



VIRUDHUNAGAR HINDU NADARS' SENTHIKUMARA NADAR COLLEGE
(An Autonomous Institution Affiliated to Madurai Kamaraj University)
Virudhunagar – 626 001.

Course Name: Master of Business Administration

CHOICE BASED CREDIT SYSTEM

(For those who join in June 2023 and after)

Objectives

1. To provide the society with a steady stream of competent young persons with necessary knowledge, skills, values and attitudes to occupy positions of management and administration in business, industry, government and public systems .
2. To impart the students with relevant and latest knowledge from the field of management theory and practice.
3. To provide opportunities to the students to develop a strong foundation in functional skills.

Course Scheme:

II year MBA

Semester	Part	Subject Name	Hours	Credit	Int + Ext = Total	Local	Regional	National	Global	Professional Ethics	Gender	Human Values	Environment & Sustainability	Employability	Entrepreneurship	Skill Development	Subject Code	Revised / New / No Change / Interchanged & Percentage of Revision
III	MC	Operations Research	5	4	40+60=100				✓							✓	P24MSC31	Unit Change
	MC	Workshop on Research Methods	5	2	100 (internal only)				✓							✓	P24MSW31	Revised 5%
	MC	Research Methodology	5	4	40+60=100				✓							✓	P22MSC32	No Change
	ME	Major Elective 1	4	3	40+60=100												Refer Elective Table	
	ME	Major Elective 2	4	3	40+60=100												Refer Elective Table	
	ME	Minor Elective 1	4	3	40+60=100												Refer Elective Table	
	MC	Workshop on Employability Skills	3	1	100 (internal only)				✓	✓		✓		✓	✓	✓	P24MSW32	Revised 5%
		Internship Programme	-	2	40+10+50=100			✓			✓		✓	✓	✓	✓	P24IP31	New
	Total			30	22													



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IV	MC	Legal Aspects of Business	6	3	40+60=100			✓		✓				✓	✓		P24MSC41	Revised 80%
	MC	Strategic Management	6	3	40+60=100				✓				✓	✓	✓		P24MSC42	Revised 40%
	MC	International Business	6	3	40+60=100				✓		✓		✓	✓	✓		P22MSC43	No change
	ME	Major Elective 3	4	3	40+60=100												Refer Elective Table	
	ME	Major Elective 4	4	3	40+60=100												Refer Elective Table	
	ME	Minor Elective 2	4	3	40+60=100												Refer Elective Table	
	MC	Final Project & Viva - Voce	6 weeks	4	100+100=200		✓				✓		✓	✓		✓	P22MSC4PV	No change
	Total			30	22													

SUMMARY

Sl. No	Semester	No of Course	Credits	Hours	Marks		
					I	E	Total
1	I	6	21	30	225	375	600
2	II	7	25	30	250	450	700
3	III	7	22	30	325	375	700
4	IV	7	22	30	250	550	800
5	Total		90	120	1050	1750	2800



ELECTIVES GROUPS

FINANCE ELECTIVES (EF)

Semester	Title of the Existing Course	Subject Code	Local	Regional	National	Global	Professional Ethics	Gender	Human Values	Environment & Sustainability	Employability	Entrepreneurship	Skill Development	Revised / New / No Change / Interchanged If revised % of change (any one)
III	Project Management	P22MSE31F				✓				✓	✓	✓	✓	No Change
III	Indian Capital Market	P24MSE32F			✓						✓	✓	✓	Revised 10% of change
III	Investor Education & Protection	P24MSE33F			✓						✓	✓	✓	Revised 20% of change
IV	Banking Services Operations	P22MSE41F			✓						✓		✓	No Change
IV	Financial Services: Financing & Investing Solutions	P24MSE42F			✓						✓	✓	✓	Revised 20% of change
IV	Security Analysis	P22MSE43F			✓		✓				✓	✓	✓	No Change
IV	Workshop on Financial Accounting With Tally	P24MSE4FP			✓		✓		✓		✓	✓	✓	Revised 40% of change

MARKETING ELECTIVES (EM)

Semester	Title of the Existing Course	Subject Code	Local	Regional	National	Global	Professional Ethics	Gender	Human Values	Environment & Sustainability	Employability	Entrepreneurship	Skill Development	Revised / New / No Change / Interchanged If revised % of change (any one)
3	Consumer Behavior	P24MSE31M				✓				✓	✓	✓	✓	Revised 20% of change
3	Advertising Management	P22MSE32M			✓						✓	✓	✓	No Change
3	Digital Marketing	P24MSE33M			✓						✓	✓	✓	Revised 20% of change
4	Services Marketing	P22MSE41M			✓						✓		✓	No Change
4	Retail Management	P22MSE42M			✓						✓	✓	✓	No Change
4	Workshop On Sales And Marketing Strategies	P22MSE4MP			✓		✓				✓	✓	✓	No Change



HUMAN RESOURCESS ELECTIVES (EH)

Semester	Title of the Existing Course	Subject Code	Local	Regional	National	Global	Professional Ethics	Gender	Human Values	Environment & Sustainability	Employability	Entrepreneurship	Skill Development	Revised / New / No Change / Interchanged If revised % of change (any one)
3	Human Resources Development	P22MSE31H				✓	✓		✓		✓	✓	✓	No Change
3	Industrial Relations	P24MSE32H			✓		✓		✓		✓		✓	Revised 15% of change
3	Training & Development	P24MSE33H				✓	✓		✓		✓		✓	Revised 15% of change
4	Counseling Skills For Managers	P22MSE41H				✓			✓		✓		✓	No Change
4	Conflict and Negotiation	P24MSE42H			✓		✓		✓		✓	✓	✓	Revised 10% of change
4	Performance Management	P22MSE43H				✓	✓		✓		✓	✓	✓	No Change

SYSTEMS ELECTIVES (ES)

Semester	Title of the Existing Course	Subject Code	Local	Regional	National	Global	Professional Ethics	Gender	Human Values	Environment & Sustainability	Employability	Entrepreneurship	Skill Development	Revised / New / No Change / Interchanged If revised % of change (any one)
3	Software Project Management	P22MSE31S				✓					✓	✓	✓	No Change
3	RDBMS/ Client Server Computing (ORACLE)	P22MSE32S				✓					✓	✓	✓	No Change
3	Enterprise Resource planning	P22MSE33S				✓					✓	✓	✓	No Change
4	Data Mining and Data Warehousing	P22MSE41S				✓					✓	✓	✓	No Change
4	Networking Management and Information security	P22MSE42S				✓					✓	✓	✓	No Change
4	Web Page Designing using PHP 6 & MySQL 5	P22MSE43S				✓					✓	✓	✓	No Change



