



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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ERODE – 638 107

2021-2022



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ERODE – 638 107

SYLLABUS

Sem.	Course Code	MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR	Total Marks:100		Hours Per Week	Credits
			CIA: 50	ESE: 50		
I	21PBDCT101				4	4

Course Objectives:

1. To enable the students to understand through and systematic coverage of management and organizational behaviour.
2. To understand the Management planning, organizing, staffing, directing and control.
3. To learn the fundamental knowledge and exposure of concepts, theories and practices in the field of management and organizational behaviour.

Course Outcomes (CO): On completion of the course, students should be able to

CO 1	Acquire Fundamental concepts of Management.	K1-K6
CO 2	Outline the Organization structure and apply delegation process.	
CO 3	Identify the human resource and apply the various training and development techniques to enhance the human resource	
CO 4	Ability to inspire and motivate team members and also apply their own leadership styles.	
CO 5	Asses and evaluate the performance through Control techniques.	

K1 :Remember;K2: Understand; K3 :Apply; K4:Analyze; K5 :Evaluate; K6 :Create

Unit –I**Management and Planning**

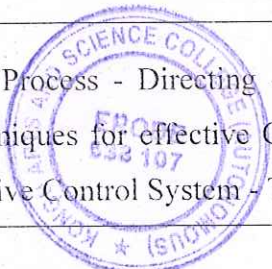
Management - Nature and Importance of Management - Administration and Management - Levels of Management - Management a Science or an Art - Planning: Nature - Steps - Types - Decision making - Importance - Process - Types of Decision.

Unit – II**Organising**

Organising - Nature - Importance - Process - Principles - Forms of Organisation Structure - Formal and Informal Organisation - Basis of Departmentation - Span of Management - Types and Factors affecting Span of Management - Delegation of Authority.

Unit – III**Staffing, Directing and Controlling**

Staffing: Nature - Process - Directing - Principles - Elements of direction - Coordination - Need and Importance - Techniques for effective Coordination - Controlling - Nature and Process of Controlling - Essentials of effective Control System - Types of Control - Techniques of Control.



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Unit – IV	Organizational Behaviour
Organizational Behaviour: Nature - Elements - Importance - Personality - Factors - Types - Perception - Process - Factors affecting perception - Motivation - Theories of Motivation- Types - Group - Characteristics and types of group - Stages of group development - Group norms.	
Unit – V	Leadership
Leadership - Nature - Qualities - Styles - Organization culture - Sources - Importance - Functions - Counseling - Objectives - Characteristics - Functions of Counselor - Counseling Process - Types – Merits of counseling.	
TEXT BOOKS	
1	Harold Koontz and Heinz Weihrich, Essentials of Management, 9 th Edition, 2013, Tata McGraw Hill Publishing Company Ltd, New Delhi. (UNIT 1 to 3)
2	Robbins.S., Timothy.A.Judge, Vohra Nehrika, “Organisational Behaviour”, 14 th Edition, 2012, Prentice-Hall, India. (UNIT 4 & 5)

REFERENCE BOOKS	
1	P.N.Reddy, P.C.Tripathi and H.R.Appannaiah, Essentials of Management, 10 th Edition, 2000, Himalaya Publishing House Private Ltd, Mumbai.
2	L.M.Prasad, Principles and Practices of Management, 2005, Sultan Chand & Sons Private Ltd, New Delhi.
3	Umasekaran, “Organisational Behaviour: Text and Cases”, 2 nd Edition 2007, Tata McGraw Hill Publishing Company Ltd. New Delhi.
4	Luthans Fred. Organizational Behaviour", 10 th Edition -2005, Tata McGraw-Hill Publishing Company Ltd. New Delhi.
Course Designed By	Verified By
Dr.R.VIJAYAPRIYA	Dr.R.VIJAYAPRIYA (AUTONOMOUS)
	Approved By HOD
	Dr.V.G.SUMATHY

SKILL DEVELOPMENT ACTIVITIES:

- 1) Visit any Organization and draw the Organization Flow chart.
- 2) Draft the Organization culture for any Organization.
- 3) Prepare the Personality determinants of your Inspired MNC Leader.

QUESTION PAPER PATTERN		
SECTION – A	SECTION – B	SECTION – C
10 X 1 = 10 Marks Answer ALL the questions Choose the correct answer	5 X 3 = 15 Marks Answer ALL the questions Either or type Two questions from each unit	5 X 5 = 25 Marks Answer ALL questions Question Number: 16 to 19 (Either or type) Question Number 20 is Compulsory- Case Study

Mapping of COs with POs and PSOs:

PO/PSO CO	PO							PSO				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	M	S	M	M	L	M	S	M	M	M	S
CO2	S	S	S	M	M	L	M	S	L	M	S	S
CO3	S	S	S	L	S	M	M	S	S	M	S	S
CO4	M	S	S	L	S	M	S	S	S	S	S	S
CO5	S	S	S	L	S	L	S	S	L	S	S	S

S - Strong, M - Medium, L - Low



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Sem.	Course Code	BUSINESS ENVIRONMENT	Total Marks:100		Hours Per Week	Credits
			CIA: 50	ESE: 50		
I	21PBDCT102				4	4

Course Objectives:

1. To impart students knowledge of various aspects of internal and external environment of business.
2. To understand the business and society, World trade organisation and Global business.
3. To learn a deeper understanding of the business environment and recent trends in present scenario.

Course Outcomes (CO): On completion of the course, students should be able to

CO 1	Acquire the basis on various business environment.	K1-K6
CO 2	Outline the awareness about economic environment and pollution.	
CO 3	Evaluate the various stakeholder responsibilities towards business.	
CO 4	Analyze the agreements and functions of world trade organisation.	
CO 5	Identify and utilize the modes of entry in global business	

K1 :Remember;K2: Understand; K3 :Apply; K4:Analyze; K5 :Evaluate; K6 :Create

Unit –I	Business Environment
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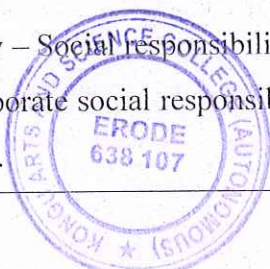
Introduction to business environment - Nature - Importance - Types of environment - Internal environment - External environment - Micro environment - Macro environment - Challenges of business environment - Recent trends in business environment.

Unit – II	Economic Environment and Pollution
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Economic Environment – Nature – Structure of economy – Economic policies and Conditions - Environmental Pollution - Sources – Impact of environmental pollution – Types of pollution – Measures to control environmental pollution – Role of government to prevent environmental pollution.

Unit – III	Business and Society
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Business and Society – Social responsibility of business – Responsibilities of stakeholders –Barriers to social responsibility – Corporate social responsibility – CSR stakeholders – Elements - Process of CSR – Benefits – Key issues in CSR.



