



**JAYA COLLEGE OF ARTS AND SCIENCE, THIRUNINRAVUR-602024.**  
**DEPARTMENT OF MBA**

**YEAR :2022-2023**

**PROGRAMME OFFERED:**

➤ **M.B.A**

**PROGRAMME OBJECTIVE:**

PO 1:	To equip the students with requisite knowledge, skill and right attitude necessary to provide effective leadership in global environment.
PO 2:	To develop leadership capabilities to act as change agents and be source of motivation in the organization they work in.
PO 3:	To develop competent management professional with strong ethical values, capable of assuming a pivotal role in the various sectors of Indian economy and society aligned with the national priorities.
PO 4:	To develop proactive thinking so as to perform effectively in the dynamic socio-economic and business ecosystem.
PO 5:	To demonstrate effective written forms of communication and oral business presentation.
PO 6:	To equip the students to identify factors affecting the global economy and international business and develop a comprehensive understanding of factors.
PO 7:	To equip the student to evaluate and critique business practices in various countries throughout the world to determine the better practices in these countries and how they can be applied to other countries.
PO 8:	To develop the students to evaluate business decisions within an ethical framework and their impacts on environmental sustainability.
PO 9:	To equip the students how to motivate and work with colleagues' partners and other stakeholders to achieve organizational purposes.
PO 10:	To Nurture the desire to excel in performance without compromising integrity, honesty and fairness.

**Programme Outcome:**

Programme Specific Outcomes	
PSO 1:	An ability to communicate effectively in a variety of formats.
PSO 2:	An ability to evaluate and integrate ethical considerations when making business decisions.
PSO 3:	An ability to utilize qualitative and quantitative methods to investigate and solve critical business problem.
PSO 4:	An ability to identify the key issues facing a business or business subdivision.
PSO 5:	An ability to incorporate diversity and multicultural perspectives when making business decisions.

### SEMESTER 1

Course Components	Paper	Name Of The Course	Credits	Ins.Hrs	Int. Marks	Ext. Marks	Total
PART I	Core1	MANAGEMENT PRINCIPLES AND BUSINESS ETHICS	4	4	25	75	100
PART II	Core 2	QUANTITATIVE METHODS IN BUSINESS	4	4	25	75	100
PART III	Core 3	ORGANISATIONAL BEHAVIOUR	4	4	25	75	100
PART IV	Core 4	ACCOUNTING FOR MANAGERS	4	4	25	75	100
PART V	Core 5	MANAGERIAL ECONOMICS	4	4	25	75	100
PART VI	Core 6	INNOVATION AND ENTREPRENEURSHIP	3	3			

### SEMESTER II

Course Components	Paper	Name Ofthe Course	Credits	Ins.Hrs	Int. Marks	Ext. Marks	Total
PART VII	Core 7	LEGAL SYSTEM IN BUSINESS	4	4	25	75	100
PART VIII	Core 8	APPLIED OPERATIONS RESEARCH	4	4	25	75	100
PART IX	Core 9	HUMAN RESOURCE MANAGEMENT	4	4	25	75	100
PART X	Core 10	MARKETING MANAGEMENT	4	4	25	75	100
PART XI	Core 11	OPERATIONS MANAGEMENT	4	4	25	75	100
PART XII	Core 12	FINANCIAL MANAGEMENT	4	4	25	75	100
PART XIII	Core 13	INTERNATIONAL BUSINESS	3	3	25	75	100

**SEMESTER III**

<b>Course Components</b>	<b>Paper</b>	<b>Name Of The Course</b>	<b>Credits</b>	<b>Ins.Hrs</b>	<b>Int. Marks</b>	<b>Ext. Marks</b>	<b>Total</b>
PART XIV	Core 14	STRATEGIC MANAGEMENT	4	4	25	75	100
PART XV	Core 15	MANAGEMENT INFORMATION SYSTEM	4	4	25	75	100
PART XVI	Core 16	CORPORATE FINANCE	4	4	25	75	100
PART XVII	Core 17	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	4	4	25	75	100
PART XVIII	Core 18	HUMAN RESOURCES DEVELOPMENTS	4	4	25	75	100
PART XIX	Core 18	INDUSTRIAL AND LABOUR RELATIONS	4	4	25	75	100

**SEMESTER IV**

<b>Course Components</b>	<b>Paper</b>	<b>Name Of The Course</b>	<b>Credits</b>	<b>Ins.Hrs</b>	<b>Int. Marks</b>	<b>Ext. Marks</b>	<b>Total</b>
PART XIX	Core 19	ADVERTISING MANAGEMENT AND SALES PROMOTION	4	4	25	75	100
PART XX	Core 20	MERCHANT BANKING AND FINANCIAL SERVICES	4	4	25	75	100
PART XXI	Core 21	ORGANISATIONAL DEVELOPMENT	4	4	25	75	100
PART XXII	Core 22	PROJECT WORK AND VIVA-VOCE	4	4	25	75	100

## SEMESTER: I

**Course Name: Management principle and business ethics**

**Course Code: PMF1A**

**Course Objective**

- 1.To give comprehensive view on management process in the corporate world
2. To understand the Global Management Practices and its nuances in the emerging business environment.
3. To apply the suitable Global Management Practices in Domestic and MNCs operations

**Course Outcome**

CO 1: Explain the basis of management concept

CO 2: Application of planning & decision making in the business

CO 3: Development of organizational skills among the people in the business.

CO 4: Ensuring the overall co-ordination & controlling technique in business

CO 5: Gain the knowledge of ethically way of doing business.

**Syllabus**

### **MBA 1001 MANAGEMENT PRINCIPLES AND BUSINESS ETHICS**

#### **UNIT - I**

Introduction: Nature of Management – The Evolution of Management Thought – Tasks of a Professional Manager – Manager and Environment – Systems Approach to Management – Levels in Management

#### **UNIT - II**

Planning & Decision Making: Steps in Planning Process – Scope and Limitations – Short Term and Long-Term Planning – Flexibility in Planning – Characteristics of a Sound Plan – Management by Objectives (MBO). Decision Making Process and Techniques.

#### **UNIT – III**

Nature of Organizing: Organisation Structure and Design - Authority Relationships – Delegation of Authority and Decentralisation – Interdepartmental Coordinator – emerging Trends in corporate Structure, Strategy and Culture – Impact of Technology on Organisational design – Mechanistic vs. Adoptive Structures – Formal and Informal Organisation. Span of control – Pros and Cons of Narrow and Wide Spans of Control – Optimum Span.

#### **UNIT – IV**

Co-ordination: Need for Co-ordination – Techniques of Securing Co-ordination.

