

EMPLOYABILITY

S.No	Subject Name	Subject Code	Description
1	Business Statistics	115BAT01	Employability- This Course help the students with good technical understanding and subject knowledge, employers often outline a set of skills that they required for job opportunities.
2	Management Concepts and Practices	115BAT02	Employability-This Course helps as the systematic process of creating effective managers.
3	Economic Analysis for Business	115BAT03	Employability- This Course helps in providing income to poor families, revives domestic demand for goods and services, and stimulates overall growth
4	Organisational Behavior	115BAT04	Employability-This Course helps analyzes the effect of social and environmental factors that affect the way employees
5	Management Accounting for Business Decisions	115BAT05	Employability-This Course helps to absorb about basic accounting fundamentals and to prepare financial statements
6	Legal Aspects of Business	115BAE01	Employability-This Course helps for Start-up name should be legal and must not violate the legal rights of others
7	Executive Communication	115BAE11	Employability-This Course helps for ongoing process of communication between a supervisor and an employee that occurs throughout the year, in support of accomplishing the strategic objectives of the organization.
8	Business Application Software	115BAP01	Employability-This Course helps for performing activities that express creativity, fulfil productivity and improve communication
9	Hospitality Management	215BAT01	Employability-This Course helps in understandings and personal attributes – that makes graduates more likely to gain employment and be successful in their chosen occupations
10	Operation Research	215BAT02	Employability-This Course helps for analysts write memos, reports, and other documents explaining their findings and recommendations
11	Human Resource Management	215BAT03	Employability- This Course helps recruiting new hires, evaluating employee performance, ensuring fair compensation and benefits, training employees and supporting education and development, and protecting the health and safety of all employees


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SKILL DEVELOPMENT

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 Krishnagiri Dt, Tamil Nadu

12	Advanced Financial Management	215BAT04	Employability-This Course helps assist designed to replicate the role of a senior financial executive or advisor
13	Marketing Management	215BAT05	Employability-This Course helps in identifies market opportunities and comes out with appropriate strategies for exploring those opportunities profitably
14	Management Information System	215BAT06	Employability-This Course helps by boosting knowledge and skill will put you in a position where your career can move forward into managerial roles
15	Operations Management	215BAT07	Employability-This Course helps in a business organisation because it helps effectively manage, control and supervise goods, services and people
16	Statistical Package for Social Science	215BAP01	Employability-This Course helps Social statistics and quantitative data analysis are key tools for understanding society and social change for job
17	Strategic Management	315BAT12	Employability-This Course helps in Setting effective goals for employees and involving them in organisational objectives can improve overall performance
18	Business Research Methods	315BAT13	Employability-This Course helps in acquiring detailed information of all the areas of business and using such information in maximizing the sales and profit of the business for betterment of Job
19	Industrial Relations and Labor Legislations	315BAH01	Employability-This Course helps for multidisciplinary field of study which examines the interrelations of varying complexities between employers and employees, employer organisations and the state with trade and labour unions
20	Performance Management	315BAH02	Employability-This Course helps for ongoing process of communication between a supervisor and an employee that occurs throughout the year, in support of accomplishing the strategic objectives of the organization.
21	Training and Development	315BAH03	Employability-This Course helps acquiring specific knowledge that employees can apply instantly to bring about significant improvements in their current job roles
22	Derivatives Management	315BAF01	Employability-This Course helps in risk reduction through hedging, ensuring market efficiency, deal price discovery of the underlying asset
23	Security Analysis and Portfolio Management	315BAF02	Employability-This Course helps in analysis of tradeable financial instruments called securities It deals with finding the proper


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			value of individual securities enhances job opportunity
24	Merchant Banking and Financial Services	315BAF04	Employability-This Course helps in identifying which financial institution should be preferred for term loans in Job opportunity basis
25	Retail Management	315BAM02	Employability-This Course helps in developing as a store manager, retail managers, retail buyers, retail designers, visual merchandisers, merchandise planning and product developers
26	Services Marketing	315BAM03	Employability-This Course helps in the form of marketing businesses that provide a service to their customers use to increase brand awareness and sales
27	Digital Marketing Analytics	315BAM04	Employability-This Course helps analytics measures, tracks, and analyzes your campaign performance for better decision-making for job betterment
28	Project Management	315BAO01	Employability-This Course helps plan and implement projects from start to finish in order to help an organization meet its goals
29	Services Operations Management	315BAO02	Employability-This Course helps in synchronize and perform the activities and processes required to deliver and manage services at agreed levels to business users and customers
30	Supply Chain Management	315BAO03	Employability-This Course helps in handling of the entire production flow of a good or service for enhancing job betterment
31	E - Commerce	315BAS01	Employability-This Course help in generating jobs directly and indirectly, and to disregard jobs that no longer require social involvement.
32	Advance Database Management System	315BAS02	Employability-This Course helps to store, organize, and monitor big or small information, just by using one software application. The use and implementation of a data system can help businesses in performing well and allows them to save overall costs that lead to more job opportunity
33	Enterprise Resource Planning	315BAS03	Employability-This Course helps to automate various business tasks and processes while increasing efficiency in numerous departments lead to more job opportunity
34	Data Warehousing and Data Mining	315BAB01	Employability-This Course help to organizing and compiling data into one database, whereas data mining deals with fetching


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			important data from databases support career growth
35	Decision and Risk Analytics	315BAB02	Employability-This Course helps in empowers decision makers with the ability to evaluate possible events using rapid fire interactive what-if scenario risk analytics dashboards
36	Statistics for Analytics	315BAB03	Employability-This Course helps as the rise of big data, machine learning, and technology in our society has created a high demand for statistical analysts, and it's an exciting time to develop
37	Accounting for Hospitality	315BAHO01	Employability-This Course helps because by recording and monitoring cash flows both in and out, you can better forecast for the future, have a more realistic idea of your hotel's projected costs, and ensure that yearly budgets are maintained
38	Business and Hospitality Laws	315BAHO02	Employability-This Course helps to regulate hotels, restaurants, bars, country clubs and other public accommodations, so as to provide safety measures within the law to protect the customers
38	Event Management	315BAHO03	Employability-This Course helps for project management to the creation and development of small and/or large-scale personal or corporate events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions
40	Summer Internship Training	315BAP01	Employability-This Course help the students to build their resumes and take the first step towards a successful professional Entrepreneurship-This Course helps to allow the students to get real-world industrial exposure
41	Project Work	418BAP04	Employability-This Course help the students to build their resumes and take the first step towards a successful professional


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4	Organisational Behavior	115BAT04
5	Management Accounting for Business Decisions	115BAT05
6	Legal Aspects of Business	115BAE01
7	Executive Communication	115BAE11
8	Business Application Software	115BAP01
9	Hospitality Management	215BAT01
10	Operation Research	215BAT02
11	Human Resource Management	215BAT03
12	Advanced Financial Management	215BAT04
13	Marketing Management	215BAT05
14	Management Information System	215BAT06
15	Operations Management	215BAT07
16	Statistical Package for Social Science	215BAP01
17	Strategic Management	315BAT12
18	Business Research Methods	315BAT13
19	Industrial Relations and Labor Legislations	315BAH01
20	Performance Management	315BAH02
21	Training and Development	315BAH03
22	Derivatives Management	315BAF01
23	Security Analysis and Portfolio Management	315BAF02
24	Merchant Banking and Financial Services	315BAF04
25	Retail Management	315BAM02
26	Services Marketing	315BAM03
27	Digital Marketing Analytics	315BAM04
28	Project Management	315BAO01
29	Services Operations Management	315BAO02
30	Supply Chain Management	315BAO03
31	E - Commerce	315BAS01
32	Advance Database Management System	315BAS02
33	Enterprise Resource Planning	315BAS03
34	Data Warehousing and Data Mining	315BAB01
35	Decision and Risk Analytics	315BAB02
36	Statistics for Analytics	315BAB03
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38	Business and Hospitality Laws	315BAHO02
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115BAT01	Business Statistics	L	T	P	C	CA	EA	TOTAL
		4	1	0	4	50	50	100

Course Objective

The major learning objective of this course is to analyze data using statistical techniques, such as hypothesis testing and regression estimation. The course will cover hypothesis testing methods such as binomial tests of proportion, chi-square tests, t- and z-tests of mean differences, regression and correlation methods. At the end of the course participants should be able to decide how to analyze the data collected, and draw conclusions from the analyses to aid decision making.

Unit I - Application of Differentiation and Integration in Business 10

Application of Differentiation and integration in business (Demand elasticity-Marginal cost, total cost, Average cost) - Regression Analysis – Correlation Analysis-interpolation and extrapolation –Newton’s forward and backward methods in interpolation

Unit II -Numerical Measures of Location 12

Numerical measures of location- Dispersion-Sample statistics- population parameters & point estimators- Measures of central location-mean, median, mode, percentiles & quartiles-Measures of variability-Range, inter-quartile range, variance, standard deviation-Measures of relative location & detection of outliers– z – scores-Sample variance & standard deviations- Descriptive statistics tool

Unit III -Frequency &Relative Frequency Distributions 12

Frequency & relative frequency distributions- Cumulative frequency & cumulative relative frequency distribution- Data presentations-Bar graphs, pie charts, histograms, ogive and Stem-n-leaf

Unit IV - Experiment and Sample Space 12

Experiment and Sample Space - Events and Operations with Events- Probability of an Event - Basic Probability Rules- Binomial, Poisson Probability distributions- Normal Probability Distribution

Unit V - Procedures for Testing Hypothesis 10

Procedures for testing hypothesis, selected hypothesis tests –Z Tests, t test, chi square, Bivariate statistics: Parametric tests – Z test –Differences between mean t test – Difference between mean ANOVA and nonparametric tests – Application of SPSS Packages

Total – 56Hrs

References

1. Kandasamy, Numerical methods, Sultan Chand 2007
2. Sharma J.K, Operations Research: Theory & Applications Macmillan India Ltd, New Delhi, 2007
3. HamdyA.Taha Operative Research –An Introduction, PHI 2007
4. Harvey M. Wagner Principles of Operations Research PHI 2007
5. David R. Anderson Dennis J. Sweeney Thomas A. Williams Introduction to Management Science Thomson Learning 2005


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15BAT02	Management Concepts and Practices	L	T	P	C	CA	EA	TOTAL
		4	0	0	3	50	50	100

Course Objective

This course presents a thorough and systematic coverage of management theory and practice. It focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility for effective and efficient achievement of goals

Unit I - Introduction 10

Management overview – evolution of management thoughts – Management is science or art? – Functions of management – types of business organizations.

Unit II -Planning 12

Planning – the meaning and purpose of planning – steps – types – MBO – Policies , Procedures and Methods – Nature and types of policies – Functional Policies – Decision Making – Process – Types of Decisions.

Unit III - Organizing 12

Organizing – Meaning and Structure – Span of Control – Line and Staff Relationships – Staffing – Sources of Recruitment – Selection Process – Training – Methods – Departmentation – Organization Charts.

Unit IV - Leadership 12

Direction – Leadership – theories – Styles – Motivation – Theories – Types – Co – ordination – Communication – Types – Process – Essentials.

Unit V-Controlling 10

Controlling in Management – Control Process – Innovation Management – Informational Technology in Management – Budgets – Techniques – Importance – Case Studies in General Management.

Total -56Hrs

REFERENCES

1. Hellriegel, Jackson & Slocum-Management A Competency-Thomson South-western-2007.
2. Koontz Herald & Wehrich Heinz-Essentials of Management: An International Perspective-Tata McGraw Hill – 2004.
3. Heinz Wehrich, Mark. V. Cannice& Herald Koontz-Management: A global and entrepreneurial Perspective-Tata McGraw Hill-2008.
4. Pettinger-Introduction to Management-4e-Palgrave Macmillan-2007.
5. PC Tripathi, PN Reddy-Principles of Management-Tata McGraw Hill-2006.


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115BAT03	Economic Analysis for Business Decisions	L	T	P	C	CA	EA	TOTAL
		4	0	0	3	50	50	100

Course Objective

The purpose of Managerial Economics is to apply a series of basic economics principles to the decision making process within the firm. Issues related to optimal pricing strategies, demand forecasting and optimal financing, appropriate hiring decisions, and investment decisions, among others, can be successfully tackled with managerial economics tools

Unit I–Introduction

12

Definition, nature and scope of Managerial Economics - Managerial Economics and Micro-economics - Managerial Economics and Macro-economic - Applications of Economics in Managerial decisions making - Profit Maximization, Sales Maximization, Satisfying Theory - Enhancing value of the firm and its goals

Unit II –DemandAnalysis

12

Demand Analysis - Determinants of Market Demand - Law of Demand - Elasticity of Demand - Measurement and its use - Demand Forecasting - Techniques of Demand Forecasting methods

Unit III - Production and Cost

11

Production and Costs – Meaning of Production Function - Law of variable proportions - Law of Supply and Elasticity of Supply - Costs and Cost Functions - Short Terms Costs and their use on decision making - Determinants of costs - Break Even Analysis - Cost Forecasting

Unit IV - Pricing

11

Pricing and output determination - Pricing decisions under different market forms like perfect competition, monopoly, oligopoly - Pricing policies and Methods

UnitV –Macro Economics

12

National Income Concepts - methods of calculating of NI and difficulties in calculating of NI – Business cycle – theories of business cycle – phases of BC –Inflation – types – Causes of Inflation – effects of Inflation –control of inflation – balance of trade – BOP – foreign exchange – determinant of foreign exchange

Total – 56Hrs

TEXT BOOKS

1. Managerial Economics - D.Salvatore
2. Managerial Economics - Mote, Paul and Gupta

REFERENCES

1. Managerial Economics - Varshney and Maheshwari
2. A study of Managerial Economics - D.Gopalkrishna
3. Managerial Economics - D.C.Hauge
4. Managerial Economics - Reckie and Crooke
5. Managerial Economics – Gupta
6. Managerial Economics, 4th Ed. - Craig Peterson

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115BAT04	Organizational Behavior	L	T	P	C	CA	EA	TOTAL
		4	1	0	3	50	50	100

Course Objective

To give a comprehensive view on the behavior of individuals and groups within diverse organizations and on organizational structure and processes

Unit I - Introduction toOB	12
Meaning & Importance of OB - Historical Development & Contribution Disciplines - Foundation of individual behavior and individual decision making - Values attitudes & job satisfactions	
Unit II- Personality& Motivation	10
Personality – Basic concepts and theories - Perception - Basic concepts and factors influencing - Motivation - Theories – Content theories and process theories– Problems in motivation	
Unit III - Group Dynamics	10
Foundation of group behavior - Types of groups - Group Norms and Cohesive group Roles - Understanding work teams	
Unit IV- Organizational Culture & Learning	12
Elements of organizational culture - Organizational culture and performance - Changing and strengthening culture - Organizational socialization - Creating an ethical organizational culture - Sustaining organizational culture	
Unit V-Conflict, Power and Politics	12
Conflict process ,source of conflict - Structural approach to conflict management - Resolving conflict through negotiation - Organizational careers - Contingent workforce - Power and politics in organization - Work stress and its management - Cause and consequences - Stress coping strategies	
Total – 56Hrs	

REFERENCES

- McshaneL.StevenvonGlinow Ann Mary Sharma R.Radha Books OrganisationalBehaviour,Publisher Tata Mcgraw Hills “2006”
- Robin Fincham Peter Rhodes, Principle of organizational Behaviour,oxford university press,year”2005”
- Luthan Fred ,organizational Behaviour ,Tata McGrawHill Year “2000”
- Robbins Stephen P,Organizational Behaviour 12th edition Prentice Hall(India)Pvt Ltd “2000”
- DwivediR.S,HumanRelations and organizational Behaviour A Global perspective 5th Edition Palgrave Macmillan Year “2006”


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115BAT05	Management Accounting for Business Decisions	L	T	P	C	CA	EA	TOTAL
		4	1	0	4	50	50	100

Course Objective

This course examines the principles, techniques, and uses of accounting in the planning and control of business organizations from a management perspective.

