characteristics of Successful Entrepreneurs – Knowledge and Skills of an Entrepreneur.						
						Contact Periods	9
II	ENTREPRENEURIAL ENVIRONMENT: Business Environment – Role of Family and Society – Entrepreneurship Development Training and Other Support Organizational Services – Central and State Government Industrial Policies and Regulations.						
						Contact Periods	9
III	BUSINESS PLAN PREPARATION: Sources of Product for Business – Prefeasibility Study – Criteria for Selection of Product – Ownership – Capital Budgeting – Project Profile Preparation – Matching Entrepreneur with the Project – Feasibility Report Preparation and Evaluation Criteria.						
						Contact Periods	9
IV	LAUNCHING OF SMALL BUSINESS: Finance and Human Resource Mobilization – Operations Planning – Market and Channel Selection – Growth Strategies – Product Launching – Incubation, Venture capital, Start-ups.						
						Contact Periods	9
V	MANAGEMENT OF SMALL BUSINESS: Monitoring and Evaluation of Business – Business Sickness – Prevention and Rehabilitation of Business Units – Effective Management of small Business – Case Studies.						
						Contact Periods	9
						Total Periods	45

Course Outcomes						
Upon successful completion of the course, students will be able to:						
CO 1	Gain entrepreneurial competence to run the business efficiently.					K1
CO 2	Undertake businesses in the entrepreneurial environment.					K2
CO 3	Preparing business plans and undertakes feasible projects.					K2
CO 4	Become efficient in launching and develop their business venture successfully.					K3
CO 5	Monitor the business effectively towards growth and development.					K4
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating						
Reference Books	1. S.S. Khanka, Entrepreneurial Development, S. Chand and Company Limited, New Delhi, 2016.					
	2. R.D. Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2018.					
	3. Rajeev Roy, Entrepreneurship, Oxford University Press, 2 nd Edition, 2011.					
	4. Donald F Kuratko, T.V Rao. Entrepreneurship: A South Asian perspective, Cengage Learning, 2012.					
	5. Dr. Vasant Desai, "Small Scale Industries and Entrepreneurship", HPH, 2006.					
	6. Arya Kumar. Entrepreneurship, Pearson, 2012.					
	7. Prasanna Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw Hill, 8 th Edition, 2017.					
Tools for Assessment (40 Marks)						
CIA I	CIA II	CIA III	Assignment / Seminar	Attendance	Total	
10	10	10	5	5	40	
Mapping						
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	2	2	2	2
CO2	2	3	3	3	2	2
CO3	2	3	2	3	2	2
CO4	2	2	2	3	2	2
CO5	2	2	2	3	2	2
3 – High; 2 – Medium; 1 – Low						
Course designed by				Verified by		
						
Signature of the Faculty Member				Signature of the Chair Person – BoS		
						
Name and Department of the Faculty Member				Name and Seal of the Chair Person – BoS		



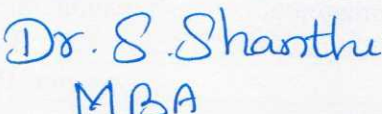
Course Code		Title			
P23MG111		BUSINESS COMMUNICATION LABORATORY			
Semester: I	L	T	P	Credits	Internal: 100 Marks
	0	0	4	2	
Course pre-requisites		Basic English Knowledge			
Course Objectives					
1	To enable students to acquire necessary language skills so as to handle managerial responsibilities.				
2	To learn how to frame Speeches, Letters, Memos, Minutes, Reports				
3	To train them in one to one communication and effective presentations				
4	To build up group activities and advertising				
5	To enable them to maintain one's poise in private and in public				
Course Category		Employability			
Development Needs		Global / National			
Course Description: The Course helps the Students to acquire necessary language skills so as to handle managerial responsibilities, to frame Speeches, Letters, Memos, Minutes, Reports, to improve one to one communication and effective presentations.					
Course Content.					
LIST OF EXPERIMENTS					
1	Presentation				
2	Extempore –Speech of Introduction				
3	Group Discussion				
4	Job Application–Resume preparation				
5	Agenda				
6	Minutes of Meeting				
7	Case study				
8	Circular				
9	Poster Making				
10	Framing Advertisement				
11	Press Report				
12	Interview –appraisal interview,				
13	Discipline interview, exit Interview, web/				
14	video conferencing, Tele– meeting				
15	Slogans, captions				
16	Letter – (Business letter, sales letter, collection letter, Persuasion letter, Routine letter,)				
17	Speech of Thanks				
18	Report writing				
19	Role play				
20	PPT				
Contact Periods					60
Course Outcomes					
Upon successful completion of the course, students will be able to:					
CO 1	Develop good managerial communication skills				K2
CO 2	Excel in different form so written communication required in a business				K3
CO 3	Develop good presentation skills				K3
CO 4	In–depth understanding goes finder view skills				K2
CO 5	Prepare Business reports				K5
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating					

Tools for Assessment (40 Marks)						
Preparation	Conduct of Experiments	Calculations & Result	Viva-Voce	Total		
20	30	40	10	100		
Tools for Assessment (20 Marks)						
Model Exam I						Total
100						100
Mapping						
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	3	1	2	3
CO2	3	1	3	1	3	2
CO3	3	2	3	1	3	3
CO4	3	1	3	1	2	2
CO5	3	2	3	1	2	3
3 – High; 2 – Medium; 1 – Low						
Course designed by				Verified by		
 Signature of the Faculty Member				 Signature of the Chair Person – BoS		
Susmi Marian Varghese Science & Humanities Name and Department of the Faculty Member				Dr. P.T. VIJAYA RAJAKUMAR Professor and Director Department of Management Studies Nehru Institute of Engineering and Technology Coimbatore Name and Seal of the Chair Person – BoS		




