

**FATIMA COLLEGE (AUTONOMOUS)**



**Re-Accredited with “A++” Grade by NAAC (Cycle - IV)**  
**Mary Land, Madurai- 625 018, Tamil Nadu, India**

**NAME OF THE DEPARTMENT: MBA DEPARTMENT**

**NAME OF THE PROGRAMME : MBA**

**PROGRAMME CODE : MBA**

**ACADEMIC YEAR : 2023-2024**

## **VISION OF THE DEPARTMENT**

Empowering Women to become Academic, Corporate, Entrepreneurial and Social Leaders.

## **MISSION OF THE DEPARTMENT**

- ❖ To empower Women with Quality and value based Global Standard Curriculum.
- ❖ To equip the students with immense Knowledge, Professional skills and expertise to bridge the gap between the Academic and Corporate.
- ❖ To inculcate entrepreneurial skills in the minds of the students to become successful Entrepreneurs.
- ❖ To educate the students to be socially responsible future leaders.

## **PROGRAMME EDUCATIONAL OBJECTIVES (PEO)**

A graduate of MBA Programme after five years will be

PEO 1	Our graduates will be academic, digital and information literates, creative, inquisitive, innovative and committed researchers who would be desirous for the “more” in all aspects
PEO 2	They will be efficient individual and team performers who would deliver excellent professional service exhibiting progress, flexibility, transparency, accountability and in taking up initiatives in their professional work
PEO 3	The graduates will be effective managers of all sorts of real – life and professional circumstances, making ethical decisions, pursuing excellence within the time framework and demonstrating apt leadership skills
PEO 4	They will engage locally and globally evincing social and environmental stewardship demonstrating civic responsibilities and employing right skills at the right

	moment.
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## GRADUATE ATTRIBUTES (GA)

Fatima College empowers her women graduates holistically. A Fatimite achieves all-round empowerment by acquiring Social, Professional and Ethical competencies. A graduate would sustain and nurture the following attributes:

<b>I. SOCIAL COMPETENCE</b>	
<b>GA 1</b>	Deep disciplinary expertise with a wide range of academic and digital literacy
<b>GA 2</b>	Hone creativity, passion for innovation and aspire excellence
<b>GA 3</b>	Enthusiasm towards emancipation and empowerment of humanity
<b>GA 4</b>	Potentials of being independent
<b>GA 5</b>	Intellectual competence and inquisitiveness with problem solving abilities befitting the field of research
<b>GA 6</b>	Effectiveness in different forms of communications to be employed in personal and professional environments through varied platforms
<b>GA 7</b>	Communicative competence with civic, professional and cyber dignity and decorum
<b>GA 8</b>	Integrity respecting the diversity and pluralism in societies, cultures and religions
<b>GA 9</b>	All – inclusive skill sets to interpret, analyse and solve

	social and environmental issues in diverse environments
<b>GA 10</b>	Self awareness that would enable them to recognise their uniqueness through continuous self-assessment in order to face and make changes building on their strengths and improving their weaknesses
<b>GA 11</b>	Finesse to co-operate exhibiting team-spirit while working in groups to achieve goals
<b>GA 12</b>	Dexterity in self-management to control their selves in attaining the kind of life that they dream for
<b>GA 13</b>	Resilience to rise up instantly from their intimidating setbacks
<b>GA 14</b>	Virtuosity to use their personal and intellectual autonomy in being life-long learners
<b>GA 15</b>	Digital learning and research attributes
<b>GA 16</b>	Cyber security competence reflecting compassion, care and concern towards the marginalised
<b>GA 17</b>	Rectitude to use digital technology reflecting civic and social responsibilities in local, national and global scenario
<b>II. PROFESSIONAL COMPETENCE</b>	
<b>GA 18</b>	Optimism, flexibility and diligence that would make them professionally competent
<b>GA 19</b>	Prowess to be successful entrepreneurs and become employees of trans-national societies
<b>GA 20</b>	Excellence in Local and Global Job Markets
<b>GA 21</b>	Effectiveness in Time Management
<b>GA 22</b>	Efficiency in taking up Initiatives
<b>GA 23</b>	Eagerness to deliver excellent service



<b>GA 24</b>	Managerial Skills to Identify, Commend and tap Potentials
<b>III. ETHICAL COMPETENCE</b>	
<b>GA 25</b>	Integrity and be disciplined in bringing stability leading a systematic life promoting good human behaviour to build better society
<b>GA 26</b>	Honesty in words and deeds
<b>GA 27</b>	Transparency revealing one's own character as well as self-esteem to lead a genuine and authentic life
<b>GA 28</b>	Social and Environmental Stewardship
<b>GA 29</b>	Readiness to make ethical decisions consistently from the galore of conflicting choices paying heed to their conscience
<b>GA 30</b>	Right life skills at the right moment

### **PROGRAMME OUTCOMES (PO)**

On completion (after two years) of MBA Programme, the students are able to

<b>PO 1</b>	Assess and synchronise the information on business environment and enhance the skills for grabbing the business opportunities
<b>PO 2</b>	Demonstrate the awareness on the current scenario of business and enrich the ability to connect their impacts on Global business trends
<b>PO 3</b>	Develop the creative and innovative techniques in management of Men, Materials, Money and Man power in an organisation along with cross cultural and diversified commonalities

<b>PO 4</b>	Summarize the theories and thoughts of leadership, communication, strategic decision making and motivation to make a platform in formulation of crisis management skills
<b>PO 5</b>	Synthesize and articulate the team development and group decision making skills along with employee empowerment through strong industrial relations

### **PROGRAMME SPECIFIC OUTCOMES (PSO)**

On completion (after two years) of MBA Programme, the students are able to

<b>PSO 1</b>	Impart the students with practical knowledge about all the concepts with the objective of developing them as managers of business entities
<b>PSO 2</b>	Assist the students in developing their knowledge to acquire sound decision making skills, leadership traits, crisis management capability and resources utilisation optimality
<b>PSO 3</b>	Provide a strong foundation for analytical thinking and application of technologies in business and in its various functional areas
<b>PSO 4</b>	Appraise the skills of the students through internship programmes, projects and in-plant training to develop their professionalism in their career
<b>PSO 5</b>	Sketch out the students with expectancy in foundation courses and functional courses in their first year and with areas of specialisation by streamlining their interest towards various aspects of business in the

	second year
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**FATIMA COLLEGE (AUTONOMOUS), MADURAI-18**

**DEPARTMENT OF MBA**

*For those who joined in June 2019 onwards*

**MAJOR CORE – 115 CREDITS**

**PROGRAMME CODE: MBA**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>HRS / WK</b>	<b>CREDIT</b>	<b>CIA Mks</b>	<b>EXE Mks</b>	<b>TOT. MKs</b>
<b>SEMESTER – I</b>						
19MBA101	Management Principles and Practice	4	4	50	50	100
19MBA102	Management Accounting	4	4	50	50	100
19MBA103	Digital Management	4	4	50	50	100
19MBA104	Managerial Economics	4	4	50	50	100
19MBA105	Organizational Behaviour	4	4	50	50	100
19MBA106	Quantitative Techniques	4	4	50	50	100
19MBA107	Executive Communication	2	2	25	25	50
19MBA108	Comprehensive Viva	-	1	-	50	50
<b>Total</b>		<b>26</b>	<b>27</b>	<b>700</b>		

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>HRS / WK</b>	<b>CREDIT</b>	<b>CIA Mks</b>	<b>EXE Mks</b>	<b>TOT. MKs</b>
<b>SEMESTER – II</b>						
19MBA201	Production & Operations Management	4	4	50	50	100
19MBA202	Human Resource Management	4	4	50	50	100
19MBA203	Marketing Management	4	4	50	50	100
19MBA204	Financial Management	4	4	50	50	100
19MBA205	Management Information System	4	4	50	50	100
19MBA206	Business Research	4	4	50	50	100
19MBA207	Managerial Skills	2	2	25	25	50
19MBA208	Comprehensive Viva		1	-	50	50
<b>Total</b>		<b>26</b>	<b>27</b>	<b>700</b>		

COURSE CODE	COURSE TITLE	HRS / WK	CREDIT	CIA Mks	ESE Mks	TOT. MKs
<b>SEMESTER – III</b>						
19MBA301	Strategic Management	4	4	50	50	100
19MBA302	Entrepreneurship	4	4	50	50	100
<b>Electives (any Three of the following functional area courses) 3*5 =15</b>						
<b>Marketing Area:</b>						
19MBA303A	Marketing Research	5	5	50	50	100
19MBA303B	Advertising Management	5	5	50	50	100
19MBA303C	Sales and Distribution Management	5	5	50	50	100
19MBA303D	Customer Relationship Management	5	5	50	50	100
19MBA303E	Brand Management	5	5	50	50	100
19MBA303F	Digital Marketing	5	5	50	50	100
<b>System Area:</b>						
19MBA304A	E-Commerce	5	5	50	50	100
19MBA304B	Introduction to GUI & Visual Basic	5	5	50	50	100
19MBA304C	Enterprise Resource Planning	5	5	50	50	100
19MBA304D	Knowledge Management	5	5	50	50	100
<b>Finance Area:</b>						
19MBA305A	Project Financing	5	5	50	50	100
19MBA305B	Strategic Financial Management	5	5	50	50	100
19MBA305C	Fundamentals of	5	5	50	50	100

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>HRS / WK</b>	<b>CREDIT</b>	<b>CIA Mks</b>	<b>ESE Mks</b>	<b>TOT. MKs</b>
	Insurance Management					
19MBA305D	Banking and Financial Institutions	5	5	50	50	100
19MBA305E	Derivatives & Markets	5	5	50	50	100
<b>HR Area:</b>						
19MBA306A	Total Quality in Human Resource	5	5	50	50	100
19MBA306B	Advanced Industrial Relations	5	5	50	50	100
19MBA306C	Training & Development	5	5	50	50	100
19MBA306D	Labour Legislation	5	5	50	50	100
19MBA306E	Strategic Human Resource Management	5	5	50	50	100
19MBA306F	Career Management	5	5	50	50	100
<b>Production and Operations Area:</b>						
19MBA307A	Total Quality Management	5	5	50	50	100
19MBA307B	Materials Management	5	5	50	50	100
19MBA307C	Advanced Manufacturing System	5	5	50	50	100
<b>Hospital Management:</b>						
19MBA308A	Hospital Administration	5	5	50	50	100
19MBA308B	Health Insurance	5	5	50	50	100
19MBA308C	Hospital Accounting and Finance	5	5	50	50	100
<b>International Business Management:</b>						
19MBA309A	International Financial Management	5	5	50	50	100

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>HRS / WK</b>	<b>CREDIT</b>	<b>CIA Mks</b>	<b>ESE Mks</b>	<b>TOT. MKs</b>
19MBA309B	Logistics and Supply Chain Management	5	5	50	50	100
19MBA309C	Import Procedures and Documentation	5	5	50	50	100
19MBA310	Live Project	3	4	50	50	100
19MBA311	Business Ethics	2	2	25	25	50
19MBA312	Summer Training / Project	-	4	50	50	100
19MBA313	Comprehensive Viva	-	1	-	50	50
<b>Total</b>		<b>28</b>	<b>34</b>	<b>800</b>		



<b>SEMESTER – IV</b>						
19MBA401	International Business Management	4	4	50	50	100
<b>Electives (any Two of the following functional area courses) 2*5 =10</b>						
<b>Marketing Area:</b>						
19MBA402A	Rural Marketing	5	5	50	50	100
19MBA402B	Services Marketing	5	5	50	50	100
19MBA402C	Consumer Behaviour	5	5	50	50	100
19MBA402D	Retail Management	5	5	50	50	100
<b>System Area:</b>						
19MBA403A	Relational Database Management System & Oracle	5	5	50	50	100
19MBA403B	Internet & Java Programming	5	5	50	50	100
19MBA403C	Computer Networks	5	5	50	50	100
<b>Finance Area:</b>						
19MBA404A	Security Analysis and Portfolio Management	5	5	50	50	100
19MBA404B	Management of Financial Services	5	5	50	50	100
19MBA404C	Mergers & Acquisitions	5	5	50	50	100
23MBA404D	Behavioural Finance	5	5	50	50	100
<b>HR Area:</b>						
19MBA405A	Industrial Psychology & Counselling	5	5	50	50	100
19MBA405B	Human Resource Accounting and Audit	5	5	50	50	100

19MBA405C	Management Consultancy	5	5	50	50	100
19MBA405D	Disaster Management	5	5	50	50	100
19MBA405E	Human Resource Information System	5	5	50	50	100
<b>Production and Operations Area:</b>						
19MBA406A	Value Engineering & Waste Control	5	5	50	50	100
19MBA406B	Production Planning & Control	5	5	50	50	100
19MBA406C	Project Management	5	5	50	50	100
<b>Hospital Management:</b>						
19MBA407A	Hospital Services Management	5	5	50	50	100
19MBA407B	Quality Management in Hospital	5	5	50	50	100
19MBA407C	Marketing of Hospital Services	5	5	50	50	100
<b>International Business Management:</b>						
19MBA408A	International Marketing	5	5	50	50	100
19MBA408B	Export Finance & Documentation	5	5	50	50	100
19MBA408C	International Human Resource Management	5	5	50	50	100
19MBA409	Dissertation	5	5	50	50	100
19MBA410	Managerial Environment	2	2	25	25	50
19MBA411	Project Report & Viva Voce	-	5	100	100	200
19MBA412	Comprehensive Viva	-	1	-	50	50
<b>Total</b>		<b>21</b>	<b>27</b>	<b>700</b>		

S.NO	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
1	21MBAVA01	Interpersonal Skills	Purely Skill – Embedded Certificate Course	2	1
2	21MBA2SL	Career Management	Interdisciplinary	5	5
3	21MBA4SL	Human Resource Information System	Interdisciplinary	5	5

- **Summer Internship:**

- Duration-1 month (2<sup>nd</sup> Week of May to 2<sup>nd</sup> week of June-before college reopens)

- **Project:**

- Off class
- Evaluation components-Report writing + Viva Voce (Internal marks-100) + External marks 100



# FATIMA COLLEGE (AUTONOMOUS), MADURAI - 625018

## MINUTES OF THE BOARD OF STUDIES

NAME OF THE DEPARTMENT : DEPARTMENT OF MBA

TO BE IMPLEMENTED FROM : ACADEMIC YEAR FROM  
2023 - 2024 ONWARDS

VENUE : MBA DEPARTMENT

CONVENED ON : APRIL 03, 2023 CONVENED AT : 10:00 a.m.

