KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

PROGRAM NAME
Master of Business Administration – (M.B.A.)

KONGU ARTS AND SCIENCE COLLEGE

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2017-2018

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SYLLABUS

Sem.	Course Code	ORGANIZATIONAL BEHAVIOUR	Total Marks: 100		Hours Per Week	Credits
I	17PBDCT102		CIA: 25	ESE: 75	4	4

OBJECTIVE: To enrich the knowledge of the students about human behaviour in organizations and to enable them to demonstrate knowledge about individual and group behaviour in organisations, organisational culture and approaches to managing organisational change.

UNIT-I

Introduction to Organisational Behaviour: Nature - Need - Importance - Models - Contributing Disciplines to OB - Approaches - Evolution - Challenges and Opportunities - Field of Management and its relevance to OB. Individual Behaviour and Processes: Attitudes- Sources and Types. Values - Types – Determinants.

UNIT – II

Individual Behaviour and Processes: Personality - Determinants - Types - Theories. Emotions and Emotional Intelligence - types and sources of emotions - EI theory. Perception - Process - influencing factors - Perception and its application in OB. Learning - Determinants - Principles - Theories.

UNIT- III

Group Behaviour and Processes: Characteristics and types of group - Stages of group development. Group Behaviour: Norms - Group Cohesiveness - Group role and inter-group conflict. Team Building: Types - Process - Roles - How to make team successful. Organisational Conflict and Negotiations: Sources - Types - Process - Conflict management - Negotiations strategies - Process - Guidelines.

UNIT - IV

Organisational Politics: Reasons - Managing political behavior in organisation. Organisational Change: Forces- Lewins Force Field Analysis Model - Resistance - Managing resistance to change. Organisational Development: Objectives - Models - Interventions. Stress management - Causes - Consequences - Managing work related stress - Work Life Balance - Strategies.

UNIT - V

Organisational Culture - Types - Functions - Creating and sustaining culture - Corporate culture - Ethical issues in OC - OB responses to global and cultural diversity - Challenges at
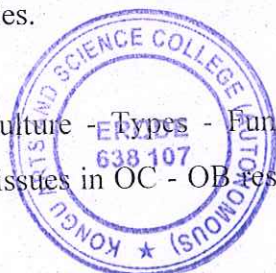
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International level - Homogeneity and heterogeneity of National culture - Challenges of work force diversity and managing diversity.
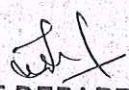
CASE STUDY from I to V Units

TEXT BOOK

Robbins.S.,Timothy.A.Judge, Vohra Nehrika, "Organisational Behaviour", 14th Edition, 2012, Prentice-Hall, India.

Books for Reference:

1. Hellinegal Slocum, "Organisational Behaviour", 13th Edition, 2011, Thomson Learning.

2. Umasekaran, "Organisational Behaviour: Text and Cases",2nd Edition 2007, Tata McGraw Hill.

3. Robbins S.P., "Organisational Behaviour: Concepts contrivances and applications",14th Edition 2010, Prentice Hall.

4. Luthans Fred. Organizational Behaviour", 10th Edition -2005Tata McGraw-Hill Publishing Company Ltd. New Delhi.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
5 x 6 = 30 Marks (Either or Type) Two Questions from each unit	3 x10 = 30 (Any 3 Out of 5) One Question from each unit	1 x 15 = 15 Marks (Compulsory) Any One Question out of Five Units

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Sem.	Course Code	MANAGERIAL ECONOMICS	Total Marks: 100		Hours Per Week	Credits
			CIA: 25	ESE: 75	5	4
I	17PBDCT103					

OBJECTIVE

The basic objective is to make the students aware of the various economic issues that they are expected to face as managers at the corporate level and to equip them with the tools and techniques of economic analysis for improving their decision-making skills.

UNIT - I

Introduction to Managerial Economics - Nature and Scope - Fundamental Concepts - Decision Making and Forward Planning - Managerial Economics and Other Disciplines - Role and Responsibilities of Managerial Economist - Distinction between Micro and Macroeconomics - Objectives of a firm.

UNIT - II

Demand Analysis - Determinants - Functions - Law of Demand - Elasticity of Demand - Types and Significance of Elasticity of Demand - Demand Forecasting - Need for forecasting - Forecasting Techniques.

UNIT - III

Supply Analysis - Determinants - Law of Supply - Elasticity of Supply - Supply Forces - Production Function in the Short and Long Run - Cost Functions - Determinants of Cost - Cost-output Relationship - Types of Costs - Analysis of Risk and Uncertainty.

UNIT - IV

Market Structure - Types of different Competitive Situations - Pricing in different market - Pricing and Output decisions - Pricing methods in practice - Price discrimination - Government intervention and pricing.

UNIT - V

Profit - Theories of Profit - Cost Volume Profit Analysis (Problems) - National Income - Methods of Measurement - Issues and Challenges - GDP - GNP - Inflation and Deflation - Business Cycles - Phases - Balance of Payments - Monetary and Fiscal Policies.

CASE STUDY from I to V Units

TEXT BOOK

Mehta,P.L., "Managerial Economics Analysis, Problems, Cases", 20th Edition 2014, Sultan Chand & Sons, New Delhi.
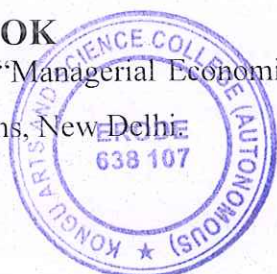
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Books for References:

1. S.Sankaran., "Managerial Economics", 5th Edition, 2011, Margham Publications, Chennai.

2. Varshiney, R.L. & Maheshwari. K.L., "Managerial Economics", 22nd Edition, 2014, Sultan Chand & Sons, New Delhi.

3. P.Saravanvel., "Managerial Economics", 1st Edition, 2011, Galgotia Publication (P) Ltd., New Delhi.

4. Gupta, "Managerial Economics", Gupta 1st Edition, 2005, Tata McGraw Hill, New Delhi.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
5 x 6 = 30 Marks (Either or Type) Two Questions from each unit	3 x10 = 30 (Any 3 Out of 5) One Question from each unit	1 x 15 = 15 Marks (Compulsory) Any One Question out of Five Units

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Sem.	Course Code	ACCOUNTING FOR MANAGERS	Total Marks: 100		Hours Per Week	Credits
I	17PBDCT104		CIA: 25	ESE: 75	5	4

OBJECTIVE

To enhance the students in the concept of various branches of accounting. On completion of this course the students will be able to understand, analyze and interpret the financial status of the company.

