

PROGRAMME PROJECT REPORT
MBA (PROJECT MANAGEMENT)



DIRECTORATE OF DISTANCE EDUCATION
ALAGAPPA UNIVERSITY
KARAIKUDI – 630 003

PROGRAMME PROJECT REPORT FOR MBA PROJECT MANAGEMENT

a) PROGRAMME MISSION AND OBJECTIVES

Business Studies have fascinated humans for two reasons, namely generating interest and augmenting essentials of running a firm effectively. That is why their study is enchanting and glorifying. The primary objective of this programme is to provide ample exposure to subjects from the fields of business legacy and accountancy, equip the Students for entry level jobs in industry and to contribute to the economic development of the country.

b) RELEVANCE OF THE PROGRAMME WITH HEI'S MISSION AND GOALS:

The Alagappa University is functioning with following Vision and Mission:

Mission: Achieving Excellence in all spheres of Education, with particular emphasis on 'PEARL'- Pedagogy, Extension, Administration, Research and Learning

Vision: Affording High Quality Higher Education to the learners so that they are transformed into intellectually competent human resources that will help in the uplift of the nation to Educational, Social, Technological, Environmental and Economic Magnificence.

Therefore, the introduction of MBA PROJECT MANAGEMENT programme in the Directorate of Distance Education will contribute substantially in fulfilling the mission of Alagappa University. Such a higher education in subject with appropriate Practical Expose will enrich the human resources for the uplift of the Nation to Educational, Social, Technological, Environmental and Economic Magnificence (ESTEEM).

c) NATURE OF PROSPECTIVE TARGET GROUP OF LEARNERS

- WorkingProfessionals
- Entrepreneurs
- ServicePersonnel
- AcademicFaculty
- GovernmentOfficials

- Researchers
- Homemakers
- Unemployed Graduates

d) APPROPRIATENESS OF PROGRAMME

To Attain Leadership in spearheading qualitative and responsible academic programs relevant to the society through cost effective off-campus distance mode of education. knowledge and understanding, skills, qualities and other attributes in the following areas:

- The fundamental concepts of Management
- The higher-level taxonomy and diversity of Business Studies.
- How principles of Business can be applied to problems
- Internship training in Industry
- Undertake Inter tasks and techniques.
- Inter-disciplinary knowledge like statistics, Mathematics, Computer and E-Banking.
- Using the SPSS package for the analysis of data
- It also improves the Intellectual skills of the students.
- In nutshell, these skills will improve the performance of the students parameters.

E) INSTRUCTIONAL DESIGN**MBA PROJECT MANAGEMENT**

Course Code	Title	CIA Max.	ESE Max.	TOT Max.	C
I Semester					
33211	Management – Principles and Practices	25	75	100	4
33212	Organizational Behaviour	25	75	100	4
33213	Managerial Economics	25	75	100	4
33214	Quantitative Techniques	25	75	100	4
33215	Financial and Management Accounting	25	75	100	4
Total		125	375	500	20
II Semester					
33221	Research Methods	25	75	100	4
33222	Business Environment	25	75	100	4
33223	Business Laws	25	75	100	4
33224	Management Information System	25	75	100	4
33225	Human Resource Management	25	75	100	4
Total		125	375	500	20
III Semester					
33231	Marketing Management	25	75	100	4
33232	Financial Management	25	75	100	4
33233	Project Formulation and Appraisal	25	75	100	4
33234	Project Support System	25	75	100	4
33235	Project Control System	25	75	100	4
Total		125	375	500	20
IV Semester					
33241	Project Risk Management	25	75	100	4
33242	Project Contracting and Clearance	25	75	100	4
33243	Project Exports	25	75	100	4
33244	Disaster Management	25	75	100	4
33245	Project Preparation	25	75	100	4
Total		125	375	500	20
Grand Total				2000	80

Course Code Legend:

3	3	2	Y	Z
----------	----------	----------	----------	----------

332-

M.B.A

Programme

Y -

Semester

Number

Z- Course Number in the Semester

CIA: Continuous Internal Assessment, ESE: End Semester Examination,
TOT: Total, C: Credit Points, Max.: Maximum

No. of Credits per Course (Theory) - 5	Total No. of Credits per Semester- 20
	Total Credits for the Programme- 20 X 4 = 80

33211- MANAGEMENT PRINCIPLES AND PRACTICES

Objectives:

- To introduce the basic concepts of Management functions and principles
- To learn the scientific decision making and modern trend in the management process
- To understand the contemporary practices and issues in management

BLOCK I: BASIC CONCEPTS OF MANAGEMENT

UNIT 1 Management: Definition – Nature, Scope and Functions – Evolution of Management – Management thought in modern trend – Patterns of the management analysis – Management Vs. Administration - Management and Society: The external Environment, Social Responsibility and Ethics.

UNIT 2 Management Science and Theories : Contributions of FW Taylor, Henri Fayol, Elton Mayo, Roethlisberger, H.A.Simon and P.F Drucker - Universality of Management - Relevance of management to different types of organization.

UNIT 3 Planning: Nature and Purpose – Principles and planning premises – Components of planning as Vision, Mission, Objectives, Managing By Objective (MBO) Strategies, Types and Policies -Planning and Decision Making: Planning process.

UNIT 4 Decision making: Meanings and Types – Decision-making Process under Conditions of Certainty and Uncertainty – Rational Decision Making Strategies, Procedures, Methods, Rules, Projects and Budgets.

BLOCK II: RECRUITMENT AND SELECTION

UNIT 5 Organizing: Nature, Importance, Principles, purpose and Scope - Organizing functions of management – Classifications of organization – Principles and theories of organization – Effective Organizing – Organizational Culture and Global Organizing.

UNIT 6 Organizational Structure – Departmentalization – Span of control – Line and staff functions – Formal and Informal Groups in Organizations - Authority and responsibility - Centralization and decentralization – Delegation of authority – Committees – Informal organization.

UNIT 7 Staffing: General Principles of Staffing- Importance, techniques, Staff authority and Empowerment in the organization – Selection and Recruitment - Orientation - Career Development - Career stages – Training – Performance Appraisal.

UNIT 8 Creativity and Innovation – Motivation - Meaning – Importance – Human factors of Motivation – Motivation Theories: Maslow, Herzberg, Mc Gregor (X&Y), Ouchi (Z) ,Vroom, Porter-Lawler, McClelland and Adam – Physiological and psychological aspects of motivation .

BLOCK III: FUNCTIONS OF MANAGEMENT

- UNIT 9 Directing : Meaning, Purpose, and Scope in the organization – Leadership: Meaning, Leadership styles, Leadership theories: Trait, Contingency, Situation, Path-Goal, Tactical, Transactional, Transformational and Grid. Leaders: Type, Nature, Significance and Functions, Barriers, Politics and Ethics. Leader Vs. Manager.
- UNIT 10 Communications: Meaning – Types – Process – Communication in the decision making – Global Leading - Effective communication in the levels of management. – Uses of Communication to Planning, Organizing, coordinating and controlling.
- UNIT 11 Co-ordination: Concept; Meaning, Characteristics, Importance in the organization, Co-ordination process and principles - Techniques of Effective co-ordination in the organization - Understanding and managing the group process.

BLOCK IV: BUSINESS ETHICS WITH NEW PERSPECTIVES IN MANAGEMENT

- UNIT 12 Business ethics: Relevance of values in Management; Holistic approach for managers indecision-making; Ethical Management: Role of organizational culture in ethics – Ethics Committee in the organization.
- UNIT 13 Controlling: Objectives and Process of control Devices of control – Integrated control – Special control techniques- Contemporary - Perspectives in Device of Controls
- UNIT 14 New Perspectives in Management - Strategic alliances – Core competence – Business process reengineering – Total quality management – Six Sigma- Benchmarking- Balanced Score-card.

REFERENCES

1. Stoner, et-al, Management, Prentice Hall, 1989.
2. Koontz and O'Donnell, Management: A Systems Approach, McGraw Hill, 1990
3. **Weihrich and Koontz**, Management: A Global Perspective, McGraw Hill, 1988
4. Peter F. Drucker, Management, 2008.
5. Gene Burton and Manab Thakur, Management Today: Principles and Practice, Tata McGraw Hill.
6. Ricky W. Griffin, Management, South-Western College Publications, 2010
7. Stephen P. Robbins and Mary Coulter, Management, 9th Edition, 2006.
8. Kaplan and Norton, The Strategy-Focused Organization: How Balanced Scorecard Companies Thrive in the New Business Environment, HBP, 2000.

33212 - ORGANIZATIONAL BEHAVIOUR

Objectives:

- To understand the personality traits and influence on the organization.
- To imbibe the necessary conceptual understanding of behaviour related people
- To learn the modern trends, theories and changes in organizational Behaviour.

BLOCK I: BASICS OF ORGANISATIONAL BEHAVIOUR

UNIT 1 Organizational Behaviour: History – Meaning Elements – Evolution, Challenges and opportunities – Trends – disciplines – Approaches – Models – Management functions relevance to organizational Behaviour – Global Emergence of OB as a discipline.

UNIT 2 Personality – Determinants, Structure, Behaviour, Assessment, Individual Behaviour: Personality & Attitudes- Development of personality – Nature and dimensions of attitude – Trait Theory – Organizational fit – Organizational Commitment

UNIT 3 Emotions – Emotional Intelligence – Implications of Emotional Intelligence on Managers – EI as Managerial tool – EI performance in the organization – Attitudes: Definitions – Meaning – Attitude relationship with behaviour – Types – Consistency

UNIT 4 Individual Behaviour and process of the organization: Learning, Emotions, Attitudes, Perception, Motivation, Ability, Job satisfaction, Personality, Stress and its Management – Problem solving and Decision making – Interpersonal Communication - Relevance to organizational behaviour.

BLOCK II: ORGANISATIONAL SOURCES AND MANAGEMENT

UNIT 5 Group Behaviour: Group Dynamics - Theories of Group Formation - Formal and Informal Groups in organization and their interaction - Group norms – Group cohesiveness – Team: Importance and Objectives - Formation of teams – Team Work- Group dynamics – Issues - Their relevance to organizational behaviour.

UNIT 6 Organizational Power: Organizational Power: Definition, Nature, Characteristics - Types of powers - Sources of Power - Effective use of power – Limitations of Power – Power centre in Organization.