### MEMBERS PRESENT :

1.	Dr. Sr. G. Celine Sahaya Mary Principal Fatima College (Autonomous)	Principal
2.	Dr. S. Raju Director Department of MBA Fatima College (Autonomous)	Director
3.	Dr. P. Shyamala Associate Professor, HOD, Department of MBA Fatima College (Autonomous)	Head of the Department
4.	Dr. D. Deepa Assistant Professor Department of Management Studies Madurai Kamaraj University Madurai - 625021	University Nominee



5. Dr. Silae Sasgunam Head Department of Management Studies Anna University Regional Campus Tirunelveli - 627007	Subject Expert
6. Dr. S. Hannah Sharon Assistant Professor Department of Management Studies Mother Teresa Women's University Kodaikanal - 624101	Subject Expert
7. Mrs. V. Kalavathy Manager Individual Accountability Operations Standard Chartered - Global Business Solutions Pvt. Ltd., Chennai	Industrialist
8. Dr. G. Kalpana Assistant Professor Department of B.Com (Marketing Management) Guasu Narain College (Autonomous) Chennai	Alumna
9. Dr. K. Sangeetha Dean of Academic Affairs	Dean of Academic Affairs



10.	Dr. N. Asha Assistant Professor	Staff member
11.	Dr. L. Meena Assistant Professor	Staff member
12.	Dr. M. Nagavenitha Assistant Professor	Staff member
13.	Dr. B. Jayanthi Assistant Professor	Staff member
14.	Dr. R. Suganya Assistant Professor	Staff member

### MINUTES OF THE BOARD OF STUDIES:

#### 1. PRESENTATION OF THE ACTION TAKEN REPORT:

#### ACTION TAKEN REPORT FOR 2022 - 2023

S.No.	COMMON SUGGESTIONS OFFERED IN THE PREVIOUS BOARD	ACTION TAKEN FOR THE ACADEMIC YEAR 2022-23
1.	19MBA102 - Management Accounting: Concepts of Predictive Accounting and Behavioural Cost Management were included in Unit-II	The syllabus was updated accordingly.
2.	19MBA104 - Managerial Economics: In Unit-II, Applications of Price Elasticity and Income Elasticity in Business were added.	The syllabus was updated accordingly.







## REVISED COURSES

S. No.	COURSE CODE	COURSE TITLE	NO. & TITLE OF UNITS REVISED WITH THE REVISED CONTENT SPECIFIED IF IT IS NOT THE WHOLE UNIT	% REVISED FOR REVISION	NEED FOR REVISION	RELEVANCE TO	SCOPE FOR
1.	19MBA102	Management Accounting	Unit II - Fundamentals of Cost Accounting: Concepts of Predictive Accounting and Behavioural Cost Management	5%	Corporate requirement	✓	✓
2.	19MBA104	Managerial Economics	Unit II - Demand Analysis & Cost Analysis: Applications of Price Elasticity and Income Elasticity in Business.	5%	Corporate requirement	✓	✓
3.	19MBA105	Organisational Behaviour	Unit V : Conflict Management: Organisational Dynamics	5%	Corporate requirement	✓	✓



S. No.	COURSE CODE	COURSE TITLE	COURSE NO. & TITLE OF UNITS REVISED WITH THE REVISED CONTENT SPECIFIED IF IT IS NOT THE WHOLE UNIT	% OF REVISION	NEED FOR REVISION	RELEVANCE TO L R N G	SCOPE FOR EMP ENTRE SD
4.	19MBA201	Production Unit I - Introduction to Custom & Flexible Operations) Manufacturing Management System		5%	Corporate require-ment	✓	✓
5.	19MBA204	Financial Unit IV - Dividend Management Decisions: The Concept of Strategic Financial Management, its meanings, objectives and features.		5%	Corporate require-ment	✓	✓

2. UPDATION OF OPEN EDUCATIONAL RESOURCES IN THE LIST OF REFERENCES OF EACH COURSE (IF NEEDED)

S.No	COURSE CODE	COURSE TITLE	DETAILS OF UPDATION
1.	19MBA302	Entrepreneurship	<a href="https://www.managementstudyguide.com/social-entrepreneurship.htm">https://www.managementstudyguide.com/social-entrepreneurship.htm</a> <a href="https://byjus.com/jee-iaa-prep/self-help-group/">https://byjus.com/jee-iaa-prep/self-help-group/</a>



S.No	COURSE CODE	COURSE TITLE	DETAILS OF UPDATION
2.	19MBA304C	Enterprise Resource Planning	<a href="https://www.artsyltech.com/blog/benefits-of-cloud-erp">https://www.artsyltech.com/blog/benefits-of-cloud-erp</a> <a href="https://www3.technologyevaluation.com/research/article/how-ai-is-transforming-erp.html">https://www3.technologyevaluation.com/research/article/how-ai-is-transforming-erp.html</a>
3.	19MBA307A	Total Quality Management	<a href="https://fourweekmba.com/total-quality-management/">https://fourweekmba.com/total-quality-management/</a> <a href="https://businessjagons.com/quality-circle.html">https://businessjagons.com/quality-circle.html</a>
4.	19MBA308A	Hospital Administration	<a href="https://www.hxcentral.com/health-care-solutions/infection-control-management/">https://www.hxcentral.com/health-care-solutions/infection-control-management/</a> <a href="https://www.techtarget.com/searchhealthit/definition/Health-IT-Information-technology">https://www.techtarget.com/searchhealthit/definition/Health-IT-Information-technology</a>
5.	19MBA405D	Disaster Management	<a href="https://online.hbs.edu/blog/post/climate-change-affecting-businesses">https://online.hbs.edu/blog/post/climate-change-affecting-businesses</a>
6.	19MBA408A	International Marketing	<a href="https://www.emerald.com/insight/content/doi/10.1108/eb008329/full/html?skiptracking=true">https://www.emerald.com/insight/content/doi/10.1108/eb008329/full/html?skiptracking=true</a>



### 3. REVISION OF COURSES:

S. No.	COURSE CODE	COURSE TITLE	NO. & TITLE OF UNITS REVISED WITH THE REVISED CONTENT SPECIFIED IF IT IS NOT THE WHOLE UNIT	% OF REVISION	NEED FOR REVISION	RELEVANCE TO L R N G EMP	SCOPE FOR ENTRE-SD
1.	[REDACTED]	[REDACTED]	Unit I: Entrepreneur and Entrepreneurship: Social Entrepreneurship Unit II: Women Entrepreneurship: Neighbourhood groups and Microfinance	10%. Corporate require-ment	✓	✓	✓
2.	[REDACTED]	[REDACTED]	Unit V: ERP Implementation: Cloud ERP, Cloud ERP Vs. Traditional ERP, Advantages, Artificial Intelligence	10%. Corporate require-ment	✓	✓	✓
3.	[REDACTED]	[REDACTED]	Unit I: Introduction to TQM: TQM Framework, Quality Circle	10%. Corporate require-ment	✓	✓	✓
4.	[REDACTED]	[REDACTED]	Unit V: Current Issues in Healthcare: Infection Control Management, Health Information Technology	10%. Corporate require-ment	✓	✓	✓



S. No.	COURSE CODE	COURSE TITLE	NO. & TITLE OF UNITS REVISED WITH THE REVISION	%	NEED FOR REVISION	RELEVANCE TO					SCOPE FOR		
						L	R	N	G	EMP	ENTRE	SD	
			CONTENT SPECIFIED IF IT IS NOT THE WHOLE UNIT										
5.			Unit I: Overview of Natural Disaster Management: Global climate change and Impact on business environment	10%	Corporate require-ment					✓	✓	✓	
6.			Unit I: Introduction: Evolution of International Marketing, challenges of International Marketing	10%	Corporate require-ment					✓	✓	✓	

#### A. NEW COURSES INTRODUCED:

##### NEW COURSES INTRODUCED

S. No.	COURSE CODE	COURSE TITLE	RELEVANCE TO				SCOPE FOR			NEED FOR INTRODUCTION
			L	R	N	G	EMP	ENTRE	SD	
1.	23MBA404	Behavioural Finance				✓	✓			Corporate requirement



5. Introduction of Purely Skill-Embedded Certificate / Diploma / Advanced Diploma Value-Added course other than the value-Added course that is already being offered.

S. No.	COURSE CODE	COURSE TITLE	MOU WITH INDUSTRY / ORGANISATION	SKILLS SHARPENED	COURSE OUTCOME
NIL	NIL	NIL	NIL	NIL	NIL

6. Approval of Ph.D Course Work Syllabus:

NIL

7. Rubrics for Internship / Project (If changes needed)

S.No.	C1 20 MKS	C2 20 MKS	CIA TOTAL 50 MKS	EXTERNAL 50 MKS
NIL	NIL	NIL	NIL	NIL

#### DETAILS OF PROPOSED / SIGNED MOUs:

An MoU was signed by Fatima College (Autonomous) with NSE Academy Limited, Chennai, (a wholly owned subsidiary of National Stock Exchange of India) on 28<sup>th</sup> September 2022, for a period of 3 years, for the purpose of conducting 'Certificate Course on Business Analytics' for MBA students in offline mode.



## OTHER SUGGESTIONS

1. The title of the concept introduced in Unit - IV under the course 'Hospital Administration' is, 'Health Information Technology' needs to be changed as 'Health Information System'.
2. Latest security techniques have to be emphasized while teaching the course 'Enterprise Resource Planning'.
3. In 'Entrepreneurship' course, Government schemes, MSME schemes for Women Entrepreneurs can be added. Start-ups & Small-scale venture models to be conducted to facilitate women entrepreneurship.
4. An overview of 'Disaster Management Act, 2005' can be added in the course 'Disaster Management'.
5. Student executives are to be motivated to take up live Projects on 'Total Quality Management'.

## COMMENDATIONS

1. The course 'Entrepreneurship' was appreciated by the Board as an useful course to the students and help them to start their own business with Zero Cost investment.
2. The Department Syllabus is excellent and updated to help the students in current scenario.
3. Under the New course 'Behavioural Finance', the content 'Emotional Mechanisms' included in Unit - IV is highly commendable.

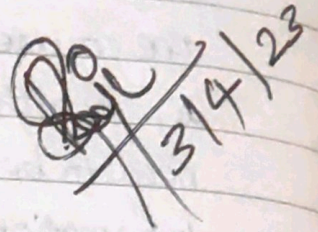


Name

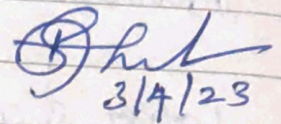
Signature

1. Dr. Sr. G. Celine Sahaya Mary

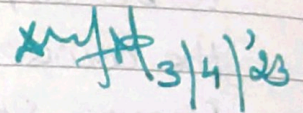
2. Dr. S. Raju

 3/4/23

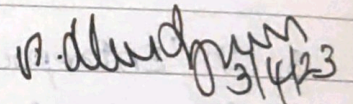
3. Dr. P. Shyamala

 3/4/23

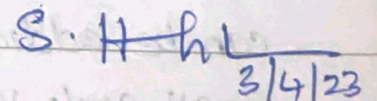
4. Dr. D. Deepa

 3/4/23

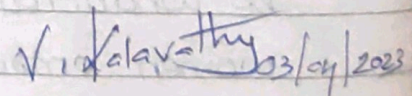
5. Dr. Silas Sargunam

 3/4/23

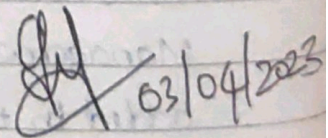
6. Dr. S. Hannah Sharon

 3/4/23

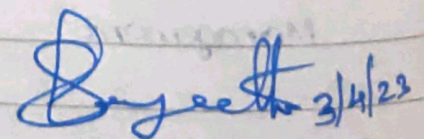
7. Mrs. V. Kalavathy

 03/04/2023

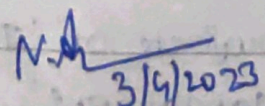
8. Dr. G. Kalpana

 03/04/2023

9. Dr. K. Sangeetha

 3/4/23

10. Dr. N. Asha

 3/4/2023



11. Dr. L. Meena

Meena  
3.4.2023

12. Dr. M. Nagavenitha

M. Nagavenitha  
3/4/2023

13. Dr. B. Jayanthi

B Jayanthi  
3/4/23

14. Dr. R. Suganya

R Suganya  
3/4/23



**II MBA**  
**SEMESTER –III**  
*For those who joined in 2019 onwards*  
**OLD SYLLABUS**

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA302	Entrepreneurship	Major Core	4	4

**COURSE DESCRIPTION**

The course explores the basic concepts of entrepreneurship. It provides an idea about the idea generation and the various Appraisals.

**COURSE OBJECTIVES**

This course is aimed at inculcating entrepreneurial skills and motivates the students to start their own Ventures.

**UNITS**

**UNIT –I ENTREPRENEUR & ENTREPRENEURSHIP (12 HRS.)**

Definition & concept – characteristics of an entrepreneur – types of entrepreneurs Entrepreneurial traits – role of an entrepreneur in economic development – intrapreneur – definition and concept.

**UNIT –II ENTREPRENEURIAL DEVELOPMENT PROGRAMME (12 HRS.)**

Meaning – Need and objective of EDP- Phases of EDP- Course content and curriculum of EDPs – Problems faced by EDPs- EDP Institutions in guiding entrepreneurs.

**UNIT –III WOMEN ENTREPRENEURSHIP (12 HRS.)**

Characteristics – profile – problems of women entrepreneurs –institutional support for promoting women entrepreneurship - Case studies about Self Help Group.

