



SENGUNTHAR ENGINEERING COLLEGE (AUTONOMOUS)

(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)
Recognized Under Section 2(f) & 12(B) of the UGC Act, 1956
NAAC Accredited with 'A' Grade

TIRUCHENGODE - 637 205 NAMAKKAL (Dt) TAMILNADU



CURRICULUM & SYLLABI MASTER OF BUSINESS ADMINISTRATION (CHOICE BASED CREDIT SYSTEM)

REGULATIONS – 2023 (Revised)

(I - IV SEMESTERS)

(For the Students Admitted in the Academic Year 2023-2024 onwards)



Note: The regulations hereunder are subject to amendments as may be decided by the Academic Council of the Sengunthar Engineering College from time to time. Any or all such amendments will be effective from such date and to such batches of candidates including those already undergoing the program under the same Regulation as may be decided by the Academic Council.





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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

REGULATION 2023 CURRICULUM AND SYLLABI

FOR M.B.A. DEGREE PROGRAMME

(For the Students admitted in the Academic Year 2023-2024 onwards)

FIRST SEMESTER
TO
FOURTH SEMESTER





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SCHEME FOR CURRICULUM

M.B.A





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REGULATION 2023

CHOICE BASED CREDIT SYSTEM

M.B.A MASTER OF BUSINESS ADMINISTRATION

VISION

- To be a leading department offering management education to develop business professionals with innovative thoughts and ethical standards.

MISSION

- To enable the students to develop and realize their highest potential through quality management education.
- To cultivate awareness of the attributes that enable excellence through personal and collective efforts.
- To create entrepreneurs with global perspective in their professionalism for escalating stronger society.

PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

Management Graduates can

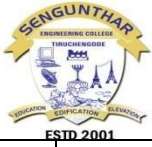
- ✓ Provide the learners with the management tools to identify, analyze and create business opportunities as well as solve business problems.
- ✓ Motivate them for continuous learning.
- ✓ Inspire and make them practice ethical standards in business.

PROGRAM OUTCOMES (POs)

Management Graduates will be able to:

PO1	Management knowledge	Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems
PO2	Problem analysis	Identify, formulate, review research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering Sciences.





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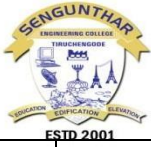
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PO3	Design / development of solutions	Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
PO4	Conduct investigations of complex problems	Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
PO5	Modern tool usage	Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations
PO6	The management and society	Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.
PO7	Environment and sustainability	Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
PO8	Ethics	Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
PO9	Individual and team work	Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
PO10	Communication	Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
PO11	Project management and finance	Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.





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PO12	Life-long learning	Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.
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PROGRAM SPECIFIC OUTCOME (PSOs)

PSO1	Ability to apply the fundamental knowledge of management concepts to optimally solve the complex business problems.
PSO2	Ability to gain multidisciplinary skills through simulated problems, case analysis/studies, projects and industrial training to improve team effort.
PSO3	Ability to grasp the advancements in IT tools and creating a career path to become an entrepreneur, lifelong learner with moral values and professional ethics for societal and environmental well-being.



MAPPING OF COURSE OUTCOME AND PROGRAM OUTCOME

Year	Sem	Course Name	PO												PSO		
			1	2	3	4	5	6	7	8	9	10	11	12	1	2	3
I	I	23BAT101 - Economic Analysis for Business	2.2	2.4	1.2	0.6	1.6	0.8	0.4	0.4	1.8	0.6	-	1.0	2.6	0.8	0.4
		23BAT102 - Management Concepts and Organizational Behavior	1.6	1.4	1.4	1.6	0.4	0.6	1.6	0.8	0.8	1.4	0.6	0.8	0.8	0.8	0.4
		23BAT103 - Accounting for Management	1.6	1.8	1.2	1.2	1.6	0.2	0.4	0.4	0.6	1.2	0.6	0.2	2	1.6	0.4
		23BAT104 - Legal Aspects of Business	2.4	1	0.4	0	1.4	1.2	0.6	0.6	0.8	1.8	0.6	0.6	2.2	0.4	0
		23BAT105 - Statistics for Management	3.0	2.6	2.4	1.6	1.6	2.0	2.0	1.4	2.4	2.2	0.6	2.0	2.6	2.2	1.6
		23BAT106 - Entrepreneurship Development	3	2.6	2.4	1.6	1.6	2	2	1.4	2.4	2.2	0.6	2	2.6	2.2	1.6
		23BAE101 - Business Communication (Laboratory)	1.2	-	-	-	-	1	1.4	0	1.2	1.2	0.6	1.8	0	1.2	1
	II	23BAT201 - Applied Operations Research	3.0	2.6	2.4	1.6	1.6	2.0	2.0	1.4	2.4	2.2	1.8	2.0	2.6	2.2	1.6
		23BAT202 - Business Research Methods	2.6	1.6	2.8	2.6	1.6	1.2	0.8	0.4	2.0	2.2	0.8	2.0	2.0	0.8	2.0
		23BAT203- Financial Management	2.6	1.0	1.2	1.2	0.8	0.8	1.2	0.8	2.8	2.0	0.4	1.0	2.0	0.8	1.6
		23BAT204 - Human Resource Management	2.0	2.0	1.6	0.6	0.6	1.2	2.6	2.4	2.6	2.2	2.2	1.6	2.0	1.8	0.8
		23BAT205 - Information Management	2.6	0.6	1.6	1.8	1.2	1.6	0.4	1.4	2.0	1.6	0.8	2.2	0.8	1.2	3.0
		23BAT206 - Operations Management	2.0	0.4	1.0	1.6	0.2	1.6	1.2	0.8	2.6	1.4	0.6	1.2	1.6	1.0	0.8
		23BAT207 - Marketing Management	2.4	0.6	1.4	1.4	0.4	1.4	2.2	1.8	2.8	2.8	0.6	2.2	2.2	0.6	1.4
		23BAL201 – Data Analysis and Business Modeling	1.8	1.7	1.7	2.2	2.5	-	0.3	-	1.3	1.0	-	1.3	0.3	2.0	2.7
		23BAE201 - Creativity and Innovation	2.4	1.8	1.0	1.4	1.4	0.6	1.8	0.6	2.8	1.6	1.0	2.2	2.0	0.8	1.6

MAPPING OF COURSE OUTCOME AND PROGRAM OUTCOME

Year	Sem	Course Name	PO												PSO		
			1	2	3	4	5	6	7	8	9	10	11	12	1	2	3
II	III	23BAT301- International Business Management	2.4	1	1.4	1.4	-	1	2.2	1.8	2.8	2.8	0.6	2	2.2	0.6	1.4
		23BAT302 - Strategic Management	2.4	1.8	1	1.4	1.4	3	1.8	1	2.8	1.6	1	2.2	2	0.8	1.6

LIST OF PROFESSIONAL ELECTIVE COURSES

Professional Elective – I

Stream / Specialization: Marketing Management

Course Name	PO												PSO		
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3
23BATM01 – Brand Management	1.8	0.8	0.6	1.0	1.0	1.6	0.4	1.4	0.4	0.6	0.6	0.8	0.8	1.0	0.4
23BATM02 – Social marketing	2.2	1.2	0.8	0.6	0.4	1	0.8	1	0.6	0.4	0.4	0.6	0.8	0.8	0.4
23BATM03 – Customer Relationship Management	1.8	1.4	0.8	0.6	1	1.2	0.8	1.4	0.8	0.4	1.2	0.8	1.2	0.8	0.4
23BATM04 – Integrated Marketing Communication	2.6	1.2	0.8	0.6	0.4	1.4	0.8	1	2.2	0.4	0.8	0.6	0.8	0.8	0.8
23BATM05 – Retail Marketing	2	1.4	0.4	1.2	1	1.2	1	0.6	1.4	0.8	1.8	0.8	0.6	1.2	0.8
23BATM06 – Services Marketing	1.8	1	1.2	0.6	1.2	1.2	1	1.4	1	0.8	1.2	1.6	0.4	1.6	0.4
23BATM07 – Sales and Distribution Management	2	0.8	0.6	1.2	1.2	1.2	1	0.4	1.2	1.8	1.4	1.2	1	0.6	1.4

Professional Elective – II

Stream / Specialization: Financial Management

Course Name	PO												PSO		
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3
23BATF01 – Strategic Investment and Financing Decisions	2.2	1	1.2	1	1.2	1.2	1	1.2	0.8	0.6	1.4	1.4	1.4	0.8	1
23BATF02 – Corporate Finance	1.8	2.4	1	1.2	0.6	1.8	1.8	2.4	1	0.8	1.6	0.8	1.2	0.6	1.4
23BATF03 – Derivatives Management	2.2	0.8	1.2	1.2	1.2	1	0.8	1.2	0.4	1.8	1.2	1.4	0.8	0.8	1.2
23BATF04 – Merchant Banking and Financial Services	1.8	1.8	1.8	2.4	1	0.8	1.6	1.8	1.2	1.4	1.2	1	0.6	1.2	0.6
23BATF05 – Security Analysis and portfolio	1.8	0.8	1	0.8	1.2	1.2	1	0.4	1.4	1.2	1.4	1.2	0.8	1.2	0.4
23BATF06 – International Trade Finance	1.8	1.2	1.2	0.6	0.8	0.8	1.4	1.4	1.2	1.2	0.6	1	0.6	0	0.8
23BATF07 – Goods and Service Tax	1.8	1.8	1.8	2.4	1.4	0.8	1.8	1.6	1	1.6	0.8	1.2	1	1	1.2

Professional Elective-III

Stream / Specialization: Human Resources Management

Course Name	PO												PSO		
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3
23BATH01 – HR Metrics and Analytics	2.6	0.8	0.6	1.2	1.2	1.4	1.6	0.8	1.2	0.6	1.2	1.2	1	1.2	0.6
23BATH02 – Industrial Relations and Labor Welfare	1.8	1.2	1.6	1.4	0.6	1.8	0.8	1.2	1	0.8	1.2	0.8	1.4	0.8	1
23BAH03 – Labor Legislations	2.2	1.2	1	1.2	1.4	0.4	1.8	0.8	0.8	2	1.2	0.8	0.8	2	1.2
23BATH04 – Managerial Behavior and Effectiveness	1.4	1.6	1.2	0	1.4	0.6	1.6	1	0.8	0	1.4	1	1	1	0.4



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23BATH05 – Organizational Theory, Design and Development	1.8	1.4	1	0.6	1.6	1.2	0.8	1.2	1.4	1	1	1.8	1.2	0.8	1
23BATH06 – Strategic Human Resources Management	2	1.2	1.2	1	0.6	1.2	0.6	1.2	0.4	1.4	1	0.6	0.8	1.2	1

Professional Elective – IV

Stream / Specialization: Systems Management

Course Name	PO												PSO		
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3
23BATS01 - Advanced Database Management System	1.6	1	1.4	1	1	1.6	0.4	1.2	0.4	1.2	0.8	1.8	0.8	1.2	0.6
23BATS02 - Datamining for Business Intelligence	1.8	1.4	1.8	1.6	1.2	1	0.8	2	0.6	1.2	1	1.2	1.4	0.6	1.2
23BATS03 - Enterprise Resources Planning	1.4	1.2	0.8	1	1.2	1.2	1.4	1	0.6	1	0.8	1.2	1	0.6	1.4
23BATS04 - Software Project Management and Quality	1.8	1.4	1	0.8	0.8	1.6	0.8	1.4	1	0.8	0.8	1.4	0.8	0.8	1
23BATS05 - E-Business Management	2.8	1.2	0.8	0.8	0.8	1	1.2	1	0.6	0.8	0.8	1	0.8	0.8	1
23BATS06 - Decision Support System	1.8	2.4	1.2	1	0.8	1.4	0.8	1	1.2	0.8	0.6	1	1	0.8	0.8
23BATS07- Knowledge Management	1.8	1.4	1	0.8	1	0.4	0.8	1.2	1.4	1	0.8	1	1.2	0.8	1



Professional Elective – V

Stream / Specialization: Healthcare Management

Course Name	PO												PSO		
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3
23BATO01 – Logistics Management	2.6	1.4	1	1	1.2	1.2	0.8	1.2	1	1	1	1.2	1.2	0.8	0.8
23BATO02 – Materials Management	2.2	1.2	1.2	1.2	1.2	1.4	1.6	0.8	1.4	0.4	1.4	0.6	1	1.2	0.6
23BATO03 – Product Design	2.6	0.8	0.6	1.2	1.2	1.4	1.6	0.8	1.2	1.2	1.2	1	0.4	1.4	0.6
23BATO04 – Project Management	2	1.2	0.6	1.2	1.2	1	1.6	0.4	1.2	0.4	1.2	1	1.6	0.6	1.6
23BATO05 – Services Operations Management	2.4	0.8	0.8	1	1.4	1	0.6	1.6	1.2	1	1.6	0.4	1.2	0.4	1.2
23BATO06 – Supply Chain Management	2.2	1.6	1.2	1	2	0.8	0.8	1	1.4	1	1.2	1.4	1.2	1	0.6
23BATO07 – Total Quality Management	2.4	1.8	1	1.4	1.4	0.6	1.4	0.6	2.8	1.6	1	2.2	2	0.8	2

Professional Elective – VI

Stream / Specialization: Healthcare Management

Course Name	PO												PSO		
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3
23BATH11 – Fundamentals of Healthcare Administration	2	0.6	0.8	1.2	0.8	0.8	0.4	1	0.8	1.2	0.8	0.8	0.4	1	0.8
23BATH12 – Healthcare Planning, Design & Maintenance	1.6	0.4	0.6	1.2	1.6	0.4	0.6	1.2	0.8	0.6	0.8	0.8	0.6	0.8	1
23BATH13 – Hospital Front Office Management	2	1.6	0.4	1.2	0.6	1.2	1.6	0.8	0.8	0.4	1	0.8	0.8	0.8	0.4
23BATH14 – Hospital Waste Management	2.2	0.4	1	1.6	0.4	0.4	1	0.6	1.2	0.8	1.2	0.6	0.8	1	0.8
23BATH15 – Health Care Laws & Ethics	1.8	1.8	1	0.6	2.2	1.4	0.8	2.4	1.2	0.8	0.6	1.6	1.4	1.4	0.8
23BATH16- Healthcare Support Services	2.6	1.6	1	1	1.8	1	1	1.2	2	1.2	1	1.2	1	1.2	1



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Professional Elective – VII

Stream / Specialization: Logistics and Supply Chain Management

Course Name	PO												PSO		
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3
23BATL01 – Supply Chain Concepts and Planning	1.4	1.4	1	1	0	2.4	2.2	2.4	2.2	1.8	1.2	1.4	1	1	1
23BATL02 – Warehouse Management	1.6	1.6	0.8	1	1.2	0.6	1	0.6	0	0.8	0.6	1	1.2	0.6	0.6
23BATL03 – Transportation and Distribution Management	2	1	1.6	1	0.4	1.4	0.4	1.6	0.8	1.2	0.8	0.8	1	1	1
23BATL04 – Reverse and Contract Logistics	2.6	1.4	1.2	1.2	0.8	1.2	0.8	1.4	0.8	1	1.2	1	0.8	1.2	1.2
23BATL05 – Supply Chain Information System	2.6	1.6	1	1	1.6	1	1	1	1.4	1.2	1	1	1.2	1	1
23BATL06 – Exim Management	3	1	1.6	1.4	1.2	2	1.2	2	2.4	2.4	0	2	3	1.2	1
23BATL07 – Fundamentals of Shipping	2.6	1	1	1	1	2	1	1	1	1	1.2	1	1	1	2





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LIST OF OPEN ELECTIVE COURSES

Course Name	PO												PSO		
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3
23PGO201 – Disaster Management	3.0	2.0	2.0	2.0	0.4	1.0	1.0	0	0	0.6	0.6	1.0	3.0	2.0	1.0
23PGO202 – Cost Management of Engineering Projects	3.0	3.0	3.0	3.0	1.2	1.0	1.0	0.8	0.4	1.0	2.4	1.0	2.0	2.0	1.0
23PGO203 – Constitution of India	3.0	2.0	2.0	1.0	0	1.0	0	1.0	1.0	1.0	0	1.0	2.0	1.0	1.0
23PGO204 – Business Analytics	3.0	3.0	3.0	3.0	2.0	1.0	-	1.0	1.0	1.0	2.0	1.0	3.0	2.0	1.0
23PGO205 – Digital Marketing	3.0	3.0	3.0	3.0	2.0	1.0	-	1.0	1.0	1.0	1.0	1.0	3.0	2.0	1.0
23PGO207 - Sustainable Management	2.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	2.8	1.0	1.0	2.0	2.0	1.0





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CURRICULUM AND SYLLABI

FOR M.B.A. DEGREE PROGRAMME

(For the Students Admitted in the Academic Year 2023-2024 onwards)

M.B.A. – MASTER OF BUSINESS ADMINISTRATION- FIRST SEMESTER



Course Code	Name of the Subject	Category	Periods / Week			Credit	Maximum Marks		
			L	T	P		C	CIA	ESE
THEORY									
23BAT101	Economic Analysis for Business	PC	4	0	0	4	40	60	100
23BAT102	Management Concepts and Organizational Behavior	PC	3	0	0	3	40	60	100
23BAT103	Accounting for Management	PC	4	0	0	4	40	60	100
23BAT104	Legal Aspects of Business	PC	3	0	0	3	40	60	100
23BAT105	Statistics for Management	PC	3	0	0	3	40	60	100
23BAT106	Entrepreneurship Development	PC	3	0	0	3	40	60	100
EMPLOYABILITY ENHANCEMENT COURSE									
23BAE101	Business Communication (Laboratory)	EEC	0	0	4	2	100	-	100
TOTAL CREDITS IN SEMESTER - I						22			

- HS : Humanities and Social Sciences
- BS : Basic Sciences
- ES : Engineering Sciences
- PC : Professional Core
- PE : Professional Elective
- GE : General Elective
- OE : Open Elective
- EEC : Employability Enhancement Courses
- MC : Mandatory Courses
- L : Lecture
- T : Tutorial
- P : Practical
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M.B.A. – MASTER OF BUSINESS ADMINISTRATION–SECOND SEMESTER

Course Code	Name of the Subject	Category	Periods / Week			Credit	Maximum Marks		
			L	T	P		C	CIA	ESE
THEORY									
23BAT201	Applied Operations Research	PC	3	0	0	3	40	60	100
23BAT202	Business Research Methods	PC	3	0	0	3	40	60	100
23BAT203	Financial Management	PC	3	0	0	3	40	60	100
23BAT204	Human Resource Management	PC	3	0	0	3	40	60	100
23BAT205	Information Management	PC	3	0	0	3	40	60	100
23BAT206	Operations Management	PC	3	0	0	3	40	60	100
23BAT207	Marketing Management	PC	4	0	0	4	40	60	100
PRACTICALS									
23BAL201	Data Analysis and Business Modeling	PC	0	0	4	2	60	40	100
EMPLOYABILITY ENHANCEMENT COURSE									
23BAE201	Creativity and Innovation	EEC	0	0	4	2	100	-	100
TOTAL CREDITS IN SEMESTER - II						26			

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M.B.A. – MASTER OF BUSINESS ADMINISTRATION - THIRD SEMESTER

Course Code	Name of the Subject	Category	Periods / Week			Credit	Maximum Marks		
			L	T	P		C	CIA	ESE
THEORY									
23BAT301	International Business Management	PC	3	0	0	3	40	60	100
23BAT302	Strategic Management	PC	3	0	0	3	40	60	100
	Professional Elective I	PE	3	0	0	3	40	60	100
	Professional Elective II	PE	3	0	0	3	40	60	100
	Professional Elective III	PE	3	0	0	3	40	60	100
	Professional Elective IV	PE	3	0	0	3	40	60	100
	Professional Elective V	PE	3	0	0	3	40	60	100
	Professional Elective VI	PE	3	0	0	3	40	60	100
EMPLOYABILITY ENHANCEMENT COURSE									
23BAE301	Summer Training	EEC	0	0	4	2	100	-	100
TOTAL CREDITS IN SEMESTER - III						26			

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





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M.B.A. – MASTER OF BUSINESS ADMINISTRATION - FOURTH SEMESTER

Course Code	Name of the Subject	Category	Periods / Week			Credit	Maximum Marks		
			L	T	P		C	CIA	ESE
EMPLOYABILITY ENHANCEMENT COURSE									
23BAE401	Project Work	EEC	0	0	24	12	60	40	100
TOTAL CREDITS IN SEMESTER - IV						12			

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- GE : General Elective
- OE : Open Elective
- EEC : Employability Enhancement Courses
- MC : Mandatory Courses
- L : Lecture
- T : Tutorial
- P : Practical
- C : Credit Point
- CIA : Continuous Internal Assessment
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- TOT : Total





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LIST OF PROFESSIONAL CORES (PC)

Course Code	Name of the Subject	Category	Periods / Week				Credit	Maximum Marks		
			L	T	P	C		CIA	ESE	TOT
23BAT101	Economic Analysis for Business	PC	4	0	0	4	40	60	100	
23BAT102	Management Concepts and Organizational Behavior	PC	3	0	0	3	40	60	100	
23BAT103	Accounting for Management	PC	4	0	0	4	40	60	100	
23BAT104	Legal Aspects of Business	PC	3	0	0	3	40	60	100	
23BAT105	Statistics for Management	PC	3	0	0	3	40	60	100	
23BAT106	Entrepreneurship Development	PC	3	0	0	3	40	60	100	
23BAT201	Applied Operations Research	PC	3	0	0	3	40	60	100	
23BAT202	Business Research Methods	PC	3	0	0	3	40	60	100	
23BAT203	Financial Management	PC	3	0	0	3	40	60	100	
23BAT204	Human Resource Management	PC	3	0	0	3	40	60	100	
23BAT205	Information Management	PC	3	0	0	3	40	60	100	
23BAT206	Operations Management	PC	3	0	0	3	40	60	100	
23BAT207	Marketing Management	PC	4	0	0	4	40	60	100	
23BAT301	International Business Management	PC	3	0	0	3	40	60	100	
23BAT302	Strategic Management	PC	3	0	0	3	40	60	100	
23BAL201	Data Analysis and Business Modeling	PC	0	0	4	2	60	40	100	



LIST OF PROFESSIONAL ELECTIVE COURSES

Professional Elective – I

Stream / Specialization: Marketing Management

Course Code	Name of the Subject	Category	Periods / Week			Credit	Maximum Marks		
			L	T	P		C	CIA	ESE
23BATM01	Brand Management	PE	3	0	0	3	40	60	100
23BATM02	Social Marketing	PE	3	0	0	3	40	60	100
23BATM03	Customer Relationship Management	PE	3	0	0	3	40	60	100
23BATM04	Integrated Marketing Communication	PE	3	0	0	3	40	60	100
23BATM05	Retail Marketing	PE	3	0	0	3	40	60	100
23BATM06	Services Marketing	PE	3	0	0	3	40	60	100
23BATM07	Sales and Distribution Management	PE	3	0	0	3	40	60	100

Professional Elective – II

Stream/ Specialization: Financial Management

Course Code	Name of the Subject	Category	Periods / Week			Credit	Maximum Marks		
			L	T	P		C	CIA	ESE
23BATF01	Strategic Investment and Financing Decisions	PE	3	0	0	3	40	60	100
23BATF02	Corporate Finance	PE	3	0	0	3	40	60	100
23BATF03	Derivatives Management	PE	3	0	0	3	40	60	100
23BATF04	Merchant Banking and Financial Services	PE	3	0	0	3	40	60	100
23BATF05	Security Analysis and Portfolio Management	PE	3	0	0	3	40	60	100
23BATF06	International Trade Finance	PE	3	0	0	3	40	60	100
23BATF07	Goods and Service Tax	PE	3	0	0	3	40	60	100



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Professional Elective – III

Stream/ Specialization: Human Resource Management

Course Code	Name of the Subject	Category	Periods / Week			Credit	Maximum Marks		
			L	T	P		C	CIA	ESE
23BATH01	HR Metrics and Analytics	PE	3	0	0	3	40	60	100
23BATH02	Industrial Relations and Labor Welfare	PE	3	0	0	3	40	60	100
23BATH03	Labor Legislations	PE	3	0	0	3	40	60	100
23BATH04	Managerial Behavior and Effectiveness	PE	3	0	0	3	40	60	100
23BATH05	Organizational Theory, Design and Development	PE	3	0	0	3	40	60	100
23BATH06	Strategic Human Resource Management	PE	3	0	0	3	40	60	100

Professional Elective –IV

Stream/ Specialization: Systems Management

Course Code	Name of the Subject	Category	Periods / Week			Credit	Maximum Marks		
			L	T	P		C	CIA	ESE
23BATS01	Advanced Database Management System	PE	3	0	0	3	40	60	100
23BATS02	Datamining for Business Intelligence	PE	3	0	0	3	40	60	100
23BATS03	Enterprise Resource Planning	PE	3	0	0	3	40	60	100
23BATS04	Software Project Management and Quality	PE	3	0	0	3	40	60	100
23BATS05	E-Business Management	PE	3	0	0	3	40	60	100
23BATS06	Decision Support System	PE	3	0	0	3	40	60	100
23BATS07	Knowledge Management	PE	3	0	0	3	40	60	100



Professional Elective – V

Stream/ Specialization: Operations Management

Course Code	Name of the Subject	Category	Periods / Week			Credit	Maximum Marks		
			L	T	P		C	CIA	ESE
23BATO01	Logistics Management	PE	3	0	0	3	40	60	100
23BATO02	Materials Management	PE	3	0	0	3	40	60	100
23BATO03	Product Design	PE	3	0	0	3	40	60	100
23BATO04	Project Management	PE	3	0	0	3	40	60	100
23BATO05	Services Operations Management	PE	3	0	0	3	40	60	100
23BATO06	Supply Chain Management	PE	3	0	0	3	40	60	100
23BATO07	Total Quality Management	PE	3	0	0	3	40	60	100

Professional Elective – VI

Stream/ Specialization : Healthcare Management

Course Code	Name of the Subject	Category	Periods / Week			Credit	Maximum Marks		
			L	T	P		C	CIA	ESE
23BATH11	Fundamentals of Healthcare Administration	PE	3	0	0	3	40	60	100
23BATH12	Healthcare Planning, Design & Maintenance	PE	3	0	0	3	40	60	100
23BATH13	Hospital Front Office Management	PE	3	0	0	3	40	60	100
23BATH14	Hospital Waste Management	PE	3	0	0	3	40	60	100
23BATH15	Health Care Laws & Ethics	PE	3	0	0	3	40	60	100
23BATH16	Healthcare Support Services	PE	3	0	0	3	40	60	100



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Professional Elective – VII

Stream/ Specialization: Logistics and Supply Chain Management

Course Code	Name of the Subject	Category	Periods / Week			Credit	Maximum Marks		
			L	T	P		C	CIA	ESE
23BATL01	Supply Chain Concepts and Planning	PE	3	0	0	3	40	60	100
23BATL02	Warehouse Management	PE	3	0	0	3	40	60	100
23BATL03	Transportation and Distribution Management	PE	3	0	0	3	40	60	100
23BATL04	Reverse and Contract Logistics	PE	3	0	0	3	40	60	100
23BATL05	Supply Chain Information System	PE	3	0	0	3	40	60	100
23BATL06	Exim Management	PE	3	0	0	3	40	60	100
23BATL07	Fundamentals of shipping	PE	3	0	0	3	40	60	100

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 TOT : Total



LIST OF OPEN ELECTIVE COURSES

Course Code	Name of the Subject	Category	Periods / Week			Credit	Maximum Marks		
			L	T	P		C	CIA	ESE
23PGO201	Disaster Management	OE	3	0	0	3	40	60	100
23PGO202	Cost Management of Engineering Projects	OE	3	0	0	3	40	60	100
23PGO204	Business Analytics	OE	3	0	0	3	40	60	100
23PGO205	Digital Marketing	OE	3	0	0	3	40	60	100
23PGO207	Sustainable Management	OE	3	0	0	3	40	60	100

LIST OF EMPLOYABILITY ENHANCEMENT COURSES

Course Code	Name of the Subject	Category	Periods / Week			Credit	Maximum Marks		
			L	T	P		C	CIA	ESE
23BAE101	Business Communication (Laboratory)	EEC	0	0	4	2	100	-	100
23BAE201	Creativity and Innovation	EEC	0	0	4	2	100	-	100
23BAE301	Summer Training	EEC	0	0	4	2	100	-	100
23BAE401	Project Work	EEC	0	0	24	12	60	40	100



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SUMMARY OF CREDIT DISTRIBUTION

Category	Sem1	Sem 2	Sem 3	Sem4	Total
FC	-	-	-	-	-
PC	20	24	6	-	50
PE	-	-	18	-	18
EEC	2	2	2	12	18
Total	22	26	26	12	86

FC: FOUNDATION COURSES,

PC: PROFESSIONAL CORE

PE: PROFESSIONAL ELECTIVES,

EEC: EMPLOYABILITY ENHANCEMENT





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SCHEME FOR SYLLABI

M.B.A





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M.B.A. DEGREE PROGRAMME

SEMESTER I

23BAT101

ECONOMIC ANALYSIS FOR BUSINESS

LT PC

4 0 0 4

OBJECTIVES

- To learn the concepts of scarcity and efficiency.
- To study the behavior of producer and consumer.
- To know the product and factor market.
- To understand the performance of an economy.
- To study the impact of inflation and unemployment.

UNIT I INTRODUCTION

8

The themes of economics - scarcity and efficiency - three fundamental economic problems - society's capability - Production possibility frontiers (PPF) Productive efficiency Vs economic efficiency - economic growth & stability - Micro economies and Macro economies the role of markets and government Positive Vs negative externalities.

UNIT II CONSUMER AND PRODUCER BEHAVIOUR

13

Market - Demand and Supply - Determinants - Market equilibrium elasticity of demand and supply - consumer behavior - consumer equilibrium - Approaches to consumer behavior - Production - Short-run and long-run Production Function - Returns to scale - economies Vs Diseconomies of scale - Analysis of cost - Short-run and long-run cost function - Relation between Production and cost function.

UNIT III PRODUCT AND FACTOR MARKET

13

Product market - perfect and imperfect market - different market structures — Firm's equilibrium and supply - Market efficiency - Economic costs of imperfect competition - factor market - Land, Labour and capital - Demand and supply - determination of factor price - Interaction of product and factor market --General equilibrium and efficiency of competitive markets.

UNIT IV PERFORMANCE OF AN ECONOMY - 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 - Demand side management - Fiscal policy in theory.





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UNIT V AGGREGATE SUPPLY AND THE ROLE OF MONEY

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 Inflation Vs Unemployment Trade off - Phillips curve -short- run and long-run Supply side Policy and management- Money Market- Demand and supply of money - money-market equilibrium and national income-the role of monetary policy.

TOTAL: 60 PERIODS

OUTCOMES

Upon completion of the course, Students will be able to:

- Explain the characteristics of an Economic Analyst.
- Discuss various pricing strategies implemented in the business.
- Explain avenues to prepare their own budget and execution in Business.
- Discuss the principles of micro and macroeconomics.
- Analyze the causes of unemployment and inflation and identify the solutions to solve them.

TEXT BOOKS

1. Paul A. Samuelson, "Economics", Pearson Education, Nineteenth Edition, 2020.
2. Gregory Mankiw, N, "Principles of Economics", McGraw – Hill Publishing Company Ltd, Seventh Edition, 2019.
3. H. Craig Peterson, W. Cris Lewis, "Managerial Economics", Pearson Education, Fourth Edition, 2020.

REFERENCES

1. Richard Lipsey and Alec Charystal, "Economics", Tata McGraw-Hill Publishing Company Limited, Tenth Edition, 2019.
2. William Boyes and Michael Melvin, "Textbook of economics", PHI Learning Private Limited Ninth Edition, 2019.
3. Robert.J. Gordon, "Macro Economics", Pearson Education, Eighth Edition, 2020.

E-RESOURCES

1. <https://www.intelligenteconomist.com/types-of-economies/> (Economic Systems)
2. <https://www.econlib.org/library/Topics/College/whatis economics.html/>(Introduction to Economics)



Mapping of Cos – Pos & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	3	2	-	-	2	3	-	-	2	2	-	2	3	1	-
2	3	2	-	1	-	-	-	-	2	-	-	1	2	-	1
3	3	3	2	2	2	-	-	2	2	-	-	-	3	-	1
4	2	2	2	-	2	-	-	-	2	1	-	2	2	1	-
5	-	3	2	-	2	1	2	-	1	-	-	-	3	2	-
AVG	2.2	2.4	1.2	0.6	1.6	0.8	0.4	0.4	1.8	0.6	-	1.0	2.6	0.8	0.4

1 – Low 2 – Medium 3 – High ‘-’ – No correlation



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23BAT102

MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOR

L T P C

3 0 0 3

OBJECTIVES

- To learn about the basic concepts of management.
- To understand the leadership and control techniques. in today 's business firms.
- To know about the planning and decision-making process.
- To understand the organization structure, authority relationship.
- To study about the leadership and motivational theories.

UNIT I NATURE AND THEORIES OF MANAGEMENT

9

Management- meaning, levels, management as an art or science, Managerial functions and Roles, Evolution of management Thought. Planning - Steps in Planning Process - Scope and Limitations - Forecasting and types of Planning - Management by Objectives (MBO) - Policies and Strategies –Scope and Formulation – Decision Making - Types, Techniques and Processes.

UNIT II ORGANISING AND CONTROLLING

9

Organization Structure and Design – Authority and Responsibility Relationships -Delegation of Authority and Decentralization – Inter departmental Coordination – Impact of Technology on Organizational design – Mechanistic vs Adoptive Structures - Formal and Informal Organization. Control: meaning, function, Process and types of Control.

UNIT III INDIVIDUAL BEHAVIOUR

9

Meaning of Organizational behavior, contributing disciplines, importance of organizational behavior, Perception and Learning – Personality and Individual Differences – Motivation theories and Job Performance - Values, Attitudes and Beliefs – Communication Types – Process - Barriers – Making Communication Effective.

UNIT IV GROUP BEHAVIOUR

9

Groups and Teams: Definition, Difference between groups and teams, Stages of Group Development, Group Cohesiveness, Types of teams, Group Dynamics- Leadership - Styles - Approaches – Power and Politics - Organizational Structure - Organizational Climate and Culture, Conflict: concept, sources, Types, Stages of conflict, Management of conflict Organizational Change and Development.





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UNIT V EMERGING ASPECTS OF ORGANIZATIONAL BEHAVIOUR

9

Comparative Management Styles and approaches - Japanese Management Practices
Organizational Creativity and Innovation - Organizational behavior across cultures - Conditions affecting cross cultural organizational operations, Managing International Workforce, Productivity and cultural contingencies, Cross cultural communication, Management of Diversity.

TOTAL: 45 PERIODS

OUTCOMES

Upon completion of the course, Students will be able to:

- Analyze about environmental factors and the ethics in management
- Discuss about the strategic planning and decision making.
- Examine about organization structure, fundamentals of recruitment and training.
- Explain the leadership style and communication ability.
- Discuss the control techniques and emerging trends to solve realistic problems.

TEXT BOOKS

1. Harold Koontz and Heinz Weihrich, "Essentials of management: An International & Leadership Perspective", Prentice Hall of India, Ninth Edition, 2020.
2. Andrew J. Dubrin, "Essentials of Management", McGraw Hill Education, Ninth Edition, 2019.
3. Samuel C. Certo, "Modern Management", McGraw Hill Education, Tenth Edition, 2020.