OPERATIONS ELECTIVES (EO)

Semester	Title of the Existing Course	Subject Code	Local	Regional	National	Global	Professional Ethics	Gender	Human Values	Environment & Sustainability	Employability	Entrepreneurship	Skill Development	Revised / New / No Change / Interchanged If revised % of change (any one)
3	Purchase And Material Management	P22MSE31R				✓				✓	✓	✓	✓	No Change
3	Supply Chain Management	P24MSE32R				✓					✓	✓	✓	Revised 20% of change
3	Total Quality Management	P24MSE33R				✓	✓			✓	✓	✓	✓	Revised 20% of change
4	Logistics Management	P24MSE41R				✓					✓	✓	✓	Revised 30% of change
4	Business Process Management	P22MSE42R				✓				✓	✓	✓	✓	No Change
4	Production Planning And Inventory Control	P24MSE43R				✓				✓	✓	✓	✓	Revised 20% of change



Subject code: P24MSC31	SEMESTER III	Total Contact hours: 75
Credits : 4	OPERATIONS RESEARCH	Contact hours per week: 5

COURSE OUTCOMES:

- CO1:** Formulate and solve the linear programming models.
CO2: Apply the techniques to solve the transportation model.
CO3: Have ability to solve assignment models.
CO4: Identify and generate scenarios using game theory in business.
CO5: Understand the techniques of network models.

UNIT I 15 Hours

LINEAR PROGRAMMING:

Linear programming- Essentials of Linear Programming Model- Formulation of Linear Programming- Solving LPP using Graphical Method- Solving LPP using Simplex method (Maximization Model only);

UNIT II 15 Hours

TRANSPORTATION MODELS:

Transportation Model - Initial solution using North-West Corner, Least Cost and Vogel's Approximation methods; Balanced and Un-balanced Transportation problem- Maximization and Prohibited Routes problem - Optimal solution using Modified Distribution method (Only Non Degenerative Models)

UNIT III 15 Hours

ASSIGNMENT MODELS:

Assignment Problems-Balanced, Un-balanced and Restricted problems- Hungarian Method of solving assignment problem- Travelling Salesman problem

UNIT IV 15 Hours

GAME THEORY:

Game Theory – Pure and Mixed Strategies, Dominance principles, and application to business.

UNIT V 15 Hours

NETWORK MODELS

Network models – PERT (Project Evaluation and Review Technique), CPM (critical path method) – Network Path construction and Total time Calculation (Excluding Floats).

Provide Tutorial in TORA for all units.

80% of problem and 20% of theory

Case: Relevant Case study in the form of application oriented problems to be dealt in units II & III.



Text Books:

1. Kanti Swarup, P.K .Gupta, Man Mohan, *Operations Research*. New Delhi: Sultan Chand & sons, 2017.
 UNIT I – Chapters 2, 3& 4.
 UNIT II – Chapter 10.
 UNIT III – Chapter 11.
 UNIT IV – Chapter 17.
 UNIT V – Chapter 25.

References

1. Nita H.Shah., RaviM.Gor., HardikSoni. *Operations Research*, Fourth Edition, PrenticeHall of India Learning private Limited.
2. Sharma.J.K. *Operations Research* Gurgon: Macmillan India Ltd, 2012.
3. ND Vohra., *Quantitative Techniques in Management*, IV edition Tata McGrawHill 2010.

Subject code: P24MSW31	SEMESTER III	Total Contact hours: 75 hrs
Credits : 2	WORKSHOP ON RESEARCH METHODS	Contact hours per week: 5 hrs

COURSE OUTCOMES:

- CO1:** Identify and locate the basic tools available in research
CO2: Analyse the data by using mathematical and statistical operations
CO3: Prepare a research report by applying various research methods
CO4: Create graphs and charts by using the available data
CO5: Design a title for the research and analysis the data by using SPSS.

WORKSHOP ON RESEARCH METHODS				
Module	Unit Name	Hours	Topic	Exercise
1	Data Entry for Tabulation and Diagrams with SPSS	4	Entering data into the data editor	1. Naming numeric variables in Variable view 2. Entering data for grouped or categorical variable and naming grouped or categorical variable 3. Naming qualitative variable in variable view and Entering data in data view
		4	Editing and manipulating data	1. Inserting a new variable 2. Rearranging the order of variables in variable view 1. Missing values
		4	Editing SPSS output	1. Editing SPSS output 2. Copying a table Copying a graph
			Representation	1. Calculation of Frequency 2. Construction of Pie Chart 3. Construction of Bar Chart for



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		7	of qualitative data	qualitative variable a. Simple b. Cluster Stacked
		5	Representation of quantitative data	1.Construction of Line Graphs and Histogram for quantitative data
2	Data entry for Descriptive Statistics with SPSS	4	Measures of Central tendency	1.Calculation of Frequency 2.Calculation of Mean, Median, Mode
		5	Measures of Dispersion	1.Standard deviation 2.Skewness 3.Kurtosis
3	Parametric Test	6	ANOVA	1.Conduct an One way ANOVA
	Non-Parametric Test	5	Chi-square	1.Conduct a Chi-Square Test a. Goodness of Fit b. Test for Independence
		6	Friedman test	1.Conduct a Friedman test for ranked data
4	Test of Association between metric variables and test of causation	8	Correlation	1.Conduct Pearson Correlation 2.Conduct Spearman Correlation
		8	Regression	1.Conduct Simple Linear Regression
5	AMOS	9	Accessing AMOS	1.To open and understand basics of AMOS 2.Using options and running model with a diagram

Record Note – All the exercises given under column heading are to be recorded in the red note and finally a minor research has to be done by the students.

Subject code: P22MSC32	SEMESTER III	Total Contact hours: 60
Credits : 4	RESEARCH METHODOLOGY	Contact hours per week: 5

COURSE OUTCOMES:

CO1: Understand the advance areas of research in management.

