

JERUSALEM COLLEGE OF ENGINEERING

(An Autonomous Institution, Affiliated to Anna University, Chennai)

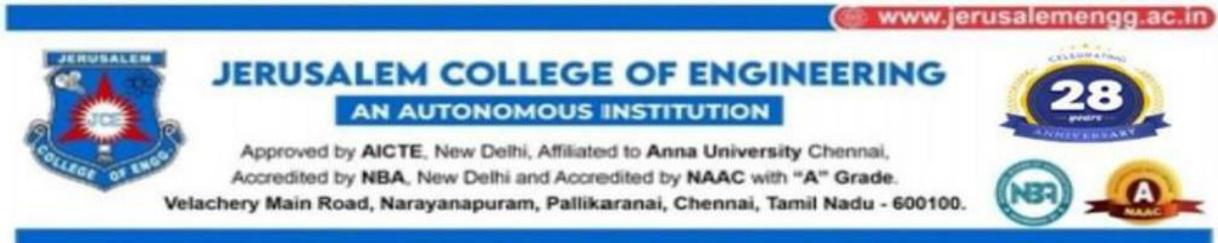


DEPARTMENT OF MANAGEMENT STUDIES

CURRICULUM AND SYLLABUS

REGULATION 2023

CHOICE BASED CREDIT SYSTEM



VISION OF THE INSTITUTE

Jerusalem College of Engineering is committed in emerging as an international institution of excellence in imparting the finest quality engineering, technology and management education rooted in ethical and societal values through various academic programmes, multi-disciplinary research, consultancy and entrepreneurship activities, and hence in contributing towards social transformation and nation building.

MISSION OF THE INSTITUTE

Generating abundant resources and making conducive policies, the management led by the Chief Executive Officer strives towards promoting globally competitive academic programmes augmented with value added courses, in-plant training, co-curricular activities and ambience that support intellectual growth and skill acquisition.

Promoting collaborative trans-border research programmes, continuing education in synergy with academia, industries and research organisations leading to real time solutions and lifelong learning

Transforming young men and women into competent professionals and entrepreneurs motivated by a passion for professional excellence, driven by human values and proactively engaging in the betterment of the society through innovative practices and academic excellence

Facilitating effective interaction among faculty and students, and fostering network of alumni, industries, institutions and other stakeholders for successful career gain and placement.

DEPARTMENT OF MANAGEMENT STUDIES

Vision of the Department

Department of Management studies strive to develop students as competent professionals and successful entrepreneurs with social concerns and strong ethical values to promote multi-disciplinary research and entrepreneurship for nation building.

Mission of the Department

- To enhance the students as competent professionals through innovative teaching – learning process.
- To equip the students as successful entrepreneurs with leadership qualities.
- To build the ethical values among the students to serve for the betterment of society, Industry and Government.
- To cater to the industrial needs through multi-disciplinary research.

PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

PEO I: To have a thorough understanding of the core aspects of the business

PEO II: To provide the learners with the management tools to identify, analyze and create business opportunities as well as solve business problems

PEO III: To develop holistic approach towards management functions for achieving organizational goals.

PEO IV: To inspire and make them practice professionalism and follow ethical standards in business

PEO V: To encourage continuous learning through obstacles in different business situations.

PROGRAM OUTCOMES (POs)

MBA Graduates will be able to:

PO1: Apply knowledge of management theories and practices to solve business problems

PO2: Foster Analytical and critical thinking abilities for data-based decision making.

PO3: Ability to develop Value based Leadership ability.

PO4: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

PO6: Ability to explore and solve managerial challenges through appropriate research design in dynamic business environment.

PO7: Ability to create entrepreneurial opportunities through their competency.

	JERUSALEM COLLEGE OF ENGINEERING (An Autonomous Institution) (Approved by AICTE, Affiliated to Anna University, Accredited by NBA and NAAC with 'A' Grade) Velachery Main Road, Narayanapuram, Pallikaranai, Chennai - 600100
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DEPARTMENT OF MANAGEMENT STUDIES
REGULATION 2023
CHOICE BASED CREDIT SYSTEM
I TO IV SEMESTERS CURRICULUM

CREDIT SUMMARY

S.NO	CATEGORY	1	2	3	4	Total Credit
1	PC	24	24	09	24	81
2	PE	-	-	18	-	18
3	EEC	1	2	-	-	03
TOTAL						102

SEMESTER I

S. NO	CODE NO.	COURSE TITLE	T/P/I	CATEGORY	CONTACT PERIODS	L	T	P	C
1	JBA2101	Managerial Principles	T	PC	3	3	0	0	3
2	JBA2102	Legal Aspects Of Business	T	PC	3	3	0	0	3
3	JBA2103	Accounting Practices For Managers	T	PC	4	4	0	0	4
4	JBA2104	Statistics for Management	T	PC	4	3	0	0	3
5	JBA2105	Organizational Behaviour	T	PC	3	3	0	0	3
6	JBA2106	Managerial Economics	T	PC	3	3	0	0	3
7	JBA2107	Entrepreneurship Development	T	PC	3	3	0	0	3
8	JBA2111	Data Analysis Laboratory 1	P	PC	4	0	0	4	2
9	JBA2112	Communication Lab 1	P	EEC	2	0	0	2	1
Total					29	21	2	6	25

SEMESTER - II

S.NO.	CODE NO.	COURSE TITLE	T/P/I	CATEGORY	CONTACT PERIODS	L	T	P	C
1	JBA2201	Human Resource Management	T	PC	3	3	0	0	3
2	JBA2202	Marketing Management	T	PC	3	3	0	0	3
3	JBA2203	Operations Management	T	PC	3	3	0	0	3
4	JBA2204	Business Research Methods	T	PC	4	4	0	0	4
5	JBA2205	Financial Management	T	PC	3	3	0	0	3
6	JBA2206	Information Systems In Business	T	PC	3	3	0	0	3
7	JBA2207	Applied Operations Research	T	PC	4	3	0	0	3
8	JBA2211	Data Analysis Laboratory 2	P	PC	4	0	0	4	2
9	JBA2212	Communication Laboratory 2	P	EEC	4	0	0	4	2
Total					31	21	2	8	26

SEMESTER – III

S.NO	CODE NO.	COURSE TITLE	T/P/I	CATEGORY	CONTACT PERIODS	L	T	P	C
1	JBA2301	Strategic Management	T	PC	3	3	0	0	3
2		Professional Elective I*	T	PE	3	3	0	0	3
3		Professional Elective II*	T	PE	3	3	0	0	3
4		Professional Elective III*	T	PE	3	3	0	0	3
5		Professional Elective IV*	T	PE	3	3	0	0	3
6		Professional Elective V*	T	PE	3	3	0	0	3
7		Professional Elective VI*	T	PE	3	3	0	0	3
8	JBA2341	Summer Project Work	P	PC	12	0	0	12	06
Total					33	21	0	12	27

* Chosen Professional Electives should be from two streams of management of three electives each.