#### **UNIT –IV BUSINESS OPPORTUNITY IDENTIFICATION (12 HRS.)**

Sources of BOI – features and importance of project report –Project appraisal- market appraisal – technical Appraisal – financial appraisal

#### **UNIT –V INSTITUTIONAL SUPPORT FOR SSI (12 HRS.)**

LIC – SIDC – SIDBI – SIDCO – SFC - EXIM- IDBI – IRBI – ICICI – IFCI – Commercial Banks. Incentive schemes & concession provided to small scale industries

#### **SELF STUDY:**

Preparation of a Specimen of Project Proposal

#### **TEXT BOOK :**

1. S.S.Khanka , Entrepreneurship Development, S. Chand publishing, 2006

#### **REFERENCE BOOKS :**

1. Desai, Vasant., Dynamics of Entrepreneurial Development and Management., Mumbai: Himalaya Publishing House, 2003.
2. Saravanavel, P, Entrepreneurial Development: Principles, Policies and Programmes. --2nd ed. New Delhi: Galgotia Publications Ltd, 2000.
3. Hisrich, Robert D. Entrepreneurship / Robert D Hisrich, Michael P Peters and Dean A Shepherd. --6th ed. New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2005.

#### **DIGITAL OPEN EDUCATIONAL RESOURCES:**

1. <http://www.ddegjust.ac.in/studymaterial/mba/cp-401.pdf>
2. <https://www.cmu.edu/swartz-center-for-entrepreneurship/education-and-resources/project-olympus/pdf/entrepreneurship-101.pdf>

### COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
<b>UNIT -1 ENTREPRENEUR &amp; ENTREPRENEURSHIP</b>				
1.1	Definition & concept	3	Chalk & Talk	Black Board
1.2	Characteristics of an entrepreneur	2	Chalk & Talk	LCD
1.3	Types of entrepreneurs	2	Lecture	PPT & White board
1.4	Entrepreneurial traits	2	Lecture	Smart Board
1.5	Role of an entrepreneur	2	Flipped Learning	Online/ E-Content/ Text Books /Materials
1.6	Intrapreneur – definition and concept.	1	Discussion	Google classroom
<b>UNIT -2 ENTREPRENEURIAL DEVELOPMENT PROGRAMME</b>				
2.1	Meaning – steps – EDP training programmes	2	Lecture	Green Board Charts
2.2	Need and objective Phases of EDP	2	Chalk & Talk	Green Board
2.3	Course content and curriculum of EDPs	3	PPT	LCD
2.4	Problems faced by EDPs	2	PPT	LCD
2.5	EDP Institutions in guiding entrepreneurs.	3	Flipped Learning	Online/ E-Content/

				Text Books /Materials/
<b>UNIT -3 WOMEN ENTREPRENEURSHIP</b>				
3.1	Characteristics – profile of women entrepreneurs	4	Lecture	PPT & White board
3.2	Problems of women entrepreneurs	4	Lecture	PPT & White board
3.3	Government & institutional support for promoting women entrepreneurship -Case studies about Self Help Group	4	Chalk & Talk	Black Board
<b>UNIT -4 BUSINESS OPPORTUNITY</b>				
4.1	BOI stages	2	Discussion	Black Board
4.2	Sources of BOI	2	Chalk & Talk	Black Board
4.3	salient features & importance of project report	2	Lecture	PPT & White board
4.4	Market appraisal , technical Appraisal	3	Lecture	PPT & White board
4.5	Financial appraisal	2	Flipped Learning	Online/ E-Content/ Text Books /Materials
4.6	Preparation of a Specimen of Project Proposal	1	Discussion	Black Board
<b>UNIT -5 INSTITUTIONAL SUPPORT FOR SSI</b>				
5.1	Setting up of small scale	1	Discussion	Black

	industries			Board
5.2	Role of institutions in promoting LIC – SIDC – SIDBI – SIDCO – SFC - EXIM- IDBI – IRBI – ICICI – IFCI	3	Chalk & Talk	Black Board
5.3	Commercial Banks	2	Lecture	PPT & White board
5.4	Incentives schemes	3	Lecture	PPT & White board
5.5	Concession provided to small scale industries	3	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 Mks.	10 Mks	45 Mks.	5 Mks.	50 Mks.	
<b>K1</b>	-	-	-	-	-		-	-
<b>K2</b>	-	5	5	2.5	12.5		12.5	25%
<b>K3</b>	5	-	-	5	10		10	20%
<b>K4</b>	5	5	-	2.5	12.5		12.5	25%
<b>K5</b>	-	5	5	-	10		10	20%
<b>Non Scholastic</b>	-	-	-	-	-	5	5	10 %
<b>Total</b>	<b>10</b>	<b>15</b>	<b>10</b>	<b>10</b>	<b>45</b>	<b>5</b>	<b>50</b>	<b>100 %</b>

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ All the course outcomes are to be assessed in the various CIA components.
- ✓ The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :

**K2-Understand, K3-Apply, K4-Analyse, K5-Evaluate**

## EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

### • CIA Components

				Nos			
<b>C1</b>	-	Test (CIA 1)		2*	-	10 Mks	
<b>C2</b>	-	Test (CIA 2)		1	-	15 Mks	
<b>C3</b>	-	Assignment/Open Book Test		2	-	10 Mks	
<b>C4</b>	-	Seminar		1	-	10 Mks	
<b>C5</b>	-	Attendance		1	-	5 Mks	

***\*The Average of two will be taken into account***

## COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the entrepreneurial framework and explore their personality traits	K2	PSO1
CO 2	Explain the EDP Training Programmes and institutions.	K3	PSO2
CO 3	Identify the problems of women entrepreneur and face the challenges with Governmental support.	K4	PSO3
CO 4	Analyze and formulate a business plan.	K4	PSO4
CO 5	Assess the financial institutions and a roadmap to utilize the various incentives schemes.	K5	PSO5

### Mapping of COs with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

### Mapping of COs with POs

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

**Note:** ♦ Strongly Correlated – 3  
♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

**COURSE DESIGNER:**



**1. Staff Name: Dr. B. Jayanthi**

**Forwarded By**



**(Dr. P. Shyamala)**  
**HOD'S Signature**  
**& Name**



**II MBA**  
**SEMESTER –III**  
*For those who joined in 2019 onwards*  
**REVISED SYLLABUS**

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA302	Entrepreneurship	Major Core	4	4

**COURSE DESCRIPTION**

The course explores the basic concepts of entrepreneurship. It provides an idea about the idea generation and the various Appraisals.

**COURSE OBJECTIVES**

This course is aimed at inculcating entrepreneurial skills and motivates the students to start their own Ventures.

**UNITS**

**UNIT –I ENTREPRENEUR & ENTREPRENEURSHIP (12 HRS.)**

Definition & concept – characteristics of an entrepreneur – types of entrepreneurs Entrepreneurial traits – role of an entrepreneur in economic development – Intrapreneur and Social Entrepreneur – definition and concept.

**UNIT –II ENTREPRENEURIAL DEVELOPMENT PROGRAMME (12 HRS.)**

Meaning – Need and objective of EDP- Phases of EDP- Course content and curriculum of EDPs – Problems faced by EDPs- EDP Institutions in guiding entrepreneurs.

**UNIT –III WOMEN ENTREPRENEURSHIP (12 HRS.)**

Characteristics – profile – problems of women entrepreneurs –institutional support for promoting women entrepreneurship - Self help

groups/Neighbourhood Groups and Micro finance - Case studies about Self Help Group.

#### **UNIT –IV BUSINESS OPPORTUNITY IDENTIFICATION (12 HRS.)**

Sources of BOI – features and importance of project report –Project appraisal- market appraisal – technical Appraisal – financial appraisal

#### **UNIT –V INSTITUTIONAL SUPPORT FOR SSI (12 HRS.)**

LIC – SIDC – SIDBI – SIDCO – SFC - EXIM- IDBI – IRBI – ICICI – IFCI – Commercial Banks. Incentive schemes & concession provided to small scale industries

#### **SELF STUDY:**

Preparation of a Specimen of Project Proposal

#### **TEXT BOOK :**

2. S.S.Khanka , Entrepreneurship Development, S. Chand publishing, 2006

#### **REFERENCE BOOKS :**

4. Desai, Vasant., Dynamics of Entrepreneurial Development and Management., Mumbai: Himalaya Publishing House, 2003.
5. Saravanavel, P, Entrepreneurial Development: Principles, Policies and Programmes. --2nd ed. New Delhi: Galgotia Publications Ltd, 2000.
6. Hisrich, Robert D. Entrepreneurship / Robert D Hisrich, Michael P Peters and Dean A Shepherd. --6th ed. New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2005.

#### **DIGITAL OPEN EDUCATIONAL RESOURCES:**

3. <http://www.ddegjust.ac.in/studymaterial/mba/cp-401.pdf>
4. <https://www.cmu.edu/swartz-center-for-entrepreneurship/education-and-resources/project-olympus/pdf/entrepreneurship-101.pdf>
5. <https://www.managementstudyguide.com/social-entrepreneurship.htm>
6. <https://byjus.com/free-ias-prep/self-help-group/>

### COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
<b>UNIT -1 ENTREPRENEUR &amp; ENTREPRENEURSHIP</b>				
1.1	Definition & concept	3	Chalk & Talk	Black Board
1.2	Characteristics of an entrepreneur	2	Chalk & Talk	LCD
1.3	Types of entrepreneurs	2	Lecture	PPT & White board
1.4	Entrepreneurial traits	2	Lecture	Smart Board
1.5	Role of an entrepreneur	2	Flipped Learning	Online/ E-Content/ Text Books /Materials
1.6	Intrapreneur and <b>Social Entrepreneur</b> – definition and concept.	1	Discussion	Google classroom
<b>UNIT -2 ENTREPRENEURIAL DEVELOPMENT PROGRAMME</b>				
2.1	Meaning – steps – EDP training programmes	2	Lecture	Green Board Charts
2.2	Need and objective Phases of EDP	2	Chalk & Talk	Green Board

2.3	Course content and curriculum of EDPs	3	PPT	LCD
2.4	Problems faced by EDPs	2	PPT	LCD
2.5	EDP Institutions in guiding entrepreneurs.	3	Flipped Learning	Online/ E-Content/ Text Books /Materials/
<b>UNIT -3 WOMEN ENTREPRENEURSHIP</b>				
3.1	Characteristics – profile of women entrepreneurs	4	Lecture	PPT & White board
3.2	Problems of women entrepreneurs	4	Lecture	PPT & White board
3.3	Government & institutional support for promoting women entrepreneurship -Self help groups/Neighbourhood Groups and Micro finance- Case studies about Self Help Group	4	Chalk & Talk	Black Board
<b>UNIT -4 BUSINESS OPPORTUNITY</b>				
4.1	BOI stages	2	Discussion	Black Board
4.2	Sources of BOI	2	Chalk & Talk	Black Board
4.3	salient features & importance of project report	2	Lecture	PPT & White board
4.4	Market appraisal , technical Appraisal	3	Lecture	PPT & White board
4.5	Financial appraisal	2	Flipped	Online/ E-

			Learning	Content/ Text Books /Materials
4.6	Preparation of a Specimen of Project Proposal	1	Discussion	Black Board
<b>UNIT -5                      INSTITUTIONAL SUPPORT FOR SSI</b>				
5.1	Setting up of small scale industries	1	Discussion	Black Board
5.2	Role of institutions in promoting LIC – SIDC – SIDBI – SIDCO – SFC - EXIM- IDBI – IRBI – ICICI – IFCI	3	Chalk & Talk	Black Board
5.3	Commercial Banks	2	Lecture	PPT & White board
5.4	Incentives schemes	3	Lecture	PPT & White board
5.5	Concession provided to small scale industries	3	Flipped Learning	Online/ E- Content/ Text Books /Materials/ Field Visit/

Levels	C1	C2	C3	C4	Total Scholast ic Marks	Non Scholast ic Marks C5	CIA Total	% of Assessm ent
	10 Mks	15 Mks	5+5=10 Mks.	10 Mks	45 Mks.	5 Mks.	50 Mks.	
<b>K1</b>	-	-	-	-	-		-	-
<b>K2</b>	-	5	5	2.5	12.5		12.5	25%
<b>K3</b>	5	-	-	5	10		10	20%

<b>K4</b>	<b>5</b>	<b>5</b>	<b>-</b>	<b>2.5</b>	<b>12.5</b>		<b>12.5</b>	<b>25%</b>
<b>K5</b>	<b>-</b>	<b>5</b>	<b>5</b>	<b>-</b>	<b>10</b>		<b>10</b>	<b>20%</b>
<b>Non Scholastic</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>5</b>	<b>5</b>	<b>10 %</b>
<b>Total</b>	<b>10</b>	<b>15</b>	<b>10</b>	<b>10</b>	<b>45</b>	<b>5</b>	<b>50</b>	<b>100 %</b>

<b>CIA</b>	
<b>Scholastic</b>	<b>45</b>
<b>Non Scholastic</b>	<b>5</b>
	<b>50</b>

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

**K2-Understand, K3-Apply, K4-Analyse, K5-Evaluate**

## **EVALUATION PATTERN**

<b>SCHOLASTIC</b>				<b>NON - SCHOLASTIC</b>	<b>MARKS</b>		
<b>C1</b>	<b>C2</b>	<b>C3</b>	<b>C4</b>	<b>C5</b>	<b>CIA</b>	<b>ESE</b>	<b>Total</b>
<b>10</b>	<b>15</b>	<b>10</b>	<b>10</b>	<b>5</b>	<b>50</b>	<b>50</b>	<b>100</b>

### • **CIA Components**

**Nos**

**C1** - Test (CIA 1)

2\* - 10 Mks

<b>C2</b>	- Test (CIA 2)	1	- 15 Mks
<b>C3</b>	- Assignment/Open Book Test	2	- 10 Mks
<b>C4</b>	- Seminar	1	- 10 Mks
<b>C5</b>	- Attendance	1	- 5 Mks

***\*The Average of two will be taken into account***

## **COURSE OUTCOMES**

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO 1	Outline the entrepreneurial framework and explore their personality traits	K2	PSO1
CO 2	Explain the EDP Training Programmes and institutions.	K3	PSO2
CO 3	Identify the problems of women entrepreneur and face the challenges with Governmental support.	K4	PSO3
CO 4	Analyze and formulate a business plan.	K4	PSO4
CO 5	Assess the financial institutions and a roadmap to utilize the various incentives schemes.	K5	PSO5

### Mapping of COs with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

### Mapping of COs with POs

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

**Note:** ♦ Strongly Correlated – 3  
♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

**COURSE DESIGNER:**



**1. Staff Name: Dr. B. Jayanthi**

**Forwarded By**



**(Dr. P. Shyamala)**  
**HOD'S Signature**  
**& Name**



**II MBA**  
**SEMESTER –III**

10%

*For those who joined in 2019 onwards*

**OLD SYLLABUS**

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA304C	Enterprise Resource Planning	Major Elective	5	5

**COURSE DESCRIPTION**

This practical course gives knowledge about the applications of enterprise resource planning in various functions of an organisation. This course insists on the various technologies such as SAP, e-payment, e-HRM, OLAP.