Control: Concept of Control – Application of the Process of Control at Different Levels of Management (top, middle and first line). Performance Standards – Measurements of Performance – Remedial Action - An Integrated Control system in an Organisation – Management by Exception (MBE)

**UNIT – V**

Business Ethics: Importance of Business Ethics – Corporate Social Responsibility - Ethical Issues and Dilemmas in Business - Ethical Decision Making and Ethical Leadership – Ethics Audit – Environmental Ethics – Sustainable Business Practices.

**Course Name: QUANTITATIVE AND RESEARCH METHODS IN BUSINESS**

**Course Code: PMF1B**

**Course Objective**

1. To expose the students to various Statistical and Operations research tools for data analysis.
2. To enable the students to interpretation the results.
3. To facilitate them to take objective decisions based on the models.

**Course Outcome**

- CO 1: Understand the concept of probability distribution applicability of Business.
- CO 2: Calculation of differentiation & integration
- CO 3: Determine the research design and survey.
- CO 4: Evaluation of data analysis.
- CO 5: Variance analysis of business understanding.

**MBA 1002 QUANTITATIVE AND RESEARCH METHODS IN BUSINESS**

**UNIT - I**

Probability: Rules of Probability, Binomial, Poisson and Normal Distribution – their Applications in Business and Industrial Problems – Baye’s theorem and its applications

Decision Making under Risk and Uncertainty: Minimax, Maximin and Regret criteria – Hurwitz and Laplace criteria in Business Decision Making – Decision tree

**UNIT – II**

Calculus: Application of Differentiation and Integration, Maxima, Minima, Average Cost, Total Cost, Marginal Revenue, Average Revenue, Total Revenue – Consumer Surplus and Producer Surplus

**UNIT III**

Research Methods: Research Meaning, Scope and Objectives – Types of Research and Research Design – Methods of Data Collection - Questionnaire Design, Interview, Scheduling – Scaling Techniques – Nominal, Ordinal, Ratio, Interval -Sampling Techniques and Sample Size Determination for Survey Research

Formulation of hypothesis – Hypothesis Testing

**UNIT IV**

Data analysis - Editing and Coding of Data- Central Tendencies: Mean, Median Mode, Dispersion – Standard Deviation, Mean Deviation, Range, Coefficient of Range, Coefficient of Variation – Application in Business Situations.

Univariate and Bivariate Analysis- Chi-Square test – Correlation and Regression analysis – Single and Two Factor Analysis of Variance- Application of Statistical Tests – Parametric and non-parametric and interpretation of test results.

#### **UNIT V**

Multivariate analysis: Elementary Concepts of factor analysis, Multiple regression analysis, Discriminant analysis, Cluster analysis and Conjoint analysis in marketing problems – Statistical packages.

Research in business: Conducting investigation – Report writing – Academic and Business research reports – research format.

### **Course Name: Organizationalbehavior**

#### **Course Code: PMF1C**

#### **Course Objective**

1. You'll learn about some of the elements that enhance work results
2. such as attitudes and satisfaction, organizational commitment, job performance, organizational citizenship behavior
3. counterproductive work behavior.

#### **Course Outcome**

CO 1: Understand the basis of OB with reference to personality and perception concept.

CO 2: Evaluate the concepts of learning with the support of EI, attitude and value and motivation.

CO 3: Discuss about the group behaviour in the organization and communication knowledge

CO 4: Application of leadership skill, power a politics involved in business with respect to conflict and negotiation

CO 5: Develop the skill of controlling work stress

CO 6: Overview of organizational, culture, climate & development.

### **MBA 1003 ORGANISATIONAL BEHAVIOUR**

#### **UNIT - I**

Introduction to Organisational Behaviour: Historical background of OB - Relevance of OB to management functions – Contributing disciplines - Challenges

Personality: Determinants – Assessment – Trait Theories – Psychoanalytical social learning – Personality-Job fit.

Perception: Process – Distortions – Factors influencing perception

#### **UNIT - II**

Learning: Classical, Operant and Social Cognitive Approaches – Managerial implications.  
Emotions and Emotional Intelligence  
Attitudes and Values: Attitude-Behaviour Relationship – Sources of Attitude – Work related Attitudes.  
Motivation: Early Theories and Contemporary theories - Motivation at work - Designing Motivating Jobs

#### **UNIT - III**

Group Dynamics – Foundations of Group Behaviour – Group and Team - Stages of Group Development–Factors affecting Group and Team Performance - Group Decision making - Intergroup relations.  
Interpersonal Communication – Communication Process – Barriers to Communication – Guidelines for Effective Communication

#### **UNIT - IV**

Leadership – Trait, Behavioural and Contingency theories  
Power and Politics: Sources of Power – Political Behaviour in Organisations – Managing Politics.  
Conflict and Negotiation: Sources and Types of Conflict – Negotiation Strategies – Negotiation Process

#### **UNIT – V**

Work Stress: Stressors in the Workplace – Individual Differences on Experiencing Stress - Managing Workplace Stress.  
Organisational Culture and Climate: Concept – Creating and Sustaining Culture – Types of Organisational Culture  
Organisational Change and Development: Managing Planned Change – Basic Organisational Development Model, OD Interventions, Organisational Learning.

**Course Name: ACCOUNTING FOR MANAGERS**

**Course Code: PMF1C**

#### **Course Objective**

- 1.The subject includes different methods and techniques for collecting, arranging, recording, and reporting financial data from several units of an organization.
- 2.The collected data is then observed and analyzed for budget allocation and funding
- 3.To enable the students to take decisions using management accounting tools.

#### **Course Outcome**

- CO 1: Explain the basic concept of financial accounting and management.
- CO 2: Apply the tools from ratio analysis and funds flow statement.
- CO 3: Apply capital expenditure techniques
- CO 4: Cost accounting decision making tool buy or make decision
- CO 5: Explain marginal costing, report to management.



## **1004 ACCOUNTING FOR MANAGERS**

### **UNIT - I**

Introduction

Management Accounting – Meaning and purpose

Financial Accounting: Accounting Principles – Preparation of Journal, Ledger and Trial Balance - Preparation of Income statement and Balance Sheet – Interpretation and Use of these Statements by Management.

### **UNIT – II**

Ratio Analysis: Uses and Limitations – Classification of Ratios: Profitability, Liquidity, Financial and Turnover Ratio.

Fund flow Statement – Statement of Changes in Working Capital – Computation of Fund from Operations – Working for Computation of various sources and uses – Preparation of Fund Flow Statement - Cash Flow Statement Analysis – Distinction between Fund Flow and Cash Flow Statement.

### **UNIT - III**

Capital Expenditure Evaluation – Capital Budgeting concept – Methods – Limitations – Capital Expenditure control.