SEMESTER – IV

S.N O.	CODE NO.	COURSE TITLE	T/P/I	CATEGORY	CONTACT PERIODS	L	T	P	C
1	JBA2401	International Business Management	T	PC	3	3	0	0	3
2	JBA2402	Industrial Psychology	T	PC	3	3	0	0	3
3	JBA2441	Project Work	P	PC	36	0	0	36	18
Total					42	6	0	36	24

LIST OF PROFESSIONAL ELECTIVES

S.N O.	CODE NO.	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
Stream/Specialization: MARKETING MANAGEMENT								
1		Retail Marketing	PE	3	3	0	0	3
2		Brand Management	PE	3	3	0	0	3
3		Consumer Behavior	PE	3	3	0	0	3
4		Digital Marketing	PE	3	3	0	0	3
5		Customer Relationship Management Practices	PE	3	3	0	0	3
6		Services Marketing	PE	3	3	0	0	3
7		Integrated Marketing Communication	PE	3	3	0	0	3
Stream/Specialization: FINANCIAL MANAGEMENT								
8		Corporate Finance	PE	3	3	0	0	3
9		Security Analysis and Portfolio Management	PE	3	3	0	0	3
10		Strategic Investment and Financing Decisions	PE	3	3	0	0	3
11		Derivatives Management	PE	3	3	0	0	3
12		Banking Financial Services Management	PE	3	3	0	0	3
13		Merchant Banking and Financial Services	PE	3	3	0	0	3

**Stream/Specialization: HUMAN RESOURCE
MANAGEMENT**

14		Strategic Human Resource Management	PE	3	3	0	0	3
15		Organizational Culture and Development	PE	3	3	0	0	3
16		Training and Development	PE	3	3	0	0	3
17		Performance Management	PE	3	3	0	0	3
18		Managerial Behavior and Effectiveness	PE	3	3	0	0	3
19		Industrial Relations and Labour Welfare	PE	3	3	0	0	3

Stream/Specialization: OPERATIONS MANAGEMENT

20		Fundamentals of Six Sigma	PE	3	3	0	0	3
21		Lean Manufacturing	PE	3	3	0	0	3
22		Service Operations Management	PE	3	3	0	0	3
23		Product Design	PE	3	3	0	0	3
24		Project Management	PE	3	3	0	0	3
25		Materials Management	PE	3	3	0	0	3

**Stream/Specialization: LOGISTICS AND SUPPLY CHAIN
MANAGEMENT**

26		Fundamentals of Shipping	PE	3	3	0	0	3
27		Logistics Management	PE	3	3	0	0	3
28		Port Terminal and Cargo Logistics	PE	3	3	0	0	3
29		Ware Housing Management	PE	3	3	0	0	3
30		Supply Chain Management	PE	3	3	0	0	3
31		Port Agencies	PE	3	3	0	0	3

Stream/Specialization: BUSINESS ANALYTICS

32		Data Mining for Business Intelligence	PE	3	3	0	0	3
33		Deep Learning and Artificial Intelligence	PE	3	3	0	0	3
34		Social media web Analytics	PE	3	3	0	0	3
35		E-Business Management	PE	3	3	0	0	3
36		Enterprise Resource Planning	PE	3	3	0	0	3

Stream/Specialization: HOSPITAL MANAGEMENT								
38		Hospital Facility Planning	PE	3	3	0	0	3
39		Human Resources in Hospital Administration	PE	3	3	0	0	3
40		Hospital Information System	PE	3	3	0	0	3
41		Financial and Legal Aspects of Hospital Management	PE	3	3	0	0	3
42		Organization and Management of Hospitals	PE	3	3	0	0	3

LIST OF OPEN ELECTIVES OFFERED BY THE DEPARTMENT OF MANAGEMENT STUDIES FOR UG PROGRAMMES

SEMESTER IV

S. NO	CODE NO.	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
1		Principles of Management	OE	3	3	0	0	3
2		Fundamentals of Accounting	OE	3	3	0	0	3
3		Total Quality Management	OE	3	3	0	0	3

SEMESTER –V

4		Business Economics	OE	3	3	0	0	3
5		Creativity and Innovations	OE	3	3	0	0	3
6		Professional Ethics	OE	3	3	0	0	3

SEMESTER –VI

7		Entrepreneurship Skill	OE	3	3	0	0	3
8		Human Resource Practices	OE	3	3	0	0	3
9		Behaviourial Science	OE	3	3	0	0	3

SEMESTER –VII

10		Event Management	OE	3	3	0	0	3
11		Customer Relationship Management	OE	3	3	0	0	3
12		Intellectual Property Rights	OE	3	3	0	0	3

**LIST OF LABORATORY COURSE OFFERED
BY DEPARTMENT OF MANAGEMENT
STUDIES
TO UG STUDENTS**

S. NO	SUB. CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
1	JBA1711	Entrepreneurship For Engineers	EEC	2	0	0	2	1

SEMESTER I

JBA2101	MANAGERIAL PRINCIPLES	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To enable the students to study the basics of Management.
- To study the importance of planning and decision making.
- To educate the students about organizational structure.
- To inculcate knowledge in relation to the directing function of management.
- To gain knowledge on various techniques of controlling using computers.

UNIT- I INTRODUCTION TO MANAGEMENT AND ORGANIZATIONS (9)

Definition of Management – Science or Art – Manager Vs Entrepreneur - types of managers - managerial roles and skills – Evolution of Management – Scientific, human relations , system and contingency approaches – Types of Business organization - Sole proprietorship, partnership, company-public and private sector enterprises - Organization culture and Environment – Current trends and issues in Management.

UNIT - II PLANNING (9)

Nature and purpose of planning – planning process – types of planning – objectives – setting objectives – policies – Planning premises – Strategic Management – Planning Tools and Techniques – Decision making steps and process.

UNIT - III ORGANISING (9)

Nature and purpose – Formal and informal organization – organization chart – organization structure – types – Line and staff authority – departmentalization – delegation of authority –centralization and decentralization – Job Design - Human Resource Management.

UNIT - IV LEADING (9)

Foundations of individual and group behaviour – motivation – motivation theories – motivational techniques – job satisfaction – job enrichment – leadership – types and theories of leadership – communication – process of communication – barrier in communication – effective communication – communication and IT - current trends in IT.

UNIT - V CONTROLLING (9)

System and process of controlling – budgetary and non-budgetary control techniques – use of Computers and IT in Management control – Productivity problems and management – control and performance – direct and preventive control – reporting.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

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

- Have clear understanding of managerial functions.
- Take decisions on uncertainty situations.
- Know about Recruitment and selection process.
- Acquire leadership quality and effective communication skill
- Able to estimate productivity.

TEXT BOOKS:

1. Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 11th Edition, Pearson Education, 2019.
2. Harold Koontz & Heinz Weihrich “Essentials of management” 11th Tata McGraw Hill, 2020.

REFERENCES:

1. Robert Kreitner & Mamata Mohapatra, “Management”, Biztantra, 2012.
2. JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.
3. Tripathy PC & Reddy PN, “Principles of Management”, Tata McGraw Hill, 7th Edition, 2021.

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	2	1	2	3	2	1	2	1
CO2	3	3	2	2	3	3	3	3	1
CO3	3	3	2	1	1	2	3	2	2
CO4	3	3	3	2	3	3	3	2	3
CO5	1	2	2	1	1	1	2	1	1

JBA2102	LEGAL ASPECTS OF BUSINESS	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To create the knowledge of Legal perspective and its practices to improvise the business.
- To make students understand the various types of contract associated with businesses.
- To make the students understand the highlights of company law.
- To make the students understand the highlights of industrial law.
- To help the students to understand the importance of IPR and environmental protection act.

UNIT – I GENERAL LAW OF CONTRACTS

(9)

Introduction – Definition of contract - Formation of contract –Essential elements – offer, acceptance, consideration, capacity, free consent and legality of the object – Types of Contracts – Performance and Discharge of Contract - Breach of contract and its remedies –Quasi contract.

UNIT - II SPECIAL LAW OF CONTRACT

(9)

Sale of Goods Act 1930: Essentials of contract of sale – Goods meaning and classification of goods – Condition and warranty: types and differences – Rights of unpaid seller and rights of buyer, Contract of Agency, Authority and liability of agent and Principal, Rights and duties of principal and agents, Formation and Termination of agency.

Negotiable instruments Act 1881 - Nature and requisites of negotiable instruments - Types of negotiable instruments - discharge of negotiable instruments.

UNIT- III COMPANY LAW 1956

(9)

Definition of company- Fundamentals of company Law 1956, Amendment of Company law 2013, Nature and Types of companies, Formation, Memorandum and Articles of Association, Prospectus, Power, Duties and Liabilities of Directors, Winding up of Companies, Corporate governance.

UNIT-IV INDUSTRIAL LAW

(9)

An Overview of Factories Act 1948- Payment of Wages Act 1936 – Payment of Bonus Act 1965- Industrial Disputes Act 1947.