**COURSE OBJECTIVES**

To enable the students to gain in depth knowledge on recent developments in Enterprise Resource Planning and its concepts.

**UNITS**

**UNIT I: INTRODUCTION OF ERP**

**[12 HRS]**

Introduction – ERP – An overview – Enterprise – An overview Benefits of ERP – ERP and related Technologies – Business Process Reengineering - Data warehousing - Data Mining – Online analytical Processing – Supply Chain Management.

**UNIT II: ERP - A MANUFACTURING PERSPECTIVE**

**[12 HRS]**

Introduction – Master Production Schedule – Bill of material – Capacity requirement Planning – Loading / Scheduling – Engineering change Management – JIT / Repetitive manufacturing.

**UNIT III: ERP MODULES - FINANCE**

**[12 HRS]**

Introduction – Day Books (Cash / Bank / Purchase / Sales) – Ledger – Accounts receivable – Accounts Payable – Budget – Costing methods.

Production: Supplier selection and monitoring – purchase ordering system – inventory Management system – Quotation – Order processing – Distribution. Human Resources: Pay roll – Incentive schemes – ESI/PF, Career Planning.

#### **UNIT IV: ERP MARKET**

**[12 HRS]**

Introduction – SAP AG – Baan Company – People soft company – Oracle corporation – System software Associates, Inc (SSA)

#### **UNIT V: ERP IMPLEMENTATION**

**[12 HRS]**

Life cycle – Introduction – Pre-evaluation screening – package evaluation – Project Planning – Gap analysis – Reengineering Configuration – Implementation Team training – testing – Going live – End user training – Post implementation. Implementation Issues – Organizing the Implementation – Vendors, consultants and users – cultural related issues – Project monitoring – Continuous improvements system – Future Direction in ERP.

#### **SELF STUDY:**

Future Direction in ERP.

#### **TEXT BOOK :**

1. Leon, Alexis., Enterprise Resource Planning, New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2010.

#### **REFERENCE BOOKS :**

1. Garg, Vinod Kumar Venkitakirshnan, N., Enterprise Resource Planning: Concepts and Practice., New Delhi: Prentice Hall of India Pvt Ltd, 2011.
2. Murthy, C S V, Enterprise Resource Planning: Text and Case Studies., Mumbai: Himalaya Publishing House, 2008.
3. ERP Demystified, Allen, Tata mcgraw hill, newdelhi, 2011

#### **DIGITAL OPEN EDUCATIONAL RESOURCES:**

1. [http://www.fitrix.com/wp-content/uploads/Whitepaper\\_What\\_Is\\_ERP.pdf](http://www.fitrix.com/wp-content/uploads/Whitepaper_What_Is_ERP.pdf)
2. [https://www.zapmeta.co.in/ws?q=enterprise%20resource%20plan&asid=zm\\_in\\_gb\\_1\\_gc1\\_01&mt=b&nw=g&de=c&ap=&ac=1854&cid=17559](https://www.zapmeta.co.in/ws?q=enterprise%20resource%20plan&asid=zm_in_gb_1_gc1_01&mt=b&nw=g&de=c&ap=&ac=1854&cid=17559)

[87730&aid=68613435277&kid=kwd-  
296606389121&locale=en\\_IN&gclid=EAIaIQobChMIImryuiNvA7gIVSg4  
rCh0AqwjnEAMYASAAEgKpn\\_D\\_BwE](#)

### **COURSE CONTENTS & LECTURE SCHEDULE:**

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
<b>UNIT -1 INTRODUCTION OF ERP</b>				
1.1	Introduction – ERP – An overview	1	Chalk & Talk	Black Board
1.2	Enterprise – An overview	1	Chalk & Talk	LCD
1.3	Benefits of ERP	2	Lecture	PPT & White board
1.4	ERP and related Technologies – Business Process Reengineering	1	Lecture	Smart Board
1.5	Data warehousing - Data Mining	4	Lecture	Black Board
1.6	Online analytical Processing – Supply Chain Management	3	Lecture	Black Board
<b>UNIT -2 ERP - A MANUFACTURING PERSPECTIVE</b>				
2.1	Introduction – Master Production Schedule	2	Lecture	Green Board Charts
2.2	Bill of material	2	Chalk & Talk	Green Board
2.3	Capacity requirement Planning	2	Flipped	E-Content

			Learning	
2.4	Loading / Scheduling	2	Blended Learning	Online and Field visit
2.5	Engineering change Management	2	Lecture	PPT & White board
2.6	JIT	1	Lecture	Smart Board
2.7	Repetitive manufacturing	1	Lecture	Black Board
<b>UNIT -3 ERP MODULES - FINANCE</b>				
3.1	Introduction – Day Books (Cash / Bank / Purchase / Sales)	1	Lecture	Green Board Charts
3.2	Ledger – Accounts receivable – Accounts Payable	1	Chalk & Talk	Green Board
3.3	Budget – Costing methods	2	Flipped Learning	E-Content
3.4	Production: Supplier selection and monitoring	1	Blended Learning	Online/ Field visit
3.5	Purchase ordering system – inventory Management system – Quotation – Order processing	2	Lecture	PPT & White board
3.6	Distribution - Human Resources:Pay roll – Incentive schemes – ESI/PF	2	Lecture	Black board Board
3.7	Career Planning.	3	Lecture	Black Board
<b>UNIT -4 ERP MARKET</b>				

4.1	Introduction – SAP AG	3	Blended Learning	Field visit
4.2	Baan Company	3	Lecture	White board
4.3	People soft company – Oracle corporation	3	Lecture	Smart Board
4.4	System software Associates, Inc (SSA)	3	Lecture	Black Board
<b>UNIT -5 ERP IMPLEMENTATION</b>				
5.1	Life cycle – Introduction – Pre-evaluation screening – package evaluation	2	Lecture	Green Board Charts
5.2	Project Planning – Gap analysis	3	Chalk & Talk	Green Board
5.3	Reengineering Configuration – Implementation Team training – testing – Going live – End user training	2	Flipped Learning	E-Content
5.4	Post implementation. Implementation Issues – Organizing the Implementation	3	Blended Learning	Online/ Field visit
5.5	Vendors, consultants and users – cultural related issues - Project monitoring – Continuous improvements system – Future Direction in ERP	2	Lecture	PPT & White board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 Mks.	10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	-	5	5	2.5	12.5		12.5	25%
K3	5	-	-	5	10		10	20%
K4	5	5	-	2.5	12.5		12.5	25%
K5	-	5	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	10	15	10	10	45	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ All the course outcomes are to be assessed in the various CIA components.
- ✓ The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :  
**K2-Understand, K3-Apply, K4-Analyse, K5-Evaluate**

## EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

### • CIA Components

				Nos			
<b>C1</b>	-	Test (CIA 1)		2*	-	10 Mks	
<b>C2</b>	-	Test (CIA 2)		1	-	15 Mks	
<b>C3</b>	-	Assignment/Open Book Test		2	-	10 Mks	
<b>C4</b>	-	Seminar		1	-	10 Mks	
<b>C5</b>	-	Attendance		1	-	5 Mks	

***\*The Average of two will be taken into account***

## COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Frame an outline of ERP and its related technologies.	K2	PSO1
CO 2	Outline the Manufacturing module of ERP.	K2	PSO2
CO 3	Explain the finance and production module of ERP.	K3	PSO3
CO 4	Insist on the Frame work and the market of ERP along with its leading.	K4	PSO4
CO 5	Brief out the ways of ERP implementation and its Process.	K5	PSO5

### Mapping of COs with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3



## Mapping of COs with POs

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

**Note:** ♦ Strongly Correlated – 3  
♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

### COURSE DESIGNER:



1. Staff Name: Dr. N. Asha

Forwarded By



(Dr.P.Shyamala)

**HOD'S Signature  
& Name**

**II MBA**  
**SEMESTER –III**  
*For those who joined in 2019 onwards*  
**REVISED SYLLABUS**

<b>PROGRAM ME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/ WEEK</b>	<b>CREDITS</b>
<b>MBA</b>	<b>19MBA304C</b>	<b>Enterprise Resource Planning</b>	<b>Major Elective</b>	<b>5</b>	<b>5</b>

**COURSE DESCRIPTION**

This practical course gives knowledge about the applications of enterprise resource planning in various functions of an organisation. This course insists on the various technologies such as SAP, e-payment, e-HRM, OLAP.

**COURSE OBJECTIVES**

To enable the students to gain in depth knowledge on recent developments in Enterprise Resource Planning and its concepts.

**UNITS**

**UNIT I: INTRODUCTION OF ERP [12 HRS]**

Introduction – ERP – An overview – Enterprise – An overview Benefits of ERP – ERP and related Technologies – Business Process Reengineering - Data warehousing - Data Mining – Online analytical Processing – Supply Chain Management.

**UNIT II: ERP - A MANUFACTURING PERSPECTIVE [12 HRS]**

Introduction – Master Production Schedule – Bill of material – Capacity requirement Planning – Loading / Scheduling – Engineering change Management – JIT / Repetitive manufacturing.

**UNIT III: ERP MODULES - FINANCE [12 HRS]**

Introduction – Day Books (Cash / Bank / Purchase / Sales) – Ledger – Accounts receivable – Accounts Payable – Budget – Costing methods.

Production: Supplier selection and monitoring – purchase ordering system – inventory Management system – Quotation – Order processing – Distribution. Human Resources: Pay roll – Incentive schemes – ESI/PF, Career Planning.

#### **UNIT IV: ERP MARKET**

**[12 HRS]**

Introduction – SAP AG – Baan Company – People soft company – Oracle corporation – System software Associates, Inc (SSA)

#### **UNIT V: ERP IMPLEMENTATION**

**[12 HRS]**

Life cycle – Introduction – Pre-evaluation screening – package evaluation – Project Planning – Gap analysis – Reengineering Configuration – Implementation Team training – testing – Going live – End user training – Post implementation. Implementation Issues – Organizing the Implementation – Vendors, consultants and users – cultural related issues – Project monitoring – Continuous improvements system – Future Direction in ERP - Cloud ERP – Cloud ERP vs. Traditional ERP - Advantages - Artificial Intelligence in ERP.

#### **SELF STUDY:**

Future Direction in ERP

#### **TEXT BOOK :**

2. Leon, Alexis., Enterprise Resource Planning, New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2010.

#### **REFERENCE BOOKS :**

4. Garg, Vinod Kumar Venkitakirshnan, N., Enterprise Resource Planning: Concepts and Practice., New Delhi: Prentice Hall of India Pvt Ltd, 2011.
5. Murthy, C S V, Enterprise Resource Planning: Text and Case Studies., Mumbai: Himalaya Publishing House, 2008.
6. ERP Demystified, Allen, Tata mcgraw hill, newdelhi, 2011

**DIGITAL OPEN EDUCATIONAL RESOURCES:**

3. [http://www.fitrix.com/wp-content/uploads/Whitepaper\\_What\\_Is\\_ERP.pdf](http://www.fitrix.com/wp-content/uploads/Whitepaper_What_Is_ERP.pdf)
4. [https://www.zapmeta.co.in/ws?q=enterprise%20resource%20plan&asid=zm\\_in\\_gb\\_1\\_gc1\\_01&mt=b&nw=g&de=c&ap=&ac=1854&cid=1755987730&aid=68613435277&kid=kwd-296606389121&locale=en\\_IN&gclid=EAIaIQobChMImryuiNvA7gIVSg4rCh0AqwjnEAMYASAAEgKpn\\_D\\_BwE](https://www.zapmeta.co.in/ws?q=enterprise%20resource%20plan&asid=zm_in_gb_1_gc1_01&mt=b&nw=g&de=c&ap=&ac=1854&cid=1755987730&aid=68613435277&kid=kwd-296606389121&locale=en_IN&gclid=EAIaIQobChMImryuiNvA7gIVSg4rCh0AqwjnEAMYASAAEgKpn_D_BwE)
5. <https://www.tranquilbs.com/erp-trends/>
6. <https://www.artsyltech.com/blog/benefits-of-cloud-erp>
7. <https://www3.technologyevaluation.com/research/article/how-ai-is-transforming-erp.html>

**COURSE CONTENTS & LECTURE SCHEDULE:**

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
<b>UNIT -1 INTRODUCTION OF ERP</b>				
1.1	Introduction – ERP – An overview	1	Chalk & Talk	Black Board
1.2	Enterprise – An overview	1	Chalk & Talk	LCD
1.3	Benefits of ERP	2	Lecture	PPT & White board
1.4	ERP and related Technologies – Business Process Reengineering	1	Lecture	Smart Board
1.5	Data warehousing - Data Mining	4	Lecture	Black Board

1.6	Online analytical Processing – Supply Chain Management	3	Lecture	Black Board
<b>UNIT -2 ERP - A MANUFACTURING PERSPECTIVE</b>				
2.1	Introduction – Master Production Schedule	2	Lecture	Green Board Charts
2.2	Bill of material	2	Chalk & Talk	Green Board
2.3	Capacity requirement Planning	2	Flipped Learning	E-Content
2.4	Loading / Scheduling	2	Blended Learning	Online and Field visit
2.5	Engineering change Management	2	Lecture	PPT & White board
2.6	JIT	1	Lecture	Smart Board
2.7	Repetitive manufacturing	1	Lecture	Black Board
<b>UNIT -3 ERP MODULES - FINANCE</b>				
3.1	Introduction – Day Books (Cash / Bank / Purchase / Sales)	1	Lecture	Green Board Charts
3.2	Ledger – Accounts receivable – Accounts Payable	1	Chalk & Talk	Green Board
3.3	Budget – Costing methods	2	Flipped Learning	E-Content
3.4	Production: Supplier selection	1	Blended	Online/

	and monitoring		Learning	Field visit
3.5	Purchase ordering system – inventory Management system – Quotation – Order processing	2	Lecture	PPT & White board
3.6	Distribution - Human Resources:Pay roll – Incentive schemes – ESI/PF	2	Lecture	Black board Board
3.7	Career Planning.	3	Lecture	Black Board
<b>UNIT -4 ERP MARKET</b>				
4.1	Introduction – SAP AG	3	Blended Learning	Field visit
4.2	Baan Company	3	Lecture	White board
4.3	People soft company – Oracle corporation	3	Lecture	Smart Board
4.4	System software Associates, Inc (SSA)	3	Lecture	Black Board
<b>UNIT -5 ERP IMPLEMENTATION</b>				
5.1	Life cycle – Introduction – Pre- evaluation screening – package evaluation	2	Lecture	Green Board Charts
5.2	Project Planning – Gap analysis	3	Chalk & Talk	Green Board
5.3	Reengineering Configuration – Implementation Team training – testing – Going live – End user training	2	Flipped Learning	E- Content
5.4	Post implementation. Implementation Issues – Organizing the Implementation	3	Blended Learning	Online/ Field visit