REFERENCES:

1. Charles W. L Hill and Steven L M c Shane, "Principles of Management", McGraw Hill Education, Sixth Edition, 2019.
2. Fred Luthans, "Organisational Behavior", McGraw Hill Education, Twelfth Edition, 2019.
3. P.C.Tripathy and P.N.Reddy, "Principles of Management", Sultan Chand and Sons Educational Publishers, Sixth Edition, 2019.

E- RESOURCES

1. <https://www.managementstudyhq.com/evolution-management-thought-theories.html>
2. <https://granite.pressbooks.pub/mgmt805/chapter/theories-of-motivation/>



Mapping of Cos-Pos & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	3	2	-	2	-	-	3	-	-	2	-	-	2	-	-
2	-	2	2	1	-	-	-	2	2	1	-	2	-	2	-
3	-	3	-	3	-	2	-	2	-	-	2	-	2	-	-
4	3	-	2	2	-	1	3	-	2	2	1	-	-	2	-
5	2	-	3	-	2	-	2	-	-	2	-	2	-	-	2
AVG	1.6	1.4	1.4	1.6	0.4	0.6	1.6	0.8	0.8	1.4	0.6	0.8	0.8	0.8	0.4

1-Low 2-Medium 3-High '-' – No Correlation



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23BAT103

ACCOUNTING FOR MANAGEMENT

L T P C
4 0 0 4

OBJECTIVES

- To understand a reasonable knowledge in accounts.
- To learn the different kind of company accounts.
- To know about financial statements.
- To understand the concept of Cost accounting.
- To study with computerized accounting environment.

UNIT I FINANCIAL ACCOUNTING

12

Introduction to Financial, Cost and Management Accounting- Generally accepted accounting principles, Conventions and Concepts - Balance sheet and related concepts- Profit and Loss account and related concepts Introduction to inflation accounting - Introduction to human resources accounting.

UNIT II COMPANY ACCOUNTS

12

Meaning of Company - Maintenance of Books of Account - Statutory Books - Profit or Loss Prior to incorporation - Final Accounts of Company - Alteration of share capital - Preferential allotment, Employees stock option- Buyback of securities.

UNIT III ANALYSIS OF FINANCIAL STATEMENTS

12

Analysis of financial statements - Financial ratio analysis, cash flow (as per Accounting Standard 3) and funds flow statement analysis.

UNIT IV COST ACCOUNTING

12

Cost Accounts - Classification of manufacturing cost - Accounting for manufacturing costs. Cost Accounting Systems: Job order cost in - Process costing- Activity Based Costing- Costing and the value chain- Target costing- Marginal costing including decision making-Budgetary Control & Variance Analysis Standard cost system.

UNIT V ACCOUNTING IN COMPUTERISED ENVIRONMENT

12

Significance of Computerized Accounting System- Codification and Grouping of Accounts- Maintaining the hierarchy of ledgers- Prepackaged Accounting software.

TOTAL: 60 PERIODS





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OUTCOMES

Upon completion of the course, students will be able to:

- Explain the financial information in accordance with professional standards to the interested parties.
- Analyze the accounting data by using appropriate technology and methods.
- Explain an awareness and understanding of the accounting process and fundamental accounting principles that underpin the development of financial statements.
- Discuss an awareness of ethical, social and other relevant issues.
- Examine the role of accounting information system and its limitations.

TEXT BOOKS

1. R. Narayanaswamy, "Financial Accounting - A managerial perspective", S. Chand and Company Ltd, Fifth Edition, 2020.
2. Jan Williams, "Financial and Managerial Accounting - The basis for business Decisions" PHI Learning, Fifteenth Edition, 2019.
3. P.C. Tulsian, "Financial Accounting", Pearson Education, Fourth Edition, 2019.

REFERENCES

1. M.Y. Khan & P.K. Jain, "Management Accounting", PHI Publication, Twelfth Edition 2019.
2. Horngren, Surdem, "Introduction to Management Accounting", McGraw Hill Education, Third Edition, 2019.
3. Maheshwari's, Maheshwari's, "Advance Accountancy", Pearson Education, Eleventh Edition, 2019.

E-RESOURCES

1. <https://www.myaccountingcourse.com> > Accounting Dictionary (Accounting Dictionary).
2. <https://www.accountingtools.com/accounting-for-managers>(Accounting Tools).



Mapping of Cos-Pos & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	2	3	-	-	3	1	-	-	1	2	-	-	3	-	-
2	2	-	2	2	1	-	-	-	-	-	-	-	3	2	-
3	1	2	2	-	2	-	-	-	-	2	-	-	2	3	-
4	-	1	-	2	-	-	2	-	1	-	2	1	-	-	-
5	3	3	2	2	2	-	-	2	1	2	-	-	2	3	2
AVG	1.6	1.8	1.2	1.2	1.6	0.2	0.4	0.4	0.6	1.2	0.6	0.2	2	1.6	0.4

1-Low 2-Medium 3-High '-' – No Correlation



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23BAT104

LEGAL ASPECTS OF BUSINESS

L T P C

3 0 0 3

OBJECTIVES

- To understand the legal fundamentals & commercial law.
- To learn the company law & partnership Act
- To study with the Industrial law.
- To know about the Banking Regulation Act, Income And Sales Tax Act
- To study the Consumer Protection Act and introduction of cyber laws.

UNIT I COMMERCIAL LAW THE INDIAN CONTRACT ACT 1872

9

Definition of contract, essentials elements and types of a contract, Formation of a contract, performance of contracts, breach of contract and its remedies, Quasi contracts Contract of Agency: Nature of agency, Creation and types of agents, Authority and liability of Agent and principal: Rights and duties of principal and agents, termination of agency.

THE SALE OF GOODS ACT 1930

Nature of Sales contract, Documents of title, risk of loss, Guarantees and Warranties, performance of sales contracts, conditional sales and rights of an unpaid seller Negotiable Instruments Act 1881: Nature and requisites of negotiable instruments. Types of negotiable instruments, liability of parties, holder in due course, special rules for Cheque and drafts, discharge of negotiable instruments-GST

UNIT II COMPANY LAW 2013

9

Major principles - 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 III INDUSTRIAL LAW

9

An Overview of Factories Act - Payment of Wages Act - Payment of Bonus Act – Industrial Disputes Act.

UNIT IV CORPORATE TAX AND GST

9

Corporate Tax Planning, Income Tax, Goods and Services Tax – Introduction, Objective, Classification and Practical implications of GST.



UNIT V CONSUMER PROTECTION ACT AND INTRODUCTION OF CYBER LAWS 9

Consumer Protection Act Consumer rights, Procedures for Consumer grievances redressal, Types of consumer Redressal Machineries and Forums- Competition Act 2002 - Cyber crimes, IT Act 2000 and 2002, Cyber Laws, Introduction of IPR--Copy rights, Trade marks, Patent Act.

TOTAL: 45 PERIODS

OUTCOMES

Upon completion of the course, students will be able to:

- Explain the basic concepts and structure of the legal system in business.
- Analyze how the law and regulations will be applied to business and the economy.
- Explain legal insight into the business practices, according to the situation of changing environment.
- Analyze the relationship of banking transactions, Income & sales Act in business.
- Discuss the fundamental legal principles behind consumer protection and cybercrimes.

TEXT BOOKS

1. Akhileshwar Pathack, "Legal Aspects of Business", Tata McGraw Hill, Fourth Edition, 2019.
2. Kapoor, N. D.; "Elements of Mercantile Law", Sultan Chad & Sons, Thirteenth Edition, 2020.
3. N. D. Kapoor, "Elements of Mercantile Law", Sultan Chand & Sons Ltd, Fifth Edition, 2019.

REFERENCES

1. P. P. S. Gogna, "Mercantile Law", S. Chand & Co. Ltd., India, Eleventh Edition, 2021.
2. Maheshwari, S.N. and S.K. Maheshwari; "A Manual of Business Law", McGraw Hill, Sixth Edition, 2020.
3. Dr. Vinod, K. Singhania, "Direct Taxes Planning and Management", McGraw Hill, Ninth Edition, 2020.

E-RESOURCES

1. www.gurukpo.com/legal-aspects-of-indian-business/(Legal Aspects of Indian Business)
2. <https://www.mbanotescorner.com/2012/10/legal-aspects-notes.html>(Legal Aspects Notes)

Mapping of Cos-Pos & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	2	-	2	-	1	2	1	2	1	2	1	-	3	1	-
2	3	2	-	-	2	2	1	-	-	2	1	-	2	-	-
3	3	2	-	-	2	2	1	-	-	2	1	-	2	-	-
4	2	-	-	-	-	-	-	-	1	-	-	2	2	-	-
5	2	1	-	-	2	-	-	1	2	3	-	1	2	1	-
AVG	2.4	1	0.4	0	1.4	1.2	0.6	0.6	0.8	1.8	0.6	0.6	2.2	0.4	0

1-Low 2-Medium 3-High '-' - No Correlation



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23BAT105

STATISTICS FOR MANAGEMENT

LT P C
3 0 0 3

OBJECTIVES

- To learn the knowledge of the Statistics, probability and random variables.
- To understand an appropriate statistical analysis or modeling methods to solve problems.
- To study the applications of statistics in business decision making.
- To know the problems using probability.
- To study the contribution of dependent and independent variables in various analysis techniques.

UNIT I INTRODUCTION

9

Basic definitions and rules for probability, conditional probability independence of events, Baye"s theorem, and random variables, Probability distributions: Binomial, Poisson, Uniform and Normal distributions.

UNIT II SAMPLING DISTRIBUTION AND ESTIMATION

9

Introduction to sampling distributions, sampling distribution of mean and proportion, application of central limit theorem, sampling techniques. Estimation: Point and Interval estimates for population parameters of large samples and small samples, determining the sample size.

UNIT III TESTING OF HYPOTHESIS - PARAMETIRC TESTS

9

Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test), F- test for two sample standard deviations. ANOVA: one and two ways.

UNIT IV NON-PARAMETRIC TESTS

9

Chi-square test for single sample standard deviation. Chi-square tests for independence of attributes and goodness of fit. Sign test for paired data. Rank sum test. Kolmogorov - Smirnov - test for goodness of fit, comparing two populations. Mann Whitney U test and Kruskal Wallis test. One sample run test.

UNIT V CORRELATION AND REGRESSION

9

Correlation - Coefficient of Determination - Rank Correlation – Regression - Estimation of Regression line - Method of Least Squares Standard Error of estimate.

TOTAL: 45 PERIODS



OUTCOMES

Upon completion of the course, Students will be able to:

- Analyze the entire business insurance and the share markets are based on probability theory.
- Discuss about sampling distributions and estimations.
- Explain about the use of hypothesis test results when making management decision.
- Examine the use of non-parametric tests when quick or preliminary data analysis is needed.
- Analyze about the time series analysis which is helpful to evaluate current achievements in business.

TEXT BOOKS

1. Richard I. Levin, "Statistics for Management", Pearson Education, Seventh Edition, 2021.
2. Gareth James, "An Introduction to Statistical Learning with Applications in R", McGraw – Hill Publishing Company Ltd., Fifteenth Edition, 2020
3. Aczel A.D. and Sounder Pandian J., "Complete Business Statistics", Pearson Education, Sixth Edition, 2019.

REFERENCES

1. N. D. Vohra, "Business Statistics", Tata McGraw Hill, Fourth Edition, 2020.
2. Anderson D.R., "Statistics for business and economics", Pearson Education, Eleventh Edition, 2022.
3. Ken Black, "Applied Business Statistics", McGraw – Hill Publishing Company Ltd, Seventh Edition, 2020.

E-RESOURCES

1. <https://www.datasciencecentral.com/.../difference-between-correlation-and-regression-..>
(Difference between Correlation and Regression).
2. <https://www.statpac.com/statistics-calculator/correlation-regression.html>(Correlation coefficient calculator).

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1	3	2	1	2	2	2	2	1	3	2	3	3	3	2	1
2	3	3	2	2	2	1	2	1	2	2	1	1	2	3	3
3	3	3	3	2	1	2	2	2	3	3	1	2	3	2	1
4	3	2	3	1	1	2	2	2	2	2	2	2	3	2	1
5	3	3	3	1	2	3	2	1	2	2	2	2	2	2	2
AVG	3.0	2.6	2.4	1.6	1.6	2.0	2.0	1.4	2.4	2.2	0.6	2.0	2.6	2.2	1.6

1 - Low 2-Medium 3-High '-' - No Correlation



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23BAT106

ENTREPRENEURSHIP DEVELOPMENT

L T P C

3 0 0 3

OBJECTIVES

- To understand the concepts of emotional intelligence.
- To know about self-development.
- To study need of coaching and mentoring.
- To understand about networking.
- To know about the business ethics.

UNIT I ENTREPRENEURIAL COMPETENCE

6

Entrepreneurship concept - Entrepreneurship as a Career - Entrepreneurial Personality - Characteristics of Successful, Entrepreneur Knowledge and Skills of Entrepreneur.

UNIT II ENTREPRENEURIAL ENVIRONMENT

12

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

12

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.

UNIT IV LAUNCHING OF SMALL BUSINESS

10

Finance and Human Resource Mobilization Operations Planning Market and Channel Selection - Growth Strategies - Product Launching Incubation, Venture capital, IT startups.

UNIT V MANAGEMENT OF SMALL BUSINESS

5

Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units - Effective Management of small Business.

TOTAL: 45 PERIODS



OUTCOMES

Upon completion of the course, students will be able to:

- Analyze emotional intelligence that may influence the running of business.
- Examine the Interpersonal skills that will win and allow others to win.
- Discuss the methods in coaching and mentoring which can easily connect with people.
- Explain the importance of networking.
- Discuss to follow business etiquettes.

TEXT BOOKS

1. S.S.Khanka, "Entrepreneurial Development", S. Chand Company Ltd., Fifth Edition, 2020.
2. Hisrich, "Entrepreneurship", Wiley India Pvt.Ltd, Ninth Edition, 2020.
3. Daniel Goleman, "Emotional Intelligence, Bantam Books, Second Edition, 2021.

REFERENCES

1. Prasanna Chandra, Projects - Planning, Analysis, Selection, S. Chand Company Ltd, 2021.
2. P. Saravanavel, "Entrepreneurial Development", Pearson Education, Fourth Edition, 2020.
3. ManiKutty S, "Being Ethical –IIMA Business Books", Random House India, Fourth Edition, 2021.

E-RESOURCES

1. <https://www.toppr.com/guides/business-environment/> (Business environment)
2. <https://www.ncert.nic.in/ncerts/l/lebs213.pdf>(Entrepreneurship Development)

Mapping of Cos-Pos & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	3	-	-	-	2	2	2	2	2	3	2	2	2	2	2
2	3	-	-	-	2	3	2	2	2	3	2	2	2	-	2
3	3	2	2	2	2	-	-	2	3	2	2	-	2	2	2
4	3	2	2	2	2	2	3	2	3	3	2	3	2	2	2
5	3	2	2	2	2	2	2	-	2	-	2	2	2	2	2
AVG	3	2.6	2.4	1.6	1.6	2	2	1.4	2.4	2.2	0.6	2	2.6	2.2	1.6

1-Low 2-Medium 3-High '- ' – No Correlation



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23BAE101

BUSINESS COMMUNICATION (LABORATORY)

L T P C

0 0 4 2

OBJECTIVES

- To understand the essentials of managerial communication.
- To learn with written communication.
- To study with the oral communication.
- To understand the interview skills of the students.
- To know about the case analysis.

UNIT I INTRODUCTION AND TYPES OF BUSINESS COMMUNICATION 6

Introduction to Business Communication: Principles of effective communication, Barriers of Communication, Reading Skills, Listening and Feedback.

Principles of Non-verbal Communication: Professional dressing and body language - Role Playing, Debates and Quiz - Group communication: Meetings, group discussions - Ethical and Legal Issues in Business Communication.

UNIT II BUSINESS COMMUNICATION WRITING MODELS AND TOOLS 6

Business letters, Routine letters, Bad news and persuasion letters, sales letters, collection letters, Maintaining a Diary, Resume/CV, job application letters, proposals. Internal communication through - notices, circulars, memos, agenda and minutes, reports. Case Studies. Exercises on Corporate Writing, Executive Summary of Documents, Creative Writing, Poster Making, Framing Advertisements, Slogans, Captions, Preparing Press Release and Press Notes

UNIT III EFFECTIVE PRESENTATIONS 6

Principles of Effective Presentations, Principles governing the use of audio-visual media.

UNIT IV INTERVIEW SKILLS 6

Mastering the art of giving interviews in - selection or placement interviews, discipline interviews, appraisal interviews, exit interviews, web /video conferencing, tele-meeting.

UNIT V REPORT WRITING 6

Objectives of report, types of report, Report Planning, Types of Reports, developing an outline, Nature of Headings, Ordering of Points, Logical Sequencing, Graphs, Charts, Executive Summary, List of Illustration, Report Writing.



Note: The emphasis of the entire subject should be on practical aspects.

Practical: Module 1-This module introduces both written and spoken communication skills to students to build their confidence in delivering clear and logical messages to their audience. They will develop written communication skills through crafting business messages such as business letters, emails, and meeting minutes. In addition, students will work through presentations and simulated meetings to refine their spoken communication skills, discussion techniques and people skills.

Practical - Module 2-This module builds on the foundation of Business Communication 1 and creates opportunities for students to strengthen their oral and written communication. Students will be required to enhance their presentation skills. Students will also learn how to prepare a formal business report. Job hunting and employment skills will be introduced to prepare students for a positive start to their careers. Students will be taught to write application letters and resumes. Additionally, students will learn job interview techniques through role-plays and simulations

Practical - Module 3-This practical module aims to help students be persuasive in the business world. Students will learn listening and data gathering skills to better understand their target audience's needs and requirements and persuasive skills to convince the audience to accept a new policy/suggestion/product through role-playing a boardroom presentation. Students will also be taught business networking skills including conversation techniques, dining etiquette and personal branding through role-plays and simulations.

TOTAL: 30 PERIODS

OUTCOMES:

Upon completion of the course, students will be able to:

- Analyze basic presentation skills and analytical skills for their academic pursuits, as well as for enhancing efficiency in their career.
- Explain about official letters and reports in various business transactions.
- Discuss suitable communication strategies in speaking
- Analyze communicate effectively during interviews as well as at the work place in a multi-cultural environment and in corporate meetings.
- Explain the nuances of the communication process in today's dynamic corporate world.

TEXT BOOKS

1. Rajendra Pal, J.S. Korlahalli, "Essentials of Business Communication", Thirteenth Edition, 2020.
2. Meenakshi Raman, Prakash Singh, "Business Communication", Second Edition, 2019.
3. Andrews, Sudhir "How to Succeed at Interviews", Tata McGraw-Hill, Second Edition, 2020.

REFERENCES:

1. R. C. Sharma, Krishna Mohan, "Business Correspondence & Report Writing", Fifth Edition, 2019.
2. Malcolm Goodale, "Developing Communication Skills", Second Edition, 2021.
3. Raymond V. Lesikar, Flatley, "Basic Business Communication Skills for Empowering the Internet Generation", Tenth Edition, 2019.

E-RESOURCES

1. https://www.managementstudyguide.com/business_communication.htm
2. <https://edu.gcfglobal.org/en/business-communication/>

Mapping of Cos-Pos & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	2	-	-	-	-	-	2	-	2	2	-	3	-	2	-
2	2	-	-	-	-	3	2	-	2	2	-	3	-	2	-
3	2	-	-	-	-	-	3	-	2	2	-	3	-	2	-
4	2	-	-	-	-	2	3	2	2	2	-	2	1	2	-
5	2	-	-	-	-	-	2	-	2	2	-	3	-	2	-
AVG	1.2	-	-	-	-	1	1.4	0	1.2	1.2	0.6	1.8	0	1.2	1

1-Low 2-Medium 3-High '-' - No Correlation



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M.B.A. DEGREE PROGRAMME SEMESTER II

23BAT201

APPLIED OPERATIONS RESEARCH

L T P C

3 0 0 3

OBJECTIVES

- To learn the concepts of operations research applied in business decision making.
- To understand difference between balanced and unbalanced problems.
- To know a network that is reliable, fast, secure, and cost-effective.
- To understand optimal decision making of Independent in strategic setting.
- To know the best decision by comparing all the possible alternatives.

UNIT I LINEAR PROGRAMMING

9

Linear Programming: Introduction to Linear Programming (LP) - LP Formulations - Graphical Solution - Special Cases – Infeasibility - Unbounded - Simplex Method- Interpreting Simplex Table - Duality Concepts -Sensitivity Analysis.

UNIT II TRANSPORTATION AND ASSIGNMENT MODELS

9

Transportation and Assignment Models: Finding an Initial Feasible Solutions using North West Corner Method - Least Cost Method and Vogel's Approximation Method - Variations in Transportation Problem. Assignment Problems – Hungarian Method – Variations of the Assignment Problem.

Unit III NETWORK OPTIMIZATION

9

Network Optimization: Introduction – frequently used Algorithms - Shortest Path Problem - Maximum Flow Problem - Minimum Spanning Tree -Network Models with yields -Integer Programming (IP) Formulations Case problems

UNIT IV GAME THEORY

9

Game Theory: Definition of Game - Payoff and Two Person Zero Sum Game – Maximin Principle - Minimax Principle - Saddle Point - 2 X 2 Games without Saddle Point – The Rules of Dominance - Graphical Method for 2 x n or m x 2 Games

UNIT V DECISION THEORY

9

Decision Theory: Decision making process- Types of Decision-Making Environments- Payoff and Regret Table - Decision Making Under Uncertainty - Maximin Criterion –





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Maximax Criterion - Regret Criterion - Hurwicz Criterion – Laplace Criterion - Decision Making Under Risk - EMV.

TOTAL: 45 PERIODS

OUTCOMES

Upon completion of the course, Students will be able to:

- Analyze use linear programming techniques to solve and justify decisions in different operational functions of business.
- Explain about transportation and assignment problems to implement the best routes and allocation of resources in matching supply and demand.
- Discuss about the different network models for minimizing costs, distance and time in industrial and business projects.
- Examine the optimal strategies that are formulated for a conflicting business situation where two or more competitors are involved.
- Discuss the decision theory models and select the best outcome from the different alternatives in situation.

TEXT BOOKS

1. N. D Vohra, "Quantitative Techniques in Management", Tata McGraw Hill, Sixth Edition, 2019.
2. Hamdy A Taha, "Introduction to Operations Research", Prentice Hall India, Ninth Edition, 2020.
3. Kanti Swarup, P.K. Gupta and Manmohan, "Operations Research", Prentice Hall India, Tenth Edition, 2022.

REFERENCES

1. Bernard W. Taylor, "Introduction to Management Science", Tata McGraw Hill, Tenth Edition, 2020.
2. Paneer Selvam R., "Operations Research", PHI Learning, Fourth Edition, 2019.
3. Gupta P.K, Hira D.S, "Problem in Operations Research – Principles and Solutions", Tata McGraw Hill, Ninth Edition, 2020.

E-RESOURCES

1. [https://www.shmula.com/queueing-theory\(Queuing Theory\).](https://www.shmula.com/queueing-theory(Queuing Theory).)
2. [https://businessjargons.com/linear-programming.html\(Linear programming\).](https://businessjargons.com/linear-programming.html(Linear programming).)



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CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	3	2	1	2	2	2	2	1	3	2	3	3	3	2	1
2	3	3	2	2	2	1	2	1	2	2	1	1	2	3	3
3	3	3	3	2	1	2	2	2	3	3	1	2	3	2	1
4	3	2	3	1	1	2	2	2	2	2	2	2	3	2	1
5	3	3	3	1	2	3	2	1	2	2	2	2	2	2	2
AVG	3.0	2.6	2.4	1.6	1.6	2.0	2.0	1.4	2.4	2.2	1.8	2.0	2.6	2.2	1.6

1-Low 2-Medium 3-High '-' – No Correlation



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23BAT202

BUSINESS RESEARCH METHODS

L T P C

3 0 0 3

OBJECTIVES

- To learn the theoretical concepts in research using practical examples.
- To study the types of research design, measurement and scaling techniques.
- To understand use appropriate techniques to sample, collect, analyze, classify and present data
- To know appropriate statistical methods to verify and test hypothesis using collected data.
- To learn the idea for the students to satisfy their clients by applying innovations in their business.

UNIT I INTRODUCTION

9

Business Research - Definition and Significance - the research process - Types of Research - Theoretical and empirical Research - Cross-Sectional and time - series Research - Research questions / Problems - Research objectives - Research hypotheses - characteristics - Research in an evolutionary perspective - the role of theory in research.

UNIT II RESEARCH DESIGN AND MEASUREMENT

9

Research design - Definition - types of research design - exploratory and causal research design - Descriptive and experimental design - different types of experimental design -Validity of findings - Variables in Research - Measurement and scaling -Different scales - Construction of instrument Validity and Reliability of instrument.

UNIT III DATA COLLECTION

9

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

UNIT IV PREPARATION AND ANALYSIS

9

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

UNIT V REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH

9

Research report - Different types - Contents of report - need of executive summary - chaptalization - readability -comprehension - tone - final proof - report format - title of the report - ethics in research - ethical behavior of research - subjectivity and objectivity in research.

TOTAL: 45 PERIODS





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OUTCOMES

Upon completion of the course, students will be able to:

- Analyze the acquainted with the scientific methodology in business domain.
- Explain on scientific research methodology in business domain.
- Discuss about the student's skills to design Questionnaire and framework.
- Analyze the data analysis techniques on various aspects in Business.
- Examine various reports for the presentation of research outcome.

TEXT BOOKS

1. Donald R. Cooper, Business Research methods", Tata Mc Graw Hill, Eleventh Edition, 2020.
2. William G Zikmund, "Business Research methods, A South Asian Perspective", Cengage Learning, Eighth Edition, 2019.
3. Uma Sekaran and Roger Bougie, "Research Methods for Business: A Skill Building Approach", John Wiley India, Tenth Edition, 2020.

REFERENCES

1. Alan Bryman, "Business Research methods", Oxford University Press, Third Edition 2019.
2. R. Panneerselvam, "Research Methodology", Prentice Hall India (PHI) Learning Private Limited, Ninth Edition, 2020.
3. C.R.Kothari, "Research Methodology – Methods and Techniques", Ninth Edition, 2019.

E-RESOURCES

1. [https://research-methodology.net/research-methods/data-collection/\(Data Collection methods\)](https://research-methodology.net/research-methods/data-collection/(Data%20Collection%20methods)).
2. <https://businessjargons.com/data-collection.html> (Data collection).



Mapping of Cos-Pos & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	2	-	3	2	-	-	-	-	2	3	-	2	2	-	2
2	2	2	3	3	2	-	-	-	2	2	-	2	2	-	2
3	3	2	3	3	2	2	2	-	2	2	2	2	2	2	2
4	3	2	3	3	2	2	2	-	2	2	2	2	2	2	2
5	3	2	2	2	2	2	-	2	2	2	-	2	2	-	2
AVG	2.6	1.6	2.8	2.6	1.6	1.2	0.8	0.4	2.0	2.2	0.8	2.0	2.0	0.8	2.0

1-Low 2-Medium 3-High '-' – No Correlation



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23BAT203

FINANCIAL MANAGEMENT

LT P C

3 0 0 3

OBJECTIVES

- To understand the fundamentals of Finance function.
- To study the evaluation techniques and Investment decisions.
- To learn the assessment techniques in capital structure and dividend decision.
- To know about the working capital management.
- To study the about long-term finance.

UNIT I FOUNDATIONS OF FINANCE

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.

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 - Comparison of DCF techniques Concept and Measurement of cost of capital Specific cost and overall cost of capital.

UNIT III FINANCING AND DIVIDEND DECISION

9

Leverages - Operating and Financial leverage - measurement of leverages - degree of Operating & Financial leverage - Combined leverage, EBIT - EPS Analysis- Indifference point. Capital structure — Theories - Net Income Approach, Net Operating Income Approach, MM Approach Determinants of Capital structure.

Dividend decision- Issues in dividend decisions, Importance, Relevance & Irrelevance theories - Walters - Model, Gordon's model and MM model. - Factors determining dividend policy Types of dividend policies forms of dividend.

UNIT IV WORKING CAPITAL MANAGEMENT

9

Principles of working capital: Concepts, Needs, Determinants, issues and estimation of working capital - Accounts Receivables Management and factoring - Inventory management - Cash management Working capital finance: Trade credit, Bank finance and Commercial paper.

UNIT V LONG TERM SOURCES OF FINANCE

9

Indian capital and stock market, new issues market Long term finance: Shares, debentures and term loans, lease, hire purchase, venture capital financing, Private Equity

TOTAL: 45 PERIODS



OUTCOMES

Upon completion of the course, students will be able to:

- Analyze the principles and techniques of financial management to make financial decisions.
- Explain the operational techniques for making decisions related to financial functions.
- Discuss the dimensions of performance and risk relevant to financial firms.
- Examine the role and importance of shareholders within modern corporations
- Discuss about the sources of long-term financing methods.

TEXT BOOKS

1. I.M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., Tenth Edition, 2020.
2. James C. Vanhorne -Fundamentals of Financial Management, PHI Learning, Eleventh Edition, 2019.
3. Brigham, Ehrhardt, Financial Management Theory and Practice, Cengage, Fourteenth Edition, 2019.

REFERENCES

1. M.Y. Khan and P.K. Jain Financial management, Text, Problems and cases Tata McGraw Hill, Sixth Edition, 2019.
2. Prasanna Chandra, Financial Management, Tata McGraw Hill, Ninth Edition, 2019.
3. Aswath Damodaran, Corporate Finance Theory and practice, John Wiley & Sons, Fourth Edition, 2020.

E-RESOURCES

1. www.economicdiscussion.net/investment-decisions/investment-decisions.../21976
2. <https://financial-dictionary.thefreedictionary.com/Investment-decisions>.

Mapping of Cos-Pos & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	3	2	2	2	2	-	2	-	2	2	-	2	2	2	-
2	3	1	2	2	-	-	-	2	3	2	-	2	2	-	2
3	3	-	-	2	2	-	-	-	3	2	-	1	2	-	2
4	2	2	-	-	-	2	2	2	3	2	2	-	2	2	2
5	2	-	2	-	-	2	2	-	3	2	-	-	2	-	2
AVG	2.6	1.0	1.2	1.2	0.8	0.8	1.2	0.8	2.8	2.0	0.4	1.0	2.0	0.8	1.6

1-Low 2-Medium 3-High '-' – No Correlation



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23BAT204

HUMAN RESOURCE MANAGEMENT

L T P C

3 0 0 3

OBJECTIVES

- To learn the perspectives of human resource management.
- To know about human resource planning and recruitment.
- To understand the training methods and executive development programmes.
- To know about sustaining employee interest and career management.
- To study the about the methods of performance evaluation and process of controlling.

UNIT I PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT

9

Evolution of human resource management - The importance of the human factor - Challenges - Role of human resource manager - Human resource policies - Computer applications in human resource management - Human resource accounting and audit – Influence of environmental factors on HRM.

UNIT II HR PLANNING AND RECRUITMENT

9

Importance of Human Resource Planning - Forecasting human resource requirement - matching supply and demand - Internal and External sources. Recruitment - Selection - induction - Socialization.

UNIT III TRAINING AND EXECUTIVE DEVELOPMENT

9

Training need Analysis – Training - purpose – Training Evaluation methods – benefits - Executive development - Common practices - Benefits - Self-development – Case Study.

UNIT IV SUSTAINING EMPLOYEE INTEREST

9

Compensation plan - Reward - Motivation - Application of theories of motivation - Career management - Development of mentor Protege relationships.

UNIT V PERFORMANCE EVALUATION AND CONTROL PROCESS

9

Method of performance evaluation – Feedback - Industry practices. Promotion, Demotion, Transfer and Separation - The control process - Importance -Methods - grievances - Causes - Implications -redressal methods.

TOTAL: 45 PERIODS





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OUTCOMES

Upon completion of the course, students will be able to:

- Discuss the skills needed for success as a human resource professional.
- Explain changing environment and its implication for managing the Human Resources.
- Examine the effectiveness of HRM practices in supporting the strategic and operational needs of the organization in a global economy.
- Analyze complex qualitative and quantitative data to support strategic and operational decisions.
- Explain the dynamic of the global business environment from a competitive and economic perspective.

TEXT BOOKS

1. Dessler, Human Resource Management, Pearson Education Limited, Fourteenth Edition, 2020.
2. Luis R. Gomez-Mejia, David B. Balkin, Robert L Cardy, "Managing Human Resource", PHI Learning, Sixth Edition, 2019.
3. Gary Dessler, "Human Resource Management", Tata McGraw Hill, Fourteenth Edition, 2020.

REFERENCES

1. DeCenzo and Robbins, "Fundamentals of Human Resource Management", Wiley, Eleventh Edition, 2020.
2. Bernadine, "Human Resource Management", Tata McGraw Hill, Eighth Edition 2019.
3. P. Subbarao, "Human Resource Management", McGraw Hill, Ninth Edition, 2021.

E-RESOURCES

1. <https://www.questionpro.com/blog/performance-evaluation/>
2. [https://www.scribd.com/doc/23262764/Unit-4-Sustaining-Employee- Interest.](https://www.scribd.com/doc/23262764/Unit-4-Sustaining-Employee-Interest)



Mapping of Cos-Pos & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	2	2	2	-	2	2	2	3	3	2	3	2	2	2	2
2	2	2	-	-	-	-	2	2	3	3	-	-	2	-	-
3	2	2	2	2	-	-	3	2	2	2	3	2	2	3	-
4	2	2	2	-	-	2	3	3	2	2	2	2	2	2	-
5	2	2	2	1	1	2	3	2	3	2	3	2	2	2	2
AVG	2.0	2.0	1.6	0.6	0.6	1.2	2.6	2.4	2.6	2.2	2.2	1.6	2.0	1.8	0.8

1-Low 2-Medium 3-High '-' – No Correlation



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23BAT205

INFORMATION MANAGEMENT

LT P C

3 0 0 3

OBJECTIVES

- To understand the importance of information in business.
- To know the technologies and methods used for system analysis and design.
- To understand different kind of database management system.
- To study about the learners to gain knowledge about security and control.
- To know emerging information technology initiative in business.

UNIT I INTRODUCTION

9

Data, Information, Intelligence, Information Technology, Information System, evolution, types based on functions and hierarchy, System development methodologies, Functional Information Systems, DSS, EIS, KMS, GIS, International Information System.

UNIT II SYSTEM ANALYSIS AND DESIGN

9

Case tools--System flow chart, Decision table, Data flow Diagram (DFD), Entity Relationship (ER), Object Oriented Analysis and Design (OOAD), UML diagram – Case Study.

UNIT III DATABASE MANAGEMENT SYSTEMS

9

DBMS - HDBMS, NDBMS, RDBMS, OODBMS, Query Processing, SQL, Concurrency Management, Data warehousing and Data Mart.

UNIT IV SECURITY, CONTROL AND REPORTING

9

Security, Testing, Error detection, Controls, IS Vulnerability, Disaster Management, Computer Crimes, Securing the Web, Intranets and Wireless Networks, Software Audit, Ethics in IT, User Interface and reporting – Case Study.

UNIT V NEW IT INITIATIVES

9

Role of information management in ERP, e-business, e-governance, Data Mining, Business Intelligence, Pervasive Computing, Cloud computing, CMM – Big Data Analytics.

TOTAL: 45 PERIODS

OUTCOMES

Upon completion of the course, students will be able to:

- Analyze the effective applications of information systems in business.
- Explain about the analysis of system and design.
- Examine the different kinds of database management system.
- Explain the problems and security measures available for information system.
- Discuss about emerging trends in Information Technology.