Course Code		Title				
P23MG112		PROFESSIONAL SKILL DEVELOPMENT - SEMINAR				
Semester: I	L	T	P	Credits	CIA: 100 Marks	
	0	0	2	1		
Course pre-requisites		Activity Based Learning				
Course Objectives						
1	To understand the scope of self-development and the personality skills					
2	To strengthen the leadership skills					
3	To cultivate interpersonal skills for successful life.					
4	To explore a person's attitude, skills and interests to assess their personality.					
5	To sharpen the creative and innovative skills					
Course Category		Employability				
Development Needs		Global / National				
Course Description: The course helps the students to understand the scope of self-development and the personality skills, the leadership skills, interpersonal skills and creative and innovative skills						
Course Content						
Unit	Description					
I	SELF-DEVELOPMENT & PERSONALITY SKILLS: Personality - Concept - Types - Assessing Temperament - Personality & Stress Management					
					Contact Periods	6
II	LEADERSHIP SKILLS LEADERSHIP: Traits & Qualities - Styles - Assessing Leadership skills through standard instruments - Negotiation skills - Thinking and Problem - Solving Skills					
					Contact Periods	6
III	ASSESSING EMOTIONAL INTELLIGENCE: Emotional intelligence - factors - Assessing assertive behaviour - Types of thinking - thinking skills					
					Contact Periods	6
IV	PSYCHOMETRIC ANALYSIS: Psychometric test - Psychometric test - Big 5 Inventory - Assessments					
					Contact Periods	6
V	CREATIVITY & INNOVATION SKILLS: Mental blocks to creativity - How to unblock - Exercises on Mental Gyms & Associative thinking - How to create Innovative Environment					
					Contact Periods	6
					Total Periods	30

Course Outcomes						
Upon successful completion of the course, students will be able to:						
CO 1	Understand the type of personality					K2
CO 2	Think critically to solve problems and decision making					K4
CO 3	Get on with other people in the work place					K3
CO 4	Enable to build a culture of team work and trust . .					K6
CO 5	Develop the happier individuals for the positive work environment					K3
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating						
Reference Books	1. Pradip. N. Kandhwala- Fourth Eye- Innovation & Creativity 2. Max Freedom long- Psychometric Analysis 3. Heller, Robert. Effective leadership. Essential Manager series. Dk Publishing, 2002 4. Hindle, Tim. Reducing Stress. Essential Manager series. Dk Publishing, 2003 5. Pradip. N. Kandhwala- Corporate Creativity 6. Daniel Goleman - Emotional Intelligence - Bloomsdury					
Tools for Assessment (100 Marks)						
Content	Presentation		Q& A		Total	
40	40		20		100	
Mapping						
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	3	-	1	2
CO2	2	3	3	-	1	2
CO3	2	3	3	-	1	2
CO4	2	3	3	-	1	2
CO5	2	3	3	-	1	2
3 - High; 2 - Medium; 1 - Low						
Course designed by				Verified by		
						
Signature of the Faculty Member				Signature of the Chair Person – BoS		
						
Name and Department of the Faculty Member				Name and Seal of the Chair Person – BoS		



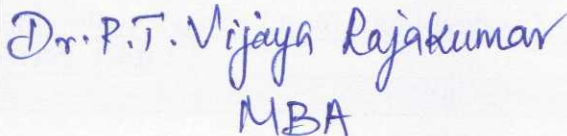

Course Code		Title					
P23MG201		FINANCIAL MANAGEMENT					
Semester: II	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks	
	3	0	0	3			
Course pre-requisites		Accounting for Decision Making					
Course Objectives							
1	To identify the various concepts of financial decision of an organization						
2	To analyze the capital budgeting and cost of capital techniques						
3	To examine the decision relating to capital structure and distribution of dividend						
4	To understand the concepts of working capital management						
5	To access the long-term sources of finance						
Course Category		Employability					
Development Needs		Global / National					
Course Description: The Course helps the students to identify various concepts of financial decisions, capital budgeting techniques, capital structure, dividend policy, working capital management and various long-term sources of finance for an organization.							
Course Content							
Unit	Description						
I	FOUNDATIONS OF FINANCE: Introduction to finance – Financial Management – Nature, scope and functions of Finance, organization of financial functions, objectives of Financial management, Major financial decisions – Time value of money – features and valuation of shares and bonds – Concept of risk and return – single asset and of a portfolio.						
						Contact Periods	9
II	INVESTMENT DECISIONS: Capital Budgeting: Principles and techniques – Nature of capital budgeting – Identifying relevant cash flows Evaluation Techniques: Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index – Comparison of DCF techniques – Concept and measurement of cost of capital – Specific cost and overall cost of capital.						
						Contact Periods	9
III	FINANCING AND DIVIDEND DECISION: Leverages – Operating and Financial leverage – measurement of leverages – degree of Operating & Financial leverage – Combined leverage, EBIT – EPS Analysis – Indifference point. Capital structure – Theories – Net Income Approach, Net Operating Income Approach, MM Approach – Determinants of Capital structure. Dividend decision – Issues in dividend decisions, Importance, Relevance & Irrelevance theories – Walter's – Model, Gordon's model and MM model. – Factors determining dividend policy –Types of dividend policies – forms of dividend.						
						Contact Periods	9
IV	WORKING CAPITAL MANAGEMENT: 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.						
						Contact Periods	9
V	LONG TERM SOURCES OF FINANCE: Indian capital market – New issues market – Secondary market – Long term finance: Shares, debentures and term loans, lease, hire purchase, venture capital financing, Private Equity.						
						Contact Periods	9