UNIT - I

Accounting: Meaning - Objectives - Concepts and Conventions of Accounting - Types and Importance of Accounting - Trial Balance (Problems) - Preparation of Trading and Profit & Loss Account (Problems) and Balance Sheet (Problems). Depreciation methods (straight line and diminishing balance methods - Problems).

UNIT - II

Financial Statements analysis - Objectives - Ratio Analysis (Problems) - Fund Flow Statement and Cash Flow Statement (Basic problems).

UNIT - III

Cost Accounting - Meaning and Objectives - Classification and Elements of Costs - Preparation of Cost Sheet (Problems) - Standard costing and variance analysis (materials, Labour only) (problems).

UNIT - IV

Budget and Budgetary Control - Cash Budget - Functional Budgets and Flexible Budget - Master budget - Zero based budgeting (Problems).

UNIT - V

Marginal Costing and Profit planning: Break Even Analysis - Multi product firm and BEP (Problems) - Cost Volume Profit Analysis (problems) - Application of Marginal Costing Techniques in Managerial Decision Making.

CASE STUDY from I to V Units

Questions: 20% of the questions shall be theory and the remaining 80% of the questions shall be problems based.

TEXT BOOK

Dr.S.N. Maheswari, "Financial and Management Accounting", 5th Edition, Reprint 2012, Sultan Chand & Sons, New Delhi.
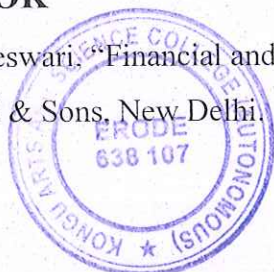
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Books for Reference:

1. M.Y. Khan and P.K.Jain, "Management Accounting – Text, Problems and Cases", 6th Edition 2013, Tata McGraw Hill, New Delhi.

2. M. Ravi Kishore Problems and Solutions on Cost Accounting and Financial Management, 7th Edition, 2012, Taxmann Publications Private Limited.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
5 x 6 = 30 Marks (Either or Type) Two Questions from each unit	3 x10 = 30 (Any 3 Out of 5) One Question from each unit	1 x 15 = 15 Marks (Compulsory) Any One Question out of Five Units

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Sem.	Course Code	STATISTICS FOR BUSINESS DECISIONS	Total Marks: 100		Hours Per Week	Credits
I	17PBDCT105		CIA: 25	ESE: 75	5	4

OBJECTIVE

The students will be able to identify, diagnose problems and select the necessary tools in statistics so as to enable them to resolve complex problems of decision making in business.

UNIT I

Importance , Functions, Limitations: Importance - Statistics in States - Statistics in Economics - Statistics in Astronomy - Statistics in education - Statistics in Accounting and Auditing - Statistics in Research - Statistics in Planning . Functions of Statistics - Limitations of Statistics.

Diagrammatic Representation - Graphic Representation.

UNIT - II

Measures of central tendency: Meaning - Definitions - Functions of an average -Arithmetic Mean - Median - Quartiles - Deciles - Percentile -Mode - Relationship between different averages.

UNIT - III

Dispersion: Definition - Concept of variations - Purpose of measuring variation - Properties of good measure of variation - Absolute and relative measure of variation- Method of measuring dispersion -Range- Inter quartile range - Quartile Deviation - Standard Deviation - Coefficient of variation .

UNIT - IV

Correlation: Definition -Types of correlations - Karl Pearson's coefficient of Correlation.

Regression: Definition - Uses of Regression analysis - Difference between correlation and Regression - Regression equations of X on Y and Regression equations of Y on X.

UNIT - V

Index Numbers: Uses - Characteristics of Index Numbers-Types of Index Numbers - Notations -Unweighted and Weighted Index Numbers - Consumer price index.

Analysis of Time Series - Meaning -Definitions - Uses - Time Series Model - Secular Trend - Seasonal Variation - Cyclical Variation - Irregular Variations - Measurement of secular trend - Moving average method - Method of least Square.

CASE STUDY from I to V Units
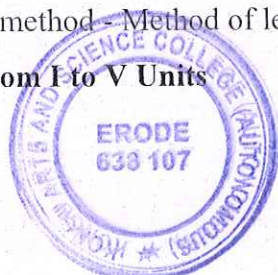
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Questions: 80% of the questions shall be problems (simple business application problems) and the remaining 20% of the questions shall be theory based.
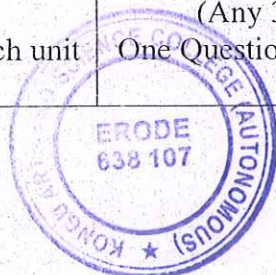
TEXT BOOK

R.S.N Pillai and V.Bagavathi "Statistics" First Edition, 1984,Reprint 1999 S.Chand & Company, New Delhi

Unit -I   Chapter 2 : Page No. 13 - 20
Chapter 7 : Page No. 84 -100
Chapter 8 : Page No. 101 - 120
Unit -II
Chapter 9 : Page No. 121-178.
Unit -III
Chapter 10 :Page No. 229 -239 , 249 -259, 272 -285
Unit -IV
Chapter 12 : Page No. 359-377.
Chapter 13 : Page No. 425- 476
Unit V
Chapter 14 : Page No. 477- 501.
Chapter 15 : Page No. 545 - 565

Books for reference:

1. Murray.R.Spiegel, Larry.J.Stephens, "Statistics", 4th Edition 2011, Tata Mc.Graw Hill   Education Private Limited

2. Hooda.R.P, "Statistics for Business and Economics", 4th Edition 2010, MacMillan India   Limited, New Delhi

3. Richard I.Levin and David.S.Rubin, "Statistics for Management", 7th Edition 2008, Prentice Hall of India Private Limited.