UNIT I -Introduction

12

Introduction to Financial and Management Accounting, Generally accepted Accounting Principles, conventions and concepts and systems of Book keeping. The Balance Sheet and related concepts, the Profit and Loss Account related concepts. Introduction- Journalizing, Ledger Transactions. Trail Balance- Preparing Final Accounts with adjustments.

Unit II - Financial Statement Analysis

10

Analysis of Financial Statements Financial Ratio Analysis-Classification of Ratio- Interrelationship between Ratios-Du-Pont analysis

Unit III -Fund Flow Analysis

11

Fund Flow Analysis – Importance and procedure for preparing a fund flow statement – schedule of changes in working capital – funds from operation statement – fund flow statement – limitations of fund flow statement

Unit IV -Cash Flow Analysis

11

Cash flow analysis – importance and procedure for preparing cash flow statement – cash from operation statement – cash flow statement – limitations of cash flow statement

Unit V- Budgets and Budgetary Control

12

Budgets and Budgetary Control - Classification of Budgets- Production Budget- Sales Budget- Cash Budget- Flexible Budgets- Zero base Budgeting.

Total – 56Hrs

TEXT BOOKS

1. M.Y.Khan and P.K.Jain - Management Accounting Tata MCGraw Hill Publishing Company Ltd
2. M.A.Sahaf - Management Accounting (Principles and Practice): 2013 edition Vikash Publishing House Pvt Ltd, New Delhi.

REFERENCES

1. R.S.N.Pillai and Bagavathi – Management Accounting, S.Chand and Co.Ltd., New Delhi(2010 Edition)
2. Bhattacharya S.K. John Dearden – Accounting For Management Text and Cases, (2000 edition) – Vikash Publishing House Pvt Ltd, New Delhi.
3. CharelesT.Horgen – Introduction to Management Accounting 16 edition Prentice Hall New Delhi.

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115BAE01	Legal Aspects of Business	L	T	P	C	CA	EA	TOTAL
		4	1	0	4	50	50	100

Course Objective

This course is designed to provide you with an overview of various legal concepts and principles impacting business. It introduces you to a broad array of information and develops relevant skills encompassing the dynamic nature of the legal environment and its relationship to the transactional and functional aspects of business

Unit I - Law of Contract

12

Contract – Meaning and Essentials of Valid Contract – Offer , Acceptance and Agreement - Formation of Agreement – Consideration in Contracts – Performance of the Contract – Void Contract, Voidable Contract – Contingent Contract – Breach, Damages and Compensation .

Unit II - Law of Partnership & Law of Sale of Goods

12

Partnership – Concept and Formation of Partnership – Kinds of Partners – Legal Relations between partners – rights of incoming and outgoing partners – Retirement and Expulsion – Dissolution of Firm. Law of Sale of Goods – Definition and essentials of a Contract of Sale – Goods and Their Classification – Sale and Transfer of ownership – Transfer of Title by non owners - Guarantees & Warranties in sales contract - performance of sales contracts – unpaid sellers and his rights – remedies for breach.

Unit III - Negotiable Instrument Act

10

Negotiable Instrument – Nature and requisites – Definition of promissory notes – Cheque and bill of exchange – holder for value and holder in due course – Types of Negotiation – Rights and duties of Collecting and Paying Bankers – Forgery.

Unit IV - Companies Act

11

Major principles – Nature and Types of Companies – Registration – MOA – AOA – Prospectus and rising of Capital – Borrowing powers of the company – BOD – Auditors – Meeting – Winding up of Company – Corporate governance.

Unit V - Income and Sales Acts

11

Corporate Tax planning, Overview of Central Sales Tax Act 1956 – Definition, Scope, Incidence of CST, practical issues of CST, Value Added tax – Concepts, Scope, methods of Vat calculation, practical implications of VAT.

Total : 56Hrs

Text Book

1. P C Tulsian Business and Corporate Law TMH 2007

References

1. Pathak Legal Aspects of Business Tata McGraw Hill 2005
2. N.D. Kapoor Elements of Mercantile Law Sultan Chand & Sons 2003
3. C L Bansal Business and Corporate Laws Excel Books 2006
4. MC Kuchhal Deep Prakash Business Legislation for Management Vikas Publishing 2007
5. S.N.Maheshwari & Maheshwari, Business Regulatory Framework Himalaya Publishing House 2006

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115BAE11	Executive Communication	L	T	P	C	CA	EA	TOTAL
		4	1	0	4	50	50	100

COURSE OBJECTIVE

This course is designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program. The various types of business communication media are covered. This course also develops an awareness of the importance of succinct written expression to modern business communication

UNIT I - INTRODUCTION	12
Communication – Process – Objectives – Principles – Forms of Communication – Types of Communication – Channels / Media of Communication – Communication in Organizations – Barriers to communication – Guidelines to overcome communication	
UNIT II - INTERPERSONAL COMMUNICATION & VOCABULARY	10
Listening and Feedback – Intrapersonal and Interpersonal Communication – Negotiations – Group Communications – Mass Communication – Intercultural Communication – effective vocabulary	
UNIT III - ORAL COMMUNICATION	11
Oral Communication – Designing and Developing Oral Communication - Speech – Characteristics of speech - committees and conferences – Technological aids in Communication – Interviews for Employment – preparing power point presentations	
UNIT IV – WRITTEN COMMUNICATION	12
Written Communication – stages of writing process – Organizing and composing messages – writing effective e – mail messages – resume, bio data and Curriculum vitae – Minutes of meetings	
UNIT V – NON VERBAL COMMUNICATION	11
Non – verbal communication – Importance – Body language – cultural differences – Para language – Significance of space	
Total : 56 hours	

TEXT BOOKS

- Herta A Murphy, Herbert W Hildebrandt, Jane P Thomas, “Effective Business Communication”, Tata McGraw Hill, 10th Edition, 2009

REFERENCES

1. Krizan, Merrier Jones, Business Communication, 6th Edition, Thomson Learning
2. Essentials of Business Communication ,Rajendra Paul & J.S. Korlahalli
3. Bovee, Thill, Schatzman, Business Communication, 7th Edition, Pearson Education, New Delhi


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115BAP01	Business Application Software	L	T	P	C	CA	EA	TOTAL
		0	0	3	2	50	50	100

COURSE OBJECTIVE

The objective of this course is to provide an understanding of computer operating system and application of relevant software in managerial decision making.

UNIT – I

Computer Hardware and Software: Computer system as information processing system, Computer System, different types of computer systems, hardware options- CPU , input devices, output devices, storage devices, communication devices, configuration of hardware devices and their applications. Memory, Software, Different types software, Programming Language.

UNIT –II

Modern Information Technology: Basic idea of local Area Networks (LAN) and wide Area Networks (WAN), E-Mail, Internet technologies, access devices, concept of a World Wide Web and internet browsing, Multimedia.

UNIT - III

Introduction to operating system - DOS, Windows, Window explorer, print manager, control Panel, Pain brush, Calculator, Desktop, My Computer, Setting, Find, Run, UNIX, Word Processing: Introduction and working with MS-WORD in MS-Office, Word basic command, Formatting –text and documents, Sorting and Tables, Working with graphics, Introduction to mail-merge.

UNIT - IV

Spread Sheets: Working with EXCEL –formatting, functions, chart features, working with graphics in Excel, Using worksheets as database in accounting, marketing, finance and personal areas. Presentation with Power-point: Power-point basics, creating presentations the easy way, working with graphics in Power-point, Show time, sound effects and animation effects.

UNIT –V

Introduction to Accounting Packages: Preparation of vouchers, invoice and salary statements, Maintenance of inventory records. Maintenance of accounting books and final accounts, financial reports generation. Practical knowledge on tally.

TEXT BOOKS

1. Date .C.J: An introduction to Database systems. Addison Wesley. Massachusetts.
2. Diennes, Sheila A: Microsoft Office, Professional for Windows 95, Instance reference BPB Publication, Delhi.

REFERENCES

1. Mansfield, Ron. The compact guide to Microsoft Office, BPB Publication, Delhi.
2. Naorton, Peter working with IBM-PC , BPB Publication, Delhi.
3. Brian. J.A. Management Information Systems .,Tata Mc.Graw Hill, New Delhi.
4. Ullman. J.O. Principles of Database Systems, Galgotia Publications, New Delhi.


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215BAT01	HOSPITALITY MANAGEMENT	L	T	P	C	CA	EA	TOTAL
		4	0	0	3	50	50	100

COURSE OBJECTIVE

To enlighten the students about the major functions in the hospitality industry.

UNIT I INTRODUCTION TO HOSPITALITY & TOURISM	12
Hospitality & Tourism- Origin, Growth and Importance – Industries related to Tourism – Evolution and Growth of Hotels – Evolution of Tourism – Factors Affecting Hospitality and Tourism Industry- Employment Opportunities in Hospitality & Tourism.	
UNIT II HOTEL INDUSTRY	12
Classification of Hotels- Major Departments of a Hotel – Star Ratings of Hotel –Global Standards for Hotels – Managing Value Added Services – Specialty Resorts – Book Sellers – Spa –Beauty Clinics – Gymnasiums.	
UNIT III FOOD SERVICE & LODGING	10
The Restaurant Business – Restaurant Operations –Restaurant Industry Organization- Competitive Foods – Issues Facing Food Industry- Onsite Food Service- Lodging – Meeting- Guest Needs- Forces Shaping the Hotel Business – Compensation in the Lodging Business.	
UNIT IV HOUSEKEEPING & FRONT OFFICE MANAGEMENT	12
Housekeeping Department – Operations and Management – Budgeting – Changing Trends – Role of Service in Hospitality Industry- Accommodation Management – Planning –Front Office Management – Concierge – Computer Applications- Security and Control.	
UNIT V HOSPITALITY AND RELATED SECTORS	10
Theme Parks – Conventions Centers – Cruises – Event Management - Recreation and leisure activities –Tourism and Hospitality in 21 st century – Global gaming and Casino operations – Recent trends.	

Total – 56Hrs

TEXT BOOKS:

1. Clayton W. Barrows, Tom Powers and Dennis Reynolds.(2012) Introduction to Management in the Hospitality industry. 10th edition. John Wiley and Sons, Inc.
2. James A. Bardi (2010), Hotel Front Office Management, 5th Edition, John Wiley and Sons, Inc

REFERENCES

1. Introduction to management in the hospitality industry – TOM POWER.
2. Managing Hospitality – Robert H. Woods.
3. Hotel front office management – James Bardi Publisher: Van Nostrand Reinhold, New York.
- 4.


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215BAT02	OPERATIONS RESEARCH	L	T	P	C	CA	EA	TOTAL
		4	1	0	4	50	50	100

COURSE OBJECTIVE

To provide necessary inputs for optimum utilization of resources by employing operational research techniques.

UNIT I INTRODUCTION 12

Definition of Decision Models and Decision variables-Types of Decision Models-Steps involved in Decision Modeling- formation of LPP - Graphical method-Linear Programming-Simplex method-Big M method-Application of LP in Management – Sensitivity Analysis

UNIT II TRANSPORTATION AND ASSIGNMENT MODELS 12

Transportation and Assignment models-Initial solutions using North-West Corner Method, Matrix-Minima and Vogel's Approximation Method-Optimal Solutions by Modified Distribution Method-Assignment Problems – Models & Solutions-Salesmanship Problem

UNIT III SEQUENCING 10

Sequencing - Sequencing of 'n' jobs and '2' machines - 'n' jobs and '3' Machines 'n' jobs and 'm' machines - Game theory.

UNIT IV NETWORK MODELS 12

Network models-PERT & analyzing the PERT network - CPM – critical path method Minimal Spanning Tree – Shortest Route – Vehicle Routing - Waiting Line Models - Structure of waiting line system - Queuing models - Single channel waiting model with poisson arrivals and exponential service times Single server model – infinite-population & finite population – Multi server model – infinite population

UNIT V REPLACEMENT THEORY 10

Replacement theory - Replacement Policy for Equipment which Deteriorates Gradually - Replacement of items that fail suddenly-overview of Tora

Total – 56Hrs

TEXT BOOKS:

1. ND Vohra, Quantitative Techniques in Management, TMH 2007
2. Sharma J.K, Operations Research, Macmillan India Ltd, New Delhi, 2007

REFERENCES:

1. Hamdy A. Taha Operative Research –An Introduction, PHI 2007
2. Harvey M. Wagner Principles of Operations Research PHI 2007
3. David R. Anderson Dennis J. Sweeney Thomas A. Williams Introduction to Management Science Thomson Learning 2005


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215BAT03	Human Resource Management	L	T	P	C	CA	EA	TOTAL
		4	0	0	3	50	50	100

COURSE OBJECTIVE

The objective of the course is to teach the basic principles of Human Resource Management—how an organization acquires, rewards, motivates, uses, and generally manages its people effectively. In addition to providing a basic legal and conceptual framework for managers, the course will introduce the manager to practices and techniques for evaluating performance, structuring teams, coaching and mentoring people, and performing the wide range of other people related duties of a manager in today's increasingly complex workplace.

UNIT I INTRODUCTION TO HRM

10

Meaning, Scope, Definition and Objectives of HRM - Functions of HRM and Models of HRM - Activities and Challenges of HRM - Role of HR Manager - HRM as Linked to Environmental changes.

