



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

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

ERODE – 638 107

2018-2019



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ERODE – 638 107

SYLLABUS

| Sem | Course Code | RURAL MARKETING | Total Marks : 100 | | Hours Per Week | Credits |
|-----|-------------|-----------------|-------------------|----------|----------------|---------|
| III | 17PBDET305 | | | CIA : 25 | ESE: 75 | 4 |

OBJECTIVE:

To familiarize the students with the concept of rural marketing, behaviour of rural consumer, Selecting and attracting the markets through the product and promotional strategy.

COURSE OUTCOMES:

At the end of the course, students will be able to

CO1 Describe the basis on rural economy and its development.

CO2 Gain exposure on rural market and consumers.

CO3 Develop product strategy for rural markets.

CO4 Exhibit an awareness on pricing strategy and promotional campaigns.

CO5 Understand the distribution and logistics management.

UNIT- I

Rural Economy - Rural - Urban disparities-policy interventions required - Rural face to Reforms - The Development exercises in the last few decades.

UNIT-II

Rural Marketing - Concept and Scope - Nature of rural markets - Attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets.

UNIT-III

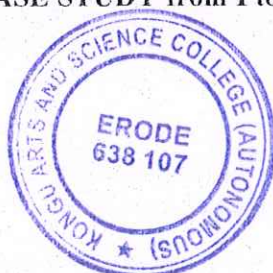
Selection of Markets - Product Strategy - Product mix Decisions - Competitive product strategies for rural markets.

UNIT-IV

Pricing strategy - Pricing policies - Innovative pricing methods for rural markets - Promotion strategy - Appropriate media - Designing right promotion mix - Promotional campaigns.

UNIT - V

Distribution - Logistics Management - Problems encountered - Selection of appropriate channels - New approaches to reach out rural markets – Electronic choupal applications. IT for sustainable rural development.

CASE STUDY from I to V Units

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TEXT BOOK:

C.S.G. Krishnamacharyulu and Lalitha Ramakrishnan, "Rural Marketing - Text and Cases", 2nd Edition, 2010. Pearson Education India.


BOOKS FOR REFERENCE:

1. Badi R.V, "Rural Marketing", 1st Edition, 2006, Himalaya Publishing House.
2. Balram Dogra and Karminder Ghuman, "Rural marketing - Concepts and Practices", 2007, Tata McGraw Hill Publishing Company Limited, New Delhi.

| QUESTION PAPER PATTERN | | |
|--------------------------------------|---------------------------------------|-----------------------------------|
| SECTION - A | SECTION - B | SECTION - C |
| 5 x 6 = 30 Marks (Either or Type) | 3 x 10 = 30 Marks (Any 3 Out of 5) | 1 x 15 = 15 Marks (Compulsory) |
| Two questions from each unit | One Question from each unit | One case study out of five units |


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| Sem | Course Code | COMPENSATION AND REWARD MANAGEMENT | Total Marks: 100 | | Hours Per Week | Credits |
|-----|-------------|------------------------------------|------------------|---------|----------------|---------|
| III | 17PBDET308 | | CIA: 25 | ESE: 75 | 4 | 3 |

OBJECTIVE:

To enable the students to understand the basics, functions and application of compensation Management and Policy, Incentive Scheme, Benefits and Services.

COURSE OUTCOME:

At the end of the course, students will be able to

CO1 Analyse the basic compensation concepts and the context of compensation practice.

CO2 Illustrate different dimensions of compensation.

CO3 Understand the compensation policy.

CO4 Determine the types of Incentive schemes.

CO5 Learn the Strategic Perspectives on Benefits and Services.

UNIT - I

Background: Concept of Compensation -System of Compensating - Compensation Dimensions - Concept of Reward - Non-financial Compensation System - Concept of Total Reward System - The New Trends of Compensation Management - The 3-P Compensation Concept.

UNIT - II

Theoretical Dimensions – Economic & Behavioural: Economic Theory of Wages - Limitations of Economic Theories - Behavioral (Motivational) Theories - Rewards Influence Behaviour. Wages and salary Administration at Macro (National) Level : Economic Objectives of Wage Policy - The Social Objectives - Key Considerations Wage Concept (Minimum Wages Concept) - Legal Framework - Institutional Mechanism for Wage Determination - Unilateral Pay Fixation - Collective Bargaining - Levels of Bargaining -Pay Commissions - Wage Boards – Adjudication - An Approach to Public Sector Pay Revision.

UNIT - III

Industry's Compensation Policy (Micro-Level): Divergent Perspectives of Management and Labour - Compensation Strategy at Micro (Company) Level - Concept of Internal Equity & External Parity - Job Evaluation- Methods and System of Job Evaluation. Compensation Structure - Indian Practices: Salary Progression - Methods of Payment - Limitations of the Job -related Compensation - Competency-based Compensation.



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UNIT - IV

Incentive Schemes / Payment By Results (PBR): Merits and Demerits of Incentives - Pre-requisites of Effective Incentive Scheme - Types of Incentive Schemes / Systems - Improshare Plan - Group Incentive Plan - Incentives for Indirect Workers - Wage Incentive Plans.

UNIT - V

Benefits and Services: Strategic Perspectives on Benefits - Classification of Employee Benefits - Costing Benefits - Factors Influencing Choice of Benefit Package - Statutory Welfare Provision in India - Social Security: Concept and Evolution - Voluntary Welfare Amenities in India - Flexible Benefits - Administration of Benefits and services. Managerial Remuneration: Elements of Managerial Compensation - Benefits for executives- Recent trends.

CASE STUDY from I to V Units**TEXT BOOK:**

B.D.Singh, "Compensation and Reward Management", 2009, Excel Books, New Delhi.

BOOKS FOR REFERENCE:

1. V.Vijayalakshmi "Compensation Management", "Vrinda Publication" 2009 Macmillan Publishers, New Delhi.
2. Sonishyamsingh, "Compensation Management", CSE Excel Books, New Delhi 2nd Edition, 2008.
3. Sunil Bacshi, "Compensation Management", 2001 Galgodia Publication Private Limited,
4. Sarma. A.M., "Compensation Management and Labour Legislation", "Himalaya Books Private Limited, Delhi, 1st Edition 2008.
5. Michael Armstrong, "Employee Reward", University Press (India) Limited, Hyderabad.

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| Sem | Course Code | ESSENTIALS OF FINANCIAL SERVICES | Total Marks: 100 | | Hours Per Week | Credits |
|-----|-------------|----------------------------------|------------------|--------|----------------|---------|
| III | 17PBDET309 | | CIA: 25 | ESE:75 | 4 | 3 |

OBJECTIVE:

This course is intended to familiarize the students with the various financial services and their role in the financial system.

COURSE OUTCOMES:

At the end of the course, students will be able to

CO1 Help the students appreciate and understand how merchant banking and NBFC operate.

CO2 Understand the concepts of hire purchase and leasing.

CO3 Learn the basic functions and performance of mutual funds.

CO4 Gain knowledge about the various financial services.

CO5 Gain practical knowledge on merger and acquisitions

UNIT - I

Merchant Banking: Functions - Categories of merchant bankers-Modes of raising capital from Domestic and foreign markets - Raising short term funds - Recent developments in the capital markets - SEBI guidelines on obligations and responsibilities of Merchant bankers -Merchant banking in India. NBFCs Types of activities of NBFC's - Regulation of NBFC s in India.

UNIT - II

Hire Purchase: Concept - Rights of hirer - Evaluation of hire purchase proposals. Leasing - Overview - Tax aspects - Lease accounting - Types of leases - Benefits of leasing- Rights and obligations of Lesser and lessee-Evaluation of leasing proposals - Lease financing Vs. hire purchase financing


UNIT - III

Mutual funds: operations types - Mechanics of mutual fund operations - Performance measure of a mutual fund - Regulation - AMC, function, working mechanism - Operational efficiency of mutual fund - SEBI guidelines for mutual funds.