CO2: Develop a research report that fulfills the objectives set forth, answers the research questions and meets the standards of a good research report.

CO3: Choose a research problem and device a design to probe and solve it independently.

CO4: Decide on the appropriate sampling for research problem and go about executing the same



with minimal sampling and non-sampling errors.

CO5: Explain the SPSS and apply statistical tools in various phases of research.

UNIT –I **12 Hours**

Research meaning – Purpose – Types of research in social sciences – Steps in research– Identification, selection and formulation of research problem – Meaning and types of research design-Formulation of hypothesis and procedures for hypothesis testing.

UNIT – II **12 Hours**

Sources of data –Secondary and primary data - collection of primary data-Survey- Observation-Experimentation-Questionnaire in a survey-case study data-Merits and limitation.

UNIT – III **12 Hours**

Sampling techniques – Meaning of sampling-Sampling method - Probability and Non - probability sampling - Sample size-Sampling and Non sampling errors-Advantages and limitations of sampling. (Excluding Sampling distribution, Standard error and Statistical calculation there on).

UNIT – IV **12 Hours**

Data processing-Meaning-Different stages such as editing, coding-classifying- transcription and tabulation and analysis and interpretation-scaling technique-meaning-Need for and difficulties in measurement-types of scales-issues in scale construction (excluding test of sound measurement).

UNIT – V **12 Hours**

Research report-Meaning, importance and types of report-Layout of report-Contents- Principles of good report writing-Documentation-guidelines for writing foot notes and bibliography.

Text Book:

C.R.Kothari.”Research methodology-methods and techniques”

- a. UNIT I - Chapter 1,2,3&9
- b. UNIT II - Chapter 6
- c. UNIT III - Chapter 4
- d. UNIT IV - Chapter 5 for scaling initial part of chapter 7 excluding statistics part
- e. UNIT V - Chapter 14.

Subject code: P22MSE31F	SEMESTER III	Total Contact hours: 45 hrs
Credits : 3	PROJECT MANAGEMENT	Contact hours per week: 4 hrs

Objectives:

This Course imparts knowledge in detail regarding a new project proposal, like idea generator market Analysis, Demand Analysis and Risk analysis to make our project planning



more efficient.

COURSE OUTCOMES:

- CO1:** Identify the project characteristics and various stages of a project.
CO2: Understand the conceptual clarity about project organization and feasibility analyses
CO3: Analyze the learning and understand techniques for Project planning.
CO4: Apply the risk management plan and analyse the roles.
CO5: Recognize the network analysis tools for cost and time estimation.

Unit – I **9 Hours**

Capital Investment- Importance, Difficulties, Types Phases of Capital Budgeting Process, Facets of Project Analysis, Key issues in Project Analysis, Schematic Diagram of Feasibility study.

Unit-II **9 Hours**

Generation and Screening of Project ideas: Generation of ideas, monitoring the Environment, Corporate appraisal, Scouting of project ideas, Preliminary screening, Project rating index

Unit –III **9 Hours**

Market and Demand Analysis: Key steps in Market and Demand Analysis and their interrelationship. Characterization of the Market, Demand Forecasting Methods: Delphi method, Trend Projection Method, Exponential Smoothing Method, Moving Average Method, Chain Ratio Method, Consumption Level Method, End use Method

Uncertainties in demand forecasting, Environment Charge, Market Planning, Technical Analysis

Unit- IV **9 Hours**

Risk Analysis of Investments: Source of risk, Measures of risk, Perspectives of risk. Sensitivity Analysis, Scenario Analysis, Best & Worst Case Analysis, Break Even Analysis, Hillier Model, Simulation Analysis, Decision Tree Analysis, Project Selection under risk.

Unit-V **9 Hours**

Network Techniques for Project Management: Development of Project Network-Time Estimation- Determination of Critical Path Method- Scheduling when resources are limited- PERT Model, CPM Model- Network cost system

Text book:

Parsanna Chandra- Projects- Planning, Analysis, Financing, implementation and Review – 5th Edition, Tata Mc Graw Hill

Unit I - Chapter 1

Unit II - Chapter 3

Unit III - Chapter 4&5

Unit IV - chapter 11

Unit V - Chapter 22

Reference Books:

1. V.C. Sontakki Project Management Himalaya publishing House 2009.
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Subject code: P24MSE32F	SEMESTER III	Total Contact hours: 60 hrs
Credits : 3	INDIAN CAPITAL MARKET	Contact hours per week: 4 hrs

COURSE OUTCOMES:

- CO1:** Realize the various investment avenues.
CO2: Understand the way to resolve an issue in primary market.
CO3: Analyse the stock exchanges in India.
CO4: Interpret the method of Indices calculation and know various indices.
CO5: Explore the various roles of SEBI.

Unit I: Introduction to investment, securities and investment planning 12Hours

Investment – Speculation – Gambling and Investment – Investment objectives – Investment process – Investment planning – Securities market – Securities – Bond – Stock derivatives – Investment information – Financial planning and Investment planning – Investment avenues – Real Assets.

Unit II: Primary Market & Secondary Market 12Hours

Primary Market: New issue market (Primary market) – Parties involved in the new issue – Placement of the issues – Pricing of new issues – Allotment of shares – Investor considerations. Investor Protection in the primary market, policy changes.

Secondary Market: History of Stock Exchanges in India – Functions of stock exchanges – Regulators – Stock Exchange members/Brokers – Investors – Trading – Settlement. Risk Management- Bombay stock exchange (BSE), National Stock Exchange (NSE) of India Ltd, over the counter exchange of India- MCX Stock exchange Ltd- Depository

Unit III: Risk Management in Capital Market: 12Hours

Definition of Risk – Systematic Risk – Market Risk – Interest Rate Risk – Purchase power risk - Unsystematic Risk – Business Risk – Internal business risk – External business risk - Minimizing Risk Exposure – Protection against Market Risk - Risk Measurement.

Unit IV: Stock Market Indices 12Hours

Importance of indices – Computation of the stock index – Differences between indices – The BSE sensitive index SENSEX – BSE Sectoral indices – BSE mid cap and BSE small cap indices – BSE IPO index – NSE S&P CNX NIFTY

Unit V: The Securities and Exchange Board of India 12Hours

SEBI: Objectives, Functions , Organization of SEBI – Role of SEBI in primary market – Secondary market and SEBI – Mutual Funds and SEBI – SEBI and FII – Impact of SEBI.
Case Studies: Relevant case study (not exceeding 500words) to be dealt in all units.