UNIT 7 Organizational Politics: Definition – Political behaviour in organization - Factors creating political behaviour – Personality and Political Behaviour - Techniques of managing politics in organization – Impact of organizational politics.

UNIT 8 Organizational Conflict Management: Stress Management: Meaning – Types –

Sources and strategies resolve conflict – Consequences – Organizational conflict: Constructive and Destructive conflicts - Conflict Process - Strategies for encouraging constructive conflict - Strategies for resolving destructive conflict.

BLOCK III: ORGANISATIONAL CLIMATE AND CULTURE

UNIT 9 Organizational Dynamics: Organizational Dynamics – Organizational Efficiency, Effectiveness and Excellence: Meaning and Approaches – Factors affecting the organizational Climate.

UNIT 10 Organizational Culture: Meaning, significance – Theories – Organizational Climate – Creation, Maintenance and Change of Organizational Culture – Impact of organizational culture on strategies – Issues in Organizational Culture.

UNIT 11 Inter personal Communication: Essentials, Networks, Communication technologies – Non-Verbal communications Barriers – Strategies to overcome the barriers. Behavioral Communication in organization - Uses to Business

BLOCK IV: CHALLENGES AND ORGANISATIONAL DEVELOPMENT

UNIT 12 Organizational Change: Meaning, Nature and Causes of organizational change Organizational Change –Importance – Stability Vs Change – Proactive Vs. Reaction change – the change process – Resistance to change – Managing change.

UNIT 13 Organizational Behaviour responses to Global and Cultural diversity, challenges at international level, Homogeneity and heterogeneity of National cultures, Differences between countries.

UNIT 14 Organizational Development: Meaning, Nature and scope – Features of OD – OD Interventions- Role of OD – Problems and Process of OD – process OD and Process of Intervention - Challenges to OD- Learning Organizations - Organizational effectiveness Developing Gender sensitive workplace

REFERENCES

1. Fred Luthans, Organizational Behaviour, McGraw-Hill/Irwin, 2006.
2. Stephen P. Robbins, Organizational Behaviour, Prentice Hall; 2010
3. Keith Davis, Organizational Behavior: Human Behavior at Work, McGraw Hill, 2010
4. Griffin and Moorhead, Organizational Behavior: Managing People and Organizations, 2006.
5. Judith R. Gordon, Organizational Behavior: A Diagnostic, Prentice Hall, 2001.
6. K. Aswathappa, Organizational Behaviour, Himalaya Publishing, Mumbai, 2010
7. Judith R. Gordon, A Diagnostic Approach to Organizational Behaviour, Allyn & Bacon, 1993.

33213 - MANAGERIAL ECONOMICS

Objectives:

- To understand the economic principles and its applications in business
- To develop economics based analytic skills for business
- To make the learners to strong in economical approach

BLOCK I: BASICS OF MANGERIAL ECONOMICS

- UNIT 1 Economics: Introduction – Meaning, nature and scope of Managerial Economics – General Foundations of managerial Economics – Economic Approach – Working of Economic system - Circular flow activities - Economics & Business Decisions - Relationship between Economic theory and Managerial Economics.
- UNIT 2 Business Decisions: Role of managerial Economics in Decision making – Decision making under Risk and Uncertainty - Concepts of Opportunity cost, - Production possibility curve – Incremental Concepts - Cardinal and Ordinal approaches to consumer Behaviour Time Value of Money –
- UNIT 3 Consumer Behaviour: Marginalism – Equilibrium and Equi-marginalism and their role in business decision making. – Equi-Marginal principles – Utility analysis – Total and Marginal Utility – Law of diminishing marginal utility – Marshallian approach and Indifference curve analysis.
- UNIT 4 Demand analysis: Meaning, Functions - Determinants of demand-Law of Demand – Demand Estimation and Forecasting - Applications of demand in analysis - Elasticity of Demand: Types, Measures and Role in Business Decisions.

BLOCK II: DEMAND AND SUPPLY MANGEMENT

- UNIT 5 Supply Analysis: Determinants of supply- Elasticity of Supply- Measures and Significance - Derivations of market demand – Demand Estimation and Forecasting- Demand and Supply equilibrium – Giffen Paradox
- UNIT 6 Production Functions: Managerial uses of production function - Cobb-Douglas and other production functions - Isoquants – Short run and long run production function – Theory of production – Empirical estimations of production functions.
- UNIT 7 Forms of Markets: Meaning and Characteristics - Market Equilibrium: Practical Importance, Market Equilibrium and Changes in Market Equilibrium. Pricing Functions: Market Structures - Pricing and output decisions under different competitive conditions: Monopoly Monopolistic completion and Oligopoly

UNIT 8 Strategic Behaviour of the firms and Game Theory - Nash Equilibrium: Implications – Prisoner’s Dilemma: Types of strategy – Price and Non price competition – Relation to the firm behaviour.

BLOCK III: COST AND BREAK FROM POINTS

UNIT 9 Cost and Return: Cost function and cost output relationship – Economics and Diseconomies of scale - Cost control and cost reduction- Cost Behaviour and Business Decision- Relevant costs for decision-making- Traditional and Modern theory of Cost.

UNIT 10 New Product Penetrative Decision and Skimming the cream Pricing- Government control over pricing - Concept of Profit- Types and Theories of Profit by Knight (Uncertainty), Schumpeter (Innovation), Clark (Dynamic) and Hawley (Risk) - Profit maximization – Cost volume profit analysis – Risk and Return Relationship.

UNIT 11 Profit and Investment Analysis: Meaning – Measurement of profit – Theories of Pricing- Profit planning and forecasting- Profit and Wealth maximization – Cost volume profit analysis – Investment analysis and Evaluation: IRR, NPV and APV techniques.

BLOCK IV: MACRO ECONOMICS AND REGULATIONS

UNIT 12 Macro-economic Factors: Nature, Importance ; Economic Growth and Development - Business cycle – Phases and Business Decision- Inflation - Factors causing Inflation and Deflation - Control measures – Balance of payment Trend and its implications in managerial decision.

UNIT 13 National Income: Introduction Meaning – Theories – Methods of Measurement - Sectoral and Population distributions – Per capita Income: Definition – Calculations – Uses – Limitations – GDP – GNP - Recent developments in Indian Economy.

UNIT 14 Economic Regulations of Business: Introduction – Antitrust theory and Regulations – The structure – Conduct – Performance paradigm – Concentration: Overview – Measuring concentration – Regulation of Externalities.

REFERENCES

1. Dominick Salvatore, Managerial Economics in a Global Economy, Oxford University Press, 2011.
2. Ivan Png and Dale Lehman, Managerial Economics, Wiley-Blackwell, 2007.
3. Truett Lila J., Truett, Dale B. and Truett J. Lila (2006), Managerial Economics: Analysis Problems, Cases, 8th Edition, John Wiley & Sons.
4. Atmanand (2008), Managerial Economics, 2nd Edition, Excel Books.
5. Christopher R Thomas & S Charles Maurice (2008), Managerial Economics, 9th edition, McGraw Hill Co.

6. Petersen, H. C., Cris, L W and Jain, S.K. (2008), Managerial Economics, 1st edition Pearson
7. Gupta G S, Managerial Economics, Tata McGraw-Hill.
8. Varshney and Maheswari, Managerial Economics, Sultan Chand and Sons.
9. Mehta P L, Managerial Economics, Sultan Chand and Sons.
10. Joel Dean, Managerial Economics, Prentice-Hall.

33214 - QUANTITATIVE TECHNIQUES

Objectives:

- To help develop analytical skills based on problem solving approach
- To learn quadrature problems solving of business issues.
- To acquire the knowledge in statistics and their use in business decision making.

BLOCK I: BASICS OF QUANTITATIVE TECHNIQUES

UNIT 1 Basic Quantitative Concepts: Place of quantitative analysis in the practice of management – Problem definition: Models and their development. Variables notion of Mathematical models – concept of trade off – Notion of constants – concept of Interest.

UNIT 2 Basic Concept of differentiation – integration – Optimization concepts – use of differentiation for optimization of business problem Optimization Statistics: Meaning and Applications of Statistics in business decision making and research - Collection, Tabulation and presentation of data - Measures of central tendency: Mean, Median and Mode. Measures of dispersion

UNIT 3 Variables and function: Linear and Non-linear –Graphical representation of functions and their applications in cost and revenue behavior. Slope and its relevance –Use of functional relationships to understand elasticity of demands, Relationship between costs and level of activity, Decisions on Minimizing Costs and Maximizing output/profits.

UNIT 4 Linear Programming: Introduction to the linear programming – Concepts of optimization- Formulation of different types of linear programming –Standard form of LP problems - Importance and practical implementation in Industry

BLOCK II: LINEAR PROGRAMMING PROBLEMS

UNIT 5 Simple regression and Correlation analysis: Introduction, Correlation, Correlation analysis, linear regression analysis and Co-efficient. Duality and sensitivity analysis for decision-making- Solving LP using graphical and simplex method (only simple problems) – Interpreting the solution for decision-making

UNIT 6 Special Algorithms of LPP: Transportation Algorithm - Balanced and Unbalanced Problem Formulation and solving methods: North West Corner, Vogel's Approximation-MODI method- Assignment and Travelling Executive Algorithms

UNIT 7 Theory of Probability: Introduction to the Concept – Development of

probability – Areas and Utilisation of probability theories in the Business – Sample space – terminology – Types of probability.

- UNIT 8 Theoretical Probability Distributions: Introduction - Concept of events – Probability of events – Joint, conditional and marginal probabilities Probability distributions: Binomial, Poisson and Normal – Features and Applications – Use of Normal Tables.

BLOCK III: OPERATIONAL RESEARCH AND SIMULATION TECHNIQUES

- UNIT 9 Operational research for Decision Making: Historical background and Developments – Definition – Phases in the use of Operations research – Models – Characteristics of quantitative methods - Benefits and Limitations of Quantitative methods.

- UNIT 10 Sequencing /Scheduling Methods : Concepts – terminology – Notations – Assumption for scheduling models – Job sequencing priorities – Processing the job and Mass production system.

- UNIT 11 Simulation Techniques: Introduction to simulation as an aid to decision-making- Advantages and Disadvantages of Simulation – Applications of simulations models – Types: Inventory, Cash, and Project – Random Numbers.

BLOCK IV: QUERY AND DECISION TREE ANALYSIS

- UNIT 12 Queuing Theory: Introduction – Definition – Queue priorities Product launching problems using Monte Carlo simulation- Queuing Theory: M/M/1 queuing model and applications.