UNIT - IV

Other financial services: Venture capital - Bill discounting - Factoring and forfeiting - credit rating - Asset securitization - Securitization in India- Depositories role of depositories in the capital market.




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UNIT - V

Mergers and acquisitions: Merger, meaning, types, acquisitions (Simple problems) SEBI code on takeover - Business failures and reorganizations. Review of relevant articles.

Questions: 85% of the questions shall be theory and 15% of the questions shall be problem based.

CASE STUDY from I to V Units

TEXT BOOK:

Gurusamy S, "Essentials Financial Services", 3rd Edition, 2018, Vijay Nicole Imprints Private limited, Chennai.

BOOKS FOR REFERENCE:

1. Khan M Y., "Financial Services", 5th Edition, 2009, Tata McGraw Hill Publishing Company, New Delhi.
2. Shanmugam R., "Financial Services" 1st Edition, 2010, Wiley India, New Delhi.
3. Ravichandran K., "Merchant Banking and Financial Services", 2013, Himalaya Publishing House, New Delhi.
4. Punithavathy Pandian, "Financial Services and Markets", 2009, Vikas Publishing House Pvt. Ltd, New Delhi.

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| Sem | Course Code | KNOWLEDGE MANAGEMENT SYSTEM | Total Marks: 100 | | Hours Per Week | Credits |
|-----|-------------|-----------------------------|------------------|---------|----------------|---------|
| III | 17PBDET314 | | | CIA: 25 | ESE: 75 | 4 |

OBJECTIVE:

The objective of this course is to prepare students to understand the current theories, practices, tools and techniques in knowledge management to deal with the challenges with the organization and management of knowledge.

COURSE OUTCOME

CO1 To understand the concept of knowledge management and different views of knowledge.

CO2 To know different methods and techniques for managing knowledge.

CO3 Evaluate and implement Knowledge Management Systems to facilitate individual and group work.

CO4 Gain knowledge about different types of knowledge systems and balancing knowledge.

CO5 To understand web based knowledge management system concepts.

UNIT - I

Knowledge management - Concept - Basics of Knowledge Management - Drivers of knowledge management - Theory and practice - Major approaches to Knowledge management - Value of Knowledge management - Knowledge management cycle - Integrated cycle.

UNIT - II

Major theoretical Knowledge management models - Knowledge acquisition and creation tools - Sharing and Dissemination tools - Knowledge management strategy - Knowledge audit - Gap analysis - Knowledge management metrics - Knowledge audit and analysis.

UNIT - III

Organisational culture - Organisational maturity models - Knowledge management team - Ethics of Knowledge management - Future challenges for Knowledge management - Research issues Knowledge application at individual - Group and organisational levels - Knowledge reuse - Knowledge repositories.

UNIT - IV

Knowledge Leadership styles - Knowledge alignment with business strategies - Pragmatic knowledge development - Balancing knowledge and business management systems - Constructing knowledge infrastructure.



UNIT - V

Web based knowledge management - Integrating with web - Based and internal operational & support systems - Change management - Reward systems - Conditions improvement.

CASE STUDY from I to V Units

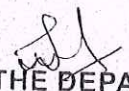
TEXT BOOK

Kimiz Dalkir, "Knowledge Management in Theory and Practice", Butterworth – Heinemann, 2011.


BOOKS FOR REFERENCE:

1. Stuart Barnes, "Knowledge Management System - Theory and Practice", Cengage Learning, 2002.
2. Steven Cavaleri and Sharon Seivert with Lee W. Lee, "Knowledge Leadership – The Art and Science of Knowledge based organisation", Butterworth – Heinemann, 2008
3. Shelda Debowski, "Knowledge Management", Wiley India, 2007.

| QUESTION PAPER PATTERN | | |
|---|---|--|
| SECTION - A | SECTION - B | SECTION - C |
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| Sem | Course Code | ADVANCED PRODUCTION MANAGEMENT | Total Marks: 100 | | Hours Per Week | Credits |
|-----|-------------|--------------------------------|------------------|---------|----------------|---------|
| III | 17PBDET315 | | CIA: 25 | ESE: 75 | 4 | 3 |

OBJECTIVE:

The objective of the course is to provide the students with the conceptual knowledge of production systems, design of facilities, productivity techniques and modern quality management.

COURSE OUTCOMES:

At the end of the course, students will be able to

CO1 Describe various advanced production system.

CO2 Demonstrate the understanding of designing facilities and will able to design the production layout.

CO3 Gain exposure to design of various production system.

CO4 Handle productivity techniques and modern quality management effectively.

CO5 Analyze the application oriented case studies on modern production management.

UNIT - I

Introduction - Nature of production management - Impact of technology on production - Economics and social issues - Automated production systems - CAD - CAM.

UNIT - II

Design of the systems and procedures - Product decision and process selection - Design of facilities.

UNIT - III

Design of Production - Planning and control system - Design on scheduling system - Design of inventory system - Design of Maintenance system.

UNIT - IV

Productivity techniques - Application of quantitative models for production planning and control - Process Charts - Network Analysis.

UNIT - V

Business process Re-engineering - Synchronous manufacturing - Quality Circle - Quality Management - Dimensions of Quality - Determinants of quality - Modern Quality Management.

CASE STUDY from I to V Units

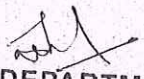
TEXT BOOK:

S.A Chaunawalla, "Production and Operations Management", 7th edition, 2007, Himalaya Publishing House Private Limited, Mumbai.


BOOKS FOR REFERENCES:

1. R.V. Badi and N.V. Badi, "Modern Production Management", 1st Edition, 2006, Vrindha Publication, New Delhi.
2. Norman Gaither and Greg Frazier., "Operations Management", 9th Edition, 2002, Thomson Asia (P) Limited, New Delhi.
3. Kanishka Bedi, "Production and Operations Management", 2nd Edition, 2008, Oxford University Press, New Delhi.

| QUESTION PAPER PATTERN | | |
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| Sem | Course Code | PRODUCT DESIGN | Total Marks: 100 | | Hours Per Week | Credits |
|-----|-------------|----------------|------------------|---------|----------------|---------|
| | | | CIA: 25 | ESE: 75 | 4 | 3 |
| III | 17PBDET317 | | | | | |

OBJECTIVE:

The objective of the course is to familiarize the students on understand the application of structured methods to develop a product.

COURSE OUTCOMES:

At the end of the course, students will be able to

CO1 Describe basics of product development and development process.

CO2 Gain exposure on product planning and product life cycle.

CO3 Exhibit knowledge on product concept.

CO4 Acquire exposure on Industrial design and design tools.

CO5 Express the intellectual property rights and patents.

UNIT - I

Product - Types of products - Product development - Characteristics - Duration and cost - Challenges. Development Process: Generic Process - Adapting to product types - Evaluation - decay curve – cost expenditure curve.

UNIT - II

Product Planning Process - Steps. Opportunity identification - Breakdown structure - Product development charter - Product Life Cycle - Technology Life Cycle - Understanding Customer Needs - Disruptive Technologies - Product Specification - Concept Generation - Activity-Steps- Techniques.

UNIT - III

Concept Selection - Importance - Methodology - Concept Screening - Concept Scoring - Concept Testing - Product Architecture - Definition - Modularity - Implication - Establishment - Delayed Differentiation - Platform Planning.

UNIT- IV

Industrial Design - Design for Manufacturing - Value Engineering- Ergonomics - Prototyping- Robust Design- Design for X-failure rate curve-product use testing - Collaborative Product development- Product development economics-Scoring model- Financial analysis.