Budgetary Control – Nature and Objective of Budgetary Control – Limitations.

### **UNIT – IV**

Cost Accounting – Elements of cost – Cost of goods manufactured – Pricing of elements – Basis of allocation – Standard costing and variance analysis – Job and process costing.

### **UNIT - V**

Marginal Costing – Cost volume – Profit relationship – Break – Even Analysis – Direct costing vs Absorption costing. Target Costing and ABC Costing

Reporting to Management – Uses of Accounting information in Managerial decision-making.

**Course Name:** Managerial economics

**Course Code:** PMF1E

### **Course Objective**

1. To help in managerial decision making in order to achieve desired economic goals.
2. To think systematically while solving business issues and also to forecast the future.
3. To enhance the ability to apply fundamental economic concepts to complex business realities

### **Course Outcome**

- CO 1: Under the basic of managerial economics
- CO 2: Application of demand concept in the economy
- CO 3: Describe the production function & market structure
- CO 4: Analysis the national income and general fiscal policy in India.
- CO 5: Create awareness of commodity & money market in India.

## **MBA 1005 MANAGERIAL ECONOMICS**

### **UNIT - I**

Introduction: Definition of Managerial Economics. Decision Making and the Fundamental Concepts Affecting Business Decisions – the Incremental Concept, Marginalism, Equimarginal Concept, the Time Perspective, Discounting Principle, Opportunity Cost Principle.

### **UNIT – II**

Utility Analysis and the Demand Curve: Elasticity of Demand - Demand Analysis: Basic Concepts, and tools of analysis for demand forecasting. Use of Business Indicators: Demand forecasting for consumer, Consumer Durable and Capital Goods.

Input-Output Analysis.

### **UNIT - III**

The Production Function: Production with One Variable Input – Law of Variable Proportions – Production with Two Variable Inputs – Production Isoquants – Isocost Lines Estimating Production Functions – Cost Concepts.

Market Structure: Perfect and Imperfect Competition – Monopoly, Duopoly, Monopolistic Competition – Pricing Methods.

### **UNIT - IV**

National Income – Concepts – Gross Domestic Product, Gross National Product, Net National Product – Measurement of National Income, Savings, Investment - Business Cycles and Contracyclical Policies – Role of Fiscal Policy – Indian Fiscal Policy

### **UNIT – V**

Commodity and Money Market: Demand and Supply of Money – Money Market Equilibrium – Monetary Policy – Inflation – Deflation – Role of Economic Policies - Government Policy towards Foreign Capital and Foreign Collaborations – Globalization and its Impact.

## **Course Name: Innovation & entrepreneurship**

### **Course Code: PMFAA**

#### **Course Objective**

- 1.The ability and action of an entrepreneur are known as entrepreneurship.
- 2.On the other hand, Entrepreneurship is the study of taking a calculative risk
- 3.In both creating new enterprise and managing the enterprise effectively and efficiently.

#### **Course Outcome**

- CO 1: Discuss the concept of successful entrepreneur.
- CO 2: Application of innovation in business.
- CO 3: Discuss the venture capital analysis with reference of feasibility analysis.
- CO 4: Outline of business plan preparation
- CO 5: Detail review of financing NVC.

## **MBA1015 INNOVATION AND ENTREPRENEURSHIP**

### **UNIT I**

Introduction: The Entrepreneur – Definition – Characteristics of Successful entrepreneur. Entrepreneurial scene in India: Analysis of entrepreneurial growth in different communities – Case histories of successful entrepreneurs. Similarities and Distinguish between Entrepreneur and Intrapreneur.

### **UNIT II**

Innovation in Business: Types of Innovation – Creating and Identifying Opportunities for Innovation – The Technological Innovation Process – Creating New Technological Innovation and Intrapreneurship – Licensing – Patent Rights – Innovation in Indian Firms

### **UNIT III**

New Venture Creation: Identifying Opportunities for New Venture Creation: Environment Scanning – Generation of New Ideas for Products and Services. Creating, Shaping, Recognition, Seizing and Screening of Opportunities.

Feasibility Analysis: Technical Feasibility of Products and Services - Marketing Feasibility: Marketing Methods – Pricing Policy and Distribution Channels

### **UNIT IV**

Business Plan Preparation: Benefits of a Business Plan – Elements of the Business Plan – Developing a Business Plan – Guidelines for preparing a Business Plan – Format and Presentation.

### **UNIT V**

Financing the New Venture: Capital structure and working capital Management: Financial appraisal of new project, Role of Banks – Credit appraisal by banks. Institutional Finance to Small Industries – Incentives – Institutional Arrangement and Encouragement of Entrepreneurship.

## SEMESTER: II

**Course Name: Legal system in business**

**Course Code: PMF2G**

### **Course Objective**

1. This subject includes the attitude of the government towards business.
2. While pursuing an MBA, students learn about the historical development
3. The field, current trends, policies, control in taxation, competition, freedom of the market, etc.

### **Course Outcome**

- CO 1: The basic purpose of contract law is to provide a framework within which individual can freely contract
- CO 2: Concept of sales and agreement to sell rights of an unpaid sellers.
- CO 3: The aim of the formation of the partnership should be to earn profit and share them among partners.
- CO 4: Labour law aims to correct the imbalance of power between workers and Employee
- CO 5: The objective of securing financial relief in cases of sickness, maternity, Providing medical benefits to employees of factories.

## **MBA 1006 LEGAL SYSTEMS IN BUSINESS**

### **UNIT – I**

The Law of Contracts: Definition of Contract Offer and Acceptance – Essential Elements of a Valid Contract: Free Consent – Competency of Parties – Lawful Consideration – Legality of Object. Void, Voidable, Unenforceable and Illegal Contracts – Performance of Contracts – Privity of Contracts – Assignment of Contracts – By Whom Contract must be Performed – Time and Place of Performance – Performance of Reciprocal Promises – Contracts which need not be performed, Discharge of Contracts: By Performance, By Agreement, By Impossibility, By Lapse of Time, By Operation of Law and By Breach of Contracts – Remedies for Breach of Contracts.

### **UNIT –II**

Sale of Goods Act: Definition of a Sale and a Contract of Sale – Difference between (1) Sale and an Agreement to Sell (2) Sale and a Contract Form (3) Sale and Bailment (4) Sale and Mortgage of Goods (5) Sale and Time Purchase Conditions and Warranties – Passing of Property of Goods – Rights of an Unpaid Seller.

Negotiable Instruments Act: Negotiable Instruments in General: Cheques, Bills of Exchange and Promissory Notes – Definition and Characteristics

### **UNIT –III**

Partnership Act: Evolution – Definition of Partnership – Difference between Partnership and Joint Family Business – Kinds of Partnerships – Registration – Rights and Liabilities of Partners – Dissolution.