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Unit – IV	World Trade Organisation
<p>World Trade Organisation – WTO Features – Origin – Objectives of World Trade Organisation – GATT and WTO – WTO Structure –Principles – Functions of WTO – Agreements of World Trade Organisation – Advantages- Key subjects in world trade organization.</p>	
Unit – V	Global Business
<p>Global business – Nature – Factors motivating firms go to international business – Mode of entry – Exporting – Forms of exporting – Export Procedure - Stages in exporting - Benefits - Export Finance - Types of export finance - Export assistance in India.</p>	
<p>TEXT BOOK</p>	
1	<p>Francis Cherunilam, “Business Environment - Text and Cases”, 12th Edition, 2011, Himalaya Publishing House Private Limited, Mumbai.</p>

<p>REFERENCE BOOKS</p>		
1	<p>Ashish Bhalla, “Business Environment”, 1st Edition, 2011, Vayu Education of India, New Delhi.</p>	
2	<p>P.V Khatri, J.S.Kadyam, M.S.Rashmi, “Business Environment, 2nd Edition, 2015, Global Academic Publishers & Distributors, New Delhi.</p>	
3	<p>Francis Cherunilam, “International Business - Text and Cases”, 4th Edition, 2008, Prentice Hall India Private Limited, New Delhi.</p>	
<p>Course Designed By</p> <p><i>Dr.G.KARTHI</i></p> <p>Dr.G.KARTHI</p>	<p>Verified By</p> <p><i>Dr.R.VIJAYAPRIYA</i></p> <p>Dr.R.VIJAYAPRIYA</p>	<p>Approved By HOD</p> <p><i>Dr.V.G.SUMATHY</i></p> <p>Dr.V.G.SUMATHY</p>



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SKILL DEVELOPMENT PROGRAMMES:

- 1) Visit a business organization and analyze the factors of business environment.
- 2) Prepare an awareness chart to control the environment pollution.
- 3) Identify the CSR Initiatives of any one company and submit.

QUESTION PAPER PATTERN		
SECTION – A	SECTION – B	SECTION – C
10 X 1 = 10 Marks Answer ALL the questions Choose the correct answer	5 X 3 = 15 Marks Answer ALL the questions Either or type Two questions from each unit	5 X 5 = 25 Marks Answer ALL questions Question Number: 16 to 19 (Either or type) Question Number 20 is Compulsory- Case Study

Mapping of COs with POs and PSOs:

CO \ PO/PSO	PO							PSO				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	M	S	L	M	S	M	S	L	M	M	S
CO2	S	M	S	L	M	S	M	S	M	M	S	S
CO3	S	S	S	L	S	S	M	L	S	M	S	S
CO4	M	S	M	M	S	L	L	S	L	M	M	M
CO5	M	S	M	M	S	L	M	S	M	L	M	S

S - Strong, M - Medium, L - Low



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Sem.	Course Code	ACCOUNTING FOR MANAGERS	Total Marks:100		Hours Per Week	Credits
I	21PBDCT104		CIA : 50	ESE :50	5	4

Course Objectives:

1. Introduce the basic concepts of Accounting.
2. Prepare and analyze a financial statement and assist in management decision making.
3. Apply the knowledge of management and cost accounting in varied situations.

Course Outcomes (CO): On completion of the course, students should be able to

CO 1	Acquire the fundamental principles of accounting.	K1- K6
CO 2	Prepare, analysis and interpret various financial statement.	
CO 3	Evaluate cost effectiveness by using the tools of cost accounting.	
CO 4	Formulate and Assess various budgets.	
CO 5	Critique marginal cost techniques in decision making	

K1 :Remember; K2: Understand; K3 :Apply; K4:Analyze; K5 :Evaluate; K6 :Create

Unit –I**Introduction to Accounting and Financial Statement**

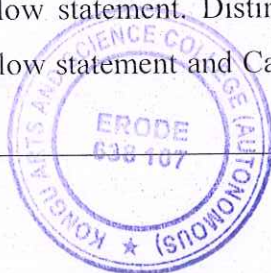
Accounting: Meaning - Objectives - Concepts and Conventions of Accounting - Overview of IFRS. Understanding Basic Financial Statements : Profit and Loss Statements, Balance sheet- Preparation of final accounts (**simple problems with adjustment**)

Unit – II**Financial Statement Analysis**

Financial Statements analysis: Meaning - Objectives. Techniques of Financial Statement Analysis: Comparative Statement Analysis, Common Size Statements, Trend Analysis. Ratio Analysis: Classification of Ratios - Profitability Analysis, Liquidity Analysis and Solvency Analysis. (**Problems on computation and interpretation of Accounting Ratios**)

Unit – III**Fund Flow and Cash Flow Analysis**

Fund Flow Statement: Preparation of Statement of change in working capital, Computation of fund from operation and preparation of fund flow statement. Cash flow statement: computation of cash from operations, Preparation of cash flow statement. Distinction between Fund flow statements and cash flow statement- Advantages of Fund flow statement and Cash flow statement. (**Basic Problems in cash flow or Fund flow statement**)



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Unit – IV	Cost Accounting and Marginal Costing
Cost Accounting: Meaning and Objectives - Classification and Elements of Costs - Preparation of Cost Sheet Breakeven point Analysis - Cost Volume Profit Analysis - Application of Marginal Costing Techniques in Managerial Decision Making. (Problems on application of Marginal costing)	
Unit – V	Budget and Budgetary control
Budget and Budgetary Control: Types of Budgets - Preparation of Cash Budget, Sales Budget, Production Budget and Flexible Budget (Problems) – Concept of Zero based budgeting.	
80% of the questions shall be problems and the remaining 20% of the questions shall be theory based.	
TEXT BOOK	
1	S.N. Maheshwari, Suneel K Maheshwari, Sharad K Maheshwari, “A Textbook for Accounting for Management” Vikas Publishing House Pvt Ltd (3rd Edition), 2012

REFERENCE BOOKS		
1	Gordan & Sundram, “Management Accounting “Himalaya Publication	
2	Reddy & Murthy “Financial and Management accounting”, Margham publication	
3	Marc Wouters, Ronald W. Hilton, Frank H. Selto, Michael W. Maher, “Cost Management: Strategies for Business Decisions” McGraw-Hill Higher Education, 2012	
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Dr. V.G.SUMATHY	Dr.R.VIJAYAPRIYA	Dr.V.G.SUMATHY



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SKILL DEVELOPMENT ACTIVITIES:

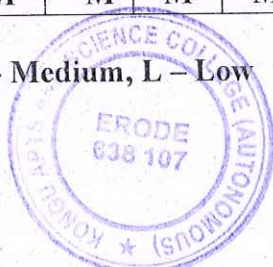
- 1) Identify a financial statement and comment on the financial position of the company using Ratio analysis.
- 2) Discuss with you family members and prepare a family budget for one year.
- 3) Decision Making Problems on i) Make or Buy ii) Fixation of selling price iii) Maintaining desired level of profit iv) Selection of suitable product mix.

QUESTION PAPER PATTERN		
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Mapping of COs with POs and PSOs:

PO/PSO CO	PO							PSO				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	M	M	S	S	S	M	S	S	S	S	S	S
CO2	S	M	S	S	S	M	S	S	S	S	S	S
CO3	M	M	S	S	S	M	S	S	S	S	S	S
CO4	S	S	S	S	S	M	S	S	S	S	S	S
CO5	M	M	M	M	M	M	S	S	M	S	M	S

S - Strong, M - Medium, L - Low



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Sem.	Course Code	QUANTITATIVE METHODS	Total Marks:100		Hours Per Week	Credits
			CIA : 50	ESE :50	5	4
I	21PBDCT105					

Course Objectives:

To make the students identify, diagnose problems and select the necessary tools in statistics so as to enable them to resolve complex decision making problems in business.

Course Outcomes (CO): On completion of the course, students should be able to

CO1	Understand the basic concepts of statistics and data display.	K1- K6
CO2	Calculate measures of central tendency.	
CO3	Know about the basic concepts of measures of dispersion.	
CO4	Determine and apply the Correlation and Regression Coefficients.	
CO5	Gain knowledge in the concepts of Index numbers and time series analysis.	

K1 :Remember; K2: Understand; K3 :Apply; K4:Analyze; K5 :Evaluate; K6 :Create

Unit –I	Importance, Functions, Limitations
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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.