UNIT - V

Intellectual Property and Patents - Patent Searches and Application - Patent Ownership and Transfer, Patent Infringement - New Developments and International Patent Law.

CASE STUDY from I to V Units

TEXT BOOKS:

1. Karl T. Ulrich, Steven D. Eppinger, Anita Goyal, "Product Design and Development", Reprint 2009. 4th Edition, Tata McGraw Hill, New Delhi.

BOOKS FOR REFERENCE:

1. A.K. Chitale and R.C. Gupta, "Product Design and Manufacturing", 2008., Prentice-Hall of India Private Ltd, New Delhi.
2. Deborah E. Bouchoux, "Intellectual Property Rights", 2005, Cengage Learning.
3. Anil Mital. Anoop Desai, Anand Subramanian, Aashi Mital, "Product Development", 2009, Elsevier.
4. Michael Grieves, "Product Life Cycle Management", 2006, Tata McGraw Hill, New Delhi.
5. Kerber, Ronald L, Laseter, Timothy M., "Strategic Product Creation", 2007, Tata McGraw Hill, New Delhi.
6. Kenneth B.Kahn, "New Product Planning", 2010, Sage Publications, New Delhi.

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| Sem | Course Code | PROJECT MANAGEMENT | Total Marks: 100 | | Hours Per Week | Credits |
|-----|-------------|--------------------|------------------|---------|----------------|---------|
| | | | CIA: 25 | ESE: 75 | 4 | 3 |
| III | 17PBDET318 | | | | | |

OBJECTIVE:

The basic objective of this course is to equip the students with entrepreneurial skills like Project formulation, appraisal, evaluation, monitoring and control.

COURSE OUTCOMES:

At the end of the course, students will be able to

CO1 Manage the selection and initiation of individual projects and portfolios of projects in the enterprise.

CO2 Apply project management principles in business situations to optimize resource utilization and time optimization.

CO3 Demonstrate effective risk management approach for managing the project effectively.

CO4 Identify and reduce various risks involved in the projects.

CO5 Apply the feasible study to evaluate the viability of a project.

UNIT - I

Project management: Frame work: concept of a project, capital expenditure, importance and Difficulties, phases of capital budgeting, feasibility study: Overview. Resource allocation: Elementary investment strategy, portfolio planning tools, strategic position and action Evaluation.

UNIT - II

Project identification and formulation: scouting for project idea, preliminary screening, and Project rating index. Market and demand analysis - Market survey, forecasting and planning, profit potential of industries; porter model technical analysis - Analysis of inputs, technology, and work schedule

UNIT - III

Feasibility Study: Need - Components - Feasibility report preparation - Project Break-even point Project Report Preparation: Need for detailed report - Contents of ideal project report.

UNIT- IV

Project Risk Management: Introduction, Risk, Risk Management, Role of Risk Management in Overall Project Management, Steps in Risk Management, Risk Identification, Risk Analysis, Reducing Risks



UNIT - V

Project Appraisal: Market appraisal - Appraisal of managerial and technical aspects - Financial and commercial appraisal - Economic analysis: Economies of scale - Employment generation - Social cost and benefit analysis - Contribution to Government Revenue - Political stability - Priority and evaluation of international competitiveness.

CASE STUDY from I to V Units**TEXT BOOKS:**

1. Prasanna Chandra, "Project: Preparation, Appraisal, Budgeting and Implementation", 2009, Tata McGraw Hill Publishing Company, New Delhi.
2. Choudhry S.K Project Management Tata McGraw Hill Publishing Company, New Delhi.

BOOKS FOR REFERENCE:

1. P.K. Matto "Project Formulation in Developing Countries" 1998, Macmillan Publishers, New Delhi.
2. B.M. Patel "Project Management", 2nd Edition, 2010, Vikas Publishing House.
3. Michael davies "Project Management", 1986, Vikas Publishing House.
4. Milton D. Rosenau and Gregory D. Githens "Successful Project Management", 4th Edition, 2006, Wiley India Private Limited.

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| Sem | Course Code | MANAGEMENT OF SMALL ENTERPRISES | Total Marks: 100 | | Hours Per Week | Credits |
|-----|-------------|---------------------------------|------------------|---------|----------------|---------|
| III | 17PBDET319 | | | CIA: 25 | ESE: 75 | 4 |

OBJECTIVE:

The objective of this course is to enable the students to understand various aspects in the management of small scale industrial units.

COURSE OUTCOMES:

At the end of the course, students will be able to

CO1 Describe basis on small scale industrial units.

CO2 Gain knowledge on starting small industry and legal formalities.

CO3 Exhibit awareness on incentives and subsidies.

CO4 Gain exposure on financial requirements for small business.

CO5 Acquire knowledge on marketing and manpower planning in small enterprises.

UNIT - I

Small Industry: Meaning and Importance - Scope of small industrial unit - Role of small scale industry in Indian Economy - Small industry under five years plans - Products reserved for small scale industrial units.

UNIT - II

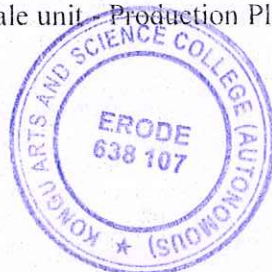
Steps for Starting Small Industry: Decisions to become entrepreneur - Steps to be taken - Search for a business idea - Source of ideas - Idea processing - Selection idea - Input requirements - Preparation of project report feasibility study - Location - Selection of type of organization - Size of the unit Preparation of project port guidelines -Factory design and layout - Legal formalities for registration and licensing.

UNIT - III

Incentives and subsidies: Policy initiatives for entrepreneurial growth - Meaning of incentives and subsidies -Need for incentives - Schemes of incentives in operation - Incentives under the licensing regulations - Incentives for development of backward areas - Subsidies consultancy service - Machinery on hire purchase or on lease -Transport subsidies - Seed capital assistance - Taxation benefits to small scale units.

UNIT - IV

Finance and Production Planning: Financial requirements - Structure and management of fixed and working capital - Sources of capital - Financial institutions problems in financing a small scale unit - Production Planning - Size of plant - Production mix - Costs of production -



Production facilities and their optimum utilization procurement of raw material - Problems involved Role of Government in supplying machinery and raw materials.

UNIT - V

Marketing and Manpower planning : Methods for pricing - Distribution - Competition - Sales Management Role of Government - Export Assistance - Manpower Planning - Source of manpower - Requirement and turnover absenteeism - Compensation and welfare measures - Grievances disputes - settlement machinery - Sickness in Small Industry - Diagnosis and measurements - Causes and consequences - Remedial measures.

CASE STUDY from I to V Units


TEXT BOOK:

C.S.V.Murthy, "Small Scale Industries and Entrepreneur Development", 2003, Himalaya Publishing House, Mumbai.


BOOKS FOR REFERENCE:

1. Gupta C. B. & Srinivasan N. P, 1998, Entrepreneurship Development in India, Sultan Chand & Sons, New Delhi.
2. Vepa, Ram K, "How to succeed in Small Industry", 1988, Vikas Publishing House Pvt. Ltd., New Delhi.
3. Khan, R.R., Management of Small Scale Industries. S. Chand & Co. Ltd., New Delhi.
4. Lal Sudarshan, "Legal requirements for setting up an industrial unit", Published by Navrang, New Delhi.
5. Reddy L.V, "Sickness in Small Scale Industry", Himalaya Publishing House, Mumbai

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| Sem | Course Code | LEGAL ASPECTS OF BUSINESS | Total Marks: 100 | | Hours Per Week | Credits |
|-----|-------------|------------------------------|------------------|--------|----------------|---------|
| III | 17PBDET320 | | CIA: 25 | ESE:75 | 4 | 3 |

OBJECTIVE:

The objective of this course is to acquaint students with various laws, forces and regulatory measures governing business operations in India.