UNIT - V CONSUMER PROTECTION ACT 1986, INTRODUCTION OF CYBER LAWS AND GST

(9)

Consumer Protection Act 1986–Definition of a consumer - Consumer Rights - Consumer Grievances redressal, Types of Consumer Redressal Machineries and forum. Cyber Crimes, - Cyber Laws, Introduction of IPR- Environmental Protection Act – Introduction to GST and its implication.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

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

- Have Legal insight will be established in the business practices according to the situation of changing environment.
- Gain Knowledge on various business contract and stakeholder management.
- Posses clear view about the company law.
- Know about the various statutory and non statutory benefits from industry
- Aware about the challenges and rights in Information technology.

TEXT BOOKS:

1. Kapoor,N.D., Elements of Mercantile Law,30th Edition, Sultan Chand & Sons, New Delhi, 2015
2. P.K.Goel, Business Law for Managers, Indian Text Edition, Biztantara Publishers, India, 2008.

REFERENCES:

1. AkhileshwarPathack, Legal Aspects of Business, 4thEdition, TataMcGrawHill,2009.
2. P.P. S. Gogna, Mercantile Law, 11thEdition, S.Chand&Co.Ltd., India, 2015.
3. Maheshwari,S.N. and S.K.Maheshwari ,A Manual of Business Law,6th Edition, Himalaya Publishing House, 2015.

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	3	2	3	3	3	2	3
CO2	1	2	2	1	1	1	2	1	1
CO3	1	2	2	1	1	1	2	1	1
CO4	1	2	2	1	1	1	2	1	1
CO5	1	2	2	1	1	1	2	1	1

JBA2103	ACCOUNTING PRACTICES FOR MANAGERS	L	T	P	C
		4	0	0	4

COURSE OBJECTIVES

- To develop a good understanding of knowledge in accounting fundamentals and preparation of financial reports.
- To make the student familiar with the concepts and preparation of funds and cash flow statements
- To empower students with the understanding on cost accounting concepts as applicable for managerial decisions
- To familiarise the student with the key analyses in marginal costing and budgeting analysis.
- To make the student familiar with the computerised accounting system and tally for accounting purpose.

UNIT - I FINANCIAL REPORTING AND ANALYSIS**(12)**

Meaning and Definition - Generally Accepted Accounting Principles – Accounting Concepts and Conventions - Branches of Accounting - significance and role - Preparation of Final accounts - Classification of assets and liabilities. Financial Statements Analysis: Meaning, importance, scope and limitations – Techniques of Financial Analysis – Ratio Analysis – Objectives - Classifications and computation of ratios – uses and limitations.

UNIT- II FUND AND CASH FLOW ANALYSIS**(12)**

Funds Flow Analysis – Concept of Funds and Flow – Statement of Changes in Working Capital – Funds from Operations – Funds Flow Statement – Uses and Limitations of Funds Flow Statements. Cash Flow Analysis – Meaning and Significance of Cash Flow Statements. Preparation of Cash Flow Statement - Uses and Limitations of cash flow analysis.

UNIT- III COST ACCOUNTING**(12)**

Concept of cost – Elements of Cost – Types of Cost – Cost Accounting – Objectives – importance - Comparison of cost accounting with management accounting and financial accounting - Preparation of cost sheet - Cost Unit and Cost Centre – Methods of Costing – Techniques of Costing – Preparation of Process costing – Transport costing.

UNIT -IV MARGINAL COSTING AND BUDGETING**(12)**

Marginal costing – assumptions – Concepts of Contribution and Profit-Volume Ratio. Breakeven Analysis – Cost Volume Profit Analysis – Managerial uses of marginal costing. Budgeting: Meaning - Classification of budgets - Zero based budget – preparation of Cash budget and flexible budget – Responsibility accounting.

UNIT -V ACCOUNTING IN COMPUTERISED ENVIRONMENT**(12)**

Significance of Computerised Accounting System- Computerized accounting software - Codification and Grouping of Accounts - Maintaining the hierarchy of ledgers - Pre-packaged Accounting software– Introduction to Tally.

TOTAL: 60 PERIODS**COURSE OUTCOMES:**

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

CO1 – Prepare, analyse and interpret the financial statements and ratios.

CO2 - Construct funds and cash flow statements and interpret them.

CO3 - Understand the cost accounting concepts and their application in costing estimates.

CO4 - Evaluate cost volume profit analysis and budgeting for making better managerial decisions.

CO5 – Acquire knowledge in the field of computerized accounting systems and tally ERP for accounting.

TEXT BOOKS

1. M.Y.Khan & P.K.Jain, Management Accounting, Tata McGraw Hill. (2018).
2. R. Narayanaswamy, Financial Accounting – A managerial perspective, PHI Learning, New Delhi. (2015).

REFERENCE BOOKS

1. T.S.Reddy & Y. Hariprasad Reddy, Financial & Management Accounting, 4th Edition, Margham Publications, 2008.
2. Ashish K. Bhattacharya, Financial Accounting for Business Managers, 5th Edition, Prentice-Hall of India Pvt. Ltd., 2006
3. Jan Williams, Financial and Managerial Accounting – The basis for business decisions, 15th edition Tata McGraw Hill Publishers, 2010.
4. Horngren, Sundem, Stratton, Burgstahler, Schatzberg, Introduction to Management Accounting, PHI Learning ,2011.

WEB REFERENCES:

1. <https://archive.nptel.ac.in/courses/110/101/110101131/>
2. <https://nptel.ac.in/courses/110107127>
3. <https://www.aafmindia.co.in/financial-statement-analysis-tools-limitation-uses-process>
4. <https://icmai.in/icmai/>
5. <https://www.journalofaccountancy.com/>

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	2	2	2	3	1	2	1	1
CO2	2	2	2	2	3	1	2	1	1
CO3	2	2	2	2	3	1	2	1	1
CO4	2	2	2	2	3	1	2	1	1
CO5	2	2	2	2	2	1	2	2	1

JBA2104	STATISTICS FOR MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To provide basic concepts of discrete, continuous random variables and standard distributions.
- To acquaint students with statistical testing of hypothesis of the parametric type.
- To elucidate problem solving in testing of hypothesis of the non parametric type.
- To familiarize students in problems of correlation and regression.
- To introduce Design of Experiments for practical problem solving.

UNIT I RANDOM VARIABLES (9)

Discrete and continuous random variables – Moments – Moment generating functions – Binomial, Poisson and Normal Distributions.

UNIT II TESTING OF HYPOTHESIS – PARAMETRIC TESTS (9)

Tests for means and proportions of large samples (z-test) – Tests for means of small samples (t-test) – F-test for population variances.

UNIT III NON-PARAMETRIC TESTS (9)

Chi-square tests for independence of attributes and goodness of fit – Sign test for paired data – Kolmogorov - Smirnov test for goodness of fit, comparing two populations – Mann-Whitney U test – Kruskal-Wallis test.

UNIT IV STATISTICAL CORRELATION AND REGRESSION (9)

Correlation coefficient – Rank correlation – Correlation for bivariate data – Regression coefficients – Lines of regression.

UNIT V DESIGN OF EXPERIMENTS (9)

ANOVA classification – Completely Randomized Design – Randomized Block Design – Latin Square Design.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able

- To solve problems of discrete and continuous type random variables and apply distributions in real time problems.
- To apply hypothesis testing of parametric type as a tool of statistical inference.
- To apply hypothesis testing of nonparametric type as a tool of statistical inference.
- To solve correlation problems and to use regression analysis for predicting values of variables.
- To compare and contrast various design of experiments methods and use them in problems.