4. Gupta, S.C and Kapoor, V.K, "Fundamentals of Mathematical Statistics", 11th Edition   2007, Sultan Chand & Sons, New Delhi

5. P.R.Vittal ,"Business Mathematics and Statistics ", 6th Edition ,2004 ,Margham Publications,Channai.

QUESTION PAPER PATTERN		
SECTION - A	**SECTION - B**	**SECTION - C**
5 x 6 = 30 Marks	**3 x10 = 30**	**1 x 15 = 15 Marks**
(Either or Type)	(Any 3 Out of 5)	(Compulsory)
Two Questions from each unit	One Question from each unit	Any One Question out of Five Units

Sem.	Course Code	EXECUTIVE COMMUNICATION	Total Marks: 100		Hours Per Week	Credits
I	17PBDCT106		CIA: 25	ESE: 75	4	4

OBJECTIVE

To inculcate students on relevant, practical and applicable business communication skills including reading, writing, speaking, listening and analysis and to improve the student's self-confidence to express themselves in the professional business environment.

UNIT- I

Communication - Meaning and Significance for Management - Classification - Media - Barriers to Communication - Principles of Effective Communication- communication structure in an organization.

UNIT- II

Correspondence - Norms for Business Letters - purpose - Drafting Enquiry letters - Collection letters - Sales Promotion letters - Drafting memos, circulars and notices - Developing a job application: Resumes and Cover Letters.

UNIT- III

Report Writing - Structure of Reports - Long and Short Reports - Formal and Informal Reports - Writing Research Reports - E mail etiquettes - Conducting Meetings: Procedure - Preparing agenda - Preparing Minutes and Resolutions.

UNIT- IV

Guidelines for effective public speaking - Group Discussion - Negotiation Skills: negotiating the job offer - Role of Social Media in Business Communication.

UNIT- V

Non-verbal communication - Personal Appearance Posture - Body Language - Visual and Audio Visual Aids for communication - Video conferencing - Dyadic communication - Telephonic Conversation.

CASE STUDY from I to V Units

TEXT BOOKS

1. D.Chathurvedi and Mukesh Chaturvedi "Business communication, concepts, cases and applications" 3rd Edition, 2013, Pearson Education, Noida.

    Unit - I, III, IV, V

2. Rajendra Pal and J. S. Korlhalli, "Essentials of Business Communication" 10th Edition, 2006, Sultan Chand & Sons, New Delhi.
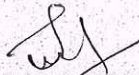
    Unit - II

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Books for Reference:

1. V.K.Jain Omprakash Biyani, "Business Communication" 1ˢᵗ Edition, 2007, Sultan Chand & Sons, New Delhi.

2. Lesikar & Petit, "Business Communication – Theory and Application" 6ᵗʰ Edition, 1996A.I.T.B.S, Publisers,Delhi.

3. R. C. Sharma, Krishna Mohan, "Business Correspondence and Report Writing" Tata McGraw-Hill Publishing Company Limited, New Delhi.

4. Christer Holloman "The Social Media MBA in Practice" 2013, John Wiley & Sons.

QUESTION PAPER PATTERN		
SECTION - A	**SECTION - B**	**SECTION - C**
5 x 6 = 30 Marks	**3 x10 = 30**	**1 x 15 = 15 Marks**
(Either or Type)	(Any 3 Out of 5)	(Compulsory)
Two Questions from each unit	One Question from each unit	Any One Question out of Five Units

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Sem.	Course Code	PRODUCTION AND OPERATIONS MANAGEMENT	Total Marks: 100		Hours Per Week	Credits
II	17PBDCT201		CIA: 25	ESE: 75	5	4

OBJECTIVE

To enable students understand the principles, practices and areas of application in Production Management. This course enables students to identify various production systems, processes and inventory management techniques and develop the skills needed to make operations a competitive advantage.

UNIT - I

Production and Operations Management: Objectives - Nature - Scope - Importance and Functions of production management - Historical contributions - Role and Functions of production manager - Production system - Classification of Production system.

UNIT - II

Product design - Steps - Factors affecting product design - Process selection - Selection decisions - Location Decision - Factors Affecting Location Decision - Plant Layout - Objectives - Factors affecting Layout - Types.

UNIT - III

Production planning and control - Characteristics - Functions - Factors affecting production planning and control - Aggregate planning - Master Production Schedule (MPS) - Material Requirement Planning Steps - Capacity Requirement Planning - Business Process Re-engineering.
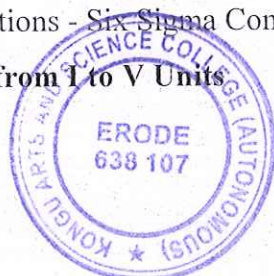
UNIT - IV

Material management - Objectives - Features - Material Planning and Budgeting - Functions of material management - Inventory Control - Inventory control techniques : Just in Time (JIT) - Components of JIT - KANBAN - Types - Economic Order Quantity - ABC Analysis (problems).

UNIT - V

Total Quality Management: Concepts - Objectives - Elements of TQM - Statistical Quality Control for Acceptance Sampling - Control Charts (problems) - Quality circle - Steps - ISO Quality Certifications - Six Sigma Concept - Elements in six sigma.

CASE STUDY from I to V Units.

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TEXT BOOKS

1. P. Saravanavel & S. Sumathi, "Production and Materials Management", 2nd Reprint Edition, 2011, Margham Publications, Chennai.

Unit - I, II, III, V

2. R.Paneerselvam, Production and Operations Management", 2nd Edition, 2008, Prentice Hall of India (P) Ltd., New Delhi.

Unit - IV

Books for Reference:

1. Norman Gaither and Greg Frazier., "Operations Management", 9th Edition, 2002, Thomson

Asia (P) Ltd, New Delhi.

2. Kanishka Bedi, "Production and Operations Management", 2nd Edition, 2008, Oxford University Press, New Delhi.

3. S.N.Chary, "Production and Operations Management - Theory and Problems", 3rd Edition 2007, Tata McGraw Hill, New Delhi.

4. Joseph G Monks, "Operations Management (Theory and Problems)" 3rd Edition, McGraw Hill International Edition.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
5 x 6 = 30 Marks (Either or Type) Two Questions from each unit	3 x10 = 30 (Any 3 Out of 5) One Question from each unit	1 x 15 = 15 Marks (Compulsory) Any One Question out of Five Units

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Sem.	Course Code	MARKETING MANAGEMENT	Total Marks: 100		Hours Per Week	Credits
II	17PBDCT202		CIA: 25	ESE: 75	4	4

OBJECTIVE

The purpose of this course is to develop and understanding of the underlying concepts, strategies and issues involved in the marketing of products and services.

