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.

REGULATIONS – 2023

CHOICE BASED CREDIT SYSTEM

MBA Full-Time DEGREE PROGRAMME

(Applicable for students admitted from the Academic Year 2023 – 24 onwards)



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,

i. "**Programme**" means Post graduate Degree Programme in MBA.

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

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

iv. **"Head of the Institution"** means the Principal of the institution.

v. **"Dean Academics"** means the authority of the Institution who is responsible for academic activities for the implementation of relevant rules and regulations.

vi. **"Head of the Department"** means the head of the department Concerned.

vii. **"Controller of Examinations"** means the Authority of the Institution who is responsible for conducting the Continuous Internal Assessment and Semester End Examinations.

viii. **"College"** means Nehru Institute of Engineering and Technology, Coimbatore.

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.

4. STRUCTURE OF THE PROGRAMME

4.1 The medium of instruction is English for all courses, examinations, seminar presentations and project / thesis / dissertation reports.

4.2 Categorization of Courses

The M.B.A. programme includes Theory Courses, Practical Courses, Elective 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 register and earn a credit for online courses through SWAYAM / NPTEL approved by department committee consisting of HoD, Programme Coordinator and Tutor. Students have to complete minimum ONE online course in Second and Third Semesters.

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

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.

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

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 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 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.

11.4.3 Evaluation of Creativity and Innovation Seminar

The creativity and innovation laboratory 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%).

11.4.4 Assessment for Online courses (SWAYAM / NPTEL)

Students may be permitted to pursue two online courses (which are provided with certificate), subject to a maximum of two credits. These online courses shall be chosen from the SWAYAM / NPTEL platform. The student should pass in the examination as per the curriculum. One credit shall be given and added per certificate course.

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

Ci is the number of credits assigned to the course

GPi 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

(Applicable for students admitted from the Academic Year 2023 – '24 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 - 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	Statistics for Management	PCC	3	1	0	4	4
3	P23MG103	Managerial Economics	PCC	3	0	0	3	3
4	P23MG104	Accounting for Decision Making	PCC	3	1	0	4	4
5	P23MG105	Legal Aspects of Business	PCC	3	0	0	3	3
6	P23MG106	Information Management	PCC	3	0	0	3	3
7	P23MG107	Entrepreneurship Development	PCC	3	0	0	3	3
PRACTICAL								
8	P23MG111	Business Communication Laboratory	EEC	0	0	4	4	2
9	P23MG112	Indian Ethos and Business Ethics - 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	1	0	4	4
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	3	1	0	4	4
7	P23MG207	Business Research Methods	PCC	3	0	0	3	3
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
Sub Total				**21**	**2**	**6**	**29**	**26**

Summer Internship – Minimum of 4 weeks of Internship

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	Professional Skill Development - 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				**75**	**4**	**34**	**113**	**96**

PROFESSIONAL ELECTIVES (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
Semester - IV								
16	P23MGM41	Retail Marketing	PEC	3	0	0	3	3
17	P23MGM42	Integrated Marketing Communication	PEC	3	0	0	3	3
18	P23MGM43	Services Marketing	PEC	3	0	0	3	3
19	P23MGM44	Sales and Distribution Management	PEC	3	0	0	3	3
20	P23MGM45	Rural Marketing	PEC	3	0	0	3	3
Stream / Specialization : Human Resource Management								
Semester - III								
21	P23MGH31	Strategic HumanResource Management	PEC	3	0	0	3	3
22	P23MGH32	Organizational, Design, Change and Development	PEC	3	0	0	3	3
23	P23MGH33	International Human Resource Management	PEC	3	0	0	3	3
24	P23MGH34	Performance Management	PEC	3	0	0	3	3
25	P23MGH35	Human Resource Accounting and Auditing	PEC	3	0	0	3	3
Semester - IV								
26	P23MGH41	Industrial Relations and Labour Legislations	PEC	3	0	0	3	3
27	P23MGH42	Negotiation and Conflict Management	PEC	3	0	0	3	3
28	P23MGH43	Reward and CompensationManagement	PEC	3	0	0	3	3
29	P23MGH44	Competency Mapping	PEC	3	0	0	3	3
30	P23MGH45	HR Analytics	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 : Operations Management								
Semester - III								
31	P23MGO31	Supply Chain Management	PEC	3	0	0	3	3
32	P23MGO32	Quality Management	PEC	3	0	0	3	3
33	P23MGO33	Materials Management	PEC	3	0	0	3	3
34	P23MGO34	Maintenance Management	PEC	3	0	0	3	3
Semester - IV								
35	P23MGO41	Services Operations Management	PEC	3	0	0	3	3
36	P23MGO42	Supply Chain Analytics	PEC	3	0	0	3	3
37	P23MGO43	Project Management	PEC	3	0	0	3	3
38	P23MGO44	Modern Manufacturing Management	PEC	3	0	0	3	3
Stream / Specialization : Business Analytics								
Semester - III								
39	P23MGB31	Data Mining for Business Intelligence	PEC	3	0	0	3	3
40	P23MGB32	Social Media Web Analytics	PEC	3	0	0	3	3
41	P23MGB33	Enterprise Resource Planning	PEC	3	0	0	3	3
42	P23MGB34	Software Project Management						
Semester - IV								
43	P23MGB41	Deep Learning and Artificial Intelligence	PEC	3	0	0	3	3
44	P23MGB42	E-Business Management	PEC	3	0	0	3	3
45	P23MGB43	Artificial Intelligence for Managers	PEC	3	0	0	3	3
46	P23MGB44	Knowledge Management System	PEC	3	0	0	3	3
Stream / Specialization : Logistics and Supply Chain Management								
Semester - III								
47	P23MGL31	Fundamentals of Shipping	PEC	3	0	0	3	3
48	P23MGL32	Port and Terminal Management	PEC	3	0	0	3	3
49	P23MGL33	Warehouse Management	PEC	3	0	0	3	3
50	P23MGL34	Air Cargo Management	PEC	3	0	0	3	3
51	P23MGL35	Transportation and Distribution Management	PEC	3	0	0	3	3
Semester - IV								
52	P23MGL41	Exim Management	PEC	3	0	0	3	3
53	P23MGL42	Supply Chain Concepts and Planning	PEC	3	0	0	3	3
54	P23MGL43	Supply Chain Inventory Management	PEC	3	0	0	3	3
55	P23MGL44	Supply Chain Information System	PEC	3	0	0	3	3
56	P23MGL45	Reverse and Contract Logistics	PEC	3	0	0	3	3

MASTER OF BUSINESS ADMINISTRATION

REGULATIONS – 2023

CHOICE BASED CREDIT SYSTEM

CURRICULUM STRUCTURE

Course Type	Semester - I		Semester - II		Semester - III		Semester - IV		Total	
	No. of Courses	Credit	No. of Courses	Credit	No. of Courses	Credit	No. of Courses	Credit	No. of Courses	Credit
PCC	7	23	7	23	2	6	1	3	**17**	**55**
PEC	-	-	-	-	4	12	4	12	**8**	**24**
EEC	2	3	2	3	3	5	1	6	**8**	**17**
Total	**9**	**26**	**9**	**26**	**9**	**23**	**6**	**21**	**33**	**96**
Marks	**900**		**900**		**900**		**600**		**3300**	

Note: PCC – Professional Core Course
PEC – Professional Elective Course
EEC – Employment Enhancement Course

Course Type	No. of Courses	Credits
PCC – Professional Core Course	**17**	**55**
PEC – Professional Elective Course	**8**	**24**
EEC – Employment Enhancement Course	**8**	**17**
Total	**33**	**96**

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 in today's business firms.
3	To acquaint the students with the fundamentals of managing business and to understand individual behaviour at work place.
4	To understand about group behaviour at work place.
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. Organisation Structure and Design – Authority and Responsibility Relationships – Delegation of Authority and Decentralisation – Interdepartmental Coordination – Impact of Technology on Organizational design Mechanistic Vs Adoptive Structures – Formal and Informal Organisation. 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 andPolitics – 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	Understanding the various management concepts and skills required in the business world.	K2
CO 2	In-depth knowledge of various functions of management in a real time management context.	K1
CO 3	Understanding of the complexities associated with management of individual behavior in the organizations.	K2
CO 4	Develop the skill set to manage group behaviour in Organizations .	K2
CO 5	Have insights about the current trends in managing organizational behavior.	K3
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating		

Reference Books

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, Organizational 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 Chairperson - BoS
R. Yasodha MBA. Name and Department of 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 Chairperson - BoS

Course Code	Title					
P23MG102	STATISTICS FOR MANAGEMENT					
Semester: I	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	1	0	4		
Course pre-requisites	Basic Statistics					

Course Objectives

1	To learn the applications of statistics in business decision making.
2	To analyze 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 analyze 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:** Basic definitions and rules for probability, conditional probability independence of events, Baye'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 centrallimit 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 andgoodness 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 data sets, and correctly interpret the results.	K3
CO 4	Develop skill-set that is in demand in both the research 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, 8th Edition, 2017.
2. Prem. S. Mann, Introductory Statistics, Wiley Publications, 9th Edition, 2015.
3. T N Srivastava and Shailaja Rego, Statistics for Management, Tata McGraw Hill, 3rd Edition 2017.
4. Ken Black, Applied Business Statistics, 7th 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, 13th 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 Chairperson - BoS
Dr. A. Sangeetha Devi S&H Name and Department of 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 Chairperson - BoS

Course Code	Title					
P23MG103	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 macroeconomics
5	To make the learners have the understanding of 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 economies and Macro economies – 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 behaviour – consumer equilibrium – Approaches to consumer behaviour – 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 costs of imperfect competition – factor market – Land, Labour andcapital – 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 macroeconomic activity – National income determination – Aggregate demand and supply – Macroeconomic equilibrium – Components of aggregate demand andnational 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 microeconomics relevant to managing an organization	K2
CO 3	Describe principles of macroeconomics	K2
CO 4	Have the understanding of 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

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, EducationAsia, New Delhi, 2017.
6. Panneerselvam. R, Engineering Economics, 2nd 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	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 Chairperson - BoS
Dr. P.T. Vijaya Rajakumar MBA Name and Department of 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 Chairperson - BoS

Course Code	Title					
P23MG104	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 analyse in the financial statements
3	To understand the various cost accounting techniques, concepts and classifications
4	To analyse 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 Accountand 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 – Decisionmaking 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 Code	Title					
P23MG105	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	**COMMERCIAL LAW:** **THE INDIAN CONTRACT ACT 1872:** Definition of contract, essentials elements and types of a 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: Rightsand duties of principal and agents, termination of agency. **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 an unpaidseller. **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.
	Contact Periods | **9**
II	**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. Competition Act 2002 – Introduction, Definitions, Enquiry into Certain Agreements and Dominant Position of Enterprise and Combinations.
	Contact Periods | **9**
III	**INDUSTRIAL LAW :** An Overview of Factories Act - Payment of Wages Act - Payment of Bonus Act - Industrial Disputes Act.
	Contact Periods | **9**

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, 8th 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, 18th Edition, Tata McGraw Hill Publishers, 2017.
5. Charles T. Horngren, Gary L. Sundem, David Burgstahler, Jeff Schatzberg, Introduction to Management Accounting, PHI Learning, 16th Edition, 2014.
6. Earl K. Stice & James D.Stice, Financial Accounting, Reporting and Analysis, 8th Edition, Cengage Learning, 2015.
7. N.M. Singhvi, Ruzbeh J.Bodhanwala, Management Accounting – Text and cases, 3rd Edition PHI Learning, 2018.
8. Ashish K. Battacharya, Introduction to Financial Statement Analysis, Elsiever, 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
S. Shanthi Signature of the Faculty Member	Signature of the Chairperson - BoS
Dr. S. Shanthi MBA Name and Department of 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 Chairperson - BoS

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 database 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 applications of information systems in business.	K2

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

Reference Books	1. Robert Schultheis 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 DigitalFirm, 15th Edition, 2018. 3. Panneerselvam. R, Database Management Systems, 3rd 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
S. Shanthi Signature of the Faculty Member	Signature of the Chairperson - BoS
Dr. S. Shanthi MBA Name and Department of 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 Chairperson - BoS

Course Code	Title					
P23MG106	INFORMATION MANAGEMENT					
Semester: I	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Basics in 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 functions and hierarchy, Enterprise andfunctional information systems.	
		Contact Periods 9
II	**SYSTEM ANALYSIS AND DESIGN :** System development methodologies, Systems Analysis and Design, Data flow 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, RODBMS, Data warehousing, Data Mart, Datamining.	
		Contact Periods 9
IV	**INTEGRATED SYSTEMS, SECURITY AND CONTROL :** Knowledge based decision support systems, Integrating social media and mobile technologies in Information system, Security, IS Vulnerability, Disaster Management, Computer Crimes, Securing theWeb.	
		Contact Periods 9
V	**NEW IT INITIATIVES :** Introduction to Deep learning, Big data, Pervasive Computing, Cloud computing, Advancements in AI, IoT, Block chain, Crypto currency, Quantum computing	
		Contact Periods 9
		Total Periods 45

IV	**CORPORATE TAX & GST :** Corporate Tax Planning, Corporate Taxes and Overview of Latest Developments in Indirect tax Laws relating to GST: An introduction including constitutional aspects, Levy and collection of CGST & IGST, Basic concept of time and value of supply, Input tax credit, Computation of GST Liability, Registration, Tax Invoice, Credit & Debit Notes, Electronic Way bill, Returns, Payment of taxes including ReverseCharge	
	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 – Cyber crimes, 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, Infringementof 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 andcommercial 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	K2

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

Reference Books

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 Chairperson - BoS
Mrs. A. AAZIYA MBA Name and Department of 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 Chairperson - 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 learners 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	**ENTREPRENEURAL COMPETENCE :** Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality – Characteristics of Successful Entrepreneurs – Knowledge and Skills of an Entrepreneur.	
	Contact Periods	**9**
II	**ENTREPRENEURAL 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.	K2
CO 5	Monitor the business effectively towards growth and development.	K2
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, 2nd 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, 8th 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 Chairperson - BoS
Dr. P.T. Vijaya Rajakumar MBA Name and Department of 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 Chairperson - BoS

Course Code	Title					
P23MG111	BUSINESS COMMUNICATION - LABORATORY					
Semester: I	L	T	P	Credits	CIA: 60 Marks	ESE: 40 Marks
	0	0	4	2		
Course pre-requisites	Basics of English					

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

Total 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 forms of written communication required in a business	K3
CO 3	Develop good presentation skills	K3
CO 4	In-depth understanding of interview skills	K2
CO 5	Prepare Business reports	K5

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

Reference Books	1. Rajendra Pal, J.S. Korlahalli, Essentials of Business Communication by, Sultan Chand & Sons,13th Edition. 2. Meenakshi Raman, Prakash Singh, Business Communication, Oxford, 2nd Edition, 2012. 3. Raymond V. Lesikar, Flatley, Basic Business Communication Skills for Empowering the Internet Generation, M.E., TMGH, New Delhi, 10th Edition, 2004. 4. Ludlow R, Panton, The Essence of Effective Communications, Prentice Hall of India Pvt. Ltd., 1995. 5. C. S. Rayadu, Communication, HPH, 2015. 6. R. C. Sharma, Krishna Mohan, Business Correspondence & Report Writing, Tata McGraw Hill, 5th Edition, 2017. 7. Malcolm Goodale, Developing Communication Skills, 2nd Edition Professional Presentations, Cambridge University Press. 8. Supplementary Reading Material Business Communication, Harvard Business EssentialsSeries, HBS Press.

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 Chairperson - BoS
Susmi Mariam Varghese Science & Humanities Name and Department of 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 Chairperson - BoS

Course Code	Title				
P23MG112	INDIAN ETHOS AND BUSINESS ETHICS –SEMINAR				
Semester: I	L	T	P	Credits	CIA :100 Marks
	0	0	2	1	
Course pre-requisites	Undergraduate Level				

Course Objectives

1	To enable the learners in understanding of the basic concepts of Indian Ethos and familiarize about ethical behaviour and value systems at work.
2	To enable the learners to have exposure on business ethics and ethical business perspectives.
3	To enable the learners to have an idea based on Gurukul system of learning
4	To enable the learners to study the individual culture and follow ethics in business
5	To enable the learners to have an exposure in corporate social responsibilities of business.

Course Category	Employability
Development Needs	Global / National

Course Description: The Course helps the Students to understand basic concepts of Indian Ethos and familiarize about ethical behaviour and value systems at work, Gurukul system of learning, individual culture and follow ethics in business and to have an exposure in corporate social responsibilities of business.

Course Content

Unit	Description	
I	Indian Ethos and Personality Development Work ethos and ethics for Professional Managers	
	Contact Periods	6
II	Indian Values, Value Systems and Wisdom for modern managers Ethos in leadership development	
	Contact Periods	6
III	Indian system of learning: Gurukul system of learning, Law of humility, Law of growth, Law of responsibility. Individual Culture and Ethics	
	Contact Periods	6
IV	Ethical codes of conduct and value Systems Loyalty and Ethical Behaviour, Ethical decision making	
	Contact Periods	6
V	Ethical business issues and solutions Corporate Social Responsibilities of Business	
	Contact Periods	6
	Total Periods	30

Course Outcomes Upon successful completion of the course, students will be able to:		
CO 1	Apply the basic concepts of Indian ethos and value systems at work.	K3
CO 2	Handle issues of business ethics and offer solutions in ethical perspectives	K5
CO 3	Develop Professionally efficient and skillful in value systems and culture	K2
CO 4	Capable in ethically manage business towards wellbeing of the society.	K2
CO 5	Socially effective in undertaking business responsibilities.	K2
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating		

Reference Books

1. Nandagopal R and Ajith Shankar R N, Indian ethos and values in Management, McGraw hill education.
2. Gosht Biswanath, Ethics in management and Indian Ethos, second Edition, S Chand publishers.
3. Balachandran S, Raja KCR, Nair BK, second edition, Shroff publishers and distributors Pvt. Ltd.

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	1	2	2
CO2	2	3	2	1	2	2
CO3	2	3	2	1	2	2
CO4	2	3	2	1	2	2
CO5	2	3	2	1	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
Signature of the Faculty Member	Signature of the Chairperson - BoS
Dr. P.T. Vijaya Rajakumar MBA Name and Department of 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 Chairperson - 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 organisation
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 organisation	K1
CO 2	Recognize the time value of money	K2
CO 3	Learn 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

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.

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
S. Shanthi Signature of the Faculty Member	Signature of the Chairperson - BoS
Dr. S. Shanthi MBA Name and Department of 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 Chairperson - 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, 14th Edition, Pearson Education Limited, 2015.
2. David A. Decenzo, Stephen. P. Robbins, and Susan L. Verhulst, Human Resource Management, Wiley, International Student 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, 8th 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 Chairperson - BoS
R. Yasodha MBA Name and Department of 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 Chairperson - BoS

Course Code	Title					
P23MG203	MARKETING MANAGEMENT					
Semester: II	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	1	0	4		
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 12
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 12
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 12
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 12

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 12
	Total Periods 60

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

1. Philip T. Kotler and Kevin Lane Keller, Marketing Management, Prentice Hall India, 15th Edition, 2017.
2. KS Chandrasekar, "Marketing management – Text and Cases", Tata McGraw Hill Education, 2012.
3. Lamb, Hair, Sharma, McDaniel – Marketing – An Innovative approach to learning and teaching – A south Asian perspective, Cengage Learning, 2012.
4. Paul Baines, Chris Fill, Kelly Page, Marketing, Asian edition, Oxford University Press, 5th Edition, 2019.
5. Ramasamy, V.S, Namakumari, S, Marketing Management: Global Perspective Indian Context, Macmillan Education, New Delhi, 6th Edition, 2018.
6. 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 Chairperson -BoS
Dr. P. T. Vijaya Rajakumar MBA Name and Department of 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 Chairperson-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, 14th Edition, 2014.
2. Mahadevan B, Operations management: Theory and practice. Pearson Education India; 2015.
3. William J Stevenson, Operations Management, Tata Mc Graw Hill, 9th Edition, 2009.
4. Russel and Taylor, Operations Management, Wiley, 5th Edition, 2006.
5. Norman Gaither and Gregory Frazier, Operations Management, South Western Cengage Learning, 9th edition, 2015.
6. Panneerselvam. R, Production and Operations Management, 3rd 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 Chairperson - BoS
Mrs. A. AAZIYA MBA Name and Department of 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 Chairperson - 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 Organisational Decision Making, BA for Competitive Advantage.	
	Contact Periods	**9**
II	**MANAGING RESOURCES FOR BUSINES SANALYTICS** Managing BA Personnel, Data and Technology. Organisational Structures aligning BA. Managing Information policy, data quality and change in BA.	
	Contact Periods	**9**
III	**DESCRIPTIVE ANALYTICS:** Introduction to Descriptive analytics – Visualising 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	**PRESCRITIVE ANALYTICS :** Introduction to Prescriptive analytics – Prescriptive Modeling – Non Linear Optimisation –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 Ed, 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 Chairperson - 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 Faculty Member	Name and Seal of the Chairperson - BoS

Course Code	Title					
P23MG206	QUANTITATIVE TECHNIQUES FOR DECISION MAKING					
Semester: II	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	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 Apply decision and game theory concepts to analyze and solve real-world business problems, enhancing problem-solving skills in managerial decision-making.
4	To Analyze and solving real-world case studies related to inventory management and replacement decisions, applying the learned models to practical business scenarios.
5	To Learn how to validate queuing models and simulations to ensure their accuracy and reliability in representing real time scenario.

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	**INTRODUCTION TO LINEARP ROGRAMMING (LP):** Relevance of quantitative techniques in management decision making. Linear Programming – formulation, solution by graphical and simplex methods (Primal - Penalty, Two Phase), Special cases. Sensitivity Analysis.	
	Contact Periods	**12**
II	**LINEAR PROGRAMMING EXTENSIONS:** Transportation Models (Minimising and Maximising Problems) – Balanced and unbalanced Problems – Initial Basic feasible solution by N-WCorner Rule, Least cost and Vogel's approximation methods. Check for optimality. Solution by MODI / Stepping Stone method. Case of Degeneracy. Transhipment Models. Assignment Models (Minimising and Maximising Problems) – Balanced and Unbalanced Problems. Solution by Hungarian and Branch and Bound Algorithms. Travelling Salesman problem. Crew Assignment Models.	
	Contact Periods	**12**
III	**DECISION AND GAME THEORIES:** Decision making under risk – Decision trees – Decision making under uncertainty. Game Theory – Two – person Zero sum games – Saddle point, Dominance Rule, Convex Linear Combination (Averages), methods of matrices, graphical and LP solutions.	
	Contact Periods	**12**
IV	**INVENTORY AND REPLACEMENT MODELS:** Inventory Models – EOQ and EBQ Models (With and without shortages), Quantity Discount Models. Replacement Models – Individual replacement Models (With and without time value of money) – Group Replacement Models.	
	Contact Periods	**12**

V	**QUEUING THEORY AND SIMULATION:** Queuing Theory - single and multi - channel models – infinite number of customers and infinite calling source. Monte Carlo simulation – use of random numbers, application of simulation techniques.
	Contact Periods 12
	Total Periods 60

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, 2nd edition, PHI, 2011.
3. Paneerselvam R., Operations Research, Prentice Hall of India, Fourth Print, 2008.
4. Hamdy ATaha, Introduction to Operations Research, Prentice Hall India, Tenth Edition, Third Indian Reprint, 2019.
5. Bernard W. Taylor III, Introduction to Management Science, 9th Edition, Pearson Ed.
6. Nagraj B, Barry R and Ralph M. S Jr., Managerial Decision Modelling with Spread sheets, 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 Name and Department of 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 Chairperson - BoS

Course Code	Title					
P23MG207	BUSINESS RESEARCH METHODS					
Semester: II	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
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 9
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 – Validity of findings – internal and external validity – Variables in Research – Measurement and scaling – Different scales – Construction of instrument – Validity and Reliability of instrument.	
		Contact Periods 9
III	**DATA COLLECTION :** Types of data – Primary Vs Secondary data – Methods of primary data collection – Survey Vs Observation – Experiments – Construction of questionnaire and instrument – Types of Validity – Sampling plan – Sample size – determinants optimal sample size – sampling techniques – Sampling methods.	
		Contact Periods 9
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 9
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 9

	Total Periods	**45**

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, 11th Edition, Tata McGraw Hill, New Delhi, 2012.
2. Alan Bryman and Emma Bell, Business Research methods, 3rd 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, 8th Edition, Cengage Learning, New Delhi, 2012.
5. Panneerselvam. R, Research Methodology, 2nd 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 Chairperson - BoS
Dr. P.T. Vijaya Rajakumar MBA Name and Department of 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 Chairperson - 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

Total 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

Reference Books	1. David R. Anderson, "An Introduction to Management Sciences: Quantitative approaches to Decision Making", 13th edition, South – Western College Pub, 2011. 2. William J. Stevenson, Ceyhun Ozgur, "Introduction to Management Science with Spreadsheet", Tata Mc Graw Hill, 2009. 3. Hansa Lysander Manohar, "Data Analysis and Business Modelling using Microsoft Excel" PHI, 2017. 4. David M. Levine et al, "Statistics for Managers using MS Excel", 6th Edition, Pearson, 2010. 5. Minnick, C. Web Kit for Dummies. John Wiley & Sons, 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	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. P. T. Vijaya Rajakumar MBA Name and Department of 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 Chairperson - 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	1. Introduction to AI & ML 2. AI & ML in Financial Management	
	Contact Periods	**6**
II	1. AI & ML in Marketing Management 2. AI & ML in Human Resource Management	
	Contact Periods	**6**
III	1. AI & ML in Strategic Management 2. AI & ML in Operations Management	
	Contact Periods	**6**
IV	1. AI & ML in Logistics and Supply Chain Management 2. AI & ML in Knowledge Management & Talent Management	
	Contact Periods	**6**
V	1. AI & ML in E-Governance and E-Learning 2. AI & ML in Society and Governments	
	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. "Artificial Intelligence: A Modern Approach" - Authors: Stuart Russell, Peter Norvig 2. "Machine Learning: A Probabilistic Perspective" - Author: Kevin P. Murphy 3. "Deep Learning"- Authors: Ian Good fellow, Yoshua Bengio, and Aaron Courville 4. "Python Machine Learning" - Author: Sebastian Raschka, Vahid Mirjalili 5. "Reinforcement Learning: An Introduction" - Authors: Richard S. Sutton, Andrew G. Barto.

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
S. Shanthi Signature of the Faculty Member	Signature of the Chairperson - BoS
Dr. S. Shanthi MBA Name and Department of 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 Chairperson - BoS

Course Code	Title					
P23MG301	STRATEGIC MANAGEMENT					
Semester: III	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 learn the major initiatives taken by a company's top management on behalf of corporate, involving resources and performance in external environments.
2	To understand the analysis and implementation of strategic management in strategic business units
3	To entail by specifying the organization's mission, vision and objectives,
4	To Study the functional approach to management developing policies and plan.
5	To equip with skills required to manage business and non-business organizations at senior levels.

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the Strategy and Process, Competitive Advantage, Strategies and their Implementation, Evaluation and Various Strategic Issues

Course Content

Unit	Description	
I	**STRATEGY AND PROCESS:** Conceptual framework for strategic management, the Concept of Strategy and the Strategy Formation Process - Stakeholders in business - Vision, Mission and Purpose - Business definition, Objectives and Goals - Corporate Governance and Social responsibility-case study.	
	Contact periods	9
II	**COMPETITIVE ADVANTAGE** : External Environment - Porter's Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution-Globalisation and Industry Structure - National Context and Competitive advantage Resources- Capabilities and competencies-core competencies-Low cost and differentiation Generic Building Blocks of Competitive Advantage- Distinctive Competencies- Resources and Capabilities durability of competitive Advantage- Avoiding failures and sustaining competitive advantage-Case study.	
	Contact periods	9
III	**STRATEGIES** : The generic strategic alternatives - Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategy in the Global Environment-Corporate Strategy- Vertical Integration Diversification and Strategic Alliances- Building and Restructuring the corporation- Strategic analysis and choice - Managing Growth - Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis - Mc Kinsey's 7s Framework - GE 9 Cell Model - Distinctive competitiveness - Selection of matrix - Balance Score Card-case study.	
	Contact periods	9
IV	**STRATEGY IMPLEMENTATION & EVALUATION:** The implementation process, Resource allocation, Designing organisational structure-Designing Strategic Control Systems- Matching structure and control to strategy-Implementing Strategic change Politics-Power and Conflict-Techniques of strategic evaluation & control-case study.	
	Contact periods	9

V	**OTHER STRATEGIC ISSUES:** Managing Technology and Innovation - Strategic issues for Non Profit organisations. New Business Models and strategies for Internet Economy-case study Challenges in Strategic Management: Introduction, Strategic Management as an Organisational Force, Dealing with Strategic Management in Various Situations, Strategic Management Implications and Challenges Recent Trends in Strategic Management: Introduction, Strategic Thinking, Organisational Culture and its Significance, Organisational Development and Change, Change Management, Strategic management in a new globalised economy	
	Contact periods	**9**
	Total Periods	**45**
Course Outcomes **Upon successful completion of the course, students will be able to:**		
CO 1	Understand the Strategic management process and social responsibility of business organizations	K2
CO 2	Gain Knowledge about the need for developing competitive advantage for organizations	K2
CO 3	Provides insights into various corporate and business level strategies	K2
CO 4	Facilitates to identify the various control systems required for organizational strategy implementation process	K2
CO 5	Enhances the cognitive knowledge about various strategic issues and development of new business models	K2
K1: Remembering;K2: Understanding;K3: Applying;K4: Analyzing;K5: Evaluating; K6: Creating		
Reference Books	1. Hill. Strategic Management: An Integrated approach, 2009 Edition, Wiley, 2012. 2. John A.Parnell. Strategic Management, Theory and practice Biztantra, 2012. 3. Azhar Kazmi, Strategic Management and Business Policy, 3rd Edition, Tata McGraw Hill, 2008. 4. AdriauH Aberberg and Alison Rieple, Strategic Management Theory & Application, Oxford University Press, 2008. 5. Lawerence G. Hrebiniak, Making strategy work, Pearson, 2nd Edition, 2013. 6. Gupta, Gollakota and Srinivasan, Business Policy and Strategic Management - Concepts and Application, Prentice Hall of India, 2005. 7. Dr. Dharma Bir Singh, Strategic Management & Business Policy, KoGent Learning Solutions Inc., Wiley, 2012. 8. John Pearce, Richard Robinson and Amitha Mittal, Strategic Management, McGraw Hill, 12th Edition, 2012. 9. Lafley AG and Roger L Martin, Playing to Win : Strategy really works, Harvard Business Review Press.	

