

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

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	https://www.managementstudyguide.com/social-entrepreneurship.htm https://byjus.com/jee-iaa-prep/self-help-group/

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

S. No.	COURSE CODE	COURSE TITLE	NO. & TITLE OF UNITS REVISED WITH THE REVISION	%	NEED OF REVISION	RELEVANCE TO SCOPE FOR INTRODUCTION						
						L	R	N	G	EMP	ENTRE	SD
5.	19MBA405D	Disaster Management	Unit I: Overview of Natural Disaster Management: Global climate change and Impact on business environment	10%	Corporate require-ment					✓	✓	✓
6.	19MBA405A	International Marketing	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 INTRODUCTION				NEED FOR INTRODUCTION			
			L	R	N	G	EMP	ENTRE	SD	
1.	23MBA404D	Behavioural Finance				✓	✓			Corporate requirement

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. Celina 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. 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 28th 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 - V 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 - V is highly commendable.

3. REVISION OF COURSES:

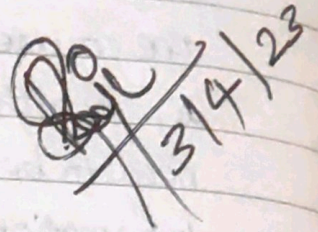
S. No.	COURSE CODE	COURSE TITLE	NO. & TITLE OF UNITS REVISED WITH THE REVISED CONTENT SPECIFIED IF IT IS NOT THE WHOLE UNIT	% OF REVISION	NEED FOR REVISION	RELEVANCE TO L R N G EMP	SCOPE FOR ENTREPRE-SD
1.	19MBA302	Entrepreneurship and Social Entrepreneurship	Unit I: Entrepreneurship and Social Entrepreneurship Unit II: Women Entrepreneurship: Neighbourhood groups and Microfinance	10% Corporate requirement	✓	✓	✓
2.	19MBA304C	Enterprise Resource Planning	Unit V: ERP Implementation: Cloud ERP, Cloud ERP Vs. Traditional ERP, Advantages, Artificial Intelligence	10% Corporate requirement	✓	✓	✓
3.	19MBA307A	Total Quality Management	Unit I: Introduction to TQM: TQM Management Framework, Quality Circle	10% Corporate requirement	✓	✓	✓
4.	19MBA308A	Hospital Administration	Unit V: Current Issues in Healthcare: Infection Control Management, Health Information Technology	10% Corporate requirement	✓	✓	✓

Name

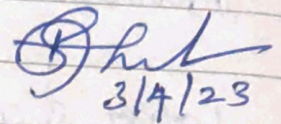
Signature

1. Dr. Sr. G. Celine Sahaya Mary

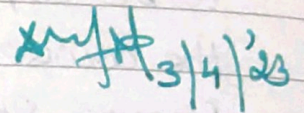
2. Dr. S. Raju

 3/4/23

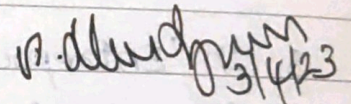
3. Dr. P. Shyamala

 3/4/23

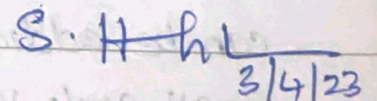
4. Dr. D. Deepa

 3/4/23

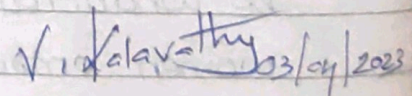
5. Dr. Silas Sargunam

 3/4/23

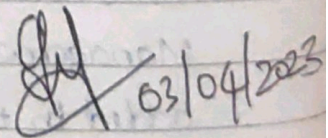
6. Dr. S. Hannah Sharon

 3/4/23

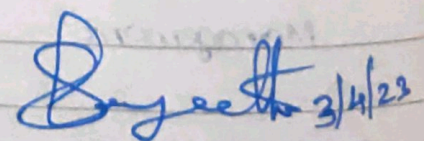
7. Mrs. V. Kalavathy

 03/04/2023

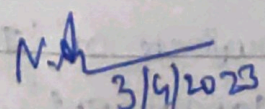
8. Dr. G. Kalpana

 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

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 MBAProgramme 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:

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

GA 9	All – inclusive skill sets to interpret, analyse and solve social and environmental issues in diverse environments
GA 10	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
GA 11	Finesse to co-operate exhibiting team-spirit while working in groups to achieve goals
GA 12	Dexterity in self-management to control their selves in attaining the kind of life that they dream for
GA 13	Resilience to rise up instantly from their intimidating setbacks
GA 14	Virtuosity to use their personal and intellectual autonomy in being life-long learners
GA 15	Digital learning and research attributes
GA 16	Cyber security competence reflecting compassion, care and concern towards the marginalised
GA 17	Rectitude to use digital technology reflecting civic and social responsibilities in local, national and global scenario
II. PROFESSIONAL COMPETENCE	
GA 18	Optimism, flexibility and diligence that would make them professionally competent
GA 19	Prowess to be successful entrepreneurs and become employees of trans-national societies
GA 20	Excellence in Local and Global Job Markets
GA 21	Effectiveness in Time Management
GA 22	Efficiency in taking up Initiatives
GA 23	Eagerness to deliver excellent service