REFERENCES:

1. Richard I Levin, David S Rubin, Sanjay Rastogi, Masood Husain Siddiqui, “Statistics for Management”, Pearson Education, 8th Edition, 2017.
2. Prem S Mann, “Introductory Statistics”, Wiley India, 10th Edition, 2020.
3. Gareth James, Daniela Witten, Trevor Hastie, Robert Tibshirani, “An Introduction to Statistical Learning with Applications in R”, Springer, 2nd Edition, 2021.
4. Aczel A D and Sounderpandian J, “Complete Business Statistics”, Tata McGraw Hill Publishing Company Ltd., New Delhi, 7th Edition, 2017.
5. Anderson D R, Sweeney D J and Williams T A, “Statistics for Business and Economics”, Thomson (South – Western) Asia, Singapore, 13th Edition, 2019.

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1. <https://nptel.ac.in/courses/103106112>
2. <https://nptel.ac.in/courses/102106051>
3. <https://nptel.ac.in/courses/111104098>
4. <https://nptel.ac.in/courses/111104075>
5. <https://nptel.ac.in/courses/111104078>

CO-PO MAPPINGS:

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	3	-	-	-	-	-
CO2	2	3	-	-	-	-	-
CO3	2	3	-	-	-	-	-
CO4	2	3	-	-	-	-	-
CO5	2	3	-	-	-	-	-
AVG	2	3	-	-	-	-	-

JBA2105	ORGANIZATIONAL BEHAVIOUR	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To understand the concepts and need of Organizational behavior in present environment.
- To provide an overview of theories and practices in organizational behavior at individual level.
- To educate the students on importance of team building with related theories.
- To impart knowledge on individual behavior with changing environment.
- To gain insight on emerging aspects of organizational behavior.

UNIT - I INTRODUCTION

(9)

Definition, need and importance of organizational behaviour –Scope – Frame work of discipline contributing to OB –Organizational behaviour models, Challenges and Opportunities.

UNIT – II INDIVIDUAL BEHAVIOUR

(9)

Personality – types – Factors influencing personality – Theories – Learning – Types of learners – The learning process– Learning theories –Organizational behaviour modification.

Emotions-Emotional Labour–Emotional Intelligence. Attitudes – Characteristics – Components – Formation-Values. Perceptions–Importance–Factors influencing perception – Interpersonal perception - Impression Management. Motivation – Importance –Effects on work behaviour.

UNIT – III GROUP BEHAVIOUR

(9)

Groups in organizations–Formation— Influence–Group dynamics–Emergence of informal leaders and working norms–Group decision making techniques– Team Building -Interpersonal relations– Communication – Conflict- Interpersonal, inter-group Conflicts & conflict resolution methods.

UNIT - IV DYNAMICS OF ORGANIZATIONAL BEHAVIOR

(9)

Organizational culture and climate–Factors affecting organizational climate. Job satisfaction–Determinants – Measurements – Influence on behaviour. Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change. Organizational development – Characteristics – objectives —OD intervention techniques.

UNIT - V INTERNATIONAL ORGANIZATIONAL BEHAVIOUR

(9)

Trends in International Business – Cultural Differences and Similarities - Managing an International Workforce: Barriers and overcoming barriers to cultural adaptation Women, Men, and Leadership. Sources of power –Power centers – Power and Politics. Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

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

- Have a better understanding of human behavior in organization. They will know the framework for managing individual and group performance.
- Gain knowledge on how individual differs and its impact on organization.
- Knowledge on group behavior and norms of team.
- Aware on organizational culture, climate and job satisfaction.
- Have better understanding about trends in organizational behavior.

TEXTBOOKS:

1. Stephen P. Robins, Organisational Behavior, PHI Learning/Pearson Education, Edition 17, 2016 (Globoedition).
2. Fred Luthans, Organisational Behavior, McGraw Hill, 12th Edition.

REFERENCES:

1. John W Newstrom, Organisational Behaviour, 12th Edition, TataMcGrawHill, 2007.
2. Nelson, Quick, Khandelwal. ORGB – An innovative approach to learning and teaching. Cengage, 2nd edition. 2012.
3. Ivancevich, Konopaske & Maheson, Organizational Behaviour & Management, 7th edition, TataMcGraw Hill, 2008.
4. Udai Pareek, Understanding Organisational Behaviour, 3rd Edition, Oxford Higher Education, 2011.

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- <https://online.marquette.edu/business/blog/what-is-organizational-behavior>
- <https://commercemates.com/individual-behaviour-in-organization/>
- <https://wandofknowledge.com/group-in-organisational-behaviour-meaning-types-functions/>
- <https://archive.nptel.ac.in/courses/110/106/110106145/>
- <https://edurev.in/t/109914/Recent-Trends-in-World-Trade-International-Busines>

MAPPING OF CO's -PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	1	2	2	1	1	1	2	1	1
CO2	2	3	3	1	1	1	3	1	1
CO3	2	3	3	1	1	1	3	1	1
CO4	1	2	2	1	1	1	2	1	1
CO5	1	2	2	1	1	1	2	1	1

JBA2106	MANAGERIAL ECONOMICS	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To introduce the concepts of scarcity and efficiency.
- To explain principles of micro economics in present scenario.
- To explain the role of market in developing an economy.
- To describe principles of macroeconomics to have the understanding of economic environment of business.
- To identify the causes of inflation and its role in the economy.

UNIT I INTRODUCTION TO ECONOMICS

8

Introduction to Economics- Twin Themes of economics– scarcity and efficiency in present scenario– three fundamental economic problems – society’s capability – Production possibility frontiers (PPF) – economic growth & stability – Differences between Micro and Macroeconomic concepts –Roles and Responsibilities of Business Economist.

UNIT II MICRO ECONOMICS

13

Market-different market structures-Demand- Law of demand-Determinants, elasticity, law of diminishing marginal equity- Supply– Law of supply-Determinants Elasticity– Market equilibrium – elasticity of demand and supply – consumer equilibrium – consumer behavior and Approaches– Production – Short-run and long-run Production Function – Returns to scale — Analysis of cost – Short-run and long-run cost function – Relation between Production and cost function- economies Vs diseconomies of scale Case study.

UNIT III PRODUCT AND FACTOR MARKET

13

Product market – perfect and imperfect market – Market efficiency – Economic costs of imperfect competition – factor market – Land, Labour and capital – determination of factor price – Interaction of product and factor market – General equilibrium and efficiency of competitive markets.

UNIT IV MACRO ECONOMICS

13

Macro-economic aggregates – circular flow of macroeconomic activity – National income determination – Aggregate demand and supply – Macroeconomic equilibrium – Components of aggregate demand and national income – multiplier effect – Fiscal policy in theory. Activity on Latest Union Budget.

UNIT V INFLATION AND UNEMPLOYEMENT

13

Short-run and Long-run supply curve – Unemployment and its impact – Okun’s law – Inflation and the impact – reasons for inflation – Demand Vs Supply factors – Keynesian Theory- Phillips curve –short-run and long-run –Supply side Policy and management. Activity- Suggestions to overcome unemployment.

TOTAL: 60 PERIODS

COURSE OUTCOMES:

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

- To make the Students to become familiar with principles of micro and macroeconomics.
- To create an awareness on the consumer and producer behavior in present economy
- To analyze the product and factor market conditions
- To study the role of nation income in building a nations economy.
- To study the effects of unemployment and inflation in Indian economy.

TEXT BOOKS:

1. Geetika, Piyali Ghosh, Purba Roy Chowdhury, Managerial Economics - 3 edition, McGraw-Hill Education, 2017
2. Deviga Vengedasalam & Karunakaran Madhavan, Principles of Economics, Third Edition, Oxford University Press, New Delhi, 2013.
3. DNDiwedi, Managerial Economics – Vikas Publication, Eighth Edition, 2018.

REFERENCES:

1. Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri and Anindya Sen, Economics, 19th edition, Tata McGraw Hill, New Delhi, 2011.
2. N. Gregory Mankiw, Principles of Economics, 7th edition, Cengage, New Delhi, 2015
3. Richard Lipsey and Alec Charysal, Economics, 12th edition, Oxford, University Press, New Delhi, 2011.
4. Karl E. Case and Ray C. Fair, Principles of Economics, 12th edition, Pearson, Education Asia, New Delhi, 2014.
5. P. Saravanavel, G. Kavitha, Economic Analysis for Business, Himalaya Publishing House, 2017.