					Total Periods	45
Course Outcomes						
Upon successful completion of the course, students will be able to:						
CO 1	Identify the concepts of financial decision of an organization					K1
CO 2	Recognize the time value of money					K2
CO 3	Analyze the capital budgeting and cost of capital techniques					K4
CO 4	Understand how to decide the decision of capital structure and distribution of dividend					K2
CO 5	Assess the short – term and long – term sources of finance					K4
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating						
Reference Books	<ol style="list-style-type: none"> 1. IM. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 11th Edition, 2018. 2. M.Y. Khan and P.K. Jain Financial management, Text, Problems and cases Tata McGraw Hill, 8th Edition, 2017. 3. Aswath Damodaran, Corporate Finance Theory and practice, John Wiley & Sons, 2011. 4. James C. Vanhorne – Fundamentals of Financial Management –PHI Learning, 13th Edition, 2014. 5. Brigham, Ehrhardt, Financial Management Theory and Practice, 14th Edition, Cengage Learning, 2015. 6. Prasanna Chandra, Financial Management, 9th Edition, Tata McGraw Hill, 2017. 7. Srivatsava, Mishra, Financial Management, Oxford University Press, 2012. 					
Tools for Assessment (40 Marks)						
CIA I	CIA II	CIA III	Assignment / Seminar	Attendance	Total	
10	10	10	5	5	40	
Mapping						
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	–	2
CO2	3	2	2	2	–	2
CO3	3	2	2	3	–	2
CO4	3	2	2	3	–	3
CO5	3	2	2	2	–	2
3 – High; 2 – Medium; 1 – Low						
Course designed by				Verified by		
						
Signature of the Faculty Member				Signature of the Chair Person – BoS		
 MBA				Dr. P.T. VIJAYA RAJAKUMAR Professor and Director Department of Management Studies Nehru Institute of Engineering and Technology Coimbatore		
Name and Department of the Faculty Member				Name and Seal of the Chair Person – BoS		



Course Code		Title				
P23MG202		HUMAN RESOURCE MANAGEMENT				
Semester: II	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites		Management Concepts and Organizational Behaviour				
Course Objectives						
1	To gain knowledge on various aspects of HRM					
2	To understand human resource planning and recruitment					
3	To know the skills needed for training and development					
4	To learn about the employee engagement concepts					
5	To understand the techniques of performance evaluation and control					
Course Category		Employability				
Development Needs		Global / National				
Course Description: The Course helps the students to gain knowledge on various aspects of human resource planning, recruitment, training and development, employee engagement concepts, performance evaluation techniques and control in an organization.						
Course Content						
Unit	Description					
I	PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT: Evolution of human resource management – The importance of the human capital – Role of human resource manager – Challenges for human resource managers – trends in Human resource policies – Computer applications in human resource management – Human resource accounting and audit.					
						Contact Periods 9
II	HUMAN RESOURCE PLANNING AND RECRUITMENT: Importance of Human Resource Planning – Forecasting human resource requirement – matching supply and demand – Internal and External sources – Organizational Attraction – Recruitment, Selection, Induction and Socialization – Theories, Methods and Process.					
						Contact Periods 9
III	TRAINING AND DEVELOPMENT: Types of training methods – purpose – benefits – resistance. Executive development programme – Common practices – Benefits – Self-development – Knowledge management.					
						Contact Periods 9
IV	EMPLOYEE ENGAGEMENT: Compensation plan – Reward – Motivation – Application of theories of motivation – Career management Mentoring – Development of mentor – Protégé relationships – Job Satisfaction, Employee Engagement, Organizational Citizenship Behavior: Theories, Models.					
						Contact Periods 9
V	PERFORMANCE EVALUATION AND CONTROL: Method of performance evaluation – Feedback – Industry practices. Promotion, Demotion, Transfer and Separation – Implication of job change. The control process – Importance – Methods – Requirement of effective control systems grievances – Causes – Implications – Redressal methods.					
						Contact Periods 9
						Total Periods 45

Course Outcomes						
Upon successful completion of the course, students will be able to:						
CO 1	Gain knowledge on the various aspects of HRM					K2
CO 2	Gain knowledge needed for success as a human resource professional.					K4
CO 3	Develops the skills needed for a successful HR manager					K3
CO 4	Implements the concepts learned in the workplace.					K3
CO 5	Aware of the emerging concepts in the field of HRM					K2
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating						
Reference Books	1. Gary Dessler and Biju Varkkey, Human Resource Management, 14 th Edition, Pearson Education Limited, 2015.					
	2. David A. Decenzo, Stephen. P. Robbins, and Susan L. Verhulst, Human Resource Management, Wiley, International Student Edition, 11 th Edition, 2014.					
	3. Luis R. Gomez–Mejia, David B. Balkin, Robert L Cardy. Managing Human Resource, PHI Learning, 2012.					
	4. Bernadin, Human Resource Management, Tata McGraw Hill, 8 th Edition, 2012.					
	5. Wayne Cascio, Managing Human Resource, McGraw Hill, 2015.					
	6. Ivancevich, Human Resource Management, McGraw Hill, 2012.					
	7. Uday Kumar Haldar, Juthika Sarkar, Human Resource management, Oxford, 2012.					
Tools for Assessment (40 Marks)						
CIA I	CIA II	CIA III	Assignment / Seminar	Attendance	Total	
10	10	10	5	5	40	
Mapping						
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	2	3
CO2	3	3	3	2	3	3
CO3	3	3	2	2	2	3
CO4	3	3	3	2	3	3
CO5	3	3	2	2	2	3
3 – High; 2 – Medium; 1 – Low						
Course designed by				Verified by		
 Signature of the Faculty Member				 Signature of the Chair Person – BoS		
 R. Yasodha. MBA.				Dr. P.T. VIJAYA RAJAKUMAR Professor and Director Department of Management Studies Nehru Institute of Engineering and Technology Coimbatore		
Name and Department of the Faculty Member				Name and Seal of the Chair Person – BoS		


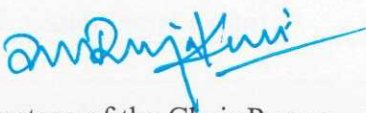
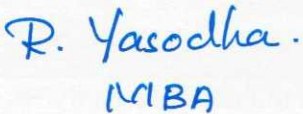