Course Code	Title					
P23MG302	BUSINESS ETHICS & CORPORATE GOVERNANCE					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Basic Knowledge in Business Ethics & Corporate Governance					

Course Objectives

1	To understand the concepts of Ethics, Characteristics, and Theories of Business Ethics
2	To know about the ethics in the functional areas of business
3	To learn about the various types of corporate governance
4	To study the importance of corporate governance system across countries
5	To gain knowledge of the corporate social responsibility

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to Understand the concepts of Ethics, Characteristics, Theories of Business Ethics, ethics in the functional areas of business, various types of corporate governance, importance of corporate governance system across countries and corporate social responsibility

Course Content

Unit	Description	
I	**BUSINESS ETHICS** Ethics - Objectives of ethics - Nature of ethics in business - Characteristics of business ethics - Need for business ethics - Concepts and Theories of Business Ethics - Evolution of Business Ethics - Kohlber's Six Stage Moral Development Process - Utilitarianism, Deontology and Virtue Theory.	
	Contact Periods	9
II	**ETHICS AND BUSINESS:** The Ethics of Consumer Protection - Environmental Ethics - Marketing Ethics - Ethical Issues in Human Resource Management - Corporate Ethics: Investors Rights, Privileges, Problems and Protection - Role of legislation and other bodies in enforcing ethical business behaviour - Globalization and Business Ethics.	
	Contact Periods	9
III	**CORPORATE GOVERNANCE:** An overview - Theories of Governance - Boards in Corporate Governance: Types and Roles - Selection of Members - Responsibilities of Board - Boards in Public Sector Vs Private Sector - Current Issues on Composition of Board of Directors - Cases in Corporate Governance.	
	Contact Periods	9
IV	**CORPORATE GOVERNANCE SYSTEM ACROSS COUNTRIES:** A Comparison - MNCs Vs Domestic Companies. Codes: Code of Conduct - Code of Ethics - Laws and Enactments regarding Board of Governors and Board of Directors.	
	Contact Periods	9
V	**CORPORATE SOCIAL RESPONSIBILITY:** CSR - History and Indian Examples - Economic Issues of CSR - Government's Role - Awards by Institutions: Debate on Methodology of Evaluation of CSR Initiatives.	
	Contact Periods	9
	Total Periods	45

Tools for Assessment (40 Marks)					
CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	3	2	-	2
CO2	2	3	3	2	-	2
CO3	2	3	3	2	-	2
CO4	2	3	3	2	-	2
CO5	2	3	3	2	-	2

3 - High; 2 - Medium; 1 – Low

Course designed by	Verified by
R. Yasodha. MBA.	Dr. P.T. VIJAYA RAJAKUMAR Professor and Director Department of Management Studies Nehru Institute of Engineering and Technology Coimbatore
Signature of the Faculty Member	Signature of the Chairperson - BoS
Name and Department of the Faculty Member	Name and Seal of the Chairperson - BoS

Course Code	Title					
P23MG312	BUSINESS INTELLIGENCE AND DATA VISUALIZATION LABORATORY					
Semester: III	L	T	P	Credits	CIA : 60 Marks	ESE: 40 Marks
	0	0	4	2		
Course pre-requisites	Business Intelligence and Analytics					

Course Objectives

1	To understand data analysis, data visualization, and insightful reporting, build a robust foundation in Microsoft Excel, utilizing functions, pivot tables, and charts.
2	To understand creating visually appealing, informative data dashboards, gain expertise in Tableau for effective decision-making support.
3	To understand creating visually appealing, informative data dashboards, gain expertise in Power BI for effective decision-making support.
4	To understand efficient data retrieval and manipulation for analytical purposes, acquire a strong grasp of SQL (Structured Query Language).
5	To understand web analytics principles using Google Analytics, gain the ability to track and analyse website traffic, valuable for digital marketing and e-commerce.

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to Understand the data analysis, data visualization, and insightful reporting and to gain expertise in tools like Tableau, and Power BI for effective decision-making.

Course Content

LIST OF EXPERIMENTS

1	Pivot Table In Excel
2	Array Formulas
3	Excel Tables
4	Data Validation
5	Conditional Formatting
6	Data Visualization Techniques
7	Dashboard Design
8	Predictive Analytics
9	Data Import and Transformation
10	Power Query Editor
11	Data Modeling
12	Data Visualization in Power BI
13	Dataflows
14	MySQL
15	DML Statements
16	Aggregate Functions and Conditions
17	Google Analytics interface
18	Exploring Reports

Contact Periods	60

Course Outcomes Upon successful completion of the course, students will be able to:		
CO 1	Understand the concepts of Ethics, Characteristics, and Theories of Business Ethics	K2
CO 2	Know the ethics in the functional areas of business	K2
CO 3	Learn about the various types of corporate governance	K2
CO 4	Know the importance of corporate governance system across countries	K2
CO 5	Gain knowledge of the corporate social responsibility	K2
K1: Remembering; K2: Understanding;K3: Applying;K4: Analyzing;K5: Evaluating; K6: Creating		

Reference Books

1. Fernando, A. C. (2012). Corporate Governance: Principles, Polices and Practices, 2nd Edition, Pearson Education India.
2. Monks, R. A., & Minow, N. (2000). Corporate Governance, Pearson Education India.
3. Shaw, W. H. (2016). Business ethics: A textbook with cases. Nelson Education.
4. Velasquez, M. G., & Velazquez, M. (2002). Business ethics: Concepts and cases (Vol. 111). Upper Saddle River, NJ: Prentice Hall.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	3	2	-	2
CO2	2	3	3	2	-	2
CO3	2	3	3	2	-	2
CO4	2	3	3	2	-	2
CO5	2	3	3	2	-	2

3 - High; 2 - Medium; 1 – Low

Course designed by	Verified by
Signature of the Faculty Member	Signature of the Chairperson - BoS
Mrs. A. Aazima 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 Chairperson - BoS

Course Code	Title				
P23MG313	PROFESSIONAL SKILL DEVELOPMENT - SEMINAR				
Semester: III	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 data analysis and data visualization functions.	K2
CO 2	Gain knowledge in creating visually appealing and informative data dashboards using Tableau.	K2
CO 3	Be Proficient in Power BI, mastering data connection, modeling, and basic visualization creation.	K2
CO 4	Familiarize with effective data retrieval.	K2
CO 5	Understand web analytics principles using Google Analytics.	K2

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	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
R. Yasodha 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 Chairperson - BoS
Signature of the Faculty Member	Signature of the Chairperson - BoS

Course Code	Title					
P23MG401	INTERNATIONAL BUSINESS					
Semester: IV	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Marketing Management, Entrepreneurship Development					

Course Objectives

1	To understand the multinational dimensions in management of a MNC company and the business operations in more than one country.
2	To study about the various theories of International Trade and Investment
3	To Know about the Global Entry of a business
4	To gain knowledge of Production, Marketing, Financials in Global Business
5	To learn the Human Resource Management in International Business

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the multinational dimensions in management of a MNC company and the business operations in more than one country, Theories of International Trade and Investment, Global Entry, Production, Marketing, Financials and Human Resource Management in International Business

Course Content

Unit	Description	
I	**AN OVERVIEW OF INTERNATIONAL BUSINESS:** Definition and drivers of International Business - Changing Environment of International Business Country attractiveness - Trends in Globalization - Effect and Benefit of Globalization - International Institution: UNCTAD Basic Principles and Major Achievements, Role of IMF, Features of IBRD, Role and Advantage of WTO.	
		Contact Periods 9
II	**THEORIES OF INTERNATIONAL TRADE AND INVESTMENT:** Theories of International Trade: Mercantilism, Absolute Advantage Theory, Comparative Cost Theory, Hecksher - Ohlin Theory - Theories of Foreign Direct Investment: Product Life Cycle, Eclectic, Market Power, Internationalisation - Instruments of Trade Policy: Voluntary Export Restraints, Administrative Policy, Anti-dumping Policy, Balance of Payment.	
		Contact Periods 9
III	**GLOBAL ENTRY**: Strategic compulsions - Strategic options - Global portfolio management - Global entry strategy, different forms of international business, advantages - Organizational issues of international business - Organizational structures - Controlling of international business, approaches to control - Performance of global business, performance evaluation system.	
		Contact Periods 9
IV	**PRODUCTION, MARKETING, FINANCIALS OF GLOBAL BUSINESS:** Global production: Location, scale of operations - cost of production - Standardization Vs Differentiation Make or Buy decisions - global supply chain issues - Quality considerations. Globalization of markets: Marketing strategy - Challenges in product development - pricing - production and channel management. Foreign Exchange Determination Systems: Basic Concepts - types of Exchange Rate Regimes - Factors Affecting Exchange Rates.	

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	K2
CO 4	Enable to build a culture of team work and trust .	K2
CO 5	Develop the happier individuals for the positive work environment	K2
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. Kandhawala, Corporate Creativity. 6. Daniel Goleman, Emotional Intelligence, Bloomsdury.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

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
S. Shanthi Signature of the Faculty Member	Signature of the Chairperson - 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 Chairperson - BoS

Stream / Specialization: Financial Management

Course Code	Title					
P23MGF31	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Financial Management					

Course Objectives

1	To Understand the nuances of stock market operations
2	To Understand the techniques involved in deciding upon purchase or sale of securities
3	To study the Fundamental Analysis, and analysis the Technical Analysis
4	To know about the Portfolio Construction and Selection
5	To earn the Capital Asset Pricing model

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the Investment Avenues, Fundamental Analysis, Technical Analysis, Portfolio Construction and Selection and Capital Asset Pricing model

Course Content

Unit	Description	
I	**INVESTMENT SETTING**: Financial and economic meaning of Investment - Characteristics and objectives of Investment - Investment process - Types of Investment - Investment alternatives - Choice and Evaluation - Risk and return concepts - Valuation of bonds and stock.	
	Contact Periods	9
II	**FUNDAMENTAL ANALYSIS**: Economic Analysis - Economic forecasting and stock Investment Decisions - Forecasting techniques. Industry Analysis: Industry classification, Industry life cycle - Company Analysis Measuring Earnings - Forecasting Earnings - Applied Valuation Techniques - Graham and Dodds investor ratios.	
	Contact Periods	9
III	**TECHNICAL ANALYSIS:** Fundamental Analysis Vs Technical Analysis -- Dow theory - Charting methods - Chart Patterns Trend - Trend reversals - Market Indicators -Moving Average - Exponential moving Average Oscillators -RSI -ROC - MACD. Efficient Market theory - Forms of market efficiency -weak, semi-strong, strong form - Empirical tests of market efficiency -its application.	
	Contact Periods	9
IV	**PORTFOLIO CONSTRUCTION AND SELECTION:** Portfolio analysis - Reduction of portfolio risk through diversification - Portfolio risk - Portfolio Selection - Feasible set of portfolios - Efficient set - Markowitz model - Single index model - Construction of optimum portfolio - Multi-index model.	
	Contact Periods	9
V	**CAPITAL ASSET PRICING MODEL:** Lending and borrowing - CML - SML - Pricing with CAPM - Arbitrage pricing theory- Portfolio Evaluation - Sharpe's index Treynor's index, Jensen's index - Mutual Funds - Portfolio Revision.	
	Contact Periods	9

	Contact Periods	**9**
V	**HUMAN RESOURCE MANAGEMENT IN INTERNATIONAL BUSINESS:** Selection of expatriate managers - Managing across cultures - Training and development Compensation - Disadvantages of international business - Conflict in international business - Sources and types of conflict - Conflict resolutions - Negotiation - Ethical issues in international business - Ethical decision-making.	
	Contact Periods	**9**
	Total Periods	**45**

Course Outcomes
Upon successful completion of the course, students will be able to:

CO 1	Gain In Depth knowledge of driving factors of international Business	K2
CO 2	Understanding of theories of trade and investment practiced in the global world	K2
CO 3	Deep Insights in to various market entry strategies followed by Global Organizations	K2
CO 4	Ability to identify the various global productions and supply chain issues and understand foreign exchange determination system	K2
CO 5	Enhance the cognitive knowledge of managing business across the cultures	K2

K1:Remembering;K2: Understanding;K3: Applying;K4: Analyzing;K5: Evaluating; K6: Creating

Reference Books

1. Charles W.I. Hill and Arun Kumar Jain, International Business, 6th Edition, Tata McGraw Hill, New Delhi, 2010.
2. Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet, International Business, 74th Edition, Cengage Learning, New Delhi, 2010.
3. K. Aswathappa, International Business, 5th Edition, Tata Mc Graw Hill, New Delhi, 2012.
4. John D. Daniels and Lee H. Radebaugh, International Business, 12th Edition, Pearson Education Asia, New Delhi.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	3	2	2	2
CO2	2	3	3	2	2	2
CO3	2	3	3	2	2	2
CO4	2	3	3	2	2	2
CO5	2	3	3	2	2	2

3 - High; 2 - Medium; 1 – Low

Course designed by	Verified by
Signature of the Faculty Member	Signature of the Chairperson - BoS
Mrs. AAAZIYA MBA Name and Department of the Faculty Member	Name and Seal of the Chairperson - BoS

Stream / Specialization: Financial Management

Course Code	Title					
P23MGF32	BANKING AND FINANCIAL SERVICES					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Financial Management					

Course Objectives

1	To Grasp how banks, raise their sources and how they deploy it and manage the associated risks
2	To know about the Managing Bank Funds/ Products & Risk Management
3	To Understand e-banking and its threats that goes with it.
4	To Understand about fund based financial services in India
5	To Study the Insurance and other fee based financial services

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the Indian Banking System, Managing Bank Funds Products & Risk Management, Development in Banking Technology, Asset Based Financial Services and Insurance and Other Fee Based Financial Services

Course Content

Unit	Description	
I	**INTRODUCTION TO INDIAN BANKING SYSTEM AND PERFORMANCE EVALUATION:** Overview of Indian Banking system - Structure - Functions - Key Regulations in Indian Banking sector -RBI Act, 1934/ 2006 -Banking Regulation Act, 1949- Negotiable Instruments Act 1881/ 2002 - Provisions Relating to CRR - Provision for NPA's - Overview of Financial Statements of banks - Balance Sheet - Income Statement - CAMEL	
	Contact Periods	**9**
II	**MANAGING BANK FUNDS/ PRODUCTS & RISK MANAGEMENT:** Capital Adequacy - Deposit and Non-deposit sources - Designing deposit schemes and pricing of deposit sources - loan management - Investment Management - Asset and Liability Management - Financial Distress - Signal to borrowers - Prediction Models - Risk Management - Interest rate - Forex - Credit market - operational and solvency risks - NPA's - Current issues on NPA's - M&A's of banks into securities market	
	Contact Periods	**9**
III	**DEVELOPMENT IN BANKING TECHNOLOGY:** Payment system in India - paper based - e payment - electronic banking - plastic money - e-money - forecasting of cash demand at ATM's - The Information Technology Act, 2000 in India - RBI's Financial Sector Technology vision document - security threats in e-banking & RBI's Initiative.	
	Contact Periods	**9**
IV	**ASSET BASED FINANCIAL SERVICES**: Introduction - Need for Financial Services - Financial Services Market in India - NBFC - RBI framework and act for NBFC - Leasing and Hire Purchase - Financial evaluation - underwriting - mutual funds	
	Contact Periods	**9**

	Total Periods	**45**
Course Outcomes **Upon successful completion of the course, students will be able to:**		
CO 1	Understand the concept of investment and identify the investment alternatives to investors	K2
CO 2	Learn the nuances of fundamental analyses and technical analyses	K2
CO 3	Analyse and evaluate the value of securities	K3
CO 4	Explain how to construct an efficient portfolio	K2
CO 5	Explore the various methods through which portfolio evaluation could be done	K2

Reference Books

1. 1.Donald E. Fischer & Ronald J. Jordan, Security Analysis & Portfolio Management, PHI Learning., New Delhi, 8th Edition, 2011.
2. Prasannachandra, Investment analysis and Portfolio Management, Tata McGraw Hill, 2011.
3. Punithavathy Pandian, Analysis & Portfolio Management, Vikas Publishing House Pvt. Ltd., 2nd Edition, 2013.
4. Reilly & Brown, Investment Analysis and Portfolio Management, Cengage Learning, 9th Edition, 2011.
5. S. Kevin, Securities Analysis and Portfolio Management, PHI Learning, 2012.
6. Bodi, Kane, Markus, Mohanty, Investments, 8th Edition, Tata McGraw Hill, 2011.
7. V.A. Avadhan, Securities Analysis and Portfolio Management, Himalaya Publishing House, 2013.
8. V.K. Bhalla, Investment Management, S. Chand & Company Ltd., 2012.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	3	-	2	2
CO2	2	3	3	-	2	2
CO3	2	3	3	-	2	2
CO4	2	3	3	-	2	2
CO5	2	3	3	-	2	2

3 - High; 2 - Medium; 1 – Low

Course designed by	Verified by
S. Shanthi Signature of the Faculty Member	Signature of the Chairperson - 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 Chairperson - BoS

Stream / Specialization: Financial Management

Course Code	Title					
P23MGF33	FINANCIAL DERIVATIVES					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Financial Markets					

Course Objectives

1	To Understand the nuances involved in derivatives
2	To Understand the basic operational mechanisms in derivatives
3	To study the various types of Futures Contract
4	To know about the concepts of Options,
5	To study the Valuation of Interest rate SWAPs and Currency

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to study the Derivatives, Futures Contract, Options, Swaps and Derivatives in India

Course Content

Unit	Description	
I	**INTRODUCTION:** Derivatives - Definition - Types - Forward Contracts - Futures Contracts - Options - Swaps - Differences between Cash and Future Markets - Types of Traders - OTC and Exchange Traded Securities - Types of Settlement - Uses and Advantages of Derivatives - Risks in Derivatives.	
	Contact Periods	**9**
II	**FUTURES CONTRACT**: Specifications of Futures Contract - Margin Requirements - Marking to Market - Hedging using Futures - Types of Futures Contracts - Securities, Stock Index Futures, Currencies and Commodities - Delivery Options - Relationship between Future Prices, Forward Prices and Spot Prices.	
	Contact Periods	**9**
III	**OPTIONS:** Definition - Exchange Traded Options, OTC Options - Specifications of Options - Call and Put Options - American and European Options - Intrinsic Value and Time Value of Options -Option payoff, options on Securities, Stock Indices, Currencies and Futures - Options pricing models - Differences between future and Option contracts.	
	Contact Periods	**9**
IV	**SWAPS:** Definition of SWAP - Interest Rate SWAP - Currency SWAP - Role of Financial Intermediary- Warehousing - Valuation of Interest rate SWAPs and Currency SWAPs Bonds and FRNs -Credit Risk.	
	Contact Periods	**9**
V	**DERIVATIVES IN INDIA:** Evolution of Derivatives Market in India - Regulations - framework - Exchange Trading in Derivatives - Commodity Futures - Contract Terminology and Specifications for Stock Options and Index Options in NSE - Contract Terminology and specifications for stock futures and Index futures in NSE - Contract Terminology and Specifications for Interest Rate Derivatives.	
	Contact Periods	**9**

V	**INSURANCE AND OTHER FEE BASED FINANCIAL SERVICES:** Insurance Act, 1938 - IRDA - Regulations - Products and services - Venture Capital Financing - Bill discounting - factoring - Merchant Banking - Role of SEBI
	Contact Periods 9
	Total Periods 45

Course Outcomes
Upon successful completion of the course, students will be able to:

CO 1	Understand the overall structure and functions of Indian Financial System	K2
CO 2	Gain knowledge about regulations governing the Indian Banking system	K2
CO 3	Price various types of loans proposed by banks to various prospective borrowers with different risk profiles and evaluate the performance of banks	K2
CO 4	Familiarise the students with the concept of e-banking	K2
CO 5	In-depth understanding of fee-based and fund-based financial services in India	K2

K1:Remembering;K2: Understanding;K3: Applying;K4: Analyzing;K5: Evaluating; K6: Creating

Reference Books

1. Padmalatha Suresh and Justin Paul, "Management of Banking and Financial Services, Pearson, Delhi, 2017.
2. Meera Sharma, "Management of Financial Institutions - with emphasis on Bank and Risk Management", PHI Learning Pvt. Ltd., New Delhi, 2010.
3. Peter S. Rose and Sylvia C. and Hudgins, "Bank Management and Financial Services", Tata McGraw Hill, New Delhi, 2017.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	3	-	2	2
CO2	2	3	3	-	2	2
CO3	2	3	3	-	2	2
CO4	2	3	3	-	2	2
CO5	2	3	3	-	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
S. Shanthi Signature of the Faculty Member	Signature of the Chairperson - 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 Chairperson - BoS

Stream / Specialization: Financial Management

Course Code	Title					
P23MGF34	DIRECT TAX LAWS & PRACTICE					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Legal aspects of Business					

Course Objectives

1	To gain knowledge about the direct tax laws in force for the relevant previous year.
2	To Examine the taxes for Income from House Property
3	To Analysis the tax from Income from Various Business
4	To evaluate the tax of Income from capital Gains
5	To understand about the taxes relating to Income from other sources

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the gain knowledge about the direct tax laws, Income from House Property, Income from Various Business, Income from capital Gains and Income from other sources in force for the relevant previous year

Course Content

Unit	Description	
I	**INCOME TAX ACT, 1961**: Basic concepts - Residential status - Basis of charge and scope of Total income - exempted incomes U/S 10 - income form salary - Basic concepts - Perquisites gratuity - pension - Leave encashment - provident fund - All deduction - profit in lieu of salary.	
	Contact Periods	9
II	**INCOME FROM HOUSE PROPERTY:** Annual value - Exempted house property incomes- expected Rent (ER) - Fair Rent or Fair Rental Value (FAR) - Municipal Rent or Municipal Rental Value (MRV) - Standard Rent (SR) - Actual Rent (AR) - Gross Annual Value (GAV) - Net Annual Value (NAV) - Unrealized Rent (URR) - Vacancy (V) - Self-Occupied house (SIO) - Let out house (L/O) - Deemed to be Let out house (DLO) - Partly self- Occupied house - Part of the year let out and part of the year self - occupied.	
	Contact Periods	9
III	**INCOME FROM BUSINESS:** Basic concepts - Incomes that are taxed under business or profession-Business, profession and vocation - Rules to be kept in mind to charge an income under profit and gains of business or profession - Meaning of various concepts - Expenses Expressly Allowed - expenses expressly Disallowed (Sec 40) - income form profession - overall format professional like Doctors, Lawyers, Accountants.	
	Contact Periods	9
IV	**INCOME FROM CAPITAL**: Basic concepts - Computation of capital gains - Transfer of Capital Assets - Deductions - Exempted capital gains U/S 10 - simple format of short-term capital gain - long - term capital gain.	
	Contact Periods	9
V	**INCOME FROM OTHER SOURCES**: Basic concepts.- incomes that are taxed under other sources-Methods of Accounting - Interest exempted fully from tax while calculating income from other sources - winning from lotteries, puzzles, card games, - tax treatment - various kinds of securities - grossing up Rate.	
	Contact Periods	9

	Total Periods	**45**
Course Outcomes **Upon successful completion of the course, students will be able to:**		
CO 1	Possess good skills in hedging risks using derivatives	K2
CO 2	Understand about future contract and options	K2
CO 3	Learning in depth about options and swaps	K2
CO 4	Knowing about the evolution of derivative markets	K2
CO 5	Develop in depth knowledge about stock options and index futures in NSE	K2
K1:Remembering;K2 Understanding;K3:Applying;K4: Analyzing;K5: Evaluating; K6: Creating		
Reference Books	1 John. C. Hull, Options, Futures and other Derivative Securities, PHI Learning, 9th Edition, 2012 2. Keith Redhead, "Financial Derivatives - An Introduction to Futures, Forwards, Options and SWAPs", PHI Learning, 2011. 3. Stulz, Risk Management and Derivaties, Cengage Learning, 2nd Edition, 2011. 4. Varma, Derivaties and Risk Management, 2nd Edition, 2011. 5. David Dubofsky - „Option and Financial Futures - Valuation and Uses, McGraw Hill International Edition. 6. S.L. Gupta, Financial Derivaties - Theory, Concepts and Practice, Prentice Hall of India, 2011. Website of NSE, BSE.	

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	3	-	2	2
CO2	2	3	3	-	2	2
CO3	2	3	3	-	2	2
CO4	2	3	3	-	2	2
CO5	2	3	3	-	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	**Verified by**
S. Shanthi Signature of the Faculty Member	Signature of the Chairperson - 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 Chairperson - BoS

Stream / Specialization: Financial Management

Course Code	Title					
P23MGF35	CORPORATE ACCOUNTING					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Accounting for Decision Making					

Course Objectives

1	Assess the accounting procedures for the issue, forfeiture and reissue of shares
2	Analyse the accounting procedure of redemption of shares and debentures
3	Examine the financial statements prepared by corporate
4	Evaluate the different kind of valuation of shares and goodwill of the corporate
5	Apply the knowledge of accounting on the liquidation of corporate .

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the accounting procedures, Securities Redemption, financial statements preparation, valuation of shares and goodwill and liquidation procedures followed by the corporate.

Course Content

Unit	Description	
I	**INTRODUCTION ISSUE OF SHARES:** Par, Premium and Discount - Forfeiture - Reissue - Surrender of Shares - Right Issue - Underwriting	
	Contact Periods	9
II	**SECURITIES REDEMPTION:** Redemption of Preference Shares - Debentures - Issue - Redemption: Sinking Fund Method	
	Contact Periods	9
III	**ACCOUNTING FOR COMPANIES:** Final Accounts of Companies (new format) - Calculation of Managerial Remuneration	
	Contact Periods	9
IV	**VALUATION:** Valuation of Goodwill and Shares - Need - Methods of valuation of Goodwill and Shares.	
	Contact Periods	9
V	**LIQUIDATION:** Liquidation of Companies - Statement of Affairs -Deficiency Account	
	Contact Periods	9
	Total Periods	45

Course Outcomes

Upon successful completion of the course, students will be able to:

CO 1	Understand the accounting procedures for the issue, forfeiture and reissue of shares	K2
CO 2	Analyse the accounting procedure of redemption of shares and debentures	K3
CO 3	Examine the financial statements prepared by corporate	K5

	Total Periods	**45**

Course Outcomes
Upon successful completion of the course, students will be able to:

CO 1	Understand the knowledge about the direct tax laws.	K2
CO 2	Examine the tax of Income from House Property Taxes	K5
CO 3	Analysis the tax from Income from Various Business	K4
CO 4	Evaluate the tax of Income from capital Gains	K5
CO 5	Understand about the taxes relating to Income from other sources	K2

K1:Remembering;K2: Understanding;K3: Applying;K4: Analyzing;K5: Evaluating; K6: Creating

Reference Books

1. Datey, V. S. (2013). Indirect taxes (Law and practice), Taxman publication P. Ltd New Delhi.
2. G. Sarangi. Introduction to Indian Tax System and Central Excise Law and Procedure,
3. Lal, B. B. (2000). Profit planning and control in public enterprises in India. Atlantic Publishers & Dist.
4. Manoharan, V. M. (2000). Indian export processing zones and CEPZ. Vikas Pub. House.
5. Singhania, V. K. Students Guide to Income Tax, Taxman. Publication, New Delhi.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	3	-	2	2
CO2	2	3	3	-	2	2
CO3	2	3	3	-	2	2
CO4	2	3	3	-	2	2
CO5	2	3	3	-	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
S. Shanthi Signature of the Faculty Member	Signature of the Chairperson - 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 Chairperson - BoS

Tools for Assessment (40 Marks)					
CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	-	3	3	2	2
CO2	2	-	3	3	2	2
CO3	2	-	3	3	2	2
CO4	2	-	3	3	2	2
CO5	2	-	3	3	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
Signature of the Faculty Member	Signature of the Chairperson - BoS
Dr. P.T. Vijaya Rajakumar 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 Chairperson - BoS

IV	**DEVELOPING THE INTEGRATED MARKETING COMMUNICATION PROGRAMME:** Planning and development of creative marcom, Creative strategies in advertising, sales promotion, publicity, event sponsorships etc. Creative strategy in implementation and evaluation of marcom- Types of appeals and execution styles. Media planning and selection decisions- steps involved and information needed for media planning. Measuring the effectiveness of all Promotional tools and IMC.	
	Contact Periods	**9**
V	**DIGITAL MEDIA & ADVERTISING:** Digital Media, Evolution of Technology, Convergence of Digital Media, E- Commerce and Digital Media, Advertising on Digital Media, Social Media, Mobile Adverting, E-PR Advertising Laws & Ethics: Adverting & Law, Advertising & Ethics	
	Contact Periods	**9**
	Total Periods	**45**
Course Outcomes **Upon successful completion of the course, students will be able to:**		
CO 1	Understanding of the basics of traditional communication forms, such as advertising, personal selling, sales promotion and indirect promotion within various delivery vehicles from broadcast to targeted social media.	K2
CO 2	Know about the concepts and techniques for the development and designing an effective Integrated Marketing Communication programme.	K2
CO 3	Know how IMC fits into the marketing mix.	K2
CO 4	Develop awareness about marketing communications tools, and how each can be used effectively- individually or in an integrated mix.	K2
CO 5	Examine the process, by which integrated marketing communications programs are planned, developed, executed and measured.	K5
K1:Remembering;K2:Understanding;K3:Applying;K4: Analyzing;K5: Evaluating; K6: Creating		
Reference Books	1. Advertising & Promotion- An Integrated Marketing Communications Perspective, George Belch, Michael Belch & Keyoor Purani, TATA McGraw Hill 8th Edition. 2. Wells, Moriarty & Burnett, Advertising, Principles & Practice, Pearson Education, 7th Edition, 2007. 3. Kenneth Clow. Donald Baack, Integrated Advertisements, Promotion and Marketing Communication, Prentice Hall of India, New Delhi, 3rd Edition, 2006. 4. Terence A. Shimp and J.Craig Andrews, Advertising Promotion and other aspects of Integrated Marketing Communications, CENGAGE Learning, 9th Edition, 2016. 5. S. H. H. Kazmi and Satish K Batra, Advertising & Sales Promotion, Excel Books, New Delhi, 3rd Revised Edition, 2008. 6. Julian Cummings, Sales Promotion: How to Create, Implement and Integrate Campaigns that Really Work, Kogan Page, London, Fifth Edition, 2010. 7. Jaishri Jefhwaney, Advertising Management, Oxford University Press, 2nd Edition, 2013. 8. Dr. Niraj Kumar, Integrated Marketing Communication, Himalaya Publishing House 2015.	