TEXT BOOKS

1. Gordon Davis, "Management Information System: Conceptual Foundations, Structure and Development", Tata McGraw Hill, Fourth Edition, 2020.
2. Haag, Cummings and Mc Cubbrey, "Management Information", McGraw Hill, Ninth Edition, 2021.
3. Turban, McLean and Wetherbe, "Information Technology for Management –Transforming Organisations in the Digital Economy", John Wiley, Sixth Edition, 2020.

REFERENCES

1. James O Brien," Management Information Systems - Managing Information Technology in the E-business enterprise", Tata McGraw Hill, Sixth Edition, 2020.
2. Robert Schultheis and Mary Summer, " Management Information Systems – The Managers View", Tata McGraw Hill, Second Edition, 2020.
3. Raymond McLeod and Jr. George P. Schell, "Management Information Systems", Pearson Education, Tenth Edition, 2019.

E-RESOURCES

1. <https://www.ecampusnews.com/2017/01/25/strategiestechinitiatives>
2. https://www.tutorialspoint.com/system_analysis_and_design/system_design.html

Mapping of Cos-Pos & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	3	1	-	3	-	-	-	-	2	-	-	3	2	2	3
2	2	-	2	2	2	2	-	2	2	2	2	2	2	2	3
3	2	-	2	-	-	2	2	-	2	2	2	2	-	2	3
4	3	2	2	2	2	2	-	3	2	2	-	2	-	-	3
5	3	-	2	2	2	2	-	2	2	2	-	2	-	-	3
AVG	2.6	0.6	1.6	1.8	1.2	1.6	0.4	1.4	2.0	1.6	0.8	2.2	0.8	1.2	3.0

1-Low 2-Medium 3-High '-' – No Correlation



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23BAT206

OPERATIONS MANAGEMENT

L T P C

3 0 0 3

OBJECTIVES

- To learn a broad introduction to the field of operations management.
- To understand methods available to demand forecasting and capacity planning.
- To study the learners to get knowledge about product design and issues.
- To know about different concepts of material management.
- To understand the rules and techniques of project management and scheduling.

UNIT I INTRODUCTION TO OPERATIONS MANAGEMENT

9

Operations Management - Nature, Importance, historical development, transformation processes, a system perspective, functions, challenges, current priorities, recent trends; Operations Strategy - Strategic fit, framework; Supply Chain Management.

UNIT II FORECASTING, CAPACITY AND FACILITY DESIGN

9

Demand Forecasting - Need, Types, Objectives and Steps. Overview of Qualitative and Quantitative methods. Capacity Planning Long range, Types, Developing capacity alternatives. Overview of sales and operations planning, ERP. Facility Location - Theories, Steps in Selection, Location Models. Facility Layout Principles, Types, Planning tools and techniques - Case Study.

UNIT III DESIGN OF PRODUCT, PROCESS AND WORK SYSTEMS

9

Product Design --Influencing factors, Approaches, Legal, Ethical and Environmental issues. Process - Planning, Selection, Strategy, Major Decisions. Work Study - Objectives, Procedure. 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, Policies, Vendor rating and Value Analysis. Stores Management - Nature, Layout, Classification and Coding. Inventory - Objectives, Costs and control techniques. Overview of JIT.

UNIT V SCHEDULING AND PROJECT MANAGEMENT

9

Project Management - Scheduling Techniques, PERT, CPM; Scheduling - work centers - nature, importance; Priority rules and techniques, shop floor control; Flow shop scheduling - Johnson's Algorithm Gantt charts; personnel scheduling in services.

TOTAL: 45 PERIODS



OUTCOMES

Upon completion of the course, students will be able to:

- Discuss about the boundaries of an operations system.
- Examine the relevant concepts and tools to optimize the process/production system
- Analyze the strategic and operational layout and location decisions in managing organization.
- Explain about the production functions, enhanced the planning activities in operations.
- Discuss the ability to identify operational methodologies to assess the organizations.

TEXT BOOKS

1. Chary S. N, "Production and Operations Management", Tata McGraw Hill, Fifth Edition, 2019.
2. Aswathappa K and Shridhara Bhat K, "Production and Operations Management", Fifth Edition, 2020.
3. William J Stevenson, "Operations Management", McGraw Hill, Twelfth Edition, 2020.

REFERENCES

1. Norman Gaither and Gregory Frazier, "Operations Management", Second Edition 2022.
2. Russel and Taylor, "Operations Management", Wiley, Eighth Edition, 2017.
3. Mahadevan B, "Operations Management Theory and practice", Pearson Education, Third Edition, 2020.

E-RESOURCES

1. [https://www.studytonight.com/operating-system/process-scheduling\(process scheduling\)](https://www.studytonight.com/operating-system/process-scheduling(process%20scheduling))
2. [www.materialsmanagement.info/defscope/index.html\(materials management\)](http://www.materialsmanagement.info/defscope/index.html(materials%20management))

Mapping of Cos-Pos & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	2	-	-	2	-	2	-	2	3	2	3	2	2	3	-
2	2	-	3	3	-	2	2	-	2	2	-	2	2	-	1
3	2	-	-	2	-	2	2	1	3	2	-	1	1	-	1
4	2	-	-	-	-	2	2	1	3	1	-	1	1	2	-
5	2	2	2	1	1	-	-	-	2	-	-	-	2	-	2
AVG	2.0	0.4	1.0	1.6	0.2	1.6	1.2	0.8	2.6	1.4	0.6	1.2	1.6	1.0	0.8

1-Low 2-Medium 3-High '-' – No Correlation



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23BAT207

MARKETING MANAGEMENT

L T P C

4 0 0 4

OBJECTIVES

- To understand the fundamentals of Finance function.
- To study the evaluation techniques and Investment decisions.
- To learn the assessment techniques in capital structure and dividend decision.
- To know about the working capital management.
- To study the about long term finance.

UNIT I INTRODUCTION

12

Introduction Marketing Management, Marketing Concepts – Marketing Process – Marketing Mix – Marketing Environment – Consumer Markets and Buying Behaviour – Consumer Decision making process – Market Segmentation and Targeting and positioning – Case Study.

UNIT II MARKETING STRATEGY

12

Marketing strategy formulations - Key Drivers of Marketing Strategies - Strategies for Industrial Marketing - Consumer Marketing - Services marketing - Competitor analysis of consumer and industrial markets Strategic Marketing Mix components - Case Study.

UNIT III MARKETING MIX DECISIONS

12

Product planning and development - Product life cycle --New product Development and Management - Market Segmentation - Targeting and Positioning - Channel Management - Advertising and sales promotions - Pricing Objectives, Policies and methods – Case Study.

UNIT IV BUYER BEHAVIOUR

12

Understanding industrial and individual buyer behavior - Influencing factors - Buyer Behaviour Models - Online buyer Behaviour - Building and measuring customer satisfaction - Customer relationships management - Customer acquisition, Retaining, Defection.

UNIT V MARKETING RESEARCH & TRENDS IN MARKETING

12

Marketing Information System - Research Process - Concepts and applications: Product - advertising - Promotion - Consumer Behaviour - Retail research - Customer driven organizations - Ethics in marketing -Online marketing trends.

TOTAL: 60 PERIODS



OUTCOMES

Upon completion of the course, students will be able to:

- Explain the role of marketing in a firm.
- Discuss the dynamic of the global business environment from a competitive and economic perspective.
- Analyze comprehensive B2B and B2C marketing plans based on competitive research.
- Examine the role of consumer using various theories and models of consumer behavior.
- Discuss a professional sales solution for a product or service to a prospective business-buying customer using appropriate sales methodologies.

TEXT BOOKS

1. Philip Kotler and Kevin Lane Keller, "Marketing Management", PHI , Fourteenth Edition, 2019
2. Micheal R.Czinkota & Masaaki Kotabe, "Marketing Management", Cengage, Second Edition, 2020.
3. NAG, "Marketing successfully-A Professional Perspective", PHI , Fourth Edition, 2021.

REFERENCES

1. Paul Baines, " Marketing", Oxford University Press, Second Edition, 2021.
2. KS Chandrasekar, "Marketing management-Text and Cases", Tata McGraw Hill, Fifth Edition, 2020.
3. William G Zikmund, "The Power of Marketing", Cengage Learning, Seventh Edition, 2021.

E-RESOURCES

1. <https://www.mymarketresearchmethods.com/the-market-research>
2. <https://www.mbaskool.com>› Concepts› Marketing and Strategy

Mapping of Cos-Pos & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO1 0	PO1 1	PO1 2	PSO 1	PSO2	PSO3
1	2	2	2	3	2	-	2	1	2	2	-	2	2	2	2
2	3	-	2	2	-	2	2	2	3	3	2	2	2	1	1
3	3	1	1	-	-	1	2	2	3	3	-	2	3	-	2
4	2	-	-	2	-	2	3	2	3	3	1	2	2	-	-
5	2	-	2	-	-	2	2	2	3	3	-	3	2	-	2
AVG	2.4	0.6	1.4	1.4	0.4	1.4	2.2	1.8	2.8	2.8	0.6	2.2	2.2	0.6	1.4

1-Low 2-Medium 3-High '-' – No Correlation

23BAL201

DATA ANALYSIS AND BUSINESS MODELING

L T P C

0 0 4 2

OBJECTIVES

- To know hands-on experience on decision modeling.
- To study the knowledge of sampling distribution and estimation.
- To learn the information about parametric tests.
- To study the hypothesis about the population using of and chi-square test
- To understand the information about estimation theory and regression lines
- To know about data analysis tools.

[Business models studied in theory to be practiced using Spreadsheet / Analysis Software]

S.No.	Exp. No.	Details of experiments	Duration
		Name	
1	1	Descriptive Statistics	4
2	2	Hypothesis - Parametric	4
3	3	Hypothesis – Non-parametric	4
4	4	Correlation & Regression	4
5	5	Forecasting	4
6	-	Extended experiment – 1	4
7	6	Portfolio Selection	4
8	7	Risk Analysis & Sensitivity Analysis	4
9	8	Revenue Management	4
10	-	Extended experiment – 2	4
11	9	Transportation & Assignment	4
12	10	Networking Models	4
13	11	Queuing Theory	4
14	12	Inventory Models	4
15	-	Extended experiments – 3	4

- Spreadsheet Software and
- Data Analysis Tools

TOTAL: 60 PERIODS

OUTCOMES

Upon completion of the course, students will be able to:

- Explain the Knowledge of spreadsheets and data analysis software for business modeling.
- Analyze the inference of the samples by using various methods in testing of hypothesis.
- Discuss the variances by design of experiments to obtain inferences.
- Examine the logical thinking and its applications.
- Analyze sequential structures, tree structures, and graph structures and its applications.
- Discuss with data analysis tools.

TEXT BOOKS

1. Hansa Lysander Manohar, "Data Analysis and Business Modelling using MS Excel ", PHI Learning private Ltd, Sixth Edition, 2021.
2. David M. Levine et al, "Statistics for Managers using MS Excel", Pearson, Sixth Edition, 2020.
3. William J. Stevenson, "Introduction to Management Science with Spreadsheet", Tata McGraw Hill, Fourth Edition, 2020.

REFERENCES

1. Vikas Gupta, "Comdex Business Accounting with Ms Excel, 2010 and Tally ERP 9.0 Course Kit", Wiley India, Third Edition, 2021.
2. Kiran Pandya and Smriti Bulsari, "SPSS in simple steps", Dreamtech, Fourth Edition, 2021.
3. Wayne L. Winston, "Data Analysis & Business Modeling", Microsoft Press, Third Edition, 2021.

E-RESOURCES

1. [https://en.wikipedia.org/wiki/Descriptive_statistics\(Descriptive Statistics\)](https://en.wikipedia.org/wiki/Descriptive_statistics(Descriptive_Statistics))
2. <https://study.com/academy/.../the-transportation-problem-features-types-solutions.html>
(Transportation Problem)

Mapping of Cos-Pos & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	1	2	-	3	3	-	-	-	-	-	-	2	-	2	3
2	2	-	2	2	3	-	-	-	-	-	-	2	-	2	2
3	2	2	2	2	2	-	-	-	2	-	-	-	-	2	3
4	2	2	2	2	3	-	2	-	2	2	-	2	-	2	3
5	2	2	2	2	2	-	-	-	2	2	-	-	-	2	2
6	2	2	2	2	2	-	-	-	2	2	-	2	2	2	3
AVG	1.8	1.7	1.7	2.2	2.5	-	0.3	-	1.3	1.0	-	1.3	0.3	2.0	2.7

1-Low 2-Medium 3-High '-' – No Correlation



23BAE201

CREATIVITY AND INNOVATION

L T P C

0 0 2 0

OBJECTIVES

- To understand the nuances involved in creativity & innovation.
- To know the mechanism of thinking and visualization.
- To learn about the get hands on experience in applying creativity in problem solving.
- To understand role of creativity in problem solving.
- To study the knowledge of innovation and its role.

UNIT I INTRODUCTION

9

Need for Creative and innovative thinking for quality – Essential theory about directed creativity, components of Creativity, Methodologies and approaches, individual and group creativity, organizational role in creativity, types of innovation, barriers to innovation, innovation process, establishing criterion for assessment of creativity & innovation.

UNIT II MECHANISM OF THINKING AND VISUALIZATION

9

Definitions and theory of mechanisms of mind heuristics and models: attitudes, Approaches and Actions that support creative thinking advanced study of visual elements and principles-line, plane, shape, form, pattern, texture gradation, color symmetry. Spatial relationships and compositions in 2- and 3-dimensional space - procedure for genuine graphical computer animation – Animation aerodynamics – virtual environments in scientific Visualization – Unifying principle of data management for scientific visualization – Visualization benchmarking

UNIT III CREATIVITY

9

Methods and tools for Directed Creativity – Basic Principles – Tools that prepare the mind for creative thought – stimulation – Development and Actions: Processes in creativity ICEDIP – Inspiration, Clarification, Distillation, Perspiration, Evaluation and Incubation – Creativity and Motivation the Bridge between man creativity and the rewards of innovativeness – Applying Directed Creativity.

UNIT IV CREATIVITY IN PROBLEM SOLVING

9

Generating and acquiring new ideas, product design, service design – case studies and hands-on exercises, stimulation tools and approaches, six thinking hats, lateral thinking – Individual activity, group activity, contextual influences.





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UNIT V INNOVATION

9

Achieving Creativity – Introduction to TRIZ methodology of Inventive Problem Solving – the essential factors – Innovator’s solution – creating and sustaining successful growth – Disruptive Innovation model – Segmented Models – New market disruption Commoditization and DE-Commoditization – Managing the Strategy Development Process – The Role of Senior Executive in Leading New Growth – Passing the Baton.

TOTAL: 45 PERIODS

OUTCOMES

Upon completion of the course, students will be able to:

- Examine the creativity and innovative skills in solving complex problems
- Analyze the mechanism of thinking and visualization.
- Explain about the factors directed to creativity.
- Discuss the role creativity in problem solving
- Analyze the methods available to achieving creativity.

TEXT BOOKS

1. Rousing Creativity: “Think New Now Floyd Hurr”, ISBN 1560525479, Pearson, Second Edition, 2019.
2. Geoffrey Petty, “how to be better at Creativity”, Dreamtech, Second Edition, 2019.
3. Allan Afuah, “Innovation Strategy”, Pearson, Fourth Edition, 2020.

REFERENCES

1. Clayton M. Christensen Michael E. Raynor, “The Innovator’s Solution”, Wiley India, Fourth Edition, 2022
2. Semyon D. Savransky, “Engineering of Creativity – TRIZ”, Pearson, Second Edition, 2022.
3. Dr. Rekha Shetty & Adhilsheety, “Corporate Strategy Mind Power Innovation”, Microsoft Press, Third Edition, 2019.

E-RESOURCES

1. <https://digitalleadership.com/blog/creativity-and-innovation/>
2. <https://www.indeed.com/career-advice/career-development/creativity-and-innovation-examples>



Mapping of Cos-Pos & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	3	2	2	2	2	-	2	1	2	2	1	2	2	2	2
2	3	3	-	1	2	-	2	-	3	2	2	3	2	-	2
3	3	-	-	-	-	3	2	-	3	-	2	2	2	-	-
4	1	2	3	2	3	-	-	2	3	2	-	2	2	2	2
5	2	2	-	2	-	-	3	-	3	2	-	2	2	-	2
AVG	2.4	1.8	1.0	1.4	1.4	0.6	1.8	0.6	2.8	1.6	1.0	2.2	2.0	0.8	1.6

1-Low 2-Medium 3-High '-' – No Correlation



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SEMESTER III

23BAT301

INTERNATIONAL BUSINESS MANAGEMENT

L T P C

3 0 0 3

OBJECTIVES

- To learn the basic concepts of international business management.
- To understand International trade theories and organizations.
- To study about the global portfolio management and different forms of business.
- To know about the issues related to global production, marketing, finance and HR.
- To learn about conflict and ethics in International Business

UNIT I INTRODUCTION

6

International Business -Definition - Internationalizing Business-Advantages - factors causing globalization of business- international business environment - country attractiveness - Political, economic and cultural environment - Protection Vs liberalization of global business environment.

UNIT II INTERNATIONAL TRADE AND INVESTMENT

11

Promotion of global business - the role of GATT/WTO - multilateral trade negotiation and agreements - VIII & IX, round discussions and agreements - Challenges for global business global trade and investment theories of international trade and theories of international investment - Need for global competitiveness - Regional trade block - Types Advantages and disadvantages - RTBs across the globe brief history.

UNITII INTERNATIONAL STRATEGIC MANAGEMENT

11

Strategic compulsions-Standardization Vs Differentiation - Strategic options - Global portfolio management- global entry strategy - different forms of international business - advantages organizational issues of international business - organizational structures - controlling of international business - approaches to control - performance of global business - performance evaluation system.

UNIT IV PRODUCTION, MARKETING, FINANCIAL AND HUMAN RESOURCE MANAGEMENT OF GLOBAL BUSINESS

11

Global production -Location -scale of operations- cost of production - Make or Buy decisions global supply chain issues Quality considerations- Globalization of markets, marketing strategy- Challenges in product development, pricing, production and channel management- Investment decisions - economic- Political risk - sources of fund- exchange rate risk and management - strategic orientation - selection of expatriate managers - Training and development- compensation.





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UNIT V CONFLICT MANAGEMENT AND ETHICS IN INTERNATIONAL BUSINESS MANAGEMENT 6

Disadvantages of international business - Conflict in international business- Sources and types of conflict - Conflict resolutions - Negotiation - the role of international agencies - Ethical issues in international business - Ethical decision-making.

TOTAL: 45 PERIODS

OUTCOMES

Upon completion of the course, students will be able to:

- Analyze with global business environment, global strategic management practices.
- Examine international statutory bodies to regulate business.
- Explain knowledge about forms of business in global environment.
- Discuss issues in functional areas of business in global perspective.
- Explain the conflicts situations and ethical issues in global business

TEXT BOOKS

1. Charles W.I. Hill, "International Business", Tata McGraw Hill, Sixth Edition, 2019.
2. John D. Daniel, "International Business", Pearson Education Asia, Tenth Edition, 2020.
3. Vyuptakesh Sharan, "International Business", Pearson Education in South Asia, Third Edition, 2018.

REFERENCES

1. K. Aswathappa," International Business", Tata Mc Graw Hill, Sixth Edition, 2020.
2. Rakesh Mohan Joshi," International Business", Oxford University Press, Fourth Edition 2019.
3. Michael R. Czinkota, "International Business, Cengage Learning, Seventh Edition, 2020.

E-RESOURCES

1. <https://www.investopedia.com/insights/what-is-international-trade>
2. <https://www.hrpersonality.com/resources/conflict-management-techniques>



Mapping of Cos-Pos & PSOs

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2	3	-	2	2	-	2	2	2	3	3	2	2	2	1	1
3	3	1	1	-	-	1	2	2	3	3	-	2	3	-	2
4	2	-	-	2	-	2	3	2	3	3	1	2	2	-	-
5	2	2	2	-	-	-	2	2	3	3	-	2	2	-	2
AVG	2.4	1	1.4	1.4	-	1	2.2	1.8	2.8	2.8	0.6	2	2.2	0.6	1.4

1-Low 2-Medium 3-High '-' – No Correlation



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23BAT302

STRATEGIC MANAGEMENT

LT P C

3 0 0 3

OBJECTIVES

- To understand the importance of strategic management.
- To learn the environmental analysis methods.
- To know about the methods of global strategies.
- To understand the organizational structure.
- To study about the emerging thoughts on strategy.

UNIT I STRATEGY AND PROCESS

9

Conceptual framework for strategic management, the Concept of Strategy and the Strategy Formation Process - Stakeholders in business - Vision, Mission and Purpose - Business definition, Objectives and Goals Corporate Governance and Social responsibility-case study.

UNIT II COMPETITIVE ADVANTAGE

9

External Environment - Porters Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution - Globalization and Industry Structure - National Context and Competitive advantage Resources - Capabilities and competencies - core competencies - Low cost and differentiation Generic Building Blocks of Competitive Advantage - Distinctive Competencies - Resources and Capabilities durability of competitive Advantage - Avoiding failures and sustaining competitive advantage - Case study.

UNIT III STRATEGIES

10

The generic strategic alternatives - Stability, Expansion, Retrenchment and Combination strategies Business level strategy - Strategy in the Global Environment – Corporate Strategy - Vertical Integration-Diversification and Strategic Alliances - Building and Restructuring the corporation- Strategic analysis and choice - Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis - McKinsey's 7s Framework - GE 9 Cell Model Distinctive competitiveness - Selection of matrix Balance Score Card-case study.

UNIT IV STRATEGY IMPLEMENTATION & EVALUATION

9

The implementation process, Resource allocation, designing organizational structure - Designing Strategic Control Systems - Matching structure and control to strategy-Implementing Strategic Change-Politics-Power and Conflict - Techniques of strategic evaluation & control - case study.





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UNIT V OTHER STRATEGIC ISSUES

8

Managing Technology and Innovation - Strategic issues for Non Profit organizations, New Business Models and strategies for Internet Economy - case study.

TOTAL: 45 PERIODS

OUTCOMES

Upon completion of the course, students will be able to:

- Discuss the strategies while making decision.
- Examine the strategies for sustaining the competitive advantage
- Analyze various strategies methods.
- Explain techniques of strategic evaluation
- Discuss Strategic issues for Non-Profit organizations

TEXT BOOKS

1. Azhar Kazmi, Strategic Management and Business Policy, Tata McGraw Hill, Fourth Edition, 2020.
2. Hill. Strategic Management: "An Integrated approach", Wiley, Fourth Edition, 2019.
3. W. L Charles, "Strategic Management an Integrated Approach", Tata McGraw Hill, Third Edition, 2019.

REFERENCES

1. Hill. Strategic Management: "An Integrated approach", Wiley, Second Edition, 2020.
2. John A. Parnell, "Strategic Management, Theory and practice", Biztantra, Second Edition, 2019.
3. Gupta, Srinivasan, "Business Policy and Strategic Management - Concepts and Application", Prentice Hall of India, Third Edition, 2020.

E-RESOURCES

1. <https://www.tutor2u.net/business/reference/competitive-advantage>
2. <https://www.strategicmanagementinsight.com> › Topics (Resource based view)



Mapping of Cos-Pos & PSOs

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AVG	2.4	1.8	1	1.4	1.4	3	1.8	1	2.8	1.6	1	2.2	2	0.8	1.6

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23BAE301

SUMMER TRAINING

L T P C

0 0 2 1

OBJECTIVES:

- To understand the basic practices of an organization.
- To learn the skills and get industrial knowledge.
- To know the proper behavior of corporate life in industrial sector.
- To study a platform for knowledge transmission beyond the class room.
- To study Training report and to face reviews and viva voce examination

GUIDELINES

The student selects a company approved by the Head of the Department under the guidance of a faculty member and prepares a comprehensive report after completing the summer training to the satisfaction of the supervisor. The progress of the summer training is evaluated based on a minimum of three reviews. The review committee may be constituted by the Head of the Department. A summer training report is required at the end of the semester. The summer training work is evaluated based on oral presentation and the report jointly by the Project Coordinator and examiner constituted by the Head of the Department. The duration of the summer training is for four weeks.

TOTAL: 30 PERIODS

OUTCOMES

Upon completion of the course, students will be able to:

- Analyze the skills to understand the basic practices of an organization.
- Discuss the ability to improper behavior of corporate life in industrial.
- Explain the application of knowledge and skill sets acquired from the course and workplace in the assigned job functions.
- Discuss the ability to harness resources by analyzing challenges and considering opportunities.
- Analyze Training report and to face reviews and viva voce examination.





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23BAE401	SEMESTER IV PROJECT WORK	L T P C 0 0 2 4 12
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OBJECTIVES

- To understand the ability to solve a specific problem right from its identification and literature review till the successful solution of the same.
- To study new tools that contributes to obtain the solution.
- To learn the test and validate the results obtained through conformance.
- To know prepare project report and to face reviews and viva voce examination.
- To learn up any challenging practical problems and find the solution by formulating proper methodology.

GUIDELINES

The student works on a topic approved by the Head of the Department under the guidance of a faculty member and prepares a comprehensive project report after completing the work to the satisfaction of the supervisor. The progress of the project is evaluated based on a minimum of three reviews. The review committee may be constituted by the Head of the Department. A project report is required at the end of the semester. The project work is evaluated based on oral presentation and the project report jointly by external and internal examiners constituted by the Head of the Department. The duration of the summer training is for Nine weeks.

TOTAL: 360 PERIODS

OUTCOMES

Upon Completion of the project work students will be able to,

- On Completion of the project work students will be in the position to take up any challenging practical problem and find better solutions.



Mapping of Cos-Pos & PSOs

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1	3	2	2	1	2	1	-	1	-	-	-	-	2	1	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AVG	3	2	2	1	2	1	-	1	-	-	-	-	2	1	-

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PROFESSIONAL ELECTIVE I to VI

23BATM01

BRAND MANAGEMENT

LT P C

3 0 0 3

OBJECTIVES

- To understand the basic Principles of branding.
- To know the key issues in crafting and evaluating brand strategies
- To study the skills in delivering persuasive brand presentations.
- To learn about evaluate brand extension and its contribution to parent brand.
- To study the brand equity and a range of performance related outcomes.

UNIT I INTRODUCTION

8

Basics Understanding of Brands - Definitions - Branding Concepts - Functions of Brand -- Significance of Brands - Different Types of Brands - Co branding Store brands.

UNIT II BRAND STRATEGIES

10

Strategic Brand Management process - Building a strong brand - Brand positioning - Establishing Brand values - Brand vision - Brand Elements - Branding for Global Markets - Competing with foreign brands

UNIT III BRAND COMMUNICATIONS

8

Brand image Building - Brand Loyalty programmes - Brand Promotion Methods--Role of Brand ambassadors, celebrities On line Brand Promotions.

UNIT IV BRAND EXTENSION

9

Brand Adoption Practices - Different type of brand extension - Factors influencing Decision for extension Re-branding and re-launching.

UNIT V BRAND PERFORMANCE

10

Measuring Brand Performance - Brand Equity Management - Global Branding strategies -- Brand Audit - Brand Equity Measurement - Brand Leverage Role of Brand Managers- Branding challenges & opportunities.

TOTAL: 45 PERIODS





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OUTCOMES

Upon Completion of this course, the student will be able to:

- Analyze a solid understanding of the key „branding“ concepts, methods and tools used by marketing practitioners.
- Explain confidently engage in and contribute to brand building projects, developments, and discussions.
- Analyze the brand promotion methods and communications.
- Discuss the brands in the method of re-branding and re-launching.
- Examine the branding and to know the branding challenges and opportunities.

TEXT BOOKS

1. Kevin Lane Keller, “Strategic Brand Management: Building, Measuring and Managing Brand Equity”, Pearson, Fourth Edition, 2019.
2. Aker, David, “Building Strong Brands”, Simon and Schuster, Eighth Edition, 2019.
3. James Gregory, “The Best of Branding”, Sixth Edition, 2020.

REFERENCES

1. Kapferer J.N, “Strategic Brand Management”, Kogan Press, Fourth Edition, 2020.
2. Moorthi YLR, “Brand Management”, Vikas Publishing House, First Edition, 2020.
3. James Gregory, “the Best of Branding”, Pearson, Fifth Edition, 2020.

E-RESOURCES

1. https://stickybranding.com/how-to-measure-__brand-performance(How to measure brand performance).
2. <https://www.amplimark.com/brand-strategy>(Brand strategy).



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3	2	-	1	3	-	-	2	-	-	-	2	-	2	-	-
4	-	-	-	-	2	3	-	2	-	1	1	1	-	2	-
5	2	-	2	-	1	2	-	2	2	-	-	2	-	2	-
AVG	1.8	0.8	0.6	1.0	1.0	1.6	0.4	1.4	0.4	0.6	0.6	0.8	0.8	1.0	0.4

1-Low 2-Medium 3-High '-' – No Correlation



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23BATM02

SOCIAL MARKETING

L T P C

3 0 0 3

OBJECTIVES

- To understand the difference between social marketing and commercial marketing.
- To study the competitiveness in social marketing by ethical values.
- To understand the 4 P's of marketing and identifies its importance.
- To learn social marketing plan, conduct a situational analysis with critics of social marketing.
- To study a positioning statement that will be used in your campaign and develop understanding of social network sites, blogs.

UNIT I INTRODUCTION

9

Social marketing - Definition - Scope and concept - Evolution of Social marketing - Need for Social marketing - A comparative study between Commercial and Social marketing -- Use of market research - social change tools - Factors influencing social marketing - Challenges and opportunities.

UNIT II SOCIAL MARKETING PROCESS AND PLANNING

9

Introduction - Environment Monitoring - Social Class and self-efficacy - social capital - Social ecology - Advocacy - A global phenomenon - Social marketing Process — Stage - Ethical considerations. Planning - Formative Research in Social marketing. Analysis - Problem Environment Resource. Segmentation - Motives and benefits — Sheth's and Fraziers attitude - behavior segmentation Stage approach to segmentation - Selecting target audiences -Cross cultural targeting cultural and individual tailoring.

UNIT III SOCIAL MARKETING MIX

9

Social marketing mix - policy - product - place - price - promotion - people -partnership. Rating & Reviews - Virtual world - Using media in social marketing — Importance - effectiveness of mass media in social marketing - Practical model for media use in social marketing -- Advertisement - Publicity - Edutainment - Civic or Public Choosing media & methods.

Role of media in social marketing campaigns - planning and developing social media campaigning -Campaign vs Programme - Programme planning models conceptual model Lawrence Greens PRECEDE - PROCEED model.





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UNIT IV ETHICAL ISSUES AND CHALLENGES

9

countering competition - competition and principle of differential advantage Internal competition
Ethical principles - Codes of behaviour - Critics of social marketing Critic of power imbalance in
social marketing - Criticism of unintended consequences - Competition in social marketing-
Definition -monitoring -.

UNIT V TRENDS IN SOCIAL MARKETING

9

Future of Social marketing - setting priorities in social marketing -- Repositioning strategies- Future
of Public sector - NGO Private sector social marketing. Social Media marketing - Importance - Big
Brands & Small business - E mail marketing - social media Tools - Marketing with Social network
sites, blogging, micro blogging, podcasting with Podomatic.

TOTAL: 45 PERIODS

OUTCOMES

Upon Completion of this course, the student will be able to:

- Analyze Ethical Principles in Social Marketing.
- Discuss the evolving role in public relations, advertising, and marketing.
- Explain social media marketing strategies for various types of industries.
- Discuss target markets for specific social media platforms.
- Analyze progress in achieving social media goals with a powerful measurement tools.

TEXT BOOKS

1. Ro Donovan & Nadine Henley, "Principles and Practice of Social Marketing - an international perspective", Cambridge University Press, Third Edition, 2020.
2. Kotler, P., Roberto, N., & Lee, N, "Social Marketing - Influencing Behaviors for Good", Sage Publications Inc, Second Edition, 2020.
3. French, J., Blair-Stevens," Social Marketing and Public Health", Oxford, UK: University Press, Second Edition, 2020.

REFERENCES

1. Hastings, G. Social Marketing:" Why should the Devil Have All the Best Tunes", Routledge, Seventh Edition, 2019.
2. Alan R. Andreasen," Social marketing in the 21st Century", Sage Publication, Fourth Edition, 2022.
3. P. Wesley Schultz, Social Marketing to Protect the Environment, Cambridge University Press, Fourth Edition, 2021.





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E-RESOURCES

1. https://en.wikipedia.org/wiki/Social_marketing(Social Marketing)
2. <https://www.marketing-schools.org/types-of-marketing/social-marketing.html>(Social marketing)

Mapping of Cos-Pos & PSOs

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3	2	-	2	1	-	-	2	-	-	-	2	-	2	-	-
4	-	2	-	-	2	-	2	2	-	-	-	-	-	2	-
5	3	-	2	-	-	2	-	-	2	-	-	2	-	2	-
AVG	2.2	1.2	0.8	0.6	0.4	1	0.8	1	0.6	0.4	0.4	0.6	0.8	0.8	0.4

1-Low 2-Medium 3-High '-' – No Correlation





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23BATM03

CUSTOMER RELATIONSHIP MANAGEMENT

L T P C

3 0 0 3

OBJECTIVES

- To understand the current marketing trend in service industry.
- To know about customer expectations and perception towards service industry.
- To study the customer relationship management.
- To know the various methods to develop service design.
- To study the employee roles and responsibilities.

UNIT I INTRODUCTION

9

Definitions - Concepts and Context of relationship Management - Evolution Transactional Vs Relationship Approach - CRM as a strategic marketing tool - CRM significance to the stakeholders. Expectations analysis Customer behavior in relationship perspectives; individual and group customer's - Customer life time value Selection of Profitable customer segments.

UNIT II UNDERSTANDING CUSTOMERS

9

Customer information Database - Customer Profile Analysis Customer perception, Expectations analysis - Customer behavior in relationship perspectives; individual and group customer's Customer life time value Selection of Profitable customer segments.

UNIT III CRM STRUCTURES

9

Elements of CRM - CRM Process - Strategies for Customer Acquisition-Retention and Prevention of defection - Models of CRM road map for business applications.

UNIT IV CRM PLANNING AND IMPLEMENTATION

9

Strategic CRM planning process - Implementation issues - CRM Tools- Analytical CRM Operational CRM - Call center management Role of CRM Managers.

UNIT V TRENDS IN CRM

9

CRM Solutions - Data Warehousing - Data mining for CRM an introduction to CRM software packages.

TOTAL: 45 PERIODS



OUTCOMES

Upon Completion of this course, the student will be able to:

- Analyze the customers through effective communication about the service concept.
- Explain the influencing factors of customer expectations and perceptions.
- Discuss appropriate service recovery strategies to retain the customers.
- Explain the service development model with adequate customer standards.
- Analyze effective delivery of services by closing the expectation gaps.

TEXT BOOKS

1. Francis Buttle, "Customer Relationship Management: Concepts & Tools", Elsevier, Seventh Edition, 2020.
2. G.Shainesh, Jagdish, N.Sheth, "Customer Relationship Management A Strategic perspective", Fourth Edition, 2022.
3. Assel," Consumer Behavior", Cengage, Sixth Edition, 2018.

REFERENCES

1. Alok Kumar et al, "Customer Relationship Management: Concepts and applications", Biztantra, Second Edition, 2020.
2. Kumar, "Customer Relationship Management - A Database Approach", Wiley India, Third Edition, 2019.
3. Jim Catheart, "The Eight Competencies of Relationship selling", Macmillan , Tenth Edition 2021.