- UNIT 13 Decision Analysis: Concepts – Definition – Decision Tables Pay-off and Loss tables – Expected value of pay-off – Expected value of Perfect Formation – decision making process

- UNIT 14 Decision Tree Analysis: Decision making environments – Concept of Posterior probabilities Decision Tree approach to choose optimal course of action Criteria for decision – Mini-max, Maxi-max, Minimizing Maximal Regret and their applications.

REFERENCES

1. David R. Anderson, et al, An Introduction to Management Science: Quantitative Approaches to Decision Making, Cengage Learning, 2008.
2. Lucey, Quantitative Techniques Cengage Learning Business Press, 2002
3. Sharma, Operations Research: Theory and Applications.
4. Richard I Levin, & C. Atkinson Kirkpatrick, Quantitative Approaches to Management, McGraw-Hill.
5. K. Gupta and D.S. Hira, Operations Research.
6. Srivastava, Shenoy and Sharma, Quantitative Techniques for Managerial Decision-making, New Age International, 2006.
7. N.D. Vohra, Quantitative Techniques in Management, Tata McGraw-Hill Education.
8. V.K. Kapoor, Operations Research.
9. Dharani Venkatakrishnan, Operations Research: Principles and Problems.
10. Hamdy A. Taha, Operations Research: An Introduction, Prentice Hall, 2002.

33215 - FINANCIAL AND MANAGEMENT ACCOUNTING

Objectives:

- To enable the students to learn basic accounting principles, concepts.
- To practice Financial and Management accounting applications
- To make the learners familiarize in managerial decision making.

BLOCK I: BASICS OF FINANCIAL AND MANAGEMENT ACCOUNTING

UNIT 1 Accounting: Definition – Accounting for historical function and managerial function - Types of Accounting- Management, Management and Cost accounting – Scope for Accounting-Managerial Uses of Management accounting and Financial Accounting.

UNIT 2 Accounting Concepts and Conventions – Accounting standards - Financial Accounting Definitions – Principles – Accounting standards - Double entry system of accounting: Accounting books – Preparation of journal and ledger, subsidiary books.

UNIT 3 Preparation of Trial Balance – Errors and rectification – Classifications of capital and Revenue – Fixed Assets and Depreciation accounting – Preparation of Manufacturing accounting- Preparation of Final Accounts - Accounting from incomplete records – Statements of affairs methods

UNIT 4 Conversion methods – Preparation of Trading, Profit & Loss Account and Balance Sheet from incomplete records – Depreciation methods - Straight line method, Written down value method, Sinking fund method.

BLOCK II: FINANCIAL RATIO ANALYSIS

UNIT 5 Financial Statement Analysis - Objectives - Reorganizing the Financial Statement information -Techniques of Financial Statement Analysis: Comparative Statements, Common – Size statement, Trend Percentage -

UNIT 6 Management Statement Analysis: Management statements – Nature of management statements – Limitations of management statements – Analysis of interpretation -Types of analysis- Tools of analysis: Trend analysis, Common size statements and Comparative statements;

UNIT 7 Accounting Ratios: Construction of balance sheet using ratios (problems) – Financial ratios – Types: Profitability ratios – Turnover ratios – Liquidity ratios – Proprietary ratios – Market earnings ratios- Uses and limitations of ratios - Dupont analysis.

UNIT 8 Fund Flow Analysis: Need and meaning – Preparation of schedule of changes in working capital and the fund flow statement – Workings for Computation of various sources and uses - Preparation of Fund Flow Statement

BLOCK III: CASH FLOW ANALYSIS

UNIT 9 Cash flow Analysis: Meaning and importance Managerial uses of cash flow statement – Differences between fund flow and cash flow analysis - Uses and limitation of fund flow statement- Preparation of cash flow statement

UNIT 10 Cost Accounting: Cost Accounting - Meaning - Distinction between Financial Accounting and Cost Accounting - Cost Terminology: Cost, Cost Centre, Cost Unit - Elements of Cost - Cost Sheet – Problems - Overhead Cost Allocations: Over and under Absorption. Job and Contract Costing,

UNIT 11 Operating Costing: Material Cost Accounting, Perpetual Inventory Control, Inventory Valuation, EOQ, ABC Analysis, Setting of Reorder Level, Maximum Level, Minimum Level, Labour Cost Accounting, Remuneration and Incentive Schemes- Reconciliation of Financial and Cost Accounting

BLOCK IV: COSTING AND CAPITAL BUDGETING

UNIT 12 Marginal Costing: Definition – Difference between marginal costing and absorption costing – Break- even point Analysis - Contribution, p/v Ratio, margin of safety - Decision making under marginal costing system-key factor analysis, make or buy decisions, export decision, sales mix decision-Problems

UNIT 13 Budgeting and Budgetary Control: Concept and Need for Budgeting- Classification of budgets – Preparation of Sales, Production, Material, Purchase and Cash Budgets –Budgetary control system – Mechanism – Master budget.

UNIT 14 Capital Budgeting System: Importance – Methods of capital expenditure appraisal – Payback period method – ARR method – DCF methods – NPV and IRR methods – Their rationale – Capital rationing.

REFERENCES

1. Arulanandam & K.S. Raman, Advanced Accounting, Himalaya Publishing House.
2. Gupta & Radhasamy, Advanced Accounting, Sultan Chand & Sons.
3. Shukla & T.S. Grewal, Advanced Accounting, S.Chand & Company.
4. Jain & Narang, Advanced Cost Accounting, Kalyani. Publications.
5. Ravi M. Kishore, Cost Management, Taxman Publications
6. S.N. Maheswari, Management Accounting & Management Accounting, Vikas Publishers.
7. Manmohan & Goyal, Principles of Management Accounting, Shakithabhavan Publication.
8. N. K. Prasad, Advanced Cost Accounting, Book Syndicate Pvt. Ltd., Calcutta.
9. Andrew A Haried, Advanced Accounting, Atlantic Publishers.
10. Hoyle, Advanced Accounting, McGraw Hill.

33221 - RESEARCH METHODS

Objectives:

- To Understand the basic principles of research and design
- To practice the research process, tools and techniques
- To facilitate managerial decision making

BLOCK I: FUNDAMENTALS OF RESEARCH

UNIT 1 Research Bases: Definition and applications of business research; Types of research –descriptive, exploratory, correlational, explanatory, quantitative, qualitative; Steps in the research process; establishing operational definitions

UNIT 2 Research scope - Recent advancements in research. Distinction between Pure & Applied, Historical & Futuristic, Analytical & Synthetic, Descriptive & Prescriptive, Survey & Experimental and Case & Generic Researches

UNIT 3 Planning of Research: Research problem – Identification, selection and formulation of research problem – Review of literature in the field of business - Identifying objectives of the research.

UNIT 4 Economic management: Use in identifying Research Gaps and Techniques –

Hypothesis – Meaning – Sources and Types of Hypothesis – Hypothesis Formulation for testing – Research design – Factors affecting research design – Evaluation of research design

BLOCK II: SAMPLING AND ITS TYPES

- UNIT 5 Variables construction for Hypothesis: Identifying variables - Constructing hypotheses – functions, characteristics, types of hypotheses - Significance of research in social sciences – Induction and deduction.
- UNIT 6 Sampling Design: Census method and sampling method for investigation – Principle of sampling – Essentials of a good sampling – sampling frame; Methods of sampling: Probability, non-probability, mixed sampling designs;
- UNIT 7 Construction of sampling for Finite and Infinite populations – Sample size determination– Calculations - Factors affecting the size of the sample – Biased sample – Sampling and non-sampling errors.
- UNIT 8 Sources and Collection of Data: Sources of data – Primary and secondary data – Modes of data collection – Observation: Types and Techniques –Interview: Types and conduct – Preparation for an interview – Effective interview techniques – Limitations of interview

BLOCK III: TOOLS OF DATA COLLECTION

- UNIT 9 Schedule: Meaning and kinds – Essentials of a good schedule – Procedure for the formulation of a schedule – Questionnaire: Meaning and types – Format of a good questionnaire– Schedules Vs. Questionnaires
- UNIT 10 Scaling techniques: Meaning, Importance, Types of measurement scales – Nominal, Ordinal, Interval, Ratio; Methods of their construction of Questionnaires or Schedules – Pre-testing of Data Collection Tools- Validity and Reliability – Methods.
- UNIT 11 Processing and Analysis of Data: Meaning – Importance – Process of data analysis – Editing – Coding – Tabulation – Diagrams – Univariate, Bivariate and Multi-variant analysis

BLOCK IV: HYPOTHESIS AND REPORT WRITING

- UNIT 12 Test of Significance: Fundamentals on Test Procedure- Testing for significance of Mean/Proportion and difference between Means/Proportions- F Test for Means and Chi-square test Contingency Table - Parametric Test: T test, F Test and Z test
- UNIT 13 Non-parametric Test: Concept and Types: Mann Whitney Test- Test, Kruskal Wallis, sign test. Multivariate analysis-factor, cluster, MDS, Discriminant analysis - The process of interpretation of Test Results– Guidelines for making valid interpretation
- UNIT 14 Report Writing : Role and types of reports – Contents of research report – Steps involved in drafting reports – Principles of good report writing – Grammatical Quality – Language flow- Data Support- Diagrammatic

Elucidation- References and Annotations – Clarity and Brevity of expressions- Features of a good Report- Criteria for evaluating research reports/ research findings.