Chapter 2 : Page No. 13 – 20, Chapter 7 : Page No. 84 -100, Chapter 8 : Page No. 101 – 120.

Unit – II	Measures of Central Tendency
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Meaning - Definitions - Functions of an average - Arithmetic Mean - Median – Quartiles – Deciles - Percentile -Mode - Relationship between different averages.

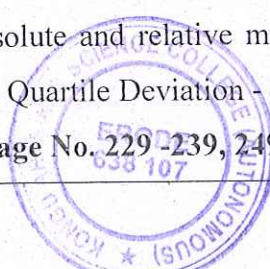
Chapter 9: Page No. 121-178.

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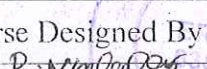
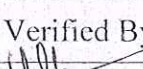
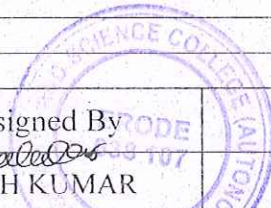
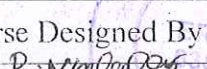
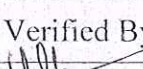
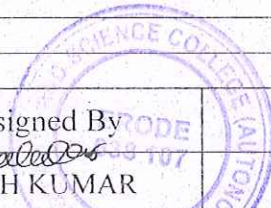
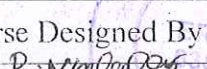
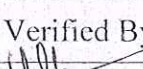
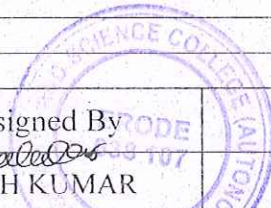
Definition - Concept of variations - Purpose of measuring variation – Properties of good measure of variation - Absolute and relative measure of variation- Method of measuring dispersion -Range- Inter quartile range - Quartile Deviation - Standard Deviation-Coefficient of Variation.

Chapter 10: Page No. 229 -239, 249 -259, 272-285.


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Unit – IV	Correlation and Regression
<p>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.</p> <p>Chapter 12: Page No. 359-377, Chapter 13: Page No. 425- 476.</p>	
Unit – V	Index Numbers and Analysis of Time Series
<p>Index Numbers: Uses - Characteristics of Index Numbers-Types of Index Numbers - Notations - Un weighted and Weighted Index Numbers - Quantity index numbers.</p> <p>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.</p> <p>Chapter 14: Page No. 477- 496, Chapter 15: Page No. 545 – 565.</p>	
<p>80% of the questions shall be problems (simple business application problems) and the remaining 20% of the questions shall be theory based.</p>	
<p>TEXT BOOK</p>	
1	<p>R.S.N Pillai and V.Bagavathi “Statistics” First Edition, 1984,Reprint 1999 S.Chand & Company, New Delhi.</p>

<p>REFERENCE BOOKS</p>					
1	<p>Gupta, S.C and Kapoor, V.K, “Fundamentals of Mathematical Statistics”, 11th Edition 2007, Sultan Chand & Sons, New Delhi.</p>				
2	<p>P.R.Vittal, “Business Mathematics and Statistics”, 6th Edition, 2004, Margham Publications, Chennai.</p>				
<table style="width: 100%; border: none;"> <tr> <td style="width: 30%; border: none; vertical-align: top;"> <p>Course Designed By  Mr.P.MAHESH KUMAR</p> </td> <td style="width: 70%; border: none; vertical-align: top;"> <p style="text-align: center;">Dr. N. RAMAN PRINCIPAL.</p> <p>Verified By  Ms.C.RADHAMANI</p> </td> </tr> <tr> <td style="border: none; text-align: center;">  </td> <td style="border: none; text-align: center;"> <p>KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS) NANJANAPURAM, ERODE</p> </td> </tr> </table>		<p>Course Designed By  Mr.P.MAHESH KUMAR</p>	<p style="text-align: center;">Dr. N. RAMAN PRINCIPAL.</p> <p>Verified By  Ms.C.RADHAMANI</p>		<p>KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS) NANJANAPURAM, ERODE</p>
<p>Course Designed By  Mr.P.MAHESH KUMAR</p>	<p style="text-align: center;">Dr. N. RAMAN PRINCIPAL.</p> <p>Verified By  Ms.C.RADHAMANI</p>				
	<p>KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS) NANJANAPURAM, ERODE</p>				

SKILL DEVELOPMENT ACTIVITIES:

- 1) Interpretation of correlation and regression using Microsoft Excel.
- 2) Collect the data from any departmental stores and prepare cost of living index.
- 3) Prepare Trend Analysis using your collected research data.

QUESTION PAPER PATTERN		
SECTION – A	SECTION – B	SECTION – C
10 X 1 = 10 Marks Answer ALL the questions Choose the correct answer	5 X 3 = 15 Marks Answer ALL the questions Either or type Two questions from each unit	5 X 5 = 25 Marks Answer ALL questions Question Number: 16 to 19 (Either or type) Question Number 20 is Compulsory - Case Study

Mapping of COs with POs and PSOs:

CO \ PO/PSO	PO							PSO				
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CO1	S	S	S	S	M	M	S	S	M	S	M	S
CO2	S	S	S	M	M	M	S	S	S	M	M	M
CO3	S	S	S	M	M	M	S	S	S	M	M	M
CO4	S	S	S	M	M	M	S	S	M	M	M	M
CO5	S	S	S	M	M	M	S	S	M	M	M	M

S - Strong, M - Medium, L - Low



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Sem.	Course Code	CORPORATE COMMUNICATION	Total Marks:100		Hours Per Week	Credits
			CIA: 50	ESE: 50	4	4
Course Objectives:						
<ol style="list-style-type: none"> 1. To inculcate students on relevant, practical and applicable business communication skills. 2. To improve the student's self-confidence to express themselves in the professional business environment. 3. To train the students in the preparation of various reports, business presentations and resume and job applications and attending employment interviews. 						
Course Outcomes (CO): On completion of the course, students should be able to						
CO 1	Identify the basic principles of communication in business environment					K1-K6
CO 2	Communicate with modern business and employment correspondence					
CO 3	Prepare the business reports in appropriate organizational formats					
CO 4	Prepare and design presentations, participate effectively in public speaking with interpersonal skills					
CO 5	Acquire knowledge and understanding of diversity and inclusion in the workplace					
K1 :Remember;K2: Understand; K3 :Apply; K4:Analyze; K5 :Evaluate; K6 :Create						
Unit –I	Basics of communication					
Business Communication: Meaning – components - Significance for Management -types - Media -Barriers to Communication - Principles of Effective Communication- Work team communication - Cross cultural communication.						
Unit – II	Understanding corporate communication					
Business Correspondence - Norms for Business Letters - Drafting Enquiry letters - Collection letters - Sales Promotion letters – Employee communication - Preparing Minutes and Resolutions – Handling online meetings - Employment communication: preparing Resumes and Job applications - E mail and Social Media Etiquettes for Business Communication.						
Unit – III	Report Writing					
Report writing: Characterizing & business reports – Types and forms & reports – Project proposals – collection of data – Tables constitution – charts – writing the report – documenting the sources – proof reading.						



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Unit – IV	Business Presentations
Business Presentation: work – team presentation – Delivering the business presentation visual aids – slides – electronic presentation – hand-outs – career planning – preparation for a job interview – Group discussions	
Unit – V	Non verbal communication
Non-verbal communication: Personal Appearance - Posture - Body Language, Contemporary issues in Business communication: Ethics and communication - Communicating in diverse environment.	
TEXT BOOK	
1	Rajendra Pal and J. S. Korihalli, “Essentials of Business Communication” 10 th Edition, 2014, Sultan Chand & Sons, New Delhi.