E-RESOURCES

1. <https://www.scribd.com/doc/86718107/5-Models-of-CRM>
2. <https://www.projectguru.in/publications/customer-relationship-management>

Mapping of Cos-Pos & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	3	2	-	-	-	3	-	-	-	-	2	-	2	-	-
2	2	-	2	-	2	-	-	3	2	-	2	-	-	2	-
3	2	3	-	3	1	-	2	-	-	2	-	2	2	-	2
4	-	2	-	-	2	3	-	2	-	-	2	-	2	-	-
5	2	-	2	-	-	-	2	2	2	-	-	2	-	2	-
AVG	1.8	1.4	0.8	0.6	1	1.2	0.8	1.4	0.8	0.4	1.2	0.8	1.2	0.8	0.4

1-Low 2-Medium 3-High '-' – No Correlation



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23BATM04

INTEGRATED MARKETING COMMUNICATION

L T P C

3 0 0 3

OBJECTIVES

- To understand the basic concepts of advertising and sales promotion and how business organization.
- To learn research and evaluate an organizations marketing and promotional situation in order.
- To study about develop effective communication strategies and programmes in sales promotion.
- To understand the industry and the players through the personal selling.
- To understand to develop a promotional plan adapted to a specific organization through the publicity and public relations.

UNIT I INTRODUCTION TO ADVERTISEMENT

9

Concept – definition – scope – Objectives – functions - principles of advertisement Social, Economic and Legal Implications of advertisements - setting advertisement objectives - Advertisement Agencies -Selection and remuneration - Advertisement campaigns case studies.

UNIT II ADVERTISEMENT MEDIA

9

Media plan - Type and choice criteria - Reach and frequency of advertisements - Cost of advertisements - related to sales - Media strategy and scheduling. design and execution of advertisements - Message development - Different types of advertisements – Layout - Design appeal - Copy structure - Advertisement production - Print - Radio. T.V. and Web advertisements - Media Research - Testing validity and Reliability of ads-- Measuring impact of advertisements case studies.

UNIT III SALES PROMOTION

9

Scope and role of sale promotion - Definition - Objectives of sales promotion - sales promotion techniques - Trade oriented and consumer oriented. Sales promotion - Requirement identification -Designing of sales promotion campaign - Involvement of salesmen and dealers Out sourcing sales promotion national and international promotion strategies – Integrated promotion - Coordination within the various promotion techniques - Online sales promotions- case studies.

UNIT IV PERSONAL SELLING

9

Introduction - Meaning – Functions - Personal selling process - Evaluation - Compensation Motivation - Territory Management Sales Report Preparation and Presentation - Ethical Issues.





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UNIT V PUBLICITY AND PUBLIC RELATIONS

9

Introduction - Meaning - Objectives Scope – Functions - integrating PR in to Promotional Mix - Marketing Public Relation function - Process of Public Relations - advantages and disadvantages of PR - Measuring the Effectiveness of PR - PR tools and techniques. Difference between Marketing, PR and Publicity - Social publicity - Web Publicity and Social media Publicity Campaigns.

TOTAL: 45 PERIODS

OUTCOMES

Upon completion of this course, the student will be able to:

- Analyze the importance of advertising and sales promotion campaigns planning.
- Discuss to create an effective marketing communication plan to build brands.
- Explain to use marketing communications to promote causes, political candidates and deal with societal problems with online sales promotions.
- Discuss the theory and techniques applicable to the major marketing Communication functions in order to evaluate a company's marketing and promotional activities.
- Analyze situation and tie this to company business goals and publicity.

TEXT BOOKS

1. Wells, Moriarty & Burnett, Advertising, "Principles & Practice", Pearson Education, Seventh Edition, 2019.
2. Kenneth Clow. Donald Baack, "Promotion and Marketing communication", Prentice Hall of India, Third Edition, 2018.
3. Jaishri Jeffwaney, "Advertising Management", Oxford University Press, Second Edition, 2018.

REFERENCES

1. S. H. H. Kazmi and Satish K Batra, "Advertising & Sales Promotion", Excel Books, Third Edition, 2020.
2. George E Belch and Michel A Belch, "Advertising & Promotion", Tata McGraw Hill, Tenth Edition, 2019.
3. Terence A. Shimp and J. Craig Andrews, "Advertising Promotion and other aspects of Integrated Marketing Communications", Cengage, Ninth Edition, 2018.

E-RESOURCES

1. [https://www.toppr.com/guides/business-studies/marketing/personal-selling\(Personal selling\)](https://www.toppr.com/guides/business-studies/marketing/personal-selling(Personal selling))
2. [www.businessmanagementideas.com/advertisement\(Copy testing methods\)](http://www.businessmanagementideas.com/advertisement(Copy testing methods))



Mapping of Cos-Pos & PSOs

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2	2	2	-	-	-	2	-	3	3	2	-	-	-	-	2
3	3	-	2	1	-	-	2	-	2	-	2	-	2	-	-
4	2	2	-	-	2	-	2	2	-	-	2	-	-	2	-
5	3	-	2	-	-	2	-	-	3	-	-	2	-	2	2
AVG	2.6	1.2	0.8	0.6	0.4	1.4	0.8	1	2.2	0.4	0.8	0.6	0.8	0.8	0.8

1-Low 2-Medium 3-High '-' – No Correlation



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23BATM05

RETAIL MARKETING

LT P C

3 0 0 3

OBJECTIVES

- To understand the concepts of effective retailing with challenges and opportunities.
- To learn the students regarding various dimensions of organized retail marketing.
- To know practical understanding among the students associated with retailing.
- To study transferrable skills for managing retail operation efficiently.
- To understand the brief insight about floor operation, product display, product handling, inventory management and retail sale.

UNIT I INTRODUCTION

9

An overview of Global Retailing - Challenges and opportunities - Retail trends in India - Socio economic and technological Influences on retail management - Government of India policy implications on retails

UNIT II RETAIL FORMATS

9

Organized and unorganized formats - Different organized retail formats Characteristics of each format - Emerging trends in retail formats MNC's role in organized retail formats

UNIT III RETAILING DECISIONS

9

Choice of retail locations - internal and external atmospherics - Positioning of retail shops - Building retail store Image - Retail service quality management - Retail Supply Chain Management - Retail Pricing Decisions. Merchandising and category management buying.

UNIT IV RETAIL SHOP MANAGEMENT

9

Visual Merchandise Management - Space Management - Retail Inventory Management Retail accounting and audits - Retail store brands - Retail advertising and promotions - Retail Management Information Systems - Online retail - Emerging trends..

UNIT V RETAIL SHOPPER BEHAVIOUR

9

Understanding of Retail shopper behavior - Shopper Profile Analysis - Shopping Decision Process - Factors influencing retail shopper behavior - Complaints Management - Retail salesforce Management Challenges in Retailing in India.

TOTAL: 45 PERIODS



OUTCOMES

Upon Completion of this course, the student will be able to:

- Apply the retail chains and understand the retail customer's behavior.
- Analyze the Organized retail sector and its operations.
- Discuss about the various strategies involved with the retail sector.
- Explain how to deal with customers and understand their needs to sustain in the market.
- Examine how to manage retail during crisis.

TEXT BOOKS

1. Chetan Bajaj, "Retail Management", Oxford University Press, Third Edition, 2019.
2. Swapna Pradhan, "Retail Management -Text and Cases", Tata McGraw Hill, Fourth Edition, 2020.
3. Andrew J Newman and Peter Cullen, "Retailing Environment and Operations", Cengage, Eighth Edition, 2019.

REFERENCES

1. Dr. Harjit Singh, "Retail Management a Global Perspective", Third Edition, 2019.
2. Michael Havy, "Retail Management", Tata Mcgraw Hill, Sixth Edition, 2019.
3. Pradhan Swapna, "Retailing Management", Cengage, Sixth Edition, 2019.

E-RESOURCES

1. [https://www.managementstudyguide.com/retail-formats\(Retail formats\)](https://www.managementstudyguide.com/retail-formats(Retail%20formats))
2. www.authorstream.com/.../kalapriya61091-1611506-retail

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3	-	-	2	-	2	2	-	2	-	-	2	-	2	-	2
4	2	3	-	2	-	2	1	-	2	-	2	-	-	2	-
5	2	2	-	-	2	-	2	-	2	2	2	2	1	-	2
AVG	2	1.4	0.4	1.2	1	1.2	1	0.6	1.4	0.8	1.8	0.8	0.6	1.2	0.8

1-Low 2-Medium 3-High '-' – No Correlation



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23BATM06

SERVICES MARKETING

L T P C

3 0 0 3

OBJECTIVES

- To understand the current marketing trend in service industry.
- To know about customer expectations and perception towards service industry.
- To learn the customer relationship management.
- To know the various methods to develop service design.
- To study the employee roles and responsibilities.

UNIT I INTRODUCTION

9

Definition - Service Economy - Evolution and growth of service sector - Nature and Scope of Services - Unique characteristics of services Challenges and issues in Services Marketing.

UNIT II SERVICE MARKETING OPPORTUNITIES

9

Assessing service market potential - Classification of services - Expanded marketing mix -- Service marketing - Environment and trends --Service market segmentation, targeting and positioning.

UNIT III SERVICE DESIGN AND DEVELOPMENT

9

Service Life Cycle - New service development - Service Blue Printing - GAP model of service quality - Measuring service quality - SERVQUAL Service Quality function development.

UNIT IV SERVICE DELIVERY AND PROMOTION

9

Positioning of services - Designing service delivery System, Service Channel-- Pricing of service methods - Service marketing triangle Integrated Service marketing communication.

UNIT V SERVICE STRATEGIES

9

Service Marketing Strategies for health - Hospitality - Tourism - Financial - Logistics - Educational Entertainment & public utility Information technique Services.

TOTAL: 45 PERIODS



OUTCOMES

Upon Completion of this course, the student will be able to:

- Explain the customers through effective communication about the service concept.
- Discuss the influencing factors of customer expectations and perceptions.
- Examine appropriate service recovery strategies to retain the customers.
- Discuss about the service development model with adequate customer standards.
- Analyze effective delivery of services by closing the expectation gaps.

TEXT BOOKS

1. Valarie Zeithaml et al, "Services Marketing", Tata McGraw Hill, Fifth Edition, 2021.
2. Chiristopher H.Lovelock and Jochen Wirtz, "Services Marketing", Pearson Education, Seventh Edition, 2021.
3. R. Srinivasan, "Services Marketing – The Indian Context", Biztantra, Second Edition, 2020.

REFERENCES

1. Hoffman, "Marketing of Services", Cengage, Fourth Edition, 2019.
2. Kevin Lane Keller, "Strategic Brand Management: Building, Measuring and Managing Brand Equity", Tata McGraw Hill, Sixth Edition, 2019.
3. Govind Apte, "Services Marketing", Ninth Edition, 2019.

E-RESOURCES

1. <https://www.managementstudyguide.com/definition-and-characteristics-of-services.html/>
(Definition of services)
2. <https://www.marketingteacher.com/introduction-to-services-marketing> (Introduction to services marketing)

Mapping of Cos-Pos & PSOs

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3	2	3	-	3	2	-	2	1	1	-	2	1	2	-	1
4	-	-	2	-	-	3	-	2	-	2	-	2	-	2	-
5	2	-	2	-	2	-	-	2	2	-	2	1	-	2	1
AVG	1.8	1	1.2	0.6	1.2	1.2	1	1.4	1	0.8	1.2	1.6	0.4	1.6	0.4

1-Low 2-Medium 3-High '-'– No Correlation



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23BATM07

SALES AND DISTRIBUTION MANAGEMENT

L T P C

3 0 0 3

OBJECTIVES

- To understand insights into the selling and distribution process.
- To study with concepts, approaches and the practical aspects of the key decision-making variables in sales management and distribution channel management.
- To know the market analysis methods and selling concepts.
- To learn about socially, legally and ethically acceptable policies and plans for marketing channels.
- To study about performance evaluation methods, ethics and trends in sales and distribution management.

UNIT I INTRODUCTION 9

Sales management - nature and scope - Sales management positions - Personal Selling - Scope, theories and strategies - Sales forecasting and budgeting decisions - Online selling - scope, potential, Merits and Demerits.

UNIT II PERSONAL SELLING PROCESS, SALES TERRITORIES & QUOTAS 9

Selling process and relationship selling - Designing Sales Territories and quotas - Sales organization structures.

UNIT III MANAGING THE SALES FORCE 9

Sales force - recruitment, selection, training, motivating, compensation and control.

UNIT IV MANAGING DISTRIBUTION CHANNELS 9

Distribution Management - Introduction, need and scope. Channels -Strategies and levels, retailing and wholesaling. Designing channel systems and channel management.

UNIT V BASICS OF LOGISTICS AND SUPPLY CHAIN MANAGEMENT 9

Logistics - Scope, definition and components. Managing FG Inventory & warehousing. Transportation - Scope, Modes and role in Supply Chain effectiveness. Use of Information Technology in Online Selling and Goods tracking.

TOTAL: 45 PERIODS



OUTCOMES:

Upon completion of the course, students will be able to:

- Discuss the basics of sales management, theories and strategies.
- Analyze The process of personal and relationship selling.
- Explain the managing sales force.
- Examine the managing distribution channels
- Discuss about the inventory and supply chain.

TEXT BOOKS

1. Krishna K. Havaldar, Vasant M. Cavale, “Sales and Distribution Management - Text and Cases”, Pearson Education, Third Edition, 2020.
2. Gupta S.L., “Sales and Distribution Management - Text and Cases - An Indian Perspective”, Wiley India, Second Edition, 2021.
3. A Nag, “Sales and Distribution management”, Biztantra, Fifth Edition, 2020.

REFERENCES

1. Pingali Venugopal, “Sales and Distribution Management - An Indian Perspective”, Tata McGraw Hill, Sixth Edition, 2020.
2. Glynn C. Williams, “Implementation SAP, ERP sales and distribution”, Biztantra, Eleventh Edition, 2019.
3. Tapan K Panda, Sunil Sahadev,” sales and distribution management”, Pearson, Twelfth Edition, 2019.

E - RESOURCES

1. https://www.tutorialspoint.com/sales_and_distribution_management
2. https://baou.edu.in/assets/pdf/PGDM_104_slm.pdf

Mapping of Cos-Pos & PSOs

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2	3	2	-	2	2	-	2	-	2	2	1	-	2	-	2
3	-	-	2	-	2	2	1	2	-	3	2	2	-	2	1
4	2	-	1	2	-	2	-	-	2	2	-	2	1	-	2
5	2	2	-	-	2	-	2	-	2	-	2	-	2	-	2
AVG	2	0.8	0.6	1.2	1.2	1.2	1	0.4	1.2	1.8	1.4	1.2	1	0.6	1.4

1-Low 2-Medium 3-High '-' – No Correlation



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23BATF01

STRATEGIC INVESTMENT AND FINANCING DECISION

L T P C

3 0 0 3

OBJECTIVES

- To understand the knowledge in investment to overcome the risk analysis
- To study the investment decision under different capital constraints
- To learn techniques of evaluating strategic investment decisions understand the causes of prediction modes of financial distress.
- To learn a practical knowledge in obtaining capital structure
- To know analytical skills for settlements and reorganization

UNIT I INVESTMENT DECISIONS

9

Project Investment Management Vs Project Management - Introduction to profitable projects - evaluation of Investment opportunities - Investment decisions under conditions of uncertainty - Risk analysis in Investment decision Types of investments and disinvestments.

UNIT II CRITICAL ANALYSIS OF APPRAISAL TECHNIQUES

10

Significance of Information and data bank in project selections - Investment decisions under capital constraints - capital rationing, Portfolio risk and diversified projects.

UNIT III STRATEGIC ANALYSIS OF SELECTED INVESTMENT DECISIONS

10

Lease financing - Lease Vs Buy decision - Hire Purchase and installment decision - Hire Purchase Vs Lease Decision - Mergers and acquisition Cash Vs Equity for mergers.

UNIT IV FINANCING DECISIONS

8

Capital Structure - Capital structure theories- Capital structure Planning in Practice

UNIT V FINANCIAL DISTRESS

8

Consequences, Issues, Bankruptcy, Settlements, reorganization and Liquidation in bank raptly.

TOTAL: 45 PERIODS

OUTCOMES

Upon Completion of this course, the student will be able to:

- Discuss the various Investment decisions in risk and uncertainty.
- Analyze the concept of investment decisions under different capital constraints.
- Explain good knowledge in techniques for making strategic investment decision.
- Analyze the concepts of capital structure.
- Discuss the concept about tackling financial distress.



TEXT BOOKS

1. Prasanna Chandra, "Financial Management", Tata McGraw Hill, Ninth Edition, 2020.
2. I.M. Pandey, "Financial Management", Tata McGraw Hill, Tenth Edition, 2019.
3. Brigham E. F & Houston J.F," Financial Management", Thomson Publications, Ninth Edition, 2020.

REFERENCES

1. Bodie, Kane, "Marcus: Investment", Tata McGraw Hill, Second Edition, 2020.
2. M. Y. Khan and P. K. Jain," Financial Management Text and Problems", Tata McGraw Hill Publishing Co, Ninth Edition, 2019.
3. Prasanna Chandra, "Projects: Planning, Analysis, Financing Implementation and Review", TMH, Second Edition, 2019.

E-RESOURCES

1. <https://www.investopedia.com/terms/c/capitalstructure.asp> (Capital structure)
2. <https://www.investopedia.com/terms/b/bankruptcy.asp> (Bankruptcy)

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3	2	3	-	3	2	-	2	2	-	2	-	1	-	3	-
4	3	-	2	1	-	2	-	2	-	1	2	2	2	-	2
5	3	-	2	-	2	-	2	-	2	-	2	-	3	1	-
AVG	2.2	1	1.2	1	1.2	1.2	1	1.2	0.8	0.6	1.4	1.4	1.4	0.8	1

1-Low 2-Medium 3-High '-' – No Correlation



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23BATF02

CORPORATE FINANCE

LT P C

3 0 0 3

OBJECTIVES

- To study the significance of various sources of finance.
- To learn the nuances involved in short term corporate financing.
- To know the advanced methods in financial management.
- To understand the attain knowledge in decisions involved in financing techniques.
- To learn acquire good ethical practices.

UNIT I INDUSTRIAL FINANCE

9

Indian Capital Market - Basic problem of Industrial Finance in India. Equity – Debenture financing Guidelines from SEBI, advantages and disadvantages and cost of various sources of Finance - Finance from international sources, financing of exports - role of EXIM bank and commercial banks - Finance for rehabilitation of sick units.

UNIT II SHORT TERM-WORKING CAPITAL FINANCE

6

Estimating working capital requirements - Approach adopted by Commercial banks, Commercial paper - Public deposits and inter corporate investments.

UNIT III ADVANCED FINANCIAL MANAGEMENT

12

Appraisal of Risky Investments-- certainty equivalent of cash flows and risk adjusted discount Rate - risk analysis in the context of DCF methods using Probability information nature of cash flows Sensitivity analysis - Simulation and investment decision, Decision tree approach in investment decisions.

UNIT IV FINANCING DECISION

10

Simulation and financing decision - cash inadequacy and cash insolvency - determining the probability of cash insolvency - Financing decision in the Context of option pricing model and agency costs- Inter-dependence of investment- financing and Dividend decisions.

UNIT V CORPORATE GOVERNANCE

8

Corporate Governance - SEBI Guidelines - Corporate Disasters and Ethics - Corporate Social Responsibility - Stakeholders and Ethics - Ethics, Managers and Professionalism.

TOTAL: 45 PERIODS



OUTCOMES

Upon Completion of this course, the student will be able to:

- Analyze to be a Good ethical corporate manager
- Explain the key themes in Industrial Finance.
- Examine them in long term and short-term financing decision of the business.
- Discuss the importance of financial management.
- Explain about investment decision to maximize the value of the firm.

TEXT BOOKS

1. I.M.Pandey," Financial Management", Vikas Publishing House Pvt. Ltd, Twelfth Edition, 2020.
2. Richard A.Brealey, "Principles of Corporate Finance", Tata McGraw Hill, Ninth Edition, 2019.
3. Besley, Brigham, Parasuraman, "Corporate Finance", Cengage Learning, Fourth Edition, 2019.

REFERENCES

1. M.Y Khan," Indian Financial System", Tata McGraw Hill, Sixth Edition, 2020.
2. Madura," International Corporate Finance", Cengage Learning, Tenth Edition, 2019.
3. Brigham and Ehrhardt," Corporate Finance - A focused Approach", Cengage Learning, Second Edition, 2011.

E-RESOURCES

1. https://en.wikipedia.org/wiki/Corporate_finance(Corporate Finance)
2. <https://corporatefinanceinstitute.co>(Financeskillsfortherealworld)

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3	2	2	3	-	3	2	2	3	-	2	2	2	-	2	-
4	-	3	-	2	-	3	-	2	-	2	-	-	1	1	2
5	2	2	-	2	-	2	2	2	2	-	2	-	2	-	2
AVG	1.8	2.4	1	1.2	0.6	1.8	1.8	2.4	1	0.8	1.6	0.8	1.2	0.6	1.4

1-Low 2-Medium 3-High '-' – No Correlation



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23BATF03

DERIVATIVES MANAGEMENT

L T P C

3 0 0 3

OBJECTIVES

- To understand the nuances involved in derivatives.
- To study an in-depth knowledge about future contract.
- To learn empower the knowledge of options
- To know equip the facts about SWAP
- To understand the basic operational mechanisms in derivatives.

UNIT I INTRODUCTION

9

Derivatives - Definition - Types - Forward Contracts - Futures Contracts - Options - Swaps - Differences between Cash and Future Markets - Types of Traders OTC and Exchange Traded Securities - Types of Settlement - Uses and Advantages of Derivatives Risks in Derivatives.

UNIT II FUTURES CONTRACT

9

Specifications of Futures Contract - Margin Requirements - Marking to Market - Hedging uses Futures - Types of Futures Contracts - Securities, Stock Index Futures, Currencies and Commodities - Delivery Options Relationship between Future Prices, Forward Prices and Spot Prices.

UNIT III OPTIONS

9

Definition - Exchange Traded Options, OTC Options - Specifications of Options - Call and Put Options - American and European Options - Intrinsic Value and Time Value of Options--Option payoff, options on Securities, Stock Indices, Currencies and Futures - Options pricing models - Differences between future and Option contracts.

UNIT IV SWAP

9

Definition of SWAP - Interest Rate SWAP - Currency SWAP - Role of Financial Intermediary - Warehousing - Valuation of Interest rate SWAPs and Currency SWAPs Bonds and FRNs -- Credit Risk.

UNIT V DERIVATIVES IN INDIA

9

Evolution of Derivatives Market in India - Regulations - Framework - Exchange Trading in Derivatives - Commodity Futures - Contract Terminology and Specifications for Stock Options and Index Options in NSE Contract Terminology and specifications for stock futures and Index futures in NSE Contract Terminology and Specifications for Interest Rate Derivatives.

TOTAL: 45 PERIODS





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OUTCOMES

Upon Completion of this course, the student will be able to:

- Explain good knowledge about concepts of derivatives.
- Analyze critical thinking, problem solving skills in the context of hedging
- Discuss an understanding of pricing forwards and options.
- Explain in interest rate and currency swaps.
- Examine an in-depth understanding of financial derivatives in terms of concepts, structure, instruments and trading strategies for profit and risk management.

TEXT BOOKS

1. David Dubinsky, "Option and Financial Futures - Valuation and Uses", McGraw Hill, International Edition, Fourth Edition, 2019.
2. John. C. Hull, "Futures and Other Derivative Securities", PHI Learning, Ninth Edition, 2019.
3. Keith Redhead, "Financial Derivatives - An Introduction to Futures, Forwards, Options and SWAPS", PHI Learning, Fourth Edition, 2020.

REFERENCES

1. S. L. Gupta, "Financial Derivatives - Theory, Concepts and Practice", Prentice Hall of India, Seventh Edition, 2019.
2. Varma, "Derivatives and Risk Management", Cengage, Second Edition, 2019.
3. Don M. Chance, "An Introduction to Derivatives and Risk Management", Cengage, Ninth Edition, 2019.

E-RESOURCES

1. <https://www.indiainfo.com/derivative-market-guide/what-are-exchange-traded-derivatives>.
2. <https://efinancemanagement.com/derivatives> (Derivatives).



Mapping of Cos-Pos & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	3	-	3	-	-	-	-	2	-	2	3	-	2	-	2
2	2	2	-	3	2	-	2	-	-	3	-	2	-	2	1
3	2	-	1	3	-	2	2	-	2	-	2	1	2	-	1
4	2	2	-	-	2	3	-	2	-	2	-	2	-	2	-
5	2	-	2	-	2	-	-	2	-	2	1	2	-	-	2
AVG	2.2	0.8	1.2	1.2	1.2	1	0.8	1.2	0.4	1.8	1.2	1.4	0.8	0.8	1.2

1-Low 2-Medium 3-High '-' - No Correlation



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23BATF04

MERCHANT BANKING AND FINANCIAL SERVICES

L T P C

3 0 0 3

OBJECTIVES

- To learn knowledge in SEBI and Merchant Banking.
- To understand the modes of issuing securities.
- To study about fee-based services in Merchant Banking.
- To know financial evaluation technique of leasing and hire purchase.
- To learn the concepts of various fund-based services in finance.

UNIT I MERCHANT BANKING

5

Introduction - An Over view of Indian Financial System - Merchant Banking in India --Recent developments and Challenges ahead - merchant banking services offered by banks - NBFC'S offering merchant banking - Banking system - types of banks - payment banking - Legal and Regulatory Framework - Relevant Provisions of Companies Act - SERA - SEBI guidelines- FEMA - Relation with Stock Exchanges and OTCEI.

UNIT II ISSUE MANAGEMENT

12

Role of Merchant Banker in Appraisal of Projects, Designing Capital Structure and Instruments Issue Pricing - Book Building - Preparation of Prospectus Selection of Bankers, Advertising Consultants, etc. - Role of Registrars -Bankers to the Issue, Underwriters, and Brokers - Offer for Sale - Green Shoe Option - E-IPO, Private Placement - Bought out Deals Placement With FIs, MFs, FIIs, etc. Off - Shore Issues. - Issue Marketing - Advertising Strategies - NRI Marketing Post Issue Activities.

UNIT III OTHER FEE BASED SERVICES

10

Mergers and Acquisitions - Portfolio Management Services - Credit Syndication - Credit Rating Mutual Funds Business Valuation.

UNIT IV FUND BASED FINANCIAL SERVICES

10

Leasing and Hire Purchasing - Basics of Leasing and Hire purchasing Financial Evaluation.

UNIT V OTHER FUND BASED FINANCIAL SERVICES

8

Consumer Credit - Credit Cards - Real Estate Financing - Bills Discounting - factoring and Forfeiting - Venture Capital - venture debt funds start up financing.

TOTAL: 45 PERIODS



OUTCOMES

Upon Completion of this course, the student will be able to:

- Analyze good knowledge on merchant banking activities.
- Explain a broad understanding about issue marketing.
- Examine knowledge about mutual funds.
- Analyze the access depth evaluation in leasing and Hire purchasing.
- Discuss with concepts of service factoring.

TEXT BOOKS

1. Nalini Prava Tripathy, "Financial Services", PHI Learning, Third Edition, 2019.
2. Machiraju," Indian Financial System", Vikas Publishing House, Second Edition, 2019.
3. M.Y. Khan, "Financial Services", Tata McGraw-Hill, Twelfth Edition, 2020.

REFERENCES

1. Sasidharan, "Financial Services and System", Tata Mcgraw Hill, Second Edition, 2020.
2. Madura," Financial Institutions & Markets", Cengage, Tenth Edition, 2019.
3. J.C.Verma," A Manual of Merchant Banking", Ninth Edition, 2019.

E-RESOURCES

1. <https://www.investopedia.com/terms/v/venturecapital.asp>(Venture Capital).
2. <https://businessjargons.com/merchant-banking.html>(MerchantBanking) .

Mapping of Cos-Pos & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	3	2	3	3	2	-	2	2	2	2	2	-	1	2	-
2	2	-	2	2	1	-	2		2	1	-	2	-	-	1
3	2	2	2	3	-	2	2	2	-	2	2	-	2	2	-
4	-	3	-	2	-	2	-	3	2	-	2	1	-	-	2
5	2	2	2	2	2	-	2	2	-	2	-	2	-	2	-
AVG	1.8	1.8	1.8	2.4	1	0.8	1.6	1.8	1.2	1.4	1.2	1	0.6	1.2	0.6

1-Low 2-Medium 3-High '-' – No Correlation



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23BATF05

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

L T P C

3 0 0 3

OBJECTIVES

- To learn the knowledge in evaluating the concept of investment.
- To understand the techniques involved in deciding upon purchase or sale of securities.
- To learn about the forecast techniques in economic and industry analysis.
- To study about profit from trading by observing various marketing patterns.
- To know the overall proficiency of the portfolio.

UNIT I INVESTMENT SETTING 8

Financial and economic meaning of Investment - Characteristics and objectives of Investment - Types of Investment - Investment alternatives - Choice and Evaluation - Risk and return concepts.

UNIT II SECURITIES MARKETS 10

Financial Market - Segments - Types - Participants in financial Market - Regulatory Environment, Primary Market - Methods of floating new issues, Book building - Role of primary market - Regulation of primary market, Stock exchanges in India BSE, OTCEI, NSE, ISE, and Regulations of stock exchanges - Trading system in stock exchanges SEBI.

UNIT III FUNDAMENTAL ANALYSIS 9

Economic Analysis - Economic forecasting and stock Investment Decisions -- Forecasting techniques. Industry Analysis: Industry classification, Industry life cycle-- Company Analysis Measuring Earnings - Forecasting Earnings - Applied Valuation Techniques-- Graham and Dodds investor ratios.

UNIT IV TECHNICAL ANALYSIS 9

Fundamental Analysis Vs Technical Analysis - Charting methods - Market Indicators. Trend - Trend reversals - Patterns - Moving Average - Exponential moving Average - Oscillators Market Indicators Efficient Market theory.

UNIT V PORTFOLIO MANAGEMENT 9

Portfolio analysis - Portfolio Selection - Capital Asset Pricing Model Portfolio Revision Portfolio Evaluation Mutual Funds.

TOTAL: 45 PERIODS



OUTCOMES

Upon Completion of this course, the student will be able to:

- Explain about making an appropriate Investment Decision.
- Discuss to handle the new issue market.
- Analyze to do the Fundamental Analysis and Technical Analysis.
- Discuss Technical Analysis to strike a fine balance between risk and return of shareholders.
- Explain about Constructing and Maintaining Active / Passive Portfolios scientifically.

TEXT BOOKS

1. Reilly & Brown, "Investment Analysis and Portfolio Management", Cengage, Tenth Edition, 2021.
2. S. Kevin, Securities Analysis and Portfolio Management, PHI Learning, Twelfth Edition, 2019.
3. Frank K Reilly and Keith C Brown, Investment Analysis and Portfolio Management, Cengage, Third Edition, 2019

REFERENCES

1. Donald E. Fischer & Ronald J. Jordan, Security Analysis & Portfolio Management, PHI Learning, Eighth Edition, 2020.
2. Prasanna Chandra, Investment analysis and Portfolio Management, Tata McGraw Hill, Fourth Edition, 2020.
3. Dhanesh Kumar Khatri, Security Analysis and Portfolio Management, Cengage, Second Edition, 2019.

E-RESOURCES

1. [https://nptel.ac.in/courses/110105035/\(Introduction to investment management\)](https://nptel.ac.in/courses/110105035/(Introduction%20to%20investment%20management))
2. <https://www.worldscientific.com/worldscibooks/10.1142/8116>

Mapping of Cos-Pos & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	3	-	2	-	-	2	-	-	-	2	2	-	2	-	-
2	2	2	-	2	2	-	2	-	3	2	1	2	-	2	1
3	2	-	-	2	2	2	1	2	-	-	2	2	-	2	-
4	-	2	2	-	-	2	-	-	2	2	-	-	2	-	1
5	2	-	1	-	2	-	2	-	2	-	2	2	-	2	-
AVG	1.8	0.8	1	0.8	1.2	1.2	1	0.4	1.4	1.2	1.4	1.2	0.8	1.2	0.4

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23BATF06

INTERNATIONAL TRADE FINANCE

L T P C

3 0 0 3

OBJECTIVES

- To know the concepts of international trade.
- To understand export import finance.
- To learn knowledge in forex management.
- To understand the documentation involved in international trade.
- To know the various promotion schemes involved in export.

UNIT I INTERNATIONAL TRADE

9

International Trade - Meaning and Benefits - Basis of International Trade - Foreign Trade and Economic Growth - Balance of Trade - Balance of Payment - Current Trends in India - Barriers to International Trade - WTO - Indian EXIM Policy.

UNIT II EXPORT AND IMPORT FINANCE

9

Special need for Finance in International Trade – INCO Terms (FOB, CIF, etc.) – Payment Terms - Letters of Credit - Pre-Shipment and Post Shipment Finance - Forfaiting - Deferred Payment Terms - EXIM Bank - ECGC and its schemes Import Licensing - Financing methods for import of Capital goods.

UNIT III FOREX MANAGEMENT

9

Foreign Exchange Markets - Spot Prices and Forward Prices - Factors influencing Exchange rates - The effects of Exchange rates in Foreign Trade - Tools for hedging against Exchange rate variations - Forward, Futures and Currency options - FEMA - Determination of Foreign Exchange rate and Forecasting.

UNIT IV DOCUMENTATION IN INTERNATIONAL TRADE

9

Export Trade Documents: Financial Documents - Bill of Exchange – Type - Commercial Documents Proforma, Commercial, Consular, Customs, Legalized Invoice, Certificate of Origin Certificate Value, Packing List, Weight Certificate, Certificate of Analysis and Quality, Certificate of Inspection, Health certificate. Transport Documents Bill of Lading, Airway Bill, Postal Receipt, Multimodal Transport Document. Risk Covering Document: Insurance Policy, Insurance Cover Note. Official Document: Export Declaration Forms, GR Form, PP Form, COD Form, Softer Forms, Export Certification, GSPS – UPCDC Norms.





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UNIT V EXPORT PROMOTION SCHEMES

9

Government Organizations Promoting Exports - Export Incentives : Duty Exemption - IT Concession - Marketing Assistance - EPCG, DEPB - Advance License - Other efforts | Export Promotion - EPZ - EQU - SEZ and Export House.

TOTAL: 45 PERIODS

OUTCOMES

Upon Completion of this course, the student will be able to:

- Analyze the need & hurdles of International Trade.
- Examine the customers to choose appropriate financial export credit and get awareness on the Board contours of exports & import credit
- Discuss the foreign exchange rate & create awareness to invest in FOREX Market.
- Analyze to follow & maintain the various foreign Trade Documents.
- Examine about the various export promotional schemes offered by the government.

TEXT BOOKS

1. Apte P.G., "International Financial Management", PHI Learning, Second Edition, 2020.
2. Arun Trivedi, Tarsem Bhogal, "International Trade Finance", Tata McGraw Hill, Second Edition, 2019.
3. Jeff Madura, "International Corporate Finance", Cengage Learning, Ninth Edition, 2019.

REFERENCES

1. Alan C. Shapiro, "Multinational Financial Management", PHI Learning, Fifth Edition, 2020.
2. Eun and Resnik, "International Financial Management", Tata McGraw Hill, Ninth Edition, 2019.
3. Anders Grath, "The Handbook of International Trade Finance - the complete guide for International sales, Finance, Shipping and Administration", Cengage, Fourth Edition, 2020.