REFERENCES

1. John W Best & James V. Kahn Research in Education, Allyn and Bacon, 2009
2. Anderson et-al, Thesis and Assignment Writing, Wiley, New Delhi, 1989.
3. William Josiah Goode and Paul K. Hatt, Methods of Social Research, McGraw Hill, 1981.
4. Wilkinson and Bhandarkar, Methods and Techniques of Social Research, 2003, HPH.
5. Earl R. BabbieRobert, ThePractice of Social Research, Cengage Learning, 2010.
6. B. Burns & A. Burns, Business Research Methods and Statistics Using SPSS, Sage Publications, 2008.
7. Krishnaswami and Ranganatham, Research Methodology in social Sciences, HPH, Mumbai
8. Bryman & Bell: Business Research Methods, OUP.
9. Pauline V Young, Scientific Social Surveys and Research, Prentice-Hall, (Digitalized) 2007.
10. C.R.Kothari, Research Methodology: Methods and Techniques, 2009

33222 - BUSINESS ENVIRONMENT

Objectives:

- To understand the concepts and constituents of Business environment
- To know the environmental issues in the business context
- To analyze the changes in the global environmental relating to business

BLOCK I: BASICS OF BUSINESS ENVIRONMENT

- UNIT 1 Business Environment: Introduction: Concepts – Significance - Dynamic factors of environment – Importance of scanning the environment – Macro and Micro Environment – Micro and Macro Economics to the business – Constituents of Business environment
- UNIT 2 Fundamental issues captured in PESTLE– Political, Economic, Socio-cultural, Technological, Legal and Ecological environment- Opportunities and Threats as environmental issues to address by Businesses.
- UNIT 3 Political Environment: Government and Business – Political Systems, Political Stability and Political Maturity as conditions of business growth - Role of Government in Business: Entrepreneurial, Catalytic, Competitive, Supportive,

Regulative and Control functions

- UNIT 4 Government and Economic planning: Industrial policies and promotion schemes – Government policy and SSI – Interface between Government and public sector - Guidelines to the Industries – Industrial Development strategies; salient features, Role of public and private sectors, Comparative cost dynamics.

BLOCK II: ECONOMIC AND INTERNAL ENVIRONMENT

- UNIT 5 Economic Environment: Phase of Economic Development and its impact- GDP Trend and distribution and Business Opportunities – capacity utilisation – Regional disparities and evaluation - Global Trade and investment environment.
- UNIT 6 Financial System and Business capital: Monetary and Fiscal policies - Financial Market structure – Money and Capital markets – Stock Exchanges and Its regulations – Industrial Finance - Types, Risk - Cost-Role of Banks; Industrial Financial Institutions - Role of Management Institutions
- UNIT 7 Role of Central Bank- Fiscal System: Government Budget and Taxation Measures- Fiscal Deficits and Inflation- FDI and collaboration –Foreign Capital tapping by businesses- Export-Import policy – Foreign Exchange and Business Development.
- UNIT 8 Labour Environment: Labour Legislation – Labour and social securities – Industrial Relations – Trade Unions – Workers participation in management – Exit Policy – Quality Circles.

BLOCK III: SOCIAL AND TECHNOLOGICAL ENVIRONMENT

- UNIT 9 Social and Technological Environment: Societal Structure and Features- Entrepreneurial Society and its implications for business – Social and cultural factors and their implications for business- Technology Development Phase in the Economy as conditioner of Business Opportunities
- UNIT 10 Technology Environment: Technology Policy- Technology Trade and transfer- Technology Trends in India- Role of Information Technology – Clean Technology. – Time lag in technology – Appropriate technology and Technology adoption- Impact of technology on globalization.
- UNIT 11 Legal and Ecological Environment: Legal Environment as the all-enveloping factor from inception, location, incorporation, conduct, expansion and closure of businesses – IDRA and Industrial licensing – Public, Private, Joint and Cooperative Sectors.

BLOCK IV: NEW ECONOMIC POLICY AND LEGAL ENVIRONMENT

- UNIT 12 Legal Aspects of Entering Primary and Secondary Capital Markets- Law on Patents- Law on Consumer Protection- Law on Environmental Protection- Need for Clean energy and Reduction of Carbon footprint.
- UNIT 13 New Economic Policy Environment in India: Liberalization, Privatization and

Globalization (LPG): Efficiency Drive through Competition- Facets of Liberalization and impact on business growth

UNIT 14 Aspects of Privatization and impact on business development– Globalization and Enhanced Opportunities and Threats – Extended competition in Input and Output Markets Role of WTO, IMF and World Bank in global economic development.

REFERENCES

1. Brooks, Weatherston, Wilkinson, International Business Environment, Pearson, 2010.
2. Steiner & Steiner, Business, Government and Society: A Managerial Perspective, McGraw-Hill, 2008.
3. Mohinder Kumar Sharma, Business Environment in India, South Asia Books.
4. Adhikary M, Economic Environment of Business, Sultan Chand & Sons.
5. Amarchand D, Government and Business, TMH.
6. Francis Cherunilam, Business Environment and Development, Himalaya Publishing House, 2008.
7. Maheswari & Gupta, Government, Business and Society.

33223 - BUSINESS LAWS

Objectives:

- To understand the legal structure and provision for running a business
- To learn various acts, enactments and amendments of mercantile law
- To know the various aspects of Business law for legal process.

BLOCK I: BASICS OF BUSINESS LAW

UNIT 1 Indian Contract Act 1872: Contract – Meaning – Essential elements – Nature and formation of contract: Nature, elements, Classifications of Contracts on the basis of Validity, Formation and Performance– offer and acceptance

UNIT 2 Offer and Acceptance: Introduction – Proposal – acceptance – Communications of offer, Acceptance and Revocations – Offer and acceptance by Post.

UNIT 3 Consideration: Definitions, Types of consideration – essentials of

Consideration – Privity of Contracts: Exceptions – Capacity: Consent – Legality of object – Quasi contract Discharge of contract - Remedies for breach of contract – Quasi contracts.

UNIT 4 Special Contracts: Contract of Indemnity and Guarantee – Bailment and Pledge – Law of Agency-Definition – Rights of Surety -Discharge of Surety – Bailment and Pledge: Introduction, Classifications, Duties and Rights of Bailor and Bailee – termination of Bailment -

BLOCK II: PARTNERSHIP AND COMPANY ACT

UNIT 5 Formation of contract under Sale of Goods Act, 1930: Contract of sale - Conditions and Warranties - Transfer of property - Performance of the contract: Essentials of valid tender performance, Performance reciprocal promise- Rights of an unpaid seller.

UNIT 6 Laws on Carriage of Goods: Duties, Rights and Liabilities of Common Carriers under: (i) The Carriers Act, 1865. (ii) The Railways Act, 1989, (iii) The Carriage of Goods by Sea Act, 1925, (iv) The Carriage by Air Act, 1972 and (v) The Carriage By Road Act, 2007

UNIT 7 Negotiable Instruments Act, 1881: Negotiable Instruments: Features – Types- Parties – Material alteration – Parties to negotiable instruments – Presentations of negotiable instrument.

UNIT 8 Insurance: Definition and sources of Law – Judicial set up in India — Insurance as a contract -History of Insurance Legislation in India - Legal principles - Fundamental Principles of Life Insurance Fire Insurance and Marine Insurance.

BLOCK III: IPR AND IT

UNIT 9 Indian Partnership Act, 1932: Meaning and test of partnership – registration of firms Life Insurance Corporation Act 1956 – General Insurance Business Nationalization Act 1973.

UNIT 10 Partners Relations: Introduction – Eligibility to be a partner – Registration of change in partner – Limited Liabilities of partnership - Dissolution of firms - Characteristics – Kinds – Incorporation of Companies – Memorandum of Association – Articles of Association

UNIT 11 Companies Act 1956: Nature and kinds of companies – Prospectus – Disclosure Needs - Management and Administration – Director – Appointment, Powers and Duties

BLOCK IV: MSME

UNIT 12 Formation of a Company : Introduction – process - Minutes and Resolutions – E-Filing of documents under Ministry of Corporate Affairs (MCA) 21- Management of companies –Meetings- Types- Requirements -AGM and EGM – Board Meeting

UNIT 13 Law of Information Technology: Introduction – Rationale behind IT act 2000

– Information technology Act 2000: Scheme of the IT Act 2000: Digital signature: attribution; Acknowledgement and dispatch of Electronics Record – Regulation certifying authorities.

UNIT 14 Protection of minority interest: Introduction - Methods of Winding-up - The Right to Information Act, 2005 Right to know, Salient features of the Act, obligation of public Authority, Designation of Public Information officer, Request for obtaining information,

REFERENCES

1. M.S.Pandit and ShobhaPandit, Business Law, Himalaya Publishing House, Mumbai, 2010.
2. Pathak, Legal Aspects of Business, TMH, 2009.
3. N.D. Kapoor, Mercantile Law, Sultan Chand & Sons, New Delhi.
4. M.C. Shukla, Mercantile Law, S. Chand & Co., New Delhi.
5. Relevant Bare Acts.
6. Balachandran and Thothadri, business Law, TMH, 2010

33224 - MANAGEMENT INFORMATION SYSTEM

Objectives:

- To learn the principles of Management Information System for organizations
- To understand the uses , function of application MIS in organization
- To analyze the scope of MIS for business organizations

BLOCK I: BASICS OF MANAGEMENT INFORMATION SYSTEM

UNIT 1 Foundations of Information System: Information system: Meaning, Role – System concepts – Organization as a system – Components of Information system – Various activities of IS and Types of IS

UNIT 2 Information System: Concepts of Information System and Management information systems design and development-Implementation testing and conversion- Evolution and element of MIS

UNIT 3 MIS : Definition – Characteristics and basic requirements of MIS – Structure of MIS- Approaches to MIS development- Computerized MIS- Pre-requisites of an effective MIS- Limitations of MIS.

UNIT 4 MIS and Decision support System (DSS): MIS Vs. data processing – MIS and decision support system – MIS and information resource management – DSS and AI – Overview of AI - DSS models and software.

BLOCK II: COMMUNICATION USAGE OF MIS

UNIT 5 MIS and Operations Research- Executive information and Decision support systems – Artificial intelligence and expert system – Merits and De Merits – Pitfalls in MIS.

UNIT 6 MIS in Indian organizations – Recent developments in information technology - Installation of Management Information & Control System in Indian organization

UNIT 7 Computers and Communication: Information technology and Global integration –On-line information services – Electronic bulletin board systems – The internet, electronic mail, interactive video

UNIT 8 Communication Channels: Advantages disadvantages – Communication networks – Local area networks – Wide area networks – Video conferencing- Relevance to MIS- Usage in Business process.

BLOCK III: MIS FUNCTIONS AND FEATURES

UNIT 9 Functional Information systems: MIS for Research Production - MIS for Marketing - MIS for Personnel - MIS for Finance - MIS for Inventory- MIS for Logistics- MIS for Product Development- MIS for Market Development.

UNIT 10 Client/ Server Computing: Communication servers – Digital networks – Electronic data interchange and its applications - Enterprise resource planning systems (ERP Systems) – Inter-organizational information systems – Value added networks – Networking.