5.5	Vendors, consultants and users – cultural related issues - Project monitoring – Continuous improvements system – Future Direction in ERP - Cloud ERP – Cloud ERP vs. Traditional ERP - Advantages - Artificial Intelligence in ERP.	2	Lecture	PPT & White board
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Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 Mks.	10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	-	5	5	2.5	12.5		12.5	25%
K3	5	-	-	5	10		10	20%
K4	5	5	-	2.5	12.5		12.5	25%
K5	-	5	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	10	15	10	10	45	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

✓ **All the course outcomes are to be assessed in the various CIA components.**

✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

**K2-Understand, K3-Apply, K4-Analyse, K5-Evaluate**

## EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

### • CIA Components

				Nos			
<b>C1</b>	-	Test (CIA 1)		2*	-	10 Mks	
<b>C2</b>	-	Test (CIA 2)		1	-	15 Mks	
<b>C3</b>	-	Assignment/Open Book Test		2	-	10 Mks	
<b>C4</b>	-	Seminar		1	-	10 Mks	
<b>C5</b>	-	Attendance		1	-	5 Mks	

***\*The Average of two will be taken into account***



## COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Frame an outline of ERP and its related technologies.	K2	PSO1
CO 2	Outline the Manufacturing module of ERP.	K2	PSO2
CO 3	Explain the finance and production module of ERP.	K3	PSO3
CO 4	Insist on the Frame work and the market of ERP along with its leading.	K4	PSO4
CO 5	Brief out the ways of ERP implementation and its Process.	K5	PSO5

### Mapping of COs with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

## Mapping of COs with POs

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

**Note:** ♦ Strongly Correlated – 3  
♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

### COURSE DESIGNER:



1. Staff Name: Dr. N. Asha

Forwarded By



(Dr.P.Shyamala)

**HOD'S Signature  
& Name**

**II MBA  
SEMESTER –III**

*For those who joined in 2019 onwards*

**OLD SYLLABUS**

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/W EEK</b>	<b>CREDITS</b>
<b>MBA</b>	<b>19MBA307A</b>	<b>Total Quality Management</b>	<b>Major Elective</b>	<b>5</b>	<b>5</b>

**COURSE DESCRIPTION**

This course is designed with an objective to familiarise the students with key aspects of total quality management and its application in real world scenarios.

**COURSE OBJECTIVES**

This course is enable the students understanding the application of Total Quality Management in Production.

**UNITS**

**UNIT I : INTRODUCTION TO TQM [12 HRS]**

Meaning– Concepts of TQM – Quality and Business Performance – Service Quality Vs Product Quality – Attitude and involvement of Top management – Communication – Culture – Management systems.

**UNIT II : STRATEGIC QUALITY PLANNING [12 HRS]**

Information analysis and Information Technology – Strategic quality planning – Human Resources Development and Management

**UNIT III : STATISTICAL QUALITY CONTROL [12 HRS]**

Management of Process Quality – History of Quality of Control – Product Inspection and Process control – Statistical quality control – Problem analysis – Pareto analysis – Human side of process control.

**UNIT IV : CUSTOMER SATISFACTION AND SERVICE QUALITY [12 HRS]**

Customer focus and satisfaction – quality focus – getting employee involvement  
– Measure of satisfaction – service quality – customer pretensions – profitability  
– Bench marking – essence of Bench marking - Benefits of strategic Bench  
marking process – Pitfalls in bench marking.

## **UNIT V: REENGINEERING**

**[12 HRS]**

Organizing for TQM – Systems Approach – The people Dimension – small  
groups and employment teams for TQM – measuring productivity – white collar  
Productivity – Activity analysis – Reengineering – The costs of Quality –Activity  
based Costing- ISO 9000 – Universal standards of Quality – ISO around the  
world – Benefits of ISO certification – Process of getting ISO Certification – cost  
of certification – Implementation.

### **SELF STUDY:**

Process of getting ISO Certification

### **TEXT BOOK :**

1. Beyond Total Quality Management(TMh) – Geg Bounds-Lyle Yourks,  
Meledams, G. Ranney , 2013

### **REFERENCE BOOKS :**

1. The Total Quality Imperative (TMH), A Business Week Guide, epub, 2018
2. Global Management of Qualilty Assurance System (TMH), Walter Willbon,  
T.C. Edwinchang.
1. Total Quality Management – Text, Cases & readings – Joel .E. Ross (Deep  
& Deep Publicaitons), 2009

### **DIGITAL OPEN EDUCATIONAL RESOURCES:**

1. [https://cdn.ymaws.com/www.value-eng.org/resource/collection/AA7B1D56-593E-439C-8594-A4056B35BB70/1968\\_April.pdf](https://cdn.ymaws.com/www.value-eng.org/resource/collection/AA7B1D56-593E-439C-8594-A4056B35BB70/1968_April.pdf)
2. <https://apps.dtic.mil/sti/pdfs/ADA464089.pdf>

### COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
<b>UNIT -1 INTRODUCTION TO TQM</b>				
1.1	Meaning- Concepts of TQM	2	Lecture	PPT & White board
1.2	Quality and Business Performance	2	Lecture	Smart Board
1.3	Service Quality Vs Product Quality	3	Chalk & Talk	Black Board
1.4	Altitude and involvement of Top management	3	Chalk & Talk	Black Board
1.5	Communication, Culture and Management systems	2	Discussion	Google classroom
<b>UNIT -2 STRATEGIC QUALITY PLANNING</b>				
2.1	Information analysis and Information Technology	4	Lecture	Green Board
2.2	Strategic quality planning	4	Flipped Learning	Online/ E-Content
2.3	Human Resources Development and Management	4	Discussion	Google classroom
<b>UNIT -3 STATISTICAL QUALITY CONTROL</b>				

3.1	Management of Process Quality and History of Quality of Control.	3	Lecture	Green Board Charts
3.2	Product Inspection, Process control, and Statistical quality control	3	Chalk &Talk	Green Board
3.3	Problem analysis and Pareto analysis	3	Lecture	PPT & White board
3.4	Human side of process control.	3	Lecture	Smart Board
<b>UNIT -4                      CUSTOMER SATISFACTION AND SERVICE QUALITY</b>				
4.1	Customer focus and satisfaction, quality focus and getting employee involvement.	3	Lecture	Green Board Charts
4.2	Measure of satisfaction, service quality, customer pretensions and profitability	3	Chalk & Talk	Green Board
4.3	Bench marking and essence of Bench marking	3	Lecture	PPT & White board
4.4	Benefits of strategic Bench marking process and Pitfalls in bench marking	3	Lecture	Smart Board



<b>UNIT -5 REENGINEERING</b>				
5.1	Organizing for TQM, Systems Approach and The people Dimension	2	Lecture	Green Board Charts
5.2	Small groups and employment teams for TQM, measuring productivity and white collar Productivity	2	Chalk & Talk	Green Board
5.3	Activity analysis, Reengineering, The costs of Quality and Activity based Costing	3	Chalk & Talk	Green Board
5.4	ISO 9000, Universal standards of Quality, ISO around the world and Benefits of ISO certification	2	Lecture	PPT & White board
5.5	Process of getting ISO Certification, cost of certification and Implementation	3	Lecture	Smart Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 Mks.	10 Mks	45 Mks.	5 Mks.	50 Mks.	
<b>K1</b>	-	-	-	-	-		-	-
<b>K2</b>	-	5	5	2.5	12.5		12.5	25%
<b>K3</b>	5	-	-	5	10		10	20%
<b>K4</b>	5	5	-	2.5	12.5		12.5	25%
<b>K5</b>	-	5	5	-	10		10	20%
<b>Non Scholastic</b>	-	-	-	-	-	5	5	10 %
<b>Total</b>	<b>10</b>	<b>15</b>	<b>10</b>	<b>10</b>	<b>45</b>	<b>5</b>	<b>50</b>	<b>100 %</b>

<b>CIA</b>	
<b>Scholastic</b>	<b>45</b>
<b>Non Scholastic</b>	<b>5</b>
	<b>50</b>

- ✓ All the course outcomes are to be assessed in the various CIA components.
- ✓ The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :

**K2-Understand, K3-Apply, K4-Analyse, K5-Evaluate**

## EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

**Nos**

<b>C1</b>	-	Test (CIA 1)	2*	-	10 Mks
<b>C2</b>	-	Test (CIA 2)	1	-	15 Mks
<b>C3</b>	-	Assignment/Open Book Test	2	-	10 Mks
<b>C4</b>	-	Seminar	1	-	10 Mks
<b>C5</b>	-	Attendance	1	-	5 Mks

***\*The Average of two will be taken into account***

## COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the overview of TQM and identify the different components of quality.	K2	PSO1
CO 2	Discuss the role of functional department in TQM.	K2, K3	PSO2
CO 3	Assess and manage the process quality in the organisation.	K3	PSO3
CO 4	Identify the role and importance of quality in customer satisfaction.	K4	PSO4
CO 5	Demonstrate the ISO certification procedures in the organisation	K5	PSO5

## Mapping of COs with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

## Mapping of COs with POs

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

**Note:** ♦ Strongly Correlated – 3  
♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

### COURSE DESIGNER:

*R. Suganya*

1. Staff Name: **Dr. R. Suganya**

### Forwarded By



**(Dr. P. Shyamala)**

**HOD'S Signature**

**& Name**

**II MBA**  
**SEMESTER –III**  
*For those who joined in 2019 onwards*  
**REVISED SYLLABUS**

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MBA	19MBA307A	Total Quality Management	Major Elective	5	5

**COURSE DESCRIPTION**

This course is designed with an objective to familiarise the students with key aspects of total quality management and its application in real world scenarios.

**COURSE OBJECTIVES**

This course is enable the students understanding the application of Total Quality Management in Production.

**UNITS**

**UNIT I : INTRODUCTION TO TQM**

**[12 HRS]**

Meaning– Concepts of TQM – Quality and Business Performance – TQM Framework - Service Quality Vs Product Quality – Altitude and involvement of Top management – Communication – Culture – Management systems – Quality circle

**UNIT II : STRATEGIC QUALITY PLANNING**

**[12 HRS]**

Information analysis and Information Technology – Strategic quality planning – Human Resources Development and Management

**UNIT III : STATISTICAL QUALITY CONTROL**

**[12 HRS]**

Management of Process Quality – History of Quality Control – Product Inspection and Process control – Statistical quality control – Problem analysis – Pareto analysis – Human side of process control.



#### **UNIT IV : CUSTOMER SATISFACTION AND SERVICE QUALITY [12 HRS]**

Customer focus and satisfaction – quality focus – getting employee involvement  
– Measure of satisfaction – service quality – customer pretensions – profitability  
– Bench marking – essence of Bench marking - Benefits of strategic Bench  
marking process – Pitfalls in bench marking.

#### **UNIT V: REENGINEERING**

**[12 HRS]**

Organizing for TQM – Systems Approach – The people Dimension – small  
groups and employment teams for TQM – measuring productivity – white collar  
Productivity – Activity analysis – Reengineering – The costs of Quality –Activity  
based Costing- ISO 9000 – Universal standards of Quality – ISO around the  
world – Benefits of ISO certification – Process of getting ISO Certification – cost  
of certification – Implementation.

#### **SELF STUDY:**

Process of getting ISO Certification

#### **TEXT BOOK :**

2. Beyond Total Quality Management(TMh) – Geg Bounds-Lyle Yourks,  
Meledams, G. Ranney , 2013

#### **REFERENCE BOOKS :**

3. The Total Quality Imperative (TMh), A Business Week Guide, epub, 2018
4. Global Management of Qualilty Assurance System (TMh), Walter Willbon,  
T.C. Edwinchang.
2. Total Quality Management – Text, Cases & readings – Joel .E. Ross (Deep  
& Deep Publicaitons), 2009

#### **DIGITAL OPEN EDUCATIONAL RESOURCES:**

3. [https://cdn.ymaws.com/www.value-eng.org/resource/collection/AA7B1D56-593E-439C-8594-A4056B35BB70/1968\\_April.pdf](https://cdn.ymaws.com/www.value-eng.org/resource/collection/AA7B1D56-593E-439C-8594-A4056B35BB70/1968_April.pdf)
4. <https://apps.dtic.mil/sti/pdfs/ADA464089.pdf>

5. <https://fourweekmba.com/total-quality-management/>
6. <https://businessjargons.com/quality-circle.html>

**COURSE CONTENTS & LECTURE SCHEDULE:**

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
<b>UNIT -1 INTRODUCTION TO TQM</b>				
1.1	Meaning– Concepts of TQM	2	Lecture	PPT & White board
1.2	Quality and Business Performance , TQM Framework	2	Lecture	Smart Board
1.3	Service Quality Vs Product Quality	3	Chalk & Talk	Black Board
1.4	Altitude and involvement of Top management	3	Chalk & Talk	Black Board
1.5	Communication, Culture and Management systems , Quality circle	2	Discussion	Google classroom
<b>UNIT -2 STRATEGIC QUALITY PLANNING</b>				
2.1	Information analysis and Information Technology	4	Lecture	Green Board
2.2	Strategic quality planning	4	Flipped Learning	Online/ E-Content

2.3	Human Resources Development and Management	4	Discussion	Google classroom
<b>UNIT -3 STATISTICAL QUALITY CONTROL</b>				
3.1	Management of Process Quality and History of Quality of Control.	3	Lecture	Green Board Charts
3.2	Product Inspection, Process control, and Statistical quality control	3	Chalk &Talk	Green Board
3.3	Problem analysis and Pareto analysis	3	Lecture	PPT & White board
3.4	Human side of process control.	3	Lecture	Smart Board
<b>UNIT -4 CUSTOMER SATISFACTION AND SERVICE QUALITY</b>				
4.1	Customer focus and satisfaction, quality focus and getting employee involvement.	3	Lecture	Green Board Charts
4.2	Measure of satisfaction, service quality, customer pretensions and profitability	3	Chalk & Talk	Green Board
4.3	Bench marking and essence of Bench marking	3	Lecture	PPT & White board

4.4	Benefits of strategic Bench marking process and Pitfalls in bench marking	3	Lecture	Smart Board
<b>UNIT -5 REENGINEERING</b>				
5.1	Organizing for TQM, Systems Approach and The people Dimension	2	Lecture	Green Board Charts
5.2	Small groups and employment teams for TQM, measuring productivity and white collar Productivity	2	Chalk & Talk	Green Board
5.3	Activity analysis, Reengineering, The costs of Quality and Activity based Costing	3	Chalk & Talk	Green Board
5.4	ISO 9000, Universal standards of Quality, ISO around the world and Benefits of ISO certification	2	Lecture	PPT & White board
5.5	Process of getting ISO Certification, cost of certification and Implementation	3	Lecture	Smart Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 Mks.	10 Mks	45 Mks.	5 Mks.	50 Mks.	