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

PROGRAMME OUTCOMES (PO)

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

PO 1	Assess and synchronise the information on business environment and enhance the skills for grabbing the business opportunities
PO 2	Demonstrate the awareness on the current scenario of business and enrich the ability to connect their impacts on Global business trends
PO 3	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

PO 4	Summarize the theories and thoughts of leadership, communication, strategic decision making and motivation to make a platform in formulation of crisis management skills
PO 5	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

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

FATIMA COLLEGE (AUTONOMOUS), MADURAI-18

DEPARTMENT OF MBA

For those who joined in June 2019 onwards

MAJOR CORE – 115 CREDITS

PROGRAMME CODE: MBA

COURSE CODE	COURSE TITLE	HRS / WK	CREDI T	CIA Mk s	EX E Mks	TOT . MKs
SEMESTER – I						
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
Total		26	27	700		

COURSE CODE	COURSE TITLE	HRS / WK	CREDI T	CIA Mk s	EX E Mks	TOT . MKs
SEMESTER – II						
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
Total		26	27	700		

COURSE CODE	COURSE TITLE	HRS / WK	CREDIT	CIA Mk s	ES E Mk s	TOT . MKs
SEMESTER – III						
19MBA301	Strategic Management	4	4	50	50	100
19MBA302	Entrepreneurship	4	4	50	50	100
Electives (any Three of the following functional area courses) 3*5 =15						
Marketing Area:						
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
System Area:						
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
Finance Area:						
19MBA305A	Project Financing	5	5	50	50	100
19MBA305B	Strategic Financial Management	5	5	50	50	100

COURSE CODE	COURSE TITLE	HRS / WK	CREDIT	CIA Mk s	ES E Mk s	TOT · MKs
19MBA305C	Fundamentals of Insurance Management	5	5	50	50	100
19MBA305D	Banking and Financial Institutions	5	5	50	50	100
19MBA305E	Derivatives & Markets	5	5	50	50	100
HR Area:						
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
Production and Operations Area:						
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
Hospital Management:						
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
International Business Management:						

COURSE CODE	COURSE TITLE	HRS / WK	CREDI T	CIA Mk s	ES E Mk s	TOT · MKs
19MBA309A	International Financial Management	5	5	50	50	100
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
Total		28	34	800		

SEMESTER – IV						
19MBA401	International Business Management	4	4	50	50	100
Electives (any Two of the following functional area courses) 2*5 =10						
Marketing Area:						
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
System Area:						
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
Finance Area:						
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
HR Area:						

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
Production and Operations Area:						
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
Hospital Management:						
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
International Business Management:						
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	10 0	10 0	200

19MBA412	Comprehensive Viva	-	1	-	50	50
Total		21	27	700		

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:**

- o Duration-1 month (2nd Week of May to 2nd week of June-before college reopens)

- **Project:**

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

II MBA
SEMESTER –IV

For those who joined in 2023 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	23MBA404D	Behavioural Finance	Major Elective	5	5

COURSE DESCRIPTION

This course is designed to introduce the concepts of behavioral finance and its application in financial market and investor behaviour. It gives an insight to know the investor sentiment measurement, and put into practical asset management decision. The course introduces several concepts and tools which may be helpful to understand several behavioural biases of individual investors.

COURSE OBJECTIVES

To understand financial decision making behaviour from a psychology perspective, and development of better portfolio allocation strategy following behavioural finance principles

UNITS

UNIT I: FUNDAMENTAL CONCEPTS

[12 HRS]

Introduction to Behavioural finance – Nature, scope, objectives and application, Behavioural Finance vs Traditional Finance. Investment Decision Cycle - Cognitive information perception – Anchoring - Exponential discounting - Hyperbolic discounting.

UNIT II: UTILITY AND RATIONALITY

[12 HRS]

Utility/ Preference Functions - Expected Utility Theory [EUT] and Rational Thought: – Theories Behavioural Finance and Investment Decision making based on Expected Utility Concept - Investor rationality and market efficiency.

UNIT III: FACTORS AND MARKET EFFICIENCY

[12 HRS]

Behavioral Factors and Financial Markets: The Efficient Markets Hypothesis – Fundamental Information and Financial Markets - Information available for Market Participants and Market Efficiency - Market Predictability –The Concept of limits of Arbitrage Model.

UNIT IV: CORPORATE FINANCE AND STRUCTURE

[12 HRS]

Behavioral Corporate Finance: Behavioral factors and Corporate Decisions on Capital Structure and Dividend Policy - Capital Structure dependence on Market Timing - Systematic approach to using behavioral factors in corporate decision making - External Factors and Investor Behavior - Connection to human psychophysiology and emotional regulation Active portfolio management – the source of the systematic underperformance

UNIT V: EMOTIONAL MECHANISMS

[12 HRS]

Emotions and Decision – Making: Experimental measurement of risk-related - Measuring Risk - Emotional mechanisms in modulating risk-taking attitude - Neurophysiology of risk taking. Personality traits and risk attitudes in different domains.