UNIT II HUMAN RESOURCE PLANNING & RECRUITMENT, SELECTION

11

HR Planning process - Job analysis, Job description & Job specification - Job Rotation, Job enlargement & Job enrichment - Job evaluation – RECRUITMENT:- Recruitment -Process & Methods of Recruitment. SELECTION:- Selection process - type of tests & types of interviews - Designing and conducting the effective interview - Induction and Placement.

UNIT III WAGE AND SALARY ADMINISTRATION & APPRAISING AND MANAGING PERFORMANCE

12

Principles and techniques of wage fixation - Incentive schemes and plans. Appraisal process, methods, and potential problems in performance evaluations, Traditional Modern methods - Potential Appraisal - Methods to improve performance - Career Planning and Development

UNIT IV TRAINING AND DEVELOPMENT

12

Nature of Training - Methods and tools of Training - Training Need Assessment - Training Design - Training Evaluation

UNIT V RECENT TRENDS IN HR

11

HR outsourcing - Managing Recession and Retention - Collective Bargaining - Grievance Management - Quality of work life – HR Accounting and Audit – Whistle Blowing – Employee poaching - HRIS

Total – 56Hrs

Text Books:

- 1 K.Asathappa Human Resource & Personnel Management TMH 2007.
- 2 Bratton Human Resource Management Palgrave Macmillan 2007

REFERENCES:

- 1 Scott Snell & George Bohlander Human Resource Management Thomson Learning 2007.
- 2 VSP Rao Human Resource Management – Text and Cases Excel Books 2007.
- 3 Raymond A. Noe John R. Hollenbeck Patrick M Wright Human Resource Management – Gaining a competitive advantage TMH 2006.
- 4 Jon M. Werner & Randy L. Desimone Human Resource Development Thomson Learning 2006.

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215BAT04	Advanced Financial Management	L	T	P	C	CA	EA	TOTAL
		4	1	0	4	50	50	100

COURSE OBJECTIVE

To know the various sources of finance, to understand the various uses for finance and to familiarize oneself with the techniques used in financial management.

UNIT – I INTRODUCTION AND VALUATION 12

Introduction to Financial Management Scope of finance – Finance functions – Financial goals – Profit Maximization vs Wealth Maximization – Financial manager's role - Time preference for money – future value – future value of a single cash flow – future value of an Annuity – Annuity of a future value – Present value – Present value of a single cash flow – Present value of an Annuity – Present value of an uneven cash flow – Constantly growing annuity – Value of an annuity due – Multi period compounding.

UNIT – II INVESTMENT DECISIONS 10

Capital Budgeting – Investment Appraisal techniques – Pay – back period method – Accounting rate of return method – Net Present Value method – Internal Rate of Return – profitability index method – Discounted Payback methods – NPV vs IRR – NPV vs Profitability Index.

Cost of capital – Significance of the Cost of Capital – determining component costs of capital – Cost of Debt – Cost of Preference Capital – Cost of equity capital – and the Capital Asset Pricing Model – Weighted Average Cost of Capital.

UNIT – III FINANCING AND DIVIDEND DECISIONS 12

Capital Structure Theories of Capital Structure and policy – Optimum Capital Structure – Factors determining Capital Structure – Relevance of capital structure – Net Income and Traditional Views – The MM Hypothesis under Corporate Taxes – Irrelevance of Capital Structure – NOI Approach and the MM Hypothesis without Taxes. Dividend Policy - Dividend Theories – Determinants of Dividend policy – Optimum Dividend policy – Dividend relevance – Walter's Model – Gordon's Model – Dividend irrelevance – MM Hypothesis – Dividends and Uncertainty – The Bird - in - the - Hand Argument – Forms of Dividends – Shares split – Buy Back of Shares.

UNIT – IV WORKING CAPITAL MANAGEMENT 10

Working Capital Management -Concepts of Working Capital – Operating Cycle – Determinants – Receivables Management – Inventory Management – Cash Management – Working Capital Finance.

UNIT – V LONG TERM FINANCING 12

Capital Markets in India- Primary and Secondary markets in India – Merchant banking Role in Capital Markets – Mutual Funds – Long term Finance: Shares, Debentures and Term loans. Asset- Based; Lease, Hire Purchase & Project Financing – Venture Capital Financing.

Total – 56 Hrs

TEXT BOOKS

1. I.M.Pandey- Financial Management, Vikas Publishing House Pvt. Ltd., 10th Edition, 2010.

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2. Prasanna Chandra, Financial Management, Theory and Practice, Tata McGraw-Hill Publishing Company Ltd, 5th Edition, 2001.

REFERENCES

1. Aswat Damodaran, Corporate Finance theory and Practice, John Wiley & Sons, 2000.
2. Hrishikes Bhattacharya –Working Capital Management, strategies and techniques, Prentice Hall of India Pvt. Ltd., New Delhi 2001.
3. James C Vanhorne- Financial Management and policy-Pearson Education Asia (Low Priced Edition) 12th edition 2002.
4. Ravi M.Kishore – Financial Management – Taxmann’s Publications – 6th Edition, July.


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215BAT05	MARKETING MANAGEMENT	L	T	P	C	CA	EA	TOTAL
		4	1	0	4	50	50	100

Course Objective: To introduce fundamental principles and concepts of marketing and to provide you a structure for applying marketing in a decision making framework.

Unit-I Introduction of Marketing: (10 Hrs)

Basic Marketing concepts, Marketing Concepts, Marketing Environment, Market Research- Definition of MR, MR Process. Case study.

Unit-II Marketing Opportunities, Customer Value and Marketing Mix: (14Hrs)

Consumer Decision Making, Creating Customer Value, Analyzing Consumer Markets - Consumer Behavior- cultural, Social and Personal Factors, developing products and branding - Product levels; classifying products, Product line and Product mix, Product Life Cycle, New Product Development and marketing mix. Case study.

Unit-III Designing a Customer Driven Strategy: (10Hrs)

Market segmentation- segmentation of consumer market, business market, market targeting - evaluating market segmentation, selecting target market segmentation, positioning - positioning maps, positioning strategy overall marketing strategy. Case study.

Unit-IV Distribution Decisions, Promotion and Communication Strategies: (12Hrs)

Marketing Channels, Channel intermediates and functions, channel structure, alternative channel, channel strategy decisions. Promotional mix, advertising, public relations, sales promotion, personal selling, marketing communication- communication process, communication promotion mix. Case study.

Unit-V Pricing Decisions & Personal Communication: (10Hrs)

Markup pricing, profit maximization pricing, break even pricing, pricing strategy, ethics of pricing strategy, product line pricing, Concept of Viral marketing, Rural marketing, Digital marketing, Social, Neuro and Global marketing. Case study.

Text Books

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy and MithleshwarJha: Marketing Management, 13/e, Pearson Education, 2012.
2. Ramaswamy Namakumari, "Marketing Management", TMH 5/e 2013.


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Reference Books

1. Paul Baines, Chris fill, Kelly Page, Piyush Sinha, Marketing, Asian Edition, oxford, 2013.
2. Philip Kotler, Gray Armstrong, Prafulla. Y. Agnihotri, Ehsan UL Haque, principles of marketing, South Asian perspective, 13/e, Pearson Education, 2012.
3. RajanSaxena: Marketing Management, 4/e, TMH, 2013
4. Debases Pradhan, marketing management, a case book, Cengage Learning, 2012.
5. Marilyn A Stone & John Desmond, Fundamentals of Marketing, Routledge, 2011
6. Govindarajan. M, Marketing Management, concept, cases, challenges and trends, 2/e PHI, 2012.



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215BAT06	MANAGEMENT INFORMATION SYSTEM	L	T	P	C	CA	EA	TOTAL
		4	1	0	4	50	50	100

COURSE OBJECTIVE

The objective of the course is to help the student understand and appreciate the critical role of Information Systems in today's organizations

UNIT – I INTRODUCTION TO INFORMATION SYSTEMS 10

Foundation Concepts – Components of Information System – Types of Information System - Computer Based Information Systems -Business Information Systems – Success and Failure with IT- Strategic uses of IT – Role of IT in Re-engineering.

UNIT – II SYSTEMS AND APPLICATION SOFTWARE 12

Overview of Software -Systems Software -Operating Systems – Current, Workgroup and Enterprise - Operating System - Application Software -Overview of Application Software - Personal Application Software -Group Application Software - Enterprise Application software - Programming Languages.

UNIT - III DATABASE MANAGEMENT SYSTEM 11

Hierarchy of Data - Data Entities, Attributes and Keys - Database Approach - Relational Database Model -Types of Database - Data Definition Language -Data Manipulation language - Data Control Languages - Popular Database Management Systems - Data Warehousing & Mining

UNIT –IV FUNCTIONAL ASPECTS OF MIS 12

Overview of MIS - Financial - Manufacturing -Marketing -Human Resource Management - Accounting & Geographic Information Systems -Overview of Decision Support system- What if analysis – Sensitivity Analysis – EIS- KMS – Artificial Intelligence Technologies in Business – Expert Systems.

UNIT – V ENTERPRISE RESOURCE PLANNING & SYSTEM DEVELOPMENT 11

Overview of ERP - Modules of ERP Packages - Popular ERP Packages -ERP Implementation - Overview of systems development - Systems Development Life Cycles – Prototyping – System Analysis – System Design – Implementation - Factors affecting systems development success.

Total:56Hrs

TEXT BOOKS

1. James O'Brien, Management Information System ,TMH 2007
2. Kenneth C. Laudon& Jane P. Laudon, Management Information System, PHI 2008.

REFERENCE BOOKS

1. Gordon B. Davis &Margrethe H. Olson, Management Information System ,TMH 2000
2. Ray Hackney & Dennis Dunn ,Business Information Technology Management, Palgrave Macmillan ,2006
3. Schultheis Management Information systems: The Manager's View ,TMH 2007
4. Ashok Arora&Akshaya Bhatia, Management Information system Excel Books 2006

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215BAT07	OPERATIONS MANAGEMENT	L	T	P	C	CA	EA	TOTAL
		4	1	0	4	50	50	100

COURSE OBJECTIVE

To understand the concept and techniques of operations management and business analytics.

UNIT1: INTRODUCTION TO OPERATIONS MANAGEMENT: 10

Historical milestones; manufacturing and service operations – characteristics; Concept of Production, productivity (Efficiency and Effectiveness), Production Management.

UNIT2: AGGREGATE PLANNING: 12

Capacity planning methods and strategies .Aggregate planning; definition and methods for aggregate planning - graphical method, matrix method, and linear programming;

UNIT3: PRODUCT, PROCESS, AND SERVICE DESIGN: 12

Product design concepts, product innovation, product life cycle (PLC) and types of production systems – job, batch, assembly line and continuous production; process design for service; modularity and mass customization; cell manufacturing, CIMS, and FMS .Facility location and plant layout; Plant location considerations – local, regional, country level; Product and process layout, project type layout, and group layout.

UNIT4: INVENTORY MANAGEMENT & QUALITY MANAGEMENT: 11

Inventory Cycle , Economic order quantity (EOQ), Economic batch quantity (EBQ); Periodic review System; safety stock for Q and P system. Material requirements planning (MRP) , Manufacturing Resource Planning (MRP II), lot sizing policies; Lean manufacturing ; Quality assurance, contributions of quality gurus – Deming, Juran, Crosby; cost of quality; total quality management, basic tools of quality, PDCA cycle; and continuous improvement (kaizen); Quality systems – ISO 9000, ISO 14000 ; Quality awards – Deming Prize, Baldrige award; Excellence models; Robust design; Taguchi loss function; six sigma concepts; Seven ‘S’ practices , Introduction to Supply Chain Management .

UNIT5: INTRODUCTION TO BUSINESS ANALYTICS: 11

Introduction to Analytics ; Organization/sources of data ; Importance of data quality; Dealing with missing or incomplete data ; Data Classification ; Introduction to Data Mining ; Data Mining Process ; Market Basket Analysis ; Classification and Regression Trees ; Optimization : marketing mix, capital budgeting, portfolio optimization ; Decision Making under Uncertainty : Simulation : capital investment analysis, market share estimation, sensitivity analysis

Total – 56Hrs

TEXT BOOKS:

1. Production and Operations Management – R Panneerselvam , Prentice Hall of India, 3rd Edition. 2013.
2. Operations Management – Mahadevan T, IIM - Bangalore.

REFERENCE

1. Operations Management – Stevenson, Mcgraw Hill
2. Operations Management – Russel and Taylor, Wiley

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215BAP01	STATISTICAL PACKAGE FOR SOCIAL SCIENCE	L	T	P	C	CA	EA	TOTAL
		0	0	2	2	50	50	100

Course Objectives: The course is designed to provide students with transferable skills, to understand the uses of SPSS, as a tool to summarize and aid in the interpretation of research findings

An Overview of SPSS: Mouse and keyboard processing, frequently used dialog boxes, editing output, Printing results creating and editing a data file.

Managing Data: Listing cases, replacing missing values, computing new variables, Recording variables, exploring data, selecting cases, sorting cases, merging files.

Frequencies: Frequencies, bar charts, histograms, percentiles

Descriptive Statistics: measures of central tendency, variability, deviation from normality, size and stability. Cross Tabulation and chi-square analyses.

Correlation: Bivariate Correlation, Partial Correlations and the correlation matrix
T-test: Independent samples, paired samples, and one sample tests

ANOVA: One way analysis of variance.

Linear model: Simple Linear Regression and Factor analysis.

REFERENCE BOOKS

1. Andy Field, Discovering Statistics Using IBM SPSS Statistics, 4/e, Sage Publication, 2013, New Delhi.
2. Sidney Tyrrell, SPSS: Stats Practically short and Simple, Ventus Publishing, 2009.
3. J P Verma, Data Anaysis in Management with SPSS software, Springer, New Delhi, 2014.
4. George Arggrous, Statistics for Research with A Gude to SPSS 3/e, Sege Publication, 2014.
5. [www.http//.ibmspss.20.0](http://.ibmspss.20.0)


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315BAT01	STRATEGIC MANAGEMENT	L	T	P	C	CA	EA	TOTAL
		5	0	0	3	50	50	100

Course Objective

The objective of the course is to familiarize the participants with the concepts, tools and techniques of strategic management so as to enable them develop analytical and conceptual skills and the ability to look at the totality of situations.