<b>K1</b>	-	-	-	-	-		-	-
<b>K2</b>	-	5	5	2.5	12.5		12.5	25%
<b>K3</b>	5	-	-	5	10		10	20%
<b>K4</b>	5	5	-	2.5	12.5		12.5	25%
<b>K5</b>	-	5	5	-	10		10	20%
<b>Non Scholastic</b>	-	-	-	-	-	5	5	10 %
<b>Total</b>	<b>10</b>	<b>15</b>	<b>10</b>	<b>10</b>	<b>45</b>	<b>5</b>	<b>50</b>	<b>100 %</b>

<b>CIA</b>	
<b>Scholastic</b>	<b>45</b>
<b>Non Scholastic</b>	<b>5</b>
	<b>50</b>

- ✓ All the course outcomes are to be assessed in the various CIA components.
- ✓ The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :

**K2-Understand, K3-Apply, K4-Analyse, K5-Evaluate**

## **EVALUATION PATTERN**

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

• **CIA Components**

**Nos**

<b>C1</b>	-	Test (CIA 1)	2*	-	10 Mks
<b>C2</b>	-	Test (CIA 2)	1	-	15 Mks
<b>C3</b>	-	Assignment/Open Book Test	2	-	10 Mks
<b>C4</b>	-	Seminar	1	-	10 Mks
<b>C5</b>	-	Attendance	1	-	5 Mks

*\*The Average of two will be taken into account*

**COURSE OUTCOMES**

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO 1	Outline the overview of TQM and identify the different components of quality.	K2	PSO1
CO 2	Discuss the role of functional department in TQM.	K2, K3	PSO2
CO 3	Assess and manage the process quality in the organisation.	K3	PSO3
CO 4	Identify the role and importance of quality in customer satisfaction.	K4	PSO4
CO 5	Demonstrate the ISO certification procedures in the organisation	K5	PSO5

### **Mapping of COs with PSOs**

<b>CO/PSO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
---------------	-------------	-------------	-------------	-------------	-------------

<b>CO1</b>	3	2	2	2	2
<b>CO2</b>	2	3	2	2	2
<b>CO3</b>	2	2	3	2	2
<b>CO4</b>	2	2	2	3	2
<b>CO5</b>	2	2	2	2	3

### Mapping of COs with POs

<b>CO/PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	3	3	2	2	3
<b>CO2</b>	2	3	2	2	2
<b>CO3</b>	3	2	3	3	2
<b>CO4</b>	2	3	2	3	3
<b>CO5</b>	2	2	3	2	3

**Note:** ♦ Strongly Correlated – 3

♦ Moderately Correlated – 2

♦ Weakly Correlated – 1

### COURSE DESIGNER:

*R. Suganya*

1. Staff Name: **Dr. R. Suganya**

### Forwarded By



**(Dr.P.Shyamala)**

**HOD'S Signature**

**& Name**



**II MBA**  
**SEMESTER –III**

10%

*For those who joined in 2019 onwards*

**OLD SYLLABUS**

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MBA	19MBA308 A	Hospital Administration	Major Elective	5	5

**COURSE DESCRIPTION**

This is an introductory course in Hospital Administration with emphasis to cover key activities related to hospital operation.

**COURSE OBJECTIVES**

This course is aimed at imparting the application of management in hospital.

**UNITS**

**UNIT I : SERVICES [12 HRS]**

Services, Classification of Service Organizations, Characteristics, Challenges

**UNIT II : HEALTH [12 HRS]**

History of Medicine, Healthcare Revolution, Health, Dimensions of Health, Indicators of Health, Types of Healthcare Organizations, Composition of Health Sector, Types of Care, Pyramidal Structure of Health Services, Regional Planning

**UNIT III : HOSPITAL ORGANISATION [12 HRS]**

Hospitals, Types of Hospitals and Role of Hospital in Healthcare, Complexity of Hospital Organization

**UNIT IV: HOSPITAL MANAGEMENT: LEVELS AND ROLES [12 HRS]**

Governing Board, Executive Board and Advisory Board - CEO, Medical Administration, Nursing Administration and Hospital Administration - Middle Level Managers in Hospital and their Responsibilities Structuring Hospital Organization

**UNIT V: CURRENT ISSUES IN HEALTHCARE****[12 HRS]**

Accreditation – Tele health - Health Tourism - Health Insurance and Managed Care-Hospital Wastes Management

**SELF STUDY:**

Hospital Wastes Management

**TEXT BOOK :**

1. J.E. Park and K. Park, Textbook of Preventive and Social Medicine (M/S Banarsidas Bhanot Publishers, Jabalpur)

**REFERENCE BOOKS :**

1. Syed Amin Tabish, Hospital and Health Services Administration Principles and Practice (Oxford University Press, New Delhi)
2. B.M. Sakharkar, Principles of Hospital Administration and Planning (Jaypee Brothers Medical Publishers Pvt. Ltd., New Delhi)
3. C.M. Francis and et al., Hospital Administration (Jaypee Brothers Medical Publishers Pvt. Ltd., New Delhi)

**DIGITAL OPEN EDUCATIONAL RESOURCES:**

1. <https://collections.nlm.nih.gov/ext/dw/60120540R/PDF/60120540R.pdf>
2. <https://jssustorage.blob.core.windows.net/jssuudstorage/udpdocs/MBA%20Hospital%20Administration.pdf>

## COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
<b>UNIT -1 SERVICES</b>				
1.1	Meaning of Services	3	Lecture	PPT & White board
1.2	Classification of Service Organizations	3	Lecture	Smart Board
1.3	Characteristics of service organisation	3	Chalk & Talk	Black Board
1.4	Challenges of service organisation	3	Chalk & Talk	Black Board
<b>UNIT -2 HEALTH</b>				
2.1	History of Medicine	1	Lecture	Green Board Charts
2.2	Healthcare Revolution,	1	Flipped Learning	Online/ E-Content/ Text Books
2.3	Dimensions of Health and Indicators of Health	1	Discussion	Google classroom
2.4	Types of Healthcare Organizations	3	Lecture	PPT & White board
2.5	Composition of Health Sector and types of Care	3	Lecture	Smart Board
2.6	Pyramidal Structure of Health	3	Discussion	Black

	Services and Regional Planning			Board
<b>UNIT -3 HOSPITAL ORGANISATION</b>				
3.1	Meaning and Types of Hospitals	4	Lecture	Green Board Charts
3.2	Role of Hospital in Healthcare	4	Chalk & Talk	Green Board
3.3	Complexity of Hospital Organization	4	Lecture	PPT & White board
<b>UNIT -4 HOSPITAL MANAGEMENT: LEVELS AND ROLES</b>				
4.1	Governing Board, Executive Board and Advisory Board	3	Lecture	Green Board Charts
4.2	CEO, Medical Administration	3	Chalk & Talk	Green Board
4.3	Nursing Administration and Hospital Administration	3	Lecture	PPT & White board
4.4	Middle Level Managers in Hospital and their Responsibilities Structuring Hospital Organization	3	Lecture	Smart Board
<b>UNIT -5 CURRENT ISSUES IN HEALTHCARE</b>				
5.1	Accreditation	2	Lecture	Green Board Charts
5.2	Tele health	2	Chalk &Talk	Green Board
5.3	Health Tourism	3	Chalk &	Green



			Talk	Board
5.4	Health Insurance and Managed Care	2	Lecture	PPT & White board
5.5	Hospital Wastes Management	3	Lecture	Smart Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 Mks.	10 Mks	45 Mks.	5 Mks.	50 Mks.	
<b>K1</b>	-	-	-	-	-		-	-
<b>K2</b>	-	5	5	2.5	12.5		12.5	25%
<b>K3</b>	5	-	-	5	10		10	20%
<b>K4</b>	5	5	-	2.5	12.5		12.5	25%
<b>K5</b>	-	5	5	-	10		10	20%
<b>Non Scholastic</b>	-	-	-	-	-	5	5	10 %
<b>Total</b>	<b>10</b>	<b>15</b>	<b>10</b>	<b>10</b>	<b>45</b>	<b>5</b>	<b>50</b>	<b>100 %</b>

CIA	
<b>Scholastic</b>	<b>45</b>
<b>Non Scholastic</b>	<b>5</b>
	<b>50</b>

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

**K2-Understand, K3-Apply, K4-Analyse, K5-Evaluate**

## EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

### • CIA Components

		Nos		
<b>C1</b>	- Test (CIA 1)	2*	-	10 Mks
<b>C2</b>	- Test (CIA 2)	1	-	15 Mks
<b>C3</b>	- Assignment/Open Book Test	2	-	10 Mks
<b>C4</b>	- Seminar	1	-	10 Mks
<b>C5</b>	- Attendance	1	-	5 Mks

***\*The Average of two will be taken into account***

## COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the overview of service industry and analysing characteristics and challenges	K2	PSO1
CO 2	Demonstrate the healthcare revolution assess various type of	K2, K3	PSO2

	health care organisations		
CO 3	Explain the different type of Hospitals and analysing role of Hospital in health care	K3	PSO3
CO 4	Identify the different levels and roles in hospital management	K4	PSO4
CO 5	Discuss the current issues and best practices in health care	K5	PSO5

### Mapping of COs with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

### Mapping of COs with POs

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

**Note:** ♦ Strongly Correlated – 3  
Weakly Correlated – 1

♦ Moderately Correlated – 2

♦

**COURSE DESIGNER:**

*P. Suganya*

**1. Staff Name: Dr. R. Suganya**

**Forwarded By**



**(Dr.P.Shyamala)**

**HOD'S Signature**

**& Name**

**II MBA**  
**SEMESTER –III**  
*For those who joined in 2019 onwards*  
**REVISED SYLLABUS**

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MBA	19MBA308 A	Hospital Administration	Major Elective	5	5

**COURSE DESCRIPTION**

This is an introductory course in Hospital Administration with emphasis to cover key activities related to hospital operation.

**COURSE OBJECTIVES**

This course is aimed at imparting the application of management in hospital.

**UNITS**

**UNIT I : SERVICES [12 HRS]**

Services, Classification of Service Organizations, Characteristics, Challenges

**UNIT II : HEALTH [12 HRS]**

History of Medicine, Healthcare Revolution, Health, Dimensions of Health, Indicators of Health, Types of Healthcare Organizations, Composition of Health Sector, Types of Care, Pyramidal Structure of Health Services, Regional Planning

**UNIT III : HOSPITAL ORGANISATION [12 HRS]**

Hospitals, Types of Hospitals and Role of Hospital in Healthcare, Complexity of Hospital Organization

**UNIT IV: HOSPITAL MANAGEMENT: LEVELS AND ROLES [12 HRS]**

Governing Board, Executive Board and Advisory Board - CEO, Medical Administration, Nursing Administration and Hospital Administration - Middle Level Managers in Hospital and their Responsibilities Structuring Hospital Organization



## **UNIT V: CURRENT ISSUES IN HEALTHCARE**

**[12 HRS]**

Accreditation – Tele health - Health Tourism - Health Insurance and Managed Care-Hospital Wastes Management-**Infection Control Management and Health Information Technology**

### **SELF STUDY:**

Hospital Wastes Management

### **TEXT BOOK :**

2. J.E. Park and K. Park, Textbook of Preventive and Social Medicine (M/S Banarsidas Bhanot Publishers, Jabalpur)

### **REFERENCE BOOKS :**

5. Syed Amin Tabish, Hospital and Health Services Administration Principles and Practice (Oxford University Press, New Delhi)
6. B.M. Sakharkar, Principles of Hospital Administration and Planning (Jaypee Brothers Medical Publishers Pvt. Ltd., New Delhi)
7. C.M. Francis and et al., Hospital Administration (Jaypee Brothers Medical Publishers Pvt. Ltd., New Delhi)

### **DIGITAL OPEN EDUCATIONAL RESOURCES:**

3. <https://collections.nlm.nih.gov/ext/dw/60120540R/PDF/60120540R.pdf>
4. <https://jssustorage.blob.core.windows.net/jssuudstorage/udpdocs/MBA%20Hospital%20Administration.pdf>
5. <https://www.hxcentral.com/healthcare-solutions/infection-control-management/>
6. <https://www.techtarget.com/searchhealthit/definition/Health-IT-information-technology>

## COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
<b>UNIT -1 SERVICES</b>				
1.1	Meaning of Services	3	Lecture	PPT & White board
1.2	Classification of Service Organizations	3	Lecture	Smart Board
1.3	Characteristics of service organisation	3	Chalk & Talk	Black Board
1.4	Challenges of service organisation	3	Chalk & Talk	Black Board
<b>UNIT -2 HEALTH</b>				
2.1	History of Medicine	1	Lecture	Green Board Charts
2.2	Healthcare Revolution,	1	Flipped Learning	Online/ E-Content/ Text Books
2.3	Dimensions of Health and Indicators of Health	1	Discussion	Google classroom
2.4	Types of Healthcare Organizations	3	Lecture	PPT & White board
2.5	Composition of Health Sector and types of Care	3	Lecture	Smart Board
2.6	Pyramidal Structure of Health	3	Discussion	Black