SELF STUDY

Behavioral factors and Corporate Decisions on Capital Structure and Dividend Policy

TEXT BOOK

Lucy Ackert and Richard Deaves, Behavioral Finance: Psychology, Decision-Making, and Markets", Cengage Learning publisher First edition 2010.

REFERENCE BOOKS

1. Meir Statman , What Investors Really Want - Learn the lessons of behavioral Finance, McGraw-Hill publication, first edition, 2010.
2. Brian R. Bruce, Handbook of Behavioral Finance, Edward Elgar Publishing, New edition, 2012
3. Parag Parikh, Value Investing and Behavioral Finance: Insights Into Indian Stock Market Realities, Tata Mc graw gill publishers, first edition, 2017
4. Prakash Praharaj and Nirakar Pradhan, Your Everyday Guide To Behavioural Finance, Hay House Publisher, First edition, 2012

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. <https://www.cfainstitute.org/-/media/documents/book/rf-publication/2019/behavioral-finance-the-second-generation.pdf>
2. <https://www.pdfdrive.com/behavioral-finance-and-investor-types-managing-behavior-to-make-better-investment-decisions-d175012874.html>
3. <https://www.pdfdrive.com/behavioral-finance-psychology-decision-making-and-markets-d44487962.html>

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 FUNDAMENTAL CONCEPTS				
1.1	Introduction to Behavioural finance	3	Chalk & Talk	Black Board
1.2	Nature, scope, objectives and application,	2	Chalk & Talk	LCD
1.3	Behavioural Finance vs Traditional Finance.	2	Lecture	PPT & White board
1.4	Investment Decision Cycle - Cognitive information perception	2	Lecture	Smart Board
1.5	Anchoring - Exponential discounting	2	Flipped Learning	Online/ E-Content/ Text Books /Materials
1.6	Hyperbolic discounting	1	Discussion	Google classroom
UNIT -2 UTILITY AND RATIONALITY				
2.1	Utility/ Preference Functions - Expected Utility Theory [EUT] and Rational Thought	2	Lecture	Green Board Charts
2.2	Theories Behavioural Finance and Investment Decision making based on Expected Utility Concept	2	Chalk & Talk	Green Board
2.3	Investment Decision making based on Expected Utility Concept	3	PPT	LCD
2.4	Investment Decision making based on Expected Utility	2	PPT	LCD

	Concept			
2.5	Investor rationality and market efficiency	3	Flipped Learning	Online/ E-Content/ Text Books /Materials/
UNIT -3 FACTORS AND MARKET EFFICIENCY				
3.1	Behavioral Factors and Financial Markets:	4	Lecture	PPT & White board
3.2	The Efficient Markets Hypothesis	4	Lecture	PPT & White board
3.3	Fundamental Information and Financial Markets	2	Chalk & Talk	Black Board
3.4	Information available for Market Participants and Market Efficiency - Market Predictability –The Concept of limits of Arbitrage Model	2	Lecture	PPT & White board
UNIT -4 CORPORATE FINANCE AND STRUCTURE				
4.1	Behavioral Corporate Finance:	2	Discussion	Black Board
4.2	Behavioral factors and Corporate Decisions on Capital Structure and Dividend Policy	2	Chalk & Talk	Black Board
4.3	Capital Structure dependence on Market Timing	2	Lecture	PPT & White board
4.4	Systematic approach to using behavioral factors in corporate decision making	3	Lecture	PPT & White board
4.5	External Factors and Investor	2	Flipped	Online/ E-

	Behavior		Learning	Content/ Text Books /Materials
4.6	Connection to human psychophysiology and emotional regulation Active portfolio management – the source of the systematic underperformance	1	Discussion	Black Board
UNIT -5 EMOTIONAL MECHANISMS				
5.1	Emotions and Decision – Making	1	Discussion	Black Board
5.2	Experimental measurement of risk-related	3	Chalk & Talk	Black Board
5.3	Measuring Risk	2	Lecture	PPT & White board
5.4	Emotional mechanisms in modulating risk-taking attitude	3	Lecture	PPT & White board
5.5	Neurophysiology of risk taking. Personality traits and risk attitudes in different domains.	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.	
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		
C1	-	Test (CIA 1)	2*	- 10 Mks
C2	-	Test (CIA 2)	1	- 15 Mks
C3	-	Assignment/Open Book Test	2	- 10 Mks
C4	-	Seminar	1	- 10 Mks
C5	-	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 concepts of Behavioural Finance and explore the concept of exponential discounting	K2	PSO1
CO 2	Explain the utility functions and investment decision cycle and also the rationality of investment	K3	PSO2
CO 3	Identify the impact of market efficiency hypotheses and financial market performance	K4	PSO3
CO 4	Analyze the factors and their Connection to human psychophysiology and emotional regulation Active portfolio management	K4	PSO4
CO 5	Assess Emotional mechanisms in modulating risk-taking attitude	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