Course Code		Title				
P23MG203		MARKETING MANAGEMENT				
Semester: II	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites		Management Concepts				
Course Objectives						
1	To acquire knowledge of marketing theories and management practice					
2	To gain knowledge on marketing strategies for consumer and industrial marketing					
3	To understand the choice of marketing mix decision					
4	To educate the learners know about the nature of consumer buying behaviour					
5	To understand the marketing research and new trends in the arena of marketing					
Course Category		Employability				
Development Needs		Global / National				
Course Description: The Course helps the students to acquire knowledge of marketing theories, marketing strategies for consumer and industrial marketing, choice of marketing mix decision, nature of consumer buying behavior, the marketing research and new trends in the arena of marketing and Management Practices in the organization.						
Course Content						
Unit	Description					
I	INTRODUCTION: Defining Marketing – Core concepts in Marketing – Evolution of Marketing – Marketing Planning Process – Scanning Business environment: Internal and External – Value chain – Core Competencies – PESTEL – SWOT Analysis – Marketing interface with other functional areas – Production, Finance, Human Relations Management, Information System – Marketing in global environment – International Marketing Rural Marketing – Prospects and Challenges.					
						Contact Periods 9
II	MARKETING STRATEGY: Marketing strategy formulations – Key Drivers of Marketing Strategies – Strategies for Industrial Marketing – Consumer Marketing – Services marketing – Competition Analysis – Analysis of consumer and industrial markets – Influence of Economic and Behavioral Factors – Strategic Marketing Mix components.					
						Contact Periods 9
III	MARKETING MIX DECISIONS: Product planning and development – Product lifecycle –New product Development and Management – Defining Market Segmentation – Targeting and Positioning – Brand Positioning and Differentiation – Channel Management – Managing Integrated Marketing Channels – Managing Retailing, Wholesaling and Logistics – Advertising and Sales Promotions – Pricing Objectives, Policies and Methods.					
						Contact Periods 9
IV	BUYER BEHAVIOUR: Understanding Industrial and Consumer Buyer Behavior – Influencing factors – Buyer Behaviour Models – Online buyer behaviour – Building and measuring customer satisfaction – Customer relationships management – Customer acquisition, Retaining, Defection – Creating Long Term Loyalty Relationships.					
						Contact Periods 9

V	MARKETING RESEARCH & TRENDS IN MARKETING: Marketing Information System – Marketing Research Process – Concepts and applications: Product – Advertising – Promotion – Consumer Behaviour – Retail research – Customer driven organizations – Cause related marketing – Ethics in marketing – Online marketing trends – social media and digital marketing.					
					Contact Periods	9
					Total Periods	45
Course Outcomes						
Upon successful completion of the course, students will be able to:						
CO 1	Apply knowledge of contemporary marketing theories to the demands of business and management practice.					K3
CO 2	Enhance knowledge of marketing strategies.					K2
CO 3	Have deep understanding of choice of marketing mix.					K2
CO 4	Analyse the nature of consumer buying behaviour.					K4
CO 5	Understand of the marketing research and new trends in the arena of marketing.					K2
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating						
Reference Books	<ol style="list-style-type: none"> Philip T. Kotler and Kevin Lane Keller, Marketing Management, Prentice Hall India, 15th Edition, 2017. Lamb, Hair, Sharma, McDaniel – Marketing – An Innovative approach to learning and teaching – A south Asian perspective, Cengage Learning, 2012. Paul Baines, Chris Fill, Kelly Page, Marketing, Asian Edition, Oxford University Press, 5th Edition, 2019. Ramasamy, V.S, Namakumari, S, Marketing Management: Global Perspective Indian Context, Macmillan Education, New Delhi, 6th Edition, 2018. Philip Kotler, Gay Armstrong, Prafulla Agnihotri, Principles of marketing, 7th Edition, 2018. 					
Tools for Assessment (40 Marks)						
CIA I	CIA II	CIA III	Assignment / Seminar	Attendance	Total	
10	10	10	5	5	40	
Mapping						
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	1	–
CO2	3	3	3	1	2	–
CO3	3	2	2	2	2	–
CO4	3	2	3	2	2	–
CO5	3	3	3	2	1	–
3 – High; 2 – Medium; 1 – Low						
Course designed by				Verified by		
 Signature of the Faculty Member				 Signature of the Chair Person – BoS		
 Name and Department of the Faculty Member				 Name and Seal of the Chair Person – BoS		

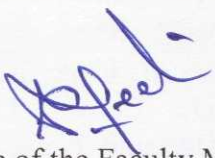

Course Code		Title					
P23MG204		OPERATIONS MANAGEMENT					
Semester: II	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks	
	3	0	0	3			
Course pre-requisites		Fundamentals of Management					
Course Objectives							
1	To facilitate the learners, understand the basic concepts of OM						
2	To educate the students about capacity planning facility location and procurement in the organisation						
3	To make the learners understand product development and designing						
4	To gain and forecast the demand of capacity constrained resources						
5	To understand the quality management tools and practices						
Course Category		Employability					
Development Needs		Global / National					
Course Description: The Course helps the students to understand the basic concepts of OM, capacity planning facility location and procurement in the organization, product development and designing, forecast the demand of capacity constrained resources, quality management tools and practices							
Course Content							
Unit	Description						
I	INTRODUCTION TO OPERATIONS MANAGEMENT: Operations Management – Nature, Importance, historical development, transformation processes, differences between services and goods, a system perspective, functions, challenges, current priorities, recent trends. Operations Strategy – Strategic fit, framework. Productivity; World-class manufacturing practices.						
						Contact Periods	9
II	OPERATIONS AND THE VALUE CHAIN: Capacity Planning – Long range, Types, Developing capacity alternatives, tools for capacity planning. Facility Location – Theories, Steps in Selection, Location Models. Sourcing and procurement – Strategic sourcing, make or buy decision, procurement process, managing vendors.						
						Contact Periods	9
III	DESIGNING OPERATIONS: Product Design – Criteria, Approaches. Product development process – stage – gate approach – tools for efficient development. Process – design, strategy, types, analysis. Facility Layout – Principles, Types, Planning tools and techniques.						
						Contact Periods	9
IV	PLANNING AND CONTROL OF OPERATIONS: Demand Forecasting – Need, Types, Objectives and Steps – Overview of Qualitative and Quantitative methods. Operations planning – Resource planning – Inventory Planning and Control. Operations Scheduling – Theory of constraints – bottlenecks, capacity constrained resources, synchronous manufacturing.						
						Contact Periods	9
V	QUALITY MANAGEMENT: Definitions of quality, The Quality revolution, quality gurus; TQM philosophies; Quality management tools, certification and awards. Lean Management – philosophy, elements of JIT manufacturing, continuous improvement, Six sigma.						
						Contact Periods	9
						Total Periods	45