	Services and Regional Planning			Board
<b>UNIT -3 HOSPITAL ORGANISATION</b>				
3.1	Meaning and Types of Hospitals	4	Lecture	Green Board Charts
3.2	Role of Hospital in Healthcare	4	Chalk & Talk	Green Board
3.3	Complexity of Hospital Organization	4	Lecture	PPT & White board
<b>UNIT -4 HOSPITAL MANAGEMENT: LEVELS AND ROLES</b>				
4.1	Governing Board, Executive Board and Advisory Board	3	Lecture	Green Board Charts
4.2	CEO, Medical Administration	3	Chalk & Talk	Green Board
4.3	Nursing Administration and Hospital Administration	3	Lecture	PPT & White board
4.4	Middle Level Managers in Hospital and their Responsibilities Structuring Hospital Organization	3	Lecture	Smart Board
<b>UNIT -5 CURRENT ISSUES IN HEALTHCARE</b>				
5.1	Accreditation	2	Lecture	Green Board Charts
5.2	Tele health	2	Chalk &Talk	Green Board
5.3	Health Tourism	2	Chalk &	Green

			Talk	Board
5.4	Health Insurance and Managed Care	2	Lecture	PPT & White board
5.5	Hospital Wastes Management	2	Lecture	Smart Board
5.6	Infection Control Management, Health Information Technology	2	Lecture	Smart Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 Mks.	10 Mks	45 Mks.	5 Mks.	50 Mks.	
<b>K1</b>	-	-	-	-	-		-	-
<b>K2</b>	-	5	5	2.5	12.5		12.5	25%
<b>K3</b>	5	-	-	5	10		10	20%
<b>K4</b>	5	5	-	2.5	12.5		12.5	25%
<b>K5</b>	-	5	5	-	10		10	20%
<b>Non Scholastic</b>	-	-	-	-	-	5	5	10 %
<b>Total</b>	<b>10</b>	<b>15</b>	<b>10</b>	<b>10</b>	<b>45</b>	<b>5</b>	<b>50</b>	<b>100 %</b>

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ All the course outcomes are to be assessed in the various CIA components.
- ✓ The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :

**K2-Understand, K3-Apply, K4-Analyse, K5-Evaluate**

### EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

#### • CIA Components

		Nos		
<b>C1</b>	- Test (CIA 1)	2*	-	10 Mks
<b>C2</b>	- Test (CIA 2)	1	-	15 Mks
<b>C3</b>	- Assignment/Open Book Test	2	-	10 Mks
<b>C4</b>	- Seminar	1	-	10 Mks
<b>C5</b>	- Attendance	1	-	5 Mks

***\*The Average of two will be taken into account***



## COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the overview of service industry and analysing characteristics and challenges	K2	PSO1
CO 2	Demonstrate the healthcare revolution assess various type of health care organisations	K2, K3	PSO2
CO 3	Explain the different type of Hospitals and analysing role of Hospital in health care	K3	PSO3
CO 4	Identify the different levels and roles in hospital management	K4	PSO4
CO 5	Discuss the current issues and best practices in health care	K5	PSO5

### Mapping of COs with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

## Mapping of COs with POs

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

**Note:** ♦ Strongly Correlated – 3  
Weakly Correlated – 1

♦ Moderately Correlated – 2 ♦

### COURSE DESIGNER:

*P. Suganya*

1. Staff Name: Dr. R. Suganya

Forwarded By



(Dr.P.Shyamala)

HOD'S Signature

& Name

**II MBA  
SEMESTER –IV**

10%

*For those who joined in 2019 onwards*

**OLD SYLLABUS**

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA405D	Disaster Management	Major Elective	5	5

**COURSE DESCRIPTION**

This course helps the students to explore and inculcating skills to manage disaster and crisis.

**COURSE OBJECTIVES**

To course aims at inculcating skills for students to manage disaster & crisis.

**UNITS**

**UNIT- I OVERVIEW OF NATURAL DISASTER MANAGEMENT [12 HRS]**

Natural Disaster Management - Drought-Earth quake-flood-Land slide-Tsunami-case studies.

**UNIT- II SKILL DEVELOPMENT FOR DISASTER MANAGEMENT [12 HRS]**

Skill Development for Disaster management - Team building- types of team building –team behaviour-problem solving-conflict management-characteristics, positive thinking

**UNIT-III STEPS IN PROJECT RESCUE [12 HRS]**

Project Rescue - Decision making-cross functional; interdependence – constraint management.

**UNIT-IV LEADER’S ROLE IN EMOTIONAL INTELLIGENCE [12 HRS]**

Leader’s Role - Emotional-practical-logical-rational-emotional intelligence-testing EQ.

**UNIT-V ETHICS AND SOCIAL RESPONSIBILITY****[12 HRS]**

Ethics and social responsibility - Tough job-activity-high performing time-corporate social responsibility-role of government, NGO, corporates-case studies

**SELF STUDY:**

Ethics and social responsibility

**TEXT BOOKS:**

1. Sundar, I., Disaster Management / I Sundar and T Sezhiyan. ,New Delhi: Sarup & sons, 2007.
2. Singh, B K., Disaster Management. ,Delhi: Adhyayan Publishers & Distributors, 2008

**REFERENCE BOOKS :**

1. Pawar, M C., Disaster Management., Cyber Tech Publications, 2008.
2. Thakral, K K., Disaster Management: Relevent Issues and Challenges. ,New Delhi: Cyber Tech Publications, 2007.
3. Murthy, D B N., Disaster Management: Text and Case Studies. ,New Delhi: Deep & Deep Publications, 2007.

**DIGITAL OPEN EDUCATIONAL RESOURCES:**

1. <https://elaw.org/system/files/Chapter%208%20Disaster%20Management.pdf>

**COURSE CONTENTS & LECTURE SCHEDULE:**

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
<b>UNIT -1 OVERVIEW OF NATURAL DISASTER MANAGEMENT</b>				
1.1	Natural Disaster Management	3	Chalk & Talk	Black Board
1.2	Drought	2	Chalk & Talk	LCD
1.3	Earth quake	2	Lecture	PPT & White board

1.4	Flood	2	Lecture	Smart Board
1.5	Land slide	1	Lecture	Black Board
1.6	Tsunami and case studies	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/
<b>UNIT -2 SKILL DEVELOPMENT OF DISASTER MANAGEMENT</b>				
2.1	Skill Development for Disaster management	2	Lecture	Green Board Charts
2.2	Team building & its types of team building	3	Chalk & Talk	Green Board
2.3	Team behaviour & problem solving	3	PPT	LCD
2.4	Conflict management & its characteristics	2	PPT	LCD
2.5	Positive thinking	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/
<b>UNIT -3 STEPS IN PROJECT RESCUE</b>				
3.1	Project Rescue	3	Lecture	PPT & White board
3.2	Decision making-cross functional	3	Lecture	PPT & White board
3.3	Interdependence	3	Chalk & Talk	Black Board
3.4	Constraint management	3	Chalk & Talk	Black Board
<b>UNIT -4 LEADER'S ROLE IN EMOTIONAL INTELLIGENCE</b>				
4.1	Leader's Role	2	Discussion	Black Board
4.2	Emotional testing	3	Chalk & Talk	Black Board



4.3	Practical ,logical &rational testing	3	Lecture	PPT & White board
4.4	Emotional intelligence-testing	2	Lecture	PPT & White board
4.5	EQ	2	Flipped Learning	Online/ E-Content/ Text Books
<b>UNIT -5 ETHICS AND SOCIAL RESPONSIBILITY</b>				
5.1	Ethics and social responsibility	2	Discussion	Black Board
5.2	Tough job-activity & high performing time	3	Chalk & Talk	Black Board
5.3	Corporate social responsibility	2	Lecture	PPT & White board
5.4	Role of government, NGO, corporates	3	Lecture	PPT & White board
5.5	Case studies.	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 Mks.	10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	-	5	5	2.5	12.5		12.5	25%
K3	5	-	-	5	10		10	20%
K4	5	5	-	2.5	12.5		12.5	25%
K5	-	5	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	10	15	10	10	45	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ All the course outcomes are to be assessed in the various CIA components.
- ✓ The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :

**K2-Understand, K3-Apply, K4-Analyse, K5-Evaluate**

## EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

### • CIA Components

		Nos		
<b>C1</b>	- Test (CIA 1)	2*	-	10 Mks
<b>C2</b>	- Test (CIA 2)	1	-	15 Mks
<b>C3</b>	- Assignment/Open Book Test	2	-	10 Mks
<b>C4</b>	- Seminar	1	-	10 Mks
<b>C5</b>	- Attendance	1	-	5 Mks

*\*The Average of two will be taken into account*

## COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline an overview of Natural Disaster Management	K2	PSO1
CO 2	Assess the skill development for disaster Management	K2, K3	PSO2
CO 3	Discuss the steps in project rescue	K3	PSO3

CO 4	Analyze the Leader's Role in emotional intelligence	K4	PSO4
CO 5	Examine the ethics and social responsibility	K5	PSO5

### Mapping of COs with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

### Mapping of COs with POs

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

**Note:** ♦ Strongly Correlated – 3                      ♦ Moderately Correlated – 2  
 ♦ Weakly Correlated – 1

**COURSE DESIGNER:**



**1. Staff Name: Dr. B. Jayanthi**

**Forwarded By**



**(Dr.P.Shyamala)**  
**HOD'S Signature**  
**& Name**

**II MBA**  
**SEMESTER –IV**  
*For those who joined in 2019 onwards*  
**REVISED SYLLABUS**

<b>PROGRAM ME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/ WEEK</b>	<b>CREDITS</b>
<b>MBA</b>	<b>19MBA405D</b>	<b>Disaster Management</b>	<b>Major Elective</b>	<b>5</b>	<b>5</b>

**COURSE DESCRIPTION**

This course helps the students to explore and inculcating skills to manage disaster and crisis.

**COURSE OBJECTIVES**

To course aims at inculcating skills for students to manage disaster & crisis.

**UNITS**

**UNIT- I OVERVIEW OF NATURAL DISASTER MANAGEMENT [12 HRS]**

Natural Disaster Management - Drought-Earth quake-flood-Land slide-Tsunami- Global Climate change - Impact on business environment-case studies.

**UNIT- II SKILL DEVELOPMENT FOR DISASTER MANAGEMENT [12 HRS]**

Skill Development for Disaster management - Team building- types of team building –team behaviour-problem solving-conflict management-characteristics, positive thinking

**UNIT-III STEPS IN PROJECT RESCUE [12 HRS]**

Project Rescue - Decision making-cross functional; interdependence – constraint management.

**UNIT-IV LEADER’S ROLE IN EMOTIONAL INTELLIGENCE [12 HRS]**

Leader’s Role - Emotional-practical-logical-rational-emotional intelligence-testing EQ.

**UNIT-V ETHICS AND SOCIAL RESPONSIBILITY****[12 HRS]**

Ethics and social responsibility - Tough job-activity-high performing time-corporate social responsibility-role of government, NGO, corporates-case studies

**SELF STUDY:**

Ethics and social responsibility

**TEXT BOOKS:**

3. Sundar, I., Disaster Management / I Sundar and T Sezhiyan. ,New Delhi: Sarup & sons, 2007.
4. Singh, B K., Disaster Management. ,Delhi: Adhyayan Publishers & Distributors, 2008

**REFERENCE BOOKS :**

4. Pawar, M C., Disaster Management., Cyber Tech Publications, 2008.
5. Thakral, K K., Disaster Management: Relevant Issues and Challenges. ,New Delhi: Cyber Tech Publications, 2007.
6. Murthy, D B N., Disaster Management: Text and Case Studies. ,New Delhi: Deep & Deep Publications, 2007.

**DIGITAL OPEN EDUCATIONAL RESOURCES:**

2. <https://elaw.org/system/files/Chapter%208%20Disaster%20Management.pdf>
3. <https://online.hbs.edu/blog/post/climate-change-affecting-businesses>

**COURSE CONTENTS & LECTURE SCHEDULE:**

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
<b>UNIT -1 OVERVIEW OF NATURAL DISASTER MANAGEMENT</b>				
1.1	Natural Disaster Management	3	Chalk & Talk	Black Board



1.2	Drought	2	Chalk & Talk	LCD
1.3	Earth quake	2	Lecture	PPT & White board
1.4	Flood	2	Lecture	Smart Board
1.5	Land slide	1	Lecture	Black Board
1.6	Tsunami, Global Climate change - Impact on business environment - case studies	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/
<b>UNIT -2 SKILL DEVELOPMENT OF DISASTER MANAGEMENT</b>				
2.1	Skill Development for Disaster management	2	Lecture	Green Board Charts
2.2	Team building & its types of team building	3	Chalk & Talk	Green Board
2.3	Team behaviour & problem solving	3	PPT	LCD
2.4	Conflict management & its characteristics	2	PPT	LCD
2.5	Positive thinking	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/
<b>UNIT -3 STEPS IN PROJECT RESCUE</b>				
3.1	Project Rescue	3	Lecture	PPT & White board
3.2	Decision making-cross functional	3	Lecture	PPT & White board
3.3	Interdependence	3	Chalk & Talk	Black Board
3.4	Constraint management	3	Chalk & Talk	Black Board
<b>UNIT -4 LEADER'S ROLE IN EMOTIONAL INTELLIGENCE</b>				

4.1	Leader's Role	2	Discussion	Black Board
4.2	Emotional testing	3	Chalk & Talk	Black Board
4.3	Practical ,logical &rational testing	3	Lecture	PPT & White board
4.4	Emotional intelligence-testing	2	Lecture	PPT & White board
4.5	EQ	2	Flipped Learning	Online/ E-Content/ Text Books
<b>UNIT -5 ETHICS AND SOCIAL RESPONSIBILITY</b>				
5.1	Ethics and social responsibility	2	Discussion	Black Board
5.2	Tough job-activity & high performing time	3	Chalk & Talk	Black Board
5.3	Corporate social responsibility	2	Lecture	PPT & White board
5.4	Role of government, NGO, corporates	3	Lecture	PPT & White board
5.5	Case studies.	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 Mks.	10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	-	5	5	2.5	12.5		12.5	25%
K3	5	-	-	5	10		10	20%
K4	5	5	-	2.5	12.5		12.5	25%
K5	-	5	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	10	15	10	10	45	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ All the course outcomes are to be assessed in the various CIA components.
- ✓ The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :  
**K2-Understand, K3-Apply, K4-Analyse, K5-Evaluate**

## EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

### • CIA Components

		Nos		
<b>C1</b>	- Test (CIA 1)	2*	-	10 Mks
<b>C2</b>	- Test (CIA 2)	1	-	15 Mks
<b>C3</b>	- Assignment/Open Book Test	2	-	10 Mks
<b>C4</b>	- Seminar	1	-	10 Mks
<b>C5</b>	- Attendance	1	-	5 Mks

*\*The Average of two will be taken into account*

## COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline an overview of Natural Disaster Management	K2	PSO1
CO 2	Assess the skill development for disaster Management	K2, K3	PSO2

CO 3	Discuss the steps in project rescue	K3	PSO3
CO 4	Analyze the Leader's Role in emotional intelligence	K4	PSO4
CO 5	Examine the ethics and social responsibility	K5	PSO5

### Mapping of COs with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

### Mapping of COs with POs

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

**Note:** ♦ Strongly Correlated – 3                      ♦ Moderately Correlated – 2  
 ♦ Weakly Correlated – 1

**COURSE DESIGNER:**



**1. Staff Name: Dr. B. Jayanthi**

**Forwarded By**



**(Dr.P.Shyamala)**

**HOD'S Signature**

**& Name**

**II MBA  
SEMESTER –IV**

**10%**

*For those who joined in 2019 onwards*

**OLD SYLLABUS**

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA408A	International Marketing	Major Elective	5	5

**COURSE DESCRIPTION**

The course seeks to improve the knowledge of learners on the international context of marketing orientation. It also inculcates the expertise in the managers to formulate marketing decisions in the international context.