COURSE OUTCOMES:

- CO1 Understand the law of contract.
 CO2 Know the rights of buyer and seller.
 CO3 Describe the securities market and regulations.
 CO4 Evaluate the consumer rights and protection.
 CO5 Study the various acts relating to business.

UNIT - I

The legal framework of business activity in India - Contract Law - Indian Contract Act, Formation of Agreement - Essentials of Valid Contract - Offer and Acceptance - Alteration and Termination of Contracts - Quasi Contracts - Unilateral and Bilateral Contracts - Agency - Relationship between Principal and Agent - Rights and Duties

UNIT - II

Sale of Goods Act- Sales contract - Transfer of Ownership - Sale and Quality of goods - Performance and Rights of Buyer and Seller.

UNIT - III

Incorporation of companies - Meeting and Altering the Constitution - Powers and Duties of Directors - Prospectus - Raising of Share Capital - Securities Regulation - Corporate Governance.

UNIT - IV

Consumer Protection - Formation of the Consumer Protection Act - Consumer rights - Unfair Trade practices - Consumer Dispute Redressal Agency - Intellectual Property Rights - TRIPs - Patents- Copyright Protection - Trademark Protection.

UNIT - V

Right to Information Act - Foreign Exchange Management Act - Information Technology Act - Environment Protection Act - Competition Act.

CASE STUDY from I to V Units



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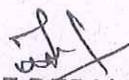
TEXT BOOK:

Pathak, Akhileshwar, "Legal Aspects of Business", 5th Edition, 2013, New Delhi: Tata McGraw-Hill, New Delhi.


BOOKS FOR REFERENCE:

1. Kumar, Ravinder, "Legal Aspects of Business", 3rd Edition, 2013, Cengage Learning, New Delhi.

2. Saravanavel, P. and S. Sumathi, "Legal Aspects of Business", 2011, Himalaya Publishing House, Mumbai.


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| Sem | Course Code | ENTREPRENEURSHIP DEVELOPMENT | Total Marks: 100 | | Hours Per Week | Credits |
|-----|-------------|------------------------------|------------------|---------|----------------|---------|
| IV | 17PBDCT402 | | CIA: 25 | ESE: 75 | 5 | 5 |

OBJECTIVE:

The objective of the course is to develop conceptual understanding of the topic among the students and comprehend the environment of making of an entrepreneur.

COURSE OUTCOMES:

At the end of the course, students will be able to

CO1 Have the ability to discern distinct entrepreneurial traits.

CO2 Identify the entrepreneurial promotion and motivating factors.

CO3 Analyze the internal/external factors affecting a business/organization to evaluate business opportunities.

CO4 Demonstrate the issues and decisions involved in location of enterprise.

CO5 Understand the role of MSME and various institutions supporting entrepreneurs.

UNIT - I

Entrepreneur - Meaning - Importance - Qualities - Nature - Types - Traits - Culture - Similarities and differences between entrepreneur and intrapreneur - Entrepreneurship and economic development - Role of entrepreneurship - Factors affecting Entrepreneurial growth - Women Entrepreneurs - Rural Entrepreneurs.

UNIT - II

Evolution of entrepreneurs - Entrepreneurial promotion - Training and developing motivation - Motivation factors - Mobility of entrepreneurs - Entrepreneurial change - Occupational mobility - Factors in mobility - Role of consultancy organizations is promoting entrepreneurs.

UNIT - III

Forms of business for entrepreneurs - Sole Proprietorship - Partnership - Company - Co-operatives - Project management - Sources of business idea - Project classifications - identifications - formulation and design.

UNIT - IV

Setting small scale industries - Location of enterprise - Steps in setting SSI UNIT - Problems of entrepreneurs - Sickness in small industries - Reasons and remedies - Incentives and subsidies - Evaluating entrepreneurial performance.



UNIT - V

Sources of finance - Institutional finance - Role of IFC - IDBI - ICICI - LIC - SFC - SIPCOT
 - Commercial Bank - Appraisal of bank for loans. Institutional aids for entrepreneurship
 development - Role of DIC - SIDCO - NSIC - IRCI - NIDC - SIDBI - SISI - SIPCOT.

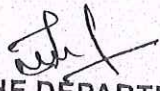
CASE STUDY from I to V Units**TEXT BOOK:**

Vasanth Desai "Dynamics of Entrepreneurial Development and Management", 2004,
 Himalaya, Publishing House, New Delhi.


BOOKS FOR REFERENCE:

1. N.P.Srinivasan and G.P. Gupta "Entrepreneurial Development", 2002, Sultanchand and Sons.
2. Gupta, C B and Srinivasan, "Entrepreneurial Development in India", 1997, Sultanchand and Sons.
3. S.S.Khanka "Entrepreneurial Development", 2014, Sultanchand and Sons.
4. Holt, David H and Englewood Cliffs, "Entrepreneurship - New Venture Creation", 1992, New Jersey.

| QUESTION PAPER PATTERN | | |
|---|---|--|
| SECTION - A | SECTION - B | SECTION - C |
| 5 x 6 = 30 Marks (Either or Type) | 3 x10 = 30 Marks (Any 3 Out of 5) | 1 x 15 = 15 Marks (Compulsory) |
| Two questions from each unit | One Question from each unit | One case study out of five units |


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| Sem | Course Code | SERVICES MARKETING | Total Marks: 100 | | Hours Per Week | Credits |
|-----|-------------|--------------------|------------------|---------|----------------|---------|
| | | | CIA: 25 | ESE: 75 | 4 | 3 |
| IV | 17PBDET403 | | | | | |

OBJECTIVE:

The basic purpose of this course is students should understand the notion behind consumer behavior and its application.

COURSE OUTCOMES:

At the end of the course, students will be able to

CO1 Develop familiarity with the concepts of Services Marketing.

CO2 Understand the marketing mix for services.

CO3 Develop service blueprint.

CO4 Evaluate the service quality.

CO5 Formulate a marketing mix for various areas in services marketing.

UNIT - I

Services Marketing: Types and importance - Consumer in service industry - Customer triangle- Relationship marketing - Level of relationship strategies.

UNIT - II

Marketing mix decisions: 7 P's of services: Product, Pricing, Place, Promotion. Extended P's Physical evidence, Process and People.

UNIT - III

Service development and design - Service blueprinting - Quality function deployment.

UNIT - IV

Service quality - Gap analysis - Building customer relationships -Service recovery.

UNIT - V

Marketing of services: Concept - Banking and Insurance - Tourism and Hotel - Hospital Industry - Transport

CASE STUDY from I to V Units**TEXT BOOK:**

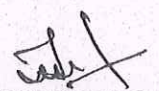
Valarie A Zeitnamd and Mary Jo Bitmer, "Services Marketing: Integrating Customer Focus across the Firm", 3rd Edition, 2003, Tata McGraw Hill Publishing Company Ltd., New Delhi.




BOOKS FOR REFERENCE:

1. S.M.Jha, "Services Marketing" 1998, Himalaya Publishing Company, Mumbai.
2. Vasanthi Venugopal and Raghu.V.N. "Services Marketing", 2007, Himalaya Publishing Company, Mumbai.

| QUESTION PAPER PATTERN | | |
|--------------------------------------|---------------------------------------|-----------------------------------|
| SECTION - A | SECTION - B | SECTION - C |
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| Sem | Course Code | TRAINING AND DEVELOPMENT | Total Marks: 100 | | Hours Per Week | Credits |
|-----|-------------|--------------------------|------------------|---------|----------------|---------|
| IV | 17PBDET406 | | CIA: 25 | ESE: 75 | 4 | 3 |

OBJECTIVE:

To familiarize the students on skills and qualities required for trainer, training need assessment, designing the training programme, training methods, implementation and evaluation of training and development.