E-RESOURCES

1. [https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/spot-price/\(Spot-price\)](https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/spot-price/(Spot-price))
2. [https://nptel.ac.in/courses/110105035/\(Risk-and-return\)](https://nptel.ac.in/courses/110105035/(Risk-and-return))



Mapping of Cos-Pos & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	3	2	-	3	-	2	3	2	1	3	-	1	2	-	-
2	3	2	1	-	3	-	2	2	3	-	1	-	-	-	2
3	2	-	2	-	-	2	-	3	-	2	2	2	-	-	-
4	-	2	-	-	1	-	2	-	2	-	-	-	1	-	-
5	1	-	3	-	-	-	-	-	-	1	-	2	-	-	2
AVG	1.8	1.2	1.2	0.6	0.8	0.8	1.4	1.4	1.2	1.2	0.6	1	0.6	0	0.8

1-Low 2-Medium 3-High '-' - No Correlation



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23BATF07

GOODS AND SERVICES TAX

L T P C

3 0 0 3

OBJECTIVES:

- To understand the concept of GST.
- To learn the supply of goods and services.
- To study the payment process in GST.
- To know about Input tax credit.
- To understand the IGST act.

UNIT I OVERVIEW OF GOODS AND SERVICES TAX

9

Overview of GST, Implementation of GST, Liability of the Tax Payer, GST Network, GST Council. Levy of an Exemption from Tax - Levy of GST - Introduction, Composition Scheme, Remission of Tax / Duty. Registration - Introduction, Registration Procedure, Important Points, Special Persons, Cancellation.

UNIT II SUPPLY

9

Meaning and Scope of Supply - Taxable Supply, Supply of Goods and Supply of Services, Course or Furtherance of Business, Special Transactions. Time of Supply - Time of Supply - Goods, Time of Supply - Services, Other Points. Valuation in GST - Transaction Value.

UNIT III PAYMENT OF GST

9

Payment of GST - Introduction, Time of GST Payment, how to make payment, Challan Generation & CPIN, TDS & TCS. Electronic Commerce - Introduction, Tax Collected at Source (TCS), Procedures for E-commerce Operator

UNIT IV INPUT TAX CREDIT

9

Input Tax Credit - Introduction, Important Points, Job Worker. Input Service Distributors - Concept of Input Service Distributor, Legal Formalities for an ISD, Distribution of Credit. Matching of Input Tax Credit - Returns, GSTR-2, Other Taxable Persons.

UNIT V IGST

9

Overview of the IGST Act - Overview, Other Provisions. Place of Supply of Goods & Services - Introduction, Registered and Unregistered Persons. GST Portal - Introduction, GST Eco-system, GST Suvidha Provider (GSP)

TOTAL: 45 PERIODS



OUTCOMES

Upon completion of the course, students will be able to:

- Explain the GST network and council.
- Analyze the proficient in register, file monthly returns and apply revisions.
- Explain about the payment of GST.
- Discuss the capable of calculate the Input tax credit.
- Examine the place of supply of goods and services in the inter state sales.

TEXT BOOKS

1. Vashishtha Chaudhary," Taxmann's GST- A Practical Approach", ISBN No.:9789386635365, Third Edition, 2019.
2. CA AlokPareek," A Practitioner's Guide to Input Tax Credit under GST", Bloomsbury India, Second Edition, 2020.
3. Dr. H.C. Mehotra; "Prof. V.P. Agarwal, Goods and Services", Cengage, Eleventh Edition, 2019.

REFERENCES

1. Nitya Tax Associates, "Basics of GST", Taxmann Technologies, Tenth Edition, 2018.
2. Jayaram Hiregange, "India GST for Beginners", White Falcon Publishing, Second Edition, 2019.
3. Frequently Asked Question by Central Board of Excise & Customs, New Delhi.

E-RESOURCES

1. <https://cleartax.in/s/gst-law-goods-and-services-tax>
2. <https://www.investopedia.com/terms/g/gst.asp>

Mapping of Cos-Pos & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	3	2	3	3	2	-	3	2	-	2	2	1	-	-	-
2	2	-	2	2	2	-	2	-	1	2	-	2	-	1	2
3	2	2	2	3		2	2	2	2	2	2	-	2	2	2
4	-	3	-	2	1	2	-	2	2	-	-	1	1	2	-
5	2	2	2	2	2	-	2	2	-	2	-	2	2	-	2
AVG	1.8	1.8	1.8	2.4	1.4	0.8	1.8	1.6	1	1.6	0.8	1.2	1	1	1.2

1-Low 2-Medium 3-High '- ' – No Correlation



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23BATH01

HR METRICS AND ANALYTICS

L T P C

3 0 0 3

OBJECTIVES

- To understand the strategic roles of HR.
- To know about the absenteeism and separation.
- To understand the employee assistance and worksite health.
- To know the employee attitude and engagement.
- To understand the staffing utility & benefits of HR development programs.

UNIT I EMOTIONAL INTELLIGENCE

9

Introduction, Perceiving Emotions, Understanding Emotions, Managing Emotions, Developing Emotional Intelligence, Persuasion

UNIT II SELF-DEVELOPMENT

9

Johari Window, Building Interpersonal Skills – Transactional Analysis, Time Management – Steven Cove Model, Power of Trust – Competencies for Building Trust

UNIT III COACHING AND MENTORING

9

Coaching – Methods, Executive Coaching, Mentoring vs. Counselling, Being an Effective Mentor, Reverse Mentoring, Techniques of Counselling, Leadership Coaching.

UNIT IV NETWORKING

9

Importance of Networking, Making Contacts, Getting Connected, Building Rapport, Building the Bond, Business Etiquette, connecting on the Phone, Connecting in Writing, Social Networking.

UNIT V BUSINESS ETHICS

9

Does Ethics Pay- On Becoming an Ethical Manager, Building an Ethical Organization, Ethics towards Competitors, Corporate Social Responsibility.

TOTAL: 45 PERIODS

OUTCOMES

Upon completion of the course, students will be able to:

- Analyze measure organizational effectiveness.
- Explain reduce employee absenteeism and turnover.
- Discuss about the cost and benefits of worksite health.
- Examine estimate the financial impact of employee attitude.
- Discuss staffing decisions through utility analysis



TEXT BOOKS

1. Elizabeth Houldsworth, "Managing & Measuring Employee Performance", Hay Group, Second Edition, 2019.
2. Fitz-entz, J. and Barbara Davison. "How to measure Human Resource management", McGraw-Hill, Inc., Third Edition, 2022.
3. Cascio W and Boudreau J, "Investing in people: Financial impact of Human Resource Initiatives", FT press, Second Edition, 2019.

REFERENCES

1. Dave Ulrich, "The HR Scorecard: Linking people strategy and performance, Harvard Business school press, Fourth Edition, 2019.
2. Jac Fitz-Enz, "The new HR Analytics: predicting the Economic value of your company's human capital investments", Amacom publisher, Third Edition, 2020.
3. Sakshi Vashisht, "HR Metrics and Analytics", McGraw-Hill, Fifth Edition, 2020.

E - RESOURCES

1. <https://www.aihr.com/blog/hr-metrics-and-analytics-how-both-can-add-value/>
2. <https://www.chrmp.com/hr-metrics-and-hr-analytics/>

Mapping of Cos-Pos & PSOs

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1	3	-	-	2	-	-	2	2	1	-	-	-	-	2	-
2	3	2	-	2	2	3	2	-	2	-	2	1	2	-	-
3	2	-	2	-	2	-	2	2	-	2	-	2	2	-	2
4	3	-	1	2	-	2	-	-	1	1	2	3	-	2	1
5	2	2	-	-	2	2	2	-	2	-	2	-	1	2	-
AVG	2.6	0.8	0.6	1.2	1.2	1.4	1.6	0.8	1.2	0.6	1.2	1.2	1	1.2	0.6

1-Low 2-Medium 3-High '-' – No Correlation



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23BATH02

INDUSTRIAL RELATIONS AND LABOUR WELFARE

LT P C

3 0 0 3

OBJECTIVES

- To know contemporary knowledge gain a conceptual understanding of industrial relations.
- To study the concepts of industrial disputes
- To learn knowledge about welfare measures.
- To understand about the safety provisions in industry.
- To know the concept of special categories of labour welfare

UNIT I INDUSTRIAL RELATIONS

7

Concepts - Importance - Industrial Relations problems in the Public Sector - Growth of Trade Unions Codes of conduct.

UNIT II INDUSTRIAL CONFLICTS

12

Disputes - Impact - Causes - Strikes - Prevention - Industrial Peace - Government Machinery - Conciliation - Arbitration Adjudication.

UNIT III LABOUR WELFARE

8

Concept - Objectives - Scope - Need - Voluntary Welfare Measures - Statutory Welfare Measures - Labour - Welfare Funds Education and Training Schemes.

UNIT IV INDUSTRIAL SAFETY

9

Causes of Accidents - Prevention - Safety Provisions - Industrial Health and Hygiene - Importance - Problems - Occupational Hazards - Diseases - Psychological problems - Counseling Statutory Provisions.

UNIT V WELFARE OF SPECIAL CATEGORIES OF LABOUR

9

Child Labour - Female Labour - Contract Labour - Construction Labour - Agricultural Labour - Differently abled Labour - BPO & KPO Labour - Social Assistance - Social Security - Implications.

TOTAL: 45 PERIODS



OUTCOMES

Upon Completion of this course, the student will be able to:

- Analyze how to resolve industrial relations and human relations problems.
- Examine to overcome the industrial conflicts.
- Discuss about the education and training schemes for labour welfare
- Explain occupational Hazards in industry.
- Discuss about welfare of industrial labour.

TEXT BOOKS

1. Ratna Sen, "Industrial Relations in India", Macmillan India Ltd, Second Edition, 2019.
2. C.S.Venkata Ratnam, "Globalisation and Labour Management Relations", Response Books, Third Edition, 2019.
3. Kapoor N. D, "Elements of Mercantile Law", Sultan Chand, Tenth Edition, 2019 .

REFERENCES

1. P.R.N Sinha, Indu Bala Sinha, " Industrial Relations, Trade Unions and Labour Legislation", Pearson, Third Edition, 2020.
2. Srivastava, " Industrial Relations and Labour laws", MCGraw-Hill, Second Edition, 2019.
3. Tax Mann, "Labour Laws", MCGraw-Hill, Sixth Edition, 2020.

E-RESOURCES

1. <https://labour.gov.in/industrial-relations/> (industrial-relations)
2. <https://cde.annauniv.edu/MBAQP/pdf/Elective/DBA1748/MBA%201748.pdf>/(University question paper)

Mapping of Cos-Pos & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	3	2	-	2	-	3	-	2	-	-	2	-	2	-	2
2	2	-	3	1	1	2	-	-	2	-	2	-	-	2	-
3	2	2	-	3	-	-	2	-	1	2	-	2	3	2	1
4	-	2	2	1	2	3	-	2	2	-	2	-	2	-	-
5	2	-	3	-	-	1	2	2	-	2	-	2	-	-	2
AVG	1.8	1.2	1.6	1.4	0.6	1.8	0.8	1.2	1	0.8	1.2	0.8	1.4	0.8	1

1-Low 2-Medium 3-High '-' – No Correlation



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23BATH03

LABOUR LEGISLATIONS

LT P C

3 0 0 3

OBJECTIVES

- To understand about the legal principles governing the employment relationship at individual and collective level.
- To study about the practical problems inherent in the implementation of labour statutes.
- To learn about the employee compensation policy
- To know about the social benefits for employees
- To understand about the law, relate to child labour.

Contained in the following acts are to be studied. Periods

1.	The Factories Act, 1948	3
2.	The Trade Unions Act, 1926	4
3.	The Payment of Wages Act, 1936	3
4.	The Minimum Wages Act, 1948	2
5.	The Industrial Disputes Act, 1947	5
6.	The Workmen's Compensation Act, 1923	2
7.	The Payment of Gratuity Act, 1972	3
8.	The Payment of Bonus Act, 1965	3
9.	The Employee's Provident Fund & Misc. Act, 1952	4
10.	The Employees State Insurance Act, 1948	3
11.	The Industrial Employment (Standing Orders) Act, 1946	3
12.	The Apprentices Act, 1961	2
13.	The Equal Remuneration Act, 1976	2
14.	The Maternity Benefit Act, 1961	2
15.	Contract Labour Regulations and Abolition Act, 1970	2
16.	The Child Labour Prevention and Regulation Act, 1986	2

TOTAL: 45 PERIODS



OUTCOMES

Upon Completion of this course, the student will be able to:

- Analyze the application of labour laws.
- Explain the legal Provision relating to
 - 1) Wages
 - 2) Working Conditions and Labour Welfare
 - 3) Industrial Relations
 - 4) Social Security
 - 5) Child labor.

TEXT BOOKS

1. Arun Monappa, "Industrial relations & Labour Laws", Tata McGraw Hill, Tenth Edition, 2018.
2. D. R. N. Sinha, "Industrial Relation Trade Union and Labour Legislation", PHI, Twelfth Edition, 2020.
3. Srivastava, "Industrial Relations and Labour laws", Vikas , Tenth Edition, 2020.

REFERENCES

1. Kapoor N. D "Elements of Mercantile Law", Sultan Chand, Fourth Edition, 2020.
2. P.K. Padhi, "Industrial Laws", PHI, Tenth Edition, 2018.
3. P.R.N Sinha, "Industrial Relations Trade Unions and Labour Legislation", PHI, Second Edition, 2019.

E-RESOURCES

1. [https://www.britannica.com/topic/labour-law\(labour-law\)](https://www.britannica.com/topic/labour-law(labour-law))
2. [https://www.educationobserver.com/forum/showthread.php?tid=16322\(Labour legislation\)](https://www.educationobserver.com/forum/showthread.php?tid=16322(Labour legislation))

Mapping of Cos-Pos & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	3	-	-	-	2	-	2	2	-	2	-	1	-	2	-
2	3	2	-	2	1	-	3	2	2	3	-	2	2	3	-
3	2	-	2	2	-	2	-	-	-	1	2	-	-	1	2
4	-	2	3	-	2	-	2	-	2	2	2	1	2	2	2
5	3	2	-	2	2	-	2	-	-	2	2	-	-	2	2
AVG	2.2	1.2	1	1.2	1.4	0.4	1.8	0.8	0.8	2	1.2	0.8	0.8	2	1.2

1-Low 2-Medium 3-High '-' – No Correlation



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23BATH04

MANAGERIAL BEHAVIOUR AND EFFECTIVENESS

L T P C

3 0 0 3

OBJECTIVES

- To study the systems of management and relate these systems to organizational characteristics.
- To understand the performance appraisal measures.
- To know the current Industrial and government practices in the management of managerial effectiveness.
- To learn managerial styles in terms of concern for production and concern for people.
- To study the creativity and innovation in managerial effectiveness.

UNIT I DEFINING THE MANAGERIAL JOB

8

Descriptive Dimensions of Managerial Jobs - Methods - Model Time Dimensions in Managerial Jobs - Effective and Ineffective Job behaviour - Functional and level differences in Managerial Job behavior.

UNIT II DESIGNING THE MANAGERIAL JOB

12

Identifying Managerial Talent - Selection and Recruitment - Managerial Skills Development -- Pay and Rewards - Managerial Motivation - Effective Management Criteria-- Performance Appraisal Measures - Balanced Scorecard - Feedback - Career Management - Current Practices.

UNIT III THE CONCEPT OF MANAGERIAL EFFECTIVENESS

7

Definition - The person, process, product approaches - Bridging the Gap - Measuring Managerial Effectiveness Current Industrial and Government practices in the Management of Managerial Effectiveness - the Effective Manager as an Optimizer.

UNIT IV ENVIRONMENTAL ISSUES IN MANAGERIAL EFFECTIVENESS

8

Organisational Processes - Organisational Climate - Leader - Group Influences Job Challenge - Competition Managerial Styles.

UNIT V DEVELOPING THE WINNING EDGE

10

Organisational and Managerial Efforts - Self Development - Negotiation Skills - Development of the Competitive Spirit - Knowledge Management - Fostering Creativity and innovation.

TOTAL: 45 PERIODS



OUTCOMES

Upon Completion of this course, the student will be able to:

- Discuss the functional and level differences in managerial job behavior.
- Analyze the managerial talent in designing the managerial job.
- Explain the effective manager as an optimizer.
- Analyze the knowledge about appropriate style of managerial behaviour.
- Discuss the negotiation skills in management.

TEXT BOOKS

1. Milkovich and Newman, "Compensation", McGraw-Hill International, Second Edition, 2019.
2. Dubrin, Leadership, "Research Findings - Practices & Skills", Biztantra, Fourth Edition, 2019.
3. Peter Drucker, "Management", Harper Row, Twelfth Edition, 2019.

REFERENCES

1. Richard L.Daft, "Leadership", Cengage, Third Edition, Tenth Edition, 2020.
2. Blanchard and Thacker, "Effective Training Systems - Strategies and Practices", Pearson, Fourth Edition, 2019.
3. Mathis Jackson, "Human Resource Management", S. Chand, Sixth Edition, 2021.

E-RESOURCES

1. https://link.springer.com/chapter/10.1007/978-1-349-03586-1_7(Organisationalprocesses)
2. <https://www.ckju.net/en/dossier/organizational-climate-what-it-and-how-shapeit>

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1	3	2	2	-	-	2	2	2	2	-	2	2	2	2	1
2	1	3	2	-	2	-	1	-	-	-	2	1	2	-	-
3	2	-	2	-	3	-	2	1	-	-	3	1	-	2	-
4	-	-	-	-	-	1	3	-	2	-	-	-	-	1	-
5	1	3	-	-	2	-	-	2	-	-	-	1	1	-	1
AVG	1.4	1.6	1.2	0	1.4	0.6	1.6	1	0.8	0	1.4	1	1	1	0.4

1-Low 2-Medium 3-High '-' – No Correlation



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23BATH05

ORGANISATIONAL THEORY DESIGN AND DEVELOPMENT

L T P C

3 0 0 3

OBJECTIVES

- To learn how an organization can be designed and developed to deal with the challenges from environment technology, and its own processes.
- To know the importance of organizational design.
- To understand the importance of organizational culture in practicing managers.
- To learn the difference between evolutionary and revolutionary change.
- To know sustain the organizational Learning.

UNIT I ORGANISATION & ITS ENVIRONMENT

8

Meaning of Organization - Need for existence - Organisational Effectiveness Creation of Value
- Measuring Organisational Effectiveness -- External Resources Approach, Internal Systems Approach and Technical approach HR implications.

UNIT II ORGANIZATIONAL DESIGN

15

Organizational Design - Determinants - Components - Types - Basic Challenges of design
Differentiation, Integration, Centralization, Decentralization, Standardization, Mutual adjustment-
Mechanistic and Organic Structures- Technological and Environmental Impacts on Design-
Importance of Design - Success and Failures in design Implications for Managers.

UNIT III ORGANISATIONAL CULTURE

6

Understanding Culture - Strong and Weak Cultures - Types of Cultures - Importance of Culture
Creating and Sustaining Culture - Culture and Strategy Implications for practicing Managers.

UNIT IV ORGANISATIONAL CHANGE

6

Meaning - Forces for Change - Resistance to Change - Types and forms of change Evolutionary
and Revolutionary change - Change process -Organization Development HR functions and
Strategic Change Management Implications for practicing Managers.

UNIT V ORGANISATION EVOLUTION AND SUSTENANCE

10

Organizational life cycle - Models of transformation--Models of Organizational Decision making
-Organizational Learning Innovation, Intrapreneurship and Creativity-HR implications.

TOTAL: 45 PERIODS





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OUTCOMES

Upon Completion of this course, the student will be able to:

- Discuss about the organizations more accurately and deeply by applying organization theory.
- Explain technological and environmental impacts on design.
- Discuss about the creating and sustaining culture.
- Explain Manage HR functions and strategic change management.
- Analyze Become an entrepreneur to overcome HR implications.

TEXT BOOKS

1. Robbins, "Organisation Theory; Structure Design & Applications", Prentice Hall of India, Sixth Edition, 2020.
2. Gareth R. Jones, "Organizational Theory, Design & Change", Pearson Education, Third Edition, 2019.
3. French & Bell: "Organisational Development", Wiley, Seventh Edition, 2020.

REFERENCES

1. Thomson G. Cummings, "Organisational development and Change", Cengage, Ninth Edition, 2020.
2. Adrian Thorn Hill, "Managing Change -A Human Resource Strategy Approach", Wiley, Seventh Edition, 2020.
3. S. Ramnarayan, "T. VenkateswaraRao, Kuldeep Singh: Organization Development: Interventions and Strategies", Biztantra, Sixth Edition, 2019.

E-RESOURCES

1. <https://www.marketing91.com/organizational-life-cycle/> (Organisational life cycle)
2. <https://www.scribd.com/doc/106831979/Organisaional-Theory-Design-Development-Notes-1> (Organisational theory design and development)



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1	3	2	-	-	-	2	-	2	2	-	1	-	2	-	1
2	2	-	2	-	3	-	2	2	-	2	-	3	-	2	-
3	2	2	-	2	1	2	-	-	2	-	2	2	2	-	2
4	-	-	3	-	2	-	2	-	-	3	-	2	-	2	-
5	2	3	-	1	2	2	-	2	3	-	2	2	2	-	2
AVG	1.8	1.4	1	0.6	1.6	1.2	0.8	1.2	1.4	1	1	1.8	1.2	0.8	1

1-Low 2-Medium 3-High '-' – No Correlation



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23BATH06

STRATEGIC HUMAN RESOURCE MANAGEMENT

L T P C

3 0 0 3

OBJECTIVES

- To understand the transformation in the role of HR functions from being a support function to strategic function.
- To know the process of e-selection and recruitment.
- To learn cross cultural education and training programs.
- To study knowledge in various stages involved in career and competency development.
- To understand Manage role of HR in coaching.

UNIT I HUMAN RESOURCE DEVELOPMENT

10

Meaning - Strategic framework for HRM and HRD - Vision, Mission and Values - Importance - Challenges to Organisations - HRD Functions - Roles of HRD Professionals - HRD Needs Assessment - HRD practices - Measures of HRD performance-- Links to HR, Strategy and Business Goals - HRD Program Implementation and Evaluation - Recent trends - Strategic Capability, Bench Marking and HRD Audit.

UNIT II E-HRM

6

e- Employee profile- e- selection and recruitment - Virtual learning and Orientation - e training and development - e- Performance management and Compensation design Development and Implementation of HRIS - Designing HR portals - Issues in employee privacy - Employee surveys online.

UNIT III CROSS CULTURAL HRM

7

Domestic Vs International HRM - Cultural Dynamics - Culture Assessment - Cross Cultural Education and Training Programs - Leadership and Strategic HR Issues in International Assignments - Current challenges in Outsourcing, Cross border Mergers and Acquisitions - Repatriation - Building Multicultural Organisation International Compensation.

UNIT IV CAREER & COMPETENCY DEVELOPMENT

10

Career Concepts - Roles - Career stages - Career planning and Process - Career development Models- Career Motivation and Enrichment -- Managing Career plateaus - Designing Effective Career Development Systems - Competencies and Career Management – Competency Mapping Models Equity and Competency based Compensation.

UNIT V EMPLOYEE COACHING & COUNSELING HIGHTECHE-BANKING

12

Need for Coaching - Role of HR in coaching - Coaching and Performance - Skills for Effective Coaching - Coaching Effectiveness- Need for Counseling - Role of HR in Counseling --





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Components of Counseling Programs - Counseling Effectiveness - Employee Health and Welfare Programs - Work Stress - Sources – Consequences Stress Management Techniques. -Eastern and Western Practices Self-Management and Emotional Intelligence.

TOTAL: 45 PERIODS

OUTCOMES

- Discuss about the tools and techniques used by organizations to meet current challenges.
- Analyze issues in employee privacy.
- Explain the difference between domestic vs. international HRM.
- Discuss about the design effective career development systems.
- Examine the techniques involve in stress management

TEXT BOOKS

1. Randy L. Desimone, "Human Resource Development", Cengage, Sixth Edition, 2019.
2. Robert L. Mathis, "Human Resource Management", Cengage, Third Edition, 2019.
3. Jeffrey A Mello, "Strategic Human Resource Management", Cengage, Seventh Edition, 2020.

REFERENCES

1. Monir Tayeb," International Human Resource Management", Oxford, Tenth Edition,2020.
2. Jeffrey A Mello," Strategic Human Resource Management", Cengage, Sixth Edition,2020.
3. Paul Boselie," Strategic Human Resource Management", Tata McGraw Hill, Third Edition, 2019.

E-RESOURCES

1. <https://www.citehr.com/586559-mba-notes-strategic-human-resource-management.html>(MBA notes for SHRM)
2. www.gurukpo.com/strategic-human-resource-management(strategic-human-resource-management)



Mapping of Cos-Pos & PSOs

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1	3	-	2	-	-	-	-	2	-	2	-	-	-	2	-
2	2	2	-	2	-	3	-	-	2	-	2	-	2	-	1
3	-	2	-	3	-	-	2	-	-	2	-	2	-	2	-
4	3	-	2	-	1	3	-	2	-	-	3	-	2	-	2
5	2	2	2	-	2	-	1	2	-	3	-	1	-	2	2
AVG	2	1.2	1.2	1	0.6	1.2	0.6	1.2	0.4	1.4	1	0.6	0.8	1.2	1

1-Low 2-Medium 3-High '-' - No Correlation



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23BATS01

ADVANCED DATABASE MANAGEMENT SYSTEM

L T P C

3 0 0 3

OBJECTIVES

- To understand the Database and DBMS.
- To know about the modeling and design frame work.
- To learn the database implementation.
- To know about the distributed database and object-oriented databases.
- To understand the emerging trends database management.

UNIT I INTRODUCTION

9

DBMS Models- Multimedia Databases, Parallel Databases, embedded, web, spatial, temporal databases, Virtualization, Active Databases - Embedded databases Web databases.

UNIT II DATABASE IMPLEMENTATION

9

Query Processing basics and optimization - Heuristic Optimization - Transactions Models -- Concurrency Control - Recovery - Security and Authorization - Storage - Indexing and Hashing ISAM - B-Trees - Kd Trees - X Trees Dynamic Hashing.

UNIT III DISTRIBUTED DATABASES

9

Distributed Databases - Queries - Optimization Access Strategies Distributed Transactions Management Concurrency Control – Reliability.

UNIT IV OBJECT ORIENTED DATABASES

9

Object Oriented Concepts - Data Object Models -Object Oriented Databases --Issues in OODBMS -Object Oriented Relational Databases - Object Definition Languages Object Query Languages.

UNIT V EMERGING TRENDS

9

Data Mining - Data warehousing-- Star, Snowflake, Fact Constellation; open-source database systems, Scripting Language, JDBC, ODBC.

TOTAL: 45 PERIODS

OUTCOMES

Upon Completion of this course, the student will be able to:

- Analyze awareness of database models.
- Explain knowledge of database technologies.
- Examine knowledge about distributed database.
- Analyze the data warehousing.
- Discuss the detailed object oriented.



TEXT BOOKS

1. Jeffrey A Hoffer et al, "Modern Database Management", Pearson Education, Twelfth Edition, 2019.
2. Abraham Silberchatz, "Database System Concepts", McGraw-Hill, Sixth Edition, 2019.
3. Narayan S. Umanath, "Data Modeling and database design", Wiley India Pvt Ltd, Second Edition, 2020.

REFERENCES

1. Rajesh Narang, "Object Oriented Interfaces and Databases", Prentice Hall of India, Fourth Edition, 2019.
2. Charkrabarti, "Advanced Database Management Systems", Wiley India Pvt Ltd, Sixth Edition, 2021.
3. Mark L. Gillenson & el, "Introduction database management", Wiley India Pvt. Ltd, Fifth Edition, 2020.

E-RESOURCES

1. [https://www.tutorialspoint.com/dbms\(DataBase Management System\)](https://www.tutorialspoint.com/dbms(DataBase Management System))
2. [https://lecturenotes.in/subject/38/database-management-system-dbms\(DBMSNotes\)](https://lecturenotes.in/subject/38/database-management-system-dbms(DBMSNotes))

Mapping of Cos-Pos & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
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2	2	3	-	2	1	3	-	-	-	-	2	1	-	1	2
3	2	-	2	3	-	-	2	-	2	2	-	2	-	2	-
4	-	2	1	-	2	3	-	2	-	-	2	2	2	1	-
5	2	-	2	-	-	2	-	2	-	2	-	2	-	2	1
AVG	1.6	1	1.4	1	1	1.6	0.4	1.2	0.4	1.2	0.8	1.8	0.8	1.2	0.6

1-Low 2-Medium 3-High '-' – No Correlation



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23BATS02

DATA MINING FOR BUSINESS INTELLIGENCE

L T P C

3 0 0 3

OBJECTIVES

- To know how to derive meaning from huge volume of data and information.
- To understand how knowledge discovering process is used in business decision making.
- To study the concepts of regression and correlation in data mining methods.
- To know more detailed about business intelligence.
- To learn the detail knowledge in genetics, medical, pharmaceutical.

UNIT I INTRODUCTION

9

Data mining, Text mining, Web mining, Spatial mining, Process mining, BI process - Private and Public intelligence, Strategic assessment of implementing BI.

UNIT II DATA WAREHOUSING

9

Data ware house - characteristics and view - OLTP and OLAP - Design and development of data warehouse, Meta data models, Extract/ Transform / Load (ETL) design.

UNIT III DATA MINING TOOLS, METHODS AND TECHNIQUES

9

Regression and correlation; Classification - Decision trees; clustering - Neural networks; Market basket analysis - Association rules - Genetic algorithms and link analysis, Support Vector Machine, Ant Colony Optimization.

UNIT IV MODERN INFORMATION TECHNOLOGY AND ITS BUSINESS OPPORTUNITIES

9

Business intelligence software, BI on web, Ethical and legal limits, Industrial espionage, modern techniques of crypto analysis, managing and organizing for an effective BI Team.

UNIT V BI AND DATA MINING APPLICATIONS

9

Applications in various sectors--Retailing, CRM, Banking, Stock Pricing, Production, Crime, Genetics, Medical, Pharmaceutical.

TOTAL: 45 PERIODS

OUTCOMES

On Completion of this course, the student will be able to:

- Analyze the Big Data Management.
- Explain the techniques of knowledge discovery for business applications.
- Examine the knowledge in market basket analysis.
- Discuss about the modern techniques of crypto analysis.
- Explain molded in the area of data mining applications.



TEXT BOOKS

1. Ralph Kimball and Richard Merz, "The data warehouse toolkit", John Wiley, Tenth Edition, 2020.
2. Michel Berry and Gordon Linoff, "Mastering Data mining", John Wiley, Fifth Edition, 2020.
3. Efraim Turban, "Business Intelligence", Prentice Hall, Tenth Edition, 2020.

REFERENCES

1. G. K. Gupta, "Introduction to Data mining with Case Studies", Prentice hall of India, Fourth Edition, 2019.
2. Jaiwei Ham, "Data Mining concepts and techniques", Kauffmann Publishers, Fifth Edition, 2021.
3. Giudici, "Applied Data mining - Statistical Methods for Business and Industry", Sixth Edition, 2019.

E-RESOURCES

1. <https://www.egafutura.com/wiki-en/data-mining-applications>
2. <https://www.dataintegration.info/business-intelligence>

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2	2	-	2	2	-	2	-	3	-	-	2	-	2	1	-
3	2	3	-	3	2	-	2	-	2	2	1	2	-	-	2
4	-	2	2	-	2	3	-	2	-	-	2	-	1	2	-
5	2	-	2	1	-	-	2	2	1	2	-	2	2	-	2
AVG	1.8	1.4	1.8	1.6	1.2	1	0.8	2	0.6	1.2	1	1.2	1.4	0.6	1.2

1-Low 2-Medium 3-High '-' - No Correlation



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23BATS03

ENTERPRISE RESOURCE PLANNING

LT P C

3 0 0 3

OBJECTIVES

- To understand the business process of an enterprise.
- To learn the activities of ERP project management cycle.
- To understand the emerging trends in ERP developments.
- To know the knowledge of maintenance of ERP.
- To study the knowledge in cloud computing.

UNIT I INTRODUCTION

8

Overview of enterprise systems - Evolution - Risks and benefits - Fundamental technology - Issues to be considered in planning design and implementation of cross functional integrated ERP systems.

UNIT II ERP SOLUTIONS AND FUNCTIONAL MODULES

10

Overview of ERP software solutions- small, medium and large enterprise vendor solutions, BPR, and best business practices Business process Management, Functional modules.

UNIT III ERP IMPLEMENTATION

10

Planning Evaluation and selection of ERP systems - Implementation life cycle - ERP implementation, Methodology and Framework- Training - Data Migration. People Organization in implementation-Consultants, Vendors and Employees.

UNIT IV POST IMPLEMENTATION

8

Maintenance of ERP- Organizational and Industrial impact; Success and Failure factors of ERP Implementation.

UNIT V EMERGING TRENDS ON ERP

9

Extended ERP systems and ERP add-ons - CRM, SCM, Business analytics - Future trends in ERP systems - web enabled, Wireless technologies, cloud computing.

TOTAL: 45 PERIODS

OUTCOMES

Upon Completion of this course, the student will be able to:

- Analyze knowledge of ERP implementation cycle.
- Explain awareness of core and extended modules of ERP.
- Analyze the knowledge in data migration.
- Discuss the organizational and industrial impact of ERP.
- Examine the knowledge known about web enabled system and wireless technologies.



TEXT BOOKS

1. Alexis Leon, "ERP demystified", Tata McGraw-Hill, Second Edition, 2021.
2. Vinod Kumar Grag, "ERP- Concepts and Practice", Prentice Hall of India, Fourth Edition, 2019.
3. Jagan Nathan Vaman, "ERP in Practice", Tata McGraw-Hill, Second Edition, 2020.

REFERENCES

1. Alexis Leon, "Enterprise Resource Planning", Tata McGraw-Hill, Third Edition, 2020.
2. Mahadeo Jaiswal, "Enterprise Resource Planning", Macmillan India, Fourth Edition, 2019.
3. Simha R. Magal, "Integrated Business processes with ERP systems", Second Edition, 2020.

E-RESOURCES

1. https://en.wikipedia.org/wiki/Enterprise_resource_planning (Enterprise resource planning)
2. <https://www.investopedia.com>Business>BusinessEssentials> (Business Essentials)

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2	-	2	-	2	-	-	3	2	-	2	-	-	2	-	-
3	3	-	3	1	-	2	-	-	2	-	2	2	-	2	3
4	2	2	-	2	3	-	2	1	-	1	-	2	-	1	2
5	-	2	1	-	-	2	2	2	1	-	2	-	2	-	-
AVG	1.4	1.2	0.8	1	1.2	1.2	1.4	1	0.6	1	0.8	1.2	1	0.6	1.4

1-Low 2-Medium 3-High '-' – No Correlation



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23BATS04

SOFTWARE PROJECT MANAGEMENT AND QUALITY

LT P C

3 0 0 3

OBJECTIVES

- To understand the various project management phases - Initiation, planning, tracking and closure.
- To study various project estimation methodologies, process models and risk management.
- To understand quality assurance in software development.
- To know about steps for process improvement.
- To study the concepts of sprint planning.