Company Law: Evolution of Company Form of Organisation – Companies Separate Legal Entity – Comparison of Company with Partnership and Joint Hindu Family Business – Kinds of Companies – Comparison of Private and Public Companies – Formation of Companies – General Idea About Memorandum and Articles of Association, Prospectus, Statement in lieu of Prospectus – Management of Companies – General Idea of Management of Companies – Officers, Meetings – Resolutions – Account and Audit – Winding up of Companies – General Idea of the Different Modes of Winding Up.

#### **UNIT -IV**

Labour Law: Factories Act, Minimum Wages Act, Industrial Disputes Act, Workmen's Compensation Act, Payment of Bonus Act.

#### **UNIT – V**

ESI Act, CPF ACT 1952, Employees Family Pension Scheme, 1971, Payment of Gratuity Act 1972.

Intellectual Property Rights: Types of Intellectual Property – Trademarks Act 1999 – The Copyright Act 1957 – International Copyright Order, 1999 – Design Act, 2000.

#### **UNIT -IV**

Labour Law: Factories Act, Minimum Wages Act, Industrial Disputes Act, Workmen's Compensation Act, Payment of Bonus Act.

#### **UNIT – V**

ESI Act, CPF ACT 1952, Employees Family Pension Scheme, 1971, Payment of Gratuity Act 1972.

Intellectual Property Rights: Types of Intellectual Property – Trademarks Act 1999 – The Copyright Act 1957 – International Copyright Order, 1999 – Design Act, 2000.

**Course Name: Applied operations research**

**Course Code: PMF2H**

#### **Course Objective**

1. Quantitative methods lay emphasis on objective measurements
2. Statistical and mathematical analyses of data collected through polls, surveys
3. By manipulating pre-existing records and data using computational techniques.

#### **Course Outcome**

- CO 1: Describe the process decision making explain the application of LP.
- CO 2: The main goal of which to decide how to transfer goods from various sending locations
- CO 3: Help greatly in completing the various jobs on schedule
- CO 4: To design balanced system that serve customs quickly and efficiently but do not cost too much to be sustainable.
- CO 5: To distinguish a game situation from a pure individuals decision problem.

## **MBA 1007 APPLIED OPERATIONS RESEARCH**

### **UNIT – I**

Introduction: Origin and Development of Operations Research (OR) – Applications of OR – Concept, Methodology and Scope of Operations Research

Linear Programming: Formulation of a Linear Programming Problem – Graphical Method – Simplex Method – Big M Method – Duality – Application in Management.

### **UNIT – II**

Transportation Problem: North West Corner Solution – Least Cost Method – Vogel's Approximation Method (VAM) – MODI Method for Optimal Solution.

Assignment Problem: Hungarian Method of Optimal Assignment

### **UNIT – III**

PERT / CPM: Network Scheduling by PERT / CPM – Network and Basic Components – Rules of Network Construction – CPM Analysis – PERT – Distinction between PERT and CPM.

### **UNIT – IV**

Queuing Theory: Techniques - Single Server Models

Sequencing: Sequencing of 'n' jobs and 2 machines – 'n' jobs and 3 machines

### **UNIT – V**

Game Theory: Games and Strategies – Pure and Mixed Game - Principle of Dominance

Replacement Theory: Replacement of items that deteriorate gradually – replacement of items that fails suddenly – Individual Replacement vs. Group Replacement.

**Course Name: Human resources management.**

**Course Code:PMF2J**

### **Course Objective**

1. To Understand the HRM Principle and Practices in the Domestic Context.
2. To Study the Global HRM Practices with Multicultural Nature compounded by Geographical Dispersion.
3. To Adopt the best Practices of Global HRM and its application to the Domestic and MNCs operating in India.

### **Course Outcome**

- CO 1: Concepts and practices within the field of HRM provide innovation Solution to problem in the fields.
- CO 2: Ensure the best fit between employees and jobs while avoiding man Power shortages.
- CO 3: Creativity and problem-solving goals
- CO 4: Improve performance, engagement employees to a business value and are able.
- CO 5: To review every aspect of management of HR, each programmed. in an organization.

## **MBA 1008 HUMAN RESOURCE MANAGEMENT**

### **UNIT - I**

Introduction of Human Resources Management: Definition, Importance of Human Resources, Objectives of Human Resources Management, Qualities of a good personnel manager – Evolution and growth of Personnel Management in India.

Human Resource Policies: Need, type and scope – Advantage for a written policy -Human Resources policies and work Culture.

### **UNIT – II**

Human Resource Planning:

Human Resources Planning: Long- and Short-term planning, Job Analysis, Skills inventory, Job Description and Job Specification.

Recruitment and selection: Purposes, types and methods of recruitment and selection, Relative merits and demerits of the different methods; Personnel Search, Selection Instruments, Reduction of recruitment costs.

Functions of Human Resources Management from Procurement to Separation: Placement, Induction, Transfers, Promotions, Disciplinary actions, Termination of Services: Resignation, Dismissal, Retrenchment and Voluntary Retirement Schemes, Exit Interviews, Prevention of employee turnover.

### **UNIT - III**

Performance Evaluation: Ranking, rating scales, critical incident method, Removing subjectivity from evaluation, MBO as a method of appraisal, Job evaluation, Criteria for Promotions and job enrichment.

### **UNIT - IV**

Rewards Management: Wage and Salary Administration: Meanings, Calculation of Wage, Salary, Perquisites, Compensation Packages, Cost of Living Index and Calculation of Dearness Allowance, Rewards and Incentives: Financial and non-financial incentives, Productivity – linked Bonus, Compensation Criteria.

### **UNIT - V**

HR Audit: Nature and Scope – Approaches to HR Audit

Management of Differences: Grievance Handling – Discipline and Domestic Enquiry – Handling of Sexual Harassment in the Work Place – Introduction to Industrial Relations – Current Trends and Issues in HRM and Case Studies.

## **Course Name: MARKETING MANAGEMENT**

**Course Code:PMF2K**

### **Course Objective**

- 1.It is an organizational management subject that focuses on the practical application of marketing orientation.
- 2.Marketing Management coaches' students with various methods
- 3.Techniques to track an organization's market resources and activities.

### **Course Outcome**

CO 1: Critically evaluate the key analytical frameworks and tools used in marketing.

CO 2: Apply key marketing theories, frameworks and tools to solve Marketing problems.



CO 3: Utilize information of a firm's external and internal marketing environment to identify and priorities appropriate marketing strategies.

CO 4: Consumer psychology knowledge.