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- 1 <https://www.rbi.org.in>
- 2 <https://data.oecd.org/economy.html>
- 3 <https://www.focus-economics.com>
- 4 www.mospi.gov.in
- 5 <https://www.ibef.org>

MAPPING OF CO's -PO's

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	1	2	2	1	1	1	2	1	1
CO2	3	3	3	1	3	3	3	1	2
CO3	3	3	3	1	3	3	3	1	2
CO4	1	2	2	1	1	1	2	1	1
CO5	3	3	3	1	3	3	3	1	2

JBA2107	ENTREPRENEURSHIP DEVELOPMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To explain the basic entrepreneurial skills required to run a business efficiently and effectively.
- To analyze the business environmental factors.
- To prepare business plan after thorough analysis of various factors.
- To learn the role of MSME and requirement for management of small business for entrepreneurs.
- To learn and apply social responsibility of enterprise.

UNIT -I ENTREPRENEURIAL COMPETENCE (8)

Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful Entrepreneur – Knowledge and Skills of Entrepreneur- Reason for Entrepreneurial failure.

UNIT - II ENTREPRENEURIAL ENVIRONMENT (9)

Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organizational Services - Central and State Government Industrial Policies and Regulations - International Business.

UNIT -III BUSINESS PLAN PREPARATION (10)

Sources of Product for Business -Prefeasibility Study -Criteria for Selection of Product -Ownership - Capital -Budgeting Project Profile Preparation -Matching Entrepreneur with the Project -Feasibility Report Preparation and Evaluation Criteria. Finance and Human Resource Mobilization for business - Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, startups.

UNIT - IV MANAGEMENT OF SMALL BUSINESS (9)

Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units - Effective Management of small Business. MSME-Role and significance of MSME- Contribution of MSMEs to Indian Economy- Self Help Group.

UNIT - V SOCIAL ENTREPRENEURSHIP DEVELOPMENT (9)

Concept of Social Entrepreneurship – Difference between Social Enterprise and Business enterprise – Social value, Social change and Role of Social Entrepreneurs. CSR and consumer protection - Social responsibilities of business – Activity on CSR activities of business.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

Students will be able to,

- Develop entrepreneurial quality and motivation
- Create their own business plan
- Analyze the unforeseen risks associated with business
- Infer the roles of social entrepreneurs.

TEXT BOOKS:

1. Khanka S.S, “Entrepreneurial Development”, S.Chand& company Ltd. Ram Nagar. New Delhi, 4th edition, 2013.
2. Gupta, G.P. and Srinivasan, N.P.,” Entrepreneurial Development”, Sultan Chand & Co., New Delhi,9th edition, 2016.
3. Sundar K.S., “Elements of Entrepreneurship”, Vijay Nichole Imprints Pvt. Ltd., Chennai, 6th edition, 2018.

REFERENCES:

1. Hisrich,” Entrepreneurship”, Tata McGraw Hill, New Delhi,, 9th Edition, 2014.
2. Mathew Manimala, “Entrepreneurship Theory at the Crossroads, Paradigms & Praxis”, Biztrantra, 2nd Edition, 2005.
3. Prasanna Chandra, “Projects – Planning, Analysis, Selection, Implementation and Reviews”, Tata McGraw-Hill, 5th edition, 2015.
4. Mark.S.Schwartz, Corporate Social Responsibility: An Ethical Approach, Broad view press.

WEBSITES:

1. <https://archive.india.gov.in/business/default.php>
2. https://ssir.org/articles/entry/social_entrepreneurship_the_case_for_definition
3. <https://www.imd.org/research-knowledge/for-educators/case-collections/entrepreneurship/>
4. <https://www.planningcommission.nic.in/>

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	3	2	3	2	3	2	3
CO2	3	3	3	3	3	3	3	3	3
CO3	3	1	3	2	3	3	3	2	3
CO4	2	1	2	1	2	2	3	1	2
CO5	2	1	2	1	2	2	3	1	2

JBA2111	DATA ANALYSIS LABORATORY 1	L	T	P	C
		0	0	4	2

COURSE OBJECTIVES:

- To impart basic skills in the use of MS Office for creating MIS report and analyzing business data.

S.NO.	DETAILS OF EXPERIMENTS	DURATION
1	Creation of Word Document: Format the word, list Table,Header & footer	5
2	Article Creation using MS Word	5
3	Creation of Pay slip Using MS-Excel	4
4	Conditional Logic–IF, SUM IF, AND, OR, NOT, IF ERROR	4
5	One Dimensional Pivot table and pivot charts	4
6	Two-Dimensional Pivot table and pivot charts	4
7	Goal seek, Drop Down List	4
8	Auditing spreadsheets; error trapping; evaluate-formula feature	3
9	V-Lookup, H-Lookup	5
10	Data visualization: Formatting Charts, Adding Graphics to Spread Sheet	3
11	Introduction to MS-Power point	4

TOTAL: 45 PERIODS

COURSE OUTCOMES:

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

- Possess the knowledge of MSWord, Spreadsheets, PowerPoint and Outlook.

REFERENCES:

1. David M. Levine et al, “Statistics for Managers using MS Excel’ (6th Edition) Pearson,2010.
2. Hansa Lysander Manohar, “Data Analysis and Business Modelling using MS Excel “, PHI Learning private Ltd, 2017.
3. William J. Stevenson, Ceyhun Ozgur,‘ Introduction to Management Science with Spreadsheet’, Tata McGraw Hill, 2009.
4. Vikas Gupta, Comdex Business Accounting with Ms Excel, 2010 and Tally ERP 9.0 Course Kit, Wiley India, 2012.

WEBSITE REFERENCES

- https://www.academia.edu/42212336/Microsoft_Word_Tutorial
- <https://www.javatpoint.com/excel-tutorial>
- <https://www.vedantu.com/computer-science/powerpoint>

MAPPING OF CO's -PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	3	2	3	3	3	2	3

JBA2112	COMMUNICATION LAB 1	L	T	P	C
		0	0	2	1

COURSE OBJECTIVES:

- To understand the importance of communication in business.
- To familiarize learners with the mechanics of writing in relation to business.

S.NO.	DETAILS OF EXPERIMENTS	DURATION
1	Group Discussion	4
2	Debate	4
3	Role play	2
4	Precise writing	2
5	Resume Writing & Mock Interview	2
6	Use of Audio Visual media	3
7	Principles of Effective presentations	2
8	Case Studies	7
9	Travelogue	2
10	Reviews–Books, New Product, Movies	2

TOTAL: 30 PERIODS

COURSE OUTCOMES:

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

- Have a better knowledge in business communication.

REFERENCES:

1. E.H. McGrath,S.J. 2012.Basic Managerial Skills for All. 9thedition, Prentice-Hall of India, New Delhi.
2. Richard Denny, “Communication to Win; Kogan Page India Pvt .Ltd.,New Delhi,2008.
3. “Value Education”, Vision forWisdom,VethathiriPublications,Erode,2009.

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CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	3	2	3	3	3	2	3
CO2	3	3	3	2	3	3	3	2	3

SEMESTER II

JBA2201	HUMAN RESOURCE MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To provide knowledge about scope and role of HR management.
- To explain the selection and recruitment process.
- To expose the students to the various methods of training and development programs.
- To enrich the students with the concept of career development and motivation techniques.
- To understand various performance appraisal methods.

UNIT - I PERCEPTIVE IN HUMAN RESOURCE MANAGEMENT (5)

Nature and Scope, Objectives and Functions of HRM. Role and responsibilities of Human Resource-Manager, Concept of International HRM and Strategic HRM, Trends in HRM, Challenges faced by HRM.

UNIT- II THE CONCEPT OF BEST FIT EMPLOYEE (8)

Importance of Human Resource Planning – Forecasting human resource requirement – Internal and External sources. Selection process screening – Tests - Validation – Interview - Medical examination – Recruitment introduction – Importance – Practices – Socialization benefits.