Stream / Specialization: Marketing Management

Course Code	Title					
P23MGM42	INTEGRATED MARKETING COMMUNICATION					
Semester: IV	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Marketing Management					

Course Objectives

1	To Know the essential concepts and techniques for the development and designing an effective Integrated Marketing Communication programme.
2	To Understanding the Communication Process
3	To identify the Marketing Communication Tools
4	To study the Developing the Process in Integrated Marketing Communication Programme
5	To know about the Digital Media & Advertising

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the essential concepts and techniques for the development and designing an effective Integrated Marketing Communication programme, Communication Process, Marketing Communication Tools, Developing the Process in Integrated Marketing Communication Programme and to know about the Digital Media & Advertising

Course Content

Unit	Description	
I	**AN INTRODUCTION TO INTEGRATED MARKETING COMMUNICATION (IMC):** An Introduction to Integrated Marketing Communication (IMC): Meaning and role of IMC in Marketing process, one voice communication V/s IMC. Introduction to IMC tools - Advertising, sales promotion, publicity, public relations, and event sponsorship; The role of advertising agencies and other marketing organizations providing marketing services and perspective on consumer behaviour	
		Contact Periods 9
II	**UNDERSTANDING COMMUNICATION PROCESS:** Understanding communication process: Source, Message and channel factors, Communication response hierarchy- AIDA model, Hierarchy of effect model, Innovation adoption model, information processing model, The standard learning Hierarchy, Attribution Hierarchy, and low 20% involvement hierarchy Consumer involvement- The Elaboration Likelihood (ELM) model, The Foote, Cone and Belding (FCB) Model	
		Contact Periods 9
III	**PLANNING FOR MARKETING COMMUNICATION (MARCOM):** Establishing marcom Objectives and Budgeting for Promotional Programmes-Setting communication objectives, Sales as marcom objective, DAGMAR approach for setting ad objectives. Budgeting for marcom-Factors influencing budget, Theoretical approach to budgeting viz. Marginal analysis and Sales response curve, Method to determine marcom budget	
		Contact Periods 9

	Total Periods	**45**
Course Outcomes **Upon successful completion of the course, students will be able to:**		
CO 1	Understand how to provide insights on retail operation	K2
CO 2	Understand the effective methods and strategies required for retail management.	K2
CO 3	Know how to utilize resources and techniques used in retail management.	K2
CO 4	Understand the store location, merchandising, products and pricing.	K2
CO 5	Gain knowledge about shopping behavior	K2
K1:Remembering;K2:Understanding;K3: Applying;K4: Analyzing;K5: Evaluating; K6: Creating		

Reference Books

1. Michael Havy, Baston, Aweitz and Ajay Pandit, Retail Management, Tata Mcgraw Hill, Sixth Edition, 2007.
2. Ogden, Integrated Retail Management, Biztantra, India, 2008.
3. Patrick M. Dunne and Robert F Lusch, Retailing, Thomson Learning, 4th Edition 2008.
4. Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 2007.
5. Swapna Pradhan, Retail Management -Text and Cases, Tata McGraw Hill, 3rd Edition, 2009.
6. Dunne, Retailing, Cengage Learning, 2nd Edition, 2008.
7. Ramkrishnan and Y.R. Srinivasan, Indian Retailing Text and Cases, Oxford University Press, 2008.
8. Dr. JaspreetKaur, Customer Relationship Management, Kogent solution.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	-	3	3	2	2
CO2	2	-	3	3	2	2
CO3	2	-	3	3	2	2
CO4	2	-	3	3	2	2
CO5	2	-	3	3	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
Signature of the Faculty Member	Signature of the Chairperson - BoS
Dr. P.T. Vijaya Rajakumar 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 Chairperson - BoS

Stream / Specialization: Marketing Management

Course Code	Title					
P23MGM41	RETAIL MARKETING					
Semester: IV	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Marketing Management					

Course Objectives

1	To understand the concepts of effective retailing
2	To understand the oorganized and unorganized retail format
3	To know about the rretailing decisions relating to location, pricing and category management
4	To study about the retail shop management
5	To analyse the retail shopper behaviour

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the Global Retailing, Retail Formats, retailing decision, Retail shop Management, Retail shopper Behaviour

Course Content

Unit	Description	
I	**INTRODUCTION:** An overview of Global Retailing - Challenges and opportunities - Retail trends in India - Socio economic and technological Influences on retail management - Government of India policy implications on retails.	
		Contact Periods 9
II	**RETAIL FORMATS:** Organized and unorganized formats - Different organized retail formats - Characteristics of each format - Emerging trends in retail formats - MNC's role in organized retail formats.	
		Contact Periods 9
III	**RETAILING DECISIONS:** Choice of retail locations - internal and external atmospherics - Positioning of retail shops - Building retail store Image - Retail service quality management - Retail Supply Chain Management - Retail Pricing Decisions. Merchandizing and category management - buying.	
		Contact Periods 9
IV	**RETAIL SHOP MANAGEMENT:** Visual Merchandise Management - Space Management - Retail Inventory Management - Retail accounting and audits - Retail store brands - Retail advertising and promotions - Retail Management Information Systems - Online retail - Emerging trends.	
		Contact Periods 9
V	**RETAIL SHOPPER BEHAVIOUR:** Understanding of Retail shopper behavior - Shopper Profile Analysis - Shopping Decision Process - Factors influencing retail shopper behavior - Complaints Management - Retail sales force Management - Challenges in Retailing in India.	
		Contact Periods 9

Course Outcomes Upon successful completion of the course, students will be able to:		
CO 1	Understand the concepts of Retail Operations, Components and Functions, Retail Environment, Structural Change and Modern Retail Structures.	K2
CO 2	Gain Knowledge in Strategic Market Planning, Customer Analysis and Segmentation,	K2
CO 3	Learn about the store design and layout	K2
CO 4	Understand the retail logistics and distribution	K2
CO 5	Gain knowledge in retail administration	K2
K1:Remembering;K2: Understanding;K3: Applying;K4: Analyzing;K5: Evaluating; K6: Creating		
Reference Books	1. Peter Cullen, (2007), Retailing: Environment and Operations, Delhi: Cengage Learning India. 2. Patrick M. Dunne, (2007), Retail Management, Delhi: Cengage Learning India.	

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	-	3	3	2	2
CO2	2	-	3	3	2	2
CO3	2	-	3	3	2	2
CO4	2	-	3	3	2	2
CO5	2	-	3	3	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
Signature of the Faculty Member	Signature of the Chairperson - BoS
Dr. P.T. Vijaya Rajakumar 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 Chairperson - BoS

Stream / Specialization: Marketing Management

Course Code	Title					
P23MGM35	RETAIL OPERATIONS MANAGEMENT					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Marketing Management					

Course Objectives	
1	To Understand the concepts of Retail Operations, Components and Functions, Retail Environment, Structural Change and Modern Retail Structures.
2	To gain Knowledge in Strategic Market Planning, Customer Analysis and Segmentation,
3	To study about the store design and layout
4	To know the retail logistics and distribution
5	To gain knowledge in retail administration

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the concepts of retail operations, Strategic Market Planning store design and layout, retail logistics and distribution and retail administration

Course Content

Unit	Description	
I	**RETAIL OPERATIONS:** Components and Functions - The Retail Environment: Structural Change - Modern Retail Structures Trends in retailing in India & Abroad	
	Contact Periods	9
II	**PLANNING AND DEVELOPMENT:** Strategic Market Planning - Customer Analysis and Segmentation - Merchandising Issues - Pricing Issues - Store Branding Issues Retailing Mix - Social Forces Economic Forces Technological Forces Competitive Forces	
	Contact Periods	9
III	**STORE DESIGN AND LAYOUT:** Types - Retailing Structure & Different Formats - Space Management - Service Setting - Automation and Service Quality Traffic flow & Analysis, Population & its mobility Exteriors & Layout	
	Contact Periods	9
IV	**RETAIL LOGISTICS AND DISTRIBUTION -** Product Development and Delivery - Sourcing - Vendor Management - Private Label Development and Promotion Retail Pricing policies & Strategies Retail Promotion Supply chain management warehousing	
	Contact Periods	9
V	**RETAIL ADMINISTRATION:** Managing Human Resources - Recruiting, Selecting and Training Store Employees - Retail Accounting Packages - MIS in Retailing Stock transfer and credit management	
	Contact Periods	9
	Total Periods	45

	Total Periods	**45**
Course Outcomes **Upon successful completion of the course, students will be able to:**		
CO 1	Examine and explore the role and importance of digital marketing in today's rapidly changing business environment.	K5
CO 2	Focuses on how digital marketing can be utilized by organizations and how its effectiveness can measure.	K2
CO 3	Know the key elements of a digital marketing strategy	K2
CO 4	Learn about the effectiveness of a digital marketing campaign can be measured	K2
CO 5	Demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Social media and Blogs	K3
K1:Remembering;K2: Understanding;K3: Applying;K4: Analyzing;K5: Evaluating; K6: Creating		
Reference Books	1. Fundamentals of Digital Marketing by Puneet Singh Bhatia; Publisher: Pearson Education; First edition (July 2017); ISBN-10: 933258737X; ISBN-13: 978-9332587373. 2. Digital Marketing by Vandana Ahuja; Publisher: Oxford University Press (April 2015), ISBN-10: 0199455449; ISBN-13: 978-0199455447 3. Marketing 4.0: Moving from Traditional to Digital by Philip Kotler; Publisher: Wiley; 1st edition (April 2017); ISBN10: 9788126566938; ISBN13: 9788126566938; ASIN: 8126566930 4. Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited. 5. Pulizzi,J Beginner's Guide to Digital Marketing , Mcgraw Hill Education. 6. Barker, Barker, Bormann and Neher (2017), Social Media Marketing: A Strategic Approach, 2E South-Western, Cengage Learning.	

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	-	3	3	2	2
CO2	2	-	3	3	2	2
CO3	2	-	3	3	2	2
CO4	2	-	3	3	2	2
CO5	2	-	3	3	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
Signature of the Faculty Member	Signature of the Chairperson - BoS
Dr. P.T. Vijaya Rajakumar 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 Chairperson - BoS

Stream / Specialization: Marketing Management

Course Code	Title					
P23MGM34	DIGITAL MARKETING					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Marketing Management					

Course Objectives

1	The primary objective of this module is to examine and explore the role and importance of digital marketing in today's rapidly changing business environment.
2	It also focuses on how digital marketing can be utilized by organizations and how its effectiveness can measure.
3	To study the various types of E- Mail Marketing
4	To know about the Social Media Channels
5	To be aware of the recent trends in Digital marketing.

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to know the Online Market space, Search Engine optimization, E- Mail Marketing, Social Media Marketing and Digital Transformation & Channel Attribution

Course Content

Unit	Description	
I	**ONLINE MARKET SPACE:** Digital Marketing Strategy- Components - Opportunities for building Brand Website - Planning and Creation- Content Marketing.	
		Contact Periods 9
II	**SEARCH ENGINE OPTIMISATION:** Keyword Strategy- SEO Strategy - SEO success factors -On-Page Techniques - Off-Page Techniques. Search Engine Marketing- How Search Engine works- SEM components- PPC advertising -Display Advertisement	
		Contact Periods 9
III	**E- MAIL MARKETING**: Types of E- Mail Marketing - Email Automation - Lead Generation - Integrating Email with Social Media and Mobile- Measuring and maximising email campaign effectiveness. Mobile Marketing- Mobile Inventory/channels- Location based; Context based; Coupons and offers, Mobile Apps, Mobile Commerce, SMS Campaigns-Profiling and targeting.	
		Contact Periods 9
IV	**SOCIAL MEDIA MARKETING:** - Social Media Channels- Leveraging Social media for brand conversations and buzz. Successful /benchmark Social media campaigns. Engagement Marketing- Building Customer relationships - Creating Loyalty drivers - Influencer Marketing.	
		Contact Periods 9
V	**DIGITAL TRANSFORMATION & CHANNEL ATTRIBUTION:** Analytics- Ad-words, Email, Mobile, Social Media, Web Analytics - Changing your strategy based on analysis- Recent trends in Digital marketing.	
		Contact Periods 9

	Total Periods	**45**
Course Outcomes **Upon successful completion of the course, students will be able to:**		
CO 1	Apply the fundamental concepts of product and brand development and management.	K3
CO 2	Understand the brand positioning framework to develop a brand, keep it relevant, expand a brand internationally, and reposition a brand.	K2
CO 3	Use tools and metrics to analyze competitors and develop positioning strategies.	K2
CO 4	Recognize the importance of using teams and organization to coordinate multiple Interdisciplinary tasks in order to create and manage products within an organization.	K2
CO 5	Apply an understanding of the product manager's role in product pricing, sales, and promotion	K3
K1:Remembering;K2: Understanding;K3: Applying;K4: Analyzing;K5: Evaluating; K6: Creating		
Reference Books	1. Strategic Brand Management: Building, Measuring, and Managing Brand Equity, by Kevin lane Keller; Ambi M. G. Parameswaran; Issac Jacob; Fourth edition; Pearson Education India; 2015; ISBN-10: 9789332542204; ASIN: 9332542201 2. Product and Brand Management Tapan K. Panda Paperback: 888 pages Publisher: Oxford University Press; First edition (January 2016); ISBN-10: 9780199460496; ISBN-13: 978- 0199460496; ASIN: 0199460493 3. Product and brand management by U C Mathur; Publisher: Excel Books (December 2012) ISBN- 10: 9350620146; ISBN-13: 978-9350620144	

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	-	3	3	2	2
CO2	2	-	3	3	2	2
CO3	2	-	3	3	2	2
CO4	2	-	3	3	2	2
CO5	2	-	3	3	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	**Verified by**
Signature of the Faculty Member	Signature of the Chairperson - BoS
Dr. P.T. Vijaya Rajakumar 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 Chairperson - BoS

Stream / Specialization: Marketing Management

Course Code	Title					
P23MGM33	PRODUCT AND BRAND MANAGEMENT					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Marketing Management					

Course Objectives

1	To help the students appreciate the relationship between Corporate Strategy and Product and Brand Management
2	To provide a framework to understand the new product development process, the organizational structures for new product development and product management functions in an organization
3	To explore the various issues related to Brand Management and to enhance the understanding and appreciation of this important intangible strategic asset, including brand associations, brand identity, brand architecture, leveraging brand assets, brand portfolio management etc.
4	To understand the various techniques to Manage Brand Experience
5	To know about the various promotional methods of brand management

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to know the Corporate Strategy and Product and Brand Management, new product development, Marketing Mix Factors and Products.

Course Content

Unit	Description	
I	Management of New Product Development Process - Managing Product Life cycle - Brands and Branding - Introduction to Brand Management - Brand Management Process - Brand Choice Decisions and Models.	
	Contact Periods	9
II	Product Plans-Elements of Branding - Brand Identity - Brand Communication - Brand Positioning - Brand Image and Personality - Valuation of Brands - Brand Valuation - Brand Tracking and Monitoring.	
	Contact Periods	9
III	Marketing Mix Factors and Products-Managing Brand Over Time - Building Brands in Indian Market - Launching a New Brand -Revitalizing Brands - Branding Strategies - Brand Extension Strategies - Brand Portfolio Management- Managing Brands Across Geographical Borders.	
	Contact Periods	9
IV	Managing Brand Experience - Digital Branding - Employment Branding - Co-branding - Brand extension scorecard - Culture and branding-Brand Flashbacks - Future brand priorities.	
	Contact Periods	9
V	Advertising -Brand Name Plan- Pricing Systems -Product Distribution Systems - Advertising and Sales Promotion - Product Sales Management -Product and Public Relations Service Product Marketing - Industrial Product Marketing Product Exports and International Marketing -Critical Success Factors in Brand Management.	
	Contact Periods	9

Course Outcomes Upon successful completion of the course, students will be able to:		
CO 1	Understands consumer orientation and consumption	K2
CO 2	Understands intrinsic influences on consumer behavior	K2
CO 3	Learn about the effects of external influences on consumer behavior	K2
CO 4	Know the various models of consumer and industrial buying	K2
CO 5	Understand the decision-making process on consumer behavior	K2

K1:Remembering;K2: Understanding;K3: Applying;K4: Analyzing;K5: Evaluating; K6: Creating

Reference Books

1. Ramanuj Majumdar, Consumer Behaviour - Insights from Indian Market, PHI, 2010.
2. Leon G. Schiffman and Leslie Lasar Kanuk, Consumer Behavior, Pearson Education, India, Ninth edition, 2010.
3. Barry J.B., Eric G.H., Ashutosh M., Consumer Behaviour - A South Asian Perspective, Cengage Learning, 2016.
4. Paul Peter et al., Consumer Behavior and Marketing Stratergy, Tata McGraw Hill, Indian Edition, 7th Edition 2005.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	-	3	3	2	2
CO2	2	-	3	3	2	2
CO3	2	-	3	3	2	2
CO4	2	-	3	3	2	2
CO5	2	-	3	3	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
Signature of the Faculty Member	Signature of the Chairperson - BoS
Dr. P.T. Vijaya Rajakumar 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 Chairperson - BoS

Stream / Specialization: Marketing Management

Course Code	Title					
P23MGM32	CONSUMER BEHAVIOR					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Marketing Management					

Course Objectives	
1	To study and understand the consumer' behavior in-order to effectively utilize the market potential
2	To study the internal Influences on consumer behavior
3	To know about the External Influences
4	To understands models of consumer behavior and industrial buying
5	To know about the Purchase Decision Process

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the consumer' behavior in-order to effectively utilize the market' potential, Internal Influences, External Influences, Consumer Behavior Models, Purchase Decision Process

Course Content

Unit	Description	
I	**INTRODUCTION:** Understanding Consumer behaviour - Consumption, Consumer orientation, Interpretive and Quantitative approaches - Effects of Technology, Demographics and Economy on Consumer behaviour.	
	Contact Periods	9
II	**INTERNAL INFLUENCES:** Influences on consumer behavior - motivation - perception - Attitudes and Beliefs - Learning and Experience - Personality & Self Image.	
	Contact Periods	9
III	**EXTERNAL INFLUENCES:** Socio-Cultural, Cross Culture - Family group - Reference group - Communication - Influences on Consumer behavior	
	Contact Periods	9
IV	**CONSUMER BEHAVIOR MODELS:** Traditional and Contemporary Consumer Behaviour Model for Individual and Industrial Buying Behaviour and Decision Making.	
	Contact Periods	9
V	**PURCHASE DECISION PROCESS:** Consumer decision making process - Steps, Levels and decision rules - Evolving Indian consumers - Opinion Leadership - Diffusion and Adoption.	
	Contact Periods	9
	Total Periods	45

V	**PACKAGING AND PROMOTION RESEARCH:** Packaging - Need of packaging Advertisement, Types of packaging, Issues in Packaging, Materials of Packaging Research and Modification Promotion Researching consumer promotions - Pre testing consumer promotions - Promotion evaluation- Computing short-term promotional impact - Trade promotion research - Ethical Issues in Marketing Research.
	Contact Periods 9
	Total Periods 45

Course Outcomes
Upon successful completion of the course, students will be able to:

CO 1	Understanding the concepts of Marketing Research, Marketing Research process and Marketing Research design.	K2
CO 2	Know the techniques of Marketing Research.	K2
CO 3	Learn about the research for new product development	K2
CO 4	Analysis the pricing of new products and pricing and distribution research.	K4
CO 5	Know about the packaging and promotion research	K2

K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5: Evaluating; K6: Creating

Reference Books

1. Ashadhas, P. Q., Consumer awareness preference perception and satisfaction of Household Electronic goods, 2010.
2. Beri, G. C., Marketing research. Tata McGraw-Hill Education, 2007.
3. Fennell, G., & Saegert, J, Diversity: Population Versus Market. Diversity in Advertising: Broadening the Scope of Research Directions, 2004.
4. Tull D.S and Hawkins Del I, Marketing Research: Measurement and Method. New Delhi: Prentice Hall of India, 1993.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	-	3	3	2	2
CO2	2	-	3	3	2	2
CO3	2	-	3	3	2	2
CO4	2	-	3	3	2	2
CO5	2	-	3	3	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
Signature of the Faculty Member	Signature of the Chairperson - BoS
Dr. P.T. Vijaya Rajakumar 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 Chairperson - BoS

Stream / Specialization: Marketing Management

Course Code	Title					
P23MGM31	MARKETING RESEARCH					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Marketing Management					

Course Objectives

1	To Understand the concepts of Marketing Research, MR interface, Marketing Information System, Marketing Research process and Marketing Research design.
2	To gain Knowledge in Techniques of Market Research.
3	To study about the research for new product development
4	To analysis the pricing of new products and pricing and distribution research
5	To know about the packaging and promotion research

Course Category	Employability
Development Needs	Global / National

Course Description: the course helps the students to understand the concepts of marketing research, MR interface with other disciplines, evaluation of major MR agencies in India, marketing information system, marketing, research process and marketing research design. research for new product development, pricing and distribution research and packaging and promotion research

Course Content

Unit	Description	
I	**INTRODUCTION TO MARKETING RESEARCH -** Meaning and importance - Role and scope - MR interface with other disciplines - Evaluation of major MR agencies in India - Marketing Information System - Marketing Decision Support System, Marketing Research process -Marketing Research design	
	Contact Periods	9
II	**TECHNIQUES OF MARKET RESEARCH:** Types of Research - Quantitative research and Qualitative Research, Desk Research - Trade Research - Panel Research: Technical considerations in Panels - Methods of analyzing Panel data - Types of Panels - Omnibus surveys - Design issues in Omnibus surveys - Marketing Scales and Measurement - Multi Dimensional Scaling	
	Contact Periods	9
III	**RESEARCH FOR NEW PRODUCT DEVELOPMENT:** Repertory grid - Perceptual maps - Concept Testing -Conjoint Analysis - Product Tests: Objectives, Types of product tests: procedures and issues in conducting test marketing - Research issues in marketing segmentation. Specific types of measurement instrument	
	Contact Periods	9
IV	**PRICING AND DISTRIBUTION RESEARCH:** Pricing new products -Concepts and product tests incorporating price - Profit - oriented and share - oriented pricing - Gabor and Granger's` Propensity To Purchase' approach to find the optimum price - Price sensitivity measurement model. Distribution Research - Warehouse and retail location research	
	Contact Periods	9

V	**DERIVATIVE MODELLING**: Option pay off modelling: Long and Short Call & Put options - Option pricing modeling (B-S Model) - Optimal Hedge Contract modelling	
	Contact Periods	**9**
	Total Periods	**45**

Course Outcomes

Upon successful completion of the course, students will be able to:

CO 1	Develop fast, efficient and accurate excel skills	K2
CO 2	Design and construct useful and robust financial modelling applications	K2
CO 3	Recognize efficient financial budgeting and forecasting techniques	K2
CO 4	Familiarise the students with the valuation modelling of securities	K2
CO 5	Establishes the platform for students to develop various portfolio models	K2

K1:Remembering;K2:Understanding;K3: Applying;K4: Analyzing;K5: Evaluating; K6: Creating

Reference Books

1. Wayne L Winston," Microsoft Excel 2016 - Data Analysis and Business Modelling", PHI publications, (Microsoft Press), New Delhi, 2017.
2. Chandan Sen Gupta," Financial analysis and Modelling - Using Excel and VBA", Wiley Publishing House, 2014.
3. Craig W Holden," Excel Modelling in Investments" Pearson Prentice Hall, Pearson Inc, New Jersey, 5th Edition 2015.
4. Ruzhbeh J Bojanala," Financial management using excel spread sheet", Taxman Allied services Pvt. Ltd., New Delhi, 3rd Edition 2015.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	3	-	2	2
CO2	2	3	3	-	2	2
CO3	2	3	3	-	2	2
CO4	2	3	3	-	2	2
CO5	2	3	3	-	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
S. Shanthi Signature of the Faculty Member	Signature of the Chairperson - 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 Chairperson - BoS

Stream / Specialization: Financial Management

Course Code	Title					
P23MGF45	FINANCIAL MODELLING					
Semester: IV	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Financial Management					

Course Objectives

1	Making students to build financial models by including various fields of study viz Financial Management and Derivatives.
2	To Know about the Bond & Equity Share Valuation Modelling
3	To access the Corporate valuation modelling
4	To identify the Portfolio risk and Portfolio construction modelling
5	To understand the Optimal Hedge Contract modelling

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to know about the Financial Modelling & Built in Functions Using Spread Sheets, Bond & Equity Share Valuation Modelling, Corporate Financial Modelling, Portfolio Modelling and Derivative Modelling

Course Content

Unit	Description	
I	**INTRODUCTION TO FINANCIAL MODELLING & BUILT IN FUNCTIONS USING SPREAD SHEETS:** Introduction to Financial Modelling- Need for Financial Modelling- Steps for effective financial modelling-Introduction to Time value of money & Lookup array functions: FV, PV, PMT, RATE, NPER, Vlookup, Hlookup, if, countifetc - Time value of Money Models: EMI with Single & Two Interest rates -Loan amortisation modelling-Debenture redemption modelling	
		Contact Periods 9
II	**BOND & EQUITY SHARE VALUATION MODELLING:** Bond valuation - Yield to Maturity (YTM): Rate method Vs IRR method - Flexi Bond and Strip Bond YTM Modelling - Bond redemption modelling - Equity share valuation: Multiple growth rate valuation modelling with and without growth rates	
		Contact Periods 9
III	**CORPORATE FINANCIAL MODELLING:** Alt Man Z score Bankruptcy Modelling - Indifference point modelling - Financial Break even modelling - Corporate valuation modelling (Two stage growth) - Business Modelling for capital budgeting evaluation: Payback period, NPV, IRR and MIRR	
		Contact Periods 9
IV	**PORTFOLIO MODELLING:** Risk, Beta and Annualised Return - Security Market Line Modelling - Portfolio risk calculation (Equal Proportions) - Portfolio risk optimisation (varying proportions) - Portfolio construction modelling	
		Contact Periods 9

V	**CUSTOMS LAW:** Meaning - Objectives - Scope - Types of Customs Duty - Levy and collection of customs duty - Valuation of goods under the Customs Act - Duty Draw Back - Warehousing - Confiscation of goods - Imposition of Penalties: Search, Seizure and Arrest - Offences and Prosecution Provisions Adjudication - Appeal and Revision - Principles and Applicability with reference to Indirect Taxes
	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 GST and Customs Laws	K2
CO 2	Understand the Reforms in indirect taxation	K2
CO 3	Known about the GST and features of dual GST	K2
CO 4	Gain knowledge in Levy and collection of CGST and SGST	K2
CO 5	Understand the Inward and Outward supplies under CGST	K2

K1:Remembering;K2: Understanding;K3: Applying;K4: Analyzing;K5: Evaluating; K6: Creating

Reference Books

1. Chadah, S., & Kumar, P. GST AND CONSUMER., Taxmann.
2. GST Practical Mannual, Anoop Modi, Mahesh Gupta, July 2017.
3. GST Self Learning, G Sekar, B Saravana Prasath, M Saravana Prabhu, TR Srinivasan & R S Balaji.
4. Reddy, T. S. Y, Hariprasad Reddy, Business Taxation (Indirect Taxes).