UNIT 11 Electronic Commerce and Internet: E-Commerce bases – E-Commerce and Internet – M-Commerce- Electronic Data Inter-change (EDI) - Applications of internet and website management - Types of Social Media - uses of social media in business organization

BLOCK IV: COMPUTER SYSTEMS AND ETHICAL CHALLENGES OF MIS

UNIT 12 Computer System and Resources: Computers systems: Types and Types of computer system processing - Secondary storage media and devices – Input and output devices – Hardware standards – Other acquisition issues.

UNIT 13 Managing Information Technology: Managing Information Resources and technologies – IS architecture and management - Centralized, Decentralized and Distributed - EDI, Supply chain management & Global Information technology Management.

UNIT 14 Security and Ethical Challenges: IS controls - facility control and procedural control - Risks to online operations - Denial of service, spoofing - Ethics for IS professional - Societal challenges of Information technology

REFERENCES

1. James O'Brien & George Marakas, Management Information Systems, McGraw Hill, 2011.
2. Kenneth Laudon & Jane Laudon, Essentials of MIS, Prentice Hall, 2010.
3. Lisa Miller, MIS Cases: Decision Making with Application Software, Prentice Hall, 2008.
4. David M. Kroenke, Experiencing MIS, Prentice Hall, 2011.
5. Kenneth C. Laudon, MIS: Managing the Digital Firm, Prentice Hall, 2005.
6. Sadogopan S, Management Information Systems, 2001PHI.
7. Murdie and Ross, Management Information Systems, Prentice Hall.
8. Henri C. Lucas, Information Systems Concepts for Management, McGraw Hill, 1994.
9. Stephen Haag, Management Information Systems, 2008.

33225 - HUMAN RESOURCE MANAGEMENT

Objective:

- To understand the concepts and methods and techniques of Human Resource Management
- To know the Human resource management theories and real time practices
- To identify the contemporary issues in human resource management

BLOCK I: BASICS OF HUMAN RESOURCE MANAGEMENT

UNIT 1: Introduction to Human Resource Management: Concept, Definition, Objectives, Nature and Scope of HRM - Functions of HRM – Evolution of human resource management - Role and structure of Human Resource Function in organizations- Challenges in Human Resource Management

UNIT 2 Human Resource Management Approaches: Phases of human resource Management- The importance of the human factor – Competitive challenges of HRM – HRM Models – Roles and responsibilities of HR department.

UNIT 3 Human Resource Planning: Personnel Policy - Characteristics - Role of human resource manager – Human resource policies – Need, Scope and Process – Job analysis – Job description – Job specification- Succession Planning.

UNIT 4 Recruitment and Selection Process: Employment planning and forecasting Sources of recruitment- internal Vs. External; Domestic Vs. Global sources- Selection process Building employee commitment : Promotion from within - Sources, Developing and Using application forms – IT and recruiting on the internet.

BLOCK II: RECRUITMENT & SELECTION

UNIT 5 Employee Testing & selection : Selection process, basic testing concepts, types of test, work samples & simulation, selection techniques, interview, common interviewing mistakes, Designing & conducting the effective interview, small business applications, computer aided interview.

UNIT 6 Training and Development: Orientation & Training: Orienting the employees, the training process, need analysis, Training techniques, special purpose training, Training via the internet. - Need Assessment - Training methods for Operatives and Supervisors

UNIT 7 Executive Development: Need and Programs - Computer applications in human resource management – Human resource accounting and audit. On-the-job and off-the-job Development techniques using HR to build a responsive organization

UNIT 8 Employee Compensation : Wages and Salary Administration – Bonus – Incentives – Fringe Benefits –Flexi systems - and Employee Benefits, Health

and Social Security Measures,

BLOCK III: EMPLOYEES APPRAISALS

UNIT 9 Employee Retention: Need and Problems of Employees – various retention methods– Implication of job change. The control process – Importance – Methods – Employment retention strategies for production and services industry

UNIT 10 Appraising and Improving Performance: Performance Appraisal Programs, Processes and Methods, Job Evaluation, Managing Compensation, Incentives Performance appraisal: Methods - Problem and solutions - MBO approach - The appraisal interviews - Performance appraisal in practice.

UNIT 11 Managing careers: Career planning and development - Managing promotions and transfers - Sweat Equity- Job evaluation systems – Promotion – Demotions – Transfers- Labour Attrition: Causes and Consequences

BLOCK IV: APPRAISAL AND TRAIL UNION

UNIT 12 Employee Welfare, Separation: Welfare and safety – Accident prevention – Employee Grievances and their Redressal – Industrial Relations - Statutory benefits - non-statutory (voluntary) benefits – Insurance benefits - retirement benefits and other welfare measures to build employee commitment

UNIT 13 Industrial relations and collective bargaining: Trade unions – Collective bargaining - future of trade unionism - Discipline administration - grievances handling - managing dismissals and workers Participation in Management- Separation: Need and Methods.

UNIT 14 Human Resource Information System- Personnel Records/ Reports- e-Record on Employees – Personnel research and personnel audit – Objectives – Scope and importance.

REFERENCES

1. Mathis and Jackson, Human Resource Management, South-Western College, 2004.
2. Nkomo, Fottler and McAfee, Human Resource Management, South-Western College, 2007.
3. R. Wayne Mondy, Human Resource Management, Prentice Hall, 2011.
4. Venkataraman & Srivastava, Personnel Management & Human Resources
5. Arun Monappa, Industrial Relations
6. Yodder & Standohar, Personnel Management & Industrial Relations
7. Edwin B. Flippo, Personnel Management, McGraw-Hill, 1984
8. Pigors and Myers, Personnel Administration
9. R.S. Dwivedi, Manpower Management
10. Lynton & Pareek, Training and Development, Vistaar Publications, 1990.

33231 - MARKETING MANAGEMENT

Objectives:

- To help the learners understand markets, consumers and marketing principles.
- To understand the buyer behaviour and influencing factors
- To learn marketing plan, pricing, promotion and distribution in global context

BLOCK I: BASICS OF MARKETING MANAGEMENT

- UNIT 1 Introduction to Marketing: Meaning and Scope of Marketing; Marketing Philosophies; Marketing Management Process-an overview; Modern Marketing Concept: Social marketing concept – Approaches to the study of marketing.
- UNIT 2 Marketing segmentation: Meaning – Bases for segmentation, benefits – Systems approach - Four Ps of Product and Seven Ps Service marketing mix and Extensions- Targeting and Positioning - meaning and importance.
- UNIT 3 Marketing Environment: Internal and External and Demographic factors – Adopting marketing to new liberalized and globalized economy – Digitalization – Customization and E business settings.
- UNIT 4 Consumer Behaviour : Meaning and importance – Consumer buying process – Determinants and Theories of consumer behaviour – Psychological, sociological determinants – Theories and their relevance to marketing-

BLOCK II: MARKETING RESEARCH AND PROCESS

- UNIT 5 Marketing Research: Procedure. Meaning – Objectives – Process- Demand

Forecasting- Marketing Information System – Strategic marketing plan and organization – Changing marketing practices.

UNIT 6 Product Mix Management: Product planning and development – Meaning and process – Test marketing – Product failures – Product line management: Practices – Implications and Strategies for current market condition.

UNIT 7 Product life cycles: Meaning and Stages – Strategies – Managing PLC- Product-Market Integration: Strategies – Product positioning – Diversification – Product line simplification – Planned obsolescence – Branding Policies and Strategies – Packing.

UNIT 8 Price Mix Management: Pricing and pricing policies – Objectives – Procedures – Bases for and Methods of price fixing. Cases for Free Pricing, Administered and Regulated pricing – Pricing and product life cycle

BLOCK III: DISTRIBUTION MIX

UNIT 9 Physical Distribution Mix: Types of physical Distribution - Importance of Physical Distribution- Distribution channel policy – Logistics Decisions – Methods – Strategic alliance for Logistic cost reduction.

UNIT 10 Marketing Channel system: Marketing channel decisions: Choice considerations– Managing Conflict and Cooperation in channels – Middlemen functions- Modern Trends in Retailing- Malls and Online.

UNIT 11 Promotional Mix: Personal selling Vs. impersonal selling – Personal selling – Process – Steps in selling – Management of sales force – Recruitment and selection – Training – Compensation plans – Evaluation of performance

BLOCK IV: ADVERTISING AND COMPETITOR ANALYSIS

UNIT 12 Integrated marketing communication Process: Advertising and sales promotion – Online Sales promotional activities – Public relationships – Direct marketing: Meaning, Nature, Growth and Channels.

UNIT 13 Advertising: Importance – Objectives – Media planning and selection – Factors influencing selection – Advertisement copy – Layout – Evaluation of advertising – Advertising budget – Sales promotion – Methods and practices.

UNIT 14 Competitor analyses: Identifying and analyzing the competitors – Types of Competitors – Competitive strategies framing for leaders, challengers, followers and nichers. Customer relationship marketing: Customer data base, Data ware housing and data mining

REFERENCES

1. Etzel, Walker and Stanton, Fundamentals of Marketing, McGraw Hill, 2004
2. Philip Kotler & Gary Armstrong, Principles of Marketing, Prentice Hall, 2010.

3. Jerome Mccarthy, Basic Marketing, Richard D. Irwin.
4. Cundiff, Still & Govani, Fundamentals of Modern Marketing, Prentice Hall.
5. Memoria & Joshi, Fundamental of Marketing.
6. Paul Peter and James Donnelly Jr, Marketing Management, McGraw-Hill, 2010.
7. William O. Bearden, Marketing: Principles & Perspectives, McGraw-Hill, 2006.
8. William Arens, et al, Contemporary Advertising, McGraw-Hill, 2008.
9. Perreault and McGarthy - Basic Marketing - Tata McGraw Hill, 2002\
10. Michael J Etzel, Bruce J Walker, William J Stanton and Ajay Pandit, Marketing concepts and cases - TMH 13th Edition, New Delhi, 2007.

33232 - FINANCIAL MANAGEMENT

Objectives:

- To help the students to know the basic concepts of financial management
- To understand capital structure, dividend policy and working capital management.
- To learn the various concepts of financial management along with applications

BLOCK I: BASICS OF FINANCIAL MANAGEMENT

- UNIT 1 Introduction: Financial management: objectives - Concept, nature, evaluation and significance – Finance Functions: Managerial and operative – Role of Financial management in the organization – Indian Financial system.
- UNIT 2 Financial System: Legal and Regulatory frame work – Financial Functions: Meaning and scope – Finance and Tax Management Nexus- Tax Avoidance and Tax evasion- Tax incentive and business decisions.
- UNIT 3 Investment Function: Meaning and scope - Time value of Money concepts and applications –Risk return relationship - Dividend function – Risk return trade off – Management planning- Global management environment
- UNIT 4 Long-term Capital Resources: Equity and debt sources – Equity share,

preference shares – types of preference share - debentures – types - sources of long-term capital.