UNIT – I

Introduction to Marketing - Nature and Scope - Importance - Elements of Marketing - Marketing Concept - Components of Marketing Mix - Functions of Marketing - Marketing Organisations - Marketing Environment - Marketing Information System.

UNIT – II

Buyer Behavior - Factors Influencing Buyer Behavior - Stage in Buying Decision Process Market Segmentation - Market Targeting - Positioning and Differentiation Strategies. Product Decision - Concept of Product - Product Mix Decisions - Steps in New Product Development - Stages in Product Life Cycle - Branding - Packaging - Labelling.

UNIT – III

Pricing Decision - Importance - Pricing Objectives - Factors Influencing Price determination - Methods of Setting Pricing - Pricing Policies and Strategies - Distribution Channels - Factors in Distribution Channel - Functions and Flows - Channel Design - Channels Selection - Training - Motivation and Evaluation of Channel Members.

UNIT – IV

Promotion Decision - Promotion Mix - Advertising - Personal Selling - Sales Promotion - Publicity and Public Relations - Direct Marketing - Telemarketing - Sales force Design - Objectives - Structure - Size and Compensation - Media selection - Advertising effectiveness.

UNIT – V

Recent trends in Marketing: Online Marketing - Digital Marketing - Social Media Marketing - Viral Marketing - Mobile Marketing - Internet Marketing - Email Marketing - Design attractive website - Review sites in Internet - Interactive Marketing - Database Marketing.

CASE STUDY from I to V Units

TEXT BOOK

Philip Kotler, Kevin Lane Keller, "Marketing Management" 15th Edition, 2016, Pearson Education Limited, Noida.
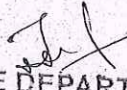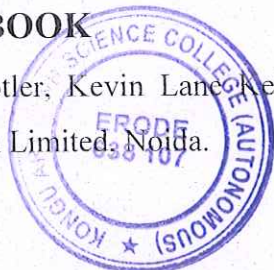
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Books for References:

1. Dr.C.B.Gupta & Dr.N.Rajan Nair, "Marketing Management", 10th Edition, 2008, Sultan Chand & Sons, New Delhi.

2. V.S Ramasamy & S. Namakumari, "Marketing Management: Global Perspective Indian Context" - 5th Edition, 2013, Macmilan Publishers India Ltd, Chennai.

3. S.A.Sherlekar, "Marketing Management" 14th Edition 2012, Himalaya Publishing House, Mumbai.

4. Rajan Saxena, "Marketing Management", 4th Edition, 2009, Tata McGraw Hill, New Delhi.

QUESTION PAPER PATTERN		
SECTION - A	**SECTION - B**	**SECTION - C**
5 x 6 = 30 Marks	**3 x10 = 30**	**1 x 15 = 15 Marks**
(Either or Type)	(Any 3 Out of 5)	(Compulsory)
Two Questions from each unit	One Question from each unit	Any One Question out of Five Units

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Sem.	Course Code	FINANCIAL MANAGEMENT	Total Marks: 100		Hours Per Week	Credits
II	17PBDCT203		CIA: 25	ESE: 75	5	4

OBJECTIVE

On successful completion of the course the students should have: To learn the various functions of financial management along with the application. To learn capital budgeting and cost of capital. To understand capital structure, dividend policy and working capital management.

UNIT - I

Overview and Scope of Financial Management - Scope and Objectives - Finance functions - Financial Managers role - Functions of Financial Management - Risk-Return relationship- Time value of money concept - Compounding and present value technique- Short and long term finance.

UNIT - II

Cost of Capital - Concept and Measurement of Cost of Capital - Importance, Measurement of Specific Costs, Computation of Overall cost of Capital - Leverage - Operating Leverage - Financial Leverage - Problems.

UNIT - III

Capital Budgeting - Project Classification - Techniques of capital budgeting (Problems) - Risk analysis in Capital Budgeting.

UNIT - IV

Capital Structure Theory - Net Income Approach - Net Operating Income Approach - MM Approach - Dividend Policy - Types of Divided Policy- Determinants of Dividend policy.

UNIT - V

Working Capital Management - Working Capital Decisions - Sources of Working Capital- Management of cash, inventory and receivables - Types of Working Capital and its importance - Determinants of Working Capital Forecasting - Working Capital requirements (problems).

CASE STUDY from I to V Units

Questions: 60% of the questions shall be theory and the remaining 40% of the questions shall be problems based

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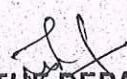(AUTONOMOUS)
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TEXT BOOK

Prasanna Chandra "Financial Management Theory and Practice", 8th Edition, 2012, Tata McGraw Hill, New Delhi.

Books for Reference:

1. IM Pandey "Financial Management", 11th Edition 2015, Vikas Publishing Co, New Delhi.

2. S.N.Maheswari "Financial Management - text, problem and cases", 10th Edition 2010.Sultan & Sons, Delhi.

3. M Y Khan & P K Jain - Financial Management, 7th Edition 2010. Tata McGraw Hill, New Delhi.

4. R.M. Shrivastava "Financial Management And Policy" Himalaya Publishing House, 2010.

QUESTION PAPER PATTERN		
SECTION - A	**SECTION - B**	**SECTION - C**
5 x 6 = 30 Marks (Either or Type) Two Questions from each unit	**3 x10 = 30** (Any 3 Out of 5) One Question from each unit	**1 x 15 = 15 Marks** (Compulsory) Any One Question out of Five Units

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Sem.	Course Code	HUMAN RESOURCE MANAGEMENT	Total Marks: 100		Hours Per Week	Credits
II	17PBDCT204		CIA: 25	ESE: 75	4	4

OBJECTIVE

This course is designed to provide an in-depth understanding of HR Functions and to enable the students to meet the HR challenges in present scenario.

UNIT- I

Understanding the nature and scope of Human Resource Management: Objectives - Nature - Scope - Functions - HRM Models - Role of HR Managers. Context of HRM: Forces - Scanning the environment - HRM and Environmental Scanning. Integrating the HR strategy with Business Strategy- Emerging trends in HRM.