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	3	-	2	2
CO2	2	3	3	-	2	2
CO3	2	3	3	-	2	2
CO4	2	3	3	-	2	2
CO5	2	3	3	-	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
S. Shanthi Signature of the Faculty Member	Signature of the Chairperson - 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 Chairperson - BoS

Stream / Specialization: Financial Management

Course Code	Title					
P23MGF44	GST AND CUSTOMS LAW					
Semester: IV	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Legal aspects of Business					

Course Objectives

1	To understand the Indirect tax levies
2	To study about the Reforms in indirect taxation
3	To know about the GST and features of dual GST
4	To gain knowledge in Levy and collection of CGST and SGST
5	To Understand the Inward and Outward supplies under CGST

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the Indirect tax levies, Reforms in indirect taxation, GST and features of dual GST, Levy and collection of CGST and SGST

Course Content

Unit	Description	
I	**INTRODUCTION**: Indirect Tax Levies - Distinction between direct and indirect taxes - Special features of Indirect tax levies - Contribution to Government Revenues - Reforms in Indirect Taxation - Provisions Authorizing the Levy and Collection of Customs and GST - New initiatives by the Central Government for central legislation - Meaning and benefits of GST - Salient features of Dual GST - Taxes subsumed under CGST Act 2017 - GST Council - Administration - Proper Officers - Supply of goods or services or both under CGST/SGST.	
		Contact Periods 9
II	**LEVY AND COLLECTION OF CGST/SGST**: Composition Scheme-Exemptions-Time and Valuation of taxable supply-Input Tax-Input Service Distributor-Registration under GST-Migration-Tax Invoice, Credit and Debit Notes-Accounts and Record keeping.	
		Contact Periods 9
III	**INWARD AND OUTWARD SUPPLIES UNDER CGST:** Filing of Returns-Payment processes-Refund-Assessment procedures-Audit of tax payers-Inspection, Search and Seizure-Demand and Recovery-Liability to pay tax-Advance Ruling-Offences, Penalties, Appeal and Revision-Anti Profiteering -Transitional	
		Contact Periods 9
IV	**INTEGRATED GST ACT 2017:** Special features- Admin-Levy and collection of IGST-Supply of goods under interstate trade or commerce-Exemptions-Apportionment of Tax-Application of provisions of CGST; Union Territory GST Act 2017: Salient features-Levy and collection of UTGST-Exemptions-Advance Ruling-application of provisions of CGST; GST(Compensation to States) Act 2017: Salient features-Levy and collection of Cess-Compensation	
		Contact Periods 9

	Total Periods	**45**
Course Outcomes **Upon successful completion of the course, students will be able to:**		
CO 1	Understanding the need of behavioural finance	K2
CO 2	Knowing about various decision and behavioural theories	K2
CO 3	Learn about heuristic and behavioural biases of investors	K2
CO 4	Analyse and understand about arbitragers and managerial decision	K3
CO 5	Understanding about the price discovery in markets	K2
K1:Remembering;K2: Understanding;K3: Applying;K4: Analyzing;K5: Evaluating; K6: Creating		
Reference Books	1. Shleifer, Andrei, Inefficient Markets: An Introduction to Behavioral Finance. Oxford, UK: Oxford University Press, 2000. 2. Daniel Kahneman, Paul Slovic, and Amos Tversky (eds.), Judgment under Uncertainty: Heuristics and biases, Oxford; New York: Oxford University Press, 1982.	

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	3	-	2	2
CO2	2	3	3	-	2	2
CO3	2	3	3	-	2	2
CO4	2	3	3	-	2	2
CO5	2	3	3	-	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
S. Shanthi Signature of the Faculty Member	Signature of the Chairperson - 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 Chairperson - BoS

Stream / Specialization: Financial Management

Course Code	Title					
P23MGF43	BEHAVIORAL FINANCE					
Semester: IV	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Financial Management					

Course Objectives

1	To identify and understand systematic behavioural factors that influences the investment behaviour.
2	To Study about the different types of decision and behavioural theories
3	To know the various types of decision-making biases
4	To Analyse the various arbitrageurs and risk in behaviour finance
5	To Access the firm investment characteristics and provide managerial decisions

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the Behavioral Finance, Decision and Behavioral Theories, Decision Making Biases, Arbitrageurs and Managerial Decisions

Course Content

Unit	Description	
I	**INTRODUCTION: WHY BEHAVIORAL FINANCE:** The role of security prices in the economy - EMH - Failing EMH - EMH in supply and demand framework - Equilibrium expected return models - Investment decision under uncertainty - Introduction to neoclassical economics and expected utility theory - Return predictability in stock market - Limitations to arbitrage	
		Contact Periods 9
II	**DECISION AND BEHAVIORAL THEORIES:** Nash Equilibrium: Keynesian Beauty Context and The Prisoner's Dilemma - The Monthly Hall Paradox - The St. Petersburg Paradox - The Allais Paradox - The Ellsberg Paradox - Prospects theory - CAPM - behavioural portfolio theory - SP/A theory - brief history on rational thought - Pascal - Fermat to Friedman - savage	
		Contact Periods 9
III	**DECISION MAKING BIASES** : Information screening bias - Heuristics and behavioral biases of investors - Bayesian decision making - cognitive biases - forecasting biases - emotion and neuroscience - group behaviour - investing styles and behavioral finance	
		Contact Periods 9
IV	**ARBITRAGEURS:** Definition of arbitrageur - Long-short trades - Risk vs. Horizon - Transaction costs and short-selling costs - Fundamental risk - Noise-trader risk - Professional arbitrage - Destabilizing informed trading	
		Contact Periods 9
V	**MANAGERIAL DECISIONS**: Supply of securities and firm investment characteristics (market timing, catering) by rational firms - Associated institutions - Relative horizons and incentives - Biased managers	
		Contact Periods 9

	Total Periods	**45**

Course Outcomes
Upon successful completion of the course, students will be able to:

CO 1	Learn about evolution, process and system of International Finance	K2
CO 2	Identify the concepts of international merger and acquisitions, financial techniques and regulations	K2
CO 3	Understand about international monetary system	K2
CO 4	Knowing about ADR, GDR and bond management	K2
CO 5	Explore the learning in international risk assessment	K2

K1:Remembering;K2: Understanding;K3: Applying;K4: Analyzing;K5: Evaluating; K6: Creating

Reference Books

1. Apte P.G., International Financial Management, Tata McGraw Hill, 2011.
2. Jeff Madura, International Corporate Finance, Cengage Learning, 9th Edition, 2011.
3. Alan C. Shapiro, Multinational Financial Management, PHI Learning, 5th Edition, 2010.
4. Eunand Resnik, International Financial Management, Tata Mcgraw Hill, 5th Edition, 2011.
5. Website of Indian Government on EXIM policy.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	3	-	2	2
CO2	2	3	3	-	2	2
CO3	2	3	3	-	2	2
CO4	2	3	3	-	2	2
CO5	2	3	3	-	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
S. Shanthi Signature of the Faculty Member	Signature of the Chairperson - 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 Chairperson - BoS

Stream / Specialization: Financial Management

Course Code	Title					
P23MGF42	INTERNATIONAL FINANCE					
Semester: IV	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		

Course pre-requisites	Financial Management

Course Objectives

1	To understand the International Financial Environment, Management and Risks involved.
2	To study the Multinational Financial Management
3	To identify the International Monetary System
4	To know the various international sources of finance
5	International Risk Assessment and Other International Markets

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to know about the International Transactions, Multinational Financial Management, International Monetary System, Borrowing, Lending, International Risk Assessment and Other International Markets

Course Content

Unit	Description	
I	**INTERNATIONAL TRANSACTIONS:** Overview and Evolution of International Finance -Institutions for International Finance - Internationalization process -International Monetary and Financial System - Balance of Payments - Exchange rate and money supply - International parity relations - Purchasing power parity - interest rate parity - Forward rate parity.	
		Contact Periods 9
II	**MULTINATIONAL FINANCIAL MANAGEMENT:** Process of overseas expansion - Reasons for cross-border investing - The theory of investment - techniques of project evaluation - Approaches for investment under uncertainty - FDI - Measuring and Managing Risk - International M & A - Financial Techniques in M & A - Regulations of M&A in major countries.	
		Contact Periods 9
III	**INTERNATIONAL MONETARY SYSTEM:** Introduction to Institutions of the Foreign Exchange Interbank Market - Foreign Exchange Spot Transactions - forward market - Hedging and Speculation - Hedging FX Transaction Exposure - The Eurocurrency market - international banking - structure and instruments	
		Contact Periods 9
IV	**BORROWING AND LENDING**: INTERNATIONAL SOURCES OF FINANCE Bond Markets of various countries - Fixed and floating rate notes - Syndicate loans - Syndicated Euro credits - ADR - GDR - Managing interest rate risk - Bond prices and yeils - Bond Management - Tools and techniques	
		Contact Periods 9
V	**INTERNATIONAL RISK ASSESSMENT AND OTHER INTERNATIONAL MARKETS**: Country and political risk analysis - benefits and risks of international portfolio investment - assessing country creditworthiness - futures markets and instruments - option markets and instruments - option pricing - option pricing theory in financial risk assessment	
		Contact Periods 9

V	**MUTUAL FUNDS, DERIVATIVES MARKETS AND VENTURE CAPITAL AND PRIVATE EQUITY**: Mutual funds institutions in India. Types of mutual funds, Basics in portfolio management, Metrics of performance for fund manager Introduction to Derivatives and the size of derivatives markets -Brief introduction to forwards, Options, Futures and Swaps. Role of VCs and PEs in financial markets - Venture capital and Private equity
	Contact Periods 9
	Total Periods 45

Course Outcomes

Upon successful completion of the course, students will be able to:

CO 1	Understanding the basic concepts of the finance markets in India	K2
CO 2	Identify the underlying structure and functions of Indian financial markets	K2
CO 3	Familiarise the methods of issuing shares and the role of intermediaries in the primary market	K2
CO 4	Learn about the trading mechanism in stock market	K2
CO 5	Describe the instruments, participants and trading in debt market	K2

K1:Remembering;K2: Understanding;K3: Applying;K4: Analyzing;K5: Evaluating; K6: Creating

Reference Books

1. Christopher Viney and Peter Phillips, Financial Institutions, Instruments and Markets, McGraw Hill, 8th Edition, 2015.
2. Pathak, Bharati V., Indian Financial System: Markets, Institutions and Services, Pearson education (Singapore), New Delhi, Fourth Edition, 2014.
3. Saunders, Anthonu and Cornett, Marcia Millon, Financial markets and Institutions: An Introduction to the risk management approach, McGrawHill, Irwin, New York, 3rd Edition, 2017.
4. Bhole, L.M, Financial institutions and Markets: Structure, Growth and Innovations, McGrawHill, New Delhi, Sixth Edition, 2017.
5. Fabozzi, Frank J. and Modigliani, Franco, Capital Markets: Institutions and Markets, Prentice Hall of India, New Delhi, Fourth Edition, 2009.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	3	-	2	2
CO2	2	3	3	-	2	2
CO3	2	3	3	-	2	2
CO4	2	3	3	-	2	2
CO5	2	3	3	-	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
S. Shanthi Signature of the Faculty Member	Signature of the Chairperson - BoS
Dr. S. Shanthi MBA Name and Department of the Faculty Member	Dr. P.T. VIJAYA RAJAKUMAR Professor and Director Department of Management Studies Name and Seal of the Chairperson - BoS Coimbatore

Stream / Specialization: Financial Management

Course Code	Title					
P23MGF41	FINANCIAL MARKETS					
Semester: IV	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Financial Management					

Course Objectives

1	To understand the types and functions of the various financial markets in India,
2	To identify the issue of shares in the Primary Markets
3	To know the functioning of Secondary Market
4	To study about the debt market and forex market
5	To understand the Mutual Funds, Derivatives Markets, Venture Capital and Private Equity

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the Indian Financial System, Primary market, secondary market, debt market forex market, Mutual Funds, Derivatives Markets, Venture Capital and Private Equity

Course Content

Unit	Description	
I	**FINANCIAL MARKETS IN INDIA:** Indian financial system and markets - structure of financial markets in India -Types-Participants in financial Market - Regulatory Environment, - RBI, CCIL, Common securities market, Money market, - Capital market - Governments philosophy and financial market - financial instruments	
	Contact Periods	9
II	**INDIAN CAPITAL MARKET- PRIMARY MARKET**: Primary Market - Primary market system - Types of scripts - Issue of capital: process, regulation pricing of issue, - Methods of floating new issues, Book building- Primary markets intermediaries: commercial banks, development banks, Merchant banker, issue managers, rating agencies etc - Role of primary market - Regulation of primary market.	
	Contact Periods	9
III	**SECONDARY MARKET**: Stock exchanges in India - History and development -listing - Depositaries - Stock exchange mechanism: Trading, Settlement, risk management, Basics of pricing mechanism - Player and stock exchange - Regulations of stock exchanges -Role of SEBI - BSE, OTCEI, NSE, ISE, - Role of FIIs, MFs and investment bankers -Stock market indices - calculation.	
	Contact Periods	9
IV	**DEBT MARKET AND FOREX MARKET**: Bond markets in India: Government bond market and its interface with capital market - Components of bond market - G-Sec, T-Bills, Corporate Bonds, Yield conventions, Role of primary dealers, Auction Markets - Pricing of Bonds Introduction to Forex markets, basics in exchange rates theory - Forex risk exposures and basics of corporate forex risk management.	
	Contact Periods	9

CO 4	Evaluate the different shares and goodwill of the corporate	K5
CO 5	Apply the knowledge of accounting on the liquidation of corporates	K3

K1:Remembering;K2: Understanding;K3: Applying;K4: Analyzing;K5: Evaluating; K6: Creating

Reference Books

1. Dr. M.A. Arulanandam, Dr. K.S. Raman, "Advanced Accountancy, Part-I", Himalaya Publications, New Delhi, 2019.
2. Maheshwari S N, Suneel K Maheshwari and Sharad K Maheshwari, "Financial Accounting", 6th Edition, Vikas Publishing House, New Delhi, 2018.
3. Gupta R.L. & Radhaswamy M, "Corporate Accounts-Theory Method and Application", Sultan Chand & Co., New Delhi, 2018.
4. S.P. Jain & K.L. Narang, "Advanced Accountancy Principles of Accounting", Kalyani Publications, New Delhi, 2016.
5. Shukla M.C., Grewal T.S. & Gupta S.L., "Advanced Accountancy - Volume II", 19th Edition, S. Chand & Co., New Delhi, 2016.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar/ Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	3	-	2	2
CO2	2	3	3	-	2	2
CO3	2	3	3	-	2	2
CO4	2	3	3	-	2	2
CO5	2	3	3	-	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
S. Shanthi Signature of the Faculty Member	Signature of the Chairperson - 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 Chairperson - BoS

Course Outcomes Upon successful completion of the course, students will be able to:		
CO 1	Demonstrate an extended understanding of the similarities and differences in service-based and physical product-based marketing activities	K4
CO 2	Develop and justify marketing planning and control systems appropriate to service-based activities	K2
CO 3	Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty	K4
CO 4	Develop blueprint for the services sector and develop a better appreciation of the necessary strategies to create a service excellence.	K2
CO 5	Recognize the challenges faced in services delivery as outlined in the services gap model	K2

K1:Remembering;K2: Understanding;K3: Applying;K4: Analyzing;K5: Evaluating; K6: Creating

Reference' Books

1. Chiristropher H. Lovelock and Jochen Wirtz, Services Marketing: People, Technology, strategy Pearson Education, New Delhi, 8th Edition, 2016.
2. John. E.G. Bateson, K. Douglas Hoffman, Services Marketing, South Western Cengage learning, 4th Edition, 2011.
3. Kenneth E Clow, et al, Services Marketing Operation Management and Strategy, Biztantra, 2nd Edition, New Delhi, 2004.
4. Valarie Zeithaml et al, Services Marketing, 5th International Edition, Tata McGraw Hill, 2007.
5. Christian Gronroos, Services Management and Marketing a CRM in Service Competition, 3rd Edition, Wiley, 2007.
6. R. Srinivasan, Services Marketing, Prentice Hall of India Private Limited, 4th Edition 2014, New Delhi.
7. Vinnie Jauhari & Kirti Dutta, Services Marketing, Text and cases, 2nd Edition, 2017.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	-	3	3	2	2
CO2	2	-	3	3	2	2
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CO4	2	-	3	3	2	2
CO5	2	-	3	3	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
Signature of the Faculty Member	Signature of the Chairperson - BoS
Dr. P.T. Vijaya Rajakumar 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 Chairperson - BoS

Stream / Specialization: Marketing Management

Course Code	Title					
P23MGM43	SERVICES MARKETING					
Semester: IV	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Marketing Management					

Course Objectives

1	To appreciate the challenges involved in managing the services and analyze the strategies to deal with these challenges.
2	To give insights about the foundations of services marketing, customer expectations of services and gap existing in the service delivery processes and service Quality.
3	To understand the Service Design and Development
4	To identify the techniques of Service Promotion
5	To know the Service Strategies in various industries

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to know the Challenges and issues in Services Marketing, Service Marketing Opportunities, Service Design and Development, Service Delivery, Promotion and Service Strategies

Course Content

Unit	Description	
I	**INTRODUCTION:** Definition- Service Economy - Evolution and growth of service sector - Nature and Scope of Services -Difference between services and tangible products- Unique characteristics of services- Challenges and issues in Services Marketing.	
	Contact Periods	9
II	**SERVICE MARKETING OPPORTUNITIES:** Assessing service market potential - Classification of services - Expanded marketing mix - Service marketing - Environment and trends - Service market segmentation, targeting and positioning.	
	Contact Periods	9
III	**SERVICE DESIGN AND DEVELOPMENT:** Service Life Cycle - New service development - Service Blue Printing - GAP model of service quality - Measuring service quality - SERVQUAL - Service Quality function development.	
	Contact Periods	9
IV	**SERVICE DELIVERY AND PROMOTION:** Positioning of services - Designing service delivery System, Service Channel - Pricing of services, methods - Service marketing triangle - Managing demand, Managing supply, managing Demand and Supply of Service-Integrated Service marketing communication.	
	Contact Periods	9
V	**SERVICE STRATEGIES:** Service Marketing Strategies for Health - Hospitality - Tourism - Financial - Logistics- Educational -Marketing of Online Services- Entertainment & public utility Information technique Services	
	Contact Periods	9
	Total Periods	45

Course Outcomes Upon successful completion of the course, students will be able to:		
CO 1	Learn about the basics of sales management, theories and strategies	K2
CO 2	Know the process of pèrsonal and relationship selling	K2
CO 3	Understand how to manage the sales force	K2
CO 4	Gain knowledge about how to the manage the various distribution channels	K2
CO 5	Know about the Inventory and supply chain Management	K2
K1:Remembering;K2: Understanding;K3: Applying;K4: Analyzing;K5: Evaluating; K6: Creating		

Reference Books	1. Krishna K. Havaldar, Vasant M. Cavale, Sales and Distribution Management - Text and Cases, Third Edition, McGraw Hill Education, 2017. 2. Gupta S.L., Sales and Distribution Management - Text and Cases - An Indian Perspective, Excel Books, 2008. 3. Pingali Venugopal, Sales and Distribution Management - An Indian Perspective, Response Books from Sage Publications, 2008.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	-	3	3	2	2
CO2	2	-	3	3	2	2
CO3	2	-	3	3	2	2
CO4	2	-	3	3	2	2
CO5	2	-	3	3	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
Signature of the Faculty Member	Signature of the Chairperson - BoS
Dr. P.T. Vijaya Rajakumar 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 Chairperson - BoS

Stream / Specialization: Marketing Management

Course Code	Title					
P23MGM44	SALES AND DISTRIBUTION MANAGEMENT					
Semester: IV	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Marketing Management					

Course Objectives	
1	To understand the concepts in selling and distribution management,
2	To know about the Personal Selling Process, Sales Territories & Quotas,
3	To study how to manage the Sales Force
4	To gain insights into the selling and distribution process.
5	To gain knowledge in the Basics of Logistics and Supply Chain Management

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the concepts in selling and distribution management, Personal Selling Process, Sales Territories & Quotas, Managing the Sales Force, Managing Distribution Channels and Basics of Logistics and Supply Chain Management

Course Content

Unit	Description	
I	**INTRODUCTION:** Sales management - nature and scope. Sales management positions - Personal Selling - Scope, theories and strategies. Sales forecasting and budgeting decisions - Online selling - scope, potential, Merits and Demerits.	
	Contact Periods	9
II	**PERSONAL SELLING PROCESS, SALES TERRITORIES & QUOTAS:** Selling process and relationship selling. Designing Sales Territories and quotas - Sales organisation structures.	
	Contact Periods	9
III	**MANAGING THE SALES FORCE:** Sales force - recruitment, selection, training, motivating, compensation and control.	
	Contact Periods	9
IV	**MANAGING DISTRIBUTION CHANNELS:** Distribution Management - Introduction, need and scope. Channels - Strategies and levels, retailing and wholesaling - Designing channel systems and channel management.	
	Contact Periods	9
V	**BASICS OF LOGISTICS AND SUPPLY CHAIN MANAGEMENT:** Logistics - Scope, definition and components. Managing FG Inventory & warehousing. Transportation - Scope, Modes and role in Supply Chain effectiveness. Use of Information Technology in Online Selling and Goods tracking.	
	Contact Periods	9
	Total Periods	45

	Total Periods	**45**
Course Outcomes **Upon successful completion of the course, students will be able to:**		
CO 1	Understand the concepts and significance of rural marketing, components of rural markets, classification of rural markets, and regulated markets.	K2
CO 2	Comprehend with the Rural marketing environment	K2
CO 3	Know about the rural marketing strategies	K2
CO 4	Understand the various types of rural sector marketing	K2
CO 5	Gain Knowledge about the role of financial institutions, commercial banks and cooperative institutions in rural marketing	K2
K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5:Evaluating; K6: Creating		
Reference Books	1. C G Krishnamacharyulu, Lalitha Ramakrishnan, "Rural Marketing: Text and Cases", Pearson Education. 2. Pradeep Kashyap, Siddhartha Rant, "The Rural Marketing Text Book", Biztantra, 2005. 3. R V Badi, N V Badi, "Rural Marketing", Himalaya Publishing, 2/e, 2005. 4. T P Gopalaswamy, "Rural Marketing", Vikas Publishing House.	

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO '	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	-	3	3	2	2
CO2	2	-	3	3	2	2
CO3	2	-	3	3	2	2
CO4	2	-	3	3	2	2
CO5	2	-	3	3	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
Signature of the Faculty Member	Signature of the Chairperson - BoS
Dr. P.T. Vijaya Rajakumar 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 Chairperson - BoS

Stream / Specialization: Marketing Management

Course Code	Title					
P23MGM45	RURAL MARKETING					
Semester: IV	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Marketing Management					

Course Objectives

1	To Understand the concepts and significance of rural marketing, components of rural markets, classification of rural markets, and regulated markets.
2	To gain Knowledge in various Rural marketing environment
3	To know about the rural marketing strategies
4	To understand the various types of rural sector marketing
5	To study the role of financial institutions, commercial banks and cooperative institutions in rural marketing

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the concepts and significance of rural marketing, components of rural markets, classification of rural markets, rural vs. urban markets and regulated markets, rural marketing environment, rural marketing strategies, rural sector marketing and the role of financial institutions, commercial banks and cooperative institutions in rural marketing.

Course Content

Unit	Description	
I	**INTRODUCTION:** Definition - scope of rural marketing - concepts - components of rural markets- classification of rural markets - rural vs. urban markets - Regulated markets.	
		Contact Periods 9
II	**RURAL MARKETING ENVIRONMENT:** Population - occupation pattern - income generation -expenditure pattern - literacy level - infrastructure facilities - rural credit institutions - rural retail outlets - print media in rural areas -- rural demand	
		Contact Periods 9
III	**RURAL MARKETING STRATEGIES:** Rural Marketing Segmentation - product strategies - pricing strategies - distribution strategies - promotions strategies - social marketing - public distribution systems	
		Contact Periods 9
IV	**RURAL SECTOR MARKETING:** Marketing of agricultural produce - marketing of rural and cottage industry products - consumer durable goods market in rural areas - marketing of FMCG products to rural consumers - marketing of health and financial services in rural markets	
		Contact Periods 9
V	**ROLE OF FINANCIAL INSTITUTIONS, COMMERCIAL BANKS AND COOPERATIVE INSTITUTIONS:** in rural marketing- Marketing Boards - Cooperative Marketing: Objectives - advantages - Case Studies in Indian Context - Agricultural Insurance: Introduction, Types and Scope.	
		Contact Periods 9

V	**EMPLOYEE COACHING & COUNSELING:** Need for Coaching - Role of HR in coaching - Coaching and Performance - Skills for Effective Coaching - Coaching Effectiveness- Need for Counseling - Role of HR in Counseling - Components of Counseling Programs - Counseling Effectiveness - Employee Health and Welfare Programs.	
	Contact Periods	**9**
	Total Periods	**45**

Course Outcomes
Upon successful completion of the course, students will be able to:

CO 1	Understand the relationship of HR strategy with overall corporate strategy.	K2
CO 2	Better understanding of the tools and techniques used by organizations.	K2
CO 3	Understanding the functions of Electronic HRM.	K2
CO 4	Know about the counselling and coaching processes and techniques, Developing alternative approach to dealing with problem situations.	K2
CO 5	Understand the career development theories and models.	K2

K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5: Evaluating; K6: Creating

Reference Books

1. Randy L. Desimone, Jon M. Werner - David M. Mathis, Human Resource Development, Cengage Learning, 7th Edition, 2016.
2. Jeffrey A Mello, Strategic Human Resource Management, Cengage Learning, 3rd Edition, 2011.
3. Paul Boselie, Strategic Human Resource Management. Tata McGraw Hill, 2011
4. Robert L. Mathis and John H. Jackson, Human Resource Management, Cengage Learning, 2007.
5. Pulak Das, Strategic Human Resource Management, A Resource Driven Perspective, Cengage Learning 4th Indian Reprint, 2013.
6. Terresa Torres Coronas & Mario Arias Olivia, e-Human Resource Management, Managing Knowledge People, Idea Group Publishing, 2005.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	3	2	-	2
CO2	2	3	3	2	-	2
CO3	2	3	3	2	-	2
CO4	2	3	3	2	-	2
CO5	2	3	3	2	-	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
Signature of the Faculty Member	Signature of the Chairperson - BoS
R. Yasodha 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 Chairperson - BoS

Stream / Specialization: Human Resource Management

Course Code	Title					
P23MGH31	STRATEGIC HUMAN RESOURCE MANAGEMENT					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Human Resource Management					

Course Objectives

1	To understand SHRM models and strategies in work redesign.
2	To understand the concept relating to Human Resource Development.
3	To know the functions of Electronic HRM.
4	To understand about career and competency Development
5	To know about employee coaching and counselling.

Course Category	Employability
Development Needs	Global / National

Course Description: about SHRM models, Strategic work redesign. Bench Marking, Strategic framework for HRM and HRD, E-HRM, Career Concepts, Competency Mapping Models, employee coaching and counseling.