Course Outcomes						
Upon successful completion of the course, students will be able to:						
CO 1	Understand of the evolution of operations management practices and world class manufacturing processes.					K2
CO 2	Gain knowledge about capacity planning, strategic sourcing and procurement in organizations.					K2
CO 3	Enhance the understanding of product development and design process.					K2
CO 4	Forecast demand and overcome bottlenecks.					K3
CO 5	Provide insight to Quality management tools and practices.					K3
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating						
Reference Books	1. Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Operations and Supply Chain Management, McGraw Hill Education (India) Pvt. Ltd, 14 th Edition, 2014.					
	2. Mahadevan B, Operations management: Theory and practice. Pearson Education India; 2015.					
	3. William J Stevenson, Operations Management, Tata Mc Graw Hill, 9 th Edition, 2009.					
	4. Russel and Taylor, Operations Management, Wiley, 5 th Edition, 2006.					
	5. Norman Gaither and Gregory Frazier, Operations Management, South Western Cengage Learning, 9 th Edition, 2015.					
	6. Panneerselvam. R, Production and Operations Management, 3 rd Edition, PHI Learning, 2012.					
Tools for Assessment (40 Marks)						
CIA I	CIA II	CIA III	Assignment / Seminar	Attendance	Total	
10	10	10	5	5	40	
Mapping						
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	2	2	–	1
CO2	2	3	3	2	–	1
CO3	2	3	3	2	–	1
CO4	2	2	3	2	–	1
CO5	2	3	2	2	–	1
3 – High; 2 – Medium; 1 – Low						
Course designed by				Verified by		
						
Signature of the Faculty Member				Signature of the Chair Person – BoS		
Mrs. AAZIYA. A MBA				Dr. P.T. VIJAYA RAJAKUMAR Professor and Director Department of Management Studies Nehru Institute of Engineering and Technology Coimbatore		
Name and Department of the Faculty Member				Name and Seal of the Chair Person – BoS		



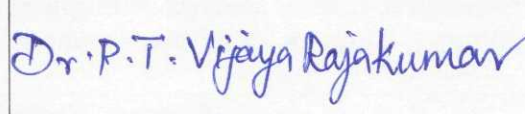
Course Code		Title					
P23MG205		BUSINESS INTELLIGENCE AND ANALYTICS					
Semester: II	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks	
	3	0	0	3			
Course pre-requisites		Information Management					
Course Objectives							
1	To understand the Business Analytics (BA) terminology, processes, and its significance in organizational decision-making.						
2	To understand the strategies for managing BA personnel, data, and technology to optimize analytical processes.						
3	To understand the descriptive statistics, and understanding sampling, estimation, and probability distribution for Descriptive Analytics						
4	To understand the modeling procedures and data mining techniques for Predictive Analytics.						
5	To understand the concept of Prescriptive Analytics and Prescriptive Modeling.						
Course Category		Employability					
Development Needs		Global / National					
Course Description: The Course helps the students to understand the Business Analytics (BA) terminology, processes, and its significance in organizational decision-making, descriptive statistics, sampling, estimation, probability distribution for Descriptive Analytics, data mining techniques for Predictive Analytics and the concept of Prescriptive Analytics and Prescriptive Modeling.							
Course Content							
Unit	Description						
I	INTRODUCTION TO BUSINESS ANALYTICS (BA): Business Analytics – Terminologies, Process, Importance, Relationship with Organizational Decision Making, BA for Competitive Advantage.						
						Contact Periods	9
II	MANAGING RESOURCES FOR BUSINESS ANALYTICS: Managing BA Personnel, Data and Technology. Organizational Structures aligning BA. Managing Information policy, data quality and change in BA.						
						Contact Periods	9
III	DESCRIPTIVE ANALYTICS: Introduction to Descriptive analytics – Visualizing and Exploring Data – Descriptive Statistics – Sampling and Estimation – Probability Distribution for Descriptive Analytics – Analysis of Descriptive analytics						
						Contact Periods	9
IV	PREDICTIVE ANALYTICS: Introduction to Predictive analytics – Logic and Data Driven Models – Predictive Analysis Modeling and procedure – Data Mining for Predictive analytics. Analysis of Predictive analytics.						
						Contact Periods	9
V	PRESCRIPTIVE ANALYTICS: Introduction to Prescriptive analytics – Prescriptive Modeling – Non-Linear Optimization – Demonstrating Business Performance Improvement.						
						Contact Periods	9
						Total Periods	45