REFERENCE BOOKS

1	Taylor Shirley, “Model Business Letters, Emails and Other Business Documents”, 7 th Edition, Pearson Education India, New Delhi.
2	Sharma R.C. and Krishna Mohan, “Business Correspondence and Report Writing - A practical approach to business and technical communication”, 4 th Edition, Tata McGraw-Hill, New Delhi.
3	Scot Ober “Effective Business Communication” First India Edition 2011, Cenage Learning India Private Limited, New Delhi.

Course Designed By	Verified By	Approved By HOD
Mr.P.ARULANANTH <i>Arul</i>	Dr.R.VIJAYAPRIYA <i>drvj</i>	Dr.V.G.SUMATHY <i>(S)H</i>



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SKILL DEVELOPMENT ACTIVITIES:

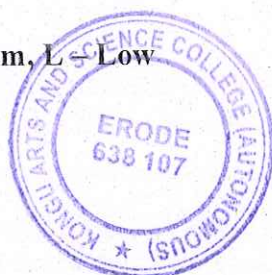
- 1) Draft a bio- data.
- 2) Prepare your Personal and Career goal.
- 3) Prepare a Basic Interview Questions for MNC .


QUESTION PAPER PATTERN		
SECTION – A	SECTION – B	SECTION – C
10 X 1 = 10 Marks Answer ALL the questions Choose the correct answer	5 X 3 = 15 Marks Answer ALL the questions Either or type Two questions from each unit	5 X 5 = 25 Marks Answer ALL questions Question Number: 16 to 19 (Either or type) Question Number 20 is Compulsory- Case Study

Mapping of COs with POs and PSOs :

CO \ PO/PSO	PO							PSO				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	M	S	M	M	M	M	S	S	M	M	M	M
CO2	S	S	M	L	M	M	S	S	S	M	M	S
CO3	M	S	M	M	M	M	M	S	S	M	M	M
CO4	S	S	M	M	M	M	L	S	S	S	L	M
CO5	M	S	M	L	M	M	M	M	M	M	M	M

S - Strong, M - Medium, L - Low




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Sem.	Course Code	MANAGEMENT PRACTICES	Total Marks: 100		Hours Per Week	Credits
I	21PBDCV107		CIA: 25	ESE: 25	2	2

COURSE OBJECTIVE:

This course is designed to groom the students with personality skills. The course would facilitate in eradicate stage fear, building self confidence, personality grooming, etc. This provides a platform for students to learn and update themselves on improving their communication and personality skills.

ACTIVITIES: 1. Case Study 2. Group Discussion, 3. Role play, 4. Management Games, 5. Management Quiz 6. Story telling .

Total Marks: 50 (CIA: 20 Marks, ESE: 30 Marks)

1. Distribution of Internal Marks (CIA)


S.No.	Parameters	Maximum Marks
1.	Preparation of Case Study / Group Discussion / Role playing	10
2.	Innovative Concepts and Ideas	10
3.	Audio Visual Presentation	5
Total		25*

2. Distribution of External Marks (ESE)

S.No.	Parameters	Maximum Marks
1.	Viva voce	25
Total		25*

* Evaluated by Internal and External Examiners.




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Mapping of COs with POs and PSOs:

CO \ PO/PSO	PO							PSO				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	M	M	S	S	S	M	S	S	S	S	S	S
CO2	S	M	S	S	S	M	S	S	S	S	S	S
CO3	M	M	S	S	S	M	S	S	S	S	S	S
CO4	S	S	S	S	S	M	S	S	S	S	S	S
CO5	M	M	M	M	M	M	S	S	M	S	M	S

S - Strong, M - Medium, L - Low

Course Designed By	Verified By	Approved By HOD
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Sem.	Course Code	PRODUCTION AND MATERIALS MANAGEMENT	Total Marks:100		Hours Per Week	Credits
			CIA: 50	ESE: 50		
II	21PBDCT201				4	4

Course Objectives:

- 1.To enable the students to understand the principles, practices and areas of application in Production Management.
- 2.To learn the knowledge on various production systems, processes and inventory management.
3. To understand the material management and inventory control in production.

Course Outcomes (CO): On completion of the course, students should be able to

CO 1	Acquire the basis on production management.	K1-K6
CO 2	Outline the awareness about product design, location and layout.	
CO 3	Design and apply the production planning and control.	
CO 4	Analyze on material management and inventory control.	
CO 5	Asses the modern production management tools and quality certifications.	

K1 :Remember;K2: Understand; K3 :Apply; K4:Analyze; K5 :Evaluate; K6 :Create

Unit –I**Production Management**

Production 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 and Layout**

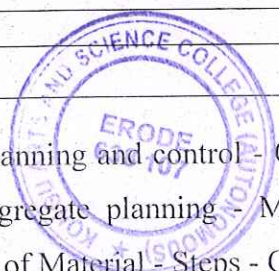
Product design - Steps - Factors affecting product design - Process selection - Selection decisions - Location Decision - Factors Affecting Location Decision - Plant Layout - Objectives - Factors affecting Layout - Types.

Unit – III**Production planning and control**



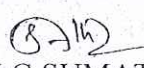
Production planning and control - Characteristics - Functions - Factors affecting production planning and control - Aggregate planning - Master Production Schedule (MPS) - Material Requirement Planning (MRP) – Bill of Material - Steps - Capacity Requirement Planning – CRP System.

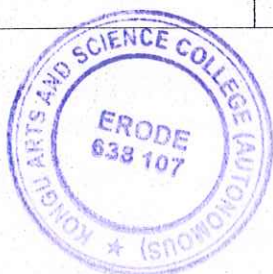
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Unit – IV	Material management
<p>Material management - Objectives - Features - Scope - Functions of material management - Inventory Control – Types of Inventory - Cost associated with inventory - Functions of inventory control - Inventory control techniques: Economic Order Quantity (EOQ) - ABC Analysis (Simple problems).</p>	
Unit – V	Modern Production and Materials Management
<p>Modern Production Management Tools - Just in Time (JIT) - Components of JIT - KANBAN – Types of KANBAN - Total Quality Management (TQM) - Objectives - Elements of TQM - International Organization for Standardization (ISO) - ISO Registration Process - Types of ISO Quality Certifications - Six Sigma Concept - Elements in six sigma - Stages of Six sigma process – Benefits of six sigma.</p> <p>TEXT BOOK</p>	
1	<p>P. Saravanavel & S. Sumathi, “Production and Materials Management”, 2nd Reprint Edition 2011, Margham Publications, Chennai.</p>

REFERENCE BOOKS		
1	<p>R.Paneerselvam, Production and Operations Management”, 2nd Edition, 2008, Prentice Hall of India (P) Ltd., New Delhi</p>	
2	<p>S.N.Chary, “Production and Operations Management - Theory and Problems”, 3rd Edition 2007, Tata McGraw Hill publication, New Delhi.</p>	
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SKILL DEVELOPMENT PROGRAMMES:

- 1) Visit a company and draw a chart on plant layout.
- 2) Visit any industry and list out the stages of PPC.
- 3) Draw an ISO specification chart.