**COURSE OBJECTIVES**

This course intends to enhance the marketing skills in international context.

**UNITS**

**UNIT I : INTRODUCTION**

**[12 HRS]**

Scope and significance of International marketing – India's Foreign Trade – Trends in foreign trade – Government policies – Infrastructure for export promotion – Export documentation and procedures – Appraisal on international markets – Planning Entry – Entry decisions – Marketing research and information system – Market targeting – Deciding type of entry – Organizing marketing department.

**UNIT II : PRODUCT STRATEGY**

**[12 HRS]**

Meaning - Standard Vs Differentiated products – Product line alternatives – Product line adaptation – Product diffusion – Branding and packaging Decisions.

**UNIT III : PRICING STRATEGY**

**[12 HRS]**

Meaning – Pricing objectives – Cost factors – Price Escalation – Market pricing – Administered pricing.



**UNIT IV : DISTRIBUTION STRATEGY****[12 HRS]**

Meaning – Channels of distribution – Factors in channel selection – Physical distribution decisions.

**UNIT V: PROMOTION STRATEGY****[12 HRS]**

Meaning – International Advertising media decisions – Agency arrangements – Personal selling and other promotional tools – Co-ordination and control – Types of control – Optimizing and International marketing strategy.

**SELF STUDY:**

Channels of distribution.

**TEXT BOOK:**

1. Keegan, Warren J., Global Marketing Management, 7th ed., New Delhi: Prentice Hall of India, 2007.

**REFERENCE BOOKS :**

1. Cateora, Philip R., Gilly, Mary C., & Graham, John L., International Marketing, 15<sup>th</sup> ed., New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2017.
2. Saxena, Rajan., Marketing Management, --4<sup>th</sup> ed., New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2009.
3. Balagopal, T A S, Export Marketing, Mumbai: Himalaya publishing House, 2014
4. Cherunilam, Francis, International Business Environment, --7<sup>th</sup> revised ed., Mumbai: Himalaya Publishing House, 2015.

**DIGITAL OPEN EDUCATIONAL RESOURCES:**

1. [https://artnet.unescap.org/tid/artnet/mtg/competitiveness\\_s7.pdf](https://artnet.unescap.org/tid/artnet/mtg/competitiveness_s7.pdf)
2. <https://ebs.online.hw.ac.uk/EBS/media/EBS/PDFs/International-Marketing-Course-Taster.pdf>

## COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
<b>UNIT -1 INTRODUCTION</b>				
1.1	Scope and significance of International marketing – India's Foreign Trade – Trends in foreign trade – Government policies	4	Lecture	LCD
1.2	Infrastructure for export promotion – Export documentation and procedures - Appraisal on international markets – Planning Entry – Entry decisions	4	Blended learning	Online learning
1.3	Marketing research and information system – Market targeting – Deciding type of entry - Organizing marketing department	4	Group Discussion	Materials
<b>UNIT -2 PRODUCT STRATEGY</b>				
2.1	Meaning - Standard Vs Differentiated products – Product line alternatives	3	Lecture	White Board
2.2	Product line adaptation – Product diffusion	4	Problem-based learning	White Board
2.3	Branding and packaging Decisions	5	Blended learning	Google classroom
<b>UNIT -3 PRICING STRATEGY</b>				

3.1	Meaning – Pricing objectives	3	Lecture	LCD
3.2	Cost factors – Price Escalation	5	Lecture	White Board
3.3	Market pricing – Administered pricing	4	Demonstration	Google classroom
<b>UNIT -4                      DISTRIBUTION STRATEGY</b>				
4.1	Meaning – Channels of distribution	3	Lecture	LCD
4.2	Factors in channel selection	5	Blended learning	Google classroom
4.3	Physical distribution decisions	4	Problem-based learning	Google classroom
<b>UNIT -5                      PROMOTION STRATEGY</b>				
5.1	Meaning – International Advertising media decisions – Agency arrangements	2	Case study analysis	Materials
5.2	Personal selling and other promotional tools	3	Blended learning	Online learning
5.3	Co-ordination and control – Types of control	4	Lecture	LCD
5.4	Optimizing and International marketing strategy	3	Blended learning	White board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 Mks.	10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	-	5	5	2.5	12.5		12.5	25%
K3	5	-	-	5	10		10	20%
K4	5	5	-	2.5	12.5		12.5	25%
K5	-	5	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	10	15	10	10	45	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ All the course outcomes are to be assessed in the various CIA components.
- ✓ The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :  
**K2-Understand, K3-Apply, K4-Analyse, K5-Evaluate**

## EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

### • CIA Components

		Nos		
<b>C1</b>	-	Test (CIA 1)	2*	- 10 Mks
<b>C2</b>	-	Test (CIA 2)	1	- 15 Mks
<b>C3</b>	-	Assignment/Open Book Test	2	- 10 Mks
<b>C4</b>	-	Seminar	1	- 10 Mks
<b>C5</b>	-	Attendance	1	- 5 Mks

***\*The Average of two will be taken into account***

## COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Explain foreign trade and plan for international market entry decisions	K2	PSO1
CO 2	Formulate product mix decisions	K2, K3	PSO2
CO 3	Plan Pricing mix decisions	K3	PSO3
CO 4	Analyze Distribution strategies	K4	PSO4
CO 5	Evaluate promotion strategies and predict control aspects	K5	PSO5

### Mapping of COs with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3



## Mapping of COs with POs

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

**Note:** ♦ Strongly Correlated – 3  
♦ Weakly Correlated – 1

♦ Moderately Correlated – 2

### COURSE DESIGNER:



1. Staff Name: Dr. L. Meena

Forwarded By



(Dr.P.Shyamala)  
HOD'S Signature  
& Name

**II MBA**  
**SEMESTER –IV**  
*For those who joined in 2019 onwards*  
**REVISED SYLLABUS**

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA408A	International Marketing	Major Elective	5	5

**COURSE DESCRIPTION**

The course seeks to improve the knowledge of learners on the international context of marketing orientation. It also inculcates the expertise in the managers to formulate marketing decisions in the international context.

**COURSE OBJECTIVES**

This course intends to enhance the marketing skills in international context.

**UNITS**

**UNIT I : INTRODUCTION [12 HRS]**

**Evolution to international marketing** -Scope and significance of International marketing – India's Foreign Trade – Trends in foreign trade – Government policies – Infrastructure for export promotion – Export documentation and procedures - Appraisal on international markets – Planning Entry – Entry decisions – Marketing research and information system – Market targeting – Deciding type of entry - Organizing marketing department- **Challenges of International Marketing**

**UNIT II : PRODUCT STRATEGY [12 HRS]**

Meaning - Standard Vs Differentiated products – Product line alternatives – Product line adaptation – Product diffusion – Branding and packaging Decisions.

**UNIT III : PRICING STRATEGY [12 HRS]**

Meaning – Pricing objectives – Cost factors – Price Escalation – Market pricing – Administered pricing.

**UNIT IV : DISTRIBUTION STRATEGY****[12 HRS]**

Meaning – Channels of distribution – Factors in channel selection – Physical distribution decisions.

**UNIT V: PROMOTION STRATEGY****[12 HRS]**

Meaning – International Advertising media decisions – Agency arrangements – Personal selling and other promotional tools – Co-ordination and control – Types of control – Optimizing and International marketing strategy.

**SELF STUDY:**

Channels of distribution.

**TEXT BOOK:**

2. Keegan, Warren J., Global Marketing Management, 7th ed., New Delhi: Prentice Hall of India, 2007.

**REFERENCE BOOKS :**

5. Cateora, Philip R., Gilly, Mary C., & Graham, John L., International Marketing, 15<sup>th</sup> ed., New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2017.
6. Saxena, Rajan., Marketing Management, --4<sup>th</sup> ed., New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2009.
7. Balagopal, T A S, Export Marketing, Mumbai: Himalaya publishing House, 2014
8. Cherunilam, Francis, International Business Environment, --7<sup>th</sup> revised ed., Mumbai: Himalaya Publishing House, 2015.

**DIGITAL OPEN EDUCATIONAL RESOURCES:**

3. [https://artnet.unescap.org/tid/artnet/mtg/competitiveness\\_s7.pdf](https://artnet.unescap.org/tid/artnet/mtg/competitiveness_s7.pdf)
4. <https://ebs.online.hw.ac.uk/EBS/media/EBS/PDFs/International-Marketing-Course-Taster.pdf>
5. <https://www.emerald.com/insight/content/doi/10.1108/eb008329/full/html?skipTracking=true>

## COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
<b>UNIT -1 INTRODUCTION</b>				
1.1	Evolution to international marketing-Scope and significance of International marketing – India’s Foreign Trade – Trends in foreign trade – Government policies-Challenges of International Marketing	4	Lecture	LCD
1.2	Infrastructure for export promotion – Export documentation and procedures - Appraisal on international markets – Planning Entry – Entry decisions	4	Blended learning	Online learning
1.3	Marketing research and information system – Market targeting – Deciding type of entry - Organizing marketing department	4	Group Discussion	Materials
<b>UNIT -2 PRODUCT STRATEGY</b>				
2.1	Meaning - Standard Vs Differentiated products – Product line alternatives	3	Lecture	White Board
2.2	Product line adaptation – Product diffusion	4	Problem-based learning	White Board

2.3	Branding and packaging Decisions	5	Blended learning	Google classroom
<b>UNIT -3                      PRICING STRATEGY</b>				
3.1	Meaning – Pricing objectives	3	Lecture	LCD
3.2	Cost factors – Price Escalation	5	Lecture	White Board
3.3	Market pricing – Administered pricing	4	Demonstration	Google classroom
<b>UNIT -4                      DISTRIBUTION STRATEGY</b>				
4.1	Meaning – Channels of distribution	3	Lecture	LCD
4.2	Factors in channel selection	5	Blended learning	Google classroom
4.3	Physical distribution decisions	4	Problem-based learning	Google classroom
<b>UNIT -5                      PROMOTION STRATEGY</b>				
5.1	Meaning – International Advertising media decisions – Agency arrangements	2	Case study analysis	Materials
5.2	Personal selling and other promotional tools	3	Blended learning	Online learning
5.3	Co-ordination and control – Types of control	4	Lecture	LCD
5.4	Optimizing and International marketing strategy	3	Blended learning	White board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	10 Mks	15 Mks	5+5=10 Mks.	10 Mks	45 Mks.	5 Mks.	50 Mks.	
<b>K1</b>	-	-	-	-	-		-	-
<b>K2</b>	-	5	5	2.5	12.5		12.5	25%
<b>K3</b>	5	-	-	5	10		10	20%
<b>K4</b>	5	5	-	2.5	12.5		12.5	25%
<b>K5</b>	-	5	5	-	10		10	20%
<b>Non Scholastic</b>	-	-	-	-	-	5	5	10 %
<b>Total</b>	<b>10</b>	<b>15</b>	<b>10</b>	<b>10</b>	<b>45</b>	<b>5</b>	<b>50</b>	<b>100 %</b>

CIA	
<b>Scholastic</b>	<b>45</b>
<b>Non Scholastic</b>	<b>5</b>
	<b>50</b>

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

**K2-Understand, K3-Apply, K4-Analyse, K5-Evaluate**



## EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
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### • CIA Components

		Nos		
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<b>C4</b>	- Seminar	1	-	10 Mks
<b>C5</b>	- Attendance	1	-	5 Mks

***\*The Average of two will be taken into account***

## COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Explain foreign trade and plan for international market entry decisions	K2	PSO1
CO 2	Formulate product mix decisions	K2, K3	PSO2

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CO 5	Evaluate promotion strategies and predict control aspects	K5	PSO5

### Mapping of COs with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
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### Mapping of COs with POs

CO/PO	PO1	PO2	PO3	PO4	PO5
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CO3	3	2	3	3	2
CO4	2	3	2	3	3
CO5	2	2	3	2	3

**Note:** ♦ Strongly Correlated – 3  
♦ Weakly Correlated –1

♦ Moderately Correlated – 2

**COURSE DESIGNER:**



**1. Staff Name: Dr. L. Meena**

**Forwarded By**



**(Dr.P.Shyamala)**  
**HOD'S Signature**  
**& Name**