CO 5: Self-promotion and a more competitive skillset. Marketing studies gives a unique competitive advantage: You can learn how to promote yourself and your work

## **MBA 1009 MARKETING MANAGEMENT**

### **UNIT - I**

Introduction: Marketing Management Philosophies – What is marketing – The concepts of marketing. - E-Marketing – Social Media Marketing

### **UNIT - II**

Strategic Planning – Marketing Management Process – Analysis of Marketing opportunities, Selecting Target Consumers, Developing Marketing Mix

Analysis of Macro and Micro environment

Marketing Research as an Aid to Marketing, Marketing Research Process – Sales Forecasting – Techniques

### **UNIT - III**

Buyer behaviour: Factors Influencing Consumer Behaviour – Buying Situation – Buying Decision Process – Industrial Buyer Behaviour.

Market Segmentation: Targeting and Positioning - Competitive Marketing Strategies.

### **UNIT - IV**

Product Policies – Consumer and Industrial Product Decisions, Branding, Packaging and Labeling – New Product Development and Product life Cycle Strategies.

Pricing – Pricing strategies and approaches.

### **UNIT - V**

Promotion Decisions: Promotion Mix - Advertising – Sales Promotion - Sales Force decisions, Selection, Training, Compensation and Control – Publicity and Personal Selling – Channel Management: Selection, Co-operation and Conflict Management – Vertical, Horizontal and Multi-channel Systems

Consumer Protection – Awareness of Consumer Rights in the Market Place.

## **Course Name: OPERATIONS MANAGEMENT**

**Course Code:PMF2L**

### **Course Objective**

1. To introduce the production Process and Planning Process
2. To Familiarize the concepts of Operations
3. To expose the students to various models and technique

### **Course Outcome**

CO 1: Included in operations management is everything involved in turning raw materials into deliverable product or service

CO 2: This can include designing manufacturing systems, employee training, facilities planning, supply chain management, inventory management, product design, quality control

CO 3: The study of Operations Management will give you information on why some things work and some things do not work

CO 4: It will also provide you with modalities to implement in your own style.

CO 5: Operations management (OM) is the business function responsible for managing the process of creation of goods and services.

## **MBA1010 OPERATIONS MANAGEMENT**

### **UNIT - I**

Introduction: Nature and Scope of Operations Management

Production design & Process planning: Plant Capacity - Capacity Planning – Make or Buy Decisions – Use of Crossover Chart for Selection Processes.

Plant location: Factors to be considered in Plant Location – Choice of General Region, Particular Community and Site – Multiple Plant Location Decision – Plant Location Trends.

### **UNIT – II**

Layout of Manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Service Facilities – Principles of Materials Handling – Materials Handling Equipment.

Human Factors in Job-Design: Consideration of Man and Machine in Job-Design, Adaptation of Machine to Man – Ergonomics – Working Environment – Worker Safety.

### **UNIT – III**

Production and Inventory Control: Basic types of production, Intermittent, Batch, Continuous – Routing, Scheduling, Activating and Monitoring – Basic Inventory Models – Economic Order Quantity, Economic Batch Quantity – Reorder point – Safety stock – Classification and Codification of stock - ABC classification – Procedure for Stock Control, Materials Requirement Planning (MRP). JIT.

Implications for Supply Chain Management.

Maintenance: Preventive vs. Breakdown Maintenance – Break-down Time Distribution – Maintenance of Cost Balance – Procedure for Maintenance.

### **UNIT – IV**

Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique.

Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts for Variables, Fraction Defectives and Defects.

Dynamic Purchasing: Purchasing Function – Selection of Materials and Vendors – Purchasing Organisation – Concept of Value Analysis.

## **UNIT - V**

Service Operations Management: Introduction – Types of Service – Service Encounter - Service Facility Location – Service Facility Design and Layout - Service Operations Planning and Control - Resource Utilization - Managing Waiting Lines – Service Processes and Service Delivery.

**Course Name: FINANCIAL MANAGEMENT**

**Course Code:PMF2M**

### **Course Objective**

1. The course provides an analytical framework of Financial Management
2. It enables how cross-border financing, valuation, risk management analysis
3. It analyses exchange rates, tax and legal issues and country risk

### **Course Outcome**

CO 1: Financial training provides the managers across different functions the ability to think in terms of the financial aspects of their work

CO 2: It allows them to improve their processes over time in such a way that it reduces costs and improves efficiency.

CO 3: Attempting to reduce the cost of finance

CO 4: Ensuring sufficient availability of funds.

CO 5: dealing with the planning, organizing, and controlling of financial activities like the procurement and utilization of funds

## **MBA 1011 FINANCIAL MANAGEMENT**

### **UNIT – I**

Introduction: Nature and Scope of Financial Management - Finance Function — Its relationship with Other Functions – Finance Organization – Role and Functions of the Financial Manager – Objectives of Financial Management

Interpretation and Analysis of Financial Statements – Financial Forecasting – Actual proforma and Model statements – Preparation and Uses

### **UNIT – II**

Financial Planning and Control – Break-even Analysis – Operating Leverage – Profit Cost (and volume) Analysis

Liquidity Management: Current assets management – Cash, Receivables, Inventory, Liquidity, Profitability and Solvency criteria.

### **UNIT – III**

Current Liabilities Management – Size and Sources – Money Market – Banks – Regulation of Working Capital Finance

Working Capital Management: Definition and Objectives – Working Capital Policies – Factors Affecting Working Capital Requirements – Forecasting Working Capital Requirements (Problems) – Cash Management – Receivables Management – Inventory Management – Working Capital Financing – Sources of Working Capital and Implications of Various Committee Reports.

### **UNIT – IV**

Long term Capital Management: Cost of Capital – Basic concepts, rational and assumptions – Cost of equity capital – Cost of debt – Cost of preference – Cost of retained earnings.

## **UNIT – V**

Capital structure decision of the Firm – Compositions and Sources of Long-term Funds – Financial Leverage – Factors Determining Funds Requirements.

Dividend Policy – Types of Dividend Policy – Dividend Policy and Share valuation - CAPM

Budgetary control – Performance Budgeting – Zero base Budgeting.

**Course Name:INTERNATIONAL BUSINESS**

**Course Code:PMFAB**

### **Course Objective**

1. To understand India's contribution in International Trade and Service
2. To know the Export and Import Documents used in Global Trade
3. To identify future opportunities and challenges of India's Foreign Trade

### **Course Outcome**

CO 1: Explain business expansion abroad and key issues related to their operations in other countries

CO 2: Compare and contrast cultures and societies globally using socioeconomic and cultural frameworks.

CO 3: Solve commercial challenges

CO 4: Trading in countries around the world

CO 5: Demonstrate effective skills in written and oral communications using appropriate technologies.