Course Content

Unit	Description	
I	**CONTEXT OF SHRM:** SHRM - SHRM models - strategic HRM vs Traditional HRM - Barriers to Strategic HR- Adopting an Investment Perspective - Understanding and Measuring Human capital - Human side of corporate strategies - strategic work redesign - Strategic Capability - Bench Marking	
	Contact Periods	**9**
II	**HUMAN RESOURCE DEVELOPMENT** : Meaning - Strategic framework for HRM and HRD - Vision, Mission and Values - Importance -Challenges to Organisations - HRD Functions - Roles of HRD Professionals - HRD Needs Assessment- HRD practices - Measures of HRD performance - Links to HR, Strategy and Business Goals - HRD Program Implementation and Evaluation - Recent trends -HRD Audit.	
	Contact Periods	**9**
III	**E-HRM:** e- Employee profile- e- selection and recruitment - Virtual learning and Orientation - e - training and development - e-learning strategies- e- Performance management - and Compensation design - Use of mobile applications in HR functions- Development and Implementation of HRIS - Designing HR portals - Issues in employee privacy - Employee surveys online.	
	Contact Periods	**9**
IV	**CAREER & COMPETENCY DEVELOPMENT:** Career Concepts - Roles - Career stages - Career planning and Process - Career Development Models- Career Motivation and Enrichment -Managing Career plateaus- Designing Effective Career Development Systems - Competencies and Career Management - Competency Mapping Models -Equity and Competency based Compensation.	
	Contact Periods	**9**

	Total Periods	**45**

Course Outcomes
Upon successful completion of the course, students will be able to:

CO 1	Understand the fundamentals of organizational design and structure	K2
CO 2	Know the Change process, types, and models of change in organizations	K2
CO 3	Know about the fundamentals of organizational development	K2
CO 4	Be Aware of Organizational development Interventions	K2
CO 5	Understand the Organizational evolution and sustenance	K2

K1:Remembering;K2:Understanding;K3:Applying;K4: Analyzing;K5: Evaluating; K6: Creating

Reference Books

1. French & Bell: Organisational Development, McGraw-Hill, 2005
2. Wendell L. French, Cecil H. Bell, Jr, Veena Vohra - Organization Development: Behavioral Science Interventions for Organizational Improvement, Sixth Edition 2017
3. Thomas G. Cummings, Christopher G. Worley: Organisation Development and Change, Thomson Learning.
4. S. Ramnarayan, T. Venkateswara Rao, Kuldeep Singh: Organization Development: Interventions and Strategies, Sage Publications
5. Change & Knowledge Management-R.L. Nandeshwar, Bala Krishna Jayasimha, Excel Books, 1st Ed.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	3	3	-	3
CO2	2	3	3	3	-	3
CO3	2	3	3	3	-	3
CO4	2	3	3	3	-	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 Chairperson - BoS
R. Yasodha. 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 Chairperson - BoS

Stream / Specialization: Human Resource Management

Course Code	Title					
P23MGH32	ORGANIZATIONAL DESIGN, CHANGE AND DEVELOPMENT					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Management concepts and Organizational Behavior					

Course Objectives

1	To know about organizational design and determinants.
2	To understand about the factors in organizational change.
3	TO understand about the concept and techniques of OD
4	to enable the skills for the application of OD in organizations
5	To gain knowledge about Organizational life cycle and Models of transformation

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to know about organizational design and determinants, factors in organizational change, the concept and techniques of OD, application of OD in organizations, Organizational life cycle and Models of transformation

Course Content

Unit	Description	
I	**ORGANIZATIONAL DESIGN:** Organizational Design - Determinants - Components - Basic Challenges of design - Differentiation, Integration, Centralization, Decentralization, Standardization, Mutual adjustment -Mechanistic and Organic Structures- Technological and Environmental Impacts on Design-Importance of Design -Success and Failures in design.	
	Contact Periods	9
II	**ORGANIZATIONAL CHANGE:** Meaning, Nature, Forces for change- change agents- Change process-Types and forms of change Models of change- Resistance to change - individual factors - organizational factors - techniques to overcome change- Change programs -job redesign.	
	Contact Periods	9
III	**ORGANIZATIONAL DEVELOPMENT**: Introduction- evolution- basic values and assumptions- foundations of OD- Process of OD- managing the phases of OD- Organizational Diagnosis-Process-stages- Techniques-Questionnaire, interview, workshop, task-force- collecting, analysing- feedback of diagnostic information.	
	Contact Periods	9
IV	**OD INTERVENTION:** Human process interventions-Individual, group and inter-group human relations- structure and technological interventions- strategy interventions - sensitivity training - survey feedback, process consultation - team building - inter-group development.	
	Contact Periods	9
V	**ORGANIZATIONAL EVOLUTION AND SUSTENANCE:** Organizational life cycle - Models of transformation - Models of Organizational Decision making - Organizational Learning - Innovation, Intrapreneurship and Creativity-HR implications.	
	Contact Periods	9

Course Outcomes Upon successful completion of the course, students will be able to:		
CO 1	Understand the basics of IHRM, models and practices	K2
CO 2	Learn about the Strategic orientation and cultural context towards IHRM	K2
CO 3	Know about the International practices on recruitment and selection	K2
CO 4	Understand the International perspectives on Training, development, performance appraisal	K2
CO 5	Understand the International practices on Compensation management	K2

K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5: Evaluating; K6: Creating

Reference Books

1. Peter J Dowling & D E. Welch: International Human Resource Management, Cengage Learning 7th Edition IE., 2017.
2. Monir H. Tayeb: International Human Resource Management, A Multinational Company Perspective Oxford University Press, IE.
3. Ibraiz Tarique, Dennis Briscoe & randall, International Human Resource Management, Policies and practices for Multinational Enterprises, Routledge, 5th Edition.
4. Anne WilHarZing, Ashly Pinnington, International human Resource Management, 3rd Edition, Sage Publication.
5. P L Rao, International Human resource Management- Text and Cases, Excel Books.
6. Christopher Brewster, Guy Vernon, Paul Sparrow, Elizabeth Houldsworth, International Human Resource Management, Kogan Page Publishers.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	3	2	-	3
CO2	2	3	3	2	-	3
CO3	2	3	3	2	-	3
CO4	2	3	3	2	-	3
CO5	2	3	3	2	-	3

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
R. Yasodha. MBA.	Dr. P.T. VIJAYA RAJAKUMAR Professor and Director Department of Management Studies Nehru Institute of Engineering and Technology Coimbatore
Signature of the Faculty Member	Signature of the Chairperson - BoS
R. Yasodha. 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 Chairperson - BoS

Stream / Specialization: Human Resource Management

Course Code	Title					
P23MGH33	INTERNATIONAL HUMAN RESOURCE MANAGEMENT					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Human Resource Management					

Course Objectives	
1	To know about Evolution and Models of IHRM
2	To understand about International HR strategies.
3	To know about International Staffing
4	To gain knowledge on Training the human resource internationally.
5	To gain insight on compensation benefits.

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to know Evolution and Models of IHRM, and HR practices followed in Global organizations.

Course Content

Unit	Description	
I	**INTRODUCTION TO IHRM:** Definition - Evolution of HRM- Importance of IHRM, Models of IHRM - Matching Model, Harvard Model, Contextual Model, 5p Model, European Model, IHRM policies, Standardization and Localization of HRM practices	
		Contact Periods 9
II	**HRM STRATEGIES:** Internationalization and world business - Strategic orientation, IHRM in cross border Mergers and Acquisitions, International Alliances - IHRM & Competitive advantage- Cultural context of IHRM	
		Contact Periods 9
III	**RECRUITMENT AND SELECTION:** International Managers staffing - Approaches to staffing - Role of Expatriates - Role of inpatriate - Role of Non expatriates- recruitment and selection methods- Current practices	
		Contact Periods 9
IV	**TRAINING AND DEVELOPMENT, PERFORMANCE APPRAISAL:** Expatriate training program, components, types, effectiveness measures, HCN training- Trends in international training and development - repatriation process and training. International performance Management methods - cultural issues in Performance Management	
		Contact Periods 9
V	**INTERNATIONAL COMPENSATION:** Components of international compensation- Approaches to international compensation - Challengesand choices -International Labor Standards - emerging Issues	
		Contact Periods 9
		Total Periods 45

V	**PERFORMANCE EVALUATION: - Counseling:** Definitions of counseling- Objectives - Essential conditions - Process - Coaching: Aims - Process - The coaching model- problem solving Evaluation and Maintenance of Performance Evaluation- Check- List - Evaluation : Review meetings- Attitude surveys- Focus groups- Performance monitoring: Methods of Monitoring.
	Contact Periods 9
	Total Periods 45

Course Outcomes
Upon successful completion of the course, students will be able to:

CO 1	Understand the concept of performance management.	K2
CO 2	Comprehend the key objectives of performance appraisal.	K2
CO 3	Apply the tools for measuring performance management.	K3
CO 4	Understand about the Reward system.	K2
CO 5	Understand about the evaluation of performance.	K2

K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5: Evaluating; K6: Creating

Reference Books

1. Armstrong, M. (2006). Performance Management- The new realities, Kogan
2. Page India Ltd. Armstrong, M. (2006). A Hand book of Reward Management.
3. Practice, Kogan Page India Ltd. Rao, T.V. (2004). Performance Management and Appraisal System. Excel Books.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	3	2	-	3
CO2	2	3	3	2	-	3
CO3	2	3	3	2	-	3
CO4	2	3	3	2	-	3
CO5	2	3	3	2	-	3

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
R. Yasodha MBA.	Dr. P.T. VIJAYA RAJAKUMAR
Signature of the Faculty Member	Signature of the Chairperson - 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 Chairperson - BoS

Stream / Specialization: Human Resource Management

Course Code	Title					
P23MGH34	PERFORMANCE MANAGEMENT					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Human Resource Management					

Course Objectives

1	To Examine the concept of Performance Appraisal
2	Identify key characteristics of performance Planning
3	To know the tools for measuring performance.
4	To gain Knowledge about various reward System.
5	To understand about performance Evaluation.

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to gain insights on Performance Appraisal, Performance Planning, and Tools for measuring performance, Reward system, Performance Evaluation and Counseling.

Course Content

Unit	Description
I	**PERFORMANCE APPRAISAL:** A conceptual framework: Objectives - Purposes - Process - Benefits - Limitations - Criteria for effective appraisal - Performance appraisal vs. Performance management. Fundamental Aspects of Performance Management.
	Contact Periods | 9
II	**PERFORMANCE PLANNING:** - Meaning - Need - Considerations - Planning individual performance - Key Performance Areas (KPA) & Key Result Areas (KRA) - Identification of Target; Action Plans and Goal Setting - Measuring performance: Principles of measurement- Criteria for performance - Measurement scales system- -: The Balanced Scorecard - Economic Value Added and other measures - Types of measures - Performance data - Competency levels - Benchmarking - Performance indicators.
	Contact Periods | 9
III	**TOOLS FOR MEASURING PERFORMANCE:** HR Scorecard- HR Accounting- Assessment and Development Centre- 360 Degree Appraisal- 540 Degree Appraisal- Behaviorally Anchored Rating Scale (BARS) - Competency Analysis and Competency Mapping.
	Contact Periods | 9
IV	**REWARD SYSTEMS AND PERFORMANCE:** - the role of motivation in performance management Reward and recognition - Types of incentives- Bases for determining incentives- Reward Management - Reward Management and HRM- ESOPS - Reward Management Process Evaluating the reward system.
	Contact Periods | 9

	Total Periods	**45**

Course Outcomes
Upon successful completion of the course, students will be able to:

CO 1	Understand the Concepts of HR Accounting.	K2
CO 2	Provide cost value information about acquiring, developing, allocating and maintaining human resources.	K2
CO 3	Apply the responsibility accounting in an organisation.	K3
CO 4	Learn about the process of Human resource Auditing .	K2
CO 5	Apply the Human resource Auditing in an organisation	K3

K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5: Evaluating; K6: Creating

Reference Books

1. Accounting for Human Resources: Rakesh Chandra Katiyar, UK Publishing House.
2. Kalpana, R. (2018). Trends and Issues of Human Resource accounting.
3. Neck, M. C. C., & Mlancuso, C. P. (1998). PUELICATIONS RECEIVED.
4. Human Resource Management, 37(1), 97. Saeed, M., & Kulshrestha, D. K. (1990), Human resource accounting, Anmol Publications.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	3	2	-	3
CO2	2	2	3	2	-	3
CO3	2	2	3	2	-	3
CO4	2	2	3	2	-	3
CO5	2	2	3	2	-	3

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
R.Y.M.	
Signature of the Faculty Member	Signature of the Chairperson - 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 Chairperson - BoS

Stream / Specialization: Human Resource Management

Course Code	Title					
P23MGH35	HUMAN RESOURCE ACCOUNTING AND AUDITING					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Human Resource Management					

Course Objectives

1	To make students understand system of HRA&A (Human resources accounting and auditing.
2	To have deep insights on Investment Approaches.
3	To impart knowledge to students on how managerial decision-making can be improved
4	To gain knowledge on HR Audit.
5	To better understand about HRD Audit Methodology.

Course Category	Employability
Development Needs	Global / National

Course Description: The Course helps the students to understand system of HRA&A, Investment Approaches, managerial decision-making, HR Audit and HRD Audit Methodology.

Course Content

Unit	Description	
I	**INTRODUCTION:** Meaning and Definition of HR Accounting - Importance: Development of the concept - Objectives of Human Resource Accounting - HRA for Managers and HR Professionals; Investment in Human Resources - Quality of Work Force and Organization' Performance - Efficient use of Human Resource - Human Capital. Measurement of Human Value addition into Money Value - Approaches to Human Resource Accounting.	
	Contact Periods	**9**
II	**INVESTMENT APPROACH:** Investment in Human Resources; HR Value - Concepts, Methods and Mechanics; Recruiting and Training Costs - Depreciation - Rates of Return - Organization Behavior vs. Turnover - Non-Value Adds in the Management of Human Resources, Measures and prevention - Improvement Determination of changes in Human Resource Variables - Increased Costs, Cost Reduction and Future Performance.	
	Contact Periods	**9**
III	**RESPONSIBILITY ACCOUNTING AND MANAGEMENT CONTROL:** Design of HR Accounting process and Procedures for each of the HR Sub - System including Recruitment, induction, PA and Training; Classification of Costs in HR Accounting.	
	Contact Periods	**9**
IV	**HR AUDIT:** Introduction -Basic concepts and components - objectives - human resource development and HR Audit.	
	Contact Periods	**9**
V	**HRD AUDIT METHODOLOGY AND ISSUES INTERVIEWS:** Observation - Questionnaires - HRD Scorecard - Writing the HRD Audit report - Designing and Using HRD Audit for Business Improvement.	
	Contact Periods	**9**

V	**LABOUR LEGISLATIONS-III:** Employees' Provident fund and Miscellaneous provisions act, 1952- Employees' state insurance (ESI) Act, 1948- Maternity Benefit Act, 1961- Contract Labour Regulations and Abolition Act, 1970 -The Child Labour Prevention and Regulation Act, 1986.	
	Contact Periods	**9**
	Total Periods	**45**

Course Outcomes
Upon successful completion of the course, students will be able to:

CO 1	Understand Industrial relations system and Trade unions.	K2
CO 2	Gain knowledge about the Industrial Disputes and labour welfare measures.	K2
CO 3	Know the Labour legislation and legal provisions for factory workers.	K2
CO 4	Be Aware of Legal provisions for equal remuneration, gratuity, compensation, industrial employment and Apprenticeship.	K2
CO 5	Learn the Legal provisions for EPF, ESI, Maternity,contract labours and child labour prevention.	K2

K1:Remembering;K2:Understanding;K3: Applying;K4: Analyzing;K5: Evaluating; K6: Creating

Reference Books

1. Mamoria C.B. and Sathish Mamoria, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2016.
2. Kapoor N. D, Elements of Mercantile Law, Sultan Chand, 2014.
3. Arun Monappa, Ranjeet Nambudiri, Patturaja Selvaraj. Industrial relations & Labour Laws. Tata McGraw Hill, 2012.
4 P.R.N Sinha, InduBala Sinha, Seema Priyardarshini Shekhar, Industrial Relations, Trade Unions and Labour Legislation, Pearson, 2017.
5. Tax Mann, Labour Laws, 2018.
6. Srivastava, Industrial Relations and Labour laws, Vikas, 2015.
7. P.N. Singh, Neeraj Kumar, Employee relations Management, Pearson, 2011.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	3	-	1	-
CO2	2	3	3	-	1	-
CO3	2	3	3	-	1	-
CO4	2	3	3	-	1	-
CO5	2	3	3	-	1	-

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
Signature of the Faculty Member	Signature of the Chairperson - BoS
R. Yasodha. 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 Chairperson - BoS

Stream / Specialization: Human Resource Management

Course Code	Title					
P23MGH41	INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS					
Semester:IV	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Legal Aspects of Business					

Course Objectives

1	To know about industrial relations, Trade Unions Act,1926,
2	To know about labour welfare and Industrial conflicts
3	To gain knowledge about labour legislations in India.
4	To gain knowledge about Renumeration and Payment acts.
5	To have a broad understanding of the legal principles governing the employment relationship.

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to know about industrial relations, Trade Unions Act,1926, The Industrial Disputes Act, Government Machinery, Conciliation, Arbitration, Adjudication, Factories Act 1948, Minimum Wages Act, 1948- Payment of Wages Act, 1936- Payment of Bonus Act, 1965, The Industrial employment (standing orders) Act, 1946,The Apprentices act, 1961,The Equal Remuneration act, 1976,Payment of Gratuity act 1972, Maternity Benefit Act, 1961, Contract Labor Regulations and Abolition Act, 1970,The Child Labour Prevention and Regulation Act, 1986.

Course Content

Unit	Description	
I	**INDUSTRIAL RELATIONS:** Concept, scope - objectives - Importance - Approaches to IR- Industrial relations system in India. Trade Unions Act,1926 - trade union movement in India - objective - role - functions - procedure for registration of trade unions- Rights and responsibilities - problems - Employee relations in IT sector.	
	Contact Periods	9
II	**INDUSTRIAL CONFLICTS AND LABOUR WELFARE:** The Industrial Disputes Act, 1947 - Disputes - Impact - Causes - Strikes - Prevention – Industrial Peace - Government Machinery - Conciliation - Arbitration - Adjudication. Labour welfare - statutory Voluntary - welfare funds - welfare of unorganized labour.	
	Contact Periods	9
III	**LABOUR LEGISLATIONS - I:** Origin and growth of labour legislation in India - Principles of labour legislations - Factories Act 1948 - Minimum Wages Act, 1948 - Payment of Wages Act, 1936 - Payment of Bonus Act, 1965.	
	Contact Periods	9
IV	**LABOUR LEGISLATIONS - II:** The Industrial employment (standing orders) Act, 1946 - The Apprentices act, 1961 - The Equal Remuneration act, 1976 - Payment of Gratuity act 1972 - Employee compensation act in 2013.	
	Contact Periods	9

Course Outcomes Upon successful completion of the course, students will be able to:		
CO 1	Know the fundamentals of Negotiation, Types, process and techniques	K2
CO 2	Understand the Strategies and tactics in Negotiation	K2
CO 3	Know the basics of Conflict management, models, approaches and process	K2
CO 4	Learn how to manage interpersonal, group and organizational conflict	K2
CO 5	Understand the Conflict resolution models and cost of workplace conflict	K2
K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5: Evaluating; K6: Creating		

Reference Books

1. Negotiation - Lewicki, Saunders, Barry, TMGH, 2014
2. Corporate Conflict Management - concepts & skills by Eirene Rout, Nelson Omika, PHI, 2007
3. Negotiation- Communication for diverse settings- Michael Spangle, Sage Publication, 2008
4. Managing conflict and negotiation, B.D. Singh, 1st edition, Excel books, 2008.
5. Conflict Management: Practical guide to develop negotiation strategies, Barbara A Budjac Corvette, Pearson Prentice Hall, 2006, ISBN: 8174466428, 9788174466426
6. Managing Conflict in Organizations, M. Afzalur Rahim, 4th Edition, Transaction Publishers, 2011, ISBN 1412844258, 9781412844253.
7. Negotiation, Harvard Business Essentials, Harvard Business School Press, 2003
8. Conflict Resolution Techniques by Subbulakshmi, ICFAI University press, 2005

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	3	-	2	3
CO2	2	3	3	-	2	3
CO3	2	3	3	-	2	3
CO4	2	3	3	-	2	3
CO5	2	3	3	-	2	3

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
Signature of the Faculty Member	Signature of the Chairperson - BoS
R. Yasodha 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 Chairperson - BoS

Stream / Specialization: Human Resource Management

Course Code	Title					
P23MGH42	NEGOTIATION AND CONFLICT MANAGEMENT					
Semester: IV	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Human Resource Management					

Course Objectives

1	To develop an understanding of the nature and strategies of negotiation.
2	To know about the strategies of negotiation.
3	To understand about conflict management.
4	To learn about Managing group and organizational conflict.
5	To understand conflict and strategies to resolve the conflict.

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to know about nature and strategies of negotiation, conflict management. Managing group and organizational conflict, strategies to resolve the conflict.

Course Content

Unit	Description	
I	**FUNDAMENTALS OF NEGOTIATION:** Nature, Characteristics of negotiation-Dimensions of Negotiation-Structure- Norms & values-Types of Negotiation-Negotiation process- Perception and Preparation-Communication and Influence Techniques of Negotiation- Issues in negotiation.	
	Contact Periods	**9**
II	**NEGOTIATION STRATEGIES:** Strategy and planning for negotiation- Strategy and Tactics for distributive bargaining -Integrative Negotiation-Negotiation power- source of power- Cross culture Negotiation-Ethics in negotiation.	
	Contact Periods	**9**
III	**INTRODUCTION TO CONFLICT MANAGEMENT:** Understanding conflict, components, perspective of conflict- Types of conflict- Models of conflict (Process & Structural)-Sources of conflict- Contingency approach, conflict management process, conflict domain, conflict trends, conflict distribution, conflict mapping and tracking-conflict & performance - Advantages & Disadvantages of Conflict.	
	Contact Periods	**9**
IV	**MANAGING INTERPERSONAL, GROUP AND ORGANIZATIONAL CONFLICT:** Individual difference - Personalities & abilities - Interpersonal conflict - Group conflict- Organizational conflict - Dealing with difficult subordinates & boss - Technique to resolve team conflict - organizational conflict strategies.	
	Contact Periods	**9**
V	**CONFLICT RESOLUTION AND COST:** Conflict resolution models - framework model - classical ideas - new developments in conflict resolution Environmental conflict resolution - gender and conflict resolution - Assessing the cost of workplace conflict.	
	Contact Periods	**9**
	Total Periods	**45**

V	**EXECUTIVE AND SALES COMPENSATION PLAN:** Executive Compensation - Components, Theories, Design- Relationship between Fixed and variable pay - Executive Incentive Programmes. Sale Compensation plan- design and administration- sales incentives and motivations. Compensation Management in Multi-National organisations.	
	Contact Periods	**9**
	Total Periods	**45**

Course Outcomes
Upon successful completion of the course, students will be able to:

CO 1	Understand the basics of Compensation Management and Reward system	K2
CO 2	Know Macro & micro economics of labour market and employee compensation	K2
CO 3	Learn about Managing employee benefits and rewards	K2
CO 4	Gain knowledge about the Performance related compensation	K2
CO 5	Know the Executive and sales compensation plans, theories and design	K2

K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5:Evaluating; K6: Creating

Reference Books

1. Richard. I. Henderson: Compensation Management in A Knowledge Based World, Prentice Hall, 2007.
2. Richard Thrope & Gill Homen: Strategic Reward Systems- Prentice-Hall, 2000
3. Reward Management: A Handbook of salary administration by Armstrong, Michael and Marlis, Kogan page business books, 2005.
4. Thomas. P. Plannery, David.A. Hofrichter & Paul. E. Platten: People Performance & Pay, Free Press.
5. Michael Armstrong & Helen Murlis: Hand Book of Reward Management - Crust Publishing House.
6. Joseph. J. Martocchio: Strategic Compensation - A Human Resource Management Approach, Prentice Hall.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	1	3	3	-	3
CO2	2	1	3	3	-	3
CO3	2	1	3	3	-	3
CO4	2	1	3	3	-	3
CO5	2	1	3	3	-	3

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
Signature of the Faculty Member	Signature of the Chairperson - BoS
R. Yasodha. 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 Chairperson - BoS

Stream / Specialization: Human Resource Management

Course Code	Title					
P23MGH43	REWARD AND COMPENSATION MANAGEMENT					
Semester: IV	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Human Resource Management					

Course Objectives

1	To know about compensation and wage structure.
2	To understand about Macroeconomics of Labour markets
3	To know about managing employee benefits and rewards.
4	To gain an insight on Performance Management System.
5	To understand the various dimensions of Compensation Management.

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to know about compensation and wage structure, Macroeconomics of Labor markets, managing employee benefits and rewards, Performance Management System and dimensions of Compensation Management.

Course Content

Unit	Description	
I	**INTRODUCTION:** Compensation - Definition – objectives - principles of compensation formulation- Compensation Design and strategy - theories of wage determination - Wage Structure - types of wages - wage boards - wage policy. Compensation decisions - compensation benchmarking - compensation trends and reward system in India.	
	Contact Periods	**9**
II	**EMPLOYEE COMPENSATION AND LABOUR MARKET:** Macroeconomics of Labour markets- Unemployment and its impact on labour market- Neoclassical microeconomics of labour markets-models, supply and demand-economic model Implications on employee compensation- economic theories and employee compensation- trade -offs - valuation of employee compensation.	
	Contact Periods	**9**
III	**MANAGING EMPLOYEE BENEFITS AND REWARDS:** Nature and types of employee benefits- statutory employee benefits in India- Deferred compensation plan- Non-monetary benefits. Reward - Meaning, Elements, Types- Basic concepts of reward management - Designing reward system- Approaches to reward system- Difference between reward and compensation.	
	Contact Periods	**9**
IV	**PERFORMANCE RELATED COMPENSATION:** Performance management system (PMS)-performance objectives - indicators- standards and metric - effective performance modeling-dimensions of performance- competency based pay. Team Compensation - Gain Sharing Incentive Plan - Enterprise Incentive Plan - Profit Sharing Plan- ESOPs	
	Contact Periods	**9**

Course Outcomes Upon successful completion of the course, students will be able to:		
CO 1	Understand the competency mapping as a tool for improving the efficiency of the workforce.	K2
CO 2	Analyse competency mapping model	K4
CO 3	Apply the competency mapping model	K3
CO 4	Evaluate the resistance for adopting competence model.	K5
CO 5	Create competency based assessment in an organization.	K6
K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5: Evaluating; K6: Creating		

Reference Books

1. Sudhir Warier, Competency Management - A Practitioner's Handbook: Develop Self, Businesses, Communities & Societies, Notion Press; 1st Edition, 2019.
2. Sharma, 360 Degree Feedback, Competency Mapping and Assessment Centres for Personal & Business, Mc Graw Hill Education (India), 2011.
3. Sumati Ray Anindya Basu Roy, Competency Based Human Resource Management, SAGE Publications India Pvt. Ltd., First Edition, 2019.
4. Seema Sanghi, The Handbook of Competency Mapping: Understanding, Designing and Implementing Competency Models in Organizations, Sage Publications India Private Limited, Third Edition, 2016.
5. Shyam Bhatawdekar, Dr Kalpana Bhatawdekar, Competency Management: Competency Matrix and Competencies, Createspace Independent Publication, 2015.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	3	2	-	3
CO2	2	2	3	2	-	3
CO3	2	2	3	2	-	3
CO4	2	2	3	2	-	3
CO5	2	2	3	2	-	3

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
R. Yasodha.	
Signature of the Faculty Member	Signature of the Chairperson - 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 Chairperson - BoS

Stream / Specialization: Human Resource Management

Course Code	Title					
P23MGH44	COMPETENCY MAPPING					
Semester: IV	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Human Resource Management					

Course Objectives

1	To make the students comprehend the basic concepts in competency mapping
2	To understand the role and importance of competency mapping in the development of an organization
3	To understand about the steps involved in developing a competency mapping model
4	To gain insights on various Competency Models
5	To gain knowledge on Implementation and Development.

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to know the basic concepts in competency mapping, competency mapping model, Implementation and Development

Course Content

Unit	Description	
I	**INTRODUCTION**: Definitions, Competence, Competency, Capability, Skill, Knowledge and Motive, Trait, Need of Competencies, Competency Mapping	
	Contact Periods	9
II	**COMPETENCY CATEGORIES**: Threshold Competencies, Differentiating Competencies, Functional or Technical Competencies, Leadership or Managerial Competencies, Organizational Competencies.	
	Contact Periods	9
III	**DEVELOPING COMPETENCY MODEL**: Identifying Core Competencies, Developing Assessment Instrument, Performance Effectiveness Criteria, Base Competency Map, Competency Grading, Competency Assessment, Finalizing and Validating Competency Model	
	Contact Periods	9
IV	**COMPETENCY MODELS:** Leadership and Managerial Competency Models, Recommended Actions to address resistance, Competencies and Generic Indicators, HR Generic Competency Model, Supervisory Generic Competency Model	
	Contact Periods	9
V	**IMPLEMENTATION AND DEVELOPMENT**: Communication & Implementation of Competency Mapping, Strategies to Address the Gaps, Evaluate ROI, Reassess Competencies and Development	
	Contact Periods	9
	Total Periods	45

Course Outcomes Upon successful completion of the course, students will be able to:		
CO 1	Know about the Strategic Role on HR Metrics.	K2
CO 2	Evaluate the influence of employee's absenteeism and turnover in the organization.	K5
CO 3	Assess the cost and benefits of employee well-being.	K4
CO 4	Understand the Employees attitude and behaviour in financial outcome.	K2
CO 5	Measure the Benefits of HR Development program	K5
K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5: Evaluating; K6: Creating		

Reference Books

1. Dr. Michael Walsh, HR Analytics Essentials You Always Wanted to Know (Self-Learning Management Series), Vibrant Publishers, 2021.
2. Shonna D. Waters PhD, Valerie Streets, The Practical Guide to HR Analytics: Using Data to Inform, Transform, and Empower HR Decisions, Society for Human Resource Management, 2018.
3. Manish Gupta Pratyush Banerjee, Jatin Pandey, Practical Applications of HR Analytics: A Step by-Step Guide, SAGE Publications India Pvt Ltd; First Edition, 2019.
4. Dr Martin Edwards, Kirsten Edwards, Predictive HR Analytics: Mastering the HR Metric, Kogan Page; 2nd Edition, 2019.
5. Jac FITZ-ENZ ,The New HR Analytics: Predicting the Economic Value of Your Company's Human Capital Investments, Amacom, 2018.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	3	3	-	3
CO2	2	2	3	3	-	3
CO3	2	2	3	3	-	3
CO4	2	2	3	3	-	3
CO5	2	2	3	3	-	3

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
Signature of the Faculty Member	Signature of the Chairperson - BoS
R. Yasodha 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 Chairperson - BoS

Stream / Specialization: Human Resource Management

Course Code	Title					
P23MGH45	HR ANALYTICS					
Semester: IV	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Human Resource Management					

Course Objectives

1	To gain insights on HR Metrics.
2	To gain knowledge on Absenteeism and Separation.
3	To gain insights on providing employee assistance.
4	To understand about the attitude of employees.
5	To examine HR development Programs.