Text Book:

Punithavathy Pandian. *Security Analysis and Portfolio Management*: Vikas Publishing House Pvt Ltd, Second Edition 2017.

Unit I : 1 & 2	Unit IV : 5
Unit II : 3 & 4	Unit V : 6
Unit III : 7	

Reference book

1. Dr S Gurusamy. *Capital Markets*. New Delhi: Hill Publishing company Ltd; 2nd Edition.(2009)
2. Rajesh Chakrabarti, Sankar De. *Capital Markets in India*. Sage Publications Pvt. Ltd; 2010.

Subject code: P24MSE33F	SEMESTER III	Total Contact hours:60 hrs
Credits : 3	INVESTOR EDUCATION & PROTECTION	Contact hours per week:4 hrs

COURSE OUTCOMES:

- CO1:** Understand the nature and challenges of financial services.
- CO2:** Aware various kinds of risks and suggest a suitable insurance.
- CO3:** Understand the concepts of mutual funds
- CO4:** Able to list the parameters of credit rating.
- CO5:** Identify the derivatives products.

Unit I 12 Hours

Financial Services: Financial services – Introduction, Nature, Importance, Functions, Scope – Traditional and modern activities – Financial service companies – Challenges of financial services in India – Marketing Financial Services – Importance. Customers of financial services- Factors influencing loyalty/behavioral importance/advantages of a Date Base – Advertising of Services.

Unit II 12 Hours

Indian Financial System: Indian Financial System - Introduction – Finance functions – Features – Components of financial system – Development of Indian financial system after 1991. Financial markets – financial instruments in capital market – securities – equity shares – Blue chip shares – Sweat Equity shares – Preference shares. Government Securities – Types – New financial instruments – Recent reforms in capital market – Money market – Structure of Indian Money Market – Money market vs. Capital Market.

Unit III 12 Hours

Mutual Fund: The concept – Features – Nature and characteristics – Significance – Origin and development – Mutual funds in India – Benefits of Mutual fund – Mutual fund and capital market – Money market mutual funds and its features – Types of mutual fund



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schemes – Portfolio classification of mutual fund – other classification of mutual fund – New fund offer – Structure of mutual funds – SEBI guidelines.

Unit IV

12 Hours

Credit Rating: Concept, Origin and development, Definition – Objectives – Features – Classification – Significance – Parameters for rating – Methodology of credit rating – Functions of credit rating – Benefits – Limitations – **Credit rating services in India: CRISIL, CARE, ICRA** – SEBI guidelines on credit rating agencies.

Unit V

12 Hours

Derivatives: Concept – Definition – Features – Origin and development – Importance – Limitation. **Financial derivatives:** Forward contracts – Hedging – Features of forward contracts – **Futures:** Settlement process – Features – Types of futures – Difference between forwards and futures. **Options:** Operations – American option vs European option – Types of option – Features of options.

Case Studies: Relevant case study (not exceeding 500 words) to be dealt in all units except unit I.

Text Book:

1. “Financial Services in India” – “Dr. Suman Kalyan Chaudhury”

Unit I	: Chapter 1.
Unit II	: Chapter 2
Unit III	: Chapter 9
Unit IV	: Chapter 15
Unit V	: Chapter 16.

Reference book:

1. M Y Khan. *Financial Services*. New Delhi: Hill Publishing company Ltd; 4th Edition.
2. Security Analysis and Portfolio Management” Second Edition – “Punithavathy Pandian.
3. Dr. S. Gurusamy. *Financial services and system*. New Delhi: Publishing company Ltd; 2nd Edition
4. E. Gordon & K. Natarajan. *Financial Markets and Services*. Mumbai: Himalaya publishing house; 10th Edition(2018).

Subject code: P24MSE31M	SEMESTER III	Total Contact hours: 60 hrs
Credits : 3	CONSUMER BEHAVIOUR	Contact hours per week: 4 hrs

COURSE OUTCOMES:

CO1: Identify the basic concepts and theories of motivation and personality.

CO2: Express the factors influencing consumer behavior.

CO3: Understand the role of analytics towards consumer behaviour.



CO4: Analyze the nature of consumer reference groups.

CO5: Analyze the consumer behavior patterns.

Unit I:

12Hours

Introduction-Need for understanding consumer behaviour-Consumer insight with example-Changing pattern of Indian consumer behaviour-General model of consumer behaviour-Micro factors Influencing consumer behaviour- cultural factors, social factors, personal factors, Psychological factors-The buying decision process.

Unit II:

12Hours

Consumer Motivation: The concept of motivation - Involvement of consumer - Dimensions of involvement, Involvement in marketing context, Purchase involvement, High involvement Buying, Low involvement buying, Degree of involvement. **Consumer perception:** Elements of perception: Sensation, just notice, Difference, subliminal perception, perceptual organisation, Dynamics of perception, Complexity in consumer perception, perceived price, perception of colors.

Unit III:

12Hours

Consumer beliefs: Popular consumer beliefs, Consumer feelings.

Consumer Attitudes: Characteristics of Attitudes, Methods to change Consumers' Attitude.

Consumer Learning: Elements of learning, marketing implications.

Experiential Marketing: Holistic vs unique selling composition, Characteristics, Experience, Tools for Managing Experiences.

Unit IV:

12Hours

Consumer Behaviour Analytics: Introduction- The context of contemporary marketing- Why data driven- Analytical imperatives- Data and insight- A Data typology-Data sources and streams- analytic inquiry- Cause, effect and inference-Key elements of analytics- Model of Behaviour segmentation- Data mining- Productive analytics- Machine learning- Algorithms- Purposive research.

Influence of Reference Group: Role, Patterns of influence, consumption Related Reference Group- Effect of Reference group on consumer Decision making.

Unit V:

12Hours

Diversity of Indian Market: Age group composition and their behavioural patterns Economics status Rural market: Special characteristics, classification and profile-**Changing India consumer Behavior:** Drivers of change- Consumer Trends-New Consumption Patterns.