BLOCK II: CAPITAL STRUCTURE

- UNIT 5 Capital Issues: Meaning, Nature, Purpose – Roles and Guidelines of SEBI in capital issues- Bridge finance, loan syndication, Book building – Borrowings from the term lending institutions and International capital market- Tax considerations in financing decision areas.
- UNIT 6 Cost of Capital : Concept of cost of capital- Cost of debt, equity, preference share capital, retaining earning - Weighted average cost: EBIT –EPS Analysis- Tax, Capital structure and Value nexus - Computation of overall cost of capital – Tax and cost of capital.
- UNIT 7 Capital structure: Determinates - Concept and Types- Optimum capital structure – Theories of capital structure – Net income and net operative income approach – M.M. Approach – Traditional theory – Their assumptions – Significance and limitations – Management leverage operating leverage – Combined leverage.
- UNIT 8 Capital budgeting: Meaning, Nature and Types of Capital Investment- Methods of appraisal under certainty conditions: PBP, ARR, IRR and NPV techniques - Basic and International capital budgeting.

BLOCK III: SOURCES OF FINANCE

- UNIT 9 Uncertainty and Risk models: Simulation Analysis- Sensitivity analysis- Decision tree analysis- Certainty equivalent and risk-adjusted return measures- Tax considerations in Investment Decisions Cost of capital and Investment Decisions.
- UNIT 10 Working Capital Management: Definitions and Objectives - Concept and types – Determinants – Financing approaches – Conservative approaches - Sources of working capital finance Factors affecting working capital requirements- Working capital financing by commercial banks – Types of assistance
- UNIT 11 Inventories and receivables Management under conditions of certainty and uncertainty – Operating cycle – Planning of funds through the management of assets – Various techniques used.

BLOCK IV: WORKING CAPITAL AND DIVIDEND POLICY

- UNIT 12 Cash and liquidity management: Credit Management and evaluation alternative credit variables Methods and Functions- Tax considerations in Remittances and Purchases.
- UNIT 13 Dividend Theories: Valuation under Gordon and Walter theories – Dividend irrelevance under M.M. Theory – Assumptions – Limitations - Implications and contributions of theories in financial decision making process.
- UNIT 14 Dividend Policy: Types – Share valuation practices – Factors affecting dividend decision – Tax considerations in dividend decision when tax is levied

at the hands of companies and recipients.

REFERENCES

1. Brigham and Ehrhardt, Financial Management: Theory & Practice, Thomson ONE, 2010
2. Brigham and Houston, Fundamentals of Financial Management, Thomson ONE, 2009.
3. Van Horne: Fundamentals of Financial Management, Prentice Hall, 2008
4. Jeff Madura, International Financial Management, South-Western College Pub., 2010
5. Prasanna Chandra, Financial Management, McGraw Hill, 2008.
6. Khan and Jain, Financial Management, Tata McGraw Hill, 2009
7. Pandey I M, Financial Management, Vikas Publishers, 2009
8. Sheeba Kapil (2010), Financial Management, Pearson Education.
9. B J Camsey, Engene F. Brigham, "Introduction to Financial Management", The Gryden Press

33233 - PROJECT FORMULATION AND APPRAISAL

Objective:

- To understand the concept of Project Management
- To gain knowledge on project identification project formulation and project report preparation

BLOCK I: BASICS OF PROJECT FORMULATION AND APPRAISAL

- UNIT 1 Economic Planning and Development: meaning, definition, Need and importance in the globalisation era – nature of economic planning.
- UNIT 2 Project and sectoral development: Agricultural, industrial, infrastructural, educational and social welfare sectors.
- UNIT 3 Conceptual Framework of Project Management: Project – Meaning and definition - Features of projects
- UNIT 4 Classification – Types – Overseas projects – Turnkey projects and its significance.

BLOCK II: PROJECT IDENTIFICATION

- UNIT 5 Project life cycle: Significance – Stages – Approaches of privatisation projects: BOOM, BOT, BOO, BOOT.
- UNIT 6 Project Identification: Scouting and screening of project ideas – Basic criteria for selecting the best project opportunities–
- UNIT 7 Project Formulation: Meaning – Stages in project formulation – Need for feasibility studies.
- UNIT 8 Project identification for an existing company – sources of problems - steps in identification of project problem - case study.

BLOCK III: PROJECT APPRAISAL & ECONOMIC ANALYSIS

- UNIT 9 Technical and organizational aspects – Economic and commercial aspects
- UNIT 10 Project Appraisal: Market appraisal Appraisal of managerial and technical aspects – Financial and commercial appraisal.
- UNIT 11 Economic analysis: Economies of scale – Employment generation - Social cost and benefit analysis – Contribution to Government Revenue Political stability.

BLOCK IV: PROJECT REPORT

- UNIT 12 Priority and evaluation of international competitiveness - Feasibility Studies: Need – Components – Feasibility report preparation.
- UNIT 13 Tools of Research: questionnaire – Characteristics of Questionnaires – Schedule – Rating Scales -
- UNIT 14 Project report: Project Report Preparation - Need for detailed report – Contents of ideal project report (preliminary section, title page, main body, reference section, bibliography, appendix, index and Glossary, footnotes)

REFERENCES

1. Choudhry S, Project Management.

2. Goel B B, Project Management: A Development Perspective.
3. Turnkey Plants and Project Engineering Services, ITC Publication, Geneva.

33234 - PROJECT SUPPORT SYSTEM

Objective:

- To gain knowledge on marketingprocess
- To understand the need for supportsystem

BLOCK I: BASICS OF PROJECT SUPPORT SYSTEM

- UNIT 1 Project Support Facilities: Need for support system – Nature and types of project supporting facilities.
- UNIT 2 Incentives and subsidies – Role of Governmental Departments: Department of Planning and Programme.
- UNIT 3 GOI – Department of Planning in the State Government – Department of Science and Technology – Indian Investment Centre.
- UNIT 4 Marketing support – Marketing plan – Marketing process – Market positioning, Marketing intelligence

BLOCK II: KVIC & ITCOT

- UNIT 5 Institutional support: NSIC, STC, MMTC, State Small Industries Corporation – Export Trade Promotion Councils – Commodity Boards, KVIC.
- UNIT 6 Technical Support: Know-how designing and development – Process designing – Selection of machinery and equipment – Setting quality standards – Appropriate technology – Licensing and registration – Pollution and effluent treatment
- UNIT 7 Institutional support: Department of Science and Technology, CSIR, ITCOT, SISI, STED & Steps, Productivity Councils, Project and Equipment Corporation of India.
- UNIT 8 Financial Support – Estimating the project cost – Designing judicious financing plan – Means of financing – Institutional support:

BLOCK III: MANAGEMENT AND CONSULTANCY SUPPORT

- UNIT 9 Central and State level development banks: IDBI, NABARD, SIDBI, SFCS, EXIM Banks – Commercial Banks
- UNIT 10 Leasing companies and investment institutions – Role of international financial agencies: World Bank, ADB and IBRD.
- UNIT 11 Management and Consultancy support: Advisory services such as legal, environmental, managerial and human aspects.

BLOCK IV: ENTREPRENEURSHIP DEVELOPMENT BOARD

- UNIT 12 Training Support: need and importance of training - Awareness training - motivation training -management training.
- UNIT 13 Institutional Support: District Industries Centre, Small Industries Service Institute – Small Industry Extension Training Institute – SIDCO, FASSI, National Science and Technology
- UNIT 14 Entrepreneurship Development Board – Management consultancy organizations: Centre for Entrepreneurship Development – Non-Governmental Organisations.

REFERENCES

1. Machiraju H R, Project Finance.
2. Pahwa H P S, Project Financing: Policies, Procedures and Practice.
3. Vasant Desai, Dynamics of Entrepreneurial Development and Management.

33235 - PROJECT CONTROL SYSTEM

Objective:

- To understand the implication of project decisionmaking
- To gain knowledge on linear programmingmodel

BLOCK I: BASICS OF PROJECT CONTROL SYSTEM

- UNIT 1 Project Decision-making: Concept and design – Types of decision Meaning- Importance – Implication-Scope-features
- UNIT 2 Approaches to decision-making – Decision systems – Information needs of different decision systems.
- UNIT 3 Multiple Projects and Constraints: Methods of ranking – Mathematical programming approach
- UNIT 4 Linear programming model – Goal programming model.

BLOCK II: RISK ANALYSIS

- UNIT 5 Queuing models for decision-making – Elements of different queuing models – Uses and limitations.
- UNIT 6 Risk Analysis: Measures of risk – Mathematical analysis Meaning-Importance – Implication-Scope-features
- UNIT 7 Sensitivity analysis – Simulation analysis – Decision Tree analysis – Selection of project.
- UNIT 8 Risk Analysis in Practice: Portfolio theory approach – CAPM approach – Little Mirrlees approach.

BLOCK III: NETWORK ANALYSIS

- UNIT 9 Applied utility theory approach – Abandonment value analysis. Meaning- Importance – Implication-Scope-features
- UNIT 10 Network Analysis and Decision-making: PERT and CPM techniques Meaning- Importance – Implication-Scope-features
- UNIT 11 Nature and uses thereof in decision-making – Project Scheduling: Crash coursing of a project – Resourcelevelling.

BLOCK IV: PROJECT MONITORING

- UNIT 12 Marginal costing and Cost volume profit anlysis – Pricing decisions and profit planning – Break-even analysis
- UNIT 13 Application of differential costing in project decision – steps in decision making.
- UNIT 14 Project monitoring and management information system – Role of computers – Resource monitoring and control.

REFERENCES

1. Rustom S Davar, Executive Decision-making: Modern concepts and techniques.
2. Srivastava J K et-al, Quantitative Techniques for Managerial Decision-making.
3. Pilcher Roy, Appraisal and Control of Project Cost.
4. Pitale R L, Project Appraisal Technique.
5. Chitale V P, Project Viability in Inflationary Conditions: A Study of Capital Cost and Project Viability.