QUESTION PAPER PATTERN		
SECTION – A	SECTION – B	SECTION – C
10 X 1 = 10 Marks Answer ALL the questions Choose the correct answer	5 X 3 = 15 Marks Answer ALL the questions Either or type Two questions from each unit	5 X 5 = 25 Marks Answer ALL questions Question Number: 16 to 19 (Either or type) Question Number 20 is Compulsory- Case Study

Mapping of COs with POs and PSOs :

CO \ PO/PSO	PO							PSO				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	M	S	L	M	L	M	S	L	M	M	S
CO2	S	M	S	M	M	M	M	S	M	M	S	S
CO3	S	S	S	M	S	L	S	M	S	M	S	S
CO4	M	S	M	M	S	M	L	S	L	M	M	M
CO5	M	S	M	L	S	M	S	S	S	L	M	S

S - Strong, M - Medium, L – Low




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Sem.	Course Code	MARKETING MANAGEMENT	Total Marks:100		Hours Per Week	Credits
II	21PBDCT202		CIA: 50	ESE: 50	4	4

Course Objectives:

1. Compile the concepts , principles and decision that underlie all activities,
2. Develop the planning and analytical skills necessary for a holistic marketing approach
3. Build critical analysis and creative communications skills among students to help them in identifying key issues

Course Outcomes (CO): On completion of the course, students should be able to

CO 1	Outline the key marketing concepts and techniques to analyze a variety of marketing Situations.	K1- K6
CO 2	Assess market segmentation and targeting to build knowledge on consumer Behaviour.	
CO 3	Identify the marketing strategies based on product, price, place and promotional objectives	
CO 4	Articulate the knowledge on various Promotional tools	
CO 5	Gain knowledge about emerging trends in marketing in a global perspective.	

K1 :Remember; K2: Understand; K3 :Apply; K4:Analyze; K5 :Evaluate; K6 :Create

Unit –I

Basics of Marketing

Marketing: Meaning - Scope – Core marketing concepts- New marketing realities- The marketing Concept - Marketing Concepts - Components of Marketing Mix - Functions of Marketing – Marketing Organisations - Marketing Environment - Marketing Information System.

Unit – II

Buyer Behavior and Product Decision

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 – Brand – definition, equity, naming decisions.

Unit - III

Pricing and Distribution Decision

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.



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Unit – IV	Promotion Decision
<p>Promotion Decision - Promotion Mix – Advertising- objectives- types- Personal Selling objectives –process - Sales Promotion – Importance- tools - Public Relations -Objectives – Methods - Direct Marketing - Sales force Design -Objectives - Structure.</p>	

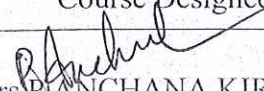
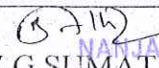
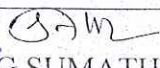
Unit – V	Recent Marketing Concepts
<p>Marketing of Non- business organization –Issues In Marketing: Social, Ethical And Legal Aspects of Marketing – Global aspects of marketing- International Marketing-Scope ,Environment of International Marketing, Introduction, importance and benefits of Green Marketing, Digital Marketing, Relationship Marketing, Rural Marketing, Neuro marketing and Social Media Marketing.</p>	

TEXT BOOKS

1	Philip Kotler, Kevin Lane Keller, “Marketing Management” 15 th Edition, 2016, Pearson Education Limited, Noida (UNIT I To IV)
2	Joel R.Evans,Barry Berman, Marketing , Marketing in the 21 st century ,10 th edition, 2006. Thomson Publications (UNIT – V)

REFERENCE BOOKS

1	V.S Ramasamy & S. Namakumari, “Marketing Management: Global Perspective Indian Context” , 5th Edition, 2013, Macmilan Publishers India Ltd, Chennai.
2	RajanSexena, “Marketing Management”, McGraw Hill (5th Edition) 2017.
3	Dr.C.B.Gupta & Dr.N.Rajan Nair, “Marketing Management”, 19th Edition, 2020, Sultan Chand & Sons, New Delhi

Course Designed By	Verified By	Approved By HOD
 Mrs. PANCHANA KIRUTHIKA	 Dr. V.G.SUMATHY	 Dr. V.G.SUMATHY



SKILL DEVELOPMENT ACTIVITIES:

- 1) Prepare a chart on marketing organization and specify the roles of each position
- 2) Suggest the strategies for the development of new product
- 3) Draw a plan of distribution network for a consumer product


QUESTION PAPER PATTERN		
SECTION – A	SECTION – B	SECTION – C
10 X 1 = 10 Marks Answer ALL the questions Choose the correct answer	5 X 3 = 15 Marks Answer ALL the questions Either or type Two questions from each unit	5 X 5 = 25 Marks Answer ALL questions Question Number: 16 to 19 (Either or type) Question Number 20 is Compulsory- Case Study

Mapping of COs with POs and PSOs:

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	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	M	S	S	S	M	S	S	M	S	M	S
CO2	S	M	M	L	M	M	S	S	S	L	M	S
CO3	M	M	L	M	S	M	S	S	M	S	M	S
CO4	S	S	M	S	M	M	S	S	M	S	S	S
CO5	S	M	S	S	M	M	S	S	M	M	M	S

S - Strong, M - Medium, L – Low




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Sem.	Course Code	HUMAN RESOURCE MANAGEMENT	Total Marks:100		Hours Per Week	Credits
			CIA: 50	ESE: 50	4	4
II	21PBDCT204					

Course Objectives:

1. To provide an in-depth understanding of HR basic Functions.
2. To equip the students with necessary HR skills that are required by HR professionals
3. To enable the students identify and analyze the problems in the field of HRM and be able to provide innovative solutions

Course Outcomes (CO): On completion of the course, students should be able to

CO 1	Acquire fundamental concepts of human resource management	K1-K6
CO 2	Identify and select appropriate recruitment and selection process	
CO 3	Apply various training and development techniques to enhance the skills of human resources	
CO 4	Analyze the performance appraisal techniques and job evaluation methods	
CO 5	Acquire knowledge about social security measures and industrial relations	

K1 :Remember;K2: Understand; K3 :Apply; K4:Analyze; K5 :Evaluate; K6 :Create

Unit –I**Human Resource Management**

Human Resource Management: Meaning – Objectives - Nature -Scope - Functions – importance - HRM Models - Role of HR Manager – Organisation for HR department – Qualities of HR Manager - Personnel policies and principles – skills for HR professionals.

Unit – II**Human Resource planning and recruitment**

Human Resource planning: Meaning - Importance - Process - Factors affecting HRP. Job design - Job Analysis - Nature - Purpose - process - Methods of Collecting job Data – Job Description and Specification. Recruitment - Factors - Sources - process- Selection: Nature - objectives - Procedure – types of test – interview – objectives – types - Induction – objectives – advantages.

Unit – III**Training and Development**

Training and Development- Nature - need of training programme – importance – process – types of training -Types of training methods – On the job and Off the-job training methods – Evaluation of Training Programmes. Learning versus Development - Management development – objectives – principles – methods of management development.



Unit – IV	Performance Appraisal
Performance Appraisal - Nature - Objectives - Process - Methods – Traditional Methods And Non Traditional Methods – Advantages - Problems Of Performance Appraisal - Promotion – Nature – Types – Purpose – Bases Of Promotion – Benefits – Transfers – Reasons – Types – Demotion – Reasons- Principles – Job Evaluation – Objectives – Principles- Procedure – Methods Of Job Evaluation	
Unit – V	Wage and salary administration
Wage and salary administration – objectives – factors affecting wage administration - wage incentives - social security measures – employee welfare – safety and health facilities - Industrial Relations - Collective bargaining - grievances handling - Trade Union - Managing Ethical Issues in Human Resource Management – recent trends in HRM.	
TEXT BOOK	
1	Aswathappa, K. (2013). Human Resource Management: Text and Cases, 7 th Edition, McGraw-Hill Education (India) Private Limited, New Delhi

REFERENCE BOOKS		
1	Dessler, Gary and Biju Varkke, Human Resource Management, 14 th Edition ,2016, Pearson Education, New Delhi.	
2	Gary Dessler, "Human Resource Management", 9 th Edition, 2002, Prentice-Hall of India (P) Ltd., New Delhi.	
3	Subba Rao P, Personnel and Human Resource Management Text & cases, 2011, Himalaya Publishing House,	
Course Designed By	Verified By	Approved By HOD
Mr.P.ARULANAYAGAN	Dr.R.VIJAYAPRIYA	Dr.V.G.SUMATHY



SKILL DEVELOPMENT ACTIVITIES:

- 1) Visit an Organization and Prepare a Organizational chart.
- 2) Prepare a HR department Flow Chart.
- 3) Prepare a performance appraisal template.