UNIT -II

Human Resource planning: Meaning - Importance - Process - Factors affecting HRP. Analysis of works: Job Analysis - Nature - Purpose - Methods of Collecting job Data - Job Description and Specification. Recruitment talent and Selecting right talent: Recruitment - Factors - Sources - Selection - Procedure. Performance Appraisal: Objectives - Process - Methods - Performance appraisal in practice.

UNIT - III

Training and Development- Concept - Training vs Development - Training need assessment - Types of training programmes - Management Development Methods: On-the-job and Off - the-job training- In basket Training - Evaluation of Training Programmes. Career Management- process - Career development initiatives and Talent Management - Life Cycle - Initiatives.

UNIT - IV

Compensation Management: Components of compensation - Factors influencing employee compensation - Devising a Compensation plan - Incentives and performance based - based pay: Nature – Perquisites - Types - Group incentive plans - Incentives for indirect workers - Schemes in Indian organisation. Managing employee benefits and services - compensating Top Brass.

UNIT – V

Industrial Relations - Collective bargaining - Discipline administration - grievances handling - managing dismissals and separation - Labour Laws - Trade Unions - Resolving Disputes. Managing Ethical Issues in Human Resource Management - HR Audit and Evaluation - e HRM - Contemporary challenges in HRM.

CASE STUDY from I to V Units
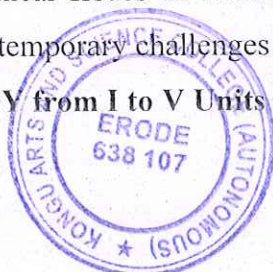
Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
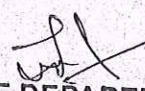(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

TEXT BOOKS

Aswathappa, K. (2013). Human Resource Management: Text and Cases, 7/e; New Delhi, McGraw-Hill

Books for Reference:

1. 2. Dessler, Gary and Biju Varkke,. Human Resource Management, 14/e ,2016, New Delhi, Pearson Education

2. Gary Dessler, "Human Resource Management", 9th Edition, 2002, Prentice-Hall of India P.Ltd.

3. VSP Rao, "Human Resource Management: Text and cases", 3rd Edition, 2010 Excel Books, NewDelhi.

4. Raymond Noe and John Hollenbeck, "Human Resource Management: Gaining a Competitive Advantage" 9th Edition, 2014, McGraw-Hill Higher Education.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
5 x 6 = 30 Marks (Either or Type) Two Questions from each unit	3 x10 = 30 (Any 3 Out of 5) One Question from each unit	1 x 15 = 15 Marks (Compulsory) Any One Question out of Five Units

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Sem.	Course Code	QUANTITATIVE TECHNIQUES	Total Marks: 100		Hours Per Week	Credits
II	17PBDCT205		CIA: 25	ESE: 75	5	4

OBJECTIVE

To enable the students to learn the techniques of Operations Research and their application in business management and decisions based on quantitative elements.

UNIT - I

Operations Research - An Over View: Introduction -Origin and Development of O.R. -Nature and Features of O.R.- Scientific Method in O.R.-Operations Research and Decision Making - Applications of Operations Research.

Linear Programming Problem: Introduction - Linear programming problem - Mathematical formulation of the problem - Illustrations on Mathematical formulation of LPPs- Graphical solution method.

UNIT - II

Transportation Problem : Introduction - LP Formulation of the Transportation Problem - Transportation Table - Solution of a Transportation Problem - Finding an Initial Basic Feasible solution (NWCR, LCM and VAM) -Test for optimality-Transportation Algorithm (MODI Method) Non-degenerate problems Only.

Assignment Problem: Introduction - Solutions method for assignment problem.

UNIT - III

Queueing Theory : Introduction - Queueing System - Elements of Queueing System - Operating Characteristic of queueing system - Classification of Queueing models - Poisson Queueing system Model I {(M/M/1 : (∞ /FIFO)} only.

Network Scheduling by PERT /CPM : Introduction - Basic Components - Logical Sequencing - Rules of Network Construction - Critical Path Analysis- Probability consideration in PERT - Distinction between PERT and CPM.

UNIT - IV

Decision Analysis: Introduction - Decision making Problem -Decision making Process - Decision making Environment - Decisions under Uncertainty - Decisions under risk - Decision tree analysis.

UNIT - V

Simulation: Introduction - Why Simulation? - Process of Simulation - Simulation models - Event Type Simulation - Generation of Random Numbers - Monte Carlo Simulation - Simulation in Queuing System.

CASE STUDY from I to V Units
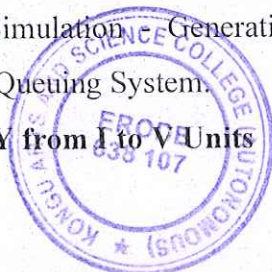
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Questions: 80% of the questions shall be problems (simple business application problems) and the remaining 20% of the questions shall be theory based.

TEXT BOOK

Kanti Swarup, P.K.Gupta and Man Mohan, "Introduction to Management Science – Operations Research" , 15th Edition, 2010,Reprint 2011, Sultan Chand and Sons, New Delhi.

Unit -I : Chapter 1 : Section 1.1 -1.4 , 1.9 ,1.10.

Chapter 2 : Section 2.1 -2.4 . Chapter 3 : Section 3.2 .

Unit -II : Chapter 10 : Section 10.1 -10.2 , 10.5 ,10.8-10.10 , 10.12 .

Chapter 11 : Section 11.1 -11.3 .

Unit -III : Chapter 21 : Section 21.1 -21.4 , 21.7 ,21.9.

Chapter 25 : Section 25.1 -25.4 ,25.6-25.8 .

Unit -IV : Chapter 16 : Section 16.1 -16.7.

Unit -V : Chapter 22 : Section 22.1 -22.7 , 22.9.

Books for Reference:

1. Hamdy.A.Tata, "Operation Research:An Introduction", 9th Edition 2013, Pearson Publication.

2. Prem kumar gupta and D.S.Hira , "Problems in Operation Research:Principles and Solution", 1st Edition 2007, Sultan Chand publications.