Course Outcomes						
Upon successful completion of the course, students will be able to:						
CO 1	Understand the role of Business Analytics in decision making					K2
CO 2	Identify the appropriate tool for the analytics scenario					K2
CO 3	Apply the descriptive analytics tools and generate solutions					K4
CO 4	Understand Predictive Analytics and applications					K2
CO 5	Knowledge of Prescriptive Analytics and demonstrating business process improvement					K3
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating						
Reference Books	1. Marc J. Schniederjans, Dara G. Schniederjans and Christopher M. Starkey, Business Analytics Principles, Concepts, and Applications – What, Why, and How, Pearson Ed, 2014.					
	2. Christian Albright S and Wayne L. Winston, Business Analytics – Data Analysis and Decision Making, Fifth Edition, Cengage Learning, 2015.					
	3. James R. Evans, Business Analytics – Methods, Models and Decisions, Pearson Edition, 2012.					
Tools for Assessment (40 Marks)						
CIA I	CIA II	CIA III	Assignment / Seminar	Attendance	Total	
10	10	10	5	5	40	
Mapping						
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	2	3
CO2	3	3	2	3	1	3
CO3	3	3	2	2	2	3
CO4	3	3	2	3	1	3
CO5	3	3	2	3	1	3
3 – High; 2 – Medium; 1 – Low						
Course designed by				Verified by		
 Signature of the Faculty Member				 Signature of the Chair Person – BoS		
 Name and Department of the Faculty Member				 Name and Seal of the Chair Person – BoS		

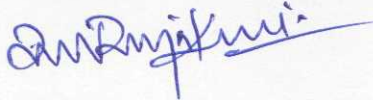

Course Code		Title					
P23MG206		QUANTITATIVE TECHNIQUES FOR DECISION MAKING					
Semester: II	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks	
	2	1	0	3			
Course pre-requisites		Statistics for Management					
Course Objectives							
1	To learn Optimization techniques to maximize or minimize an objective function subject to given constraints, emphasizing the relevance of these techniques in data.						
2	To develop skills in formulating complex decision-making problems into linear programming models, addressing situations with multiple objectives and constraints.						
3	To analyse and solve the tools and techniques of CPM and PERT to manage the projects.						
4	To apply decision and game theory concepts to analyse and solve real – world business problems, enhancing problem solving skills in managerial decision – making.						
5	To learn how to validate queuing models and simulations to ensure their accuracy and reliability in representing real time scenarios.						
Course Category		Employability					
Development Needs		Global / National					
Course Description: The course helps the students to learn optimization technique, linear programming, Networking techniques, game theory concept and simulations to ensure their accuracy and reliability in representing real time scenario							
Course Content							
Unit	Description						
I	LINEAR PROGRAMMING: Linear Programming, Formulation, Solving LPP: Graphical method, Simplex method (Primal – Penalty, Two Phase) – Sensitivity Analysis.						
						Contact Periods	9
II	TRANSPORTATION AND ASSIGNMENT: Transportation problems – North-West Corner Solution, least cost, Vogel's Approximation Method (VAM) – Test of optimality – MODI method, Assignment Problem: Hungarian method, Travelling Salesman Problem.						
						Contact Periods	9
III	NETWORK TECHNIQUES: Introduction – Phases of project management, Guidelines for network construction – Critical Path Method – CPM float calculations – PERT analysis.						
						Contact Periods	9
IV	GAME THEORY AND DECISION-MAKING: Game Theory – Two-person Zero sum games–Saddle point, Dominance Rule, Convex Linear Combination 20 (Averages) – Decision making under risk, Decision Trees, Decision making under uncertainty.						
						Contact Periods	9
V	QUEUING THEORY AND SIMULATION: Queuing Theory – Structure and Characteristics of Queuing System, Solution to the practical problems on Poisson – exponential, single server model infinite population. Waiting line models: Features and Terminologies Monte-Carlo simulation.						
						Contact Periods	9
						Total Periods	45

Course Outcomes						
Upon successful completion of the course, students will be able to:						
CO 1	Understand Linear programming in product mix decisions					K2
CO 2	Understand transportation and assignment in logistics and job allocation scenarios					K3
CO 3	Apply the tools and techniques of CPM and PERT to manage the projects					K3
CO 4	Know Game theory and heuristics of decision making in real time decisions					K4
CO 5	Understand Queuing and simulation in real time scenario optimisation					K3
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating						
Reference Books	1. N. D Vohra, Quantitative Techniques in Management, Tata Mcgraw Hill, 2010.					
	2. G. Srinivasan, Operations Research – Principles and Applications, 2 nd Edition, PHI, 2011.					
	3. Paneerselvam R., Operations Research, Prentice Hall of India, Fourth Print, 2008.					
	4. Hamdy A Taha, Introduction to Operations Research, Prentice Hall India, Tenth Edition, Third Indian Reprint 2019.					
	5. Bernard W. Taylor III, Introduction to Management Science, 9 th Edition, Pearson Education.					
	6. Nagraj B, Barry R and Ralph M. S Jr., Managerial Decision Modelling with Spreadsheets, Second Edition, 2007, Pearson Education.					
Tools for Assessment (40 Marks)						
CIA I	CIA II	CIA III	Assignment / Seminar	Attendance	Total	
10	10	10	5	5	40	
Mapping						
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	3	2	3
CO2	3	3	3	3	2	3
CO3	3	3	3	3	2	3
CO4	3	3	3	3	2	3
CO5	3	3	2	3	2	3
3 – High; 2 – Medium; 1 – Low						
Course designed by				Verified by		
 Signature of the Faculty Member				 Signature of the Chairperson–BoS		
Dr. A. Sangeetha Devi S&H				Dr. P.T. VIJAYA RAJAKUMAR Professor and Director Department of Management Studies Nehru Institute of Engineering and Technology Coimbatore		
Name and Department of the Faculty Member				Name and Seal of the Chairperson–BoS		