COURSE OUTCOMES:

At the end of the course, students will be able to

CO1 Gain exposure on qualities and skills required for trainer.

CO2 Analyse the training need assessment to provide suitable training.

CO3 Design the training and development programme based on the nature of job.

CO4 Demonstrate the understanding of various training and development methods and how to provide suitable techniques of training to employee in organization.

CO5 Appraise the training implementation to develop suitable training and development strategy.

UNIT - I

Training - Concept - Objectives - Nature of training - Scope - Training benefits to the organization - Development- Features - Training and development - Roles and responsibilities of training - Trainers skills and styles - Qualities of trainer.

UNIT - II

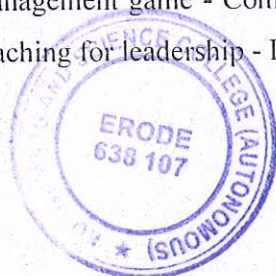
Training need analysis -Types of analysis - Organisation analysis - Task analysis - Person analysis - Methods used in training need assessment - Steps in training need assessment process - Training policy - Factors - Contents of training policy - advantages.

UNIT - III

Training Process -Steps in training process - Designing the training programme - Elements of programme design - Stages in designing training programme - Key factors in designing and development of training programme - Training Implementation.

UNIT- IV

Training methods and techniques - Types of training - On the job training methods - Off the job training methods - Lectures - Group discussion - Case study - Role play - Management game - Conference - Seminar - Computer based training methods - Effective coaching for leadership - Levels - Process of effective coaching.



UNIT - V

Training implementation - Logistical arrangements - Training preparation check list - Physical arrangements - Class room management - Stages of implementation. Training evaluation- Principles of evaluation- Evaluation criteria - Types of evaluation instruments - Dimensions of training evaluation - Areas of evaluation.


CASE STUDY from I to V Units**TEXT BOOK:**

Dr B. Janakiraman, "Training and Development", Indian text Edition, 2012, Biztantra Publication, New Delhi.


BOOKS FOR REFERENCE:

1. G.Pandu Naik, Training and Development: Text, Research and Cases, 1st Edition, 2010, Excel books, New Delhi.
2. Blanchard Thacker, "Effective Training", 2nd Edition, 2006, Prentice Hall India, New Delhi.
3. R.K. Sahu, "Training for Development", 1st Edition, 2005, Excel Books, New Delhi.
4. V.S.P. Rao, "Human Resource Management - Text and Cases", 3rd Edition, 2010, Excel Books, 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 Marks (Any 3 Out of 5) One Question from each unit | 1 x 15 = 15 Marks (Compulsory) One case study out of five units |


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| Sem | Course Code | ORGANISATIONAL DEVELOPMENT | Total Marks: 100 | | Hours Per Week | Credits |
|-----|-------------|----------------------------|------------------|---------|----------------|---------|
| IV | 17PBDET407 | | CIA: 25 | ESE: 75 | 4 | 3 |

OBJECTIVE:

To enable the students need for organizational change and various ideology of developing organizations.

COURSE OUTCOMES:

At the end of the course, students will be able to

CO1 State the need for organizational change.

CO2 Illustrate the procedures of intervention.

CO3 Understand the components of OD.

CO4 Describe the OD interventions.

CO5 Evaluate the outcome of organizational change

UNIT - I

Organisation development: concepts, nature and scope - Perspective - Underlying assumptions and values - The nature of planned change - The nature of client systems: Group dynamics, intergroup - dynamics and organizations as systems.

UNIT - II

Operational components of organizational development - Diagnostic, action and process - Maintenance components.

UNIT - III

O.D. Interventions: - Team interventions - Inter-group intervention - Personal.

UNIT - IV

Comprehensive interventions - Structural interventions, interpersonal and group process interventions.

UNIT - V

Implementation conditions for failure and success in organizational development - Efforts. - Assessment of organizational development and change in organizational performance - Issues in consultant -Client relationship - Mechanistic and organic systems and contingency approach - The future of organizational development.

CASE STUDY from I to V Units

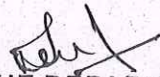
TEXT BOOK:

Wendell L. French and Cecil H. Bell, Jr., "Organization Development", 4th Edition, Prentice Hall of India Private Limited, New Delhi


BOOKS FOR REFERENCE:

1. French, Bell and Zawacki, "Organization Development Theory, Practice and Research", Universal Book Stall, 3rd Edition.
2. Rosabeth Moss Kanter, "The change Masters", Simson and Schaster.
3. W. Burke and Debra Noumair, "Organisation Development A process of learning and changing", 3rd Edition, 2015, Pearson Publications.

| QUESTION PAPER PATTERN | | |
|--------------------------------------|---------------------------------------|-----------------------------------|
| SECTION - A | SECTION - B | SECTION - C |
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| Two questions from each unit | One Question from each unit | One case study out of five units |


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| Sem | Course Code | INDUSTRIAL RELATION AND LABOUR LEGISLATION | Total Marks: 100 | | Hours Per Week | Credits |
|-----|-------------|---|------------------|---------|----------------------|---------|
| IV | 17PBDET408 | | | CIA: 25 | ESE: 75 | 4 |

OBJECTIVE:

To familiarize the students with the knowledge of industrial relations & labour Legislations and their impact on Managing Human Resource.

COURSE OUTCOME:

At the end of the course, students will be able to

- CO1 Describe the basis on industrial relations.
- CO2 Understand the industrial disputes and workers participation.
- CO3 Gain knowledge on laws and working condition and wages.
- CO4 Exposure on laws relating to industrial relations.
- CO5 Exhibit an awareness on laws on social security.

UNIT- I

Industrial Relations Overview: Concept - Scope - Objectives - Importance - Approaches - Parties - Cause. Developing sound IR - IR in India- ILO and IR in India - Labour Legislation in India. Industrial unrest: Grievance - Causes - Effects - Procedure - Settlement of grievances in Indian industry.

UNIT - II

Industrial Disputes: Meaning - Forms - Causes - Results - Methods for the prevention and resolution. Collective bargaining: Principles - Process - Forms - Procedure - Worker's participation in management: Definition - Scope, nature - Role and methods - Workers participation in India.

UNIT- III

Laws on Working Conditions and Wages: Factories Act 1948 - Payment of Wages Act 1936 - Minimum Wages Act, 1948.

UNIT- IV

Laws on Industrial Relation: Industrial Disputes Act, 1947 - Indian Trade Union Act, 1926 - Industrial Employment (Standing Orders) Act, 1946.

UNIT - V

Laws on Social Security: Workers Compensation Act, 1923 - Maternity Benefit Act, 1961 - Employees Provident Fund Act, 1952 - Payment of Gratuity Act, 1972 - Employees State Insurance Act, 1948.

CASE STUDY from I to V Units

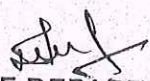
TEXT BOOKS:

1. P.C.Tripathy, "Personnel Management and Industrial Relation", 20th Edition, 2010, Sultan Chand and Sons, New Delhi.
2. N.D. Kapoor, "Mercandile Law" 33rd Edition, 2012, Sultan Chand and Sons, New Delhi.