UNIT I PROJECT MANAGEMENT OVERVIEW

8

What is Project and Project Management, Various phase of Project Management, Project Stakeholders, Project Management Organisation (PMO); Roles and Responsibilities of Project Manager. Brief introduction to various process models Waterfall, RAD, V, Spiral, Incremental, Prototyping, Agile- SCRUM, Extreme Programming (XP) and Kanban Project Initiation - Project Charter; Statement of Work (SoW)

UNIT II PROJECT PLANNING

10

Project Planning Activities- Project Scope, Work Breakdown Structures (WBS), Software estimation methodologies COCOMO Model and Function Point Project Scheduling Techniques Program Evaluation and Review Technique (PERT), Gantt Chart and Critical Path Method (CPM)

UNIT III PROJECT TRACKING

10

Monitoring and Control, Project Status Reporting; Project Metrics; Earned Value Analysis(EVA); Project Communication Plan & Techniques; Steps for Process Improvement. Risk Management: Concepts of Risks and Risk Management; Risk Management Activities; Effective Risk Management; Risk Categories; Aids for Risk Identification; Potential Risk Treatments; Risk Components and Drivers; Risk Prioritization.

UNIT IV PROJECT CLOSURE

8

Project Closure Analysis, Lesson Learnt Software Quality Assurance-Software Quality Assurance Activities; Software Qualities; Software Quality Standards ISO Standards for Software Organization, Capability Maturity Model (CMM), Comparison between ISO 9001 & SEI CMM, Other Standards.

UNIT V AGILE PROJECT MANAGEMENT WITH SCRUM

9

Agile Manifesto and Agile Principles Agile Scrum Purpose, Values, Scrum Framework, Scrum Roles - Product Owner, Scrum Master & Team, Scrum Events - Sprint Planning, Daily





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Scrum/Stand-up Meeting, Sprint Review, Sprint Retrospective, Scrum Artefacts - Product Backlog, Sprint Backlog, Increment and Definition of Done (DoD), Agile estimation Story Point.

TOTAL: 45 PERIODS

OUTCOMES

Upon Completion of this course, the student will be able to:

- Explain the concept of software project management and project evaluation.
- Examine process models and use estimation techniques to calculate the effort in project.
- Discuss the critical path and find ways to reduce the risks involved in project management.
- Explain resources for implementation and monitor the progress of the project.
- Discuss the process of managing contracts, people and teams.

TEXT BOOKS

1. Bob Hughes, "Software Project Management", Tata McGraw Hill, Fifth Edition, 2020.
2. Jalote, "Software Project Management in Practice", Pearson Education, Second Edition, 2019.
3. Walker Royce, "Software Project Management – A Unified Framework", Tata McGraw Hill, Tenth Edition, 2019.

REFERENCES

1. Ramesh, Gopalswamy, "Managing Global Projects", Tata McGraw Hill, Second Edition, 2020.
2. Royce, "Software Project Management", Pearson Education, Fourth Edition, 2019.
3. PankajJalote, "Software Project Management in Practice", Microsoft Press, Sixth Edition, 2020.

E-RESOURCES

1. https://www.tutorialspoint.com/software_engineering/software_project_management
2. <https://www.techopedia.com/definition/13132/project-management- software>

Mapping of Cos-Pos & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
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3	2	-	1	2	-	-	2	-	2	-	2	-	2	-	-
4	-	3	-	-	2	3	-	2	-	2	2	2	-	2	1
5	2	-	2	-	-	2	2	2	1	-	-	2	-	2	2
AVG	1.8	1.4	1	0.8	0.8	1.6	0.8	1.4	1	0.8	0.8	1.4	0.8	0.8	1

1-Low 2-Medium 3-High '- '- No Correlation





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23BATS05

E- BUSINESS MANAGEMENT

LT P C

3 0 0 3

OBJECTIVES

- To understand the practices and technology to start an online business
- To study the concepts of internet protocols and web server hardware and software
- To learn the knowledge of web advertising and e mail marketing
- To study the e-wallets and micro payment systems
- To know the concepts in consumer protection, cyber laws,

UNIT I INTRODUCTION TO e-BUSINESS

8

Business, e-business vs e-commerce, Economic forces – advantages – myths – e business models, design, develop and manage - business, Web 2.0 and Social Networking, Mobile Commerce, S - commerce.

UNIT II TECHNOLOGY INFRASTRUCTURE

10

Internet and World Wide Web, internet protocols - FTP, intranet and extranet, Cloud Service Models - SAAS, PAAS, IAAS, Cloud Deployment Models Public Cloud, Private Cloud, Hybrid Cloud, Auto-Scaling in the Cloud, Internet information publishing technology - basics of webserver hardware and software.

UNIT III BUSINESS APPLICATIONS

10

Consumer oriented e-business-e-tailing and models-Marketing on web-advertising, e-mail marketing, affiliated programs - e-CRM; online services, Business oriented e-business, e-governance, EDI on the internet, Delivery management system, Web Auctions, Virtual communities and Web portals-social media marketing.

UNIT IV e-BUSINESS PAYMENTS AND SECURITY

9

E-payments - Characteristics of payment of systems, protocols, e-cash, e-cheque, e-Wallets and Micro payment systems- internet security-cryptography security protocols-network security.

UNIT V LEGAL AND PRIVACY ISSUES

8

Legal, Ethics and privacy issues - Protection needs and methodology - consumer protection, cyber laws, contracts and warranties, Taxation and encryption policies.

TOTAL: 45 PERIODS



OUTCOMES

Upon Completion of this course, the student will be able to:

- Discuss the concept of e-Business.
- Analyze the impact of e-Business models and strategy.
- Examine the required skills for implementing e-Business.
- Explain the steps in establishing and managing an e-Business.
- Analyze the legal issues and privacy in e-Business.

TEXT BOOKS

1. Harvey M. Deitel, "e-business and e-commerce for managers", Pearson, Sixth Edition, 2021.
2. Parag Kulkarni, Sunita Jahirabad kao, Pradeep Chande, ebusiness, Oxford University Press, Sixth Edition, 2019.
3. Henry Chang, "E-Commerce –Fundamentals and Applications", Wiley India Pvt Ltd, Fourth Edition, 2020.

REFERENCES

1. Bharat Bhasker, "Electronic Commerce, Framework technologies and Applications", Tata McGraw Hill Publications, Third Edition, 2019.
2. Kala kota et al," Frontiers of Electronic Commerce", Tata McGraw Hill Publications, Sixth Edition, 2020.
3. Gary P. Schneider, "E-Business", Thomson course technology, Eleventh Edition, Ninth Edition, 2019.

E-RESOURCES

1. [https://lecturenotes.in/subject/577/e-business-ebusiness\(EBS Notes\)](https://lecturenotes.in/subject/577/e-business-ebusiness(EBS Notes))
2. [http://ncdrc.nic.in/bare_acts/ConsumerProtectionAct-1986.\(Consumer protection Act 1986\)](http://ncdrc.nic.in/bare_acts/ConsumerProtectionAct-1986.(Consumer protection Act 1986))

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3	2	-	2	2	-	-	2	-	-	-	2	-	2	-	1
4	3	2	-	-	2	-	2	2	-	2	-	-	-	2	-
5	3	-	2	-	-	2	-	-	2	-	2	2	-	2	2
AVG	2.8	1.2	0.8	0.8	0.8	1	1.2	1	0.6	0.8	0.8	1	0.8	0.8	1

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23BATS06

DECISION SUPPORT SYSTEM

LT P C

3 0 0 3

OBJECTIVES:

- To know about the basics of database and DSS.
- To learn the procedure of decision making using DSS.
- To enable the students to understand how an Information system can be used for decision support.
- To introduce various types of models in decision support systems.
- To help students understand the design and implementation process of Group Decision Support Systems.

UNIT I DATABASE 9

Sources of Data, Data Dictionary, Data Structure and Database Languages, Query Facility, Data Management System, DBMS as DSS Development Tool.

UNIT II DSS STEPS AND MODELS 9

Decision Making – steps, phases, Models, Descriptive, Prescriptive, Static, Dynamic, Optimization, Heuristic, Simulation Model.

UNIT III DSS STANDARD PACKAGES 9

Specialized tools and Generators, Programming Language for DSS, User Interfaces.

UNIT IV BUILDING AND IMPLEMENTING DSS 9

Architecture, Internet and Client / Server Computing in DSS, DSS Development Process, System Conversion, Implementation issue.

UNIT V BUILDING AND IMPLEMENTING DSS 9

Concepts, Reasons, Factors, Group activities, Media Richness, Task Types, Types of GDSS, Groupware, Electronic Meeting system and work flow system.

TOTAL: 45 PERIODS

OUTCOMES:

Upon completion of the course, students will be able to:

- Analyze the basics of Database and Decision support system.
- Discuss appropriate decision support system techniques.
- Examine the DSS standard packages.
- Explain the implementation issues.
- Discuss about the Group Decision Support System.



TEXT BOOKS

1. Efreem G Mallach," Decision Support and Data Warehouse System", Tata McGraw Hill, Sixth Edition, 2021.
2. Efraim Turban "Decision Support Systems and Intelligent Systems", Pearson Education, Fourth Edition, 2019.
3. Gerald, V Post, "Database Management Systems", Tata McGraw Hill, Sixth Edition, 2020.

REFERENCES:

1. Jatinder. N.D. Gupta," Intelligent Decision Support System: Foundations, Applications and Challenges ", Tata McGraw Hill, Third Edition, 2020.
2. George.M. Marakas," Decision Support System ", Prentice Hall of India, Second Edition, 2021.
3. K. M. Shrivastava, "Social Media in Business and Governance", Pearson, Fourth Edition, 2019.

E-RESOURCES

1. <https://www.managementstudyguide.com/decision-support-systems.htm>
2. <https://corporatefinanceinstitute.com/resources/management/decision-support-system-dss/>

Mapping of Cos-Pos & PSOs

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4	-	2	-	2	2	-	2	2	1	2	-	-	1	2	1
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AVG	1.8	2.4	1.2	1	0.8	1.4	0.8	1	1.2	0.8	0.6	1	1	0.8	0.8

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23BATS07

KNOWLEDGE MANAGEMENT

LT P C

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OBJECTIVES:

- To understand knowledge management concepts.
- To know about knowledge creation and capture.
- To learn about knowledge codification and system implementation.
- To know about km system tools and portals.
- To learn about ethics, legal and managerial issues in knowledge management.

UNIT I INTRODUCTION

9

Understanding Knowledge: Data, Information and Knowledge, Types of Knowledge, Human thinking and Learning, Knowledge Management, System Life Cycle, Conventional vs. KM System Life Cycle, E Learning.

UNIT II KNOWLEDGE CREATION AND CAPTURE

9

Knowledge Creation, Nanaka's Model, Knowledge Architecture. Capturing Tacit Knowledge: Evaluating the Expert, Developing a Relationship with Experts, Fuzzy Reasoning and Quality of Knowledge Capture, Interview as a Tool Guide to Successful Interview, Rapid Prototyping Interviews, Other Knowledge Capture Techniques.

UNIT III KNOWLEDGE CODIFICATION AND SYSTEM IMPLEMENTATION

9

Knowledge Codification: Meaning, Reasoning for Codifying, Codification Tools and Procedures. Knowledge Developer's Skill Set, System Testing and Deployment: Knowledge Testing, Approaches to Logical Testing, Approaches to user Acceptance Testing, Managing the testing phase, KM System Deployment: Issues, User Training, Post Implementation Review.

UNIT IV KNOWLEDGE CODIFICATION AND SYSTEM IMPLEMENTATION

9

Learning from Data: Data Visualization, Neural Networks as a Learning Model, Association Rules, Classification Trees. Data Mining: Definition, Data Mining and Business Intelligence, Business Drivers, Technical Drivers, DM Virtuous Cycle. Portals: Definition, the Business Challenge, Knowledge Portal Technologies.

UNIT V KNOWLEDGE CODIFICATION AND SYSTEM IMPLEMENTATION

9

Ethics, Legal and Managerial Issues: Knowledge Owners, Legal Issues, Ethics Factor, Improving the Climate, Managing Knowledge Workers.

TOTAL: 45 PERIODS





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OUTCOMES:

Upon completion of the course, students will be able to:

- Analyze the basics of knowledge management system.
- Discuss knowledge creation and knowledge capturing techniques.
- Explain the knowledge codification and system implementation.
- Examine the neural networks as learning model.
- Discuss about the ethics in knowledge management

TEXT BOOKS

1. Elias M Awad and Hassan M Ghaziri, "Knowledge Management", Pearson Education, Sixth Edition, 2020.
2. Irma Becerra Fernandez, Avelino Gonzalez and Rajiv Sabberwal, "Knowledge Management Challenges", Prentice Hall of India, Second Edition, 2019.
3. S. Barnes, "Knowledge Management Systems Theory and Practice", Fifth Edition, 2019.

REFERENCES:

1. Ralph Kimball and M. Ross, The Data Warehouse Tool Kit, "The Complete Guide to Dimensional Modeling", Wiley and Sons, Sixth Edition, 2020
2. Madan Mohan Rao, "Knowledge Management Tools and Techniques: Practitioners and Experts Evaluate KM Solutions", Butterworth-Heinemann, Second Edition, 2019.
3. Kimiz Dalkir, Jay Liebowitz, "knowledge management theory in practice", Third Edition, 2021.

E-RESOURCES

1. <https://www.teachmint.com/tfile/studymaterial/b->
2. https://www.tutorialspoint.com/knowledge_management/knowledge_management_tutorial.pdf

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4	-	-	3	-	2	-	2	-	-	3	1	-	-	2	2
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AVG	1.8	1.4	1	0.8	1	0.4	0.8	1.2	1.4	1	0.8	1	1.2	0.8	1

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23BATO01

LOGISTICS MANAGEMENT

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3 0 0 3

OBJECTIVES

- To learn the need and importance of logistics in product flow.
- To understand the concepts of distribution channel structure
- To know the transportation systems and material and cost packaging
- To study the performance measurement and accounting methods.
- To understand the knowledge of logistics information system

UNIT I INTRODUCTION

9

Definition and Scope of Logistics - Functions & Objectives - Customer Value Chain - Service Phases and attributes - Value added logistics services - Role of logistics in Competitive strategy Customer Service

UNIT II DISTRIBUTION CHANNELS AND OUTSOURCING LOGISTICS

9

Distribution channel structure channel members, channel strategy, role of logistics and support in distribution channels. Logistics requirements of channel members. Logistics outsourcing - catalysts, benefits, value proposition. Third- and fourth-party logistics. Selection of service provider.

UNIT III TRANSPORTATION AND PACKAGING

9

Transportation System - Evolution, Infrastructure and Networks. Freight Management Vehicle Routing - Containerization. Modal Characteristics, Inter - modal Operators and Transport Economies. Packaging - Design considerations, Material and Cost. Packaging as Unitization. Consumer and Industrial Packaging.

UNIT IV PERFORMANCE MEASUREMENT AND COSTS

9

Performance Measurement Need, System, Levels and Dimensions. Internal and External Performance Measurement. Logistics Audit. Total Logistics Cost - Concept, Accounting Methods. Cost Identification, Time Frame and Formatting.

UNIT V CURRENT TRENDS

9

Logistics Information Systems - Need, Characteristics and Design. E-Logistics Structure and Operation. Logistics Resource Management eLRM. Automatic Identification Technologies. Reverse Logistics - Scope, design and as a competitive tool. Global Logistics - Operational and Strategic Issues, ocean and air transportation. Strategic logistics planning. Green Logistics.

TOTAL: 45 PERIODS



OUTCOMES

Upon Completion of this course, the student will be able to:

- Analyze an efficient method of moving products with optimization of time and cost.
- Explain the knowledge of logistics and support in distribution channels
- Discuss the concepts of evaluation infrastructure and networks
- Explain the measurement of logistics audit
- Discuss the concept of logistics resource management and e-LRM

TEXT BOOKS

1. Bowersox Donald J, "Logistics Management - The Integrated Supply Chain Process", Tata McGraw Hill, Third Edition, 2020.
2. Ailawadi C Sathish & Rakesh Singh, "Logistics Management", PHI, Sixth Edition, 2021.
3. Sunil Chopra and Peter Meindl, "Supply Chain Management", Pearson, Fourth Edition, 2020.

REFERENCES

1. Ronald H. Ballou, "Business Logistics and Supply Chain Management", Pearson, Fifth Edition, 2019.
2. Bloomberg David J et al., "Logistics", Prentice Hall India, Sixth Edition, 2020.
3. Jeremy F Shapiro, "Modelling the Supply Chain", Cengage, Fifth Edition, 2021.

E-RESOURCES

1. <https://studymafia.org/logistics-management-ppt-with-pdf-free-to-download>.
2. <https://www.redwoodlogistics.com/what-is-freight-management/>

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AVG	2.6	1.4	1	1	1.2	1.2	0.8	1.2	1	1	1	1.2	1.2	0.8	0.8

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23BATO02

MATERIALS MANAGEMENT

LT P C

3 0 0 3

OBJECTIVES

- To understand how material management should be considered for profitability.
- To know the knowledge about production activity control.
- To study the inventory management.
- To understand about the purchase management in detail.
- To learn awareness about warehousing functions.

UNIT I INTRODUCTION

9

Operating environment - aggregate planning - role, need, strategies, costs techniques, approaches - master scheduling - manufacturing planning and control system - manufacturing resource planning - enterprise resource planning-making the production plan.

UNIT II MATERIALS PLANNING

9

Materials requirements planning - bill of materials - resource requirement planning - manufacturing resource planning - capacity management - scheduling orders - production activity control - codification.

UNIT III INVENTORY MANAGEMENT

9

Policy Decisions – objectives - control - Retail Discounting Model, Newsvendor Model; EOQ and EBQ models for uniform and variable demand with and without shortages - Quantity discount models - Probabilistic inventory models.

UNIT IV PURCHASING MANAGEMENT

9

Establishing specifications - selecting suppliers - price determination - forward buying - mixed buying strategy - price forecasting - buying seasonal commodities - purchasing under uncertainty - demand management - price forecasting - purchasing under uncertainty - purchasing of capital equipment - international purchasing.

UNIT V WAREHOUSE MANAGEMENT

9

Warehousing functions - types Stores management - stores systems and procedures - incoming materials control - stores accounting and stock verification - Obsolete, surplus and scrap - value analysis - material handling - transportation and traffic management - operational efficiency – productivity - cost effectiveness - performance measurement.

TOTAL: 45 PERIODS



OUTCOMES

Upon Completion of this course, the student will be able to:

- Analyze knowledge on effective utilization of materials in manufacturing and service organization.
- Explain the concepts of capacity management.
- Analyze more awareness and understanding of probabilistic inventory models.
- Discuss about the concepts of price determination.
- Examine the details of stores systems and procedures.

TEXT BOOKS

1. S. N. Chary, "Production and Operations Management", Tata McGraw Hill, Sixth Edition, 2021.
2. Ronald H. Ballou, "Business Logistics and Supply Chain Management", Pearson education, Fifth Edition, 2020.
3. S. Chatterjee, "Applied Materials Management", Pearson, Sixth Edition, 2020.

REFERENCES

1. P. Gopalakrishnan, "Purchasing and Materials Management", Tata McGraw Hill, Sixth Edition, 2020.
2. J.R. Tony Arnold, "Materials Management", Pearson, Second Edition, 2018.
3. A.K. Datta, "Materials Management Procedures, Text and Cases", PHI Learning, Fourth Edition, 2022.

E-RESOURCES

1. <https://studymafia.org/logistics-management-ppt-with-pdf-free-to-download>.
2. <https://www.ispatguru.com/stores-management>.

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4	3	-	1	2	-	2	-	-	2	-	3	-	-	2	1
5	2	2	3	-	2	2	2	-	2	-	2	-	1	2	-
AVG	2.2	1.2	1.2	1.2	1.2	1.4	1.6	0.8	1.4	0.4	1.4	0.6	1	1.2	0.6

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23BATO03

PRODUCT DESIGN

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OBJECTIVES

- To understand the application of structured methods to develop a product.
- To study the product life cycle
- To know the product testing and its concepts
- To learn the concepts of product development
- To understand the patent searches and application.

UNIT I INTRODUCTION

9

Defining Product, Types of products. Product development - characteristics, duration and cost, challenges. Development Process: Generic Process - Adapting to product types. Evaluation — decay curve cost expenditure curve.

UNIT II PRODUCT PLANNING

9

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

UNIT III PRODUCT CONCEPT

9

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

UNIT IV INDUSTRIAL DESIGN AND DESIGN TOOLS

9

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

UNIT V PATENTS

9

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

TOTAL: 45 PERIODS



OUTCOMES

Upon Completion of this course, the student will be able to:

- Analyze knowledge on how a product is designed based on the needs of a customer.
- Explain the product specification and techniques.
- Discuss the concept of product architecture.
- Examine the techniques of financial analysis.
- Discuss the patent infringement in detail.

TEXT BOOKS

1. Harvey Maylor, "Project Management", Tata-McGraw Hill, Fourth Edition, 2020
2. Clifford Gray and Erik Larson, "Project Management", Cengage, Sixth Edition, 2021.
3. Kenneth B. Kahn, "New Product Planning", Sage, Second Edition, 2020.

REFERENCES

1. John M. Nicholas, "Project Management for Business and Technology - Principles and Practice", Sage, Second Edition, 2022.
2. Gido and Clements, "Successful Project Management", Sixth Edition, 2020.
3. Deborah E. Bouchoux, "Intellectual Property Rights", Delmar, Fourth Edition, 2019.

E-RESOURCES

1. <https://www.edo.ca/downloads/project-management.pdf> (Introduction to project management)
2. https://www.ebooks.lpude.in/management/mba/term_3/DMGT521_PROJECT_MANAGEMENT.pdf (Project management notes)

Mapping of Cos-Pos & PSOs

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1	3	-	-	2	-	-	2	2	1	-	2	-	-	-	-
2	3	2	-	2	2	3	2	-	2	2	-	2	-	3	-
3	2	-	2	-	2	-	2	2	-	2	2	1	2	-	2
4	3	-	1	2	-	2	-	-	1	-	2	-	-	2	1
5	2	2	-	-	2	2	2	-	2	2	-	2	-	2	-
AVG	2.6	0.8	0.6	1.2	1.2	1.4	1.6	0.8	1.2	1.2	1.2	1	0.4	1.4	0.6

1-Low 2-Medium 3-High '-' - No Correlation



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23BATO04

PROJECT MANAGEMENT

L T P C

3 0 0 3

OBJECTIVES

- To learn the concepts of managing projects.
- To know the detailed project management process
- To understand the concepts of resource loading and leveling
- To study the plan, monitor control cycle and project control
- To understand the formal organization structure.

UNIT I INTRODUCTION TO PROJECT MANAGEMENT

9

Project Management - Definition - Goal Lifecycles. Project Selection Methods. Project Portfolio Process - Project Formulation. Project Manager – Roles - Responsibilities and Selection Project Teams.

UNIT II PLANNING AND BUDGETING

9

The Planning Process - Work Break down Structure - Role of Multidisciplinary teams. Budget the Project - Methods. Cost Estimating and Improvement. Budget uncertainty and risk management.

UNIT III SCHEDULING & RESOURCE ALLOCATION

9

PERT & CPM Networks - Crashing - Project Uncertainty and Risk Management - Simulation - Gantt Charts - Expediting a project Resource loading and leveling. Allocating scarce resources -Goldratt's Critical Chain.

UNIT IV CONTROL AND COMPLETION

9

The Plan – Monitor - Control cycle - Data Collecting and reporting - Project Control Designing the control system. Project Evaluation, Auditing and Termination.

UNIT V PROJECT ORGANISATION & CONFLICT MANAGEMENT

9

Formal Organization Structure - Organization Design - Types of project organizations. Conflict - Origin & Consequences. Managing conflict Team methods for resolving conflict.

TOTAL: 45 PERIODS



OUTCOMES

Upon Completion of this course, the student will be able to:

- Analyze project management principles in business situations to optimize resource utilization and time optimization.
- Explain the knowledge of project selection methods
- Examine the project uncertainty and risk management
- Analyze the auditing and termination
- Discuss knowledge about Team methods for resolving conflict

TEXT BOOKS

1. Harvey Maylor, "Project Management", Pearson Education, Fourth Edition, 2020.
2. Clifford Gray and Erik Larson, "Project Management", Tata McGraw Hill Edition, Sixth Edition, 2021.
3. Panneerselvam. R, Senthilkumar. P, "Project Management", Cengage, Fourth Edition, 2019.

REFERENCES

1. John M. Nicholas, "Project Management for Business and Technology - Principles and Practice", Second Edition, Sixth Edition, 2022.
2. Gido and Clements, "Successful Project Management", Pearson, Second Edition, 2020.
3. Deborah E. Bouchoux, "Intellectual Property Rights", Delmar, Tenth Edition, 2021.

E-RESOURCES

1. www.edo.ca/downloads/project-management.pdf(project-management)
2. ebooks.lpude.in/management/mba/term_3/DMGT521_PROJECT_MANAGEMENT.pdf

Mapping of Cos-Pos & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	3	-	-	2	-	2	-	-	2	-	2	2	-	1	-
2	3	2	-	2	2	1	3	-	-	-	-	1	3	-	3
3	-	2	2	-	2	-	-	2	-	2	2	-	-	2	1
4	2	-	1	2	-	2	3	-	2	-	-	2	3	-	2
5	2	2	-	-	2	-	2	-	2	-	2	-	2	-	2
AVG	2	1.2	0.6	1.2	1.2	1	1.6	0.4	1.2	0.4	1.2	1	1.6	0.6	1.6

1-Low 2-Medium 3-High '-' - No Correlation



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23BATO05

SERVICES OPERATIONS MANAGEMENT

LT P C

3 0 0 3

OBJECTIVES

- To understand how service performance can be improved by studying services operations management.
- To learn the knowledge about retail design strategies.
- To study the concepts of design elements.
- To understand the service quality gap model.
- To study the knowledge of inventory management in services.

UNIT I INTRODUCTION

9

Services - Importance, role in economy, service sector - growth; Nature of services Service classification, Service Package, distinctive characteristics, open - systems view; Service Strategy - Strategic service vision, competitive environment, generic strategies, winning customers; Role of information technology; stages in service firm competitiveness; Internet strategies Environmental strategies.

UNIT II SERVICE DESIGN

9

New Service Development - Design elements - Service Blue-printing - process structure generic approaches - Value to customer; Retail design strategies - store size - Network configuration; Managing Service Experience economy, key dimensions; Vehicle Routing and Scheduling.

UNIT III: SERVICE QUALITY

9

Service Quality - Dimensions, Service Quality Gap Model; Measuring Service Quality SERVQUAL — Walk - through Audit; Quality service by design - Service Recovery Service Guarantees; Service Encounter triad, creating service orientation, service profit chain; Front- office Back-office Interface service decoupling.

UNIT IV: SERVICE FACILITY

9

Services capes - behaviour - environmental dimensions - framework; Facility design nature, objectives, process analysis process flow diagram, process steps, simulation; Service facility layout; Service Facility Location - considerations, facility location techniques metropolitan metric, Euclidean, center of gravity, retail outlet location, location set covering problem.





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UNIT V MANAGING CAPACITY AND DEMAND

9

Managing Demand - strategies; Managing capacity - basic strategies, supply management tactics, operations planning and control; Yield management; Inventory Management in Services - Retail Discounting Model, Newsvendor Model; Managing Waiting Lines - Queuing systems, psychology of waiting; Managing for growth- expansion strategies, franchising, globalization.

TOTAL: 45 PERIODS

OUTCOMES

Upon Completion of this course, the student will be able to:

- Analyze and operate a service business using the concepts, tools and techniques of service operations management.
- Explain the knowledge of network configuration
- Discuss the concepts of quality service by design
- Examine the concepts of service facility location
- Discuss the concepts of inventory management in services.

TEXT BOOKS

1. Robert Johnston, Graham Clark, "Service Operations Management", Pearson, Second Edition, 2020.
2. Richard Metters, "Steve Walton Successful Service Operations Management", Cengage, Third Edition, 2022.
3. Cengiz Hak sever, 'Management and Operations', Pearson Education, Seventh Edition, 2019.

REFERENCES

1. James A. Fitzsimmons, "Service Management - Operations, Strategy, Information Technology", Seventh Edition, Tata McGraw-Hill, Sixth Edition, 2019.
2. Bill Hollins and Sadie Shinkins, "Managing Service Operations", Sage, Third Edition, 2019.
3. Barry Render, "Service Management", Pearson, Ninth Edition, 2021.

E-RESOURCES

1. [https://examupdates.in/production-and-operations-management-notes\(production-and-operations-management-notes\)](https://examupdates.in/production-and-operations-management-notes(production-and-operations-management-notes))
2. www.vssut.ac.in/lecture_notes/lecture1429900757.pdf(Lecture notes on production and operation management)



Mapping of Cos-Pos & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	3	-	2	-	2	-	-	-	2	2	-	-	2	-	2
2	2	2	-	1	-	2	-	3	-	1	3	-	-	-	-
3	3	-	-	2	2	-	2	1	2	-	-	2	-	2	2
4	2	2	2	-	-	3	-	2	-	2	3	-	2	-	-
5	2	-	-	2	3	-	1	2	2	-	2	-	2	-	2
AVG	2.4	0.8	0.8	1	1.4	1	0.6	1.6	1.2	1	1.6	0.4	1.2	0.4	1.2

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23BATO06

SUPPLY CHAIN MANAGEMENT

L T P C

3 0 0 3

OBJECTIVES

- To understand the importance of and major decisions in supply chain management
- To know the concept of supplier selection and contract negotiation
- To understand the impact of uncertainty on network design
- To learn the concepts of multiple location inventory management
- To study the concepts of supply chain integration.

UNIT I INTRODUCTION

9

Supply Chain - Fundamentals – Evolution - Role in Economy - Importance - Decision Phases
Supplier – Manufacturer - Customer chain. - Enablers/ Drivers of Supply Chain Performance.
Supply chain strategy Supply Chain Performance Measures.

UNIT II STRATEGIC SOURCING

9

Outsourcing - Make Vs buy - Identifying core processes - Market Vs Hierarchy - Make Vs buy
continuum - Sourcing strategy Supplier Selection and Contract Negotiation. Creating a world class
supply base - Supplier Development World Wide Sourcing.

UNIT III SUPPLY CHAIN NETWORK

9

Distribution Network Design - Role - Factors Influencing Options, Value Addition - Distribution
Strategies - Models for Facility Location and Capacity allocation. Distribution Center Location
Models. Supply Chain Network optimization models. Impact of uncertainty on Network Design -
Network Design decisions using Decision trees.

UNIT IV PLANNING DEMAND, INVENTORY AND SUPPLY

9

Managing supply chain cycle inventory. Uncertainty in the supply chain - Analyzing impact of
supply chain redesign on the inventory - Risk Pooling - Managing inventory for short life cycle
products - multiple item - multiple location inventory management. Pricing and Revenue
Management.

UNIT V CURRENT TRENDS

9

Supply Chain Integration - Building partnership and trust in SC Value of Information: Bullwhip
Effect - Effective forecasting - Coordinating the supply chain. SC Restructuring - SC Mapping SC
process restructuring, Postpone the point of differentiation - IT in Supply Chain - Agile Supply
Chains Reverse Supply chain. Agra Supply Chains

TOTAL: 45 PERIODS





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OUTCOMES

Upon Completion of this course, the student will be able to:

- Examine and manage a competitive supply chain using strategies, models, techniques and information technology.
- Analyze the concept of supply chain strategy.
- Explain the knowledge of network design decisions using decision trees.
- Examine the concept of managing inventory for short life.
- Discuss the concept of agile supply chains.

TEXT BOOKS

1. Sunil Chopra, "Supply Chain Management: Strategy, Planning & Operation", PHI Learning, Second Edition, 2019.
2. David Simchi-Levi, "Designing and Managing the Supply Chain: Concepts, Strategies, and Cases", Tata McGraw-Hill, Sixth Edition, 2019.
3. Gerhard J. Plenert, "Supply Chain Optimization through Segmentation and Analytics", Tenth Edition, 2020.

REFERENCES

1. Ballou Ronald H, "Business Logistics and Supply Chain Management", Fifth Edition, Pearson, 2021.
2. Shapiro Jeremy F, "Modeling the Supply Chain", Pearson, Second Reprint, 2022.
3. Nada R. Sanders, "Big data driven supply chain management: A framework for implementing analytics and turning information into intelligence", Cengage, Sixth Edition, 2020.

E-RESOURCES

1. [https://www.tutorialspoint.com/supply_chain_management\(SCM tutorial\)](https://www.tutorialspoint.com/supply_chain_management(SCM_tutorial)).
2. [https://www.mixmove.io/post/supply-chain-integration\(supply-chain-integration\)](https://www.mixmove.io/post/supply-chain-integration(supply-chain-integration)).





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Mapping of Cos-Pos & PSOs

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1	3	2	2	-	3	-	2	-	2	-	2	2	2	-	1
2	2	1	-	2	2	2	-	1	-	2	2	1	-	2	-
3	3	2	2	-	3	-	-	2	2	-	-	2	2	-	2
4	3	-	2	1	-	2	2	-	-	3	2	-	2	1	-
5	-	3	-	2	2	-	-	2	3	-	-	2	-	2	-
AVG	2.2	1.6	1.2	1	2	0.8	0.8	1	1.4	1	1.2	1.4	1.2	1	0.6

1-Low 2-Medium 3-High '-' - No Correlation





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23BATO07

TOTAL QUALITY MANAGEMENT

LT P C

3 0 0 3

OBJECTIVES

- To learn the quality philosophies and tools in the managerial perspective.
- To study with principles and philosophies of quality management.
- To understand meaning and significance of statistical process control.
- To know tools and techniques for quality management.
- To understand different kind of quality systems for organizations.

UNIT I INTRODUCTION

9

Quality - vision, mission and policy statements. Customer Focus - customer perception of quality, Translating needs into requirements, customer retention. Dimensions of product and service quality. Cost of quality.

UNIT II PRINCIPLES AND PHILOSOPHIES OF QUALITY MANAGEMENT

9

Quality Gurus - Crosby, Deming, Masaaki Imai, Feigenbaum, Ishikawa, Juran, Oakland, Shigeo Shingo, and Taguchi. Concepts of Quality circle, Japanese 5S principles, 8D methodology.

UNIT III STATISTICAL PROCESS CONTROL

9

Meaning and significance of statistical process control (SPC)--construction of control charts for variables and attributes. Process capability - meaning, significance and measurement Six sigma - concepts of process capability. Reliability concepts - definitions, reliability in series and parallel, product life characteristics curve. Total productive maintenance (TPM), Terotechnology. Business process Improvement (BPI) principles, applications, reengineering process, benefits and limitations.

UNIT IV TOOLS AND TECHNIQUES FOR QUALITY MANAGEMENT

9

Quality Functions Deployment (QFD) Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) - Requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven Tools (old & new). Bench marking and POKA YOKE.

UNIT V QUALITY SYSTEMS ORGANIZING AND IMPLEMENTATION

9

Introduction to IS/ISO 9004:2000 - quality management systems guidelines for performance Improvements, Quality Audits, TQM culture, Leadership - quality council, employee involvement, motivation, empowerment, recognition and reward - TQM framework, benefits, awareness and obstacles.

TOTAL : 45 PERIODS



OUTCOMES

Upon Completion of this course, the student will be able to:

- Analyze quality philosophies and tools to facilitate continuous improvement and ensure customer delight.
- Discuss different principles and philosophies of quality.
- Examine and apply statistical process control chart for variables and attributes.
- Discuss about tools and techniques for quality management.
- Explain the different kind of quality systems for organizations.