Case Studies: Relevant case study (not exceeding 500words) to be dealt in all units.

Text Book:

1. Ramanuj Majumdar.*Consumer Behaviour:- Insight from Indian Market:* PHI



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Unit I : Chapter 1.

Unit II :Chapter 2&3.

Unit III : Chapter 4&5.

Unit IV : Chapter 7&8.

Unit V : Chapter 12&13.

2. Consumer Behaviour and Analytics -Andrew Smith. First published 2020 by Routledge 2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN and by Routledge 52 Vanderbilt Avenue, New York, NY 10017 Routledge is an imprint of the Taylor & Francis Group, an informa business © 2020 Andrew Smith.

Reference book:

1. Michael R. Solomon. *Consumer Behavior*. New Delhi: Pearson Education Ltd;11th Edition.
2. Srabanti Mukherjee. *Consumer Behavior*. New Delhi: Cengage Learning India Pvt Ltd;2nd Edition(2013)
3. Micheal R.Solomon. *Consumer Behavior*. Noida: Pearson India Education Services Pvt Ltd; 2016.

Subject Code: P22MSE32M	SEMESTER III	Total Contact hours: 60 hrs
Credits : 3	ADVERTISING MANAGEMENT	Contact hours per week: 4 hrs

COURSE OUTCOMES:

CO1: Describe the significance of advertising.

CO2: Articulate to design the advertising message content.

CO3: Understand the influence of celebrity in advertisement.

CO4: Examine the right media for advertising.

CO5: Able to understand the ethics in advertising

Unit -1

12 Hours

Advertising: Meaning-Features - Key players in the advertising industry-Significance of Advertising-Criticism advertising.

Advertising as a communication tool: Marketing communication- Advertising as a communication tool -Response hierarchy models – AIDA-FCB model of advertising strategy.

Types of advertising: Classification of advertising: According to geographical spread, According to target audience, what is being advertised, what are the Objectives, Types of advertising.

Unit -2

12 Hours

Advertising objectives: Classification – Importance-Sales as advertising objective-Setting Objectives-DAGMAR approach.



Advertising message decision: Message content-message structure-message format-message source.

Creative side of advertising: Copywriting-Advertising copy and its elements-Requirements of an effective copy- Types of advertising copies-Print copy principles-Radio copy principles-Television copy principles –Jingles – Illustrating-Layout.

Unit -3

12 Hours

Celebrity endorsements: Definition-Celebrity endorsements in India-Iconic and momentary celebrities-Reasons for using Celebrity endorsements-‘Match-up ‘Hypothesis -Why Celebrity endorsements may not work-Disadvantages of Celebrity endorsements.

MASCOTS: Origin of the ‘Mascot’-Use of mascots in Indian advertising-Why to use mascots-Issues to be considered in using mascots-Celebrity Vs Mascot.

Unit -4

12 Hours

Types of media: Newspapers-Magazines and journals-Radio advertising-Television advertising-Cinema advertising-Direct mail advertising-Outdoor advertising-Point of purchase advertising – Internet-Yellow pages-Product placements – Infomercials-Factors affecting choice of media.

Online advertising: Meaning-Types – Advantages – Disadvantages.

Unit -5

12 Hours

Ethical issues in advertising: Misleading claims-Reinforcing stereotypes-Use of sex appeal and nudity-Concealment of facts-Manipulative advertising-Portraying a particular body image-Advertisements directed at children-Ads with dangerous/hazardous actions-Surrogate advertising-Subliminal advertising–Puffery-Weasel claim-Determining what is ethical-Ethical checklist for advertisers.

Case Studies: Relevant case study (not exceeding 500words) to be dealt in all units.

Text Book

1. Ruchi Gupta, “Advertising principles and practice”, Mumbai, 1st Edition-2012
Unit 1 – Chapter 1, 3 &4
Unit 2 – Chapter 6, 8 & 9
Unit 3 – Chapter 11 &12
Unit 4 – Chapter 14 &15
Unit 5 – Chapter 19.

Reference Books

1. Tom Dunacan. *Advertising & IMC*. New Delhi: Hill Publishing company Ltd; 2nd Edition(2007)
 2. Kruti Shah. *Advertising and Integrated Marketing Communications*. New Delhi: Hill Publishing company Ltd; Edition 2014
 3. George E. Belch & Michael A. Belch. *Advertising and Promotion*. New Delhi: Hill Publishing company Ltd; 6th Edition.
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Subject code: P24MSE33M	SEMESTER III	Total Contact hours: 60 hrs
Credits : 3	DIGITAL MARKETING	Contact hours per week: 4 hrs

COURSE OUTCOMES:

CO1: Identify the basic E-marketing concepts and E-Marketing plan .

CO2: Utilize the online payment options.

CO3: Explore the various methods and techniques of online marketing.

CO4: Analyze the differentiation and positioning strategies.

CO5: Examine the E-Marketing communication tools.

Unit I

12 Hours

E-Marketing: The virtual world – The changing marketing landscape – The internet and business – E-marketing strengths and applications – E-marketing communication modes – Online marketing domains – The behavioral internet – Behavioral targeting – E-marketing and CRM – Types of digital marketing – The implications of digital change.

Unit II:

12 Hours

Customer Relationship Management in a Web 2.0 World: CRM – Need for CRM – Goals of CRM – CRM Processes – Role of CRM technology – CRM and the customer life cycle – Bonding for customer relationship – Key CRM applications.

Unit III:

12 Hours

Search engine marketing (SEM): definition of SEM, definition of search engine Optimization

(SEO); advantages and disadvantages of SEO:

Paid search engine marketing, pay per click advertising (PPC); landing pages; long Tail concept;

Geo-targeting e.g. Google Ad Words; opt in email and email Marketing

Market research

Internet communities

Unit IV:

12 Hours

E-Commerce: Online distribution and procurement – Traditional distribution management issues – Fundamental advantages offered by the internet – The spiral of prosperity model – Online market places – Major e-commerce players in India today – e-commerce applications- Measuring e-commerce success.

Unit V:

12 Hours

Social Media Marketing Strategy: Strategic Planning and Social Media Marketing – Structure of a typical marketing plan – The social marketing plan outline – Social media



campaigns: The strategic planning process.