BOOKS FOR REFERENCE:

1. B.D. Singh, Industrial Relations and Labour Laws, 2008, Excel Books, New Delhi.
2. C.B. Mamoria, Satish Mamoria and S.V. Gankar, "Dynamics of Industrial Relations", 2008, Himalaya Publishing House.
3. R.Venkatapathy and Assisi Menachery, "Industrial Relations @ Labour Legislations", Aditya Publishers.
4. Dr. S.S. Khanka, Human Resource Management, 1st Edition, 2013, Sultan Chand and Sons, New Delhi.

| QUESTION PAPER PATTERN | | |
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| SECTION - A | SECTION - B | SECTION - C |
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| Two questions from each unit | One Question from each unit | One case study out of five units |


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| Sem | Course Code | INSURANCE PRINCIPLES | Total Marks: 100 | | Hours Per Week | Credits |
|-----|-------------|----------------------|------------------|---------|----------------|---------|
| IV | 17PBDET410 | | | CIA: 25 | ESE:75 | 4 |

OBJECTIVE:

It will help the students to learn the basics and fundamentals of insurance principles and practices being practiced in the insurance industry. The knowledge in this field of insurance may help the students to adopt this as a career.

COURSE OUTCOMES:

At the end of the course, students will be able to

CO1 Identify and evaluate the processes, concepts and principles of insurance to better understand the insurance environment.

CO2 Equip the learners with required skills to know the life insurance policy and role of insurance agent.

CO3 Gain knowledge on general insurance.

CO4 Acquire knowledge about to fire, marine, health engineering and corps insurance.

CO5 Enable the students to understand the role of insurance authority.

UNIT - I

Meaning - Concept - Principles and classification of insurance - History of insurance - Life insurance scenario in India, Organizational structure of life insurance business- Recent trends in insurance.

UNIT - II

Life Insurance: Introduction - Types of life insurance policies - Whole life endowment, money back, group insurance, unit linked insurance policies, pension plan - Role of insurance agent, field officer, surveyors assessor and responsibilities of insurer.

UNIT - III

Principles of general insurance - Comparison between general and life insurance. Study and scope of general insurance in India - Marketing of general insurance business in India.

UNIT - IV

GIC: Role of general insurance company of India- Types of general insurance - Fire, marine motor, personal accidents, health, engineering, corps, etc. Study of various policies and insurance cover - study of risk factor and causes of insurance claim.



UNIT - V

Deposit and credit insurance - Role of deposit insurance and credit guarantee corporation - Regulation of insurance business in India. IRDA: Role of insurance regulatory and development authority.

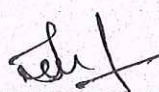
CASE STUDY from I to V Units**TEXT BOOK:**

M.N. Mishra, "Insurance Principles and Practices", 22nd Edition, Chand and Company Ltd, 2016.


BOOKS FOR REFERENCE:

1. P.Periyasamy, "Principles and Practices of Insurance", 7th edition, Himalaya publishing House, 2014.
2. G.R. Desai, "Life Insurance in India, Macmillan India Limited", 1973.
3. Vinayakan, N.M. Radhaswami and V. Vasudevan, "Insurance Principle and Practices", S Chand and company Ltd, 2015.

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| Two questions from each unit | One Question from each unit | One case study out of five units |


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| Sem | Course Code | COST MANAGEMENT | Total Marks: 100 | | Hours Per Week | Credits |
|-----|-------------|-----------------|------------------|---------|----------------|---------|
| IV | 17PBDET411 | | | CIA: 25 | ESE:75 | 4 |

OBJECTIVE:

To help the students to understand the cost concepts and cost management.

COURSE OUTCOMES:

At the end of the course, students will be able to

- CO1 Understand cost concepts.
- CO2 Evaluate the methods for separating mixed cost.
- CO3 Know to allocate the costs to departments.
- CO4 Evaluate accounting performance.
- CO5 Describe the strategic cost management.

UNIT - I

Introduction to cost management and basic cost management concepts. A Systems framework; factors affecting cost management; cost assignment: Direct tracing and allocation - Functional -based and Activity -based cost management systems.

UNIT - II

Cost Behaviour-Basics- Resources. Activities and Cost Behaviour- Methods for separating mixed costs into Fixed and Variable components- Reliability of Cost Formula Cost Estimation using Multiple Regression- The Learning Curve and Non-linear cost Behaviour.

UNIT - III

Activity Based Costing- Functional based product costing- ABC costing system-Product and service costing - Job order system - Characteristics of the production process - single and multiple overhead rates- An overview of cost allocation-Allocating one department's costs to another department.

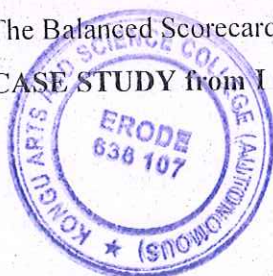
UNIT - IV

Decentralization and Responsibility Accounting Performance Evaluation-Investment Centers - Transfer pricing - Setting transfer prices.

UNIT - V

Strategic Cost Management Basic Concepts - Value Chain Analysis- Life Cycle Cost Management - JIT and its effect on cost management system.- Activity Based Management - The Balanced Scorecard- strategic based control.

CASE STUDY from I to V Units



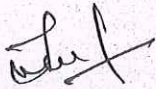
TEXT BOOK:

Cost Management - Guan. I lansen and Mower. (South Western Cengage Learning)


BOOKS FOR REFERENCE:

1. Cost Management: A Strategic Emphasis - Blocher, Chen, Cokins and Lin. (Tata Me Graw Hill)
2. Advanced Management Accounting - Atkinson and Robert Haplan. (Prentice Hall of India)
3. Cost Management - Jawahar Lai (Tata Me Graw Hill)
4. Introduction to Management Accounting - Hongren, Sundem and Stratton. (PHI)

| QUESTION PAPER PATTERN | | |
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| Two questions from each unit | One Question from each unit | One case study out of five units |


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| Sem | Course Code | DECISION SUPPORT SYSTEM AND INTELLIGENT SYSTEMS | Total Marks: 100 | | Hours Per Week | Credits |
|-----|-------------|---|------------------|---------|----------------|---------|
| IV | 17PBDET414 | | CIA: 25 | ESE: 75 | 4 | 3 |

OBJECTIVE:

To familiarize decision support systems, understand the components of DSS and IS and also to know the appropriate model to be used for a problem.

COURSE OUTCOMES:

At the end of the course, students will be able to

CO1 To know the general nature and range of decision support systems.

CO2 To Select appropriate modeling techniques.

CO3 To gain knowledge about relationship between business information needs and decision making.

CO4 To identify and select appropriate decision support systems for generating innovative business solutions.

CO5 To analyse, design and implement a Decision support system.

UNIT- I

Management Support systems - Decision making - Models - DSS - Overview - Data - Model - Knowledge Management system.

UNIT - II

Data Collection - Data Warehousing - Data Mining - Data visualization - Modeling - Static and dynamic - Optimization - Heuristic - Simulation - Multidimensional modeling.

UNIT - III

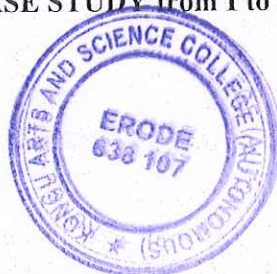
Group support system - Technologies - Enterprise DSS - Knowledge management methods - Technologies - Tools.

UNIT - IV

Artificial Intelligence - Expert System - Knowledge Acquisition and validation - Knowledge representation - Inference techniques.

UNIT - V

Neural Computing - Fuzzy Logic - Intelligent Agents - Implementation - Integration - Intelligent DSS.

CASE STUDY from I to V Units

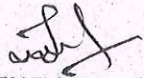
TEXT BOOK:

Efrain Turban and Jay E. Aronson. Decision Support System and Intelligent Systems. Prentice Hall International. 9th Edition 2010.