Course Code		Title				
P23MG207		BUSINESS RESEARCH METHODS				
Semester: II	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	1	0	4		
Course pre-requisites		Statistics for Management				
Course Objectives						
1	To understand the principles of business research methods					
2	To know the research design and its measurement					
3	To learn about the various methods of data collection					
4	To analyse the data and find solutions to the problems					
5	To gain knowledge for preparing the research reports					
Course Category		Employability				
Development Needs		Global / National				
Course Description: The Course helps the students to understand the principles of business research methods, research design, methods of data collection, analyze the data, interpret results and to prepare research reports.						
Course Content						
Unit	Description					
I	INTRODUCTION: Business Research – Definition and Significance – the research process – Types of Research – Exploratory and causal Research – Theoretical and empirical Research – Cross – Sectional and time – series Research – Research questions / Problems – Research objectives – Research hypotheses – characteristics – Research in an evolutionary perspective – the role of theory in research.					
						Contact Periods 12
II	RESEARCH DESIGN AND MEASUREMENT: Research design – Definition – types of research design – exploratory and causal research design – Descriptive and experimental design – different types of experimental design – Variables in Research – Measurement and scaling – Different scales – Construction of instrument – Validity and Reliability of instrument.					
						Contact Periods 12
III	DATA COLLECTION: Types of data – Primary Vs Secondary data – Methods of primary data collection – Survey Vs Observation – Experiments – Construction of questionnaire and instrument – Sampling plan – Sample size – determinants optimal sample size – sampling techniques – Sampling methods.					
						Contact Periods 12
IV	DATA PREPARATION AND ANALYSIS: Data Preparation – editing – Coding – Data entry – Validity of data – Qualitative Vs Quantitative data analyses – Applications of Bivariate and Multivariate statistical techniques, Factor analysis, Discriminant analysis, Cluster analysis, Multiple regression and Correlation, Multidimensional scaling – Conjoint Analysis – Application of statistical software for data analysis.					
						Contact Periods 12
V	REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH: Research report – Types – Contents of report – need for executive summary – chapterization – contents of chapter – report writing – the role of audience – readability – comprehension – tone – final proof – report format – title of the report – ethics in research – Ethics in research – Subjectivity and Objectivity in research.					
						Contact Periods 12
						Total Periods 60

Course Outcomes						
Upon successful completion of the course, students will be able to:						
CO 1	Understand and appreciate scientific inquiry					K2
CO 2	Write research proposals					K2
CO 3	Undertake a systematic outlook towards business situations for the purpose of objective decision making, and the method of conducting scientific inquiry to solve organizational problems					K4
CO 4	Analyze data and find solutions to the problems.					K4
CO 5	Prepare research reports.					K5
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating						
Reference Books	1. Donald R. Cooper, Pamela S. Schindler and JK Sharma, Business Research methods, 11 th Edition, Tata McGraw Hill, New Delhi, 2012.					
	2. Alan Bryman and Emma Bell, Business Research methods, 3 rd Edition, Oxford University Press, New Delhi, 2011.					
	3. Uma Sekaran and Roger Bougie, Research methods for Business, 5th Edition, Wiley India, New Delhi, 2012.					
	4. William G Zikmund, Barry J Babin, Jon C. Carr, Atanu Adhikari, Mitch Griffin, Business Research methods, A South Asian Perspective, 8 th Edition, Cengage Learning, New Delhi, 2012.					
	5. Panneerselvam. R, Research Methodology, 2 nd Edition, PHI Learning, 2014.					
Tools for Assessment (40 Marks)						
CIA I	CIA II	CIA III	Assignment / Seminar	Attendance	Total	
10	10	10	5	5	40	
Mapping						
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	3	1	3
CO2	3	3	2	3	1	3
CO3	3	3	2	3	1	3
CO4	3	3	2	3	1	3
CO5	3	3	2	3	1	3
3 – High; 2 – Medium; 1 – Low						
Course designed by				Verified by		
 Signature of the Faculty Member				 Signature of the Chair Person – BoS		
 Dr. P.T. Vijaya Rajakumar MBA				Dr. P.T. VIJAYA RAJAKUMAR Professor and Director Department of Management Studies Nehru Institute of Engineering and Technology Coimbatore		
Name and Department of the Faculty Member				Name and Seal of the Chair Person – BoS		

Course Code		Title				
P23MG211		DATA ANALYSIS AND BUSINESS MODELING LABORATORY				
Semester: II	L	T	P	Credits	CIA: 60 Marks	ESE: 40 Marks
	0	0	4	2		
Course pre-requisites		Statistics for Management, Basics of MS Office				
Course Objectives						
1	Understand the automation of personalized document creation through mail merge.					
2	Develop the ability to design forms for surveys, feedback, and data collection.					
3	Develop practical skills for creating budgets, basic data analysis, and using templates.					
4	Understand slide transitions and animation effects for engaging presentations.					
5	To have hands-on experience on data analysis for business modeling.					
Course Category		Employability				
Development Needs		Global / National				
Course Description: The course helps the students to prepare personalized document creation, Mail merge, design forms for surveys, creating budgets, presentations and Data analysis for business modeling.						
Course Content						
LIST OF EXPERIMENTS						
1	Basics in MS Word					
2	Mail Merge					
3	Basics of Excel					
4	Financial Management Problems					
5	Risk Analysis					
6	Sensitivity Analysis – One-Variable					
7	Portfolio Management					
8	Revenue Management					
9	Basics in Designing Presentation					
10	Transportation & assignment					
11	Networking Models					
12	Queuing Theory					
13	Inventory Models					
14	Descriptive Statistics					
15	Parametric Tests					
16	Non Parametric Tests					
17	Correlation & Regression					
Contact Periods						60
Course Outcomes						
Upon successful completion of the course, students will be able to:						
CO 1	Automate personalized document creation through mail merge and also capable of designing forms for surveys, feedback, and data collection.					K6
CO 2	Equip with practical skills for budget creation, basic data analysis, and using templates.					K6
CO 3	Capable of using slide transitions and animation effects to make engaging presentations.					K6
CO 4	Forecast in real time business world and also enhances knowledge about networking, inventory models and queuing theory using data analytical tools.					K4
CO 5	Identify the relationship between variables using data analytical tools and deep knowledge about conducting hypothesis testing using various data analysis techniques.					K4
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating						