TEXT BOOKS

1. Dale H. Besterfield, "Total Quality Management", Pearson, Third Edition, 2021.
2. Douglas C. Montgomery, "Introduction to Statistical Quality Control", Wiley India Pvt Limited, Fourth Edition, 2020.
3. Subburaj Ramasamy, "Total Quality Management", Pearson, Sixth Edition, 2022.

REFERENCES

1. James R. Evans, "The Management and Control of Quality", Thomson, Sixth Edition, 2023.
2. Poornima M. Charantimath, "Total Quality Management", Pearson, Second Edition, 2020.
3. Greg Brue, "Six Sigma for Managers", Himalaya Publishing House, Third Edition, 2021.

E-RESOURCES

1. <https://www.business-online-learning.com/DimensionsofQuality>.
2. <https://www.simplexpayroll.com/blog/.../the-philosophies-of-total-quality- management>.

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1	3	2	2	2	2	-	2	1	2	2	1	2	2	2	2
2	3	3	-	1	2	-	2	-	3	2	2	3	2	-	2
3	3	-	-	-	-	3	2	-	3	-	2	2	2	-	2
4	1	2	3	2	3	-	-	2	3	2	-	2	2	2	2
5	2	2	-	2	-	-	3	-	3	2	-	2	2	-	2
AVG	2.4	1.8	1	1.4	1.4	0.6	1.4	0.6	2.8	1.6	1	2.2	2	0.8	2

1-Low 2-Medium 3-High '-' - No Correlation



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23BATH11

FUNDAMENTALS OF HEALTH CARE ADMINISTRATION

L T P C

3 0 0 3

OBJECTIVES

- To learn professional management practice in healthcare.
- To understand the management process and integrated approach in management.
- To study the hospitals complexity, levels and role of hospital administrator.
- To know the roles and responsibilities of middle level managers in hospital.
- To understand knowledge about health tourism.

UNIT I MANAGEMENT CONCEPTS AND THEORIES 9

Management and Organizations - Management Role - Levels of Managers and Management Skills - Classical School - Behaviour School - Management Science School.

UNIT II MANAGEMENT FUNCTIONS AND PROCESS 9

Planning - Organizing - Staffing – Directing - Controlling.

UNIT III SERVICES, HEALTH AND HOSPITALS 9

Services - Classification of Service Organization – Characteristics - Challenges History of Medicine - Healthcare Revolution – Health - Dimensions of Health - Indicators of Health Types of Healthcare Organizations - Composition of Health Sector - Types of Care - Pyramidal Structure of Health Services – Hospitals - Types of Hospitals and Role of Hospital in Healthcare - Complexity of Hospital Organization.

UNIT IV HOSPITAL MANAGEMENT: LEVELS AND ROLES 9

Governing Board, Executive Board and Advisory Board - CEO, Medical Administration, Nursing Administration and Hospital Administration - Middle Level Managers in Hospital and their Responsibilities.

UNIT V CURRENT ISSUES IN HEALTHCARE 9

Accreditation - Tele health - Health Tourism - Health Insurance and Managed Care - Disaster Management Hospital Wastes Management.

TOTAL: 45 PERIODS





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OUTCOMES

Upon Completion of this course, the student will be able to:

- Analyze professional management practices in Hospital.
- Examine in management functions and process.
- Explain the services offered by hospital and healthcare industry.
- Discuss the levels and roles of hospital management.
- Analyze the knowledge about current issues related to healthcare industry.

TEXT BOOKS

1. Peter M Ginter, "Strategic Management of health care organization", Wiley, Eighth Edition, 2020.
2. Gupta, 'Hospital Administration and Management: A comprehensive guide', Jaypee Brothers publications, Second Edition, 2021.
3. Shelly safian, fundamentals of healthcare administration, Pearson, Seventh Edition, 2020.

REFERENCES

1. Elaine La Monica, "Management in Health Care", Macmillan Press Ltd, London, Seventh Edition, 2020.
2. J.E. Park and K. Park, "Textbook of Preventive and Social Medicine", Second Edition, 2021.
3. Linda E Swayne, "strategic Management of health care organization", Ninth Edition, 2019.

E-RESOURCES

1. <https://telehealth.hhs.gov/patients/understanding-telehealth/>
2. https://www.technofunc.com/index.php/domain-knowledge/healthcare_industry/item/hospitals

Mapping of Cos-Pos & PSOs

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3	3	-	2	2	2	-	2	-	2	2	2	-	2	-	2
4	2	-	2	-	-	1	-	2	2	-	-	1	-	2	2
5	2	2	-	2	-	2	-	2	-	2	-	2	-	2	-
AVG	2	0.6	0.8	1.2	0.8	0.8	0.4	1	0.8	1.2	0.8	0.8	0.4	1	0.8

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23BATH12

HEALTH CARE PLANNING, DESIGN & MAINTENANCE

L T P C

3 0 0 3

OBJECTIVES

- To learn the introduction to origin of hospitals and its development.
- To know the supportive and ancillary service departments.
- To study the concept of project management.
- To understand the information on project formulation.
- To learn the systems, WBS, project evaluation and effective project management.

UNIT I INTRODUCTION

9

Concept of Hospital architecture - Planning and Design of a Hospital (Building & Physical Layout)
Space Required for Separate Functions - Different types of Hospitals Problems and Constraints in
different type of Hospitals History of Hospital Development

UNIT II DEPARTMENTATION AND ORGANIZATION STRUCTURE

9

Organization – Structure - Departmentation and organization structure of different types of
hospitals. Vertical & Horizontal - Clinical & Non-Clinical – Supportive & Ancillary Service
Departments.

UNIT III CONCEPT OF A PROJECT

9

Concept of hospital project management - Concept of a project - categories of projects life Cycle
phases - project management concepts tools and techniques for project management. The Project
manager roles and responsibilities of project manager.

UNIT IV PROJECT FORMULATION

9

Project formulation for hospital construction - stages - bottlenecks - feasibility report - financing
arrangements - finalization of project - implementation schedule-project execution plan project
procedure manual project control system - planning scheduling and monitoring contracts and projects
diary - Project implementation stages project direction communications in a project - coordination
guidelines for effective implementation reporting in project management project evaluation and its
objectives, types and methods.

UNIT V ORGANIZING SYSTEMS AND PROCEDURES

9

Organizing systems and procedures for maintenance of hospitals - working of systems design of
systems - projects work systems design - work break down structure - Organizing human resources
and contracting team building.

TOTAL: 45 PERIODS





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OUTCOMES

Upon Completion of this course, the student will be able to:

- Examine in designing in hospital architecture.
- Analyze the different departmentation of hospitals based on the service.
- Explain the concept of project management.
- Discuss the framework of project formulation from concept to culmination.
- Examine the authority of project manager, tendering procedure and contract formalities.

TEXT BOOKS

1. Piggott, "Business planning for health care management", Open University Press, Second Edition, 2022.
2. Peter Berman, "Health Sector Reform in Developing Countries", Harvard Center for Population and Development Studies, Sixth Edition, 2020
3. Ajay Garg, Anil Dewan, "Manual of Hospital Planning and Designing: For Medical Administrators", Springer, Seventh Edition, 2020.

REFERENCES

1. Blane, David, Brunner, "Health and Social organization: Towards a health policy for the 21st century", Routledge Taylor & Francis Group, Fourth Edition, 2021.
2. Kant Gupta, Shakti Kumar Gupta, "Modern Trends in Planning and Designing of Hospitals", Jaypee, Fourth Edition, 2022.
3. Ajay, "Hospital Administration", Jaypee, Second Edition, 2021.

E-RESOURCES

1. <http://cedglobal.org/wp-content/uploads/2016/Ziken%20EN/HCTGuide5.pdf>
2. <https://activecollab.com/blog/project-management/project-manager-roles-and-responsibilities>





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3	-	-	2	-	3	-	2	-	-	1	2	-	2	-	2
4	2	-	1	2	2	-	1	2	2	-	-	2	-	2	1
5	2	2	-	-	2	2	-	-	2	1	2	3	1	-	2
AVG	1.6	0.4	0.6	1.2	1.6	0.4	0.6	1.2	0.8	0.6	0.8	0.8	0.6	0.8	1

1-Low 2-Medium 3-High '-' - No Correlation





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23BATH13

HOSPITAL FRONT OFFICE MANAGEMENT

L T P C

3 0 0 3

OBJECTIVES

- To understand routine admission/discharge procedures/discharge summary, telephone etiquettes and manners.
- To learn knowledge in relevance and importance of customer/patient service excellence.
- To study on importance of communication in healthcare.
- To know the medical terminology applicable to front effectively handling waiting time in the OPDs.
- To learn elaborate on basic reception duties.

UNIT I INTRODUCTION

9

Introduction to hospital Industry. - Routine Admission / Discharge Procedures/Discharge Summary, Telephone etiquettes and manners. Front desk grooming and other essentials - body language, speech modulation which includes articulation, variation control of pitch and tonal quality- Dressing sense and basic Grooming tips for the Front Office.

UNIT II ENSURING PATIENT SATISFACTION

9

Outpatient services - inpatient services - Accident and Emergency Services. Relevance and importance of Customer / Patient Service Excellence in Healthcare. Effectively handling different Categories of Patients - Paid / Non-Paid, Emergency, VIPs etc. Challenges in Catering to Insurance and other corporate patients Handling Irrate Customers and patient at tenders Ensuring patient satisfaction Contribution of the Front Office.

UNIT III COMMUNICATION

9

Importance of Communication in Healthcare. Communication is less talking and more Listening Learn why? Communicating with traumatized patients and their at tenders Effective Communication for Front Office involved in Billing and Accounts Communicating and empathizing with at tenders of a deceased patient Interdepartmental Communication Issues and challenges.

UNIT IV STRESS MANAGEMENT

9

Team Building / Team Dynamics. Attitude building. Anger, Conflict, Crisis & Stress Management. Multi-tasking. NABH & other quality standards applicable to the Front Office Importance of Documentation, Automation and IT in the Front Office. Medical terminology applicable to Front Effectively Handling Waiting time in the OPDs.





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UNIT V DUTIES AND RESPONSIBILITIES

9

Reception Duties - Collecting Patient Information-Information management in case sheets - Billing and Coding - Making Appointments - Minor Office Equipment Usage - Emergency handling.

TOTAL: 45 PERIODS

OUTCOMES

Upon Completion of this course, the student will be able to:

- Analyze in telephone etiquettes and manners.
- Explain about basic outpatient services and inpatient services & becomes capable of devising plans to ensure patient satisfaction.
- Examine in handling communication with traumatized patient and their at tenders.
- Analyze the fundamentals of front office management in hospital environment.
- Discuss the reception duties and responsibilities in hospitals.

TEXT BOOKS

1. De A. Eggers, Anne M. Conway, "Mosby's Front Office Skills for the Medical Assistant", Eggers, Second Edition, 2021.
2. Dr. S Porkodi," Patient Care services and Hospitals", Excel Books, First Edition, 2022.
3. Gajanan Shirke, "Front Office Management", Oxford, Fourth Edition, 2020.

REFERENCES

1. Ross. Willson, "From Front Office to Front Line: Essential Issues for Health Care", Paul Resis Publication, Second Edition, 2019.
2. K.V. Ramani," Hospital Management-Text and Cases", Pearson, First Edition, 2021.
3. S.Lewry, Abbott, "Front office management", Wiley, Fifth Edition, 2020.

E-RESOURCES

1. <https://www.columbiaindiahospitals.com/health-articles/accident-and-emergency-patient-care-services-hospital> (Accident and Emergency Services).
2. <https://teambuilding.com/> (Team Building).





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Mapping of Cos-Pos & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	3	-	-	2	-	2	3	2	1	-	2	-	2	1	-
2	3	2	-	2	1	-	3	-	2	-	1	-	-	2	-
3	2	3	2	-	2	2	-	2	-	2	-	2	2	-	2
4	2	3	-	2	-	2	2	-	1	-	2	2	-	1	-
5	2	2	-	-	2	-	2	-	2	-	2	-	-	2	1
AVG	2	1.6	0.4	1.2	0.6	1.2	1.6	0.8	0.8	0.4	1	0.8	0.8	0.8	0.4

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23BATH14

HOSPITAL WASTE MANAGEMENT

L T P C

3 0 0 3

OBJECTIVES

- To learn knowledge about health care and hazard control.
- To understand various waste disposal procedures and management.
- To understand the hazardous materials used in hospital and its impact on health
- To learn facility safety measures in hospital waste management.
- To study quality improvement tools and strategies in patient safety.

UNIT I HEALTHCARE HAZARD CONTROL AND UNDERSTANDING ACCIDENTS 9

Healthcare Hazard Control: Introduction, Hazard Control, Hazard Control Management, Hazard Control Responsibilities, Addressing Behaviors, Hazard Control Practice, Understanding Hazards, Hazard Analysis, Hazard Control and Correction, Personal Protective Equipment, Hazard Control Committees, Hazard Control Evaluation, Hazards, System Safety, Ergonomics. Understanding Accidents: Accident Causation Theories, Human Factors, Accident Deviation Models, Accident Reporting, Accident Investigations, Accident Analysis, Organizational Functions That Support Accident Prevention, Workers' Compensation, Orientation, Education, and Training.

UNIT II BIOMEDICAL WASTE MANAGEMENT 9

Biomedical Waste Management: Types of wastes, major and minor sources of biomedical waste, Categories and classification of biomedical waste, hazard of biomedical waste, need for disposal of biomedical waste, waste minimization, waste segregation and labeling, waste handling, collection, storage and transportation, treatment and disposal.

UNIT III HAZARDOUS MATERIALS 9

Hazardous Materials: Hazardous Substance Safety, OSHA Hazard Communication Standard, DOT Hazardous Material Regulations, Healthcare Hazardous Materials, Medical Gas Systems, Hazardous Waste Operations and Emergency Response Standard, Respiratory Protection.

UNITIV FACILITY SAFETY 9

Facility Safety: Introduction, Facility Guidelines Institute, Administrative Area Safety, Slip, Trip, and Fall Prevention, Safety Signs, Colors, and Marking Requirements, Scaffolding, Fall Protection, Tool Safety, Machine Guarding, Compressed Air Safety, Electrical Safety, Control of Hazardous Energy, Permit Confined Spaces, OSHA Hearing Conservation Standard, Heating, Ventilating, and Air-Conditioning Systems, Assessing IAQ, Landscape and Grounds Maintenance, Fleet and Vehicle Safety.





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UNIT V INFECTION CONTROL, PREVENTION AND PATIENT SAFETY

9

Healthcare Immunizations, Centers for Disease Control and Prevention, Disinfectants, Sterilants, and Antiseptics, OSHA Blood borne Pathogens Standard, Tuberculosis, Healthcare Opportunistic Infections, Medical Waste. Patient Safety: An Organizational Function, Errors and Adverse Events, Safety Cultures, Patient-Centered Healthcare, Quality Improvement Tools and Strategies, Healthcare-Associated Infections, Medication Safety.

TOTAL: 45 PERIODS

OUTCOMES

Upon Completion of this course, the student will be able to:

- Analyze various hazards, accidents and its control.
- Discuss waste disposal procedures for different bio-waste.
- Analyze different bio-waste based on its properties.
- Explain different safety facility in hospitals.
- Discuss the various regulations and safety norms.

TEXT BOOKS

1. Tweedy, James T., "Healthcare hazard control and safety management", CRC Press, Seventh Edition, 2019.
2. Anant Preet Singh, Sukhjit Kaur, "Biomedical Waste Disposal", Jaypee Brothers, Fourth Edition, 2019.
3. Chandra Ballah, Hospital Waste management, Jaypee Brothers Medical Publishers, Second Edition, 2022.

REFERENCES

1. R.C. Goyal, "Hospital Administration and Human Resource Management", PHI Learning, Seventh Edition, 2021.
2. V.J. Landrum, "Medical Waste Management and disposal", William Andrew, Fifth Edition, 2019.
3. Sharma Maduri, "Hospital waste management and its monitoring", Jaypee Brothers Medical Publishers, Second Edition, 2021.

E-RESOURCES

1. <https://www.sciencedirect.com/topics/immunology-and-microbiology/opportunistic-infection>.
2. <https://www.sciencedirect.com/science/article/abs/pii/S00145758490023X>.





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2	3	2	-	2	2	-	2	-	-	2	-	2	-	3	-
3	2	-	2	2	-	2	-	2	2	2	2	1	2	-	2
4	3	-	1	2	-	-	2	1	2	-	2	-	-	2	1
5	2	2	-	-	2	-	2	-	-	2	-	2	1	2	-
AVG	2.2	0.4	1	1.6	0.4	0.4	1	0.6	1.2	0.8	1.2	0.6	0.8	1	0.8

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23BATH15

HEALTHCARE LAWS & ETHICS

L T P C

3 0 0 3

OBJECTIVES

- To learn the code of medical ethics.
- To study Implement ethical issues in stroke management and dementia.
- To know the regulation of pre-natal diagnostic technique.
- To know the details about the Medical Jurisprudence.
- To understand the legal framework for hospitals.

UNIT I CODE OF MEDICAL ETHICS

9

Principle of medical ethics - confidentiality - informed consent-decisions on life - sustaining therapy - Communication, barriers to it and information sharing. Medical Ethics / Doctor Patient Relationship - List of Offences & Professional Misconduct of Doctors, as per Medical Council of India.

UNIT II ADVANCED ETHICAL DECISIONS & MAJOR LAWS

9

Advance decisions to refuse treatment - Doctor and Criminal Abortion - Ethical issues in stroke management- Ethical issues in dementia - Quality of life in healthcare decisions. Prenatal Diagnostic Techniques, Regulations & Prevention of Misuse Act 1994 (PNDT Act) Transplantation of human organs Act 1994 -The Medical Termination Of Pregnancy Act Labour Laws Applicable to a Hospital- Indian Trade Union Act 1926/Industrial Dispute Act 1947- The Bombay Shops & Establishment Act- The Workmen's Compensations Act - The Industrial Employment (Standing Orders) Act 1946- Payment of Wages Act - Employee Provident Fund Act - Maternity Benefit Act.

UNIT III ORGANIZATIONAL & PROCEDURAL LAWS

9

Indian Contract Act - Nursing Home - Registration Act - Birth-Death Registration Act - Regulation of genetic counseling center - Regulation of pre-natal diagnostic technique Determination of Sex prohibited - Dying Declaration - Definition - Precautions - Procedure of Recording Special Circumstances - Importance (Section 32 & 157 of Indian Evidence Act) - Death Certificate Precautions while issuing death certificate - Contents of Death Certificate Importance of Death Certificate.

UNIT IV MEDICAL JURISPRUDENCE

9

Introduction & Legal Procedure - Medico legal aspects of death injuries - General aspects medical ethics Consumer Protection Act - The lawful use of restraints - Quality of life in healthcare decisions - Ethical issues in health and social care.





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UNIT V LEGAL FRAME WORK FOR HOSPITALS

9

Introduction to Legal framework - Patient's rights & provider's responsibility Medical Malpractice - Management of Medical Malpractice - Medico Legal Aspects - Impotence - Sterility Sterilization & Artificial Insemination - Medico Legal aspects of Psychiatric & mental Health - Toxicology - Laws Relating to Toxicology. - Organ Transplantation Act Tamil Nadu Clinics Act

TOTAL: 45 PERIODS

OUTCOMES

Upon Completion of this course, the student will be able to:

- Analyze the barriers of communication and information sharing.
- Explain knowledge about various act involved in taking advanced ethical decisions
- Analyze about the basic laws affecting operations of a hospital and healthcare management
- Discuss about ethical issues in health and social care.
- Examine the knowledge about legal framework for hospitals.

TEXT BOOKS

1. Jagdish Singh," Medical Negligence & Compensation ", Kamal Publishers, Fourth Edition, 2021.
2. Anoop K. Kaushal," Medical Negligence & Legal Remedies", First Edition, "Universal law", Sixth Edition,2019.
3. Mark A Hall, David orentlicher, Health care Law & Ethics, Ninth Edition, 2021.

REFERENCES

1. Dr. C.K. Parikh," Parikh's Text Book of Medical Jurisprudence & Toxicology", CBS Publishers and Distributors Pvt. Ltd, Ninth Edition 2020.
2. Gurucharan S Sai. "Medical ethics and Elderly", Oxford, Third Edition', 2019.
3. Alexander Thomas, "Health Law & Ethics: Critical References", Thomson, Fifth Edition, 2022.

E-RESOURCES

1. [https://www.m3india.in/contents/editor_pick/31303/8-essential-pointers-for-issuing-death\(Precautions while issuing death certificate\)](https://www.m3india.in/contents/editor_pick/31303/8-essential-pointers-for-issuing-death(Precautions while issuing death certificate))
2. <https://www.encyclopedia.com/science/encyclopedias-almanacs-transcripts-and-maps/life-quality-i-quality-life-clinical-decisions> (- Quality of life in healthcare decisions)





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3	2	2	-	2	2	2	-	2	2	-	2	-	2	2	-
4	-	2	3	-	2	-	2	3	2	-	-	2	-	-	2
5	2	3	-	1	2	3	-	2	-	2	1	2	2	3	-
AVG	1.8	1.8	1	0.6	2.2	1.4	0.8	2.4	1.2	0.8	0.6	1.6	1.4	1.4	0.8

1-Low 2-Medium 3-High '-' – No Correlation





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23BATH16

HEALTHCARE SUPPORT SERVICES

L T P C

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OBJECTIVES

- To understand the structure and functions of different departments of a hospitals and healthcare organizations.
- To learn skills in planning, building and managing hospitals and health care organizations.
- To study knowledge about hospital hygiene
- To know the concepts & techniques of modern management in different health care units.
- To understand knowledge about disaster management.

UNIT I INTRODUCTION

9

Introduction to organization of health services in India Central, States, Defense, Railways and other PSUs - Voluntary agencies - Comprehensive health projects with Rural Development - International organizations related to health services.

UNIT II MANAGING ENGINEERING & UTILITY SERVICES

9

Organizing and Managing Facility Support Services - Laundry - Housekeeping - Pest control Managing the Estate (Hospital Security) - Recent trends in Disaster Management Hospital Engineering Services (Plumbing, Electricity, Civil, A/C, Lifts) strategies of hospital equipment's - planning and Selection - purchase procedure - installation and commissioning - hospital equipment repair and maintenance quality control.

UNIT III HOSPITAL HAZARDS

9

General safety of the patients, fire safety, hospital hygiene, hospital acquired infection, Bio medical waste? Handling rule, segregation, collection, transportation, disposal, modern technology, for disposal radioactive waste handling. Review of reports on Healthcare - Bhore Committee – Moodliar Committee - Jain Committee - Kartar Singh Committee - Srivastava Committee.

UNIT IV EVALUATION OF HOSPITAL & HEALTHSERVICES

9

Accreditation - Setting of Objectives - Health Indicators Applying Economic Concepts to Service Evaluation - Assessing Patient Satisfaction - Techniques of Hospital Services Evaluation Indicators of Hospital Efficiency & Effectiveness - Evaluation of Quality of Hospital Services Management of Hazard & Safety in a Hospital Setup - Nursing Services in a Hospital Current Issues in Hospital Management - Telemedicine - Bio-Medical Waste Management - Organ Transplantation - rehabilitation Services - Health Insurance & Managing Health Care - Medical Audit Hazard and Safety in a hospital Setup.





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UNIT V MANAGING SERVICES IN CRISIS

9

Epidemiological Triad, Levels of Disease Prevention - Disaster Management / Disaster Plan - Firefighting - Dealing with crisis situations - Natural disasters floods, earthquakes etc. - Mob violence against medical establishments - Bomb threat - Terrorist strike - Political agitation - Mass casualties.

TOTAL: 45 PERIODS

OUTCOMES

Upon Completion of this course, the student will be able to:

- Analyze origin of hospitals and its step-by-step development and types.
- Examine the different departmentation of hospitals based on the service.
- Explain the administrative aspects of multiple clinical services in the hospital.
- Discuss the administrative aspects of different support services in the hospital.
- Explain managing services in critical situation.

TEXT BOOKS

1. Arnold D. Kaluzny & Stephen M. Shortell, "Health Care Management", Jaypee Brothers, Fifth Edition, 2019.
2. Carolyn Semple Piggot & Carolyn S. Piggot, "Business Planning for Health Care Management", Open University Press, Second Edition, 2020.
3. Richard Griffin, "Healthcare Support workers: A practical guide for training & development", Routledge, Sixth Edition, 2022.

REFERENCES

1. David E. Cope, "Organization Development and Action Research in Hospitals", Ashgate Publishing Limited, Second Edition, 2021.
2. Nancy North, "Perspectives in health care", Palgrave Macmillan, Fourth Edition, 2021.
3. College of progressive education, "Healthcare support: A textbooks for healthcare Assistants", Gill & Macmillan Ltd, Second Edition, 2020.

E-RESOURCES

1. https://www.nhp.gov.in/sites/default/files/pdf/Srivastava_Committee_Report.pdf
2. <https://meridian.allenpress.com/bit/article/40/3/233/200484/Medical-Equipment-Management-Strategies>





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3	3	2	2	1	-	-	2	-	2	-	2	-	2	-	1
4	2	2	-	-	2	-	2	2	-	1	2	1	-	2	-
5	3	-	2	2	-	2	-	-	3	1	-	2	1	2	1
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23BATL01

SUPPLY CHAIN CONCEPTS AND PLANNING

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OBJECTIVES

- To understand the drivers of the supply chain
- To study the concepts employed in the supply chain
- To understand knowledge about drivers of logistics and forecasting techniques.
- To know the process of sales and operation.
- To learn about Role of ERP in planning and scheduling

UNIT I CONCEPTS OF SUPPLY CHAIN

9

Service and manufacturing supply chain dynamics - Evolution of supply chain management multiple views and flows - Service supply chains - Manufacturing supply chains - Measures of supply chain performance Differentiation - Bullwhip effect.

UNIT II SUPPLY CHAIN PROCESSES AND STRATEGIES

9

Integrated supply chains design - Customer relationship process - Order fulfillment process Supplier relationship process - Supply chain strategies - Strategic focus - Mass customization Lean supply chains - Outsourcing and off shoring Virtual supply chains.

UNIT III SUPPLY CHAIN PERFORMANCE DRIVERS AND FORECASTING

9

Drivers of supply chain performance - Logistics drivers (Location, inventory and transportation) Cross functional drivers (Pricing, information and sourcing) — Forecasting introduction - Framework for a forecast system - Choosing right forecasting technique - Judgment methods (Composite Forecasts, Surveys, Delphi Method, Scenario Building, Technology Forecasting, forecast by Analogy) - Causal methods (Regression Analysis Linear & Non-Linear Regression, Econometrics) - Time series analysis (Autoregressive Moving Average (ARMA), Exponential Smoothing, Extrapolation, Linear Prediction, Trend Estimation, Growth Curve, Box-Jenkins approach) — CPFR.

UNIT IV SALES AND OPERATIONS PLANNING

9

Introduction to Sales and operations planning - Purpose of sales and operations plans Decision context - Sales and operations planning as a process Overview of decision support tools

UNIT V RESOURCE PLANNING AND SCHEDULING

9

Enterprise resource planning - Planning and control systems for manufacturers – Materials requirement planning - Drum – Buffer – Rope system – Scheduling service and manufacturing processes - Scheduling customer demand - Scheduling employees Operations scheduling.

TOTAL: 45 PERIODS





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OUTCOMES

Upon Completion of this course, the student will be able to:

- Analyze the concepts of supply chain.
- Discuss supply chain dynamics and various strategies for supply chain performance.
- Explain drivers of supply chain performance and forecasting.
- Discuss knowledge to context of decision relate sales and operation planning.
- Examine the role of ERP in Planning and control.

TEXT BOOKS

1. Sunil Chopra, Peter Meindl, "Supply Chain Management: Strategy, Planning, and Operation", Pearson, Fourth Edition, 2020.
2. Janat Shah, "Supply Chain Management", Pearson, Eighth Edition, 2019.
3. Hart mutstadtler "Supply chain management and advanced Planning: concepts, models, softwares & case studies", Cengage India, Fifth Edition, 2021.

REFERENCES

1. Chandrasekaran," Supply Chain management", Pearson, Sixth Edition, 2020.
2. B S SAHAY, "Supply Chain Management for the 21st Century", McGraw-Hill, Seventh Edition, 2021.
3. S Chopra, "Supply chain management: Strategy, planning, operations", Tata McGraw Hill Ltd, Fifth Edition, 2020.

E-RESOURCES

1. <https://www.cips.org/knowledge/procurement-topics-and-kills/operationsmanagement/material-requirements-planning/> (Materials requirement planning)
2. <https://www.sciencedirect.com/science/article/abs/pii/S0263876216000782>(Integatedsupply chains design)





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23BATL02

WAREHOUSE MANAGEMENT

L T P C

3 0 0 3

OBJECTIVES

- To understand about explaining the significance of Warehousing.
- To know provide timely customer service.
- To learn keep track of items so they can be found readily & correctly.
- To study minimize the total physical effort.
- To understand minimize the cost of moving goods in & out of stage.

UNIT I INTRODUCTION WAREHOUSING

9

Introduction Warehousing – Basic Warehousing Decisions – Warehouse Operations – Types of Warehouses – Functions – Centralized & Decentralized – Storage Systems – Warehousing Cost Analysis – Warehouse Layout – Characteristics of Ideal Warehouse.

UNIT II INVENTORY MANAGEMENT

9

Inventory: Basic Concepts – Role in Supply Chain – Role in Competitive Strategy – Independent Demand Systems – Dependent Demand Systems – Functions – Types of Cost – Need for Inventory – Just in Time.

UNIT III INVENTORY CONTROL

9

Inventory Control – ABC Inventory Control – Multi-Echelon Inventory Systems – Distribution Requirement Planning – Bull Whip Effect – Using WMS for Managing Warehousing Operations.

UNIT IV MATERIALS HANDLING

9

Principles and Performance Measures of Material Handling Systems – Fundamentals of Material Handling – Various Types of Material Handling Equipment's – Types of Conveyors – Refrigerated Warehouses- Cold Chain - Agri SCM.

UNIT V MODERN WAREHOUSING METHODS

9

Modern Warehousing – Automated Storage & Retrieval Systems & their operations – Bar Coding Technology & Applications in Logistics Industry – RFID Technology & Applications – Advantages of RFID.

TOTAL: 45 PERIODS





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OUTCOMES

Upon Completion of this course, the student will be able to:

- Analyze in complete insight in to warehouse concepts.
- Explain about basic concepts of inventory and role of competitive strategy.
- Discuss the various inventory control techniques and application in supply chain.
- Examine principles and performance measures of material handling systems.
- Discuss about different kind of modern warehousing techniques.

TEXT BOOKS

1. Vinod.V.Sople, "Logistics Management", Pearson , Fourth Edition, 2020.
2. Arnold, "Introduction Materials Management", Pearson, Second Edition, 2019.
3. Gwynne Richards, "Warehouse Management: the definitive guide to improving efficiency and minimizing costs in the modern warehouse", Prentice Hall, Seventh Edition, 2021.

REFERENCES

1. Frazelle, "World Class Warehousing & Material Handling", Tata McGraw-Hill, Fifteen Edition, 2021.
2. Satish K. Kapoor and PurvaKansal, "Basics of Distribution Management - A Logistical Approach", Prentice Hall, Fourth Edition, 2019.
3. Emmett Stuart, "Excellence in warehouse management: How to minimize costs and maximize value", Pearson, Fifth Edition, 2020.

E-RESOURCES

1. [https://cleartax.in/s/abc-analysis\(ABC Inventory Control\)](https://cleartax.in/s/abc-analysis(ABC%20Inventory%20Control))
2. <https://www.mheda.org/education/material-handling-fundamentals/>- (Fundamentals of Material Handling)





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Mapping of Cos-Pos & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	3	2	1	2	2	-	2	-	-	-	-	2	3	1	-
2	2	2	-	2	1	2	-	2	-	2	1	1	-	2	-
3	-	2	1	-	1	1	1	-	-	-	-	-	2	-	2
4	1	-	2	1	-	-	2	1	-	2	1	-	-	-	1
5	2	2	-	-	2	-	-	-	-	-	1	2	1	-	-
AVG	1.6	1.6	0.8	1	1.2	0.6	1	0.6	0	0.8	0.6	1	1.2	0.6	0.6

1-Low 2-Medium 3-High '-' - No Correlation





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23BATL03

TRANSPORTATION AND DISTRIBUTION MANAGEMENT

L T P C

3 0 0 3

OBJECTIVES

- To understand the fundamental concepts of transportation and distribution management
- To study knowledge in network planning, routing and scheduling and application of IT in transportation and distribution management.
- To learn about basic concepts of logistics and its principles.
- To understand trends in international transport concept and its types.
- To study about role of information technology in transportation and distribution...

UNIT I DISTRIBUTION

9

Role of Distribution in Supply chain, Distribution channels – Functions, resources, Operations in Distribution, Designing Distribution network models - its features - advantages and disadvantages.

UNIT II PLANNING

9

Distribution network planning, Distribution network decisions, Distribution requirement planning (DRP).

UNIT III TRANSPORTATION

9

Role of Transportation in Logistics and Business, Principle and Participants - Scope and relationship with other business functions, Modes of Transportation Mode and Carrier selection, Routing and scheduling.

UNIT IV TRANSPORTATION

9

International transportation, Carrier, Freight and Fleet management, Transportation management systems - Administration, Rate negotiation, Trends in Transportation.

UNIT V INFORMATION TECHNOLOGY (IT)

9

Usage of IT applications - E commerce – ITMS, Communication systems - Automatic vehicle location systems, Geographic information Systems.

TOTAL: 45 PERIODS





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OUTCOMES

Upon Completion of this course, the student will be able to:

- Analyze the knowledge about the distribution requirements planning.
- Examine the scope and relationship of transportation with other business functions.
- Explain the use of the advantages and disadvantages of the various models.
- Examine the knowledge of International transportation trends.
- Discuss about usage of Information technology.

TEXT BOOKS

1. Raghuram and N. Rangaraj, "Logistics and Supply chain Management – Leveraging Mathematical and Analytical Models: Cases and Concepts", Macmillan, Second Edition, 2020.
2. Janat Shah, "Supply Chain Management", Pearson, Fourth Edition, 2019.
3. Jiand Chang Bing, "Transportation and distribution management theory and practice", Macmillan, Eighth Edition, 2019.

REFERENCES

1. Sunil Chopra, "Supply Chain Management: Strategy, Planning", Pearson, Fifth Edition, 2020.
2. Michael B Stroh, Practical Guide to Transportation and Logistics, Logistics Network, Second Edition, 2019.
3. Jim Hendrickson, Transportation management: A practical handbook, Kogan Page Publishers, Seventh Edition, 2019.

E-RESOURCES

1. [https://www.linkedin.com/pulse/role-distribution-strategy-supply-chain-management-rahul-mehra\(Role of Distribution in Supply chain\).](https://www.linkedin.com/pulse/role-distribution-strategy-supply-chain-management-rahul-mehra(Role of Distribution in Supply chain).)
2. <https://www.saloodo.com/logistics-dictionary/international-transportation/> (International transportation).