QUESTION PAPER PATTERN		
SECTION – A	SECTION – B	SECTION – C
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Mapping of COs with POs and PSOs:

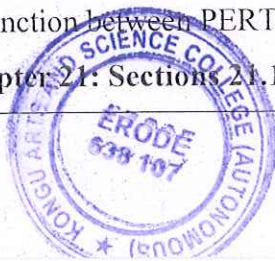
CO \ PO/PSO	PO							PSO				
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CO2	S	M	S	M	M	M	S	S	S	M	M	S
CO3	S	M	M	M	S	M	S	S	S	M	S	S
CO4	S	M	M	M	S	L	S	S	S	M	M	S
CO5	M	M	S	S	M	M	S	M	M	M	M	S

S - Strong, M - Medium, L - Low



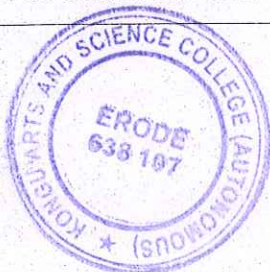

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Sem.	Course Code	OPTIMIZATION TECHNIQUES	Total Marks:100		Hours Per Week	Credits
			CIA : 50	ESE :50	5	
Course Objectives:						
To enable the students to learn the techniques of Operations Research and their application in business Management and decisions based on quantitative elements.						
Course Outcomes (CO): On completion of the course, students should be able to						
CO1	Understand the basic concepts of Operations Research.				K1- K6	
CO2	To comprehend the concept of a Transportation Problem and Minimum Transportation Cost.					
CO3	Understand the basic concepts of Queueing Theory and Network scheduling.					
CO4	Understand and evaluate the decision to be made and the potential outcomes.					
CO5	Understand and evaluate the Simulation models.					
K1 :Remember;K2: Understand; K3 :Apply; K4:Analyze; K5 :Evaluate; K6 :Create						
Unit –I	Operations Research and Linear Programming Problem					
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 LPP's-Graphical solution method. Chapter 1: Sections 1.1-1.4, 1.9, 1.10, Chapter 2: Sections 2.1-2.4, Chapter 3: Section 3.2.						
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. Chapter 10: Sections 10.1-10.2, 10.5, 10.8-10.10, 10.13.						
Unit – III	Queueing Theory and Network Scheduling by PERT/CPM					
Queueing Theory: Introduction- Queueing System-Elements of Queueing System- Operating Characteristic of queueing System-Classification of Queueing models-Poisson Queueing System Model $I\{M/M/1:(\infty/FIFO)\}$ only. Network Scheduling by PERT/CPM: Introduction-Basic Components-Logical Sequencing- Rule of Network Construction-Critical Path Analysis - Probability Consideration in PERT-Distinction between PERT and CPM. Chapter 21: Sections 21.1-21.4, 21.7, 21.9, Chapter 25: Sections 25.1-25.4, 25.6-25.8.						



Unit – IV	Decision Analysis
Introduction-Decision making Problem- Decision making Process- Decision making Environment-Decisions under Uncertainty- Decisions under risk-Decision tree analysis. Chapter 16: Sections 16.1-16.7.	
Unit – V	Simulation
Introduction-Why simulation?-Process of simulation-Simulation models-Event-Type simulation-Generation of random numbers-Monte-Carlo simulation-Simulation of a queueing system. Chapter 22: Sections 22.1-22.7, 22.9.	
80% of the questions shall be problems (simple business application problems) and the remaining 20% of the questions shall be theory based.	
TEXT BOOK	
1	Kanti Swarup, P.K.Gupta and Man Mohan, “ Introduction to Management Science-Operations Research”, 15 th Edition, 2010, Reprint 2011, Sultan Chand and Sons, New Delhi.

REFERENCE BOOKS		
1	Vittal.P.R and Malini.V, “Operation Research:Resource Management Techniques”, 1 st Edition 2013, Margham Publishers.	
2	Dr.Sharma J.K “Operation Research Theory and Applications”, 3 rd Edition 2007, Macmillan India Limited.	
Course Designed By <i>P. Mahesh Kumar</i> Mr.P. MAHESH KUMAR	Verified By <i>Ms. C. Radhamani</i> Ms.C.RADHAMANI	Approved By HOD <i>Dr. S. Nagarajan</i> Dr.S.NAGARAJAN



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SKILL DEVELOPMENT ACTIVITIES:

- 1) Real life applications of Queueing Theory.
- 2) Real time applications of Business problems using Decision Trees.
- 3) Analyze Business problems using Simulation.


QUESTION PAPER PATTERN		
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CO3	S	M	M	M	S	M	S	S	M	S	M	S
CO4	S	M	M	M	S	M	S	S	M	S	M	S
CO5	S	M	M	M	S	M	S	S	M	S	M	S

S - Strong, M - Medium, L - Low




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Sem.	Course Code	RESEARCH METHODOLOGY	Total Marks:100		Hours Per Week	Credits
II	21PBDCT206		CIA: 50	ESE: 50	4	4

Course Objectives:

1. To impart students knowledge of research in the field of management.
2. To understand the research design, sampling design, measurement and scaling.
3. To learn a deeper understanding of data analysis and report writing.

Course Outcomes (CO): On completion of the course, students should be able to

CO 1	Acquire basis on research problem.	K1-K6
CO 2	Outline the awareness on research and sampling design.	
CO 3	Identify the measurement and scaling in research.	
CO 4	Analyze on data processing and analysis.	
CO 5	Prepare the interpretation and report writing	

K1 :Remember;K2: Understand; K3 :Apply; K4:Analyze; K5 :Evaluate; K6 :Create

Unit –I**Research**

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**

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 – Sample size determination - different types of sampling designs - Non probability and probability Sampling designs.

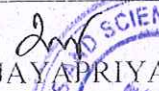

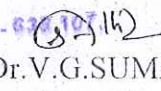
Unit – III**Measurement and Scaling**

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



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(AUTONOMOUS)
KONGARA, AP. PIN-523 107

Unit – IV	Data Analysis
<p>Processing and Analysis of Data: Processing Operations - Problems in processing - Types of analysis - Parametric test - Importance of parametric test - Parametric versus Non parametric test - Chi-Square Test (Problems) - Henry Garrett's Ranking Technique (Problems).</p>	
Unit – V	Interpretation and Report Writing
<p>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 - Plagiarism - Avoiding Plagiarism in research.</p> <p>Questions: 80% of the questions shall be theory 20% of the questions shall be problem based.</p> <p>TEXT BOOK</p>	
1	Kothari C.R., “Research Methodology Methods and Techniques”, 2 nd Revised Edition, 2010, New Age International Publishers, New Delhi.