Tools for Assessment (40 Marks)						
Preparation	Conduct of Experiments	Calculations & Result	Viva-Voce	Total		
20	30	40	10	100		
Tools for Assessment (20 Marks)						
Model Exam I						Total
100						100
Mapping						
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	3	2	3
CO2	3	3	3	3	2	3
CO3	3	3	3	3	2	3
CO4	3	3	3	3	2	3
CO5	3	3	2	3	2	3
3 – High; 2 – Medium; 1 – Low						
Course designed by				Verified by		
 Signature of the Faculty Member				 Signature of the Chair Person – BoS		
Dr. P.T. Vijaya Raja Kumar MBA				Dr. P.T. VIJAYA RAJAKUMAR Professor and Director Department of Management Studies Nehru Institute of Engineering and Technology Coimbatore		
Name and Department of the Faculty Member				Name and Seal of the Chair Person – BoS		

Course Code		Title				
P23MG212		ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING – SEMINAR				
Semester: II	L	T	P	Credits	CIA :100 Marks	
	0	0	2	1		
Course pre-requisites		Fundamentals of Management and Information Management				
Course Objectives						
1	Understand the automation of personalized document creation through mail merge.					
2	Develop the ability to design forms for surveys, feedback, and data collection.					
3	Develop practical skills for creating budgets, basic data analysis, and using templates.					
4	Understand slide transitions and animation effects for engaging presentations.					
5	To have hands-on experience on data analysis for business modeling.					
Course Category		Employability				
Development Needs		Global / National				
Course Description: The course helps the students to prepare personalized document creation, Mail merge , design forms for surveys, creating budgets , presentations and Data analysis for business modeling.						
Course Content						
Unit	Description					
I	Introduction to AI & ML: Artificial Intelligence – History and Evolution of AI – Types of Artificial Intelligence – Applications of AI in Various Industries– Machine Learning (ML) –Types of Machine Learning – Bias and Ethics in AI & ML – Challenges and Limitations of AI & ML – Future Trends and Innovations in AI & ML					
					Contact Periods	6
II	AI & ML in Financial Management: Introduction to AI & ML in Financial Management –Algorithmic Trading and High – Frequency Trading – Risk Management and Fraud Detection – Credit Scoring and Loan Approval – Portfolio Optimization and Asset Allocation – Predictive Analytics for Investment Decisions Ethical Considerations in AI & ML Financial Management – Adoption Challenges and Change Management – Future Trends and Innovations in AI & ML Financial Management					
					Contact Periods	6
III	AI & ML in Marketing Management: Introduction to AI & ML in Marketing – Data – driven Marketing Strategies – Predictive Analytics for Customer Behavior – Personalization and Customer Segmentation – Recommendation Systems – Sentiment Analysis for Social Media Marketing – Ethical Considerations in AI & ML Marketing Applications – Future Trends and Innovations in AI & ML Marketing					
					Contact Periods	6
IV	AI & ML in Human Resource Management: Introduction to AI & ML in HR Management Recruitment Automation and Candidate Screening – Resume Parsing and Matching Algorithms – Predictive Analytics for Talent Acquisition – Ethics and Privacy Concerns in AI & ML HR Applications – Future Trends and Innovations in AI & ML HR Management					
					Contact Periods	6

V	AI & ML in Logistics and Supply Chain Management: Introduction to AI & ML in Logistics and Supply Chain Management – Demand Forecasting and Inventory Optimization – Route Optimization and Vehicle Routing Problem (VRP) – Warehouse Automation and Robotics Real – time Tracking and Tracing Ethical Considerations in AI & ML Logistics and Supply Chain Management – Future Trends and Innovations in AI & ML Logistics and Supply Chain Management						
	Contact Periods					6	
					Total Periods		30
Course Outcomes							
Upon successful completion of the course, students will be able to:							
CO 1	Understand Fundamentals of Artificial Intelligence Concepts and Methods					K2	
CO 2	Understand the insights on AI & ML in Finance Management					K2	
CO 3	Understand the insights on AI & ML in Marketing Management					K2	
CO 4	Understand the insights on AI & ML in Human Resource Management					K2	
CO 5	Understand the insights on AI in Logistics and Supply Chain Management					K2	
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating							
Reference Books	1. Stuart Russell, Peter Norvig, Artificial Intelligence: A Modern Approach, Prentice Hall, 4 th Edition, 2020.						
	2. Kevin P. Murphy, Machine Learning: A Probabilistic Perspective						
	3. Ian Goodfellow, Yoshua Bengio, and Aaron Courville, Deep Learning, MIT Press, 2016.						
	4. Sebastian Raschka, Vahid Mirjalili, Python Machine Learning, Packt Publishing, 2 nd Edition, 2017.						
	5. Richard S. Sutton, Andrew G. Barto, Reinforcement Learning: An Introduction						
Tools for Assessment (100 Marks)							
Content		Presentation		Q& A		Total	
40		40		20		100	
Mapping							
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	
CO1	3	3	2	2	1	3	
CO2	3	3	3	2	1	3	
CO3	3	3	2	2	1	3	
CO4	3	3	3	2	1	3	
CO5	3	3	2	2	1	3	
3 – High; 2 – Medium; 1 – Low							
Course designed by				Verified by			
 Signature of the Faculty Member				 Signature of the Chair Person – BoS			
Dr. S. Shanthi MBA Name and Department of the Faculty Member				Dr. P.T. VIJAYA RAJAKUMAR Professor and Director Department of Management Studies Nehru Institute of Engineering and Technology Coimbatore Name and Seal of the Chair Person – BoS			