## **MBA1016 INTERNATIONAL BUSINESS**

### **UNIT I**

Introduction: The Globalization of the World Economy – Emergence of Global Institutions – Changing Nature of International Business – Managing in the Global Market Place

### **UNIT II**

National Differences in Political Economy: Introduction – Political Systems – Economic Systems – Legal Systems – The Determinants of Economic Development – States in Transition

Differences in Culture: Introduction – Social Structure – Religion – Language – Education – Culture and the Workplace – Cultural Change – Cross-cultural Literacy – Culture and Competitive Advantage.

### **UNIT III**

International Trade Theory: Introduction – Mercantilism – Absolute Advantage – Comparative Advantage – Heckscher-Ohlin Theory – The New Trade Theory – National Competitive Advantage – Porter's Diamond – WTO & Development of World Trade – Regional Grouping of Countries and its Impact.

### **UNIT IV**

Foreign Direct Investment: Introduction – FDI in the World Economy – Horizontal and Vertical Foreign Direct Investment – Advantages of Host and Home Countries.

The Global Monetary System: An Introduction to Foreign Exchange Market – Functions of Foreign Exchange Market.

## **UNIT V**

International Business Strategy: Introduction – Strategy and the Firm – Profiting from Global Expansion – Pressures for Cost Reductions and Local Responsiveness – Strategic Choice. Mode of Entry and Strategic Alliances: Introduction – Entry Modes – Selecting an Entry Mode – Strategic Alliances – Making Alliances Work.

Exporting, Importing and Counter Trade: Introduction – The Promise and Pitfalls of Exploring – Improving Export Performance – Export and Import Financing – Export Assistance – Counter Trade.

## **SEMESTER: III**

**Course Name:STRATEGIC MANAGEMENT**

**Course Code:PMF3R**

### **Course Objective**

- 1.Strategic Analysis involves the study of researching an organization's business
- 2.Environment within which it operates. It is essential to formulate strategic
- 3.Planning for decision making and the smooth working of an organization.

### **Course Outcome**

CO 1: Effectively develop and implement corporate strategies.

CO 2: Set up realistic business objectives

CO 3: Perform daily tasks efficiently

CO 4: Strategy management teaches you to ensure the company's resources, in terms of products and services

CO 5: Provides a Framework for Decision-Making

## **MBA1012 STRATEGIC MANAGEMENT**

### **UNIT I**

Introduction: Strategy – Strategic Management Process – Developing a Strategic Vision - Setting Objectives – Crafting Strategy – Strategies and Tactics – Importance of Corporate Strategy – the 7-S Framework – Board of Directors: Role and Functions – Board Functioning – Top Management: Role and Skills

### **UNIT II**

Society and Business: Social Responsibility of Business – Corporate Governance and Ethical Responsibility

Corporate Policy: Importance – Characteristics – Objectives - Policy Formulation and Development – Types of Business Policies - Implementation of Policies.

### **UNIT III**

Environmental Analysis: Environmental Scanning – Industry Analysis - The Synthesis of External Factors - Internal Scanning – Value Chain Analysis – SWOT Audit – Stockholders' Expectations – Scenario planning

#### **UNIT IV**

Strategy Formulation and Analysis: Strategy Formulation – Strategic Factors Analysis Summary Matrix – Business Strategy – Corporate Strategy – Functional Strategy – Strategic Choice – Generic, Competitive Strategies

#### **UNIT V**

Strategy Implementation: Strategy Implementation - Corporate Culture – Matching Organisation Structure to Strategy – Strategic Leadership  
Strategic Control: Strategic Control Process – Du Pont's Control Model – Balanced Score Card – Michael Porter's Framework for Strategic Management – Future of Strategic Management – Strategic Information System

**Course Name:MANAGEMENT INFORMATION SYSTEMS**

**Course Code:PMF3S**

#### **Course Objective**

- 1.The objective of MIS is to provide information for decision making on planning, initiating, organizing, and controlling
- 2.The operations of the subsystems of the firm and to provide a synergistic organization in the process.
3. It facilitates the decisions-making process by furnishing information in the proper time frame

#### **Course Outcome**

CO 1: Prepares students for the role that information technology plays in today's businesses

CO 2: Topics include advanced software applications, networking and the Internet, and business communications.

CO 3: MIS plays a very important role in the organization

CO 4: creates an impact on the organization's functions, performance and productivity.

CO 5: The impact of MIS on the functions is in its management with a good MIS supports the management of marketing, finance, production and personnel becomes more efficient

### **MBA1013 MANAGEMENT INFORMATION SYSTEMS**

#### **UNIT I**

Introduction: Definition of System – Information System – Information System Activities And Resources – Types of Information Systems – Managerial Challenges of Information Technology – Strategic Uses of Information Technology.

#### **UNIT II**

Database and Information Management: Organizing Data in Traditional File Environment – The Database Management Approach – Data warehousing – Data Mining – Database Structures  
Telecommunication Networks: Business Use of the Internet – Role of Intranets and Extranets – Types of Telecommunication Networks

### **UNIT III**

Developing Business/IT Solutions: Systems Development Life Cycle – Prototyping – Feasibility Studies - System Analysis – Systems Design – End user Development  
Functional Business Systems: Marketing Systems – Manufacturing Systems – Human Resource Systems – Accounting Systems – Financial Management Systems.

### **UNIT IV**

Decision Support Systems: Decision Making Process - DSS Components – What-if Analysis – Sensitivity Analysis – Goal-seeking Analysis  
Artificial Intelligence Technologies in Business: Overview of Artificial Intelligence – Neural Networks – Fuzzy Logic Systems – Genetic Algorithms – Expert Systems – Virtual Reality

### **UNIT V**

Security and Ethical Challenges: Information Systems Controls – Risks of Online Operations – Security Measures – Systems Controls and Audits – Ethical Responsibility of Business Professionals: Business Ethics and Technology Ethics – Ethical Guidelines

**Course Name:MARKETING RESEARCH & CONSUMER BEHAVIOUR**

**Course Code:PMF01**

#### **Course Objective**

- 1.To understand what consumer behavior is and the different types of consumers
2. To understand the relationship between consumer behavior and the marketing concept, the societal marketing concept, as well as segmentation, targeting and positioning
3. To understand the relationship between.

#### **Course Outcome**

CO 1: Establish the relevance of consumer behavior theories and concepts to marketing decisions.

CO 2: Implement appropriate combinations of theories and concepts

CO 3: Recognize social and ethical implications of marketing actions on consumer behavior

CO 4: Use most appropriate techniques to apply market solutions.