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to HR Metrics, Absenteeism and Separation, providing employee assistance, employee attitude, HR development Programs.

Course Content

Unit	Description	
I	**STRATEGIC ROLE OF HR METRICS**: Connecting measures and organizational effectiveness- HR measurement approaches - Traditional versus contemporary HR measures.	
		Contact Periods 9
II	**ABSENTEEISM AND SEPARATION:** Employee Absenteeism- how absenteeism creates costs - analytics and measures for Employee Absenteeism- Employee separation: Turnover, separation and acquisition - computation of turnover rates- Analytics - handling turnover costs	
		Contact Periods 9
III	**EMPLOYEE ASSISTANCE AND WORKSITE HEALTH**: Assessment of cost and benefit of health, wellness and promotions - Analytics for decision making.	
		Contact Periods 9
IV	**EMPLOYEE ATTITUDE AND ENGAGEMENT**: The logic connecting attitude, behaviour and financial outcome- employee engagement and service climate - Estimating the financial impact of employee attitude	
		Contact Periods 9
V	**STAFFING UTILITY & BENEFITS OF HR DEVELOPMENT PROGRAMS**: The concept and measurement: staffing measurement - staffing decisions through utility analysis Cost and benefit of HR Development program: Estimating pay offs from learning and development	
		Contact Periods 9
		Total Periods 45

V	**SUPPLY CHAIN INNOVATIONS:** Supply Chain Integration, SC process restructuring, IT in Supply Chain; Agile Supply Chains, Legible supply chain, Green Supply Chain, Reverse Supply chain; Supply chain technology trends - AI, Advanced analytics, Internet of Things, Intelligent things, conversational systems, robotic process automation, immersive technologies, Block chain.	
	Contact Periods	**9**
	Total Periods	**45**

Course Outcomes
Upon successful completion of the course, students will be able to:

CO 1	Understanding of supply chain fundamentals	K2
CO 2	Design supply chain networks to enhance supply chain performance	K2
CO 3	Plan demand based on inventory and supply	K2
CO 4	Understanding the role of logistics in supply chain performance	K2
CO 5	Know about the innovations for sustainable supply chains	K2

K1:Remembering;K2:Understanding;K3:Applying;K4: Analyzing;K5: Evaluating; K6: Creating

Reference Books

1. Sunil Chopra, Peter Meindl and DharamVirKalra, Supply Chain Management-Strategy Planning and Operation, Pearson Education, Sixth Edition, 2016.
2. Janat Shah, Supply Chain Management - Text and Cases, Pearson Education, 2009.
3. Ballou Ronald H, Business Logistics and Supply Chain Management, Pearson Education, 5 thEdition, 2007.
4. David Simchi-Levi, Philip Kaminsky, Edith Simchi-Levi, Designing and Managing the Supply Chain: Concepts, Strategies, and Cases, Tata McGraw-Hill, 2005.
5. Pierre David, International Logistics, Biztantra, 2011.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	-	3	3	2	2
CO2	2	-	3	3	2	2
CO3	2	-	3	3	2	2
CO4	2	-	3	3	2	2
CO5	2	-	3	3	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
Signature of the Faculty Member	Signature of the Chairperson - BoS
Mrs. AA AZIYA 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 Chairperson - BoS

Stream / Specialization: Operations Management

Course Code	Title					
P23MGO31	SUPPLY CHAIN MANAGEMENT					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Operation Management					

Course Objectives	
1	To help understand the importance of and major decisions in supply chain management for gaining competitive advantage.
2	To study the Impact of uncertainty on Supply Chain Network Design.
3	To know the how to manage the supply chain cycle inventory and safety inventory
4	To study the transportation Modes and their characteristics, infrastructure, policies, and documentation,
5	To learn about the various Supply Chain Innovations

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the importance of and major decisions in supply chain management, Supply Chain Network, Planning Demand, Inventory and Supply, Logistics, Supply Chain Innovations for gaining competitive advantage.

Course Content

Unit	Description	
I	**INTRODUCTION**: Supply Chain - Fundamentals, Evolution, Role in Economy, Importance, Decision Phases, Enablers & Drivers of Supply Chain Performance; Supply chain strategy; Supply Chain Performance Measures.	
	Contact Periods	9
II	**SUPPLY CHAIN NETWORK**: Distribution Network Design - Role in supply chain, influencing factors, design options, online sales and distribution network, Distribution Strategies; Network Design in supply chain - Role, influencing factors, framework for network design, Impact of uncertainty on Network Design.	
	Contact Periods	9
III	**PLANNING DEMAND, INVENTORY AND SUPPLY**: Managing supply chain cycle inventory and safety inventory - Uncertainty in the supply chain, Analysing impact of supply chain redesign on the inventory, Risk Pooling, Managing inventory for short life-cycle products, multiple item -multiple location inventory management; Pricing and Revenue Management.	
	Contact Periods	9
IV	**LOGISTICS:** Transportation - Role, Modes and their characteristics, infrastructure and policies, transport documentation, design options, trade-offs in transportation design, intermodal transportation. Logistics outsourcing - catalysts, benefits, value proposition. 3PL, 4PL, 5PL, 6PL; International Logistics -objectives, importance in global economy, Characteristics of global supply chains, Inco terms.	
	Contact Periods	9

V	**QUALITY MANAGEMENT SYSTEMS:** Introduction Quality management systems - IS/ISO 9004:2000 - Quality System -Elements, Documentation guidelines for performance improvements. Quality Audits - QS 9000 - ISO 14000 - Concepts. TQM - culture, framework, benefits, awareness and obstacles. Employee involvement - Motivation, empowerment, Team and Teamwork, Recognition and Reward, Performance appraisal. Supplier - Selection, Partnering, Supplier Rating.	
	Contact Periods	**9**
	Total Periods	**45**

Course Outcomes
Upon successful completion of the course, students will be able to:

CO 1	Understanding the evolution of Quality management	K2
CO 2	Understanding of quality philosophies and practices	K2
CO 3	Apply statistical process control to enhance quality.	K3
CO 4	Apply quality tools to enhance organization's quality performance	K3
CO 5	Be Aware of quality management systems	K2

K1:Remembering;K2: Understanding;K3: Applying;K4: Analyzing;K5: Evaluating; K6: Creating

Reference Books

1. Dale H. Besterfield, Carol Besterfield- Michna, Glen H. Besterfield, Mary Besterfield - Sacre, Hemant Urdhwareshe, Rashmi Urdhwareshe, Total Quality Management (TQM), Fifth Edition, Pearson Education, 2018.
2. Shridhara Bhat K, Total Quality Management - Text and Cases, Himalaya Publishing House, First Edition, 2010.
3. Poornima M. Charantimath, Total Quality Management, Pearson Education, Second Edition, 2011.
4. Douglas C. Montgomory, Introduction to Statistical Quality Control, Wiley Student Edition 4th Edition, Wiley India Pvt. Limited, 2008.
5. Indian Standard - Quality Management Systems - Guidelines for performance improvement (Fifth Revision), Bureau of Indian standards, New Delhi.
6. Panneerselvam. R, Sivasankaran. P, Quality Management, PHI Learning, 2014.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	-	3	3	2	2
CO2	2	-	3	3	2	2
CO3	2	-	3	3	2	2
CO4	2	-	3	3	2	2
CO5	2	-	3	3	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
Signature of the Faculty Member	Signature of the Chairperson - BoS
Mrs. A. AAZIYA MBA Name and Department of the Faculty Member	Dr. P.T. VIJAYA RAJAKUMAR Professor and Director Department of Management Studies Name and Seal of the Chairperson - BoS Nehru Institute of Engineering and Technology Coimbatore

Stream / Specialization: Operations Management

Course Code	Title					
P23MGO32	QUALITY MANAGEMENT					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Operation Management					

Course Objectives

1	To learn the various principles and practices of Quality Management
2	To Understanding of quality philosophies and practices
3	To learn about the ability to apply statistical process control to enhance quality
4	To apply quality tools to enhance organization's quality performance
5	To gain awareness of quality management systems

Course Category	Awareness of quality management systems
Development Needs	Global / National

Course Description: The course helps the students to understand the evolution of Quality management, Quality Management Philosophies , Principles, Statistical Process Control, Quality Tools and Techniques and Quality Management Systems in an Organisation

Course Content

Unit	Description	
I	**INTRODUCTION:** - Introduction - Need for quality - Evolution of quality - Definition of quality. Concept of Quality -different perspectives. Concept of total Quality - Design, inputs, process and output - Attitude and involvement of top management. Customer Focus - customer perception - customer retention. Dimensions of product and service quality. Cost of quality.	
	Contact Periods	9
II	**QUALITY MANAGEMENT PHILOSOPHIES AND PRINCIPLES:** Quality Gurus - Crosby, Deming, Masaaki Imai, Feigenbaum, Ishikawa, Juran, Oakland, Shigeo Shingo, and Taguchi. Concepts of Quality circle, Japanese 5S principles and 8D methodology.	
	Contact Periods	9
III	**STATISTICAL PROCESS CONTROL:** Statistical Process Control (SPC) - Meaning, Significance. Construction of control charts for variables and attributes. Process capability - meaning, significance and measurement. Six sigma- concepts of process capability. Reliability concepts - definitions, reliability in series and parallel, product life characteristics curve. Total productive maintenance (TMP), Terotechnology. Business process Improvement (BPI) - principles, applications, reengineering process, benefits and limitations.	
	Contact Periods	9
IV	**QUALITY TOOLS AND TECHNIQUES:** Quality Tools - The seven traditional tools of quality, New management tools. Six-sigma, Bench marking, Poka-yoke, Failure Mode Effect Analysis (FMEA) - reliability, failure rate, FMEA stages, design, process and documentation. Quality Function Deployment (QFD) - Benefits, house of quality. Taguchi - quality loss function, parameter and tolerance design, signal to noise ratio.	
	Contact Periods	9

Course Outcomes Upon successful completion of the course, students will be able to:		
CO 1	Understanding basics of materials management	K2
CO 2	Understanding requirement analysis for material planning	K2
CO 3	Apply inventory management models	K3
CO 4	Understanding purchasing practices	K2
CO 5	Understanding storage in warehouse	K2
K1:Remembering;K2:Understanding;K3:Applying;K4: Analyzing;K5: Evaluating; K6: Creating		

Reference Books

1. J.R. Tony Arnold, Stephen N. Chapman, Lloyd M. Clive, Materials Management, Pearson, 2012.
2. P. Gopalakrishnan, Purchasing and Materials Management, Tata McGraw Hill, 2012
3. A.K. Chitale and R.C. Gupta, Materials Management, Text and Cases, PHI Learning, 2nd Edition, 2006
4. A.K. Datla, Materials Management, Procedure, Text and Cases, PHI Learning, 2nd Edition, 2006
5. Ajay K Garg, Production and Operations Management, Tata McGraw Hill, 2012
6. Ronald H. Ballou and Samir K. Srivastava, Business Logistics and Supply Chain Management, Pearson education, Fifth Edition
7. S. N. Chary, Production and Operations Management, Tata McGraw Hill , 2012

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	-	3	3	2	2
CO2	2	-	3	3	2	2
CO3	2	-	3	3	2	2
CO4	2	-	3	3	2	2
CO5	2	-	3	3	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
Signature of the Faculty Member	Signature of the Chairperson - BoS
Mrs. A. AAZIYA 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 Chairperson - BoS

Stream / Specialization: Operations Management

Course Code	Title					
P23MGO33	MATERIALS MANAGEMENT					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Operation Management					

Course Objectives	
1	To Understand the basics of materials management
2	To study the requirement analysis for material planning
3	To learn how to apply inventory management models
4	To Know the purchasing practices in an organisation
5	To Understand the storage system in warehousing

Course Category	Understanding storage in warehouse
Development Needs	Global / National

Course Description: The course helps the students to understand why materials management should be considered for profit in operations, materials planning, inventory management, purchasing management, and warehouse management.

Course Content

Unit	Description	
I	**INTRODUCTION:** Operating environment-aggregate planning-role, need, strategies, costs techniques, approaches master scheduling-manufacturing planning and control system-manufacturing resource planning enterprise resource planning-making the production plan	
	Contact Periods	**9**
II	**MATERIALS PLANNING:** Materials requirements planning-bill of materials-resource requirement planning-manufacturing resource planning-capacity management-scheduling orders-production activity control-codification.	
	Contact Periods	**9**
III	**INVENTORY MANAGEMENT:** Policy Decisions-objectives-control -Retail Discounting Model, Newsvendor Model; Review of deterministic models, Probabilistic inventory models.	
	Contact Periods	**9**
IV	**PURCHASING MANAGEMENT:** Establishing specifications-selecting suppliers-price determination-forward buying-mixed buying strategy-price forecasting-buying seasonal commodities-purchasing under uncertainty-demand management-price forecasting-purchasing under uncertainty-purchasing of capital equipment international purchasing	
	Contact Periods	**9**
V	**WAREHOUSE MANAGEMENT:** Warehousing functions - types - Stores management-stores systems and procedures-incoming materials control-stores accounting and stock verification-Obsolete, surplus and scrap-value analysis material handling-transportation and traffic management -operational efficiency-productivity-cost effectiveness-performance measurement	
	Contact Periods	**9**
	Total Periods	**45**

V	**TPM AND ITS APPLICATION:** Development and scope - basic systems of TPM - procedures and steps - productivity circles - TPM Planning and Implementation - TPM as a part of TQM - benefits of TPM - Application of Computer in maintenance.	
	Contact Periods	9
	Total Periods	45

Course Outcomes
Upon successful completion of the course, students will be able to:

CO 1	Develop a maintenance plan for a technical system;	K2
CO 2	Apply maintenance approaches to achieve continuous improvement	K3
CO 3	Apply problem-solving models to maintenance	K3
CO 4	Develop a performance management system for maintenance	K2
CO 5	Understand the TPM and its applications	K2

K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5: Evaluating; K6: Creating

Reference Books

1. Anthony Kelly, Maintenance Planning and Control, East West Press Pvt. Ltd
2. Gopalakrishnan, P & Sundararajan, 'Maintenance Management', Prentice Hall Of India, New Delhi, 1996.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

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 Chairperson - BoS
Mrs. A. AAZMA 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 Chairperson - BoS

Stream / Specialization: Operations Management

Course Code	Title					
P23MGO34	MAINTENANCE MANAGEMENT					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	1	0	3	2		

Course pre-requisites	Operations Management

Course Objectives

1	Understand the concepts and significance of a maintenance plan for a technical system
2	Knowledgeable in applying maintenance approaches to achieve continuous improvement
3	Thorough in problem-solving models to maintenance
4	Understand the performance management system for maintenance
5	To understand the TPM Planning and its Implementation

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the concepts and significance of a maintenance plan for a technical system, applying maintenance approaches to achieve continuous improvement, the performance management system for maintenance and TPM Planning and its Implementation

Course Content

Unit	Description
I	**MAINTENANCE MANAGEMENT:** Objectives, Importance - Functions - Structure of the Maintenance Management - Role of maintenance, Centralized and decentralized maintenance organisation structures - Environment of Good Maintenance – Inventory Management in Maintenance & its service level - Maintenance cost.
	Contact Periods 9
II	**MAINTENANCE SYSTEM:** - Types of maintenance - Break down maintenance - Routine maintenance - Predictive maintenance - Preventive maintenance - Corrective maintenance - Total Productive maintenance - Design maintenance - Contract maintenance - Design and selection of maintenance systems
	Contact Periods 9
III	**MAINTENANCE PLANNING AND SCHEDULING:** establishing a maintenance plan - items to be maintained-safety precautions - characteristics of items to be maintained - classification of items - maintenance procedure - guidelines for matching procedures to items - universal maintenance procedure - establishing a new maintenance schedule - Pareto's principles for repetitive breakdown analysis - Spares management - Planning considerations for each type of activities.
	Contact Periods 9
IV	**MAINTENANCE MAN POWER PLANNING:** Selection & Training - Maintenance work measurement - Time standards - Incentive schemes. Scheduling maintenance costs - Budget preparation and budgetary control of maintenance expenditures. Maintenance effectiveness - various performance indices and their evaluation - uses and limitations - monitoring of maintenance performance. Replacement Technique
	Contact Periods 9

V	**MANAGING CAPACITY AND DEMAND:** Managing Demand - strategies; Managing capacity - basic strategies, supply management tactics, operations planning and control; Yield management; Inventory Management in Services- Retail Discounting Model, Newsvendor Model; Managing Waiting Lines -Queuing systems, psychology of waiting; Managing for growth- expansion strategies, franchising, globalization
	Contact Periods 9
	Total Periods 45

Course Outcomes
Upon successful completion of the course, students will be able to:

CO 1	Appreciation of nature of service operations	K2
CO 2	Gain knowledge about the design services	K2
CO 3	Inculcate quality in service design and delivery	K2
CO 4	Apply models to design service facility	K3
CO 5	Understand how to grow and sustain in service business	K2

K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5: Evaluating; K6: Creating

Reference Books

1. James A. Fitzsimmons, Mona J, Fitzsimmons, Sanjeev Bordoloi, Service Management - Operations, Strategy, Information Technology, McGraw-Hill Education - 8th Edition 2018.
2. Richard D. Metters, Successful Service Operations Management, Cengage Learning, 2nd Edition, 2012.
3. Cengiz Haksever, Barry Render, Service Management, Pearson Education, 2013.
4. Robert Johnston, Graham Clark, Service Operations Management, Pearson Education, 2ndEdition, 2005.
5. Bill Hollins and Sadie Shinkins, Managing Service Operations, Sage, 2006.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

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 Chairperson - BoS
Mrs. A. AAZIYA 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 Name and Seal of the Chairperson - BoS

Stream / Specialization: Operations Management

Course Code	Title					
P23MGO41	SERVICES OPERATIONS MANAGEMENT					
Semester: IV	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Operations Management					

Course Objectives

1	To understand the nature of service operations
2	To learn about the design services
3	To study how to inculcate the quality in service design and delivery
4	To know to apply the models to design service facility
5	To gain knowledge to grow and sustain service business

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the nature of service operations, design services, how to inculcate the quality in service design and delivery, design service facility, to grow and sustain service business.

Course Content

Unit	Description	
I	**INTRODUCTION:** Services - Importance, role in economy, service sector - nature, growth. Nature of services - distinctive characteristics, Service Package, Service classification, service-dominant logic, open systems view. Service Strategy -Strategic service vision, competitive environment, generic strategies, winning customers; Role of information technology; stages in service firm competitiveness.	
	Contact Periods	**9**
II	**SERVICE DESIGN:** New Service Development - Design elements - Service Blue-printing - process structure - generic approaches. Service Encounter - triad, creating service orientation, service profit chain; Front-office Back-office Interface- service decoupling. Technology in services - self-service, automation, ecommerce, e-business, technology innovations.	
	Contact Periods	**9**
III	**SERVICE QUALITY:** Service Quality- Dimensions, Service Quality Gap Model; Measuring Service Quality -SERVQUAL, Walk-through Audit, Quality service by design, Service Recovery, Service Guarantees. Process Improvement -productivity improvement - DEA, quality tools, benchmarking, Quality improvement programs.	
	Contact Periods	**9**
IV	**SERVICE FACILITY** Supporting facility -Service scapes, Facility design - nature, objectives, process analysis, Service facility layout. Service Facility Location - considerations, facility location techniques - metropolitan metric, Euclidean, centre of gravity, retail outlet location, location set covering problem. Vehicle routing and Scheduling.	
	Contact Periods	**9**

Course Outcomes Upon successful completion of the course, students will be able to:		
CO 1	Understanding of supply chain analytics fundamentals	K2
CO 2	Design warehouse models to enhance supply chain performance.	K2
CO 3	Analyse models and strategies in inventory management.	K3
CO 4	Understand network models in transportation.	K2
CO 5	Make decision using multi-criteria in applications of SCM	K5

K1:Remembering;K2:Understanding;K3: Applying;K4: Analyzing;K5: Evaluating; K6: Creating

Reference Books

1. Nada R. Sanders, Big data driven supply chain management: A framework for implementing analytics and turning information into intelligence, Pearson Education, 2014.
2. Michael Watson, Sara Lewis, Peter Cacioppi, Jay Jayaraman, Supply Chain Network Design: Applying Optimization and Analytics to the Global Supply Chain, Pearson Education, 2013.
3. Anna Nagurney, Min Yu, Amir H. Masoumi, Ladimer S. Nagurney, Networks Against Time: Supply Chain Analytics for Perishable Products, Springer, 2013.
4. Muthu Mathirajan, Chandrasekharan Rajendran, SowmyanarayananS adagopan, Arunachalam Ravindran, Parasuram Balasubramanian, Analytics in Operations/Supply Chain Management, I.K. International Publishing House Pvt. Ltd., 2016.
5. Gerhard J. Plenert, Supply Chain Optimization through Segmentation and Analytics, CRC Press, Taylor & Francis Group, 2014.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

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 Chairperson - BoS
Mrs. A. AAZIYA 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 Chairperson - BoS

Stream / Specialization: Operations Management

Course Code	Title					
P23MGO42	SUPPLY CHAIN ANALYTICS					
Semester: IV	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Operations Management					

Course Objectives

1	To understanding the supply chain analytics fundamentals
2	To know how to design warehouse models to enhance supply chain performance.
3	To analyse the various models and strategies in inventory management.
4	To understand network models in transportation.
5	To gain knowledge to make decision using multi-criteria in applications of SCM

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to treat the subject in depth by emphasizing on the advanced quantitative models and methods in logistics and supply chain management and its practical aspects and the latest developments in the field.

Course Content

Unit	Description	
I	**INTRODUCTION:** Introduction to analytics - descriptive, predictive and prescriptive analytics, Data Driven Supply Chains - Basics, transforming supply chains, Barriers to implementation, Road Map.	
	Contact Periods	9
II	**WAREHOUSING DECISIONS:** Mathematical Programming Models - P-Median Methods - Guided LP Approach - Balmer - Wolfe Method, Greedy Drop Heuristics, Dynamic Location Models, Space Determination and Layout Methods	
	Contact Periods	9
III	**INVENTORY MANAGEMENT:** Inventory aggregation Models, Dynamic Lot sizing Methods, Multi-Echelon Inventory models, Aggregate Inventory system and LIMIT, Risk Analysis in Supply Chain - Measuring transit risks, supply risks, delivering risks, Risk pooling strategies.	
	Contact Periods	9
IV	**TRANSPORTATION NETWORK MODELS:** Notion of Graphs, Minimal Spanning Tree, Shortest Path Algorithms, Maximal Flow Problems, Multistage Transhipment and Transportation Problems, Set covering and Set Partitioning Problems, Travelling Salesman Algorithms, Advanced Vehicle Routing Problem Heuristics, Scheduling Algorithms Deficit function Approach and Linking Algorithms	
	Contact Periods	9
V	**MCDMMODELS:** Analytic Hierarchy Process(AHP), Data Envelopment Analysis (DEA), Fuzzy Logic and Techniques, the analytical network process (ANP), TOPSIS-Application in SCM	
	Contact Periods	9
	Total Periods	45

Course Outcomes Upon successful completion of the course, students will be able to:		
CO 1	Understand the roles and responsibilities of a project manager	K2
CO 2	Know the Planning process and budget projects for developing a project	K2
CO 3	Schedule and allocate resources to projects	K2
CO 4	Manage project organization and any issues in the organisation	K2
CO 5	Control and complete the projects undertaken	K2

K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5: Evaluating; K6: Creating

Reference Books

1. John M. Nicholas, Project Management for Business and Technology - Principles and Practice, Second Edition, Pearson Education, 2006.
2. Clifford Gray and Erik Larson, Project Management, Tata McGraw Hill Edition, 2005.
3. Gido and Clements, Successful Project Management, Seventh Edition, Thomson Learning, 2017.
4. Samuel J.M., Jack R.M., Scott M.S., Margaret M.S., and Gopalan M.R., Project Management, First Indian edition, Wiley-India, 2006.
5. Harvey Maylor, Project Management, Third Edition, Pearson Education, 2006.
6. Panneerselvam. R, Senthilkumar. P, Project Management, PHI Learning, 2009.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

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 Chairperson - BoS
Mrs. A. AAZIYA 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 Chairperson - BoS

Stream / Specialization: Operations Management

Course Code	Title					
P23MGO43	PROJECT MANAGEMENT					
Semester: IV	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Operations Management					

Course Objectives

1	To understand the roles and responsibilities of a project manager
2	To study about the planning process and budget projects
3	To schedule and allocate resources to projects
4	To manage project organization & conflict management
5	To gain knowledge to control and complete projects

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the roles and responsibilities of a project manager, planning process and budget projects, planning process and budget projects, learn the fundamental principles and practices of managing projects.

Course Content

Unit	Description	
I	**INTRODUCTION TO PROJECT MANAGEMENT**: Project Management - Definition -Goal - Lifecycles. Project Environments. Project Manager - Roles Responsibilities and Selection.	
	Contact Periods	9
II	**PLANNING, BUDGETING AND RISK MANAGEMENT:** The Planning Process - Work Break down Structure. Cost Estimating and Budgeting - Process, Summaries, schedules and forecasts. Managing risks - concepts, identification, assessment and response planning.	
	Contact Periods	9
III	**SCHEDULING & RESOURCE ALLOCATION:** PERT & CPM Networks - Project durations and floats - Crashing - Resource loading and levelling. Simulation for resource allocation. Goldratt"s Critical Chain.	
	Contact Periods	9
IV	**PROJECT ORGANISATION & CONFLICT MANAGEMENT:** Formal Organisation Structure - Organisation Design - Types of project organizations. Conflict - Origin & Consequences. Project Teams. Managing conflict - Team methods for resolving conflict.	
	Contact Periods	9
V	**CONTROL AND COMPLETION:** Project Control - Process, Monitoring, Internal and External control, Performance analysis, Performance Index Monitoring. Project Evaluation, Reporting and Termination. Project success and failure - Lessons.	
	Contact Periods	9
	Total Periods	45

V	**MODERN CONCEPTS:** Lean Manufacturing - Discrete Manufacturing - Replacement Decision Model - RFID in Manufacturing - Quality Assurance: Six Sigma concepts - ISO 9000 -KANBAN - KAIZEN - Quality Circles - TQM and TPM.	
	Contact Periods	**9**
	Total Periods	**45**

Course Outcomes
Upon successful completion of the course, students will be able to:

CO 1	Use the techniques, skills, and modern engineering tools necessary for Management practice	K3
CO 2	Understanding of the integrated, interdisciplinary nature of the discipline.	K2
CO 3	Understand the impact of management solutions in a global and societal context	K2
CO 4	Solve basic scheduling problems for assembly lines, job shops	K5
CO 5	Know the modern manufacturing concepts	K2

K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5: Evaluating; K6: Creating

Reference Books

1. Adam. E. Everettc and Ebert J. Ronald, Production and Operations Management by PHI. Menon K.S.,
2. Purchasing and Inventory Control by Wheeler Publishing Co.
3. Alan Mublemaan, John Oakland and Keith Lockajer, Production and Operations Management by MacMillan.
4. Chase. B. Richard and Aquitans . J. Nicholas, Production and operations management - A life cycle approach by Richand D. Irwin, Inc., Illinois.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

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 Chairperson - BoS
Mrs. A.AAZIYA 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 Chairperson - BoS

Stream / Specialization: Operations Management

Course Code	Title					
P23MGO44	MODERN MANUFACTURING MANAGEMENT					
Semester: IV	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	1	0	3	2		
Course pre-requisites	Operations Management					

Course Objectives

1	To recognize manufacturing organizations, including job shops, flow lines, assembly lines, work cells.
2	To study about the time and motion study, work sampling, and process flow charting.
3	To have a basic understanding of current manufacturing control theories, such as lean thinking, Opt, and JIT.
4	To Solve basic scheduling problems for assembly lines, job shops
5	To understand the modern manufacturing concepts

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to recognize manufacturing organizations, including job shops, flow lines, assembly lines, and work cells. Understand the current manufacturing control theories, such as lean thinking, Opt, and JIT, Solve basic scheduling problems for assembly lines, job shops and know the modern manufacturing concepts

Course Content

Unit	Description	
I	**PRODUCT DESIGN:** Product Design, Selection, Objectives of functional Subsystems, design objectives development stages, sequence, Modular design, Standard assemblies, Robust Design. Process Selection: Technological design, Basic process factors, Equipment choice, Production throughput strategies.	
	Contact Periods	9
II	**LOCATION AND LAYOUT DESIGN:** Location Techniques - Locational flexibility; Specific evaluation methods, Variable weights, Weight-cum-rating, Composite measure methods; Locational Break-even analysis. Layout of the physical System - Importance and function; objectives; Types of Layout - Product, Process, Cellular, Job shop, Project Lay out; Plant Lay out factors; lay out Design Procedure; REL Chart; From-To-Chart Technique; Load-Distance analysis Chart; Line Balancing.	
	Contact Periods	9
III	**DESIGN OF PRODUCTION PLANNING AND CONTROL -** Production Planning Strategies; Forecasting techniques - Exponential Smoothing; Linear regression analysis; Standard error of estimate; Forecast errors - Sources and measurement; Mean absolute Deviation; Tracking signal; Production Planning Techniques.	
	Contact Periods	9
IV	**DESIGN OF SCHEDULING SYSTEMS -**Priority rules for job allocation; schedule evaluation criteria; Johnson's method; Assignment method; schedule chart; Batch Scheduling by run-out method.	
	Contact Periods	9