BOOKS FOR REFERENCE:

1. Janakiraman V. S and Sarukesi K, Decision Support Systems, Prentice Hall of India, 6th Printing, 2006.
2. Lofti, Decision Support System and Management, McGraw Hill Inc, International Edition, New Delhi, 1996.
3. Marakas. Decision Support System, Prentice Hall International, Paperback Edition, New Delhi, 2003.

| QUESTION PAPER PATTERN | | |
|--------------------------------------|---------------------------------------|-----------------------------------|
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| Sem | Course Code | SERVICES OPERATIONS MANAGEMENT | Total Marks: 100 | | Hours Per Week | Credits |
|-----|-------------|--------------------------------|------------------|---------|----------------|---------|
| IV | 17PBDET417 | | CIA: 25 | ESE: 75 | 4 | 3 |

OBJECTIVE:

To enable the students to understand how service performance can be improved by studying services operations Management.

COURSE OUTCOMES:

At the end of the course, students will be able to

- CO1 Acquire knowledge about the service sectors and its environment.
- CO2 Ability to design the services by providing value for the customers.
- CO3 Acquire the knowledge about service quality and its measures.
- CO4 Understand the framework of service facilities location and its dimensions.
- CO5 Illustrate the capacity and demand management of services.\

UNIT- I

Services - Importance - Role in economy - Service sector - Growth - Nature of services - Service classification - Service Package - Distinctive characteristics - Open - Systems view - Service Strategy - Strategic service vision - Competitive environment - Generic strategies - winning customers - Role of information technology - Stages in service firm competitiveness - Internet strategies - Environmental strategies.

UNIT- II

Service Design - New Service Development - Design elements - Service Blue-printing - Process structure -Generic approaches - Value to customer - Retail design strategies - Store size - Network Configuration - Managing Service Experience - Experience economy - Key dimensions -Vehicle Routing and Scheduling.

UNIT- III

Service Quality - Dimensions - Service Quality Gap Model - Measuring Service Quality - SERVQUAL - Walk-through Audit - Quality service by design - Service Recovery - Service Guarantees - Service Encounter - Triad - Creating service orientation - Service profit chain - Front-office Back-office Interface - Service decoupling.

UNIT- IV

Service Facility - Services capes - Behaviour - Environmental dimensions - Framework - Facility design - nature - Objectives - Process analysis - Process flow diagram - Process steps



- Simulation -Service facility - Layout, Service Facility Location - Considerations - Facility location techniques - Retail outlet location.

UNIT- V

Managing Capacity and Demand - Managing Demand - Strategies - Managing capacity - Basic strategies - Supply management tactics - Operations planning and control - Yield management - Inventory Management in Services - Retail Discounting Model - Newsvendor Model - Managing Waiting Lines -Queuing systems - Psychology of waiting - Managing for growth Expansion strategies - Franchising - Globalization.

CASE STUDY from I to V Units

TEXT BOOKS:


1. James A. Fitzsimmons, Service Management – Operations, Strategy, Information Technology, Tata McGraw-Hill – 5th Edition 2006.
2. Richard Metters, Kathryn King-Metters, Madeleine Pullman, Steve Walton Successful Service Operations Management, South-Western, Cengage Learning, 2nd Edition.

BOOKS FOR REFERENCE:

1. Cengiz Haksever, Barry Render, Roberta S. Russell, Rebert G. Murdick “Service Management and Operations”, Pearson Education – 2nd Edition.
2. Robert Johnston, Graham Clark, “Service Operations Management” Pearson Education, 2nd Edition, 2005.
3. Bill Hollins and Sadie Shinkins, “Managing Service Operations” Sage, 2006.
4. J.Nevan Wright and Peter Race, “The management of service operations”, Thomson, 2nd Edition, 2004

| QUESTION PAPER PATTERN | | |
|--------------------------------------|--------------------------------------|-----------------------------------|
| SECTION - A | SECTION - B | SECTION - C |
| 5 x 6 = 30 Marks (Either or Type) | 3 x10 = 30 Marks (Any 3 Out of 5) | 1 x 15 = 15 Marks (Compulsory) |
| Two questions from each unit | One Question from each unit | One case study out of five units |




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78 **Dr. N. RAMAN**
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

| Sem | Course Code | INNOVATION AND R&D MANAGEMENT | Total Marks: 100 | | Hours Per Week | Credits |
|-----|-------------|-------------------------------|------------------|--------|----------------|---------|
| IV | 17PBDET420 | | CIA: 25 | ESE:75 | 4 | 3 |

OBJECTIVE:

To understand the managerial aspects of Innovation functions and evaluate the financial aspects of Research and development.

COURSE OUT COMES:

CO1 understand the managerial aspects of Innovation functions.

CO2 Know the research process phase and measurement levels.

CO3 Evaluate the financial and other aspects projects.

CO4 Design and structure research and development.

CO5 Study the promotion measure and other incentives.

UNIT - I

Introduction & Managerial aspects of Innovation function - Introduction - Components of Innovation, Types of Innovations, Models of Innovation Processes - Evolution and characteristics of Innovation Management - Key drivers of Innovation - Factors influencing Innovation - Organizing for Innovation - Factors influencing organizational design - Developing Innovation Strategy - Characteristics of creative of creative organization.

UNIT - II

Research and Development Management - Introduction - Meaning- Objectives - Significance- Classification of R&D according to R&D type - Process phase- measurement level - Purpose of measurement and measurement perspective. Technology development approaches - Performance of R&D management in Indian scenario.

UNIT - III

Financial Evaluation of R&D Projects - Introduction - Cost effectiveness of R&D - R&D financial forecasts - Project selection - Evaluating R&D ventures - Conflicting views of managers. Allocation of resources - R&D programme planning and control. Project management - Project Planning and Control Techniques.

UNIT - IV

Organization R&D and innovation - HRM issues in innovation and R&D - Leadership and R&D management - Organization Design and structure of R&D - R&D Project Management - Measurement - Evaluation and assessment of R&D.



UNIT - V

National R&D infrastructure and Institutional Framework - Fiscal and other incentives and Promotional measures - Industry - Institutions and government cooperations. Other important issues in R&D management - Commercialization of R&D.


CASE STUDY from I to V Units**TEXT BOOK:**

White, "The Management of Technology and Innovation - A Strategic Approach", Cengage Publication.


BOOKS FOR REFERENCE:

- 1.S Moikal, "Innovation Management", Sage Publication.
- 2.C.K Prahalad & M.S. Krishnan, The New Age of Innovation, Tata McGraw Hill Education Pvt. Ltd., New Delhi, 2008.

| QUESTION PAPER PATTERN | | |
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KONGU ARTS AND SCIENCE COLLEGE

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

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ACTIVITIES



KONGU ARTS AND SCIENCE COLLEGE (Autonomous)

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Department of Management Science (PG)

Guest Lecture on "What Next" – 20 July, 2018

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

Department of Management Science (PG)
Cordially invites you to the

**Guest Lecture on
"What Next"**

Presidential Address
Thiru. A.KILANGO
Correspondent KASC

Felicitation
Dr. N. RAMAN
Principal KASC

Resource Person
Erode Kathir,
HRD Trainer, Writer and Orator, Erode

Date: 20.07.2018
Time: 10.00 AM
Venue: II-MBA classroom

KONGU
Kongu Arts and Science College

Guest Lecture on "What Next" was organised by the Department of Management Science (PG) on 20 July, 2018. The training was given by Erode Kathir, HRD Trainer, Writer and Orator. The lecture was conducted to make the students think about what they have to do after completing their MBA. He gave a clear note on how the society is and what they want from the students. He also said what are all the job opportunities waiting outside and what are the skills required for that. He spoke very encouragingly that all the students can place in a company if they do some hardwork. The programme was concluded with feedback session and the students felt very happy for this session that they got some inner confidence within them.