33241 - PROJECT RISK MANAGEMENT

Objectives:

- To understand the concept of Riskmanagement
- To gain knowledge on risk management inbusiness

BLOCK I: BASICS OF PROJECT RISK MANAGEMENT

- UNIT 1 Risk Management: Concept and objectives – Definition of risk and uncertainty
- UNIT 2 Classification of risk: Pure and speculative risks – Cost of risk – Risk management process – Contributions of risk management to business, society and family.
- UNIT 3 Risk Management in Business: Risk vis-à-vis size and types of business – Scope of risk manager’s duties – Risk management corporate policy and strategy.
- UNIT 4 Risk Identification and Measurement: Identification methods: Checklist, questionnaire,

BLOCK II: DECREASE IN INCOME

- UNIT 5 Financial statement analysis, flow-chart, on-site inspection Meaning- Importance –Implication-Scope-features
- UNIT 6 Record of losses, threat analysis, event analysis, safety audit – Measurement methods: Frequency and severity measures – Probability approach.
- UNIT 7 Risk Exposure Losses: Property loss exposures – Types – Net income loss exposures – Valuation of potential loss
- UNIT 8 Decrease in income – Increase in expenses Meaning- Importance – Implication- Scope-features

BLOCK III: RISK RETENTION

- UNIT 9 Liability loss exposure: Civil liabilities of business houses: Form contracts, omissions, commissions, bankruptcy,etc.
- UNIT 10 Risk Management Techniques: Avoidance – Loss control – Separation – Combination –Transfer.
- UNIT 11 Risk Retention: Concept and need – Methods of financing risk retention – Insurance –Reinsurance.

BLOCK IV: CRITICAL PROBABILITY METHOD

- UNIT 12 Approaches to selecting risk management tools: Quantitative approaches: Loss method
- UNIT 13 Expected loss method – Worry method Meaning- Importance – Implication- Scope-features
- UNIT 14 Critical probability method – Risk adjusted capital budgeting- Key performance parameters - Key result area.

REFERENCES

1. Arthur Williams C, Richard M Heins, Risk Management and Insurance, McGraw Hill.
2. Ahearn J L and Pritchett S T, Risk Insurance, West Publishing Co.
3. Lalley P Edward, Corporate Uncertainty and Risk Management, New York Risk Management Society Publication.
4. Insurance Institute of India: Study Materials.

33242 - PROJECT CONTRACTING AND CLEARANCE

Objectives:

- To know about the project contracting
- To understand the principles of project contract
- understand the Legal Aspects of Project Management and insurance
- To develop favorable attitude towards project management and clearances

BLOCK I: BASICS OF PROJECT CONTRACTING AND CLEARANCES

UNIT 1 Principles of Project contracts: Concept of contract, offer and acceptance, contract objectives / packaging.

UNIT 2 Project Contracting: Principles – Contracting process – Compilation of contracts

UNIT 3 3 R's of Contracting: Responsibility, Risk and Reimbursement – Global tendering – Bidding and bid evaluation –

UNIT4 Pricing terms and estimation – Project negotiation – Delivery terms and its significance

BLOCK II: PRACTICAL ASPECTS OF CONTRACT

UNIT5 Negotiations for Projects: Significance of Negotiation, Objectives of Negotiation, Parameters negotiation, Pre-negotiation home work strategy and tactics.

UNIT6 Compilation of Project contracts: Need for communication, contents of contract, Terminology of contracts.

UNIT7 Practical Aspects of contract : Contract practices, Time / quality / safety, INCO Terms, purpose of INCO terms.

UNIT8 Legal Aspects of Project Management : Knowledge of Legalities, Agency and Power of attorney, Sale of goods act.

BLOCK III: PROJECT CLEARANCES

UNIT 9 Insurance for Projects : Need for insurance, fire and natural insurance, Erection all risks (EAR) insurance, marine – cum – erection (MCE) Policy

UNIT 10 contractors all risk (CAR) Policy, contractors plant and machinery policy, machinery breakdown policy, Boiler explosion insurance, Electronic equipment insurance.

UNIT 11 Project Clearances: Soil Investigation Reports, Clearance under Competition Act, Industrial License or Letter of Indent

BLOCK IV: ELECTRICITY CLEARANCE

UNIT 12 Approval of Foreign Collaboration, Approval for Appointment of Foreign consultant, Foreign Exchange Clearances, Import of Capital Goods

UNIT 13 Approval for setting up Export Oriented units, Environmental / Pollution control clearance, clearance from the International Airport Authority, Railway clearance

UNIT 14 Electricity clearance, Explosives clearance, Forest Clearance, State Industries Department Clearance.

REFERENCES:

1. Joy P.K, Total Project Management, Macmillan.
2. Gopalakrishnan P, Rmamoorthy VE, Textbook of Project Management, Macmillan

33243 - PROJECT EXPORTS

Objective:

- To gain knowledge financing project export
- To understand the concept of Project export

BLOCK I: BASICS OF PROJECT EXPORTS

UNIT 1 Project Exports: Meaning – Nature and scope - Importance – Implication-features.

UNIT 2 Environment for project exports – Marketing of overseas project – Turnkey projects Meaning- Importance – Implication-Scope-features.

UNIT 3 Construction projects – Engineering and consultancy exports. Meaning-Importance – Implication-Scope-features.

UNIT 4 Project Export Scenario: Activity-wise analysis – Region-wise analysis – Destination- wise analysis – Exporter-wise analysis.

BLOCK II: PROJECT EXIM BANK

UNIT 5 Project Exports from India – Role of EXIM Bank and ECGC.

UNIT 6 Indian Consultancy Exports Scenario Meaning- Importance – Implication-Scope-features

UNIT 7 Background snapshot of consultancy contracts Meaning- Importance – Implication- Scope-features

UNIT 8 Turnkey projects – Merits and Limitations – Methods of contracting. Meaning- Importance – Implication-Scope-features

BLOCK III: APPRAISAL OF EXPORT PROJECT

UNIT 9 Financing Project Exports Meaning- Importance – Implication-Scope-features

UNIT 10 Institutional support Meaning- Importance – Implication-Scope-features.

UNIT 11 Appraisal of export projects. Meaning- Importance – Implication-Scope-features.

BLOCK IV: PROMOTIONAL MEASURES

UNIT 12 Problems of project exports Meaning- Importance – Implication-Scope-features.

UNIT 13 Marketing project exports Meaning- Importance – Implication-Scope-features.

UNIT 14 Promotional measures and incentives: Meaning- Importance – Implication-Scope-features.

REFERENCES:

1. Srivastava, International Marketing Management, SultanChand.
2. ITC Publications, International TradeCentre.
3. Francis Cherunilam, International Trade and ExportManagement.

33244 - DISASTER MANAGEMENT

Objectives

- To understand the concept of disaster and need for disaster management
- To understand the management of natural disaster and management of manmade disaster
- To teach the concept of Disaster management and measures to be taken at different stages of disaster management
- To understand Emerging Technologies in Disaster Management

BLOCK I: BASICS OF DISASTER MANAGEMENT

- UNIT 1 Disaster Management: Meaning, Nature and Importance – Types — Natural - Manmade.
- UNIT 2 Natural Disasters- Meaning and nature of natural disasters - Management of Hydrological Disasters Flood, Flash flood , Drought, cloud burst.
- UNIT 3 Management of Geological Disasters: Earthquakes, Landslides, Avalanches, Volcanic eruptions, Mudflow
- UNIT 4 Management of Wind related: Cyclone, Storm, Storm surge, tidal waves (Tsunami)- Heat and cold Waves, Climatic Change, Global warming, Sea Level rise, Ozone Depletion

BLOCK II: FACTORS OF DISASTER MANAGEMENT

- UNIT 5 Management of Manmade Disaster: Chemical disasters (Household), biological disasters, radiological disasters, nuclear disasters and Terrorism- Fire: building fire, coal fire, forest fire, Oil fire.
- UNIT 6 Accidents: road accidents, rail accidents, air accidents, sea accidents - Pollution and deforestation: air pollution, water pollution, deforestation, Industrial wastewater pollution, deforestation.
- UNIT 7 Disaster Determinants (Factors affecting damage): scale population, social status, habitation pattern, physiology and climate.
- UNIT 8 Factors affecting mitigation measures: prediction, preparation, communication, area and accessibility, population, physiology and climate. Management of event Disaster: Festivals, Melas, Bull Fight,

BLOCK III: PROJECT PREPARATION

- UNIT 9 Emerging Technologies in Disaster Management: Remote sensing, Disaster Mapping, Aerial Photography, land use zoning, Wireless and Radio.
- UNIT 10 Disaster Management-I: Project Preparation for disaster related projects – Awareness
- UNIT 11 Project preparation – Implementation and monitoring – Meaning- Importance –

Implication-Scope-features

BLOCK IV: VOLUNTARY AGENCIES OF DISASTER MANAGEMENT

UNIT 12 Management of epidemics – Prevention methods – Precautions.

UNIT 13 Disaster Management-II: Role of Hospital, Community, Meaning- Importance – Implication-Scope-features

UNIT 14 Voluntary agencies and Government in disaster management. Meaning- Importance –Implication-Scope-features

REFERENCES:

1. Shahunth and Panekar V, First Aid, VoraPublication.

2. First Aid Manual: Accident and Emergency, Vora MedicalPublication.

33245 - PROJECT PREPARATION

Objectives:

- To understand the basic concept of Project
- To gain knowledge on issues relating to project appraisal

BLOCK I: BASICS OF PROJECT PREPARATION

UNIT 1 Project - Meaning - Features and steps involved in projects Meaning- Importance
 – Implication- Scope-features

- UNIT 2 Merits and Demerits of case analysis in projects. Meaning- Importance – Implication- Scope-features
- UNIT 3 Issues relating to Project Identification and Formulation: SWOT analysis
- UNIT 4 Market Survey- Project report preparation Meaning- Importance – Implication- Scope- features

BLOCK II: PROJECT IMPLEMENTATION

- UNIT 5 Marketing Project Exports Meaning- Importance – Implication-Scope-features
- UNIT 6 Issues relating to Project Appraisal: Market appraisal - Financial Appraisal.
- UNIT 7 Commercial Appraisal – Social appraisal – Feasibility Study. Meaning- Importance – Implication-Scope-features
- UNIT 8 Issues relating to Project Implementation- Project Net-working- Meaning- Importance – Implication-Scope-features.