Text Book:

1. Vandana Ahuja. *Digital Marketing*. New Delhi: Oxford university press; 2017.
2. Tracy L.Tuten, Michael R.Solomon. *Social Media Marketing*. Noida: Sage Publications India Pvt Ltd; 2016.

Unit I: Text Book 1 - Chapter 1.

Unit II: Text Book 1 - Chapter 4.

Unit III: Text Book 1 - Chapter 6.

Unit IV: Text Book 1 - Chapter 9.

Unit V: Text Book 2 - Chapter 2.

Reference Book:

1. Seema Gupta. *Digital Marketing*. Chennai: Tata McGraw Hill Publications; 2018.
2. Dave Chaffey, P.R.Smith. *Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing*. Taylor & Francis; 2017
3. Ian Dodson. *The Art of Digital Marketing*. John Wiley & Sons; 2016

Subject code: P22MSE31H	SEMESTER III	Total Contact hours : 45 hrs
Credits : 3	HUMAN RESOURCE DEVELOPMENT	Contact hours per week: 4 hrs

Objective:

This course aims at providing a conceptual framework on human resource development and practicing against the conceptual framework referred to with respect to enhancing their effectiveness in utilizing human resources.

COURSE OUTCOMES:

CO1: Describe the human resources development (HRD) and its theories.

CO2: Outline the scope and functions of human resource development.

CO3: Analyze the HRD contribution to organizational effectiveness.

CO4: Apply and evaluate a learning process starting with training needs analysis to assessment and evaluation process.

CO5: Evaluate the HRD role dealing with contemporary challenges.

Unit I

Nature & Concept of HRD – Objectives – Principles – Functions - Role & Responsibilities of a HRD manager - HRM and HRD - Challenges of HRD - HRD in India - Emerging Issues for HRD Professionals.

Unit II

Training & Development - Definition, Objectives, Identification of Training Needs -



Training Process -Types & Methods of Training - Essentials of a Good Training Programme.

Unit III

Employee Coaching - Concepts and Definitions, Types, Process, Effective Coaching Techniques, Elements, Principles; Employee Counseling - Definitions, Theoretical Approach to Counseling Process; Mentoring - Characteristics, Dynamics, Role of a Mentor, Mentoring Life Cycle.

Unit IV

Career Planning - Nature, Characteristics, Objectives, Benefits; Career Development - Definitions, Principles, Theories, Strategies, Role of HRD in Career Planning and Development - Career Banding.

Unit V

Strategic HRD - Concept & Needs, Characteristics, Objectives, Strategic HRD Process, System.

Textbook:

1. HRD Theory & Practice-Tapomoy Deb, Ane Books Pvt Ltd., 2011.
Unit I – Chapters 1
Unit II – Chapters 3
Unit III– Chapters 5
Unit IV – Chapters 7
Unit V – Chapters 12

Reference:

1. Uday Kumar Haldar, “Human Resource Development” Oxford University Press, 2010, second edition.
2. P.C. Tripathi, “Human Resource Development”, Sultan Chand Publication, 2007.

Subject code: P24MSE32H	SEMESTER III	Total Contact hours : 60 hrs
Credits : 3	INDUSTRIAL RELATIONS	Contact hours per week: 4 hrs

COURSE OUTCOMES:

CO1: Realize the various perspectives of labor management synergy.

CO2: Able to build good rapport with Trade Unions.

CO3: Able to resolve the industrial disputes by collective bargaining.

CO4: Implement grievance handling through workers participation.

CO5: Aware the significance and impact of Industrial health and safety.

Unit I

12 Hours

Industrial relation: Meaning, Definition, Concept, Significance, Importance-Objective-Scope - Approaches - industrial relation system - Causes of poor industrial relations - Trade unions in maintaining Industrial Relations - Perspectives – Unitary, Pluralistic, Marxist, Weber, Gandhian, Dunlop, HRs’.

Unit II

15 Hours

Trade union: Meaning, Features, Objectives, Function, Importance - Reasons for joining



trade union - Theories of trade union – Organization Structure of Trade Unions - Classification of unions according to purpose; membership structure – Functions relating to Union Members, Organization, trade union, society and Problems – Trade union Movement in India– AITUC, INTUC, HMS, UTUC

Unit III **12 Hours**

Collective Bargaining: Meaning, Definition, Scope, Objectives, Functions
Principles- Process.

Employee Communication- Introduction-Objectives-Importance-Process- Methods-
Forms-Barriers

Unit IV **12 Hours**

Grievances Handling: Factors, Areas, Methods, Procedure, Principles of Guidelines for
Grievance Handling.

Participative Management: Meaning, Definition, Concept, Philosophy.

Worker participation in Management: Objectives, Levels, Forms.

Unit V **9 Hours**

Labor law: Industrial Disputes act.1947-Characteristics, Causes, Forms- Strikes,
Lockout, Picketing, Gherao, - Machinery for Prevention and Settlement of
Industrial Relation

Labor Welfare: Definition-Objectives-Reasons for labor activities in India-
Principles of Labor

Case Studies: Relevant case study (not exceeding 500words) to be dealt in all units except unit I

Text Books:

1. Kavita Krishnamurthi. *Industrial Relation*. Global Academic Publishers; 2015.
2. B.Nandhakumar. Industrial Relation Labour Welfare and Labour Laws. Vijay Nicok
Imprints Private Limited Edition.Imprints Private Limited Edition.

Unit I - Text Book 1: Chapter 1

Unit II - Text Book 1: Chapter 2

Unit III - Text Book 1: Chapter 9 & 11

Unit IV - Text Book 1: Chapter 6, 8

Unit V - Text Book 2: Chapter 4, 10 & 14

Reference:

1. CS. Venkataraman. *Industrial Relations*. Oxford University Press 2006.
 2. CB. Mamoria & S.V, Gankar. *Dynamics of Industrial Relation*. Himalaya Publishing
House: 2008.
-



Subject code: P24MSE33H	SEMESTER III	Total Contact hours : 60 hrs
Credits : 3	TRAINING AND DEVELOPMENT	Contact hours per week: 4 hrs

COURSE OUTCOMES:

- CO1:** Describe the importance of training in organization.
CO2: Understand the purpose of training need analysis.
CO3: Have the ability to select the appropriate training technique.
CO4: Examine the various skills of trainer.
CO5: Able to evaluate a training using appropriate training method.