REFERENCE BOOKS		
1	Panneerselvam.R, “Research Methodology”, 2 nd Edition, 2007, Prentice Hall India (P) Ltd., New Delhi.	
2	Donald R. Cooper, Pamela S. Schindler, J. K. Sharma, 12 th Edition, 2018, Business Research Methods, McGraw Hill Education Private Limited, New Delhi.	
3	Srivastava, T. N and Rego Shailaja , Business Research Methodology, 2011, Tata McGraw Hill Education Private Limited, New Delhi.	
Course Designed By	Verified By	Approved By HOD
 Dr.R.VIJAYAPRIYA	 Dr.R.VIJAYAPRIYA	 Dr.V.G.SUMATHY

SKILL BASED ACTIVITIES:

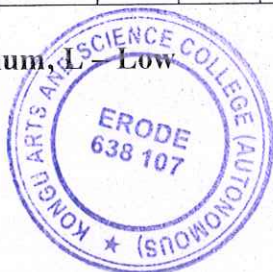
- 1) Prepare a sampling design of your research for a specific product in the market.
- 2) Construct a Questionnaire for your selected topic and submit the pilot study report.
- 3) Narrate your experience using observation technique during the survey.

QUESTION PAPER PATTERN		
SECTION – A	SECTION – B	SECTION – C
10 X 1 = 10 Marks Answer ALL the questions Choose the correct answer	5 X 3 = 15 Marks Answer ALL the questions Either or type Two questions from each unit	5 X 5 = 25 Marks Answer ALL questions Question Number: 16 to 19 (Either or type) Question Number 20 is Compulsory- Case Study

Mapping of COs with POs and PSOs :

CO \ PO/PSO	PO							PSO				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	M	S	M	M	S	M	S	L	M	M	M
CO2	S	M	S	L	M	M	M	S	M	M	S	M
CO3	S	M	S	M	S	L	M	S	S	M	S	M
CO4	S	M	S	M	S	M	S	S	S	S	S	M
CO5	S	S	S	M	S	L	S	S	S	S	S	S

S - Strong, M - Medium, L - Low



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Sem.	Course Code	DATA ANALYSIS USING SPREAD SHEET AND SPSS - PRACTICAL	Total Marks:50		Hours Per Week	Credits
			CIA: 25	ESE: 25		
I&II	21PBDCP207				2	2

Course Objectives:

The objective of this course is to impart the students to get practical knowledge of data analysis using Spread sheet and SPSS.

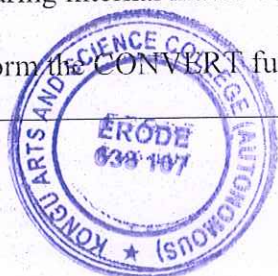
Course Outcomes (CO): On completion of the course, students should be able to

CO 1	Acquire the fundamentals of working in Spread sheet and SPSS.	K1-K6
CO 2	Prepare the application oriented worksheet.	
CO 3	Compute the mathematical functions in Spread sheet.	
CO 4	Create the data file in SPSS and prepare for data analysis in SPSS.	
CO 5	Demonstrate the data analysis in SPSS.	

K1 :Remember;K2: Understand; K3 :Apply; K4:Analyze; K5 :Evaluate; K6 :Create

PROGRAMMES**SPREAD SHEET (EXCEL)**

1. Create a Salary slip using worksheet with following fields Employee number, Employee name, Basic Pay(BP), Travelling Allowance(TA), Dearness Allowance(DA), House Rent Allowance(HRA), Income Tax(IT), Provident Fund(PF), Net Pay(NP).
2. To calculate the age of a person in Excel, use the DATEDIF function and the TODAY function.
3. Create Student mark list in MS-Excel worksheet to sorting in ascending and descending order.
4. Create a chart for using the fields as Roll No, Name, Marks and Percentage of a class.
5. Create an Excel Worksheet for the monthly sales of a product and also represent the data by using bar chart.
6. Preparing internal marks using IF and AND Function.
7. Perform the CONVERT function to convert from cm to inches.



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8. Calculate the simple Interest using Excel.
9. Create and automate the invoice in Excel.
10. Create the Pivot Table using Spread sheet.

STATISTICAL PACKAGE FOR THE SOCIAL SCIENCES (SPSS)

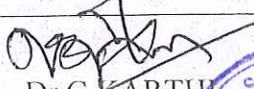
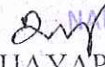
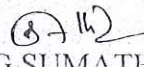
11. Create a data file in SPSS by using data editor, the Data View and Variable View.
12. Calculate the Mean, Median and Mode by using the SPSS.
13. Presentation of data through charts and diagrams in SPSS.
14. Calculate the Standard deviation by using the SPSS.
15. Calculate and Interpret Chi- square test in SPSS.

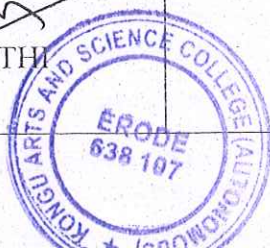
TEXT BOOKS

1	Nellai Kannan, “MS - Office”, 5 th Edition, 2012, Nels Publications, Tirunelveli.
2	Dr. S.L.Gupta, Hitesh Gupta “SPSS 17.0 For Researchers”, 1 st Edition, 2011, International Book House Pvt. Ltd., New Delhi.

REFERENCE BOOKS

1	Curtis D.Frye, “Microsoft office Excel 2007 Step by Step”, 2010, Prentice Hall India Private Limited, New Delhi.
2	A. Rajathi, P.Chandran , “SPSS For You” 1 st Edition, 2015, MJP Publishers, Chennai.

Course Designed By  Dr.G.KARTHI	Verified By  Dr.R.VIJAYAPRIYA	Approved By HOD  Dr.V.G.SUMATHY
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Mapping of COs with POs and PSOs:

PO/PSO CO	PO							PSO				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
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CO2	S	M	M	M	S	M	M	S	M	S	S	M
CO3	S	M	S	M	S	L	M	S	S	M	S	M
CO4	S	M	M	M	S	M	S	S	S	S	S	M
CO5	S	M	S	M	S	L	S	S	S	M	S	M

S - Strong, M - Medium, L - Low



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

ERODE – 638 107

ACTIVITIES



KONGU ARTS AND SCIENCE COLLEGE

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DEPARTMENT OF MANAGEMENT SCIENCE (PG)

Online Webinar on Entrepreneurial Talk - 04/09/2021



An online webinar on entrepreneurial talk was organized by the department of management science (PG) on 4th September, 2021. The Webinar was delivered by B. ARUN Proprietor, Foodie's restaurant, Erode. The resource person has started the session with his journey in hotel industries and problems faced by him during his initial stage of

opening the restaurant. He also interacted with the students and the remedial measures undertaken by him for his business during the pandemic situation. It was a very informative session for the budding entrepreneurs who are all willing to start a new business. At the end of the session he clarified various doubts of the students.