Course Outcomes Upon successful completion of the course, students will be able to:		
CO 1	Apply various data mining techniques into various areas of different domains.	K3
CO 2	Know the basics of data mining processes, algorithms, & systems well enough to interact with CTOs, expert data miners, consultants, etc.	K2
CO 3	Apply various prediction techniques.	K3
CO 4	Learn about supervised and unsupervised learning technique.	K2
CO 5	Develop and implement a basic trainable neural network (or) a fuzzy logic system to design and manufacturing	K2
K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5: Evaluating; K6: Creating		

Reference Books

1. Jaiwei Ham and Micheline Kamber, Data Mining concepts and techniques, Kauffmann Publishers, 2006.
2. Efraim Turban, Ramesh Sharda, Jay E. Aronson and David King, Business Intelligence, PrenticeHall, 2008.
3. W.H. Inmon, Building the Data Warehouse, fourth edition Wiley India Pvt. Ltd. 2005.
4. Michel Berry and Gordon Linoff, Mastering Data mining, John Wiley and Sons Inc, 2nd Edition, 2011.
6. Michel Berry and Gordon Linoff, Data mining techniques for Marketing, Sales and Customersupport, John Wiley, 2011.
7. G. K. Gupta, Ïntroduction to Data mining with Case Studies, Prentice hall of India, 2011.
8. Elizabeth Vitt, Michael Luckevich Stacia Misner, Business Intelligence, Microsoft, 2011.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

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
R. Yasodha MBA Signature of the Faculty Member	Signature of the Chairperson - BoS
R. Yasodha 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 Name and Seal of the Chairperson - BoS

Stream / Specialization: Business Analytics

Course Code	Title					
P23MGB31	DATAMINING FOR BUSINESS INTELLIGENCE					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Business Intelligence and Analytics					

Course Objectives	
1	To know how to derive meaning form huge volume of data and information □
2	To understand how knowledge discovering process is used in business decision making.
3	To analyse the prediction techniques
4	To know about the classification and clustering techniques
5	To gain knowledge in machine learning and AI

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand concepts of Data mining, Data mining process, prediction techniques, classification and clustering techniques and machine learning and AI

Course Content

Unit	Description	
I	**INTRODUCTION**: Data mining, Text mining, Web mining, Spatial mining, Process mining, Data ware house and data marts.	
	Contact Periods	9
II	**DATA MINING PROCESS:** Datamining process - KDD, CRISP-DM, SEMMA and Domain-Specific, Classification and Prediction performance measures -RSME, MAD, MAP, MAPE, Confusion matrix, Receiver Operating Characteristic curve & AUC; Validation Techniques - hold-out, k-fold cross-validation, LOOCV, random subsampling, and bootstrapping.	
	Contact Periods	9
III	**PREDICTION TECHNIQUES**; Data visualization, Time series - ARIMA, Winter Holts, Vector Autoregressive analysis, Multivariate regression analysis.	
	Contact Periods	9
IV	**CLASSIFICATION AND CLUSTERING TECHNIQUES:** Classification- Decision trees, nearest neighbour, Logistic regression, Discriminant analysis; Clustering; Market basket analysis;	
	Contact Periods	9
V	**MACHINE LEARNING AND AI:** Genetic algorithms, Neural network, Fuzzy logic, Support Vector Machine, Optimization techniques - Ant Colony, Particle Swarm, DEA	
	Contact Periods	9
	Total Periods	45

	usability, eye tracking, online security, online ethics, content management system, data visualization, RSS feeds, Mobile platforms, User cantered design, Understanding search behaviours.
Contact Periods	**9**
Total Periods	**45**

Course Outcomes
Upon successful completion of the course, students will be able to:

CO 1	Enhance the social media skills.	K2
CO 2	Develop a mass communication strategy and guide campaigns.	K2
CO 3	Get an idea of social media policies.	K2
CO 4	Understand the fundamentals and concepts of web analytics.	K2
CO 5	Learn how to effectively use the resulting insights to support website design decisions, campaign optimisation, search analytics, etc.	K2

K1:Remembering;K2: Understanding;K3: Applying;K4: Analyzing;K5: Evaluating; K6: Creating

Reference Books

1. K. M. Shrivastava, Social Media in Business and Governance, Sterling Publishers Private Limited, 2013.
2. Christian Fuchs, Social Media a critical introduction, SAGE Publications Ltd, 2014.
3. Bittu Kumar, Social Networking, V & S Publishers, 2013.
4. Avinash Kaushik, Web Analytics - An Hour a Day, Wiley Publishing, 2007.
5. Ric T. Peterson, Web Analytics Demystified, Celilo Group Media and Cafe Press, 2004.
6. TakeshiMoriguchi, Web Analytics Consultant Official Textbook, 7th Edition, 2016.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

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
R. Yasodha.	Dr. P.T. VIJAYA RAJAKUMAR Professor and Director Department of Management Studies Nehru Institute of Engineering and Technology Coimbatore
Signature of the Faculty Member	Signature of the Chairperson - BoS
R. Yasodha. MBA.	
Name and Department of the Faculty Member	Name and Seal of the Chairperson - BoS

Stream / Specialization: Business Analytics

Course Code	Title					
P23MGB32	SOCIAL MEDIA WEB ANALYTICS					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		

Course pre-requisites	Business Intelligence and Analytics

Course Objectives

1	To showcase the opportunities that exist to leverage the power of the web and social media
2	To study about the community building and management
3	To gain knowledge relating to social media policies and measurements
4	To Understand the fundamentals and concepts of web analytics.
5	To know about the Search engine optimization

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the history and evolution of social media- social media, community building and management,social media policies and measurements, web analytics and search analytics

Course Content

Unit	Description
I	**INTRODUCTION:** Evolution of online communities - History and Evolution of Social Media- Social Media vs. Traditional media - Social Media Audience and Goals for using Social Media - Understanding Social Media: Strong and weak ties - Influencers - How ideas travel - Viralness - Social theory and social media -technological determinism in popular discourse on social media technologies.
	Contact Periods | **9**
II	**COMMUNITY BUILDING AND MANAGEMENT:** Science of Social Media - Keys to Community Building - Promoting Social Media Pages- Linking Social Media Accounts-The Viral Impact of Social Media-Digital PR-Encourage Positive Chatter in Social Media - Identity in social media: formation of identities, communities, activist movements and consumer markets - Social Media as business
	Contact Periods | **9**
III	**SOCIAL MEDIA POLICIES AND MEASUREMENTS:** Social Media Policies-Etiquette, Privacy- ethical problems posed by emerging social media technologies - The road ahead in social media- The Basics of Tracking Social Media - social media analytics-Insights Gained From Social Media- Customized Campaign Performance Reports - Observations of social media use.
	Contact Periods | **9**
IV	**WEB ANALYTICS:** Web Analytics - Present and Future, Data Collection - Importance and Options, Overview of Qualitative Analysis, Business Analysis, KPI and Planning, Critical Components of a Successful Web Analytics Strategy, Web Analytics Fundamentals, Concepts, Proposals & Reports, Web Data Analysis.
	Contact Periods | **9**
V	**SEARCH ANALYTICS:** Search engine optimization (SEO), non-linear media consumption, user engagement user generated content, web traffic analysis, navigation,

Upon successful completion of the course, students will be able to:		
CO 1	Gain Knowledge of risk and benefits associated with Enterprise Resource Planning.	K2
CO 2	Understand ERP solutions and functional modules	K2
CO 3	Know how to ways for ERP implementation environment	K2
CO 4	Understanding of post implementation impact and maintenance of ERP	K2
CO 5	Acquire Knowledge of emerging trends on ERP	K2

K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5: Evaluating; K6: Creating

Reference Books

1. Alexis Leon, ERP demystified, Second Edition Tata McGraw-Hill, 2008.
2. Simha R. Magal, Jeffrey Word, Integrated Business processes with ERP systems, John Wiley & Sons, 2012.
3. Jagan Nathan Vaman, ERP in Practice, Tata McGraw-Hill, 2008.
4. Alexis Leon, Enterprise Resource Planning, second edition, Tata McGraw-Hill, 2008.
5. Mahadeo Jaiswal and Ganesh Vanapalli, ERP Macmillan India, 2009.
6. Vinod Kumar Grag and N.K. Venkitakrishnan, ERP- Concepts and Practice, Prentice Hall of India, 2006.
7. Summer, ERP, Pearson Education, 2008.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

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 Chairperson - BoS
R. Yasodha. 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 Chairperson - BoS

Stream / Specialization: Business Analytics

Course Code	Title					
P23MGB33	ENTERPRISE RESOURCE PLANNING					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Business Intelligence and Analytics					

Course Objectives

1	To exhibit the theoretical aspects of Enterprise Resource Planning.
2	To understand the ERP solutions and functional modules
3	To provide practical implication on ERP Suite implementation.
4	To study the factors influencing post implementation of ERP
5	To gain knowledge of emerging trends on ERP

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the theoretical aspects of Enterprise Resource Planning, ERP solutions and functional modules, ERP implementation, post implementation, and emerging trends on ERP

Course Content

Unit	Description	
I	**INTRODUCTION:** Overview of enterprise systems - Evolution - Risks and benefits - Fundamental technology -warehouse management.	
	Contact Periods	**9**
II	**ERP SOLUTIONS AND FUNCTIONAL MODULES:** Overview of ERP software solutions, BPR, Project management, Functional modules-Organisational data, master data and document flow.	
	Contact Periods	**9**
III	**ERP IMPLEMENTATION:** Planning Evaluation and selection of ERP systems - Implementation life cycle - ERP implementation, Methodology and Frame work-Training - Data Migration. People Organization in implementation-Consultants, Vendors and Employees.	
	Contact Periods	**9**
IV	**POST IMPLEMENTATION:** Maintenance of ERP- Organizational and Industrial impact; Success and Failure factors of ERP Implementation.	
	Contact Periods	**9**
V	**EMERGING TRENDS ON ERP:** Extended ERP systems and ERP add-ons -CRM, SCM, Business analytics - Future trends in ERP systems-web enabled, Wireless technologies, cloud computing and Augmented reality.	
	Contact Periods	**9**
	Total Periods	**45**

Course Outcomes

	Total Periods	**45**
Course Outcomes **Upon successful completion of the course, students will be able to:**		
CO 1	Understand the concepts and significance of Software Project Management, components of SPM and challenges and opportunities in SPM.	K2
CO 2	Gain Knowledge in Software Metrics, Monitoring & measurement of SW development , cost and time metrics, methods and tools for metrics	K2
CO 3	Know about the Quality in SW development, quality assurance, quality standards and certifications	K2
CO 4	Awareness about the risk issues in SW development and implementation	K2
CO 5	Know the emerging issues of multiple projects & off-shore development issues	K2
K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5: Evaluating; K6: Creating		
Reference Books	1. Haynes, M. E. (1990). Project Management: From idea to implementation (pp. 30-7). London: Kogan Page. 2. Purba, S., Sawh, D., & Shah, B. (1995). How to manage a successful software project. John Wiley & Sons, Inc..	

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

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 Chairperson - BoS
R. Yasodha 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 Chairperson - BoS

Stream / Specialization: Business Analytics

Course Code	Title					
P23MGB34	SOFTWARE PROJECT MANAGEMENT					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Business Intelligence and Analytics					

Course Objectives

1	Understand the concepts and significance of Software Project Management, components of SPM and challenges and opportunities in SPM.
2	Knowledgeable in Software Metrics, Monitoring & measurement of SW development , cost and time metrics, methods and tools for metrics
3	To study about the Quality in SW development, quality assurance, quality standards and certifications
4	To know about the risk issues in SW development and implementation
5	To gain Knowledge in emerging issues of multiple projects & off-shore development issues

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the concepts and significance of Software Project Management, components of SPM and challenges and opportunities in SPM, software metrics, software quality, risk management and emerging issues.

Course Content

Unit	Description	
I	**INTRODUCTION TO SOFTWARE PROJECT MANAGEMENT (SPM):** Definition - components of SPM -challenges and opportunities - tools and techniques - managing human resource and technical resource - costing and pricing of projects - training and development - project management techniques.	
	Contact Periods	**9**
II	**SOFTWARE METRICS:** Monitoring & measurement of SW development - cost, size and time metrics - methods and tools for metrics - issues of metrics in multiple projects.	
	Contact Periods	**9**
III	**SOFTWARE QUALITY:** Quality in SW development - quality assurance - quality standards and certifications - the process and issues in obtaining certifications - the benefits and implications for the organization and its customers - change management.	
	Contact Periods	**9**
IV	**RISK MANAGEMENT:** the risk issues in SW development and implementation - identification of risk - resolving and avoiding risks - tools and methods for identifying risk management.	
	Contact Periods	**9**
V	**EMERGING ISSUES:** Multiple projects - off-shore development issues - managing human resources - pricing and payments across countries - remote development and implementation.	
	Contact Periods	**9**

Course Outcomes Upon successful completion of the course, students will be able to:		
CO 1	Gain Knowledge of Algorithms of Deep Learning & Artificial Intelligence.	K2
CO 2	Applying Algorithm to specified applications.	K3
CO 3	Understand intelligent systems and Heuristic Search Techniques	K2
CO 4	Learn about the Knowledge Representation, Semantic Networks and Frames	K2
CO 5	Knowledge Of Expert systems, applications and Machine learning	K2
K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5: Evaluating; K6: Creating		

Reference Books

1. Ian Goodfellow, YoshuaBengio, Aaron Courville, "Deep Learning", MIT Press, 2016.
2. Li Deng and Dong Yu, "Deep Learning Methods and Applications", Foundations and Trends in Signal Processing.
3. Yoshua Bengio, "Learning Deep Architectures for AI", Foundations and Trends in Machine Learning.
4. SarojKaushik, "Artificial Intelligence", Cengage Learning India Pvt. Ltd.
5. Deepak Khemani, "A First Course in Artificial Intelligence", McGraw Hill Education (India) Private Limited, NewDelhi.
6. Elaine Rich, Kevin Night, Shivashankar B Nair, "Artificial Intelligence" Third Edition, McGraw Hill, 2008.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

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
R. Yasodha. MBA.	Dr. P.T. VIJAYA RAJAKUMAR Professor and Director Department of Management Studies Nehru Institute of Engineering and Technology Coimbatore
Signature of the Faculty Member	Signature of the Chairperson - BoS
Name and Department of the Faculty Member	Name and Seal of the Chairperson - BoS

Stream / Specialization: Business Analytics

Course Code	Title					
P23MGB41	DEEP LEARNING AND ARTIFICIAL INTELLIGENCE					
Semester: IV	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Business Intelligence and Analytics					

Course Objectives

1	To expose various algorithms related to Deep Learning and Artificial Intelligence.
2	To prepare students to apply suitable algorithm for the specified applications.
3	To Know about the Artificial Intelligence and Problem-Solving Techniques
4	To gain Knowledge in Advanced Problem-Solving Paradigm
5	To learn the Expert Systems and its Applications

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the Deep Learning and Artificial Intelligence, Optimization for Training Deep Models, Advanced Problem-Solving Paradigm, Expert Systems and its Applications

Course Content

Unit	Description	
I	**DEEP NETWORKS:** Deep Networks: Modern Practices: Deep Forward Networks: Example: Learning XOR - Gradient-Based Learning - Hidden Units - Architecture Design - Regularization for Deep Learning.	
		Contact Periods 9
II	**MODELS:** Optimization for Training Deep Models: How Learning Differs from Pure Optimization - Challenges in Neural Network Optimization - Basic Algorithms - Parameter Initialization Strategies - Algorithms with Adaptive Learning Rates - Approximate Second-Order Methods - Optimization Strategies and Meta-Algorithms.	
		Contact Periods 9
III	**INTELLIGENT SYSTEMS:** Introduction to Artificial Intelligence: Intelligent Systems - Foundations of AI - Applications - Tic-Tac-Toe Game Playing - Problem Solving: State-Space Search and Control Strategies: Introduction - General Problem Solving - Exhaustive Searches - Heuristic Search Techniques.	
		Contact Periods 9
IV	**KNOWLEDGE REPRESENTATION:** Advanced Problem-Solving Paradigm: Planning: Introduction - Types of Planning Systems - Knowledge Representation: Introduction - Approaches to Knowledge Representation - Knowledge Representation using Semantic Network - Knowledge Representation using Frames.	
		Contact Periods 9
V	**APPLICATIONS** Expert Systems and Applications: Blackboard Systems - Truth Maintenance Systems - Applications of Expert Systems - Machine-Learning Paradigms: Machine-Learning Systems - Supervised and Unsupervised Learnings.	
		Contact Periods 9
		Total Periods 45

Course Outcomes Upon successful completion of the course, students will be able to:		
CO 1	To build and manage an e-business.	K2
CO 2	Gain Knowledge about Technology Infrastructure	K2
CO 3	Understanding of customer-oriented business applications	K2
CO 4	Learn the E business payment protocols and security	K2
CO 5	Understanding of ethical, legal, privacy issues and encryption policies	K2
K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5: Evaluating; K6: Creating		

Reference Books

1. Harvey M. Deitel, Paul J. Deitel, Kate Steinbuhler, e-business and e-commerce for managers, Pearson, 2011.
2. Efraim Turban, Jae K. Lee, David King, Ting Peng Liang, Deborrah Turban, Electronic Commerce - A managerial perspective, Pearson Education Asia, 2010.
3. Parag Kulkarni, Sunita Jahirabadkao, Pradeep Chande, e-business, Oxford University Press, 2012.
4. Hentry Chan et al, E-Commerce - fundamentals and Applications, Wiley India Pvt. Ltd., 2007.
5. Gary P. Schneider, Electronic commerce, Thomson course technology, Fourth annual Edition, 2007.
6. Bharat Bhasker, Electronic Commerce - Frame work technologies and Applications, 3rd Edition, Tata McGrawHill Publications, 2009.
7. Kamlesh K. Bajaj and Debjani Nag, Ecommerce- the cutting edge of Business, Tata McGraw Hill Publications, 7th reprint, 2009.
8. Kalakota et al, Frontiers of Electronic Commerce, Addison Wesley, 2004.
9. MichealPapaloelon and Peter Robert, e-business, Wiley India, 2006.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

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 Chairperson - BoS
R. Yasodha, 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 Chairperson - BoS

Stream / Specialization: Business Analytics

Course Code	Title					
P23MGB42	E - BUSINESS MANAGEMENT					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Business Intelligence and Analytics					

Course Objectives

1	To understand the practices and technology to start an online business.
2	To gain knowledge about technology infrastructure
3	To understanding the customer-oriented business applications
4	To study the e business payment protocols and security
5	To learn the ethical, legal, privacy issues and encryption policies

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the practices and technology to start an online business, kknowledge about ttechnology iinfrastructure, customer oriented business applications, e business payment protocols and security and the ethical, legal, privacy issues and encryption policies in online business.

Course Content

Unit	Description	
I	**INTRODUCTION TO E-BUSINESS:** E-business, E-business vs E-commerce, Economic forces - advantages - myths - E-business models, design, develop and manage E-business, Web 2.0 and Social Networking, Mobile Commerce, S-commerce	
	Contact Periods	**9**
II	**TECHNOLOGY INFRASTRUCTURE:** Internet and World Wide Web, internet protocols - FTP, intranet and extranet, information publishing technology- basics of web server hardware and software.	
	Contact Periods	**9**
III	**BUSINESS APPLICATIONS:** Consumer oriented E-business - E-tailing and models - Marketing on web - advertising, E-mail marketing, affiliated programs - E-CRM; online services, Business oriented E-business, E-governance, EDI on the internet, Delivery management system, Web Auctions, Virtual communities and Web portals-social media marketing	
	Contact Periods	**9**
IV	**E-BUSINESS PAYMENTS AND SECURITY:** E-payments - Characteristics of payment of systems, protocols, E-cash, E-cheque and Micro payment systems- internet security - cryptography - security protocols - network security.	
	Contact Periods	**9**
V	**LEGAL AND PRIVACY ISSUES:** Legal, Ethics and privacy issues - Protection needs and methodology - consumer protection, cyber laws, contracts and warranties, Taxation and encryption policies.	
	Contact Periods	**9**
	Total Periods	**45**

Course Outcomes Upon successful completion of the course, students will be able to:		
CO 1	Understand the Fundamentals, Evolution and Economics of AI	K2
CO 2	Summarize when an organization should go technically smart	K2
CO 3	Execute decision making with AI for the customers future journey.	K2
CO 4	Breakdown ways to detect a fraud.	K2
CO 5	Parse the myths and issues in services management.	K2
K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5: Evaluating; K6: Creating		

Reference Books

1. Raj Singh, Artificial Intelligence in Banking and Finance: How AI is Impacting the Dynamics of Financial Services, Adhyayan Books publishing, 2019.
2. Abderrahim Askouk, Artificial Intelligence is Changing the Frontline Workers Role, 2021.
3. Ajit K Jha, Artificial Intelligence for Business Leaders, 2020.
4. Russell, S Norwig, Artificial Intelligence: A Modern Approach (3rd Ed.). Prentice Hall, 2010.
5. Khemani. D, A First Course in Artificial Intelligence, McGraw Hill, 2013.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

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
R. Yasodha. 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 Chairperson - BoS

Signature of the Faculty Member

Signature of the Chairperson - BoS

Stream / Specialization: Business Analytics

Course Code	Title					
P23MGB43	ARTIFICIAL INTELLIGENCE FOR MANAGERS					
Semester: IV	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Business Intelligence and Analytics					

Course Objectives

1	To provide students an insight of AI and its applications in various fields of management.
2	To show the impact of AI in the fields of Fraud Detection and prevention of illegal mishaps.
3	To impart knowledge on AI based services emerging across the globe.
4	To study about the AI in organisation
5	To know the AI and Frontline Public Service

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the AI and its applications in various fields of management, the impact of AI in the fields of Fraud Detection, AI based services emerging across the globe, AI in organization and AI and Frontline Public Service

Course Content

Unit	Description	
I	**INTRODUCTION TO AI:** AI: History and Evolution, Foundation of Artificial Intelligence, Components of Intelligent AI System, Indian Scenario, Inorganic Growth, Different AI Technologies, Strategy to Succeed, AI Hybrid Workforce	
	Contact Periods	9
II	**AI & CUSTOMER JOURNEY:** AI-Emerging Services, Enhance Customer Experience, Management of Quality Portfolio, Robo Advisors - Its Impact on Industry, Chatbots, Virtual Assistants, Blueprinting with AI	
	Contact Periods	9
III	**AI & FRAUD DETECTION FRAUD:** Unique Characteristics, Types, Impacts and Consequences, Biometric Authentication, Facial Recognition, Future of Biometrics, Financial Crime Intelligence	
	Contact Periods	9
IV	**AI IN ORGANISATION** Future of Businesses - Reshaping, Disruption, Opportunity, Adoption Cycle, AI: Leadership, Facets, Decision Making Process, Involvement of Leadership	
	Contact Periods	9
V	**AI IN SERVICES** AI and Frontline Public Service, Challenges of AI in Sectors: Transportation, Medical, Banking, Food and Hospitality, Robots and Virtual Agents in Public Service.	
	Contact Periods	9
	Total Periods	45

	Total Periods	**45**

Course Outcomes **Upon successful completion of the course, students will be able to:**		
CO 1	Find solutions to face the challenges in building knowledge management system.	K5
CO 2	Apply different knowledge capturing techniques for a business.	K3
CO 3	Formulate action plans for knowledge intensive organisations	K3
CO 4	Apply business intelligence for business growth.	K2
CO 5	Follow ethics in knowledge management and spread the importance of ethics in business	K2

K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5: Evaluating; K6: Creating

Reference Books	1. Jerry Honeycutt, "Knowledge Management Strategies", 1st Edition, Microsoft Press, 2000. 2. Madan Mohan Rao, "Knowledge Management Tools and Techniques: Practioners and Experts Evaluate KM Solutions", 1st Edition, Bulter worth-Heinemann, New York, 2009. 3. S. Barnes, "Knowledge Management Systems - Theory and Practice", 4th Edition, Thomson Learning, New Delhi, 2009.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

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 Chairperson - BoS
R. Yasodha 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 Chairperson - BoS

Stream / Specialization: Business Analytics

Course Code	Title					
P23MGB44	KNOWLEDGE MANAGEMENT SYSTEM					
Semester: IV	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Business Intelligence and Analytics					

Course Objectives

1	To understand the basic concepts in knowledge management system
2	To learn about the factors influencing in knowledge creation and capture
3	To study about the knowledge codification
4	To Know the concepts relating to knowledge management system tools and portals
5	To understand the ethics in knowledge management

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the knowledge management system, knowledge creation and capture, knowledge codification, knowledge management system tools and portals and ethics in knowledge management

Course Content

Unit	Description	
I	**INTRODUCTION** Understanding Knowledge: Data, Information and Knowledge, Types of Knowledge, Knowledge Management, System Life Cycle, Challenges in Building KM System.	
	Contact Periods	9
II	**KNOWLEDGE CREATION AND CAPTURE** Knowledge Creation, Knowledge Architecture. Capturing Tacit Knowledge: Evaluating the Expert, Developing a Relationship with Experts, Quality of Knowledge Capture, Interview as a Tool Guide to Successful Interview, other Knowledge Capture Techniques: on-site Observation, Brainstorming, Protocol Analysis, Census Decision Making.	
	Contact Periods	9
III	**KNOWLEDGE CODIFICATION** Knowledge Codification: Meaning, Reasoning for Codifying, Codification Tools and Procedures. Knowledge Developer's Skill Set, Knowledge Testing, Approaches to Logical Testing, Approaches to user Acceptance Testing, Managing the testing phase	
	Contact Periods	9
IV	**KM SYSTEM TOOLS AND PORTALS** Learning from Data: Data Visualization, Association Rules, Classification Trees, Data Mining: Definition, Data Mining and Business Intelligence, Business Drivers, Technical Drivers, DM Virtuous Cycle. Portals: Definition, the Business Challenge, Knowledge Portal Technologies.	
	Contact Periods	9
V	**ETHICS IN KNOWLEDGE MANAGEMENT** Ethics, Legal and Managerial Issues: Knowledge Owners, Legal Issues, Ethics Factor, Improving the Climate, Managing Knowledge Workers.	
	Contact Periods	9

Course Outcomes Upon successful completion of the course, students will be able to:		
CO 1	Acquainted with the basics of shipping management	K2
CO 2	Understand the skills needed for shipping industry	K2
CO 3	Know the liner shipping operations and dry bulk business	K2
CO 4	Understand tanker operations and various types of takers in shipping business	K2
CO 5	Gain knowledge of shipping, ship building and repair	K2
K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5: Evaluating; K6: Creating		

Reference Books	1. Michael Robarts, Branch"s Elements of Shipping, Ninth Edition, Routledge, 2014. 2. Peter Brodie, Commercial Shipping Handbook, Third Edition, Informa Law from Routledge, 2014. 3. Review of Maritime Transport, UNCTAD, 2014. 4. Coyle et.al, Management Of Transportation, 7th Edition, Cengage Learning, 2011

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	1	2	2	2
CO2	3	2	1	2	2	2
CO3	3	2	1	2	2	2
CO4	3	2	1	2	2	2
CO5	3	2	1	2	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
Signature of the Faculty Member	Signature of the Chairperson - BoS
Mrs. A. AAZIYA 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 Chairperson - BoS

Stream / Specialization: Logistics and Supply Chain Management

Course Code	Title					
P23MGL31	FUNDAMENTALS OF SHIPPING					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites						

Course Objectives	
1	To provide the knowledge about fundamentals of shipping management
2	To know the liner shipping operations
3	To study about the dry bulk business
4	To understand tanker operations and various types of takers in shipping business
5	To gain knowledge of shipping, ship building and repair

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the fundamentals of shipping management, liner shipping operations, dry bulk business, tanker operations and various types of takers in shipping business and gain knowledge of shipping, ship building and repair

Course Content

Unit	Description	
I	**INTERDICTION OF SHIPPING:** Role of Shipping in International trade-Types of ships and cargoes carried by them - International Organizations serving the shipping industry (IMO, BIMCO, ICS, IACS, IAPH)- Ship Registration and Classification.	
	Contact Periods	**9**
II	**LINER SHIPPING OPERATIONS:** Liner shipping business - Types of Liner services - Container shipping lines and their services - Break bulk, Ro-Ro and project cargo services - Liner freight rates - Liner cargo documentation - Liner agency functions	
	Contact Periods	**9**
III	**DRY BULK BUSINESS:** Dry Bulk shipping business- World's leading dry bulk ports and cargoes handled by them - Types of Dry bulk ships and the Dry Bulk industry structure - Dry bulk market indices - Types of Chartering - Port agency functions.	
	Contact Periods	**9**
IV	**TANKER OPERATIONS AND BUSINESS:** Liquid Bulk shipping business - World's leading wet bulk ports and cargoes handled by them Types of tankers and gas carriers - Tanker freighting system (world scale) -Factors affecting Tanker markets- Marine pollution conventions.	
	Contact Periods	**9**
V	**SHIP BUILDING AND REPAIR**: Service providers to shipping industry -Ship management companies -Ports, inland terminals and Container Freight Stations- Ship building and repair yards -Financing the Shipping industry - Marine insurance providers	
	Contact Periods	**9**
	Total Periods	**45**

	Total Periods	**45**
Course Outcomes **Upon successful completion of the course, students will be able to:**		
CO 1	Aware about skills pertaining to port and terminal management	K2
CO 2	Understand the principles and applications for port and terminal management	K2
CO 3	Gain knowledge in port operations, port marketing and services	K2
CO 4	Understanding the measurement of port performance	K2
CO 5	Aware about the trends in port and terminal management	K2
K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5: Evaluating; K6: Creating		
Reference Books	1. Maria G. Burns, Port Management and Operations, CRC Press, 2014. 2. Patrick Alderton, Port Management and Operations, Third Edition, Lloyd's Practical Shipping Guides, 2008. 3. H. Ligteringen, H. Velsink, Ports and Terminals, VSSD Publishers, 2012. 4. Coyle et.al, Management of Transportation, 7th Edition, Cengage Learning, 2011.	