Unit I - Introduction, External & Internal Analysis

11

Mission, vision, objectives, strategy - Role of BOD, & Top management – Corporate governance - Analysis of societal environment - Scanning the external environment, strategic myopia - Industry analysis, porters 5 forces model -Organisational analysis- Value chain analysis – Balance Score Card – Critical success factor

Unit II - Business, Corporate and Functional Strategy

12

Situation analysis using SWOT tool- Competitive strategies, Co-operative strategies - Merger and acquisition strategies - Vertical integration strategy -Directional growth strategy, portfolio analysis - Core competencies - outsourcing

Unit III - Strategy Implementation and Evaluation and Control

11

Developing program, budgeting procedure -Stages of corporate development, types of org structure - Staffing, culture and management to implement the strategy. Evaluation and control:- Measuring performance, problem in measuring it - Control and strategic audit

Unit IV -The Entrepreneurial Development Perspective

12

Entrepreneurship – Entrepreneurial styles and types – Characteristics of the Entrepreneur – Functions of an Entrepreneur – Promotion of Entrepreneurship –Constraints for the Growth of Entrepreneurial Culture - Identification of Business Opportunity – Preparation of Feasibility Report - Reasons for Low / No Women Entrepreneurs - Problems faced by Women Entrepreneurs

Unit V - Role of Banks & Agencies

10

Schemes offered by various commercial banks and financial institutions like IDBI, ICICI, SIDBI, SFCs - Role of following agencies in the Entrepreneurship Development - District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD)

Total - 56 Hrs

Text Books

1. Michael A.Hitt Robert E.HoskissonR.Duane Ireland, Management of Strategy Concepts and Cases, Cengage Learning , 2007
2. AzharKazmi , Business Policy and Strategic Management , Tata McGraw – Hill Publishing, 2002


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3. Charles W.L.Hill Gareth R.Jones, Strategic Management, Biztantra An Imprint of Dremtech
4. 2004
5. Robert A.Pitts David Lei, Strategic Management, CengageLearning, 2006
6. Peter F.Drucker : Innovation and Entrepreneurship (Heinemann).

References

1. Donald L. Sexton & Raymond W.Smilor: The Art and Science of Entrepreneurship (Ballinger Pub. Co,).
2. Clifford M.Baumbach& Joseph R.Mancuso: Entrepreneurship and Venture Management (PH).
3. Gifford Pinchot: Intrapreneuring (Harper & Row).
4. Ram K.Vepa: How to Succeed in Small Scale Industry (Vikas).
5. Richard M.Hodgets: Effective Small Business Management (Academic Press).


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315BAT02	APPLICATIONS OF RESEARCH METHODS IN MANAGEMENT	L	T	P	C	CA	EA	TOTAL
		5	0	0	3	50	50	100

Course Objective

To develop research skills in view of investigating into the business opportunities as well as problems and to inculcate the systematic manner of preparing research report after interpretation and analysis of data.

Unit I - Business Research

10

Introduction – Definitions – nature and scope – Significance - Research Process - Research Problem and Design - Defining and formulating the research problem - Identification and selection of problems in Management - Research design – meaning – Need – concepts - experimental design in Management

Unit II - Methods of Data Collection

12

Primary data collection:- Qualitative & Observation Research - Primary data collection techniques - Qualitative Research Techniques - Focus Groups, Depth Interviews, Projective Techniques - Observation Research Techniques - Survey Techniques Questionnaire Design and Testing. **Secondary data collection:-** Role of secondary data in management research - Sources of secondary data - Limitations of secondary data

Unit III - Measurement & Scaling Techniques

10

Measurement in Research - Basic Scaling Techniques: Nominal – Ordinal - Interval – Ratio - Measuring Attitude: Comparative Rating Scale – Non Comparative Rating Scale - Itemized Rating Scale - Meaning & Relationship of Reliability & Validity

Unit IV - Sampling Techniques and Hypothesis Testing

12

Need for sampling - Basis of sampling - Sampling Process - Types of sampling – probability & non probability sampling, sampling error. Hypothesis – Introduction Study – Process – Significant types, type I, type II error.

Unit V - Data Analysis and Report Preparation

12

Multivariate Analysis: Factor Analysis – Cluster Analysis – Correspondence Analysis, Discriminant Functional Analysis and Conjoint Analysis – Application of SPSS and SYSSAT. Report Preparation – Interpretation and report writing – Meaning and techniques of interpretation – Significance of report writing – Different types and steps in report writing.

Total 56 Hours

Text Books

1. Donald R.Cooper and RamcisS.Schindler, Business Research Methods, TMH, New Delhi, 2000.
2. Zigmand Business Research Methods, TMH, New Delhi, 2012.

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References

1. C.R. Kothari Research Methodology, New Age Publications, New Delhi, 2001
2. Uma Sekaran, Research Methods for Business, John Wiley and Sons Inc., New York, 2000.
3. Donald H.Mc.Burney, Research Methods, Thomson Asia Pvt. Ltd. Singapore 2002.
4. Ranjit Kumar, Research Methodology, Sage Publication, London, New Delhi, 1999.


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315BAH01	INDUSTRIAL RELATIONS AND LABOR LEGISLATIONS	L	T	P	C	CA	EA	TOTAL
		5	0	0	3	50	50	100

Course Objective

To promote a critical understanding of substantive and procedural labour laws. The approach is to develop skills in handling legal issues in industrial relations and other labour matters.

Unit I - Industrial Relations 10

Concepts – Importance – Industrial Relations problems in the Public Sector – Growth of Trade Unions – Trade Union Act 1926 – Codes of conduct.

Unit II - Industrial Conflicts & Collective Bargaining 12

Disputes – Impact – Causes – Strikes – Prevention – Industrial Peace – Government Machinery – Conciliation – Arbitration – Adjudication – Legal Framework of Collective Bargaining

Unit III - Labour Welfare & Industrial Safety 12

Concept – Objectives – Scope – Voluntary Welfare Measures – Statutory Welfare Measures – Causes of Accidents – Prevention – Safety Provisions – Industrial Health and Hygiene – Importance – Problems – Occupational Hazards – Diseases.

Unit IV - Labor Legislations 12

Factories Act 1948 – Contract Labor Act 1970 – Industrial Disputes Act 1947 – Minimum Wages act 1948 – Payment of Wages Act 1936 – Payment of Bonus Act 1965 – EPF Act 1952 – Payment of Gratuity Act 1972 – Maternity Benefit Act 1961 – ESI Act 1948

Unit V - Welfare Of Special Categories Of Labour 10

Child Labour – Female Labour – Contract Labour – Construction Labour – Agricultural Labour – Differently abled Labour – Social Assistance & Security

Total Hrs: 56

Text Books

- Mamoria C.B. and SathishMamoria, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2007.

References

1. C.S.VenkataRatnam, Globalisation and Labour Management Relations, Response Books, 2007.
2. RatnaSen, Industrial Relations in India, Shifting Paradigms, Macmillan India Ltd., New Delhi, 2007.
3. Srivastava, Industrial Relations and Labour laws, Vikas, 2007.
4. Sarma A. M, Welfare of Unorganized Labour, Himalaya Publishing House, 1st Edition, 2008.
5. Subba Rao, Essentials of Human Resource Management & Industrial relations (Text & Cases), Himalaya Publications, 2007.
6. "B.D. Singh", Labour Laws for Managers, Excel Books, 2007.


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315BAH02	PERFORMANCE MANAGEMENT	L	T	P	C	CA	EA	TOTAL
		5	0	0	3			

Course Objective

To enhance the productivity and potential level of the employees in a scientific manner

Unit I -Introduction 12

An overview of Performance Management - Relevance objectives of PM in organizations - Role of Performance Management in Organization, Dimensions of PM - Performance Management Process – Relationship between HRM and PM, Organizational & individual performance.

Unit II - Performance Planning and Performance Analysis 10

Overview and Components of Performance Planning, Performance Planning –Process, Performance analysis –Objectives, Process, Benefits - KPAs and KRA.

Unit III - Performance Review and Discussion 12

Significance of review - Requisites of PRD, Process and Outcome of Performance Review Discussion. Mentoring and Coaching-Role of mentoring and Coaching in Performance Review Discussions.

Unit IV - Implementing Performance Management System 10

Strategies to Implement PMS, Problems and Pitfalls in Implementation, Operationalizing change through PMS, Case Studies in PMS.

Unit V - Performance Appraisal Systems 12

Introduction, Purpose of Appraisal - Methods of Appraising (Traditional Vs Recent approaches) - Pros & Cons of Appraising-Problems and Errors in Appraisal-How to reduce rater bias - Potential Appraisal-Role of Appraisal in HR decisions and PM-Managing and Appraising Team Performance-reward system and Legal Issues.

Total Hrs: 45

Text Books

1. "Prem Chadha", Performance Management, Macmillan, 2008.

References

1. "T.V.Rao", Performance Management & Appraisal Systems, Response Books,2007.
2. "Herman Aguinis", Performance Management, Pearson education, 2008.
3. "Peter Ward", 360 Degree Feedback, Jaico publishing house,2006.
4. "DewakarGoel", Performance Appraisal &Compenstion Management, Prentice Hall of India, 2008.
5. "B.D.Singh", Compenstion& Reward Management, Excel Books, 2007.
6. "R.K.Sahu", Performance Management System, Excel Books , 2007.
7. "Srinivas . R. Kandula", Performance Management", PHI, 2006 Edited by Frances Neale, Hand book of Performance Management, Jaico Publishing, 2008.


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315BAH03	TRAINING AND DEVELOPMENT	L	T	P	C	CA	EA	TOTAL
		5	0	0	3	50	50	100

Course Objective

This course is intended to develop executive with training analytical skills and design training programs from global perspective.

Unit I - Introduction to Training 10

Definition and concepts – Training and Development - Objective of Training - Scope of Training – How Training Benefits the Organization - Current and Future Trends in Training – Role and responsibilities of training.

Unit II - Analysis of Training Needs 10

Organization support for training need assessment – Types of TNA: organizational analysis - Task, Person. Analysis – significance of TNA - Methods and Techniques of Training Need Assessment. – Identified - Training needs Analysis and Process. - Operational Analysis/ Job analysis

Unit III - Training Design 12

Prime Considerations while designing a Training Programme - Factors affecting Training Design - Budgeting for training. – Types of costs involved in training program – Developing objectives – Expectancy theory – Implication from conditioning and reinforcement – Focus on training design - Focus on training – Factors influencing transfer of training – Design theory - Identification of Evaluation objectives and Needs.

Unit IV - Learning & Training Process 12

Definition, Principles of learning – learning principles - Components of learning process - Elements of learning process – Hierarchy of learning – Kolb's learning cycle – Feedback I training -Training Process - Designing the Training Programme – Elements of program design – Key factors in designing and development of a program - Training Method - Types of Training.

Unit V - Implementation and Evaluation Training 12

Logistical and Physical Arrangements - Tips for Trainer for Effective Implementation – Trainers skills and styles - Evaluation-Definition – Principles - Types of Evaluation Instruments - Evaluation Design – Dimensions – Model – Kirkpatrick's - Management Development - the need and importance of management development - Approach – overview – management characteristics

Total Hrs: 56

TEXT BOOKS

1. "Dr.B.Janakiram", Training & Development, Biztantra, 2008.

References

1. "R.K.Sahu", Training for Development, Excel books, 2005
2. "Rolf Plynton and UdaiPAreek", Training for Development, Vistaar Publications, 2007.
3. "Irwin.L.Goldstein", Training in Organisations, Thomson, 2007.


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315BAF01	DERIVATIVES MANAGEMENT	L	T	P	C		CA	EA	TOTAL
		5	0	0	3		50	50	100

Course Objective

In this course, students develop an understanding of financial derivative instruments and their applications to corporate strategy and risk management.

Unit I - Introduction 11

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 12

Specifications of Futures Contract - Margin Requirements – Marking to Market – Hedging using

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 12

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 - SWAPS 10

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 11

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


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in NSE – Contract Terminology and Specifications for Interest Rate Derivatives.

Total: 56 Hrs

Text Books

1. John.C.Hull, 'Options, Futures and other Derivative Securities', PHI Learning, 7th Edition, 2008
2. Keith Redhead, 'Financial Derivatives – An Introduction to Futures, Forwards, Options and SWAPs', – PHI Learning, 2008.

References

1. Stulz, Risk Management and Derivatives, Cengage Learning, 1st Edition, 2008.
2. Varma, Derivatives and Risk Management, 1st Edition, 2008.
3. David Dufresne – 'Option and Financial Futures – Valuation and Uses, McGraw Hill International Edition.
4. S.L.Gupta, Financial Derivatives- Theory, Concepts and Practice, Prentice Hall Of India, 2008.
5. Website of NSE, BSE.


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315BAF02	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	L	T	P	C	CA	EA	TOTAL
		5	0	0	3	50	50	100

Course Objective

This course aims at providing the students a comprehensive introduction to the areas of security analysis and portfolio management and equipping them with advanced tools and techniques for making profitable investment decisions.

Unit I - Introduction	10
Investment and Speculation – Investment Alternatives – Security Market Indications – Security Contract Regulations Act – Investor Protection Act.	
UnitII - Capital Markets	12
Overview of Capital Markets – New Issue Markets and Problems – Securities and Exchange Board of India –Natures and functions of Stock Exchange – BSE – NSE – ISE – OTCEI – NSDL.	
Unit III - Forecasting	11
Prediction of Share Prices- Factors influencing Share prices – Forecasting Stock Prices – Fundamental Analysis – Technical Analysis.	
Unit IV - Portfolio Management	11
Portfolio Construction-Approaches in portfolio construction –Determination of objectives –Selection of portfolio-Portfolio theory – Markowitz model – The Sharpe Index model – CAPM.	
UnitV - Portfolio Evaluation	12
Mutual fund-Sharpe’s performance index-Treynor’s performance index-Jensen’s performance index. Portfolio Revision - The formula plans- Assumptions of the formula plan – Variable ratio plan.	
Total – 56Hrs	

Text Books

1. Donald E.Fischer& Ronald J.Jordan, Security Analysis & Portfolio Management Prentice Hall of India Pvt Ltd New Delhi, 2000.
2. V.A.Avadhani – Security Analysis & Portfolio Management – Himalaya Publishing House, 1997.

References

1. PunithavathyPandian, Security Analysis and Portfolio Management, Vikas Publication Pvt. Ltd., 2001.
2. S.Kevin, Portfolio Management, Prentice Hall of India, 2007.
3. Donold.E.Fischer&Ronald.J.Jordan, Security Analysis & Portfolio Management, Prentice Hall of India, 2007.