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Mapping of Cos-Pos & PSOs

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2	2	2	-	-	-	2	-	2	-	2	-	-	2	-	2
3	2	-	2	1	-	-	-	1	2	-	2	-	2	1	1
4		1	3	2	2	-	2	2	-	2	-	2	-	-	2
5	3	-	2	-	-	2	-	-	2	-	2	-	1	2	-
AVG	2	1	1.6	1	0.4	1.4	0.4	1.6	0.8	1.2	0.8	0.8	1	1	1

1-Low 2-Medium 3-High '-' – No Correlation





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23BATL04

REVERSE AND CONTRACT LOGISTICS

L T P C

3 0 0 3

OBJECTIVES

- To understand successfully implement a contract logistics and closed supply chain in retail, FMCG and automobile sectors.
- To study the concept and principle of contract logistics and closed supply chain.
- To understand trends and opportunities business and market.
- To learn knowledge of emerging trends of retail and logistics.
- To know the basic concepts of managing process of third-party service.

UNIT I CONTRACT LOGISTICS

9

Third party logistics industry overview - A framework for strategic alliances - Evolution of contract logistics - Types of third-party logistics providers – Automobile, FMCG and Retail - Third party services and integration

UNIT II CLOSED LOOP SUPPLY CHAINS AND LOGISTICS

9

Introduction closed loop supply chains and logistics – Logistics and closed loop supply chain service Overview of return logistics and closed loop supply chain models — Introduction product returns - Product Vs Parts returns Strategic issues in closed loop supply chains

UNIT III BUSINESS AND MARKET

9

Overview - Introduction life cycle management - Trends and opportunities — Auto Warranty management, return process and benchmarks - Market overview Reasons for using reverse logistics - General characteristics - Consumer goods Depot repair and value-added services Operating dynamics - Competitive evaluation Secondary markets and final disposal.

UNIT IV EMERGING TRENDS

9

Emerging trends in Retail, E-Commerce- FMCG and Automobile sectors- Systems and technology - For consumer goods operations, High tech logistics system - Impact and value of advanced logistics.

UNIT V MANAGING PROCESSES

9

Managing processes - Step by step process - Use of third-party service providers Additional factors – Contemporary issues – Make in India and its impact on Countries GDP and Economic.

TOTAL: 45 PERIODS





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OUTCOMES

Upon Completion of this course, the student will be able to:

- Analyze the evolution of contract logistics, third party logistics industry and third- party logistics providers.
- Examine to gain knowledge about loop logistics and its strategic issues.
- Discuss about overview of market and reverse logistics.
- Analyze knowledge about emerging trends in logistics.
- Discuss to make in India and its impact on GDP and economic growth.

TEXT BOOKS

1. Janat Shah, "Supply Chain Management: Text and Cases", Pearson Education India, Second Edition, 2019.
2. John Manners-Bell, "Logistics and Supply Chains in Emerging Markets", Kogan Page, Sixth Edition, 2018.
3. Robert Lee Gordon, "Contacting, Logistics and Reverse Logistics: The Project, program and portfolio approach", Taylor and Francis, Third Edition, 2020.

REFERENCES

1. Coyle et.al," Management of Transportation", Cengage Learning, Seventh Edition, 2019.
2. D. F. Blumberg, "Reverse Logistics & Closed Loop Supply Chain Processes", Taylor and Francis, Second Edition, 2021.
3. Hsin-I Hsiao, Wageningen," Logistics Outsourcing in the Food Processing Industry", McGraw Hill, Fifth Edition, 2019.

E-RESOURCES

1. <http://www.cargroup.org/wp-content/uploads/2017/02/The-Warranty-Process-Flow-within-The-Automotive-Industry.pdf> (Auto Warranty management)
2. <https://www.transmetrics.ai/blog/supply-chain-logistics-technology-trends/> (High tech logistics system)





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1	3	2	-	2	-	2	-	2	-	2	-	1	-	2	-
2	3	-	2	-	-	2	-	-	2	-	2	-	-	2	2
3	2	3	-	3	2	-	2	3	2	1	-	3	2	-	2
4	3	2	2	-	-	2	-	2	-	-	2	-	-	2	-
5	2	-	2	1	2	-	2	-	-	2	2	1	2	-	2
AVG	2.6	1.4	1.2	1.2	0.8	1.2	0.8	1.4	0.8	1	1.2	1	0.8	1.2	1.2

1-Low 2-Medium 3-High '-' – No Correlation





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23BATL05

SUPPLY CHAIN INFORMATION SYSTEM

L T P C

3 0 0 3

OBJECTIVES

- To know the various technological aspects in the different logistical background
- To learn the real time description updated technologies in the logistics sector and SCM
- To understand steps involved in system development.
- To study architecture of supply chain management information system.
- To understand enterprise application integration and supply chain visibility.

UNIT I ELECTRONIC SCM, COMMUNICATION NETWORKS

9

Introduction e-SCM — e-SCM framework - Key success factors for e-SCM Benefits of e-SCM- Positioning information in Logistics - Strategic information linkage Supply chain communication networks - Role of communication networks in supply chains - Overview of telecommunication networks – EDI - Data security in supply chain networks Overview of internet able models.

UNIT II ENTERPRISE INFORMATION SYSTEMS

9

Overview of enterprise information systems - Information functionality and principles - Introduction enterprise information systems - Classification of enterprise information systems- Information architecture - Framework for managing supply chain information - Describe on popular enterprise application packages Benefits of enterprise information systems.

UNIT III SCM SYSTEMS DEVELOPMENT

9

Stakeholders in supply chain information systems - Stakeholders in SCM - Information systems Development - Logistics information systems design- Defining enterprise architecture - Choosing appropriate system development methodologies - Adopting relevant systems development model.

UNIT IV SCM SYSTEMS DEPLOYMENT AND MANAGEMENT

9

Information systems deployment - IT Operations and infrastructure management -- Portfolio, programme and project management - Management of risk Management of value.

UNIT V INFORMATION INTEGRATION

9

Enterprise application integration and supply chain visibility - Enterprise application integration Supply chain visibility - Supply chain event management -Supply chain performance Planning and design methodology - Problem definition and planning - Data collection and analysis Recommendations and implementation Decision support systems.

TOTAL: 45 PERIODS





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OUTCOMES

Upon Completion of this course, the student will be able to:

- Analyze the various enterprise information system and its architecture and benefits.
- Explain knowledge about various e-commerce models, e-SCM, benefits and communication networks.
- Examine different kind of stakeholders in supply chain management.
- Analyze knowledge about portfolio, programme and project management
- Discuss structure of data collection and analysis.

TEXT BOOKS

1. Dr. G. Bala sendhil kumar, Lubna P K, Dr. K. Jayapriya, "Supply chain management", Taran Publications, Second Edition, 2023.
2. Bowersox & Closs, "Logistical Management", McGraw-Hill Companies, Sixth Edition, 2019.
3. R.H. Ballou, Business Logistics Management, Prentice-Hall, Second Edition, 2020.

REFERENCES

1. David L Olson, "Supply chain information technology", Pearson Education, Third Edition, 2019.
2. Strauss, "E-Marketing", Pearson Education, Fourth Edition, 2021.
3. Chaffey, "E- Business and E- Commerce Management", Pearson Education, Third Edition, 2022.

E-RESOURCES

1. <https://searcherp.techtarget.com/definition/supply-chain-visibility-SCV>
2. [https://en.wikipedia.org/wiki/Risk_management\(Management_of_risk\)](https://en.wikipedia.org/wiki/Risk_management(Management_of_risk))

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2	2	3	-	1	-	2	2	-	-	3	-	2	-	2	2
3	3	-	1	2	2	-	-	2	1	2	1	1	2	-	-
4	3	2	2	-	-	3	-	-	2	-	-	2	-	2	1
5	2	3	-	2	3	-	2	-	2	1	2	-	2	-	2
AVG	2.6	1.6	1	1	1.6	1	1	1	1.4	1.2	1	1	1.2	1	1

1-Low 2-Medium 3-High '-' - No Correlation





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23BATL06

EXIM MANAGEMENT

L T P C

3 0 0 3

OBJECTIVES

- To understand about the major functions in export and import processes.
- To study the expertise for solving issues related to requirements in EXIM management.
- To understand the procedure for documentation and customs clearance.
- To learn about payment methods in foreign trade and financing strategies.
- To know service providers and their role in import and export.

UNIT I FUNDAMENTALS OF IMPORT AND EXPORT

9

Role of Import and Export Trade in an Economy Institutional Framework for Foreign trade in India
-Role of Director General of Foreign Trade and Commerce - Objectives of EXIM Policy Global
trade flows - Contract of International Sale of Goods INCOTERMS 2020.

UNIT II OVERVIEW OF EXPORT AND IMPORT

9

Marketing for Exports - Negotiation and finalization of Export contract Export Documentation
Procedures - Cargo Insurance - Export Promotion Councils and incentive schemes - Role
of Logistics in Exports - Export Houses / Trading Houses.

UNIT III DOCUMENTATION FRAMEWORK

9

Import for industrial use / trading - Import Documentation and Customs clearance procedures
Types of Imports - Import Licenses - Cargo Insurance Role of Logistics in Import

UNIT IV CREDIT AND PAYMENTS

9

Payment methods in Foreign Trade Documentary Credit / Letter of Credit – LOU - UCP 600 with
respect to Shipping Documents and L/C Negotiation – Export / import financing
strategies Managing payment risks.

UNIT V CUSTOMS CLEARANCE AND AGENCIES

9

Roles of Service providers in EXIM transactions – Global Traders – Commodity Brokers
- Custom House Agents – Transport Operators – Freight Forwarders – Warehousing
and 3PL service providers – Liners / Ship Agencies – Container Freight Stations -
Port – Inspection Agencies/ surveyors – Quarantine Agencies – Pest Control
Agencies – Chamber of Commerce.

TOTAL: 45 PERIODS





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OUTCOMES

Upon Completion of this course, the student will be able to:

- Analyze about the formalities of export and import industry.
- Discuss the importance of Exim management.
- Examine about types of insurance, licenses and documentation.
- Discuss about the risk associated with payments for foreign trade.
- Explain about knowledge about payers of international trade.

TEXT BOOKS

1. S Soundaian , “EXIM management”, PHI Learning, Fourth Edition, 2020.
2. Justin Pauland Rajiv Aserkar, “Export Import Management”, Oxford University Press, Sixth Edition, 2020.
3. Usha Kiran Rai, “Export - Import and Logistics Management”, PHI Learning, Second Edition, 2019.

REFERENCES

1. Justin Paul, Rajiv Asekar, Export Import management, PHI Learning, Second Edition, 2021.
2. Director General of Foreign Trade, Foreign Trade Policy and Handbook of Procedures, Cengage Learning, Second Edition, 2022.
3. Coyle et.al, Management of Transportation, Cengage Learning, Seventh Edition, 2020.

E-RESOURCES

1. https://en.wikipedia.org/wiki/Freight_forwarder(Freight Forwarders)
2. https://en.wikipedia.org/wiki/Commodity_broker(Commodity Brokers)

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4	3	2	2	1	2	2	2	2	2	2	-	2	3	2	1
5	3	1	-		2	2	2	2	2	2	-	2	3	2	-
AVG	3	1	1.6	1.4	1.2	2	1.2	2	2.4	2.4	0	2	3	1.2	1

1-Low 2-Medium 3-High '-' – No Correlation





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23BATL07

FUNDAMENTALS OF SHIPPING

LT P C

3 0 0 3

OBJECTIVES

- To learn the knowledge about fundamentals of shipping management.
- To know the liner trade routes, major liner ports and liner operations.
- To understand about dry cargo ships, flag of convenience, baltic exchange, ship brokers, trading-letter of credit-market reporting.
- To learn the chartering market practice.
- To study about the knowledge of shipping, ship building and repair.

UNIT I INTRODUCTION OF SHIPPING

9

Role of Shipping in International trade - Types of ships and cargoes carried by them - International Organizations serving the shipping industry (IMO, BIMCO, ICS, IACS, and IAPH) - Ship Registration and Classification.

UNIT II LINER SHIPPING OPERATIONS

9

Liner shipping business - Types of Liner services - Container shipping lines and their services - Break bulk, Ro-Ro and project cargo services - Liner freight rates - Liner cargo documentation - Liner agency functions.

UNIT III DRY BULK BUSINESS

9

Dry Bulk shipping business - World's leading dry bulk ports and cargoes handled by them - Types of Dry bulk ships and the Dry Bulk industry structure - Dry bulk market indices - Types of Chartering - Port agency functions.

UNIT IV TANKER OPERATIONS AND BUSINESS

9

Liquid Bulk shipping business - World's leading wet bulk ports and cargoes handled by them - Types of tankers and gas carriers - Tanker freighting system (world scale) - Factors affecting Tanker Markets-Marine pollution conventions.

UNIT V SHIP BUILDING AND REPAIR

9

Service providers to shipping industry - Ship management companies - Ports, inland terminals and Container Freight Stations - Ship building and repair yards - Financing the Shipping industry - Marine insurance providers.

TOTAL: 45 PERIODS





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OUTCOMES

- Analyze the basics of shipping management.
- Discuss about the main liner trade routes in the world.
- Explain the differences in the types of ships employed in dry cargo trades.
- Discuss the different types and sizes of container ships.
- Analyze the skills needed for shipping industry.

TEXT BOOKS

1. Lothar Birk, "Fundamentals of ship hydrodynamics: Fluid, mechanics, ship resistance and propulsion", Routledge, Third Edition, 2020.
2. Michael Robarts, Branch's, "Elements of Shipping", Routledge, Ninth Edition, 2020.
3. Peter Brodie, "Commercial Shipping Handbook", Routledge, Second Edition, 2021.

REFERENCES:

1. Mr. Sameer Varun, "A Practical guide to shipping & freight forwarding: you're key to success in the shipping industry", Cengage, Second Edition, 2019.
2. Dr. Jaydeep singh, "Global Freight Forwarding, shipping & Logistics: Document and Perspective", Cengage, Sixth Edition, 2022.
3. Y.H.V – Lun, K – H Lai, T.C.E Cheng," Shipping and logistics", Routledge , Ninth Edition, 2022.

E - RESOURCES

1. <https://www.freightos.com/import-guide/parts/shipping-basics/>
2. https://www.academia.edu/33323324/Fundamentals_of_Shipping.

Mapping of Cos-Pos & PSOs

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2	2	2	-	3	2	3	-	-	3	1	-	2	1	2	1
3	3	-	1	2	-	2	2	-	2	-	2	1	1		2
4	2	2	-	-	2	2	-	1	-	2	-	2	-	2	3
5	3	-	1	-	1	1	1	2	-	-	1	-	1	-	2
AVG	2.6	1	1	1	1	2	1	1	1	1	1.2	1	1	1	2

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OPEN ELECTIVE





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SEMESTER II

OPEN ELECTIVE

23PGO201

DISASTER MANAGEMENT

L T P C
3 0 0 3

OBJECTIVES

- To learn the basic conceptual understanding of disasters.
- To study different types of disasters.
- To learn about the disaster management techniques.
- To study awareness about disasters.
- To understand the concept of disaster risk assessment.

UNIT I INTRODUCTION

9

Definition and types of disaster Hazards and Disasters – Risk and Vulnerability in Disasters – Natural and Man-made disasters – Earthquakes, floods drought, landside, land subsidence, cyclones, volcanoes, tsunami, avalanches, global climate extremes – Man-made disasters: Terrorism, gas and radiations leaks, toxic waste disposal, oil spills, forest fires.

UNIT II TYPES OF DISASTERS

9

Study of important disasters Earthquakes and its types – Magnitude and intensity – Seismic zones of India – Major fault systems of India plate – Flood types and its management – Drought types and its management – Landside and its managements – Case studies of disasters in Sikkim (e.g) Earthquakes, Landside) – Social economics and environmental impact of disasters.

UNIT III DISASTER MANAGEMENT

9

Mitigation and Management techniques of Disaster – Basic principles of disasters management – Disaster Management cycle – Disaster management policy – National and State Bodies for Disaster Management – Early Warning Systems – Building design and construction in highly seismic zones – Retrofitting of buildings.

UNIT IV DISASTER AWARENESS

9

Training, awareness program and project on disaster management – Training and drills for disaster preparedness – Awareness generation program – Usages of GIS and Remote sensing techniques in disaster management.

UNIT V RISK ASSESSMENT

9

Mini project on disaster risk assessment and preparedness for disasters with reference to disasters in Sikkim and its surrounding areas.

TOTAL: 45 PERIODS





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OUTCOMES

Upon completion of the course, Students will be able to:

- Describe the basic conceptual understanding of disasters.
- Explain the different types of disasters.
- Analyze the disaster mitigation and management techniques.
- Discuss the importance of disaster awareness programs for disaster management.
- Analyze the risk behind the disasters.

TEXT BOOKS

1. Harsh K Gupta, Disaster Management, Universities Press Pvt. Limited, Ninth Edition, 2020.
2. Sulphery M.M., "Disaster Management", PHI Learning Private Limited, Fourth Edition, 2019.
3. Damon P. Copola, "Introduction to International Disaster Management", Elsevier Inc, First Edition, 2019.

REFERENCES

1. Sharma S.C., "Disaster Management", Khanna Book Publishing Co. (P) Ltd., Fifth Edition, 2021.
2. Gupta A.K., Nair S.S. and Chatterjee S. "Disaster Management and Risk Reduction: Role of Environmental Knowledge", Narosa Publishing House, Fourth Edition, 2022.
3. Murthy D.B.N., "Disaster Management", Deep & Deep Publications, Third Edition, 2023.

E-RESOURCES

1. <https://nptel.ac.in/courses/124/107/124107010/> (Disaster Management).
2. <https://nptel.ac.in/courses/105/103/105103209/> (Plates and Shells)

Mapping of COs-POs & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	3	2	2	2	-	1	1	-	-	-	-	1	3	2	1
2	3	2	2	2	-	1	1	-	-	-	-	1	3	2	1
3	3	2	2	2	1	1	1	-	-	1	1	1	3	2	1
4	3	2	2	2	-	1	1	-	-	1	1	1	3	2	1
5	3	2	2	2	1	1	1	-	-	1	1	1	3	2	1
AVG	3	2	2	2	0.4	1	1	0	0	0.6	0.6	1	3	2	1

1-Low 2-Medium 3-High '-' – No Correlation





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23PGO202

COST MANAGEMENT OF ENGINEERING PROJECTS

L T P C
3 0 0 3

OBJECTIVES

- To understand the overview of cost management.
- To learn the different stages of project execution.
- To study the different analysis techniques adopted for project commissioning.
- To know the various pricing strategies followed in engineering projects.
- To study the different quantitative techniques used for cost management.

UNIT I INTRODUCTION

9

Introduction and overview of the strategic cost management process – Cost concepts in decision making – Relevant cost, Differential cost, Incremental cost and Opportunity cost – Objectives of a Costing System – Inventory valuation – Creation of a database for operational control – Provision of data for decision making.

UNIT II PROJECT

9

Meaning, different types, why to manage, cost overruns centres, various stages of project execution – Conception to commissioning – Project execution as conglomeration of technical and nontechnical activities – Detailed Engineering activities – Pre project execution main clearances and documents – Project team: Role of each member – Importance of project site – Data required with significance – Project contracts – Types and contents – Project execution – Project cost control – Bar charts and network diagram.

UNIT III PROJECT COMMISSIONING

9

Mechanical and process – Cost Behavior and Profit Planning – Marginal Costing – Distinction between marginal costing and absorption costing – Break-even Analysis – Cost volume-Profit Analysis – Various decision-making problems – Standard Costing and Variance Analysis.

UNIT IV PRICING STRATEGIES

9

Pareto Analysis – Target costing – Life cycle costing – Costing of service sector – Just-in-time approach – Material requirement planning – Enterprise resource planning – Total quality management and theory of constraints – Activity-based cost management – Bench marking – Balanced score card and value-chain analysis – Budgetary control – Flexible budgets – Performance budgets – Zero-based budgets – Measurement of divisional profitability pricing decisions including transfer pricing.

UNIT V QUANTITATIVE TECHNIQUES FOR COST MANAGEMENT

9

Quantitative techniques for cost management – Linear programming – PERT/CPM – Transportation problems – Assignment problems – Simulation – Learning curve theory.

TOTAL: 45 PERIODS





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OUTCOMES

Upon completion of the course, Students will be able to:

- Explain the basics of cost management process.
- Analyze the detailed engineering activities associated in project execution.
- Apply suitable analysis techniques for project commissioning.
- Discuss the various pricing strategies followed in project implementation.
- Analyze the different quantitative techniques used for cost management.

TEXT BOOKS

1. Charles T. Horngren, Srikant M. Datar and Madhav V. Rajan, "Cost Accounting A Managerial Emphasis", Pearson Education, Fourteenth Edition, 2023.
2. Charles T. Horngren and George Foster, "Advanced Management Accounting", Pearson Education, Thirteenth Edition, 2020.
3. Qiu Guo Lin, Cost management of engineering project, China Electric Power Press, Seventh Edition, 2021.

REFERENCES

1. Robert S Kaplan, Anthony A. Alkinson, "Management Accounting", Pearson Education, Fourth Edition, 2022.
2. Ashish K. Bhattacharya, "Principles & Practices of Cost Accounting", PHI Learning Private Limited, Sixth Edition, 2020.
3. Kenneth K Humphreys, Project and cost engineers' handbook (cost management), CRC Press, Fourth Edition, 2023.

E-RESOURCES

1. <https://nptel.ac.in/courses/105/106/105106149/> (Types of Projects)
2. <https://nptel.ac.in/courses/110/104/110104073/> (Cost Management for Projects)

Mapping of COs-POs & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	3	3	3	3	-	1	1	-	-	1	-	1	2	2	1
2	3	3	3	3	-	1	1	1	-	1	3	1	2	2	1
3	3	3	3	3	2	1	1	1	-	1	3	1	2	2	1
4	3	3	3	3	2	1	1	1	1	1	3	1	2	2	1
5	3	3	3	3	2	1	1	1	1	1	3	1	2	2	1
AVG	3	3	3	3	1.2	1	1	0.8	0.4	1	2.4	1	2	2	1

1-Low 2-Medium 3-High '-' – No Correlation





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23PGO203

SUSTAINABLE MANAGEMENT

L T P C
3 0 0 3

OBJECTIVES

- To learn the fundamentals of sustainable management.
- To understand the framework of corporate sustainability.
- To study the strategies and approaches of sustainability and green management.
- To know the innovations in sustainability.
- To learn the sustainable management resources.

UNIT I MANAGEMENT OF SUSTAINABILITY

9

Management of sustainability – Rationale and political trends: An introduction to sustainability management – International and European policies on sustainable development – Theoretical pillars in sustainability management studies.

UNIT II CORPORATE SUSTAINABILITY AND RESPONSIBILITY

9

Corporate sustainability parameter – Corporate sustainability institutional framework – Integration of sustainability into strategic planning and regular business practices – Fundamentals of stakeholder engagement.

UNIT III SUSTAINABILITY MANAGEMENT: STRATEGIES AND APPROACHES

9

Corporate sustainability management and competitiveness: Sustainability-oriented corporate strategies, markets and competitiveness – Green Management between theory and practice – Sustainable Consumption and Green Marketing strategies – Environmental regulation and strategic postures – Green Management approaches and tools – Green engineering: clean technologies and innovation processes – Sustainable Supply Chain Management and Procurement.

UNIT IV SUSTAINABILITY AND INNOVATION

9

Socio-technical transitions and sustainability – Sustainable entrepreneurship – Sustainable pioneers in green market niches – Smart communities and smart specializations.

UNIT V SUSTAINABLE MANAGEMENT OF RESOURCES

9

Energy management – Water management – Waste management – Wild Life Conservation – Emerging trends in sustainable management – Case Studies.

TOTAL: 45 PERIODS





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OUTCOMES

Upon completion of the course, Students will be able to:

- Describe the importance of sustainable management.
- Explain the parameters of corporate sustainability.
- Apply suitable strategies and approaches for management of sustainability.
- Examine the knowledge of innovative practices in sustainable business and community management.
- Analyze the resources of sustainable management.

TEXT BOOKS

1. Christian N Madu, "Handbook of Sustainability Management", World Scientific Publishing Co, Second Edition, 2022.
2. Margaret Robertson, "Sustainability Principles and Practice", Routledge Publications, Third Edition, 2021.
3. Tiberio Daddi, Fabio Iraldo, Francesco Testa, Environmental Certification for Organizations and Products, Routledge Publications, Second Edition, 2019.

REFERENCES

1. Deb Prasanna Choudhury, "Sustainability Management", Zorba Books, First Edition, 2019.
2. Rüdiger Hahn, "Sustainability Management Global Perspectives", Rüdiger Hahn, First Edition, 2022.
3. Khai Ern Lee, "Concepts and Approaches for Sustainability Management", Springer International Publishing, First Edition, 2020.

E-RESOURCES

1. <https://archive.nptel.ac.in/courses/110/101/110101153/>(Business and Sustainable Development)
2. https://onlinecourses.nptel.ac.in/noc22_hs61/preview/(Education for Sustainable Development)

Mapping of COs-POs & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
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4	3	2	2	1	-	1	-	1	1	1	-	1	2	1	1
5	3	2	2	1	-	1	-	1	1	1	-	1	2	1	1
AVG	3.0	2.0	2.0	1.0	0	1.0	0	1.0	1.0	1.0	0	1.0	2.0	1.0	1.0

1-Low 2-Medium 3-High '-' – No Correlation





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BUSINESS ANALYTICS



23PGO204

L T P C
3 0 0 3

OBJECTIVES

- To learn the overview of business analysis.
- To know the importance of project life cycle and product life cycles.
- To understand the different types of requirements in business analytics.
- To study the various analysis techniques for transforming requirements.
- To learn about finalizing requirements.

UNIT I BUSINESS ANALYSIS

9

Overview of business analysis – Overview of requirements – Role of the business analyst – Stakeholders: the project team, management, and the front line – Handling stakeholder conflicts.

UNIT II LIFE CYCLES

9

Systems development life cycles – Project life cycles – Product life cycles – Requirement life cycles.

UNIT III FORMING REQUIREMENTS

9

Overview of requirements – Attributes of good requirements – Types of requirements – Requirement sources – Gathering requirements from stakeholders – Common requirements documents.

UNIT IV TRANSFORMING REQUIREMENTS

9

Stakeholder Needs Analysis – Decomposition Analysis – Additive/Subtractive Analysis – Gap Analysis – Notations (UML & BPMN) – Flowcharts – Swim Lane Flowcharts – Entity-Relationship Diagrams – State-Transition Diagrams – Data Flow Diagrams – Use Case Modeling – Business Process Modeling.

UNIT V FINALIZING REQUIREMENTS

9

Presenting requirements – Socializing requirements and gaining acceptance – Prioritizing requirements – Managing requirements Assets – Change control – Requirement tools – Recent trends in embedded and collaborative business intelligence – Visual data recovery – Data storytelling and data journalism.

TOTAL: 45 PERIODS

OUTCOMES

Upon completion of the course, Students will be able to:

- Explain the role of business analyst in business proposals.
- Examine the necessity of product life cycle and requirement life cycle.
- Describe the overview of forming requirements.
- Analyze various transforming requirements used in business analytics.
- Apply requirement tools for finalizing requirements.





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TEXT BOOKS

1. Marc J. Schniederjans, Dara G. Schniederjans, Christopher M. Starkey, "Business analytics Principles, Concepts, and Applications", Pearson FT Press, Third Edition, 2019.
2. James R Evans, "Business Analytics", Pearson FT Press, Sixth Edition, 2020.
3. Wayne L. Winston, "Business Analytics: Data analysis & decision making", South Western College Publishing, Second Edition, 2021.

REFERENCES

1. Swain Scheps , "Business Intelligence for Dummies", Dummies Publishers, Fourth Edition, 2020.
2. Ger Koole, "An Introduction to Business Analytics", MG Books, First Edition, 2019.
3. Walter R. Paczkowski, "Business Analytics: Data Science for Business Problems", Springer International Publishing, Second Edition, 2022.

E-RESOURCES

1. <https://nptel.ac.in/courses/110/107/110107092/> (Business analytics and data mining modeling)
2. <https://nptel.ac.in/courses/110/105/110105089/> (Business analytics for management decision)

Mapping of COs-POs & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
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4	3	3	3	3	2	1	-	1	1	1	2	1	3	2	1
5	3	3	3	3	2	1	-	1	1	1	2	1	3	2	1
AVG	3.0	3.0	3.0	3.0	2.0	1.0	-	1.0	1.0	1.0	2.0	1.0	3.0	2.0	1.0

1-Low 2-Medium 3-High '-' – No Correlation





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DIGITAL MARKETING



23PGO205

LTPC
3003

OBJECTIVES

- To understand the origin of digital marketing.
- To learn the different types of social media marketing.
- To know the techniques adopted for search engine optimization.
- To study the importance of facebook marketing and mobile marketing in business.
- To learn the tools and methods of web analytics.

UNIT I INTRODUCTION & ORIGIN OF DIGITAL MARKETING

9

Traditional v/s digital marketing – Digital marketing strategy – The P-O-E-M framework – Segmenting & customizing messages – The digital landscape – Digital advertising market in India – Skills required in digital marketing – Digital marketing plan.

UNIT II SOCIAL MEDIA MARKETING

9

Meaning, purpose, types of social media websites – Blogging: types of blogs – Blogging platforms & recommendations – Social media engagement – Target audience – Sharing content on social media – Do's and don'ts of social media.

UNIT III SEARCH ENGINE OPTIMIZATION

9

Meaning – Common SEO techniques – Understanding search engines – Basics of keyword search – Google rankings – Link building – Steps to optimize website – Basics of Email marketing: Types of Emails – Mailing list – Email marketing tools – Email deliverability & Email marketing automation.

UNIT IV FACEBOOK MARKETING

9

Introduction – Facebook for business – Anatomy of an Ad campaign – Role of adverts – Types & targeting – Adverts budget & scheduling – Adverts objective & delivery – LinkedIn marketing- introduction & importance – LinkedIn strategies – Sales leads generation using LinkedIn – Content strategies – Mobile marketing – Introduction – Mobile usage – Mobile advertising – Mobile marketing tool kit – Mobile marketing features.

UNIT V UNDERSTANDING WEB ANALYTICS

9

Purpose, history, goals & objectives – Web analytic tools & methods – Web analytics mistakes and pitfalls – Basics of content marketing: Introduction – Content marketing statistics – Types of content – Types of blog posts – Content creation – Content optimization – Content management & distribution – Content marketing strategy – Content creation tools and apps – Challenges of content marketing.

TOTAL: 45 PERIODS





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OUTCOMES

Upon completion of the course, Students will be able to:

- Explain the strategy of digital marketing.
- Describe the purpose of social media marketing.
- Apply the suitable technique for search engine optimization.
- Examine the importance of face book marketing and LinkedIn marketing in business.
- Analyze the mistakes and pitfalls of web analytics.

TEXT BOOKS

1. Rajendra Nargundkar and Romi Sainy “Digital Marketing: Cases from India”, Notion Press, First Edition, 2020.
2. Damian Ryan, “Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation”, Kogen Page Publishers, Third Edition, 2021.
3. Simon Kingsnorth, “Digital Marketing Strategy: An integrated approach to online marketing”, Kogen Page Publishers, Second Edition, 2019.

REFERENCES

1. Hermawan Kartajaya, Philip Kotler and Iwan Setiawan , “Marketing 4.0 : Moving from Traditional to Digital”, Wiley Publishers, First Edition, 2021.
2. Seema Gupta, “Digital Marketing”, McGraw Hill Publications, Third Edition, 2022.
3. Prabir Rai Chaudhuri, “What is digital marketing: A comprehensive guide”, WMG Publishing, First Edition, 2022.

E-RESOURCES

1. https://onlinecourses.swayam2.ac.in/cec19_mg23/preview (Basics of Digital Marketing)
2. https://onlinecourses.swayam2.ac.in/ugc19_hs26/preview (Digital Marketing)

Mapping of COs-POs & PSOs

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4	3	3	3	3	2	1	-	1	1	1	1	1	3	2	1
5	3	3	3	3	2	1	-	1	1	1	1	1	3	2	1
AVG	3.0	3.0	3.0	3.0	2.0	1.0	-	1.0	1.0	1.0	1.0	1.0	3.0	2.0	1.0

1-Low 2-Medium 3-High '-' – No Correlation





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TIRUCHENGODE - 637 205 NAMAKKAL (Dt) TAMILNADU
SUSTAINABLE MANAGEMENT



23PGO207

L T P C

3 0 0 3

OBJECTIVES

- To know about the sustainability in management studies.
- To learn the fundamental knowledge of the notion of corporate sustainability.
- To study about the relationship between consumption and green marketing strategies.
- To understand about the organization impacts on the environment and socio-technical systems.
- To study about the resources and sustainable management.

UNIT I MANAGEMENT OF SUSTAINABILITY

9

Management of sustainability - rationale and political trends: An introduction to sustainability management, International and European policies on sustainable development, theoretical pillars in sustainability management studies.

UNIT II CORPORATE SUSTAINABILITY AND RESPONSIBILITY

9

Corporate sustainability parameter, corporate sustainability institutional framework, integration of sustainability into strategic planning and regular business practices, fundamentals of stakeholder engagement.

UNIT III SUSTAINABILITY MANAGEMENT: STRATEGIES AND APPROACHES

9

Corporate sustainability management and competitiveness: Sustainability-oriented corporate strategies, markets and competitiveness, Green Management between theory and practice, Sustainable Consumption and Green Marketing strategies, Environmental regulation and strategic postures; Green Management approaches and tools; Green engineering: clean technologies and innovation processes; Sustainable Supply Chain Management and Procurement.

UNIT IV SUSTAINABILITY AND INNOVATION

9

Socio-technical transitions and sustainability, Sustainable entrepreneurship, Sustainable pioneers in green market niches, Smart communities and smart specializations.

UNIT V SUSTAINABLE MANAGEMENT OF RESOURCES

9

Energy management, Water management, Waste management, Wild Life Conservation, Emerging trends in sustainable management, Case Studies.





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OUTCOMES

Upon completion of the course, the students will be able to:

- Identify the sustainable development, theoretical pillars in sustainability management studies.
- Understand about the corporate sustainability and responsibility.
- Analyze and interpret sustainability strategies and approaches.
- Examine the knowledge of innovative practices in sustainable business and community management.
- Interpret about the deep understanding of sustainable management of resources and commodities.

TEXT BOOKS:

1. Petra Molthan-Hill, The Business Student's Guide to Sustainable Management: Principles and Practice, 2020.
2. Margaret Robertson, Sustainability Principles and Practice, 2019.
3. Christian N. Madu, Handbook of Sustainability Management 2020.

REFERENCES:

1. Daddi.T, Iraldo.F, Testa, Environmental Certification for Organizations and Products: Management, 20021.
2. Christian N. Madu, Handbook of Sustainability Management 2023.
3. Peter Rogers, An Introduction to Sustainable Development, 2022.

E-RESOURCES:

1. <https://www.greenbusinessbenchmark.com/archive/corporate-social-responsibility-sustainability>
2. <https://online.hbs.edu/blog/post/business-sustainability-strategies>
3. <https://www.terrafiniti.com/sustainable-business-strategy/>
4. https://www.researchgate.net/publication/335210461_Strategic_Approaches_to_Business_Sustainability

Mapping of Cos-Pos & PSOs

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
1	2	-	1	1	1	3	2	1	2	3	2	1	1	-	1
2	2	-	1	1	1	3	1	1	-	3	2	-	2	3	-
3	2	1	1	2	2	-	1	1	-	2	1	1	2	2	1
4	2	2	2	1	1	1	1	1	3	3	-	1	2	2	2
5	2	2	-	-	-	3	-	1	-	3	-	2	3	3	1
AVG	2	1	1	1	1	2	1	1	1	2.8	1	1	2	2	1

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SCHEME

Credit Summary