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	1	2	2	2
CO2	3	2	1	2	2	2
CO3	3	2	1	2	2	2
CO4	3	2	1	2	2	2
CO5	3	2	1	2	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
Signature of the Faculty Member	Signature of the Chairperson - BoS
Mrs. A. AAZIYA 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 Chairperson - BoS

Stream / Specialization: Logistics and Supply Chain Management

Course Code	Title					
P23MGL32	PORT AND TERMINAL MANAGEMENT					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites						

Course Objectives

1	To enlighten the students about the major functions in the port and terminal management
2	To gain knowledge in port operations
3	To study about the port marketing and services
4	To know how the measurement of port performance made
5	To understand the trends in port and terminal management

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the functions in the port and terminal management, port operations, port marketing and services, port performance and port security and issues

Course Content

Unit	Description	
I	**INTRODUCTION TO PORT AND TERMINAL:** Role of ports in international trade and transport - Economic impact of ports on the regional economy - Multiplier effect - Location characteristics of ports - Different types of ports (natural, manmade, river, estuary).	
		Contact Periods 9
II	**PORT OPERATIONS:** Design features of facilities in ports for handling various cargoes - Organization structure in Ports -Delivery of port services and the relationship between various departments - Marine Department -Traffic Department - other departments.	
		Contact Periods 9
III	**PORT MARKETING AND SERVICES:** Marketing of Port services - Pricing of Port services - Components of port tariff - Concept of hinterland - Identifying the needs of ship owners and operators, ship agents, forwarders, truckers, rail and barge operators - Concept of Total Logistics cost.	
		Contact Periods 9
IV	**PORT PERFORMANCE:** Measurement of port performance - vessel turn round time, cargo volume, speed of cargo handling - Information flow requirements of the port, statutory bodies and port users - Port community computer systems and EDI applications.	
		Contact Periods 9
V	**PORT SECURITY AND ISSUES:** Environmental issues connected with Ports & Terminals - Health and safety issues - Port security issues - International Ships and Port facility security (ISPS) code - Role of national, regional and local governments in owning / operating / managing ports	
		Contact Periods 9

Course Outcomes Upon successful completion of the course, students will be able to:		
CO 1	Understand the basic concepts of warehousing, types of warehouses and its functions	K2
CO 2	To know about inventory management	K2
CO 3	Apply the inventory control techniques	K3
CO 4	Gain knowledge in materials handling system	K2
CO 5	Understand the various modern warehousing methods	K2

K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5: Evaluating; K6: Creating

Reference Books	1. Frazelle, World Class Warehousing & Material Handling, Tata McGraw-Hill, 2008. 2. Satish K. Kapoor and Purva Kansal, Basics of Distribution Management - A Logistical Approach, Prentice Hall, 2003. 3. Satish K. Kapoor and Purva Kansal Marketing, Logistics - A Supply Chain Approach , Pearson Education, 2003.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	1	2	2	2
CO2	3	2	1	2	2	2
CO3	3	2	1	2	2	2
CO4	3	2	1	2	2	2
CO5	3	2	1	2	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
Signature of the Faculty Member	Signature of the Chairperson - BoS
Mrs. A. AAZIYA 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 Chairperson - BoS

Stream / Specialization: Logistics and Supply Chain Management

Course Code	Title					
P23MGL33	WAREHOUSE MANAGEMENT					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Basic knowledge in logistics					

Course Objectives

1	To help the students in explaining the significance of Warehousing..
2	To provide knowledge of Inventory Management
3	To gain knowledge about the various Inventory Control Techniques
4	To know the Principles and Performance and Measures of Material Handling Systems
5	To learn the modern warehousing methods

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students will be able to get complete insight in to warehouse concepts, various inventory control techniques and application of inventory management in supply chain.

Course Content

Unit	Description	
I	**INTRODUCTION WAREHOUSING:** Introduction Warehousing - Basic Warehousing Decisions - Warehouse Operations - Types of Warehouses - Functions - Centralized & Decentralized - S rage Systems - Warehousing Cost Analysis - Warehouse Layout - Characteristics if Ideal Warehouse	
	Contact Periods	9
II	**INVENTORY MANAGEMENT:** Inventory: Basic Concepts - Role in Supply Chain - Role in Competitive Strategy - Independent Demand Systems - Dependent Demand Systems - Functions - Types _ Cost - Need for Inventory - Just in Time	
	Contact Periods	9
III	**INVENTORY CONTROL:** Inventory Control - ABC Inventory Control - Multi-Echelon Inventory Systems - Distribution Requirement Planning - Bull Whip Effect - Using WMS for Managing Warehousing Operations	
	Contact Periods	9
IV	**MATERIALS HANDLING:** Principles and Performance Measures Of Material Handling Systems - Fundamentals of Material Handling - Various Types of Material Handling Equipment's - Types of Conveyors - Refrigerated Warehouses- Cold Chain-Agri SCM	
	Contact Periods	9
V	**MODERN WAREHOUSING METHODS:** Modern Warehousing - Au mated S rage & Retrieval Systems & their Operations - Bar Coding Technology & Applications in Logistics Industry - RFID Technology & Applications - Advantages of RFID	
	Contact Periods	9
	Total Periods	45

Course Outcomes Upon successful completion of the course, students will be able to:		
CO 1	Good knowledge of airfreight operations, services and management	K2
CO 2	To understand about the Air Cargo management.	K2
CO 3	Know the process of Airway bills and Licensing of Agencies	K2
CO 4	Understand the operations of Air Cargo	K2
CO 5	Provide general information or a framework on the setup of air cargo processes in business.	K2
K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5: Evaluating; K6: Creating		

Reference Books	1. Paul, Air cargo distributions: a management analysis of its economic and marketing benefits, Jackson and William Brackenridge (Gower Press), 1988. 2. Peter S. Smith, Air freight: operations, marketing and economics, Chu (Boston: Kluwer Academic Publishers), 2004. 3. John Walter wood, Airports; some elements of designs and future development, Chu(Boston : Kluwer Academic Publishers), 1981.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	1	2	2	2
CO2	3	2	1	2	2	2
CO3	3	2	1	2	2	2
CO4	3	2	1	2	2	2
CO5	3	2	1	2	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
Signature of the Faculty Member	Signature of the Chairperson - BoS
Mrs. A. AAZIYA 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 Chairperson - BoS

Stream / Specialization: Logistics and Supply Chain Management

Course Code	Title					
P23MGL34	AIR CARGO MANAGEMENT					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Basic knowledge in logistics					

Course Objectives

1	To provide the participants with a good knowledge of airfreight operations, services and management that can support them in various business functions and roles such as operations, customer service, account management and sales.
2	To create awareness about the Air Cargo management.
3	To know the process of Airway bills and Licensing of Agencies
4	To understand the operations of Air Cargo
5	To provide general information or a framework on the setup of air cargo processes, for business.

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the basics, concepts of airports and aircrafts and various participants in air cargo transportation. Students will come to know about roles of the customs and the government in air transport.

Course Content

Unit	Description	
I	**AIR PORTS AND SHIPMENT:** Ground Handling Agencies - Air Craft - Advantage of Air shipment - Economics of Air Shipment - Sensitive Cargo by Air shipment - Do's and Don'ts in Air Cargo Business	
	Contact Periods	**9**
II	**AIR CARGO:** Air Cargo Console - Freighting of Air Cargo - Volume based Calculation of Freight - Weight based Calculation of Freight - Import Documentation - Export Documentation	
	Contact Periods	**9**
III	**AIRWAY BILLS**: Airway Bills - FIATA - IATA - History of IATA - Mission of IATA - Price setting by IATA -Licensing of Agencies - Sub Leasing of Agencies - freight carriers by scheduled freight tonne kilometres flown	
	Contact Periods	**9**
IV	**CARGO VILLAGE**: History of Dubai Cargo Village - Location of DCV - Equipment and Handling at DCV - Operations - Advantage of Sea Air Cargo - Why Sea Air Cargo is Cheaper - Why Air freight from Dubai is Cheaper?	
	Contact Periods	**9**
V	**DG CARGO**: DG Cargo by Air - Classification and labelling - Types of Labels according Cargo - Samples of Labels - Packing and Transportation of DG Goods by Air	
	Contact Periods	**9**
	Total Periods	**45**

Course Outcomes Upon successful completion of the course, students will be able to:		
CO 1	Gain knowledge about the distribution requirements planning.	K2
CO 2	Predict the scope and relationship of transportation with other business functions	K2
CO 3	Understanding the network planning and network decisions	K2
CO 4	To learn about the International transportation	K2
CO 5	Be Aware about the usage of IT applications in transportation and distribution management	K2
K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5: Evaluating; K6: Creating		
Reference Books	1. Sunil Chopra, Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, Pearson, 2010. 2. Michael B Stroh, Practical Guide to Transportation and Logistics, Logistics Network, 2006. 3. Alan Rushton, John Oxley, Handbook of Logistics & Distribution Management, Kogan Page Publishers, 2000.	

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	1	2	2	2
CO2	3	2	1	2	2	2
CO3	3	2	1	2	2	2
CO4	3	2	1	2	2	2
CO5	3	2	1	2	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
Signature of the Faculty Member	Signature of the Chairperson - BoS
Mrs. A. AAZIYA 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 Chairperson - BoS

Stream / Specialization: Logistics and Supply Chain Management

Course Code	Title					
P23MGL35	TRANSPORTATION AND DISTRIBUTION MANAGEMENT					
Semester: III	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Basic knowledge in logistics					

Course Objectives	
1	To explore the fundamental concepts of transportation and distribution management
2	To gain knowledge in network planning and network decisions
3	To learn about the International transportation.
4	To know the roles, modes of transportation, routing and scheduling in logistics and business
5	To study the usage of IT applications in transportation and distribution management.

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the fundamental concepts of transportation and distribution management , network planning and network decisions, International transportation, know the roles, modes of transportation, routing and scheduling in logistics and business and the usage of IT applications in transportation and distribution management

Course Content

Unit	Description	
I	**DISTRIBUTION:** Role of Distribution in Supply chain, Distribution channels - Functions, resources, Operations in Distribution, Designing Distribution network models - its features - advantages and disadvantages.	
	Contact Periods	9
II	**PLANNING:** Distribution network planning, Distribution network decisions, Distribution requirement planning (DRP)	
	Contact Periods	9
III	**TRANSPORTATION:** Role of Transportation in Logistics and Business, Principle and Participants-Scope and relationship with other business functions, Modes of Transportation - Mode and Carrier selection, Routing and scheduling.	
	Contact Periods	9
IV	**TRANSPORTATION:** International transportation, Carrier, Freight and Fleet management, Transportation management systems-Administration, Rate negotiation, Trends in Transportation.	
	Contact Periods	9
V	**INFORMATION TECHNOLOGY:** (IT) Usage of IT applications -E commerce - ITMS, Communication systems-Automatic vehicle location systems, Geographic information Systems.	
	Contact Periods	9
	Total Periods	45

	Total Periods	**45**
Course Outcomes **Upon successful completion of the course, students will be able to:**		
CO 1	Be Aware about the formalities of export and import industry	K2
CO 2	Comprehend the importance of EXIM management.	K2
CO 3	Understanding the documentation framework in export and import transactions	K2
CO 4	To know the Payment methods in Foreign Trade	K2
CO 5	To learn about the roles of service providers in EXIM transactions	K2
K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5: Evaluating; K6: Creating		

Reference Books	1.Justin Paul and Rajiv A serkar, Export Import Management, Second Edition, Oxford University Press, 2013. 2. Usha Kiran Rai, Export - Import and Logistics Management, Second Edition, PHI Learning, 2010. 3. Director General of Foreign Trade, Foreign Trade Policy and Handbook of Procedures, 2015. 4. Coyle et.al, Management of Transportation, 7th Edition, Cengage Learning, 2011.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	1	2	2	2
CO2	3	2	1	2	2	2
CO3	3	2	1	2	2	2
CO4	3	2	1	2	2	2
CO5	3	2	1	2	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
Signature of the Faculty Member	Signature of the Chairperson - BoS
Mrs. A. AAZIYA 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 Chairperson - BoS

Stream / Specialization: Logistics and Supply Chain Management

Course Code	Title					
P23MGL41	EXIM MANAGEMENT					
Semester: IV	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Basic knowledge in logistics					

Course Objectives

1	To enlighten the students about the major functions in export and import processes.
2	To provide the expertise for solving issues related to requirements in EXIM management.
3	To Study about the documentation framework in export and import transactions
4	To know the payment methods in foreign trade
5	To learn about the roles of service providers in Exim transactions

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the major functions in export and import processes, documentation framework, credit and payments, and customs clearance and agencies in international business

Course Content

Unit	Description	
I	**FUNDAMENTALS OF IMPORT AND EXPORT:** Role of Import and Export Trade in an Economy - Institutional Framework for Foreign trade in India -Role of Director General of Foreign Trade and Commerce - Objectives of EXIM Policy - Global trade flows - Contract of International Sale of Goods - INCOTERMS 2010	
	Contact Periods	**9**
II	**OVERVIEW OF EXPORT AND IMPORT:** Marketing for Exports - Negotiation and finalization of Export contract - Export Documentation Procedures - Cargo Insurance - Export Promotion Councils and incentive schemes- Role of Logistics in Exports- Export Houses / Trading Houses	
	Contact Periods	**9**
III	**DOCUMENTATION FRAMEWORK:** Import for industrial use / trading - Import Documentation and Customs clearance procedures - Types of Imports - Import Licenses - Cargo Insurance - Role of Logistics in Import	
	Contact Periods	**9**
IV	**CREDIT AND PAYMENTS:** Payment methods in Foreign Trade - Documentary Credit / Letter of Credit-LOU-UCP 600 with respect to Shipping Documents and L/C Negotiation - Export / import financing strategies - Managing payment risks.	
	Contact Periods	**9**
V	**CUSTOMS CLEARANCE AND AGENCIES:** Roles of Service providers in EXIM transactions - Global Traders - Commodity Brokers - Custom House Agents - Transport Operators - Freight Forwarders - Warehousing and 3PL service providers - Liners /Ship Agencies - Container Freight Stations - Port - Inspection Agencies/ surveyors - Quarantine Agencies - Pest Control Agencies - Chamber of Commerce.	
	Contact Periods	**9**

V	**RESOURCE PLANNING AND SCHEDULING** Enterprise resource planning - Planning and control systems for manufacturers - Materials requirement planning - Drum - Buffer - Rope system - Scheduling - Scheduling service and manufacturing processes - Scheduling customer demand - Scheduling employees - Operations scheduling.	
	Contact Periods	**9**
	Total Periods	**45**

Course Outcomes
Upon successful completion of the course, students will be able to:

CO 1	Identify the concepts employed in the supply chain	K2
CO 2	Understanding the drivers of the supply chain	K2
CO 3	Know the various streams of the supply chain	K2
CO 4	Gain Knowledge about the strategies employed in the supply chain	K2
CO 5	Analyse supply chain dynamics and issues of supply chain performance.	K4

K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5: Evaluating; K6: Creating

Reference Books

1. Sunil Chopra, Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, Pearson, 2010.
2. Janat Shah, Supply Chain Management, Pearson Education India, 2009.
3. Supply Chain management, Chandrasekaran, N., Oxford University Publications, 2010.
4. Supply Chain Management for The 21st Century by B S SAHAY, Macmillan Education, 2001.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	1	2	2	2
CO2	3	2	1	2	2	2
CO3	3	2	1	2	2	2
CO4	3	2	1	2	2	2
CO5	3	2	1	2	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
Signature of the Faculty Member	Signature of the Chairperson - BoS
Mrs. AAA2147A 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 Chairperson - BoS

Stream / Specialization: Logistics and Supply Chain Management

Course Code	Title					
P23MGL42	SUPPLY CHAIN CONCEPTS AND PLANNING					
Semester: IV	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Basic knowledge in logistics					

Course Objectives	
1	To Identify the concepts employed in the supply chain
2	To understand the drivers of the supply chain
3	To describe the various streams of the supply chain
4	To study about the strategies employed in the supply chain
5	To analyse supply chain dynamics and various issues of supply chain performance.

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the concepts employed in the supply chain, drivers of the supply chain, various streams of the supply chain, strategies employed in the supply chain and to analyze supply chain dynamics and various issues of supply chain performance

Course Content

Unit	Description	
I	**CONCEPTS OF SUPPLY CHAIN:** Service and manufacturing supply chain dynamics - Evolution of supply chain management -Multiple views and flows - Service supply chains -Manufacturing supply chains - Measures of supply chain performance - Differentiation-Bullwhip effect	
	Contact Periods	9
II	**SUPPLY CHAIN PROCESSES AND STRATEGIES:** Integrated supply chains design - Customer relationship process - Order fulfilment process - Supplier relationship process - Supply chain strategies - Strategic focus - Mass customization - Lean supply chains - Outsourcing and offshoring - Virtual supply chains.	
	Contact Periods	9
III	**SUPPLY CHAIN PERFORMANCE DRIVERS AND FORECASTING:** Drivers of supply chain performance - Logistics drivers (Location, inventory and transportation) -Cross functional drivers (Pricing, information and sourcing) - Forecasting introduction -Framework for a forecast system - Choosing right forecasting technique - Judgment methods (Composite Forecasts, Surveys, Delphi Method, Scenario Building, Technology Forecasting, Forecast by Analogy) - Causal methods (Regression Analysis -Linear & Non-Linear Regression, Econometrics) - Time series analysis (Autoregressive Moving Average (ARMA), Exponential Smoothing, Extrapolation, Linear Prediction, Trend Estimation, Growth Curve, Box-Jenkins Approach) - CPFR	
	Contact Periods	9
IV	**SALES AND OPERATIONS PLANNING:** Introduction to Sales and operations planning - Purpose of sales and operations plans -Decision context - Sales and operations planning as a process - Overview of decision support tools	
	Contact Periods	9

	Total Periods	**45**
Course Outcomes **Upon successful completion of the course, students will be able to:**		
CO 1	Understanding the basic concepts and advanced models in inventory management.	K2
CO 2	Analysis the various tools to enhance the performance in supply chains	K4
CO 3	Gain knowledge to frame strategies in inventory management	K2
CO 4	Ability to solve the issues related to inventory in a supply chain context	K4
CO 5	Aware of the latest trends in inventory management systems	K2
K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5: Evaluating; K6: Creating		
Reference Books	1.Sunil Chopra, Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, Pearson, 2010. 2. Janat Shah, Supply Chain Management, Pearson Education India, 2009. 3. Supply chain management, Chandrasekaran, N., Oxford University Publications, 2010. 4. Supply Chain Management for The 21st Century by B S SAHAY. Macmillan Education, 2001.	

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	1	2	2	2
CO2	3	2	1	2	2	2
CO3	3	2	1	2	2	2
CO4	3	2	1	2	2	2
CO5	3	2	1	2	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	**Verified by**
Signature of the Faculty Member	Signature of the Chairperson - BoS
Mrs. A. AAZIYA 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 Chairperson - BoS

Stream / Specialization: Logistics and Supply Chain Management

Course Code	Title					
P23MGL43	SUPPLY CHAIN INVENTORY MANAGEMENT					
Semester: IV	L	T	P	Credits	CIA: 40 Marks	ESE:,60 Marks
	3	0	0	3		
Course pre-requisites	Basic knowledge in logistics					

Course Objectives	
1	To understand basic concepts and advanced models in inventory management.
2	To study the various tools to solve the problems and enhance the performance in supply chains
3	To gain knowledge for framing strategies in inventory management
4	To learn about the issues related to inventory in a supply chain context
5	To know the latest trends in inventory management systems

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the basic concepts and advanced models in inventory management, supply chain inventory issues and they can use different tools appropriately to solve the problems and enhance the performance of their supply chains.

Course Content

Unit	Description	
I	**INTRODUCTION TO INVENTORY MANAGEMENT**: Inventory in SCM, Cash to cash cycle time, measure of inventory in terms of days, Inventory turnover ratio and its relationship with working capital, Review of models, Q-models and P-models Aggregation of Inventory, Cycle stock concepts, Ordering multiple items in a single order to reduce cycle stock	
	Contact Periods	**9**
II	**INVENTORY MODELS**: Safety stock issues Safety stock with lead time and demand uncertainty (for Q-models), Short term discounting & Forward Buying, Periodic review models with safety stock, Comparison of P and Q systems	
	Contact Periods	**9**
III	**INVENTORY MANAGEMENT STRATEGIES:** Single period models, Inventory management for fashion supply chains, Postponement strategies to reduce inventory, Examples of Fashion supply chains: NFL Reebok, ZARA and Sport Obermeyor Risk Pooling, Applications, Risk pooling in different forms-Substitution, Specialisation, Postponement and Information pooling	
	Contact Periods	**9**
IV	**INVENTORY OPTIMIZATION:** Distribution resource planning techniques, Inventory and transportation integration decisions, Vendor Managed Inventory, Product availability measures, Product fill rate, order fill rate, Cycle service level.	
	Contact Periods	**9**
V	**LATEST TRENDS IN INVENTORY MANAGEMENT SYSTEMS**: Industry initiatives, Efficient consumer Response and Quick response ,CPFR and other industry initiatives, Inventory reduction strategies, Managing inventory in Reverse Logistics and Remanufacturing situations, Best practices in Inventory Management in a Supply Chain	
	Contact Periods	**9**

V	**INFORMATION INTEGRATION** Enterprise application integration and supply chain visibility - Enterprise application integration - Supply chain visibility - Supply chain event management -Supply chain performance -Planning and design methodology - Problem definition and planning - Data collection and analysis - Recommendations and implementation -Decision support systems	
	Contact Periods	**9**
	Total Periods	**45**

Course Outcomes
Upon successful completion of the course, students will be able to:

CO 1	Understanding the technological aspects in the different logistical background	K2
CO 2	To know various enterprise information system	K2
CO 3	Enhance knowledge in Supply chain management systems	K2
CO 4	Gain Knowledge about the Information systems deployment	K2
CO 5	Be Aware of the Enterprise application integration	K2

K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5: Evaluating; K6: Creating

Reference Books

1. Strauss, E-Marketing, 4/e, Pearson Education, 2008.
2. Chaffey, E- Business and E- Commerce Management, 3/e, Pearson Education, 2008.
3. Blanchard, Logistics Engineering & Management, 6/e, Pearson Education, 2008.
4. Statistics for Managers Using MS Excel, 4/e, Levine, Pearson Education, 2007.
5. Donald J. Bowersox and David J. Closs, Logistical Management - The Integrated Supply chain.

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	1	2	2	2
CO2	3	2	1	2	2	2
CO3	3	2	1	2	2	2
CO4	3	2	1	2	2	2
CO5	3	2	1	2	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
Signature of the Faculty Member	Signature of the Chairperson - BoS
Mrs. A. AAZIYA MBA Name and Department of the Faculty Member	Dr. P.T. VIJAYA RAJAKUMAR Professor and Director Department of Management Studies Sthru Institute of Engineering and Technology Coimbatore Name and Seal of the Chairperson - BoS

Stream / Specialization: Logistics and Supply Chain Management

Course Code	Title					
P23MGL44	SUPPLY CHAIN INFORMATION SYSTEM					
Semester: IV	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Basic knowledge in logistics					

Course Objectives

1	To understand the various technological aspects used in the different logistical background
2	To learn the various enterprise information system
3	To enhance knowledge in supply chain management systems
4	To study about the information systems deployment
5	To know the enterprise application integration

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the various enterprise information system and its architecture and benefits. Students can gain knowledge about various e-commerce models, e-SCM, benefits and communication networks.

Course Content

Unit	Description	
I	**ELECTRONIC SCM, COMMUNICATION NETWORKS** Introduction e-SCM - e-SCM framework - Key success factors for e-SCM - Benefits of e-SCM Positioning information in Logistics - Strategic information linkage - Supply chain communication networks - Role of communication networks in supply chains - Overview of telecommunication networks -EDI - Data security in supply chain networks - Overview of internet able models	
		Contact Periods 9
II	**ENTERPRISE INFORMATION SYSTEMS** Overview of enterprise information systems - Information functionality and principles -Introduction enterprise information systems -Classification of enterprise information systems- Information architecture - Framework for managing supply chain information - Describe on popular enterprise application packages -Benefits of enterprise information systems	
		Contact Periods 9
III	**SCM SYSTEMS DEVELOPMENT, DEPLOYMENT AND MANAGEMENT** Stakeholders in supply chain information systems - Stakeholders in SCM - Stakeholders in supply chain information systems - Information systems development- Logistics information systems design Defining enterprise architecture - Choosing appropriate system development methodologies - Adopting relevant systems development model	
		Contact Periods 9
IV	**DEPLOYMENT AND MANAGEMENT** Information systems deployment - IT Operations and infrastructure management - Portfolio, programme and project management - Management of risk - Management of value	
		Contact Periods 9

	Total Periods	**45**
Course Outcomes **Upon successful completion of the course, students will be able to:**		
CO 1	Understanding the basics of contract logistics, third party logistics industry and third-party logistics providers.	K2
CO 2	Able to explain the concept and principle of closed loop supply chains and logistics	K2
CO 3	Able to know the emerging trends in retail, E-commerce, FMCG and automobile sectors	K2
CO 4	Ability to identify the step by step process to use of third party service providers	K2
CO 5	Gain knowledge about Make in India concept and its impact on the GDP growth	K2
K1:Remembering;K2:Understanding;K3:Applying;K4:Analyzing;K5: Evaluating; K6: Creating		
Reference Books	1. Coyle et.al, Management of Transportation, 7th Edition, Cengage Learning, 2011. 2. D. F. Blumberg, Reverse Logistics & Closed Loop Supply Chain Processes, Taylor and Francis, 2005. 3. Hsin-I Hsiao, Wageningen, Logistics Outsourcing in the Food Processing Industry, Academic Pub, 2009. 4. Surendra M. Gupta, Sustainability in Supply Chain Management Casebook: Applications in SCM, McGraw Hill, 2013.	

Tools for Assessment (40 Marks)

CIA I	CIA II	CIA III	Assignment / Seminar / Case Study	Attendance	Total
10	10	10	5	5	40

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	1	2	2	2
CO2	3	2	1	2	2	2
CO3	3	2	1	2	2	2
CO4	3	2	1	2	2	2
CO5	3	2	1	2	2	2

3 - High; 2 - Medium; 1 - Low

Course designed by	Verified by
Signature of the Faculty Member	Signature of the Chairperson - BoS
Mrs. AAAZIYA 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 Chairperson - BoS

Stream / Specialization: Logistics and Supply Chain Management

Course Code	Title					
P23MGL45	REVERSE AND CONTRACT LOGISTICS					
Semester: IV	L	T	P	Credits	CIA: 40 Marks	ESE: 60 Marks
	3	0	0	3		
Course pre-requisites	Basic knowledge in logistics					

Course Objectives

1	To implement a contract logistics and closed supply chain in Retail, FMCG and Automobile sectors.
2	To explain the concept and principle of closed loop supply chains and logistics
3	To know the emerging trends in retail, E-commerce, FMCG and automobile sectors
4	To identify the step by step process to use of third party service providers
5	To Gain knowledge about Make in India concept and its impact on the GDP growth

Course Category	Employability
Development Needs	Global / National

Course Description: The course helps the students to understand the basics of contract logistics, third party logistics industry and third party logistics providers. and it helps to gain knowledge about Make in India concept and its impact on the GDP growth

Course Content

Unit	Description	
I	**CONTRACT LOGISTICS:** Third party logistics industry overview - A framework for strategic alliances - Evolution of contract logistics - Types of third party logistics providers - Automobile, FMCG and Retail-Third party services and integration	
	Contact Periods	9
II	**CLOSED LOOP SUPPLY CHAINS AND LOGISTICS:** Introduction closed loop supply chains and logistics - Logistics and closed loop supply chain service - Overview of return logistics and closed loop supply chain models - Introduction product returns - Product Vs Parts returns - Strategic issues in closed loop supply chains	
	Contact Periods	9
III	**BUSINESS AND MARKET:** Overview - Introduction life cycle management - Trends and opportunities - Auto Warranty management, return process and benchmarks - Market overview - Reasons for using reverse logistics - General characteristics - Consumer goods Depot repair and value added services - Operating dynamics - Competitive evaluation - Secondary markets and final disposal.	
	Contact Periods	9
IV	**EMERGING TRENDS:** Emerging trends in Retail, E-Commerce- FMCG and Automobile sectors- Systems and technology - For consumer goods operations, High tech logistics system - Impact and value of advanced logistics	
	Contact Periods	9
V	**MANAGING PROCESSES:** Managing processes - Step by step process - Use of third party service providers - Additional factors - Contemporary issues - Make in India and its impact on Countries GDP and Economic Growth.	
	Contact Periods	9