CO 5: Consumer behavior is the study of customers and organizations to determine how they select and use products and services:

## **LECTIVE SUBJECTS**

### **MBA 1017 MARKETING RESEARCH & CONSUMER BEHAVIOUR**

#### **UNIT I**

Introduction: Nature and scope of Marketing Research – Marketing Research as an aid to marketing decision making – Scientific method – Research designs – Exploratory, descriptive and conclusive – Secondary and Primary Data Collection Methods – Questionnaire Construction Procedure.

#### **UNIT II**

Sampling: Sampling Techniques – Sample Size Determination per survey  
Application of Marketing Research: Motivation Research – Advertising Research – Product Research

#### **UNIT III**

Models of Consumer Behaviour: Nicosia Model - Howard-Sheth Model – Engel-Blackwell-Miniard Model

Environment Influences on Consumer: Culture – Social Class – Social Groups – Family – Personal Influence and Opinion Leadership

#### **UNIT IV**

Individual Determinants of Consumer Behaviour: Motivation and Involvement – Information Processing – Learning – Personality and Self Concept – Attitude Theories and Change.

#### **UNIT V**

Consumer Decision Processes: Problem Recognition – Search and Evaluation – Purchasing – Post-purchase Behaviour.

### **Course Name:CORPORATE FINANCE**

#### **Course Code:PMF02**

#### **Course Objective**

- 1.The objective of the firm is to maximize the value of the firm.
- 2.A narrower objective is to maximize stockholder wealth.
- 3.When the stock is traded and markets are viewed to be efficient, the objective is to maximize the stock price

#### **Course Outcome**

CO 1: apply best practice tools and methods in corporate finance and investment

management to different settings

CO 2: apply appropriate methods and analytical procedures to conduct analysis of

practical financial problems and propose valid solutions based on this analysis

CO 3: Research and sources of empirical knowledge in corporate finance

CO 4: Have knowledge and understanding of scientific subjects

CO 5: theoretical foundations and methods of corporate financial management



## **MBA 1018 CORPORATE FINANCE**

### **Unit I**

Introduction: Corporate Finance – Nature and Scope - Role of Financial Institution - Valuation of the Firm – Dividend Valuation Model - Dividend Policies – Walter Model – Gordon Model – Payment Ration divided as a residual payment – M.M. Irrelevance Doctrine.

### **Unit II**

Investment Decision: Investment Analysis – Risk Analysis Probability Approach.  
Business Failures, Mergers, Consolidations and liquidation.

### **Unit III**

Capital Markets – Fiscal Policies, Government Regulations affecting Capital Market – Role of SEBI – Stock Markets.

### **Unit IV**

Lease Financing - Venture Capital - Mutual Funds - Inflation and Financial Decisions.  
Derivatives – Futures and Options

### **Unit V**

Foreign Collaboration – Business Ventures Abroad.  
International Financial Institutions & Multinational Corporations.

## **Course Name:ADVERTISING MANAGEMENT AND SALES PROMOTION**

### **Course Code:PMF03**

### **Course Objective**

- 1.To increase sales by publicity through the media which are complementary to press and poster advertising.
2. To disseminate information through salesmen, dealers etc.,
3. so as to ensure the product getting into satisfactory use by the ultimate consumers

### **Course Outcome**

- CO 1: Advertising and Promotion. Promotion consists of advertising, publicity, personal selling and sales promotion technique
- CO 2: Businessmen today have to face a lot of competition
- CO 3: Every seller needs effective promotion to survive and succeed in this competitive business world.
- CO 4: Description Marketing management course enables a student
- CO 5: To understand the fundamentals of marketing concept and the role marketing plays in business

## **MBA 1019 ADVERTISING MANAGEMENT AND SALES PROMOTION**

### **UNIT I**

Advertising: Advertising, objectives, task and process, market segmentation and target audience – Message and copy development.

### **UNIT II**

Media: Mass Media - Selection, Planning and Scheduling – Web Advertising – Integrated programme and budget planning.

### **UNIT III**

Implementation: Implementing the programme coordination and control – Advertising agencies – Organization and operation.

### **UNIT IV**

Sales Promotion: Why and When Sales promotion activities, Consumer and sales channel oriented – planning, budgeting and implementing and controlling campaigns.

### **UNIT V**

Control: Measurement of effectiveness – Ethics, Economics and Social Relevance.

## **Course Name: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

**Course Code:**PMF05

### **Course Objective**

- 1.Introduce students to common stock, the stock market, stock options, and approaches to investing in the stock market and building stock portfolios.
- 2.Particular emphasis is given to three competing approaches to stock investment
3. Fundamental analysis, technical analysis and efficient market analysis.

### **Course Outcome**

CO 1: To provide a theoretical and practical background in the field of investments

CO 2: Designing and managing the bond as well as equity portfolios in the real word

CO 3: Valuing equity and debt instruments.

CO 4: Measuring the portfolio performances.

CO 5: To provide conceptual foundation for the purpose of undertaking Investment analysis

## **MBA 1021 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

### **UNIT I**

Introduction: Security Analysis – Valuation and Return -Evaluation of Fixed Income Securities. - Evaluation of Ordinary Shares.

### **UNIT II**

Fundamental Analysis – Risk and Return sources of Risk – Dividend Policy and valuation – Leverage and valuation. Technical Analysis - Security price movements – Market Hypotheses – Behaviour of stock prices.

### **UNIT III**

Evaluation of Securities – Objectives and Principles. – Measures of Return – Risk Adjusted Measures of Performance

### **UNIT IV**

Derivatives – Futures and Options – Trading in Derivatives- - Mutual Funds.

### **UNIT V**

Portfolio Analysis – Selection and Management - Investment Decisions under uncertainty - Investment preference under policies - Individual Investors - Utility Analysis - Assessment of Portfolio performance and portfolio revision

## **Course Name: SERVICE MARKETING**

### **Course Code:PMF10**

### **Course Objective**

- 1.Topics include an overview of services marketing; understanding the customer in services marketing
- 2.standardizing and aligning the delivery of services; the people who deliver and perform services
- 3.managing demand and capacity; and promotion and pricing strategies in services marketing.

### **Course Outcome**

- CO 1: Critically evaluate the key analytical frameworks and tools used in marketing.
- CO 2: Apply key marketing theories
- CO 3:frameworks and tools to solve Marketing problems.
- CO 4: Utilize information of a firm's external and internal marketing
- CO 5: environment to identify and priorities appropriate marketing strategies.

# **SERVICES MARKETING**

## **UNIT I**

Marketing Services: Introduction - Growth of the service sector - The Concept of Service - Characteristics of Service – Classification of Service – Designing of the Service, Blueprinting, Using Technology, Developing Human Resources, Building Service Aspirations.