UNIT - III TRAINING AND EXECUTIVE DEVELOPMENT (10)

Types of training methods purpose benefits resistance. Executive development programmes – Common practices - Benefits – Self development – Knowledge management.

UNIT - IV SUSTAINING EMPLOYEE INTEREST (12)

Compensation plan – Reward – Motivation – Theories of motivation – Development of mentor – Protégé relationships-personal empowerment.

UNIT- V PERFORMANCE EVALUATION AND CONTROL PROCESS (10)

Method of performance evaluation – Feedback – Industry practices. Promotion, Demotion, Transfer and Separation – Implication of job change. The control process – Importance – Methods – Requirement of effective control systems grievances – Causes – Implications – Redressal methods-Quality of life.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

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

- Equip with functional knowledge of HR.
- Have knowledge of recruitment and selection.
- Understand the different methods of training and development programs.
- Gain knowledge about how to sustain an employee within an organization.
- Understand the different techniques of performance evaluation.

TEXT BOOKS:

1. Decenzo and Robbins, Human Resource Management, Wiley, 12th Edition, 2019.
2. Dessler, Human Resource Management, Pearson Education Limited, 16th edition, 2020.

REFERENCES

1. Wayne Cascio, Managing Human Resource, McGraw Hill, 2021
2. Ivancevich, Human Resource Management, McGraw Hill 2017
3. Uday Kumar Haider, Juthika Sarkar, Human Resource Management. Oxford, 2017

MAPPING OF CO's - PO's

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CO3	3	3	3	1	2	2	3	1	1
CO4	3	3	3	1	3	3	3	1	2
CO5	1	2	2	1	1	1	2	1	1

JBA2202	MARKETING MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To develop an ideas and nuances of modern marketing.
- To formulate and manage the B2B marketing strategy including all key components.
- To conduct market analysis practices including market segmentation and targeting.
- To compare and contrast different perspectives that characterizes the study of consumer behavior.
- To explain the importance of research in the marketing.

UNIT -I INTRODUCTION**(9)**

Marketing – Definitions - Conceptual frame work – Marketing environment: Internal and External - Marketing interface with other functional areas – Production, Finance, Human Relations Management, Information System. Marketing in global environment– Prospects and Challenges.

UNIT II MARKETING STRATEGY

(9)

Marketing strategy formulations – Key Drivers of Marketing Strategies - Corporate Strategic Planning – Stages in Industrial buying process - Consumer Marketing — Services marketing –Characteristics – Service Mix- Service gap– Competitor analysis – Process - Designing Competitive Strategies.

UNIT - III MARKETING MIX DECISIONS

(9)

Product planning and development–Product cycle–New product Development and Management –Market Segmentation –Targeting and Positioning– Positioning Strategies - Channel Management– Importance-Channels Design Decision - Levels of Channel – Types of Intermediaries – Factors influencing Channel Decision - Advertising and sales promotions – Steps - Measuring the Effectiveness of Advertising – Pricing Objectives, Policies and methods.

UNIT - IV BUYER BEHAVIOR

(9)

Understanding industrial and individual buyer behaviour- Influencing factors –Buyer Behaviour Models – Consumer buying behaviour process – Online buyer behaviour – Building and measuring customer satisfaction – customer relationships management – Customer acquisition, Retaining, Defection.- Measuring Customer Lifetime value

UNIT – V MARKETING RESEARCH & TRENDS IN MARKETING

(9)

Marketing Research: Meaning and Importance of marketing research; Marketing research process – Research report-measuring marketing productivity- Introduction to Digital marketing, Cause related marketing – Green Marketing -Ethics in marketing.

TOTAL:45 PERIODS

COURSE OUTCOMES:

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

- Aware of marketing management process.
- Justify marketing strategies and advocate a strategically informed position when considering market plan implementation.
- Describe key marketing concepts, theories of consumers for analyzing a variety of market situation.
- Understands the perspectives of the consumer to acquire, satisfy and retain.
- Have knowledge of research skills in solving marketing related problems.

TEXT BOOKS:

1. Philip Kotler and Kevin Lane Keller, Marketing Management, PHI14thEdition,2012.
2. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.

REFERENCES:

1. KS Chandrasekar, “Marketing management-Text and Cases”, Tata McGraw Hill-Vijaynicole, Firstedition,2010
2. McCarthy, E. J. ,BasicMarketing: A managerial approach, Irwin, NewYork.
3. MichealR. Czinkota&Masaaki Kotabe, Marketing Management, Vikas Thomson Learning,2000.
4. Duglas, J. Darymple, Marketing Management, John Wiley &Sons,2008.

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- <https://archive.nptel.ac.in/courses/110/104/110104068/>
- <https://smallbusiness.chron.com/marketing-strategy-formulation-46179.html>
- <https://coschedule.com/marketing/marketing-mix/marketing-mix-examples>
- https://www.brainkart.com/article/Understanding-Industrial---Individual-Buyer-Behaviour_7213/
- <https://www.hotjar.com/blog/market-research/>

MAPPING OF CO's -PO's

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CO1	2	3	3	1	1	1	3	1	1
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CO3	3	3	3	2	3	3	3	2	3
CO4	3	3	3	1	3	3	3	1	2
CO5	3	3	3	1	3	3	3	1	2

JBA2203	OPERATIONS MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To understand the basic view about operation management.
- To gain knowledge of forecasting and its techniques.
- To explain the concept of product development and its related process while developing the product.
- To understand about the material management and its related activities in organization.
- To gain knowledge in quality management and its tools.

UNIT- I INTRODUCTION TO OPERATIONS MANAGEMENT (9)

Operations Management – Nature, Importance, functions, challenges, transformation processes, Difference between Service & Goods, Operations Strategy – Strategic fit, framework- Recent trends in operations management-performance measures in operation.

UNIT-II FORECASTING, CAPACITY AND FACILITY DESIGN (9)

Demand Forecasting – Need, Objectives- Qualitative forecasting methods – Quantitative forecasting models - Capacity Planning – Long range, short range, CRP. Material requirement planning -MRP I, MRP II and ERP - Facility Location –Location Models, Facility Layout – Principles, Types, Planning tools and techniques.

UNIT-III DESIGN OF PRODUCT, PROCESS AND WORK SYSTEM (9)

Product Design – Influencing factors, Approaches, Legal, Ethical and Environmental issues. Process –

Planning, Selection, Strategy, Major Decisions. Work Study – objectives, procedures, Method Study and Motion Study - Work Measurement and Productivity – Measuring Productivity and Methods to improve productivity.

UNIT-IV MATERIALS MANAGEMENT

(9)

Materials management – Objectives, Planning, Budgeting and Control. Purchasing – objectives, functions and policies, Vendor rating and Value Analysis, E – Procurement. Inventory – cost and control techniques – Selective Inventory Control Techniques. Overview of JIT, Supply chain management -functions.

UNIT -V QUALITY MANAGEMENT AND TECHNIQUES

(9)

Concept of Quality, Principles and Philosophies, Cost of quality, Quality awards – Statistical process control - TQM tools - Continuous improvement- Lean manufacturing, Six sigma, 5 s, Quality circle, Benchmarking, Poka yoke.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

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

- Build knowledge in transformation process, strategy, developments and trends in operations management.
- Develop strategic resources plans by applying forecasting, capacity planning and facility layout techniques.
- Possess the knowledge of NDP, method study and work measurement in process development.
- Understand the material planning and inventory techniques.
- Associate the importance of quality management and its techniques in managing business operations.

TEXT BOOKS:

1. Norman Gaither and Gregory Frazier, Operations Management, South Western Cengage, 2002.
2. Pannerselvam R, Production and Operations Management, Prentice Hall India, Second Edition, 2008.
3. ShridharaBhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, II Edition 2010.