3. Vittal.P.R and Malini.V, "Operation research:Resource Management Techniques", 1st Edition 2013, Margham Publishers

4. Naidu.N.V.R, Rajendra.G, Krishna Rao.T, "Operation Research", 1st Edition 2011, I.K International publishing house private limited, New Delhi

5. Dr.Sharma J.K "Operation Research Theory and Applications", 3rd Edition 2007, Macmillan India Limited .

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
5 x 6 = 30 Marks (Either or Type) Two Questions from each unit	3 x10 = 30 (Any 3 Out of 5) One Question from each unit	1 x 15 = 15 Marks (Compulsory) Any One Question out of Five Units
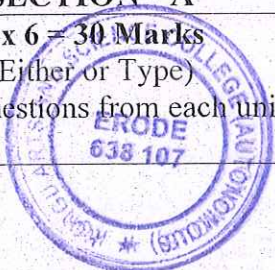
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Sem.	Course Code	RESEARCH METHODS FOR MANAGEMENT	Total Marks: 100		Hours Per Week	Credits
II	17PBDCT206		CIA: 25	ESE: 75	4	4

OBJECTIVE

To introduce to the students the basic concepts and highlight the need for Research in the functional areas of management and to equip the students with some of the tools for doing research.

UNIT - I

Research: Meaning - Objectives - Types - Significance of Research - Research methods and Methodology - Steps of research process - Criteria of good research - Research Problem: Selecting the problem - Necessity of Defining the Problem - Technique of formulating a problem.

UNIT - II

Research Design: Meaning - Need and Features - Concepts relating to research design- different research designs - Principles of Experimental designs - developing a research plan. Sampling Design: Census and sample survey - Steps in sample design - different types of sampling designs - Non probability and probability Sampling designs.

UNIT - III

Measurement and Scaling: Measurement in research - Tests of Measurement: validity, reliability and practicality - Scale classification Basis - Scaling Techniques - Data collection: Primary data and Secondary data - Collection of data through questionnaires - Schedules and interviews - Collection of secondary data.

UNIT - IV

Processing and Analysis of Data: Processing Operations - Problems in processing - Types of analysis - Parametric test - Importance of parametric test- Chi-Square Test (Problems). Nonparametric Test: ANOVA (Problems) - Applications of t test.

UNIT - V

Interpretation and Report Writing: Meaning of Interpretation - Technique-Precaution in Interpretation - Significance of Report writing-Steps in Writing a Report - Layout of research Report - Types of report - Precautions for writing Research report - The role of computers in research.

CASE STUDY from I to V Units

Questions: 80% of the questions shall be theory 20% of the questions shall be problem based.
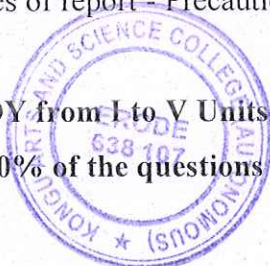
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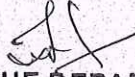(AUTONOMOUS)
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TEXTBOOK

Kothari C.R., "Research Methodology Methods and Techniques", 2nd Revised Edition, New Age International Publishers, New Delhi, 2010.

Books for Reference:

1. Panneerselvam.R, "Research Methodology", 2nd Edition, Prentice Hall India (P) Ltd., New Delhi 2007.

2. Srivastava, T. N and Rego Shailaja, Business Research Methodology, Tata McGraw Hill Education Private Limited, New Delhi 2012

3. Gupta, S. L and Gupta, Hitesh, Business Research Methods, McGraw Hill Education (India) Private Limited, New Delhi 2012

QUESTION PAPER PATTERN		
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Sem.	Course Code	COMPUTER APPLICATIONS IN MANAGEMENT - PRACTICAL	Total Marks: 100		Hours Per Week	Credits
II	17PBDCP207		CIA: 40	ESE: 60	3	3

COMPUTER APPLICATIONS IN MANAGEMENT - PRACTICAL

MS OFFICE

WORD: Creating a new document with templates & Wizard - Word basics - Working with fonts- Paragraph Formatting- Indents - line space- Character Space - Page Formatting- Footnotes- Endnotes - Page Numbering- Page Set-Up- Printing Documents Header and Footer - Bullets and Numbering - Tabs - Symbols - Finding and Replacing Text - Spell Check and Grammar Check- Consulting Thesaurus - Inserting images and objects - Using Words Drawing Features - Inserting Tables - (Adding- deleting- modifying rows and columns - merging & splitting cells) - Using formulas in tables- Converting text to table and vice-versa- Mail Merge tool.

EXCEL: Managing Workbooks - Working with Worksheets - Cell Referencing (Absolute references - Mixed references) - Ranges - Using Formulas and Functions; Formulas that Make Decisions (How the if function works) Formatting Worksheets- Printing Worksheets - Creating and Editing Graphic Objects and Charts - Sorting Data - Filtering etc.- Analyzing Data Using Pivot Tables - Performing What-If Analysis- Issuing Scenario Manager.

POWERPOINT: Creating new Presentations Using Auto Content Wizard - Using Template - Adding - Editing- Deleting - Copying- Slides - Applying Slide Design - Adding graphics – graphs - Organization charts - Creating custom animations - Special Effects to Create Transition Slides - Adding Sounds To Slides - Using Action Buttons - Creating Slide Shows- Rehearsing Slide Timings.

Practical: Simple exercises to be done in WORD, EXCEL and POWERPOINT using all the above mentioned topics.

TEXT BOOK
Microsoft Office Professional 2013 Plain & Simple – Murray, 1st Edition, 2013 Prentice Hall India Learning.

Books for References:
1. Microsoft Office 2007 Quick Steps Marty Matthews & Carole Matthews, 2008, McGraw-Hill Osborne.
2. SAP(R) ERP Financials and FICO Handbook – S.N.Padhi, 2010, Jones and Bartlett Publishers.
3. Enterprise Resource planning (ERP): Text and case studies by Murthy- C S V- HPH.