## **UNIT II**

Marketing Mix In Service Marketing: The Seven Ps: Product Decision, Pricing, Strategies And Tactics, Promotion Of Service And Placing Of Distribution Methods For Services. Additional Dimension In Services Marketing – People, Physical Evidence And Process.

## **UNIT III**

Effective Management Of Service Marketing: Marketing Demand And Supply through Capacity Planning and Segmentation – Internal Marketing of Services – External versus Internal Orientation of Service Strategy.

## **UNIT IV**

Delivering Quality Service: Causes Of Service – Quality Gaps. The Customer Expectations Versus Perceived Service Gap. Factors And Techniques To Resolve This Gap Customer Relationship Management.

Gaps in Services – Quality Standards, Factors and Solutions – The Service Performance Gap

- Key Factors and Strategies for Closing the Gap. External Communication to the Customers
- The Promise versus Delivery Gap – Developing Appropriate and Effective Communication about Service Quality.

## **UNIT V**

Marketing Of Service with Special Reference: Financial Services – Health Service - Hospitality Services including travel, hotels and tourism - Professional Service - Public Utility Services - Educational Services.

**SEMESTER: IV**

**Course Name: MERCHANT BANKING AND FINANCIAL SERVICES**

**Course Code:PMF14**

**Course Objective**

- 1.The objective of this paper is to know the different aspects of Investment banking and financial services such as Issue Management, Leasing
- 2.Hire Purchase, Factoring and Forfaiting, Insurance, Credit Rating, Securitization and Venture
- 3.Capital Financing, Mergers and acquisition and the detailed SEBI

**Course Outcome**

CO 1: Have a broad understanding of Indian Financial System, Merchant Banking in India, Institutional Structure, Functions of Merchant Bank, Recent Developments and Challenges,

CO 2: Have understanding of the Role of Merchant Banker in Designing Capital Structure and Instruments, Book Building, Preparation of Prospectus, Advertising, Underwriting and Private Placement.

CO 3: Have an analytical understanding of Financial Services, Leasing, Evolution of Indian Leasing Industry. Legal Aspects of Leasing: present Legislative Framework and Hire purchase

CO 4:Have a broad understanding of Factoring, Securitization / Mortgages and Depository

CO 5: Process of Dematerialization and Dematerialization.

## **MBA1030      MERCHAND BANKING AND FINANCIAL**

### **SERVICES**

#### **UNIT I**

Introduction: Merchant Banking in India – An overview – Recent developments and challenges ahead – Institutional Structure – Functions of Merchant Banking.

#### **UNIT II**

Legal & Regulatory Framework and Relevant Provisions of Companies Act, SERA, SEBI guidelines, FERA, etc., - Relation with stock exchanges, OTCEI and NSE.

#### **UNIT III**

Issue Management – Appraisal of projects, designing capital structure and instruments – Issue pricing – Preparation of prospectus – Offer for sale – Selection of Bankers, Advertising consultants, etc., - Role of Registrars – underwriting arrangements, Placement with Fis, MFs, FIISs, etc. Issue Marketing – Advertising strategies – Brokers and Investors, NRI Marketing Dealing with Bankers to the issue, underwriters, Registrars, brokers, etc., - Post issue activities – Private placement – Bought out deals – Off-shore issues – GDRS,etc.

#### **UNIT IV**

Mergers and Acquisitions, Portfolio Management Services, Leasing and Hire purchase, Bills discounting, Credit syndication.

#### **UNIT V**

Financial Services – Recent developments in Factoring & Forfeiting, Consumer finance – Credit cards – Venture Capital, Mutual Funds, Real Estate Financing, and Credit.

### **Course Name:ORGANISATIONAL DEVELOPMENT**

### **Course Code:PMF05**

### **Course Objective**

- 1.To increase satisfaction and commitment level of the employees,
- 2.To increase the interpersonal trust level of the employees,
- 3.To solve problems effectively rather than neglecting, To increase employee collaboration

### **Course Outcome**

CO 1: Gaining knowledge about organizational development process

CO 2: How to change and develop organizations.

CO 3: Better understanding of the change management model.

CO 4: Skills needed to develop an action plan for the development process.

CO 5: As a result of increased productivity and innovation, profits and efficiency increase.

## **MBA1034ORGANISATIONAL DEVELOPMENT**

### **UNIT I**

Approaches to Understanding Organizations: Key Organizational Designs - Procedures - Differentiation & Integration - Basic Design - Dimensions

Determination of Structure - Forces Reshaping Organization – Life Cycles in Organization

### **UNIT II**

Organizational culture – Key Role of Organizational Culture - Functions & Effects of Organizational Culture - Leader's role in shaping and reinforcing culture, Developing a Global Organizational Culture

### **UNIT III**

Work Groups & Teams - Preparing for the world of work Group Behavior

Emerging issues of Work Organization and Quality of Working life – Career stage model – Moving up the career ladder

### **UNIT IV**

Stress and Well Being at Work: Four approaches to stress - Sources of stress at work, consequences of stress - Prevalent Stress Management - Managerial implications

### **UNIT V**

Organizational Development and Change: Organizational Development

Alternative Interventions - Change Agents: Skills - Resistance to change- Managerial the resistance - Levin's change model - Organizational reality

**Course Name:ADVERTISING MANAGEMENT AND SALES PROMOTION**

**Course Code:PMF03**

**Course Objective**

- 1.To increase sales by publicity through the media which are complementary to press and poster advertising.
2. To disseminate information through salesmen, dealers etc.,
3. so as to ensure the product getting into satisfactory use by the ultimate consumers.

**Course Outcome**

- CO 1: Advertising and Promotion. Promotion consists of advertising, publicity, personal selling and sales promotion technique
- CO 2: Businessmen today have to face a lot of competition
- CO 3: Every seller needs effective promotion to survive and succeed in this competitive business world.
- CO 4: Description Marketing management course enables a student
- CO 5: To understand the fundamentals of marketing concept and the role marketing plays in business



## **MBA 1019 ADVERTISING MANAGEMENT AND SALES PROMOTION**

### **UNIT I**

Advertising: Advertising, objectives, task and process, market segmentation and target audience – Message and copy development.

### **UNIT II**

Media: Mass Media - Selection, Planning and Scheduling – Web Advertising – Integrated programme and budget planning.

### **UNIT III**

Implementation: Implementing the programme coordination and control – Advertising agencies – Organization and operation.

### **UNIT IV**

Sales Promotion: Why and When Sales promotion activities, Consumer and sales channel oriented – planning, budgeting and implementing and controlling campaigns.

### **UNIT V**

Control: Measurement of effectiveness – Ethics, Economics and Social Relevance.