REFERENCES:

1. Mahadevan B, Operations Management Theory and practice, Pearson Education, 3rd Edition, 2015.
2. William J Stevenson, Operations Management, Tata McGraw Hill, 11th Edition, 2015.
3. Aswathappa K and ShridharaBhat K, Production and Operations Management, Himalaya Publishing House, Revised Second Edition, 2008.
4. Dale H.Besterfield, Carol Besterfield – Michna, Glen H. Besterfield, Mary Besterfield – Sacre, Hermant – Urdhwareshe, RashmiUrdhwareshe, Total Quality Management, Revised Third edition, Pearson Education, 2011.
5. Panneerselvam, R. and Sivasankaran, P., Quality Management, PHI Learning, New Delhi, 2014.

MAPPING OF CO's -PO's

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CO4	1	2	2	1	1	1	2	1	1
CO5	3	3	3	1	3	3	3	1	2

JBA2204	BUSINESS RESEARCH METHODS	L	T	P	C
		4	0	0	4

COURSE OBJECTIVES:

- To familiarize with various research process.
- To understand the various research design and measurement of its validity.
- To develop the analytical skills of business research in collecting data.
- To explore the interpretation using research tools.
- To understand about writing reports in ethical manner.

UNIT - I INTRODUCTION (12)

Business Research – Definition and Significance – the research process – Types of Research – Exploratory and causal Research – Theoretical and empirical Research – Research questions / Problems – Research objectives – Research hypotheses – characteristics – the role of theory in research.

UNIT - II RESEARCH DESIGN AND MEASUREMENT (12)

Research design – Definition – types of research design – exploratory and causal research design– Descriptive and experimental design – different types of experimental design – Validity of findings – internal and external validity – Variables in Research – Measurement and scaling – Different scales – Validity and Reliability of instrument.

UNIT- III DATA COLLECTION (12)

Types of data – Primary Vs Secondary data – Methods of primary data collection – Survey Vs Observation – Experiments – Construction of questionnaire and instrument – Validation of questionnaire – Sampling plan – Sample size – determinants optimal sample size – sampling techniques – Probability Vs Non-probability sampling methods.

UNIT- IV DATA PREPARATION AND ANALYSIS (12)

Data Preparation – editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analyses – Bivariate and Multivariate statistical techniques – multiple regression and correlation – multidimensional scaling – Conjoint Analysis - Application of statistical software for data analysis.

UNIT-V REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH (12)

Research report – Different types – Contents of report – need of executive summary – chapterization – contents of chapter – report writing – the role of audience – readability – comprehension – tone – final proof – report format – title of the report – ethics in research – ethical behaviour of research – subjectivity and objectivity in research.

TOTAL: 60 PERIODS

COURSE OUTCOMES:

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

- To gain knowledge about various research process.
- To know about research design and its measurement techniques.
- To become expertise in collection of research data.
- To know how to interpret data in research.
- To gain knowledge how to prepare the research report.

TEXT BOOK:

1. Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research methods, 11th Edition, Tata Mc Graw Hill, New Delhi, 2012.

REFERENCES:

1. Alan Bryman and Emma Bell, Business Research methods, 3rd Edition, Oxford University Press, New Delhi, 2011.
2. Uma Sekaran and Roger Bougie, Research methods for Business, 5th Edition, Wiley India, New Delhi, 2012.
3. William G Zikmund, Barry J Babin, Jon C.Carr, Atanu Adhikari, Mitch Griffin, Business Research methods, A South Asian Perspective, 8th Edition, Cengage Learning, New Delhi, 2012.

MAPPING OF CO's - PO's

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CO4	3	3	3	1	2	2	3	1	1
CO5	1	2	2	1	1	1	2	1	1

JBA2205	FINANCIAL MANAGEMENT	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To make students familiarize with fundamentals of finance in organization.
- To analyze capital investment decisions of projects based on capital budgeting techniques.
- To analyze and determine the optimum cost of capital and Capital Structure.
- To familiarize the concept of dividend and dividend decision.
- To assess the working capital needs and effective management of current assets.

UNIT - I INTRODUCTION TO FINANCIAL MANAGEMENT (9)

Introduction to finance- Financial Management – Nature, scope and functions of Finance, organization of financial functions, objectives of Financial management, Major financial decisions – Time value of money – Time Value of Money, Future Value and Present Value of Money. Financial Market- Long term sources of funds.

UNIT- II INVESTMENT DECISIONS (9)

Capital Budgeting: Principles and techniques - Nature of capital budgeting- Identifying relevant cash flows - Evaluation Techniques: Payback, Accounting rate of return- Net Present Value, Internal Rate of Return, Profitability Index - Project selection under Capital Rationing.

UNIT- III FINANCING DECISION (9)

Concept of Cost of Capital, Measurement of Specific Costs and Overall Cost of Capital ,Concept of Capital Structure- Factors Determining Capital Structure, Theories in Capital Structure –NI, NOI,MM .Leverage-Operating and Financial Leverage –EBIT-EPS Analysis-Indifference Point.

UNIT- IV DIVIDEND DECISION (9)

Dividend decision- Issues in dividend decisions, Importance, Relevance & Irrelevance theories – Walters – Model, Gordons model and MM model. – Factors determining dividend policy – Types of dividend policies – forms of dividend- Share Split.

UNIT- V WORKING CAPITAL MANAGEMENT (9)

Working Capital Policy– Objective of Working Capital Management - - Determinants of working capital - Factors Affecting Composition of Working Capital – Approaches to working capital and finance - Short term Sources of Finance - Trade Credit, Short-term bank finance, PDs, CPs and Factoring, Inventories- Receivables - Cash management- inventory management.

TOTAL: 45 PERIODS

COURSEOUTCOMES:

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

- Understand the foundations of finance and concept of time value of money.
- Examine various methods of capital budgeting and their appropriateness in decision situations.
- Determine capital structure and evaluate various financing options.
- Measure the impact of dividend policy of a business on its share prices
- Estimate working capital needs of a firm and use of various tools of working capital components

TEXT BOOKS:

1. M.Y. Khan and P.K.Jain Financial management, Text, Problems and cases Tata McGraw Hill, 6th edition, 2011.
2. I.M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 10th edition, 2012.

REFERENCES :

1. AswatDamodaran, Corporate Finance Theory and practice, John Wiley & Sons, 2011.
2. James C. Vanhorne –Fundamentals of Financial Management– PHI Learning, 11th Edition, 2012.
3. Prasanna Chandra, Financial Management, 9th edition, Tata McGraw Hill, 2012.
4. G.Sudersena Reddy, Financial Management- Principles & Practices, Himalaya Publishing House, 2nd Edition, 2010.
5. Srivatsava, Mishra, Financial Management, Oxford University Press, 2011.
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1. <https://rlc.rutgers.edu/>
2. <http://www.ncas.rutgers.edu/writingcenter>
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4. www.Classcentral.com

MAPPING OF COS AND POS

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	1	2	2	1	1	1	2	1	1
CO2	3	3	3	1	2	2	3	1	1
CO3	3	3	3	1	3	3	3	1	2
CO4	3	3	3	1	3	3	3	1	2
CO5	3	3	3	1	3	3	3	1	2

JBA2206	INFORMATION SYSTEMS IN BUSINESS	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To understand the importance of information in business.
- To know the various types of information systems and technologies and methods used in developing the same.
- To know how to design a system and the various types of DBMS.
- To know the applications and security issues related to information systems.
- To know the new technologies and trends in the information system.

UNIT –I INTRODUCTION**(9)**

Data, Information, Intelligence, Information Technology, Information System, Evolution of Information systems, Functional Information Systems, Business Process, Digitisation and Digitalisation in organisations.

UNIT -II INFORMATION SYSTEM DEVELOPMENT (8)

Hierarchical information systems, Transaction Processing Systems, Management Information Systems, Decision Support Systems, Executive Information Systems, System Development Life Cycle, System development methodologies, Computer Aided Software Engineering tools.