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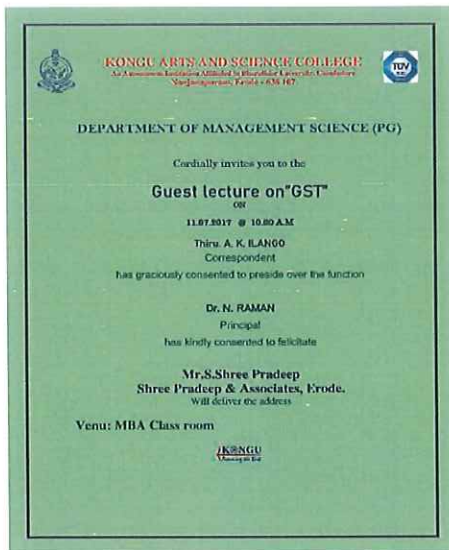
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ACTIVITIES

KONGU ARTS AND SCIENCE COLLEGE

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DEPARTMENT OF MANAGEMENT SCIENCE (PG)

Guest lecture on "GST" – 11th July, 2017

An Guest lecture on "GST" was organised by the department of management science (PG) on 11th July, 2017. The session was delivery by Mr. S. Shree Pradeep, Shree Pradeep & Associates, Erode. He had discussed about simpler tax structure, Funds for production, Support for small and medium enterprises, increased volume of export, and enhanced operations throughout India. He finally added that self-correction is an entity that makes our weakness into strength. Our guest cleared the quarries of the participants in Q & A session.

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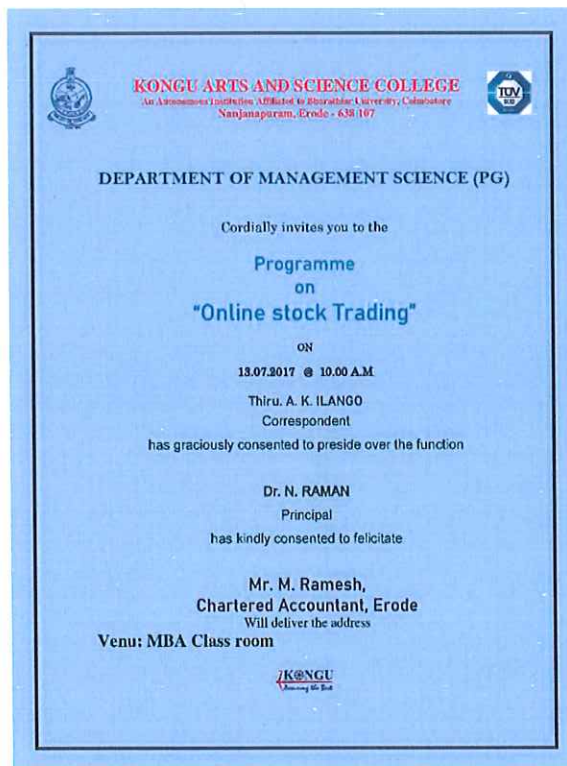(AUTONOMOUS)
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DEPARTMENT OF MANAGEMENT SCIENCE (PG)

Online Stock Trading – 13th July, 2017

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An Autonomous Institution Affiliated to Bharathiar University, Coimbatore
Nanjanapuram, Erode - 638 107

DEPARTMENT OF MANAGEMENT SCIENCE (PG)

Cordially invites you to the

**Programme
on
"Online stock Trading"**

ON

13.07.2017 @ 10.00 A.M.

Thiru. A. K. ILANGO
Correspondent
has graciously consented to preside over the function

Dr. N. RAMAN
Principal
has kindly consented to felicitate

Mr. M. Ramesh,
Chartered Accountant, Erode
Will deliver the address

Venu: MBA Class room

KONGU

An Online stock Trading was organised by the department of management science (PG) on 13th July, 2017. The session was delivery by Mr. M. Ramesh, Chartered Accountant, Erode. He had discussed about elimination of middleman, cheaper and faster moment of stocks, Investor control, Monitoring of investments in real time. He explained about how does online trading work? How do you trade online? He finally added that Start investing as soon as possible as there is no perfect time to invest. Our guest cleared the quarries of the participants in Q & A session.

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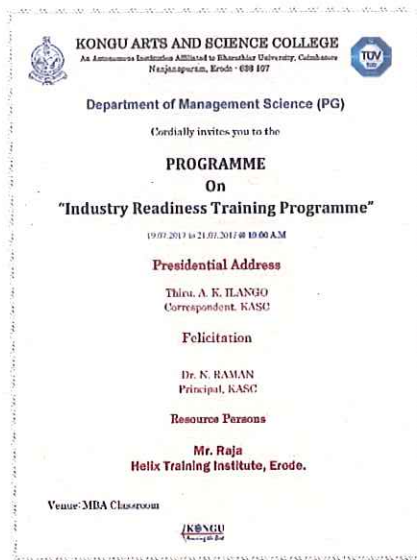(AUTONOMOUS)
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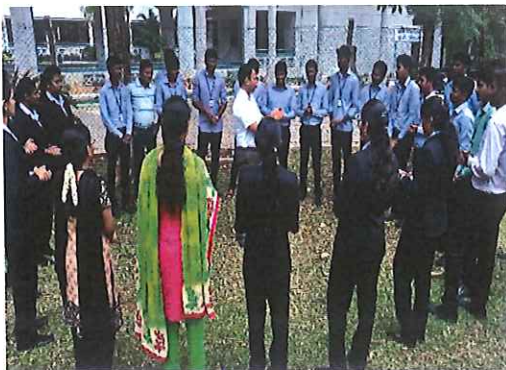
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DEPARTMENT OF MANAGEMENT SCIENCE(PG)

Industry Readiness Training Programme – 19th & 21st July, 2017

An Industry Readiness Training Programme was organised by the department of management science (PG) on 19th & 21st July, 2017. The session was delivery by Mr. Raja, Helix Training Institute, Erode. He had discussed about the program design provide skills necessary to become employed in the areas of Production, Manufacturing Production, Maintenance, Installation and Repair, Quality Assurance, Logistics and Inventory Control and Environmental Assurance. He explained about Computer Skills, Safety, Project Based Learning, and Workplace Success. He finally added that Communication for Business Success, Goal Setting and Attainment, Critical Thinking Skills, Stress Management, Resume & Cover Letter Building, Interview Skills and Team Building. Our guest cleared the quarries of the participants in Q & A session.