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4. Dhanesh Kumar Khatri, Investment Management and Security Analysis, Macmillan, 2007.
5. Robert. A.Strong, Portfolio Management”, Jaico Publishing, 2001.
6. S.Kevin, Security Analysis and Portfolio Management, PHI, 2008.
7. Prasanna Chandra, Investment Analysis & Portfolio Management, 2nd Edition, TMH, 2007.
8. Bhalla&Tuteja, Investment Management, Sultan Chand & Sons, 2003



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315BAF04	MERCHANT BANKING AND FINANCIAL SERVICES	L	T	P	C	CA	EA	TOTAL
		5	0	0	3	50	50	100

Course Objective:

This course provides a platform to introduce various financial services to students; it includes both asset based and advisory services. On completion of this course the student will be able to:

- Recognize the functions of various financial service organizations
- Discuss the benefits merchant banking services in issue management
- Identify the role of intermediaries
- Suggest companies an appropriate financial product to raise funds for business

UNIT – I Introduction to Merchant Banking 12

Introduction – An Over view of Indian Financial System – Merchant Banking in India – Recent Developments and Challenges ahead – Institutional Structure – Functions of Merchant Banks - Legal and Regulatory Framework.

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.

UNIT – III Other Fee Based Services 12

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 10

Consumer Credit – Credit Cards – Real Estate Financing – Bills Discounting – acting and Forfaiting – Venture Capital.

Total: 56 Hours

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Text Books

1. M.Y.Khan, Financial Services, Tata McGraw-Hill, 11th Edition, 2008
2. Nalini Prava Tripathy, Financial Services, PHI Learning, 2008.

References:

1. Machiraju, Indian Financial System, Vikas Publishing House, 4th Edition, 2010.
2. J.C.Verma, A Manual of Merchant Banking, Bharath Publishing House, New Delhi,
3. Varshney P.N. & Mittal D.K., Indian Financial System, Sultan Chand & Sons, New Delhi.
4. Sasidharan, Financial Services and System, Tata Mcgraw Hill, New Delhi, 1st Edition, 2008.
5. Website of SEBI



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315BAM02	RETAIL MANAGEMENT	L	T	P	C	CA	EA	TOTAL
		5	0	0	3	50	50	100

Course Objective

The Course aims at developing understating about the various functions, operations and activities of Retail Decisions Consumer Behavior.

Unit I - Introduction	12
Definition and scope of Retailing - Retailing Scenario – Global / India - Prospects of Retailing in India - Key Drivers of Retailing in India - Growth of Organized Retailing in India - Size of Retailing in India - Challenges to Retail Development in India - Economic Significance of Retailing - Opportunities in Retailing - Retail management decision process - Global Retail market	
Unit II - Retail Models and Theories of Retail Development	10
Business Models in Retail - Theories of Retail Development - Concept of life cycle in Retail - Airport Retailing - Services Retailing - Retailer characteristics - Food Retailers - General Merchandise Retailers – Non- store Retail Formats	
Unit III - Organization Structure and HRM in Retail	10
Retail Organization Structure - Retail Organization Design Issues - Identifying various roles in the organization- Recruitment & selection - Training & Motivation - Performance Evaluation - Trend in Retail Human Resource Management	
Unit IV - Retail Market Segmentation	12
Criteria for Evaluating market segment - Approach for segmenting market - Selection of Promotion mix - Market Targeting - Customer Profile - Market Segmentation in India	
Unit V - Strategy and Planning	12
Need for studying consumer behavior - Factors influencing retail shoppers - Customer decision making process - Retail Franchising –Market Basket Analysis - International Franchising.	
Total – 56Hrs	

Text Books

1. Chetan Bajaj, Nidhi V Srivastava Retail Management Oxford University Press 2005
2. Dunne Retailing Cengage Learning 2007

References

1. SwapnaPradhan Retailing Management Test & Cases Tata McGraw Hill 2007
2. Gibson G. Vedamani Retail Management Jaico Publishing House 2004
3. Barry Berman & Joel R .Evans Retail Management: A Strategic Approach PHI 2007
4. Michael Levy & Barton A Weitz Retailing Management Tata McGraw Hill 2007
5. Jim Dion Ted Topping Retail Business Jaico Publishing House 2006


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315BAM03	SERVICES MARKETING	L	T	P	C	CA	EA	TOTAL
		5	0	0	3	50	50	100

Course Objective

This course examines the important and growing role services marketing plays in both consumer and organizational target markets. Discussing current issues in services marketing and customer service strategies, this course focuses on effective customer relationship management; key service delivery elements; and service recovery strategies that lead to the successful implementation of a customer focus.

Unit I - Introduction to Services

11

Nature of Services – Characteristics of Services, Intangibility, Inconsistency, Inseparability and Inventory; Search, experience and credence attributes, Classification of Services; Consumer versus Industrial Services. Global and Indian Scenario in services sector: Importance of Services Marketing; Every business a service business; Service as key differentiator for manufacturing industries.

Unit II - Services Marketing Mix

11

Introduction to the 7 Ps of Services Marketing Mix; Product-Service Continuum; Standalone service products; Service products bundled with tangible products; Service Life Cycle. Distribution: Place – Distribution Strategies for Services; Challenges in distribution of Services; Role of Internet in distribution of Services.

Unit III - Promotion

11

Promotion - objective for Services; Personnel Selling, Advertising and Sales Promotion; Role of Relationship Marketing in promoting services. Pricing: Factors involved in pricing a service product; demand variation and capacity constraints; Capacity Planning, Measures to respond to changes in demand; Reshaping demand using effective pricing.

Unit IV - People

12

The key role of service employees in a service business; Services marketing triangle; Service profit chain, Concept of Service encounter – Moment of Truth; Training and development of employees; Motivation and empowerment. Physical evidence: Nature of physical evidence; Importance of physical evidence in services; Tangibilizing through physical evidence; Service scapes. Process: Service as a process & as a system – Different process aspects and managerial challenges – Strategies for managing inconsistency – Customer role in services – Customers as 'co-producers'; Self Service Technologies, – Customer Service in Service Marketing

Unit V- Customer Satisfaction & Service Quality

11

Monitoring and Measuring customer satisfaction, Order taking and fulfillment; Service Guarantee – Handling complaints effectively; Defects, Failures and Recovery. Concept and Importance of quality in Services; How customers evaluate service performance, Service Quality Models Parsuraman-Zeithaml-Bitner (PZB) Gaps Model, SERVQUAL, and SERVPERF – Gronroos model .Technology & Service Strategy: Applying technology to service settings, e-services.

Total – 56Hrs

Text Books

1. Services Marketing – Zeithaml, Parsuraman, Bitner, TGH, 4th ed.
2. Services Marketing – Christopher Lovelock, Pearson Education.


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Reference Books

1. Services Marketing – Rampal& Gupta
2. Essence of Services Marketing – Ardian Payne
3. Services Marketing – Helen Woodruff



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315BAM04	DIGITAL MARKETING ANALYTICS	L	T	P	C	CA	EA	TOTAL
		3	0	1	3	50	50	100

COURSE OBJECTIVE

- Learn digital marketing techniques like search engine optimization, search engine marketing, social media marketing and e-mail marketing.
- Measure, analyze and optimize social media marketing campaigns.
- Create an effective marketing plan using different tools and techniques.

Unit I Introduction to Digital Marketing 11

The evolution of Digital Media, The digital Marketing Umbrella, Digital Marketing Channels, Components of Online Marketing. **Search Engine Optimization:** Search engine basics, how search engine works, and webmaster guidelines, White and black hat SEO techniques, Google penalty, Search engine updates, Universal SEO, On-Page and off-page Optimization.

Unit II Search Engine Marketing 12

Basics of Search Marketing - Organic & Paid Search Results , Overview of Google AdWords , Adwords Account Structure , Ad Creative Formats , Budgets and Bidding (CPC,CPM,CPA), Advanced Search Network Advertising : Site Quality & Quality Score, Ad Extension, Keyword Research and Analysis, Adwords Report - Tracking the Success of SEM.

Unit III Social Media Marketing 12

What is social media marketing, Overview of Facebook, Twitter, LinkedIn, Blogging, Google+, YouTube and Pinterest, Understanding social channels, Social Media for various Businesses -B2C & B2B, How business use social media, Aligning social media with business goals, objectives, Social media best practices/guidelines and Building brand awareness using social media.

Unit IV Email Marketing 10

Planning and delivering email campaigns, Online Customer acquisition, Encouraging web visitors to subscribe, Crafting effective registration processes, Customer retention strategies, choosing frequency schedules, creating effective email campaigns.

Unit V Analytics 11

Introduction to analytic, Getting Started with Google Analytics, How Google Analytics works? Accounts, profiles, and users Navigating, Google Analytics, Basic metrics, the main sections of Google Analytics reports (Traffic Sources Direct, referring, and search traffic, Campaigns. AdWords, Adsense).

Total: 56 Hrs

Text Books

1. Chuck Hemann and Ken Burbary, Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World, 1/e, Que Publishing, 2013.
2. Damian Ryan , Understanding Digital Marketing : Marketing Strategies for Engaging the Digital Generation, Kogan Page publisher, 3rd Edition, 2014.


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Reference Books

1. Ravi Kalakota and Andrew B. Whinston, 'Frontiers of Electronic Commerce', Pearson Edu Inc., 9th Ed, 2014.
2. Deepak Bansal, A Complete Guide To Search Engine Optimization, B.R Publishing Corporation, 1/e, 2015.
3. Grienstein and Feinman- 'E-commerce-Security, Risk Management and Control', McGraw-Hill Inc., US, Ed 2, 2012.
4. E-Marketing: The essential guide to marketing in a digital world, Rob Stokes, Quirk eMarketing (Pty) Ltd. 5th Ed, 2013.


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315BAO01	PROJECT MANAGEMENT	L	T	P	C	CA	EA	TOTAL
		5	0	0	3	50	50	100

Unit I - Introduction to Project Management 10

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

Unit II - Planning and Budgeting 12

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

Unit III - Scheduling & Resource Allocation 12

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

Unit IV - Control and Completion 12

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

Unit V - Project Organisation & Conflict Management 10

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

Total: 56 Hrs.

Text Books

1. Samuel J. Mantel et al. Project Management – Core Textbook, First Indian Edition, Wiley India, 2006.
2. John M. Nicholas, Project Management for Business and Technology - Principles and Practice, Second Edition, Pearson Education, 2006.

References

1. Clifford Gray and Erik Larson, Project Management, Tata McGraw Hill Edition, 2005.
2. Gido and Clements, Successful Project Management, Second Edition, Thomson Learning, 2003.
3. John M. Nicholas and Herman Steyn, Project Management for Business, Engineering and Technology, Butterworth-Heinemann, 2008.


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315BAO02	SERVICES OPERATIONS MANAGEMENT	L	T	P	C	CA	EA	TOTAL
		5	0	0	3	50	50	100

Course Objective

This course introduces the key role service operations play in the economy. Differentiate between manufacturing and services and make the student realize the specific characteristics of service operations. Students will be made to appreciate the importance of service quality. The different tools for service operations management will also be introduced in order to equip the student to manage the service operations more efficiently and effectively.

Unit I - Introduction	11
Importance and role of Services - Nature of services - Service classification Service Package Service Strategy - Internet strategies - Environmental strategies. Case1: Air India; Case study.	
Unit II - Service Design	12
New Service Development - Designing the Service delivery system: Service Blue-printing - Managing Service Experience - Front-office Back-office Interface - Service scape – Implication for Service Design. Case study.	
Unit III - Service Quality	11
Service Quality- SERVQUAL, -Gap Model -Complaint management - Walk-through Audit - Service Recovery - Service Guarantees - Service Encounter. Case study.	
Unit IV - Operating Services	11
Service operational planning and control -Process Analysis - Process Simulation -Service Facility Location - Capacity Management in Services – Queuing models - Waiting Lines – Simulation - Yield management. Case study.	
Unit V - Tools and Techniques	11
Inventory Management in Services – Retail Discounting Model - Newsvendor Model - Vehicle Routing and Scheduling - Productivity and Performance measurement - Data Envelopment Analysis (DEA) - Scoring System – Method for customer selection. Case study.	
Total - 56 Hrs	

Text Books

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

Reference Books

1. CengizHaksever, Barry Render, Roberta S. Russell, Rebert G. Murdick, Service Management and Operations, Pearson Education – Second Edition.
2. Robert Johnston, Graham Clark, Service Operations Management, Pearson Education, 2005.


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315BAO03	SUPPLY CHAIN MANAGEMENT	L	T	P	C	CA	EA	TOTAL
		5	0	0	3	50	50	100

Course Objective

To introduce the various concepts of supply chain management and make the scholar understand the important role supply chain management plays in the modern economy. The course will also introduce to the student various supply chain strategies. Deployment of IT in SCM in order to enhance transparency and information sharing in the supply chain and supply chain integration are discussed in detail.

Unit I - Supply Chain Management – Introduction	11
Basic Definition; Types of Supply Chain; Supply Chain Efficiency versus Responsiveness; Supply chain strategic Fit; Dimensions of Business Logistics; Value Chain Concepts; Case study.	
Unit II - Supply Chain Strategy and Planning	12
Strategy for Supply chain Configuration and Network Planning; Forecasting for Supply chain; Facility location; capacity and Aggregate planning. Case study.	
Unit III - Procurement and Inventory Management	11
Reasons for Outsourcing; Supplier buyer relationships; Supplier Selection, development, and Integration; Supplier Evaluation and Vendor Rating; Major Considerations in Out sourcing; E-Procurement, Case study.	
Unit IV - Transportation, Warehousing and Packaging	11
Transportation Modes and its Role in Logistics; Containerisation and Inter Modal Transportation; TOFC, COFC and Road Railer; EXIM Documentation; Role of ECGC and EXIM bank; Global Logistics; Warehousing and Material Handling; Packaging. Role of Logistics in electronic commerce and e-retail. Case study.	
Unit V- Supply Chain Integration and Performance	11
Information Technologies and SCM; ERP and E – Business Suites; SAP R3 Modules; Supply Chain Performance and Metrics for Performance Measurement. Supply Chain Sustainability; Sustainable Logistics and Manufacturing Practices; Green Logistics; Reverse Logistics. Case study.	
Total – 56Hrs	

Text Books

1. Principles of Supply Chain Management – Wisner, Cengage, New Delhi, 2012

References

1. Strategic Logistics Management - Lambert and Stock, McGraw Hill, New Delhi, 2001
2. Logistics: An Introduction to Supply Chain Management, Donald Waters, Palgrave Macmillan, Noida, India, 2003.