8+2
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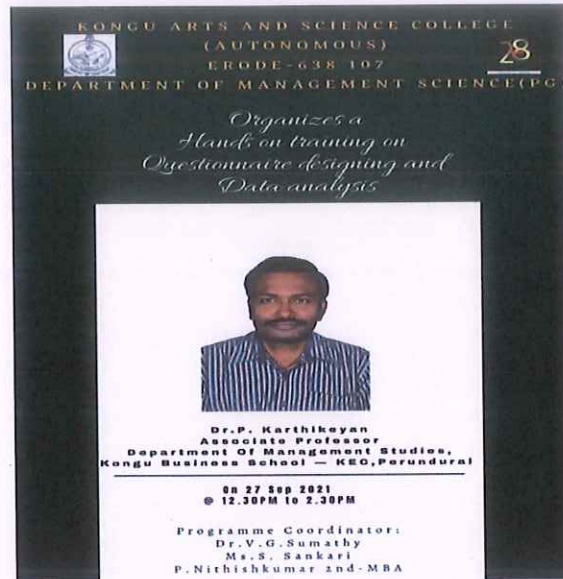
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DEPARTMENT OF MANAGEMENT SCIENCE (PG)

Hands on Training on Questionnaire designing and Data analysis – 27Sept, 2021



Training on questionnaire designing and data analysis was organised by the department of management science (pg) on 27 september, 2021. The training was given by Dr.P.Karthikeyan, Associate Professor, Department of Management studies, Kongu Business School.The training was conducted to give information about how to design a questionnaie for project and the use of SPSS

software for project.Resource person has clearly explained the theoritical and conceptual framework of questionnaire.he also gives practical training on the usage of the SPSS software for data analysis and interpretation.It was an informative and useful session for the students for their project..He cleared the doubts of students in the Q and A session.


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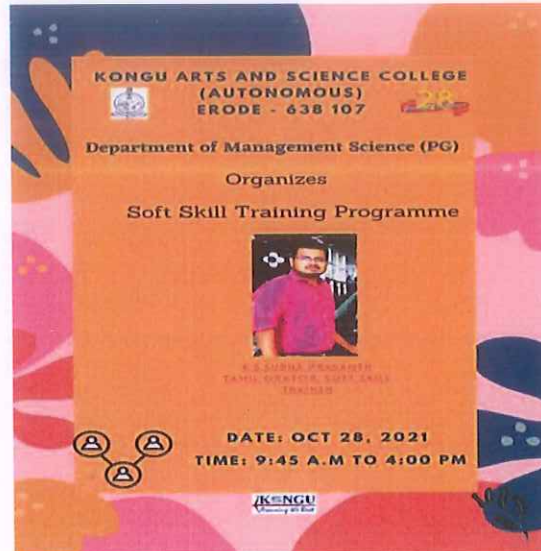
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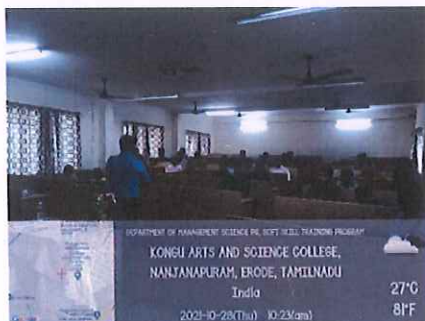
DEPARTMENT OF MANAGEMENT SCIENCE (PG)

Soft Skill Training Programme – 28/10/2021



Soft skill training Programme was organized by the Department of Management Science (PG) on 28th October, 2021. The training was given by Mr. K.S.SUBHA PRASHANTH, Tamil orator and soft skill trainer. The trainer has interacted with the students about how to develop the soft skills and has

conducted various activities to increase the creativity of the students and make the students to overcome the stage fear and also shared his knowledge and experience to with the students. He concluded his training with the motivational speech. Students have given their feedbacks about the soft skill training at the end of the session.



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DEPARTMENT OF MANAGEMENT SCIENCE (PG)

Capacity Building Programme on Overcome your Glossophobia -09/11/2021

**KONGU ARTS AND SCIENCE COLLEGE
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UVA
University Value Addition

DEPARTMENT OF MANAGEMENT SCIENCE (PG)

In
Collaboration with Yi Erode
Organizes

**STUDENT CAPACITY BUILDING PROGRAMME
ON
OVERCOME YOUR GLOSSOPHOBIA**

MS. SHEETAAL GANDHI
Speaker and Trainer
Tirupur

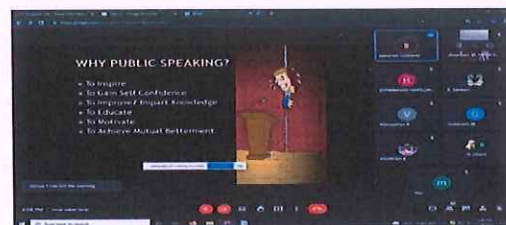
TUE	09.11.2021	02.00PM TO 03.00 PM
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GOOGLE MEET: <https://meet.google.com/ccw-pbsi-knell>

KONGU
University of Excellence

A webinar on Students Capacity Building Programme on Overcome your Glossophobia was organized by the Department of Management Science in collaboration with Yi Erode on 9 November 2021. The talk was delivered by Ms. Sheetaal Gandhi, Speaker and Trainer, Tirupur. The aim of the talk is , how to

overcome fear, while speaking or talking in front of stage. She also gave information regarding public speech. She also said that the speaker must have positive thought while giving public speech. She said ,”TALK IS ACT – SPEAK IS ART”. She cleared the doubts of students in the Q & A session.



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DEPARTMENT OF MANAGEMENT SCIENCE (PG)

**Online Entrepreneur Talk on “Road Map to Entrepreneurial Success” - 24
December, 2021**

**KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107**

Department of Management Science (PG)

**AGNATS
ANTRA**

TALK ON...

**Road Map to
Entrepreneurial
Success**

**RAJA M
SHANMUGHAM**
CEO of WARSAW International
President of TIRUPUR EXPORT
ASSOCIATION

DATE: DEC 24, 2021
TIME: 10AM TO 11AM

VENUE: RAMANUJAM
HALL


KONGU
Answering the Best

An online Entrepreneur talk on “Road Map to Entrepreneurial Success” was organised by the department of management science (PG) on 24 December, 2021. The session was delivery by Mr RAJA M SHANMUGHAM, CEO of WARSAW International, Tirupur & President of TIRUPUR EXPORT ASSOCIATION. He had discussed about 3D’s principles of success (Discipline, Dedication, and Determination)

and also highlighted that analytical skills, self-confidence, Punctuality, rehearsing makes us easy to achieve our goals.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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Nanjanapuram, Tamil Nadu, India

Entrepreneur Talk on Road Map to Entrepreneurial success? organised by Department of Management Science (PG), Kongu Arts and Science College Autonomous, Nanjanapuram Rd, Nanjanapuram, Tamil Nadu
638107, India
Lat 11.312857°
Long 77.653479°
24/12/21 10:19 AM




Nanjanapuram, Tamil Nadu, India

Entrepreneur Talk on Road Map to Entrepreneurial success? organised by Department of Management Science (PG), Kongu Arts and Science College Autonomous, Nanjanapuram Rd, Nanjanapuram, Tamil Nadu
638107, India
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Long 77.653479°
24/12/21 10:17 AM


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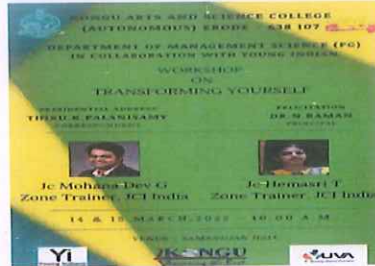
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DEPARTMENT OF MANAGEMENT SCIENCE (PG)

Hands on Training on Effective Public Speaking – 14 & 15Mar, 2022



Training on effective public speaking was organised by the department of management science (pg) on 14 & 15march, 2022. The training was given by Mr.G.Mohan Dev and Mrs.T.Hemasri, Zone Trainers, JCI India. The training was conducted to make the students speak boldly in a public forum. The trainers have trained the students by conducting games and competitions and they clearly explained what is public speaking and how it should be done. This

session was very useful and interesting as no one felt boring and students have learnt a lot and thus the result of this training was great that all the students have improved their speaking skills and now the students are feeling bold when they speak in the stage. At last the trainers have announced the names of the students who shown transformation on 2 days and names of the best performed students.



8-12
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