Unit I Introduction to Training & Development 12 Hours

Introduction – History of training – Definition – Difference between education and training – Distinction between training and development – Training and human resource development – Developing training programs – Role and responsibility of training – Scope of training – Significance of training – Need for training – Training objectives – Formulation of training policy.

Unit II Training Need Analysis (TNA) 10 Hours

Meaning of TNA – Need of TNA – General approach to TNA – Types of need analysis – Techniques for need analysis – Purpose of training need analysis – Training need analysis process.

Unit III Training Techniques 11 Hours

Methods of training: Cognitive method, Behavioral method – Effective training techniques: Instructor led training, Interactive method, Hands on training – Techniques of training – Outbound training – Types of training.

Unit IV Trainer skills and styles 11 Hours

Competence of trainer – Communication skill – Questioning skills – Body language and gestures – Handling difficult situations – Training skills – Self development.

Unit V Implementation and Evaluation of Training 16 Hours

Implementation of Training-Introduction-Steps -Preparing for training- Tips to Trainers for effective implementation of training - Training Evaluation: Meaning, Need and purpose, Objectives - Roles and responsibilities of evaluation of training – Methods of evaluation – Evaluation design – Levels of training evaluation – Stages of training evaluation: CIPP Model, CIRO Approach, Philip's evaluation approach

Case Studies:

Relevant case study (not exceeding 500 words) to be dealt in all units except unit-I. At least 3 Training games to be conducted from text book 1.



**Text Book: Lalitha Balakrishnan, Gowri Ramachandran. *Training & Development*.
Chennai: VijayNicole Imprints Pvt Ltd; 2015.**

1. V.Renuka. *Training & Development*. Chennai: Margam Publications; 2016.

Unit I : Text Book 1 – Chapter 1.

Unit II: Text Book 2 – Chapter 2.

Unit III: Text Book 1 – Chapter 4.

Unit IV: Text Book 1 – Chapter 7.

Unit V: Text Book 2 Chapter 8&9.

Reference:

1. Rolf Plynton and Udai Pareek. *Training for Development*. Vistaar Publications: 2007.
2. Irwin.L.Goldstein. *Training in Organisations*. Thomson: 2007.

Subject code: P22MSE31S	SEMESTER III	Total Contact hours: 45 hrs
Credits : 3	SOFTWARE PROJECT MANAGEMENT	Contact hours per week: 4 hrs

Objectives:

This course covers the features, methodology, processes which are implemented in creating the software.

COURSE OUTCOMES:

CO1: Analyze and design the software architecture.

CO2: Provide an exposure to organize and managing a software project.

CO3: Apply, analyze, design and develop the software project.

CO4: Design various estimation levels of cost and effort.

CO5: Sketch various artifacts sets for better understanding of software development.

UNIT-1: **7 hours**

Introduction: Introduction to Software Project management – overview of project planning (step wise project planning) – programme management and project evaluation

UNIT-2: **12 hours**

Selection of an appropriate project approach – introduction – choosing technologies – technical plan contents list – choice of process models - Waterfall Model, Prototyping Model, the RAD Model, Evolutionary Software Process Model (the Incremental Model), Spiral Model, Concurrent Development Model, selecting the most appropriate process model

Software effort estimation: : Importance , Basic Principles, Cost Estimating (Types), Techniques and Tools, Problems with Cost Estimates, Cost Control, Earned Value Management.

Estimation Techniques : - COCOMO (Basic, Intermediate & complete



COCOMO Model) - Halstead's Software Science - Putnam Model - Jensen Model

UNIT-3: 8 hours

Activity planning – introduction – objectivities – when to plan – project schedules- projects and activities – network planning models – formulating network model – adding the time dimension – forward and backward pass - Risk management – introduction – categories – risk identification –risk assessment – risk planning

UNIT-4: 9 hours

Resource allocation- Importance – identifying resource requirements – scheduling resources – critical paths – counting the cost – publishing resource schedule – cost schedule – scheduling sequence - **Monitoring control** – introduction – framework – collecting the data-visualizing the progress- cost monitoring – earned value analysis, prioritizing monitoring – getting project back – change control

UNIT-5: 9 hours

Managing people and organizing terms and quality

Quality Management : Quality Planning, Assurance & Control, Leadership - Cost of Quality, Organizational Influences, Work Place factors & Quality, Maturity Models.

Project Human Resource Management: Managing People (Motivation Theories, Influences & power, Improving Effectiveness), Organizational Planning, Staff Acquisition & Term Development.

Text Book:

1. Software Project Management – Bob hughes Mike Cotterell – Fourth Edition - Tata McGraw Hill

Reference:

1. Basic of Software Project Management : NIIT, PHI
2. P Gopalkrishnan & V E Ramamoorthy : Text Book of Project Management, McMillan

Chapter List:

UNIT I:	Text book 1 – Chapters 1, 2, 3
UNIT II:	Text book 1 – Chapters 4, 5
UNIT III:	Text book 1 – Chapters 6, 7
UNIT IV:	Text book 1 – Chapters 8, 9
UNIT V:	Text book 1 – Chapters 11, 12



Subject code: P22MSE32S	SEMESTER III	Total Contact hours: 45 hrs
Credits : 3	RDBMS / CLIENT SERVER COMPUTING (ORACLE)	Contact hours per week: 4 hrs

Objectives:

This course covers the relational database concepts which are essential in working with back end.

COURSE OUTCOMES:

CO1: Identify the basic concepts and various data model used in database design and ER modeling concepts

CO2: Apply relational database theory and be able to describe relational algebra expression

CO3: Recognize the use of normalization and functional dependency, indexing and hashing technique used in database design.

CO4: Explain Client-Server software, Context Switching and Protocol Software.