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315BAS01	E-COMMERCE	L	T	P	C	CA	EA	TOTAL
		5	0	0	3	50	50	100

COURSE OBJECTIVE

The objective of this course is to understand E-Commerce and its concepts for application in the world of business and enable to face the challenges and enhance the opportunities associated with electronic commerce

UNIT 1	10
Electronic Commerce Environment and Opportunities: Background – The Electronic Commerce Environment – Electronic Marketplace Technologies – Modes of Electronic Commerce: Overview – Electronic Data Interchange – Migration to Open EDI – Electronic Commerce with WWW / Internet – Commerce Net Advocacy – Web Commerce going forward, Case 1 : Google	
UNIT 2	12
Approaches to safe Electronic Commerce: Overview – Secure Transport Protocols – Secure Transactions – Secure Electronic Payment Protocol(SEPP) – Secure Electronic Transaction (SET)- Certificates for Authentication – Security on Web Servers and Enterprise Networks – Electronic cash and Electronic payment schemes: Internet Monetary payment and security requirements – payment and purchase order process - Online Electronic cash, Case 2: Rocketcash.com	
UNIT 3	12
Internet/Intranet Security issues and solutions: The need for Computer Security – Specific Intruder Approaches – Security strategies – Security tools – Encryption – Enterprise Networking and Access to the Internet – Antivirus programs – Security Teams. Case 3: Paypal	
UNIT 4	12
MasterCard / Visa secure Electronic Transaction: Introduction – Business Requirements – Concepts – Payment processing – E-mail and secure e-mail technologies for electronic commerce. Introduction – The Mean of Distribution – A model for message handling – Working of Email- MIME: Multipurpose Internet Mail Extensions – S/MIME: Secure Multipurpose Internet Mail Extensions – MOSS: Message Object Security Services, Case 4:ChatterBots atWork	
UNIT 5	10
Internet and Web site establishment: Introduction – Technologies for web servers – Internet tools relevant to Commerce – Internet Applications for Commerce – Internet charges – Internet Access and Architecture – Searching the Internet-. Case 5: Zoommerang	
Total – 56 Hrs	

TEXT BOOKS

1. Daniel Minoli& Emma Minoli, "Web Commerce Technology Handbook", TataMcGraw-Hill , 1999.(Text Book)
2. K.Bajaj& D. Nag, "E-Commerce", TataMcGraw-Hill, 1999.


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REFERENCES:

1. David S. Nassar, "How to Get Started in Electronic Day Trading"
2. Bruce C, "How to Use the Internet to Advertise, Promote and Market Your Business or Website with Little or No Money"



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315BAS02	ADVANCED DATABASE MANAGEMENT SYSTEM	L	T	P	C	CA	EA	TOTAL
		5	0	0	3			

COURSE OBJECTIVE

The objective of this course is to expose the student to the basic concepts involved in designing and building a database management system, and to expose the student to practical database information system design through a team based project.

UNIT – I	INTRODUCTION	11
Database-Purpose of Database Systems- Database Management Systems –Evolution Of DBMS – Features And Benefits Of DBMS - Codd Rules - Database System Architecture.		
UNIT – II	MODELING AND DESIGN FRAME WORK	11
Data Models - Conceptual Design - ER Diagram – Relationships - Normalization-1NF-2NF-3NF- BOYCE-CODD - Multi-Valued Dependencies And Fourth Normal Form - Join Dependencies And Fifth Normal Form.		
UNIT – III	DATABASE IMPLEMENTATION	12
Query Languages–Data Integrity–Assertions-General Structure of SQL - Set Operations- Aggregate Functions –Modification Of The Database - Database Transactions: Concepts - ACID Properties- Transaction Recovery; Concurrency Control-Concurrency Control Techniques.		
UNIT – IV	DISTRIBUTED DATABASE AND OBJECT ORIENTED DATABASES	11
Concepts of distributed databases- distributed databases environment – components-advantage-disadvantage; client server architecture based distributed databases - benefits of distributed databases – two tired and three tired architecture.		
UNIT – V	DATABASE SECURITY	11
Database Security-Privileges - Database Control – Cryptography- Digital Signature- Statistical Database-Data Warehouses and Data Mining-Emerging Database Technologies and applications.		
Total – 56Hrs		

TEXT BOOKS

1. Peter Rob, Carlos Coronel, Database System and Design, Implementation and Management, 7 th edition, Cengage Learning,
2. Jeffrey A Hoffer et al, Modern Database Management, 8th Edition, Pearson Education, 2008,

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1. V. K. Jain, Database Management Systems, Dreamtech press, 2007
2. Narayan S. Umanath and Richard W. Scamell, Data Modeling and database design, Thomson course technology, 2008
3. Mark L.Gillenson& el, Introduction database management, Wiley India Pvt. Ltd, 2008



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315BAS03	ENTERPRISE RESOURCE PLANNING	L	T	P	C		CA	EA	TOTAL
		5	0	0	3		50	50	100

COURSE OBJECTIVE

To impart the concept of ERP, an ERP business case, how ERP is used to integrate business processes, how ERP enable process changes and to state the benefits of ERP

UNIT I INTRODUCTION	11
Overview of Enterprise – Introduction to ERP - Evolution of ERP, Benefits of ERP. ERP vs. Traditional Information Systems – ERP and related technologies - Business Process Reengineering – supply chain management.	
UNIT II ERP IMPLEMENTATION	11
ERP implementation – lifecycle – Methodology - hidden costs - organizing the ERP implementation - Role of Vendors, consultants and users - Need for training - customization. Selection criteria for ERP Packages.	
UNIT III BUSINESS MODULES OF ERP	10
Business modules in an ERP package - Finance, manufacturing, human resource, plant maintenance, materials management, quality management, sales and distribution.	
UNIT IV ERP MARKET	12
Overview of ERP packages – SAP-R/3, PEOPLE SOFT, BAAN IV, MFG/PRO, IFS/AVALON, and ORACLE-FINANCIAL - Extended ERP (ERP II).	
UNIT V EMERGING TRENDS ON ERP	12
ERP market place – service oriented market place – ERP and e-commerce - Future directions of ERP – new markets- new channels.	
Total – 56Hrs	

TEXT BOOK

1. Alexis Leon, Enterprise Resource Planning –Tata McGraw Hill, 2006.
2. Vinod Kumar Garg& N K Venkatakrishna, Enterprise Resource Planning – Concepts and Practices, PHI, 2006.


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REFERENCES

1. Jagan Nathan Vaman, ERP in Practice, Tata McGraw-Hill, 2008
2. Alexis Leon, Enterprise Resource Planning, second edition, Tata McGraw-Hill, 2008.
3. MahadeoJaiswal and Ganesh Vanapalli, ERP Macmillan India, 2006.
4. Summer, ERP, Pearson Education, 2008.


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315BAB01	DATA WAREHOUSING AND DATA MINING	L	T	P	C	CA	EA	TOTAL
		5	0	0	3	50	50	100

COURSE OBJECTIVE

The student should be made to be familiar with the concepts of data warehouse and data mining, Be acquainted with the tools and techniques used for Knowledge Discovery in Databases.

UNIT I DATA WAREHOUSING 10

Data warehousing Components –Building a Data warehouse – Mapping the Data Warehouse to a Multiprocessor Architecture – DBMS Schemas for Decision Support – Data Extraction, Clean-up, and Transformation Tools –Metadata.

UNIT II BUSINESS ANALYSIS 11

Reporting and Query tools and Applications – Tool Categories – The Need for Applications – Cognos Impromptu – Online Analytical Processing (OLAP) – Need – Multidimensional Data Model – OLAP Guidelines – Multidimensional versus Multi relational OLAP – Categories of Tools – OLAP Tools and the Internet.

UNIT III DATA MINING 11

Introduction – Data – Types of Data – Data Mining Functionalities – Interestingness of Patterns – Classification of Data Mining Systems – Data Mining Task Primitives – Integration of a Data Mining System with a Data Warehouse – Issues –Data Pre-processing.

UNIT IV ASSOCIATION RULE MINING AND CLASSIFICATION 12

Mining Frequent Patterns, Associations and Correlations – Mining Methods – Mining various Kinds of Association Rules – Correlation Analysis – Constraint Based Association Mining – Classification and Prediction - Basic Concepts - Decision Tree Induction - Bayesian Classification – Rule Based Classification – Classification by Back propagation – Support Vector Machines – Associative Classification – Lazy Learners – Other Classification Methods – Prediction.

UNIT V CLUSTERING AND TRENDS IN DATA MINING 12

Cluster Analysis - Types of Data – Categorization of Major Clustering Methods – K-means-Partitioning Methods – Hierarchical Methods - Density-Based Methods –Grid Based Methods – Model-Based Clustering Methods – Clustering High Dimensional Data - Constraint – Based Cluster Analysis – Outlier Analysis – Data Mining Applications.

TOTAL: 56 PERIODS

TEXT BOOKS:

1. Alex Berson and Stephen J.Smith, "Data Warehousing, Data Mining and OLAP", Tata McGraw – Hill Edition, Thirteenth Reprint 2008.
2. Jiawei Han and MichelineKamber, "Data Mining Concepts and Techniques", Third Edition, Elsevier, 2012.

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REFERENCES:

1. Pang-Ning Tan, Michael Steinbach and Vipin Kumar, "Introduction to Data Mining", Person Education, 2007.
2. K.P. Soman, ShyamDiwakar and V. Aja, "Insight into Data Mining Theory and Practice", Eastern Economy Edition, Prentice Hall of India, 2006.
3. G. K. Gupta, "Introduction to Data Mining with Case Studies", Eastern Economy Edition, Prentice Hall of India, 2006.
4. Daniel T.Larose, "Data Mining Methods and Models", Wiley-Interscience, 2006.
Delivering Data. J.John Wiley & Sons, 2004.


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315BAB02	DECISION AND RISK ANALYTICS	L	T	P	C		CA	EA	TOTAL
		5	0	0	3		50	50	100

COURSE OBJECTIVE

1. Enable students to arrive at decisions based on analytical research
2. Use effectively analytical decision making tools for problem solving

UNIT - I **11**

Introduction: predictive and Prescriptive Analytics-Mathematical optimization

UNIT - II **11**

Networks modeling-Multi-objective optimization-Stochastic modeling

UNIT - III **12**

PERT, (performance evaluation and review technique)-CPM, (critical path method)-Computer simulation

UNIT - IV **11**

Decision and Risk analysis-Decision trees-Quantitative value function model

UNIT - V **11**

Forecasting models-Heuristic methods

Total – 56Hrs

TEXT BOOKS

1. Stephen Powell and Ken Baker., *"The Art of Modeling with Spreadsheet."*


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315BAB03	STATISTICS FOR ANALYTICS	L	T	P	C	CA	EA	TOTAL
		5	0	0	3	50	50	100

COURSE OBJECTIVE

After learning this course the learners will be able to understand the relevance of statistics in the functional areas of business- Accounting, Finance, Information Systems, Marketing and Management and gain knowledge on interpretation of results.

UNIT – I 12

Summarizing and Describing Numerical data- definition of statistics-Basic statistical terms- Exploring Numerical Data and their properties- Measures of Central Tendency , dispersion , Variation , Shape - Exploring Data Analysis- Obtaining descriptive summary measures from a population

UNIT – II 11

Overview of Statistical Methods - Sampling and Sampling Methods - Non-Parametric test- The Sign Test for Paired data- U-test – K- test.

UNIT – III 11

One sample run Test – Rank correlation Test – Rank Sum Tests – Skewness – Kurtosis.

UNIT - IV 11

Types of Probability – Rules /conditions of probability – probability distributions - Simulation (Monte and Carlo only) – Random Number Generations.

UNIT - V 11

Forecasting techniques - Seasonal Variations (time series).

TEXT BOOKS

1. Richard I. Levin, David S. Rubin, "Statistics for Management", Pearson Education Pte.Ltd
2. Levine, Stephan, krehbiel and Berenson, "Statistics for Managers Using Microsoft Excel", PHI learning Pvt. Ltd, 2010
3. Dr. Deepak Chawla, Dr. NeenaSondhi, "Research Methodology Concepts and Cases", Vikas publishing house Pvt. Ltd 2011
4. Jerry and Banks, "System Simulation",


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REFERENCES

1. Gerald Keller, "Managerial Statistics", Cengage Learning, 2011
2. Arora P.N., "Managerial Statistics", S Chand Limited, 2009
3. Dr. Srivastava T.N, "Statistics for Management", TATA McGraw Hill Publishing company, 2008.



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315BAHO01	ACCOUNTING FOR HOSPITALITY	L	T	P	C	CA	EA	TOTAL
		5	0	0	3	50	50	100

COURSE OBJECTIVES:

To enable student, acquire the basics of accounting mechanism in Hospitality industry. Understand revenue management techniques in hospitality industry

UNIT I THE ACCOUNTING FRAMEWORK

11

Basic Accounting Concepts- Processing Business Transactions- Journalizing, Posting to Ledger and Taking a Trial Balance- Special-Purpose Journals and Subsidiary Ledgers.

UNIT II FINANCIAL STATEMENTS

11

Statement of Income and Expenditure, the P & I Account -The Balance Sheet - Ratio Analysis –Fund flow and Cash Flow Statements - Financial Statement Analysis

UNIT III ACCOUNTING FOR MANAGEMENT DECISIONS

11

Cost-Volume-Profit Relationships- - Forecasts in Sales and Revenue- Maximizing Sales Marginal costing- Contribution approach- Activity based costing - Responsibility accounting –ABC analysis – target costing.

UNIT IV COST CONTROLLING

11

Costs and Controls in Food Purchasing-Food Receiving, Storage and Issuing- Food Production Beverage Purchasing, Receiving, Storing and Issuing- Beverage Production etc. Costs and controls in Labour- Controls in Sales- Controls for Other Expenses.

UNIT V REVENUE MANAGEMENT IN HOSPITALITY

12

Internal Assessment - Competition Analysis - Demand Forecasting – Itinerary planning –Channel evaluation – Cash and Inventory management - Dynamic Value-Based Pricing Practical Applications in Lodging Food and Beverage- Sports, Entertainment, and Event Management,- Cruise, Spa, and Luxury Resorts- Gaming and Theme Parks.

TOTAL: 56 PERIODS

TEXTBOOKS:

1. Elisa S. Moncarz, and Nestor de J. Portocarrero, Accounting for Hospitality Industry Prentice Hall, US 2010.

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2. Kimberly A. Tranter, Trevor Stuart-Hill, Juston Parker, Introduction to Revenue Management for the Hospitality Industry: Principles and Practices for the Real World, Prentice Hall US, 2011.