UNIT- III SYSTEM DESIGN AND DBMS (9)

System flow chart, Decision table, Data flow Diagram (DFD), Entity Relationship (ER), Unified Modeling Language(UML) diagram. DataBase Management Systems – Hierarchical DBMS, Network DBMS, Relational DBMS, Object Oriented DBMS. Structured Query Language.

UNIT- IV KNOWLEDGE MANAGEMENT SYSTEMS AND ISSUES (9)

Knowledge Management Systems, Knowledge Management Value chain, Geographical Information Systems, Disaster Management Systems, Big Data, Data Mining, Data warehousing and Data Mart. Computer Crimes, Information Security, Ethics in IT, IS Controls, IS Vulnerability, Software Audit, CMM.

UNIT-V TRENDS IN IS MANAGEMENT (10)

Role of information management in ERP, E-Business, E-Governance, Business Intelligence, Data Analytics, Pervasive Computing, Cloud computing, Social Computing, Mobile Computing, IoT, Block Chain Technology.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

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

- Gain knowledge on effective applications of information systems in business.
- Have knowledge on system development methodologies and development tools.
- Understand the benefits of DBMS variances.
- Aware about different techniques of security and control measures.
- Posses knowledge of new IT initiatives.

TEXT BOOKS:

1. Robert Schultheis and Mary Summer, Management Information Systems – The Managers View, Tata McGraw Hill, 2008.
2. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems – Managing the digital firm, PHI Learning / Pearson Education, PHI, Asia, 2012.

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1. Rahul de, MIS in Business, Government and Society, Wiley India Pvt Ltd, 2012
2. Gordon Davis, Management Information System: Conceptual Foundations, Structure and Development, Tata McGraw Hill, 21st Reprint 2008.
3. Haag, Cummings and Mc Cubbrey, Management Information Systems for the Information Age, McGraw Hill, 2005. 9th edition, 2013.
4. Turban, McLean and Wetherbe, Information Technology for Management – Transforming Organisations in the Digital Economy, John Wiley, 6th Edition, 2008.
5. Raymond McLeod and Jr. George P. Schell, Management Information Systems, Pearson Education, 2007.

MAPPING OF CO's -PO's

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	1	2	2	1	1	1	2	1	1
CO2	1	2	2	1	1	1	2	1	1
CO3	1	2	2	1	1	1	2	1	1
CO4	1	2	2	1	1	1	2	1	1
CO5	1	2	2	1	1	1	2	1	1

JBA2207	APPLIED OPERATIONS RESEARCH	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To enable students understand various linear programming techniques to solve constrained problems.
- To familiarize students in linear programming extensions such as transportation and assignment problems.
- To enable students solve problems in project management and replacement models.
- To familiarize students in decision theory and to introduce problem solving in game theory.
- To elucidate problem solving in queueing theory.

UNIT I LINEAR PROGRAMMING

9

Introduction to Linear Programming Problem – Formulation – Graphical method – Simplex method – Big M method – Two phase method.

UNIT II LINEAR PROGRAMMING EXTENSIONS

9

Duality in linear programming problems – Dual Simplex method – Transportation and Assignment problems (Balanced, Unbalanced and Maximization models)

UNIT III PROJECT MANAGEMENT AND REPLACEMENT MODELS

9

Critical Path Method – Project Evaluation and Review Technique – Resource Levelling – Resource Allocation.

Replacement Models – Individual replacement model – Group replacement model.

UNIT IV DECISION AND GAME THEORY

9

Decision making under risk – Decision trees – Decision making under uncertainty.

Game Theory - Two person Zero sum games - Saddle point – Arithmetic Method - Dominance Rule - Method of matrices - Graphical method.

UNIT V QUEUEING MODELS

9

Markovian queues – Birth and death processes – Single and multiple server, Infinite and finite queueing models – Little's formula.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able

- ·To find optimal solution for real life problems involving conditions and resource constraints.
- ·To solve complex linear programming problems, transportation problems and assignment problems.
- · To apply problem solving skills in project management and replacement models.
- · To use decision theory and game theory as tools for practical problem solving.
- · To solve problems in queueing models.

REFERENCES:

1. Panerselvam R, “Operations Research”, Prentice Hall of India, 3rd Edition, 2023.
2. Vohra N D, “Quantitative Techniques in Management”, Tata McGraw Hill, 5th Edition, 2017.
3. Hamdy A Taha, “Introduction to Operations Research”, Prentice Hall India, 10th Edition, 2019.
4. Anderson, Sweeney Williams, “An Introduction to Management Science – Quantitative Approaches to Decision Making”, Cengage, 14th Edition, 2019.
5. Srinivasan G, “Operations Research – Principles and Applications”, PHI, 3rd Edition, 2017.
6. Bernard W Taylor, “Introduction to Management Science”, 12th Edition, 2014.

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2. <https://nptel.ac.in/courses/105108127>
3. <https://nptel.ac.in/courses/110105082>
4. <https://nptel.ac.in/courses/110101133>
5. <https://nptel.ac.in/courses/110107081>

CO-PO MAPPING:

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	3	-	-	-	-	-
CO2	2	3	-	-	-	-	-
CO3	2	3	-	-	-	-	-
CO4	2	3	-	-	-	-	-
CO5	2	3	-	-	-	-	-
AVG	2	3	-	-	-	-	-

JBA2211	DATA ANALYSIS LABORATORY 2	L	T	P	C
		0	0	4	2

COURSE OBJECTIVE:

- To have hands-on experience on decision modelling.
[Business models studied in theory to be practiced using Spreadsheet / Analysis Software]

S.No.	Details of experiments	Duration
1	Descriptive Statistics	2
2	Hypothesis - Parametric	10
3	Hypothesis – Non-parametric	10
4	Regression	2
5	Multiple Regression	3
6	Forecasting	3
7	Inventory Models	3
8	Present Value	2
9	Future Value	2
10	Methods of Capital Budgeting: Pay Back Period, Net Present Value, Internal Rate of Return	8

TOTAL: 45 PERIODS

COURSE OUTCOMES:

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

- Possess the knowledge of Spreadsheets and data analysis for business modeling

REFERENCES

1. David M. Levine et al, “Statistics for Managers using MS Excel’ (6th Edition) Pearson, 2010.
2. David R. Anderson, et al, ‘An Introduction to Management Sciences: Quantitative approaches To Decision Making, (13th edition) South-Western College Pub, 2011.
3. Hansa Lysander Manohar, “ Data Analysis and Business Modelling using MS Excel “,PHI Learning private Ltd, 2017.
4. William J. Stevenson, Ceyhun Ozgur, ‘Introduction to Management Science with Spreadsheet’, Tata McGraw Hill, 2009.

WEBSITE REFERENCES

- <https://nptel.ac.in/courses/110107113>
- <https://www.deskera.com/blog/capital-budgeting/>

MAPPING OF CO’s - PO’s

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	3	2	3	3	3	2	3

JBA2212	COMMUNICATION LABORATORY 2	L	T	P	C
		0	0	4	2

COURSE OBJECTIVES:

- To understand the importance of communication in business.
- To familiarize learners with the mechanics of writing in relation to business.

S.NO.	DETAILS OF EXPERIMENTS	DURATION
1	Interpersonal Group Communication	5
2	Email	4
3	Writing Business proposals and reports	5

4	Behaviour Change Communication (BCC)	5
5	Minutes of Meeting	4
6	Seminar Presentation	6
7	Negotiation Skill	4
8	Decision Making skill	4
9	Quotations – Inviting & Sending	4
10	Memoir	4

TOTAL: 45 PERIODS

COURSE OUTCOME:

- Students will have a better knowledge in business communication.

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1. E.H.McGrath,S.J.2012. Basic Managerial Skills for All. 9thedition, Prentice-Hall of India, New Delhi.
2. Richard Denny,”Communication to Win; Kogan Page India Pvt.Ltd. New Delhi,2008.
3. “Value Education”, Vision for Wisdom, Vethathiri Publications, Erode, 2009.

MAPPING OF CO’s - PO’s

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	3	2	3	3	3	2	3
CO2	3	3	3	2	3	3	3	2	3