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**Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.**



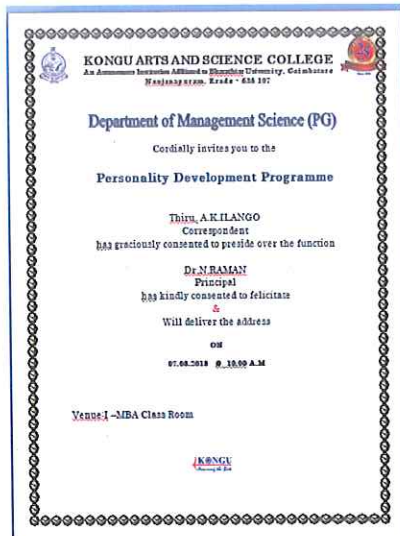
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(Autonomous)**

Erode - 6380107

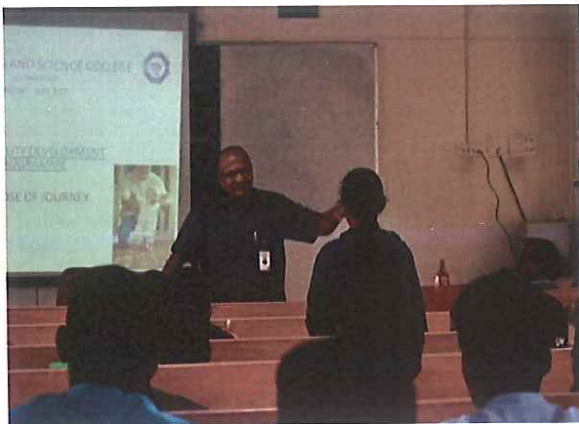


Department of Management Science (PG)

Personality Development Programme – 07Aug, 2018



Personality Development Programme was organised by the Department of Management Science (PG) on 07 August, 2018. The training was given by Dr.N.Raman, Principal, KASC, Erode. The training was conducted to develop the personality of the students. He said that personality is very important for the professional students and it plays a major role in their life. So he instructed the students to groom their personality by developing their communication skills and their look by dressing up neat with formals. At last he concluded the programme by wishing the students and he also cleared the doubts of the students in Q and A session.



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Department of Management Science (PG)

MAKE Association Inauguration and Orientation – 16Aug, 2018

KONGU ARTS AND SCIENCE COLLEGE
An Autonomous Institution Affiliated to P.W. College Group, Coimbatore
Nanjapuram, Erode - 638 107

DEPARTMENT OF MANAGEMENT SCIENCE (PG)

Cordially invites you to the
**Inauguration of MAKE Association
and Orientation**
on
16.08.2018 @ 09:00 AM

Presidential Address
Thiru. A KILANGO
Correspondent, KASC

Felicitation
Dr. N. RAMAN
Principal, KASC

Resource Persons
1) Mr. Erode Kathir, Writer and Orator,
and
2) Mr. Karthick Raj, HRD Trainer, Erode

Venue: U.V. Swaminatha Iyer Auditorium

KONGU
University of Arts & Science

MAKE Association Inauguration and Orientation was organised by the Department of Management Science (PG) on 16 August, 2018. MAKE association was inaugurated by Mr. Erode Kathir, Writer and Orator and the Orientation Program was organised on 16.08.2018 Mr. Karthick Raj, HRD Trainer, was the resource person. Association activities for the upcoming activities were inaugurated and the office bearers were elected. The resource person motivated the students to take up every opportunities and do their best in all their activities. Various activities were conducted to bring the coordination and the team building concept. Importance for communication skills and the essential qualities for a leader was educated and done through the activities.



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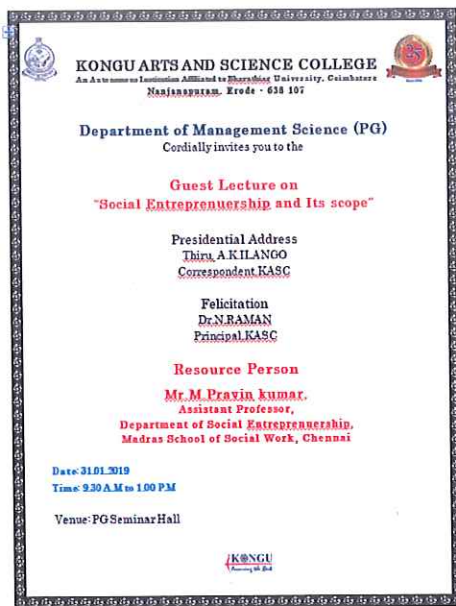
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Erode - 638017



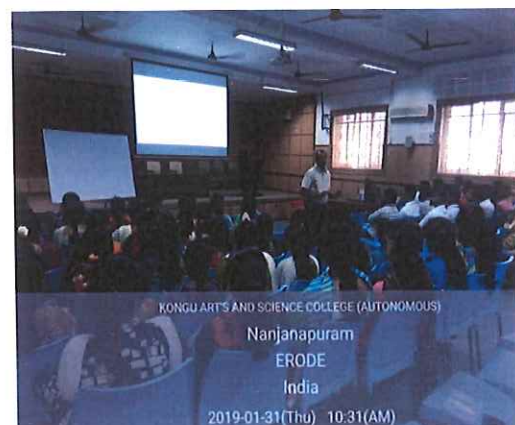
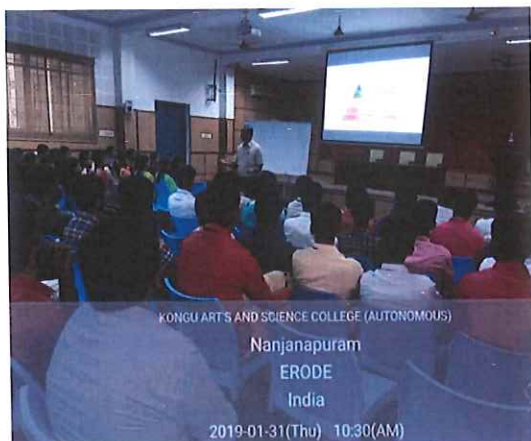
Department of Management Science (PG)

Guest Lecture on Social Entrepreneurship and its Scope – 31st January, 2019



A Guest lecture on Social Entrepreneurship and its Scope was organised by the Department of Management science(PG) on 31st January, 2019. The lecture was given by Mr. M. Pravin kumar, Assistant Professor, Department of Social Entrepreneurship, Madras Schools of Social Work, Chennai. The guest lecture was conducted to give information about social entrepreneurship and its scope in the society. Resource person was clearly explained about how the students should socially responsible to the society and those of future entrepreneurs. He also narrated the concept of key drivers of social entrepreneurship and complex

challenges that social entrepreneur face. It was an informative and useful session for the students .He cleared the doubts of students in the Q and A session.



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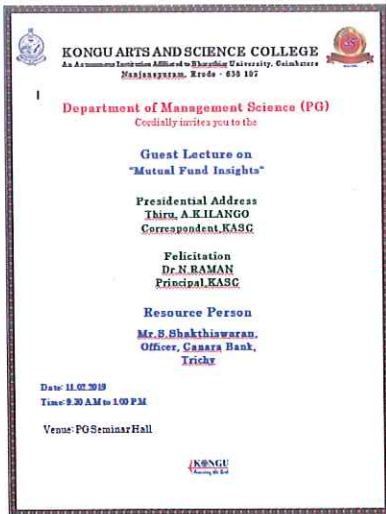
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Erode - 638017



Department of Management Science (PG)

Guest Lecture on “Mutual Fund Insights”- 11 th February,2019



A guest lecture on Career Prospects on Finance was organized by the Department of Management Science (PG) on 11th February, 2019. The lecture was delivered by S. SAKTHISHWARAN, Officer, Canara bank, Trichy. The resource person has started the session with the various dimensions of investments and the mutual fund aspects.. He also shared the trend on the mutual fund investments and its scope to the investors. He gave various guidelines towards the mutual fund .It was a very informative session for the students who had a great interest in finance and came to know how to proceed the mutual fund investments.. At the end of the session he clarified various doubts of the students.



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