REFERENCES

1. Allen B. Asch, M. Ed. CCE, Hospitality Cost Control: A Practical Approach, Prentice Hall US, 2010.
2. Peter Harris, Accounting & Finance for the International Hospitality Industry, Elsevier Butterworth Heinemann 2011,


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315BAHO02	BUSINESS AND HOSPITALITY LAWS	L	T	P	C	CA	EA	TOTAL
		5	0	0	3	50	50	100

COURSE OBJECTIVE

To prepare the learners with knowledge and skills essential to understand the various laws involved in the hospitality industry

UNIT I INTRODUCTION TO HOSPITALITY LAWS 11

Definition of law -- classification of law – Source of law – Definition of Industry, Employers, Workers and Consumers (Guests) – Their rights and duties – Definition of Hospitality industry – Procedural law – Indian Judicial System- Remedies and Settlement.

UNIT II COMMERCIAL AND CORPORATE LAW OF HOSPITALITY INDUSTRY 11

Company Law - Definition of Company- Nature and Types of Companies - Formation - Powers, Duties and Liabilities of a Director - Corporate Governance. Essential Elements of Contract –Indian Contract Act, 1872. Definition of Sale – Sale of Goods Act, 1930. Salient Features of Negotiable Instruments Act, 1881- Relevance of these Laws to the Hospitality Industries.

UNIT III TRAVEL AND TOURISM LAWS 12

Rights of Guests as Buyers of Goods, Consumer of Goods and services including rights of passengers and tourists. Standard of Care for their life, body and property. Hospitality practices compensation for injury for loss- health and safety laws-Essentials of Food and Drug laws. Passport and Visa Laws- Laws related to Foreign Guests.

UNIT IV INDUSTRIAL LAWS, CONSUMER PROTECTION ACT AND VAT 11

The provident fund and miscellaneous provisions act 1952-the payment of gratuity act 1972- Industrial Disputes Act – Payment of Wages Act – Payment of Bonus Act – Consumer Protection Act – VAT –Service tax- Corporate Tax-FEMA-Customs-RBI guidelines

UNIT V CYBER LAWS, IPR AND COPY RIGHTS IN HOSPITALITY INDUSTRY 11

Cyber Crimes– IT Act 2000 – Environmental protection Laws – Definition of Intellectual Property Rights – Copy rights – Trademarks –International Tourism Laws.

TOTAL: 56 PERIODS

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TEXT BOOKS

1. Legal Aspects of Business, Texts, justice prudence and cases, Daniel Albuquerque, Oxford University press
2. Legal Aspects of Business, Akileshwar Pathak, Tata McGraw –Hill, Fourth Edition

REFERENCES

1. N.D.Kapoor, Elements of Mercantile Law, Sultan Chand and Company, India, 2006.
2. Twomey& Jennings, Business Law: Principles for Today's Commercial Environment. 1stEdition.


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315BAHO03	EVENT MANAGEMENT	L	T	P	C	CA	EA	TOTAL
		5	0	0	3	50	50	100

COURSE OBJECTIVE:

To understand the process of planning, organizing and conducting variety of events successfully.

UNIT I EVENT CONTEXT

11

History and evolution, events industry, impact analysis, participants and spectators, balancing impacts, Handling Unethical Behavior,

UNIT II EVENT MARKETING

12

Event planning , pricing and promotion; volunteer team building; sourcing and managing staff Special events-types , traditional, cultural, Riviera, galas, mega-events, trade shows, exhibitions, conferences and conventions, end-to-end tours, excursions, out-door events, social events, seasonal events, environmental impacts, marketing plan; lead-generation, management and follow up

UNIT III EVENT PLANNING & ADMINISTRATION

11

Sponsorships, screening, budget and controls, fund-raising, negotiation and contracts; role of Government, Negotiation and contracts; Promotional Items, give-aways, Event planning, space management, use of web technology , Develop In-Office and On-Site Ethics and Business Etiquette Policies.

UNIT IV EVENT LOGISTICS

11

Transportation; booth/space design, internal communications, public relations, networking, media handling, checklists, safety and precautions, Other considerations-entertainment, photo/video coverage, prizes and gifts, risk assessment, safety and security arrangements, Venue and supplier checklist

UNIT V LOCATION & EVENT DESIGN

11

Venue Essentials, Creative events concepts, table tops , other décor props, understanding clients, fundraising galas, Conferences and Conventions, Incentives and Other Special Events, Event Planning

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Ethics and Etiquette, Protocol, Site selection, requirements and constraints, new venues, ancillaries and amenities, final touches

TOTAL: 56 PERIODS

TEXT BOOKS

1. Lynn, Brenda R. Carlos , Event Management.
2. Judy, Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management, 2009.
3. Johnny Allen , William O'Toole , Robert Harris , Ian McDonnell, Festival and Special Event Management.

REFERENCES

1. Joe Success, Judy, Special Events: A New Generation and the Next Frontier.
2. Julia Rutherford Silvers, Professional Event Coordination, The Wiley Event Management Series.
3. Allison ,The Event Marketing Handbook: Beyond Logistics & Planning.


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Code No.	Course Title	L	T	P	C
415BAP01	Project Work	0	0	24	12
	Total	0	0	24	12


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ENTREPRENEURSHIP

S.No	Subject Name	Subject Code	Description
1	Management Concepts and Practices	115BAT02	Entrepreneurship-This course helps critical function is to translate leadership and Entrepreneurship objectives
2	Economic Analysis for Business	115BAT03	Entrepreneurship- This Course helps in development is the time one invests in to improve their proficiency and to stay future-ready, any agilities that one follows as a passion
3	Organisational Behavior	115BAT04	Entrepreneurship-This Course helps on the individuals, the groups and the organization and also on their interactional relationships
4	Human Resource Management	215BAT03	Entrepreneurship-This Course helps as acts as a supporter to perform the entrepreneurial activities effectively and efficiently
5	Marketing Management	215BAT05	Entrepreneurship-This Course helps to properly utilize the available resources and obtain financial stability and growth.
6	Strategic Management	315BAT12	Entrepreneurship-This Course helps in develops entrepreneurial processes to develop current and future competitive advantage in promising product markets
7	Performance Management	315BAH02	Entrepreneurship-This Course helps in promotion and development Programmes are being organized regularly to nurture the talent of youth by enlightening them
8	Training and Development	315BAH03	Entrepreneurship-This Course helps in enhancing the knowledge and skill of entrepreneurs through several classroom coaching and programs, and training.
9	E - Commerce	315BAS01	Entrepreneurship-This Course helps in buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions.
10	Event Management	315BAHO03	Entrepreneurship-This Course helps in managing events throughout their lifecycle is the purpose of event management
11	Summer Internship Training	315BAP01	Entrepreneurship-This Course helps to allow the students to get real-world industrial exposure
12	Project Work	418BAP04	Entrepreneurship-This Course helps to allow the students to get real-world industrial exposure


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15BAT02	Management Concepts and Practices	L	T	P	C		CA	EA	TOTAL
		4	0	0	3		50	50	100

Course Objective

This course presents a thorough and systematic coverage of management theory and practice. It focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility for effective and efficient achievement of goals

Unit I - Introduction

10

Management overview – evolution of management thoughts – Management is science or art? – Functions of management – types of business organizations.

Unit II -Planning

12

Planning – the meaning and purpose of planning – steps – types – MBO – Policies , Procedures and Methods – Nature and types of policies – Functional Policies – Decision Making –Process – Types of Decisions.

Unit III - Organizing

12

Organizing – Meaning and Structure – Span of Control – Line and Staff Relationships – Staffing – Sources of Recruitment – Selection Process – Training – Methods – Departmentation – Organization Charts.

Unit IV - Leadership

12

Direction – Leadership – theories – Styles – Motivation – Theories – Types – Co – ordination – Communication – Types – Process – Essentials.

Unit V-Controlling

10

Controlling in Management – Control Process – Innovation Management – Informational Technology in Management – Budgets – Techniques – Importance – Case Studies in General Management.

Total -56Hrs

REFERENCES

1. Hellriegel, Jackson & Slocum-Management A Competency-Thomson South-western-2007.
2. Koontz Herald &Weihrich Heinz-Essentials of Management: An International Perspective-Tata McGraw Hill – 2004.
3. Heinz Weihrich, Mark. V. Cannice& Herald Koontz-Management: A global and entrepreneurial Perspective-Tata McGraw Hill-2008.
4. Pettinger-Introduction to Management-4e-Palgrave Macmillan-2007.
5. PC Tripathi, PN Reddy-Principles of Management-Tata McGraw Hill-2006.


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115BAT03	Economic Analysis for Business Decisions	L	T	P	C	CA	EA	TOTAL
		4	0	0	3	50	50	100

Course Objective

The purpose of Managerial Economics is to apply a series of basic economics principles to the decision making process within the firm. Issues related to optimal pricing strategies, demand forecasting and optimal financing, appropriate hiring decisions, and investment decisions, among others, can be successfully tackled with managerial economics tools

Unit I–Introduction

12

Definition, nature and scope of Managerial Economics - Managerial Economics and Micro-economics - Managerial Economics and Macro-economic - Applications of Economics in Managerial decisions making - Profit Maximization, Sales Maximization, Satisfying Theory - Enhancing value of the firm and its goals

Unit II –Demand Analysis

12

Demand Analysis - Determinants of Market Demand - Law of Demand - Elasticity of Demand - Measurement and its use - Demand Forecasting - Techniques of Demand Forecasting methods

Unit III - Production and Cost

11

Production and Costs – Meaning of Production Function - Law of variable proportions - Law of Supply and Elasticity of Supply - Costs and Cost Functions - Short Terms Costs and their use on decision making - Determinants of costs - Break Even Analysis - Cost Forecasting

Unit IV - Pricing

11

Pricing and output determination - Pricing decisions under different market forms like perfect competition, monopoly, oligopoly - Pricing policies and Methods

Unit V –Macro Economics

12

National Income Concepts - methods of calculating of NI and difficulties in calculating of NI – Business cycle – theories of business cycle – phases of BC –Inflation – types – Causes of Inflation – effects of Inflation –control of inflation – balance of trade – BOP – foreign exchange – determinant of foreign exchange

Total – 56Hrs

TEXT BOOKS

1. Managerial Economics - D.Salvatore
2. Managerial Economics - Mote, Paul and Gupta

REFERENCES

1. Managerial Economics - Varshney and Maheshwari
2. A study of Managerial Economics - D.Gopalkrishna
3. Managerial Economics - D.C.Hauge
4. Managerial Economics - Reckie and Crooke
5. Managerial Economics – Gupta
6. Managerial Economics, 4th Ed. - Craig Peterson


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115BAT04	Organizational Behavior	L	T	P	C		CA	EA	TOTAL
		4	1	0	3		50	50	100

Course Objective

To give a comprehensive view on the behavior of individuals and groups within diverse organizations and on organizational structure and processes

Unit I - Introduction toOB **12**

Meaning & Importance of OB - Historical Development & Contribution Disciplines - Foundation of individual behavior and individual decision making - Values attitudes & job satisfactions

Unit II- Personality& Motivation **10**

Personality – Basic concepts and theories - Perception - Basic concepts and factors influencing - Motivation - Theories – Content theories and process theories– Problems in motivation

Unit III - Group Dynamics **10**

Foundation of group behavior - Types of groups - Group Norms and Cohesive group Roles - Understanding work teams

Unit IV- Organizational Culture & Learning **12**

Elements of organizational culture - Organizational culture and performance - Changing and strengthening culture - Organizational socialization - Creating an ethical organizational culture - Sustaining organizational culture

Unit V-Conflict, Power and Politics **12**

Conflict process ,source of conflict - Structural approach to conflict management - Resolving conflict through negotiation - Organizational careers - Contingent workforce - Power and politics in organization - Work stress and its management - Cause and consequences - Stress coping strategies

Total – 56Hrs

REFERENCES

- McshaneL.StevenvonGlinow Ann Mary Sharma R.Radha Books OrganisationalBehaviour,Publisher Tata Mcgraw Hills “2006”
- Robin Fincham Peter Rhodes, Principle of organizational Behaviour,oxford university press,year”2005”
- Luthan Fred ,organizational Behaviour ,Tata McGrawHill Year “2000”
- Robbins Stephen P,Organizational Behaviour 12th edition Prentice Hall(India)Pvt Ltd “2000”
- DwivediR.S,HumanRelations and organizational Behaviour A Global perspective 5th Edition Palgrave Macmillan Year “2006”


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215BAT03	Human Resource Management	L	T	P	C	CA	EA	TOTAL
		4	0	0	3	50	50	100

COURSE OBJECTIVE

The objective of the course is to teach the basic principles of Human Resource Management—how an organization acquires, rewards, motivates, uses, and generally manages its people effectively. In addition to providing a basic legal and conceptual framework for managers, the course will introduce the manager to practices and techniques for evaluating performance, structuring teams, coaching and mentoring people, and performing the wide range of other people related duties of a manager in today's increasingly complex workplace.

UNIT I INTRODUCTION TO HRM

10

Meaning, Scope, Definition and Objectives of HRM - Functions of HRM and Models of HRM - Activities and Challenges of HRM - Role of HR Manager - HRM as Linked to Environmental changes.

UNIT II HUMAN RESOURCE PLANNING & RECRUITMENT, SELECTION

11

HR Planning process - Job analysis, Job description & Job specification - Job Rotation, Job enlargement & Job enrichment - Job evaluation – RECRUITMENT:- Recruitment -Process & Methods of Recruitment. SELECTION:- Selection process - type of tests & types of interviews - Designing and conducting the effective interview - Induction and Placement.

UNIT III WAGE AND SALARY ADMINISTRATION & APPRAISING AND MANAGING PERFORMANCE

12

Principles and techniques of wage fixation - Incentive schemes and plans. Appraisal process, methods, and potential problems in performance evaluations, Traditional Modern methods - Potential Appraisal - Methods to improve performance - Career Planning and Development

UNIT IV TRAINING AND DEVELOPMENT

12

Nature of Training - Methods and tools of Training - Training Need Assessment - Training Design - Training Evaluation

UNIT V RECENT TRENDS IN HR

11

HR outsourcing - Managing Recession and Retention - Collective Bargaining - Grievance Management - Quality of work life – HR Accounting and Audit – Whistle Blowing – Employee poaching - HRIS

Total – 56Hrs

Text Books:

- 1 K.Aswathappa Human Resource &Personnel Management TMH 2007.
- 2 Bratton Human Resource Management Palgrave Macmillan 2007

REFERENCES:

- 1 Scott Snell & George Bohlander Human Resource Management Thomson Learning 2007.
- 2 VSP Rao Human Resource Management – Text and Cases Excel Books 2007.
- 3 Raymond A. NoeJohn R. Hollenbeck Patrick M Wright Human Resource Management – Gaining a competitive advantage TMH 2006.
- 4 Jon M. Werner &Randy L. Desimone Human Resource Development Thomson Learning 2006.