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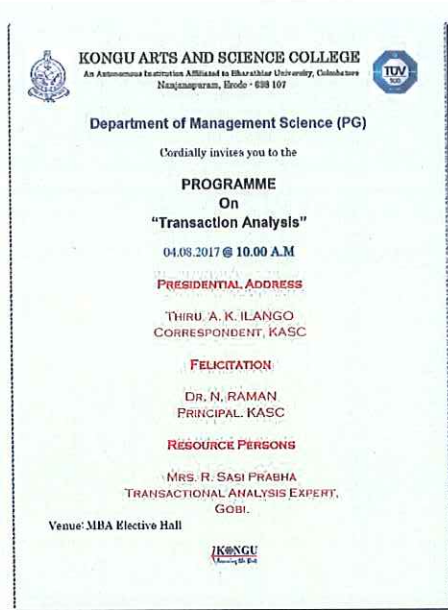KONGU ARTS AND SCIENCE COLLEGE
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DEPARTMENT OF MANAGEMENT SCIENCE (PG)

Transaction Analysis – 4 August, 2017

KONGU ARTS AND SCIENCE COLLEGE
An Autonomous Institution Affiliated to Bharathiar University, Coimbatore
Nanjanapuram, Erode - 638 107

Department of Management Science (PG)

Cordially invites you to the

PROGRAMME
On
"Transaction Analysis"

04.08.2017 @ 10.00 A.M

PRESIDENTIAL ADDRESS

THIRU. A. K. ILANGO
CORRESPONDENT, KASC

FELICITATION

DR. N. RAMAN
PRINCIPAL. KASC

RESOURCE PERSONS

MRS. R. SASI PRABHA
TRANSACTIONAL ANALYSIS EXPERT,
GOBI.

Venue: MBA Elective Hall

A Transaction Analysis was organised by the department of management science (PG) on 4th August, 2017. The session was delivery by Mrs. R. Sasi Prabha, Transactional Analysis Expert, Gobi. She had discussed about Ascertaining the Accounts Involved, Ascertaining the Nature of Accounts, Determining the Effects in Terms of Increase and Decrease, Applying the Rules of Debit and Credit. Our guest cleared the quarries of the participants in Q & A session.

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DEPARTMENT OF MANAGEMENT SCIENCE (PG)
Entrepreneurial Avenues – 10th August, 2017

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An Autonomous Institution Affiliated to Bharathiar University, Coimbatore
Nanjanapuram, Erode - 638 107

Department of Management Science (PG)

Cordially invites you to the

PROGRAMME
On
"Entrepreneurial Avenues"

10.08.2017 @ 10.00 A.M

PRESIDENTIAL ADDRESS

THIRU. A. K. ILANGO
CORRESPONDENT, KASC

FELICITATION

DR. N. RAMAN
PRINCIPAL, KASC

RESOURCE PERSONS

Mr. T.M. Senthilkumar,
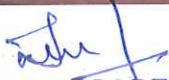Entrepreneur & CII Member and YI Erode

Venue: MBA Classroom

KONGU

An Entrepreneurial Avenues was organised by the department of management science (PG) on 10th August, 2017. The session was delivery by Mr. T. M. Senthilkumar, Entrepreneur & CII Member and YI Erode. He had discussed about five avenues, The first avenue to explore would be your current profession, trade or service industry, The second avenue would be exploring a hobby that you love or a talent that you have, the third avenue to explore could be a partnership, The fourth avenue is risky business, The final avenue through which to explore to find your ideal startup business is to "Tap into the Sap". He also explained about "*You* do or do not, there is no try", and that none of the 5 Avenues are better than the other, they all require proper planning, strategy, marketing and "HARD WORK", but you can do it, I know you can! Our guest cleared the quarries of the participants in Q & A session.

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DEPARTMENT OF MANAGEMENT SCIENCE (PG)

Industrial Visit to "Tex Valley", Chithode – 16ᵗʰ December, 2017

An Industrial Visit to "Tex Valley", Chithode was organised by the Department of Management Science (PG) on 16ᵗʰ December, 2017. It is an integrated textile wholesale and retail market located in Erode. The Tex valley was started in the year August 2014.there are two buildings namely Tex valley market and Global market. The Tex valley market contains low-cost merchandise and customers can avail offers when they purchase it on bulk. The Global market is for branded and high-cost products. We interacted with the customers and shop owners about the shops and sales volume. There are variety of shops available in the market for men's clothing, women's clothing, kids wear ,furniture. This mall is designed to accommodate about 1599 shops and contains 600 showrooms. The rent of the shop is minimum 20,000 to maximum 40,000. Canteen facilities are also available for the customers in the mall. Through this industrial visit our students had learnt about the real working environment. They also gained the practical perspective of a theoretical concept relevant to their domain.

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DEPARTMENT OF MANAGEMENT SCIENCE (PG)

Special Lecture on "Application of parametric and Non-parametric tests using SPSS" – 29th January, 2018

KONGU ARTS AND SCIENCE COLLEGE
An Autonomous Institution Affiliated to Bharathiar University, Coimbatore
Nanjanapuram, Erode - 638 107

Department of Management Science (PG)

Cordially invites you to

Special Lecture on
"Application of parametric and Non-parametric tests using SPSS"

29.01.2018 @ 10.00 A.M

PRESIDENTIAL ADDRESS

THIRU. A. K. ILANGO
CORRESPONDENT, KASC

FELICITATION

DR. N. RAMAN
PRINCIPAL, KASC

RESOURCE PERSONS

DR. M.VASAN
ASSISTANT PROFESSOR OF COMMERCE
A.V.V.M. SRI PUSHPAM COLLEGE (A)
POONDI, THANJAVUR

Venue: MBA Classroom

A Special Lecture on "Application of parametric and Non-parametric tests using SPSS" was organised by the department of management science (PG) on 29th January, 2018. The session was delivery by Dr. M. Vasan, Assistant Professor of Commerce, A.V.V.M. Sri Pushpam College (A), Poondi, Thanjavur. He had discussed about Parametric tests make assumptions about the parameters of a population as Normality of distribution, Homogeneity of variance, Independence of Observations, Randomness, Interval scale measurement and non-parametric tests are Non-normal Distribution, Non-homogeneity of variance, Dependence of observations, Non-random, Non-Internal Scale Measurement. Our guest cleared the quarries of the participants in Q & A session.

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