BLOCK III: TIME AND COSTING MONITORING

- UNIT 9 Project Organization- Project Contracting- Project Personnel Meaning- Importance –Implication-Scope-features.
- UNIT 10 Issues relating to Project Control- PERT and CPM Meaning- Importance – Implication- Scope-features.
- UNIT 11 Time and Cost Monitoring – Project over-run- Performance Reporting – abandonment analysis. Meaning- Importance – Implication-Scope-features

BLOCK IV: PUBLIC AND PRIVATE SECTOR PROJECTS

- UNIT 12 Issues relating to nature specific of Projects Meaning- Importance – Implication- Scope- features.
- UNIT 13 Agricultural Projects, Industrial Projects, Infrastructural Projects Meaning- Importance – Implication-Scope-features.
- UNIT 14 Public and Private sector Projects and Disaster Projects. Meaning- Importance – Implication-Scope-features.

REFERENCES:

1. Gopalakrishnan P and Ramamoorthy VE., Text Book of ProjectManagement
2. Narendresingh, Project Management andcontrol
3. Rao PCK, Total ProjectManagement

3. DURATION OF THE PROGRAMME

The course shall consist of two academic years divided into four semesters

4. Faculty and Support Staff Requirements

This programme requires the following faculty and supporting staffs

Staff Category	Required
Core Faculty *	3
Faculty for Specialization*	2
Clerical Assistant	1

*At least Assistant Professor Level (Either permanent or part time)

5. Instructional Delivery Mechanism

Each semester there will be one contact programme of 80 hours duration in theory. The SLM (Self Learning Material) will be supplied to the students in print form as well as in CD form. The face to face contact sessions of the programme for theory courses will be held at the headquarter / learning centres. The conduct of end semester examinations, evaluation and issuance of certificates will be done by office of the Controller of examinations, Alagappa University, Karaikudi.

F) PROCEDURE FOR ADMISSION, CURRICULUM

TRANSACTION, AND EVALUATION

Procedure of Admission

A candidate who has passed any Bachelor Degree from a recognized University in the Pattern of 10+2+3 shall be permitted to appear and qualify for the programme.

Curriculum Transactions:

The class room teaching would be through conventional lecture, use of OHP, power point presentation and novel innovative teaching ideas like television and computer aided instruction. Student seminars would be arranged to improve their awareness and communicative skill.

Face to face contact session will be conducted as given in below table.

Course Type	Face to Face Contact Session/semester (in Hours)
5 Theory courses with 4 credits	80
Total	80

Evaluation

The examinations shall be conducted separately for theory and practical's to assess the knowledge acquired during the study. There shall be two systems of examinations viz., internal and external examinations. In the case of theory courses, the internal evaluation shall be conducted as Continuous Internal Assessment via. Student assignments preparation and seminar, etc. The internal assessment shall comprise of maximum 25 marks for each course. The end semester examination shall be of three hours duration to each course at the end of each semester. In the case of Practical courses, the internal will be done through continuous assessment of skill in demonstrating the experiments and record or report preparation. The external evaluation consists of an end semester practical examinations which comprise of 75 marks for each course.

f. 3.2. Distribution of Marks in Continuous Internal Assessments:

The following procedure shall be followed for awarding internal marks for **theory** courses

Component	Marks
Assignments(2) (12.5+12.5)	25
Total	25

Question paper pattern (Theory)

- The question paper carries a maximum of 75marks.
- The question paper consists of three sections namely Part-A, Part-B andPart-C.
- Part-A consists of 10 questions of 2 marks each ($10 \times 2 = 20$ marks) with no choice. The candidate should answer allquestions.
- Part-B consists of 5 either or choice questions. Each question carries 5 marks ($5 \times 5=25$ marks).
- Part-C consists of 5 questions. Each question carries 10 marks. The candidate should Answer any three questions ($10 \times 3 = 30$ marks).

Passing Minimum

- For internal Examination, the passing minimum shall be 40% (Forty Percentage) of the maximum marks (25) prescribed for UG and PG Courses.
- For External Examination, the passing minimum shall be 40% (Forty Percentage) of the maximum marks (75) prescribed for UG and PG Courses.
- In the aggregate (External + Internal), the passing minimum shall be 40% for UG and 50% for PG courses.

Marks and Grades:

The following table gives the marks, grade points, letter, grades and classification to indicate the performance of the candidate.

Range of Marks	Grade Points	Letter Grade	Description
90-100	9.0-10.0	O	Outstanding
80-89	8.0-8.9	D+	Excellent
75-79	7.5-7.9	D	Distinction
70-74	7.0-7.4	A+	Very Good
60-69	6.0-6.9	A	Good
50-59	5.0-5.9	B	Average
00-49	0.0	U	Re-appear
ABSENT	0.0	AAA	ABSENT

C_i = Credits earned for the course i in any semester

G_i = Grade Point obtained for course i in any semester.

n refers to the semester in which such courses were credited

For a semester;

$$\text{Grade Point Average [GPA]} = \frac{\sum_i C_i G_i}{\sum_i C_i}$$

Grade Point Average = Sum of the multiplication of grade points by the credits of the courses / Sum of the credits of the courses in a semester

For the entire programme;

$$\text{Cumulative Grade Point Average [CGPA]} = \frac{\sum_n \sum_i C_{ni} G_{ni}}{\sum_n \sum_i C_{ni}}$$

CGPA = $\frac{\text{Sum of the multiplication of grade points by the credits of the entire programme}}{\text{Sum of the credits of the courses for the entire programme}}$

CGPA	Grad	Classification of Final Result
9.5-10.0	O+	First Class- Exemplary*
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	First Class with Distinction*
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	First Class
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	Second Class
5.0 and above but below 5.5	B	
0.0 and above but below 5.0	U	Re-appear

*The candidates who have passed in the first appearance and within the prescribed semester of the PG Programme are eligible.

Maximum duration for completion of the course

The maximum duration for the programme shall not exceed five years after the completion of the minimum duration of the programme.

Commencement of this regulation

These regulations shall come into effect from the academic year 2018-19 for students who are admitted to the first year of the course during the academic year 2018-19.

Fee structure

Sl. No.	Fees Detail	Amount in Rs.	
		First Year	Second Year
1	Admission Processing Fees	300.00	-
2	Course Fees	13200.00	13200.00
3	ICT Fees	150.00	150.00
	TOTAL	13650.00	13350.00

G) REQUIREMENT OF THE LIBRARY

RESOURCES: LIBRARY RESOURCES

The Central Library is one of the important central facilities of Alagappa University. It has text

Book, reference books, conference proceedings, back volumes, standards, and non-book material such as CD-ROMs and audios. The central Library procured several e-books in different areas. The library also subscribes to about 250 current periodicals. The Directorate of Distance

Education of Alagappa University has adequate number of copies of books related to management Programme.

COST ESTIMATE OF THE PROGRAMME AND THE PROVISIONS:

Sl. No.	Nature of Expenditure	Amount in Rs. (Approx.)
1	Programme Development	10,00,000/-
2	Programme Delivery	20,00,000/-
3	Programme Maintenance	3,00,000/-

i) QUALITY ASSURANCE MECHANISM AND EXPECTED PROGRAMME OUTCOMES

- The feedback from students on teaching will be collected every semester using standard formats.
- Feedback on the curriculum will also be collected from the experiences of the students which help teachers in fine tuning of deliverables in the classroom.
- It helps in improving the standard of teaching as expected by the students.
- Exit survey feedback on various parameters to improve and quality of the programme and support services like course material, library and infrastructure.
- It helps to strengthen the contents of the program to meet the requirements

of the employment market and keep the curriculum as a treasure of knowledge.

- This programme provides Opportunities for students to develop and demonstrate knowledge and understanding, skills, qualities and other attributes.

ALAGAPPA UNIVERSITY

[Accredited with 'A+' Grade by NAAC (CGPA:3.64) in the Third Cycle]

KARAIKUDI

Minutes of the Meeting of the Board of Studies in Management (Distance Education) held at the Directorate of Distance Education, Alagappa University, Karaikudi – 630 003, on 06.09.2017 at 11.00 am.

Members Present

1. Dr. S. Kaliyamoorthy - Chairman
2. Dr.G. Jayabal - Member
3. Dr.R. Perumal - Member
4. Dr.S. Rajmohan - Special Invitee
5. Mr.S. Prabhu - Special Invitee


At the outset, the Chairman has extended a warm welcome to all the Members of the Board and briefed the need and purpose of the meeting.

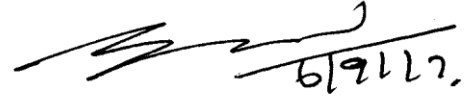
The board has considered and scrutinized the Regulations and Syllabi for the following UG, PG and PG Diploma Programmes in the field of Management to be offered through ODL mode.

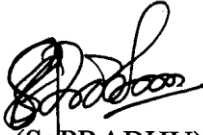
S.No.	U.G. Programmes	P.G. Programmes	PG Diploma Programmes
1.	BBA	M.A.(Public Administration)	Hospital Administration
2.	B.A. (Public Administration)	M.A.(Personnel Management & Industrial Relations)	Human Resource Management
3.	BBA(Banking)	M.B.A (General)	Business Management
4.	-	MBA(International Business)	Personnel Management & Industrial Relations
5.	-	MBA(Corporate Secretaryship)	-
6.	-	MBA(Banking & Finance)	-
7.	-	MBA(Project Management)	-
8.	-	MBA(Hospital Management)	-
9.	-	MBA (HumanResourceManagement)	-
10.	-	MBA(Education Management)	-
11.	-	MBA(Retail Management)	-
12.	-	MBA(Technology Management)	-
13.	-	MBA(Logistics Management)	-
14.	-	MBA(Corporate Management)	-
15.	-	MBA(Financial Management)	-
16.	-	MBA(Marketing Management)	-
17.	-	MBA(System Management)	-
18.	-	MBA(Production and OperationManagement)	-
19.	-	MBA (Tourism)	-
20.	-	MBA (Cooperative Management)	-
21.	-	MBA Five Years Integrated	-

The board has unanimously resolved to approve the Regulations and Syllabi of the various above mentioned UG, PG and PG Diploma Programmes proposed to be offered through ODL mode. The approved Regulations and Syllabi of the above mentioned programmes are provided in the Annexure-I

Finally the meeting came to end with a formal vote of thanks.


(R. PERUMAL) 6/9/2017


(G. JAYABAL) 6/9/17.


(S. PRABHU)


(R.S. RAJMOHAN)


(S. KALIYAMOORTHY) 6/9/17