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215BAT05	MARKETING MANAGEMENT	L	T	P	C	CA	EA	TOTAL
		4	1	0	4	50	50	100

Course Objective: To introduce fundamental principles and concepts of marketing and to provide you a structure for applying marketing in a decision making framework.

Unit-I Introduction of Marketing: (10 Hrs)

Basic Marketing concepts, Marketing Concepts, Marketing Environment, Market Research- Definition of MR, MR Process. Case study.

Unit-II Marketing Opportunities, Customer Value and Marketing Mix: (14Hrs)

Consumer Decision Making, Creating Customer Value, Analyzing Consumer Markets - Consumer Behavior- cultural, Social and Personal Factors, developing products and branding - Product levels; classifying products, Product line and Product mix, Product Life Cycle, New Product Development and marketing mix. Case study.

Unit-III Designing a Customer Driven Strategy: (10Hrs)

Market segmentation- segmentation of consumer market, business market, market targeting - evaluating market segmentation, selecting target market segmentation, positioning - positioning maps, positioning strategy overall marketing strategy. Case study.

Unit-IV Distribution Decisions, Promotion and Communication Strategies: (12Hrs)

Marketing Channels, Channel intermediates and functions, channel structure, alternative channel, channel strategy decisions. Promotional mix, advertising, public relations, sales promotion, personal selling, marketing communication- communication process, communication promotion mix. Case study.

Unit-V Pricing Decisions & Personal Communication: (10Hrs)

Markup pricing, profit maximization pricing, break even pricing, pricing strategy, ethics of pricing strategy, product line pricing, Concept of Viral marketing, Rural marketing, Digital marketing, Social, Neuro and Global marketing. Case study.

Text Books

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy and MithleshwarJha: Marketing Management, 13/e, Pearson Education, 2012.
2. Ramaswamy Namakumari, "Marketing Management", TMH 5/e 2013.


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Reference Books

1. Paul Baines, Chris fill, Kelly Page, Piyush Sinha, Marketing, Asian Edition, oxford, 2013.
2. Philip Kotler, Gray Armstrong, Prafulla. Y. Agnihotri, Ehsan UL Haque, principles of marketing, South Asian perspective, 13/e, Pearson Education, 2012.
3. RajanSaxena: Marketing Management, 4/e, TMH, 2013
4. Debases Pradhan, marketing management, a case book, Cengage Learning, 2012.
5. Marilyn A Stone & John Desmond, Fundamentals of Marketing, Routledge, 2011
6. Govindarajan. M, Marketing Management, concept, cases, challenges and trends, 2/e PHI, 2012.


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315BAT01	STRATEGIC MANAGEMENT	L	T	P	C	CA	EA	TOTAL
		5	0	0	3	50	50	100

Course Objective

The objective of the course is to familiarize the participants with the concepts, tools and techniques of strategic management so as to enable them develop analytical and conceptual skills and the ability to look at the totality of situations.

Unit I - Introduction, External & Internal Analysis 11

Mission, vision, objectives, strategy - Role of BOD, & Top management – Corporate governance - Analysis of societal environment - Scanning the external environment, strategic myopia - Industry analysis, porters 5 forces model -Organisational analysis- Value chain analysis – Balance Score Card – Critical success factor

Unit II - Business, Corporate and Functional Strategy 12

Situation analysis using SWOT tool- Competitive strategies, Co-operative strategies - Merger and acquisition strategies - Vertical integration strategy -Directional growth strategy, portfolio analysis - Core competencies - outsourcing

Unit III - Strategy Implementation and Evaluation and Control 11

Developing program, budgeting procedure -Stages of corporate development, types of org structure - Staffing, culture and management to implement the strategy. Evaluation and control:- Measuring performance, problem in measuring it - Control and strategic audit

Unit IV -The Entrepreneurial Development Perspective 12

Entrepreneurship – Entrepreneurial styles and types – Characteristics of the Entrepreneur – Functions of an Entrepreneur – Promotion of Entrepreneurship –Constraints for the Growth of Entrepreneurial Culture - Identification of Business Opportunity – Preparation of Feasibility Report - Reasons for Low / No Women Entrepreneurs - Problems faced by Women Entrepreneurs

Unit V - Role of Banks & Agencies 10

Schemes offered by various commercial banks and financial institutions like IDBI, ICICI, SIDBI, SFCs - Role of following agencies in the Entrepreneurship Development - District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD)

Total - 56 Hrs

Text Books

1. Michael A.Hitt Robert E.HoskissonR.Duane Ireland, Management of Strategy Concepts and Cases, Cengage Learning , 2007


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2. AzharKazmi , Business Policy and Strategic Management , Tata McGraw – Hill Publishing, 2002
3. Charles W.L.Hill Gareth R.Jones, Strategic Management, Biztantra An Imprint of Dremtech
4. 2004
5. Robert A.Pitts David Lei, Strategic Management, CengageLearning, 2006
6. Peter F.Drucker : Innovation and Entrepreneurship (Heinemann).

References

1. Donald L. Sexton & Raymond W.Smilor: The Art and Science of Entrepreneurship (Ballinger Pub. Co.).
2. Clifford M.Baumbach& Joseph R.Mancuso: Entrepreneurship and Venture Management (PH).
3. Gifford Pinchot: Intrapreneuring (Harper & Row).
4. Ram K.Vepa: How to Succeed in Small Scale Industry (Vikas).
5. Richard M.Hodgets: Effective Small Business Management (Academic Press).


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315BAH02	PERFORMANCE MANAGEMENT	L	T	P	C	CA	EA	TOTAL
		5	0	0	3	50	50	100

Course Objective

To enhance the productivity and potential level of the employees in a scientific manner

Unit I -Introduction 12

An overview of Performance Management - Relevance objectives of PM in organizations - Role of Performance Management in Organization, Dimensions of PM - Performance Management Process – Relationship between HRM and PM, Organizational & individual performance.

Unit II - Performance Planning and Performance Analysis 10

Overview and Components of Performance Planning, Performance Planning –Process, Performance analysis –Objectives, Process, Benefits - KPAs and KRA.

Unit III - Performance Review and Discussion 12

Significance of review - Requisites of PRD, Process and Outcome of Performance Review Discussion. Mentoring and Coaching-Role of mentoring and Coaching in Performance Review Discussions.

Unit IV - Implementing Performance Management System 10

Strategies to Implement PMS, Problems and Pitfalls in Implementation, Operationalizing change through PMS, Case Studies in PMS.

Unit V - Performance Appraisal Systems 12

Introduction, Purpose of Appraisal - Methods of Appraising (Traditional Vs Recent approaches) - Pros & Cons of Appraising-Problems and Errors in Appraisal-How to reduce rater bias - Potential Appraisal-Role of Appraisal in HR decisions and PM-Managing and Appraising Team Performance-reward system and Legal Issues.

Total Hrs: 45

Text Books

1. "Prem Chadha", Performance Management, Macmillan, 2008.

References

1. "T.V.Rao", Performance Management & Appraisal Systems, Response Books,2007.
2. "Herman Aguinis", Performance Management, Pearson education, 2008.
3. "Peter Ward", 360 Degree Feedback, Jaico publishing house,2006.
4. "DewakarGoel", Performance Appraisal &Compensation Management, Prentice Hall of India, 2008.
5. "B.D.Singh", Compensation & Reward Management, Excel Books, 2007.
6. "R.K.Sahu", Performance Management System, Excel Books , 2007.
7. "Srinivas . R. Kandula", Performance Management", PHI, 2006 Edited by Frances Neale, Hand book of Performance Management, Jaico Publishing, 2008.

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315BAH03	TRAINING AND DEVELOPMENT	L	T	P	C	CA	EA	TOTAL
		5	0	0	3	50	50	100

Course Objective

This course is intended to develop executive with training analytical skills and design training programs from global perspective.

Unit I - Introduction to Training 10

Definition and concepts – Training and Development - Objective of Training - Scope of Training – How Training Benefits the Organization - Current and Future Trends in Training – Role and responsibilities of training.

Unit II - Analysis of Training Needs 10

Organization support for training need assessment – Types of TNA: organizational analysis - Task, Person. Analysis – significance of TNA - Methods and Techniques of Training Need Assessment. – Identified - Training needs Analysis and Process. - Operational Analysis/ Job analysis

Unit III - Training Design 12

Prime Considerations while designing a Training Programme - Factors affecting Training Design - Budgeting for training. – Types of costs involved in training program – Developing objectives – Expectancy theory – Implication from conditioning and reinforcement – Focus on training design - Focus on training – Factors influencing transfer of training – Design theory - Identification of Evaluation objectives and Needs.

Unit IV - Learning & Training Process 12

Definition, Principles of learning – learning principles - Components of learning process - Elements of learning process – Hierarchy of learning – Kolb’s learning cycle – Feedback I training -Training Process - Designing the Training Programme – Elements of program design – Key factors in designing and development of a program - Training Method - Types of Training.

Unit V - Implementation and Evaluation Training 12

Logistical and Physical Arrangements - Tips for Trainer for Effective Implementation – Trainers skills and styles - Evaluation-Definition – Principles - Types of Evaluation Instruments - Evaluation Design – Dimensions – Model – Kirkpatrick’s - Management Development - the need and importance of management development - Approach – overview – management characteristics

Total Hrs: 56

TEXT BOOKS

1. “Dr.B.Janakiram”, Training & Development, Biztantra, 2008.

References

1. “R.K.Sahu”, Training for Development, Excel books, 2005
2. “Rolf Plynton and UdaiPAreek”, Training for Development, Vistaar Publications, 2007.
3. “Irwin.L.Goldstein”, Training in Organisations, Thomson, 2007.


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315BAS01	E-COMMERCE	L	T	P	C	CA	EA	TOTAL
		5	0	0	3	50	50	100

COURSE OBJECTIVE

The objective of this course is to understand E-Commerce and its concepts for application in the world of business and enable to face the challenges and enhance the opportunities associated with electronic commerce

UNIT 1

10

Electronic Commerce Environment and Opportunities: Background – The Electronic Commerce Environment – Electronic Marketplace Technologies – Modes of Electronic Commerce: Overview – Electronic Data Interchange – Migration to Open EDI – Electronic Commerce with WWW / Internet – Commerce Net Advocacy – Web Commerce going forward, Case 1 : Google

UNIT 2

12

Approaches to safe Electronic Commerce: Overview – Secure Transport Protocols – Secure Transactions – Secure Electronic Payment Protocol(SEPP) – Secure Electronic Transaction (SET)- Certificates for Authentication – Security on Web Servers and Enterprise Networks – Electronic cash and Electronic payment schemes: Internet Monetary payment and security requirements – payment and purchase order process - Online Electronic cash, Case 2: Rocketcash.com

UNIT 3

12

Internet/Intranet Security issues and solutions: The need for Computer Security – Specific Intruder Approaches – Security strategies – Security tools – Encryption – Enterprise Networking and Access to the Internet – Antivirus programs – Security Teams. Case 3: Paypal

UNIT 4

12

MasterCard / Visa secure Electronic Transaction: Introduction – Business Requirements – Concepts – Payment processing – E-mail and secure e-mail technologies for electronic commerce. Introduction – The Mean of Distribution – A model for message handling – Working of Email- MIME: Multipurpose Internet Mail Extensions – S/MIME: Secure Multipurpose Internet Mail Extensions – MOSS: Message Object Security Services, Case 4:ChatterBots atWork

UNIT 5

10

Internet and Web site establishment: Introduction – Technologies for web servers – Internet tools relevant to Commerce – Internet Applications for Commerce – Internet charges – Internet Access and Architecture – Searching the Internet-. Case 5: Zoommerang

Total – 56 Hrs


TEXT BOOKS

1. Daniel Minoli& Emma Minoli, "Web Commerce Technology Handbook", TataMcGraw-Hill , 1999.(Text Book)
2. K.Bajaj& D. Nag, "E-Commerce", TataMcGraw-Hill, 1999.

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REFERENCES:

1. David S. Nassar, "How to Get Started in Electronic Day Trading"
2. Bruce C, "How to Use the Internet to Advertise, Promote and Market Your Business or Website with Little or No Money"


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315BAHO03	EVENT MANAGEMENT	L	T	P	C	CA	EA	TOTAL
		5	0	0	3	50	50	100

COURSE OBJECTIVE:

To understand the process of planning, organizing and conducting variety of events successfully.

UNIT I EVENT CONTEXT 11

History and evolution, events industry, impact analysis, participants and spectators, balancing impacts, Handling Unethical Behavior,

UNIT II EVENT MARKETING 12

Event planning , pricing and promotion; volunteer team building; sourcing and managing staff Special events-types , traditional, cultural, Riviera, galas, mega-events, trade shows, exhibitions, conferences and conventions, end-to-end tours, excursions, out-door events, social events, seasonal events, environmental impacts, marketing plan; lead-generation, management and follow up

UNIT III EVENT PLANNING & ADMINISTRATION 11

Sponsorships, screening, budget and controls, fund-raising, negotiation and contracts; role of Government, Negotiation and contracts; Promotional Items, give-aways, Event planning, space management, use of web technology , Develop In-Office and On-Site Ethics and Business Etiquette Policies.

UNIT IV EVENT LOGISTICS 11

Transportation; booth/space design, internal communications, public relations, networking, media handling, checklists, safety and precautions, Other considerations-entertainment, photo/video coverage, prizes and gifts, risk assessment, safety and security arrangements, Venue and supplier checklist

UNIT V LOCATION & EVENT DESIGN 11

Venue Essentials, Creative events concepts, table tops , other décor props, understanding clients, fundraising galas, Conferences and Conventions, Incentives and Other Special Events, Event Planning


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Ethics and Etiquette, Protocol, Site selection, requirements and constraints, new venues, ancillaries and amenities, final touches

TOTAL: 56 PERIODS

TEXT BOOKS

1. Lynn, Brenda R. Carlos , Event Management.
2. Judy, Event Planning Ethics and Etiquette: A Principled Approach to the Business of SpecialEvent Management, 2009.
3. Johnny Allen , William O'Toole , Robert Harris , Ian McDonnell, Festival and Special Event Management.

REFERENCES

1. Joe Success, Judy, Special Events: A New Generation and the Next Frontier.
2. Julia Rutherford Silvers, Professional Event Coordination, The Wiley Event Management Series.
3. Allison ,The Event Marketing Handbook: Beyond Logistics & Planning.


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