CO5: Compare various client Software and various algorithms issue related to server software design

UNIT-1:

Introduction

8 hours

Introduction – Purpose of DB system – Overall System Structure – Data Models – Why more Data models? - Types of Data Models – E-R Model: Entities & Entity sets- Relationships – Mapping constraints – Primary Keys – E-R Diagrams

UNIT-2:

Relational Models

10 hours

Relational Model – Scheme & relations – Relation Algebra – SQL Query language
Relational database design – Phases of database design – Design principles: What should be modeled?; Unique representation of facts – Null values – Functional dependencies – Axioms for functional dependencies Normal forms based on functional dependencies

UNIT-3:

Basic concepts in DBMS

9 hours

Basic concepts of DB recovery- Concurrency control – DB security – Integrity & Distributed DB

ORACLE: Basic parts of SQL statements, - Creation of code through SQL Plus DDL, DML, TCL, DCL commands

UNIT-4:

9 hours

Client/Server

Client/ Server Computing – Overview - what is client/server computing, benefits – Evolution (h/w trends, s/w trends) - Client/Server Applications – Implementing Client / Server Computing

UNIT-5:

Concepts of Client and Server

9 hours

Client Hardware and Software – Client software products (GUI environments) –



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Virudhunagar – 626 001.

Client requirements - Server Hardware (benchmarks, categories, features) – Server Environment – Requirements – Data management and access tools

Text Book:

1. Database system concepts – Abraham Silberschatz, Henry F.Korth, S.Sudarshan -McGraw Hill international editions – fourth edition. 2001
2. Dawna Travis Dewire, "Client/Server Computing" McGraw Hill international editions.1993

Reference:

1. Database Management System –Raghu Ramakrishnan/ Johannas Gehrke – second edition
2. Database system concepts – C.J.Date

Chapter List:

- UNIT I: Text book 1 – Chapters 1, 2
UNIT II: Text book 1 – Chapters 3, 4, 7
UNIT III: Text book 1 – Chapters 6, 16, 17, 19
UNIT IV: Text book 2 – Chapters 1, 2, 3, 4
UNIT V: Text book 1 – Chapters 5, 6, 7, 8, 9, 11, 12

Subject code: P22MSE33S	SEMESTER III	Total Contact hours: 45 hrs
Credits : 3	ENTERPRISE RESOURCE PLANNING	Contact hours per week: 4 hrs

OBJECTIVES

- To understand the architecture of the ERP systems.
- To understand ERP models and information flows underlying the ERP software.
- To understand the linkages with organizational processes.
- To identify basic principles and issues behind the ERP system design and configuration.
- To understand issues involved in ERP implementation.

COURSE OUTCOMES:

- CO1:** Make basic use of Enterprise software, and its role in integrating business functions
CO2: Analyze the strategic options for ERP identification and adoption.
CO3: Design the ERP implementation strategies.
CO4: Create reengineered business processes for successful ERP implementation.
CO5: Aware the ERP Market Place and ERP Packages.

UNIT I

9 Hours

INTRODUCTION

Enterprise an Overview –Introduction to ERP-Risks of ERP-Benefits of ERP



UNIT II

9 Hours

ERP AND RELATED TECHNOLOGY

ERP and Related Technologies - Business Intelligence (BI) - E-Commerce and E-Business - Business Process Reengineering (BPR) - On-line Analytical Processing (OLAP) - Product Life Cycle Management - Supply Chain Management (SCM) - Customer Relationship Management (CRM)

UNIT III

9 Hours

ERP MODULES

Business Modules of an ERP Package - Finance - Manufacturing (Production) - Human Resources - Plant Maintenance - Materials Management - Quality Management – Marketing-Sales, Distribution and Service

UNIT IV

9 Hours

ERP IMPLEMENTATION

Implementation Challenges - ERP Implementation (Transition) Strategies- ERP Implementation Life Cycle- Preimplementation Tasks- Implementation Methodologies- Training & Education

UNIT V

9 Hours

ERP MARKET AND FUTURE

ERP Market Place – ERP Packages – SAP AG, Oracle Corporation, PeopleSoft, JD Edwards, QAD Inc., SSA Global, Epicor, Etc.

Text Books:

Alexis Leon, “Enterprise Resource Planning”, Tata McGraw Hill, 1/e, 2003

- a. UNIT I – Chapter 1, 2,5,6
- b. UNIT II - Chapter 7,8,9,10,13,14,15,16
- c. UNIT III - Chapter 40, 41, 42,43,44,45,46,47,48
- d. UNIT IV - Chapter 19, 20, 21,22,24,31
- e. UNIT V – Chapter 49, 50,51,52,53,54,55,57

References:

1. Rahul V. Altekar “Enterprise wide Resource Planning, Theory and Practice”, Prentice Hall of India Private Limited., Fourth Edition, 2007



Subject code: P22MSE31R	SEMESTER III	Total Contact hours: 45hrs
Credits : 3	PURCHASE AND MATERIAL MANAGEMENT	Contact hours per week: 4 hrs

OBJECTIVES:

This paper enhances the student's knowledge on material management to meet out the operational and production activities of a industry.

COURSE OUTCOMES:

- CO1:** Identifying the scope for integrating materials management function over the Logistics and supply chain operations.
CO2: Integrate the organization wide materials requirement to develop an overall plan (MRP).
CO3: Identify and evaluate alternatives, select and relate with a good supplier.
CO4: Apply various purchasing method and inventory controlling techniques into practice.
CO5: Analyzing the materials in storage, handling, packaging, shipping distributing and standardizing.

UNIT – I

MATERIALS MANAGEMENT: Introduction – Functions of Management as Applied to Materials – Management of Material Resources - Objectives of Material Management – primary objectives – Secondary objectives – Achieving Objectives – Effects of Business Changes - Balancing of Objectives – Limitations to Meeting Objectives.

INTEGRATED MATERIALS MANAGEMENT: Introduction – Activities of Materials Management – Importance of Materials Department – Costs involved in the management of materials – Need for integrated concept – areas of materials management – Materials management and production control – Inspection of purchased items – Relative status of the materials manager - Desirable qualities of purchasing and materials manager – Interdepartmental relationship – advantages of integrated materials management.

UNIT – II

CLASSIFICATION AND CODIFICATION OF MATERIALS: Need for classification and identification of materials – Classification of materials, general classification – Classification according to condition of materials – Nature of codification – Process of codification – Merits of codification – Demerits of codification – Codification systems: alphabetical system, numerical system, decimal system, combined alphabetical and numerical system, brisch system, Kodak system – Stores vocabulary – Marking of stores:- colour marking , secret marking.

SPECIFICATIONS IN MATERIALS MANAGEMENT: Objective of specifications – Collaborative development – Categories of specifications:- simple specifications, complex specifications – Development of specifications;- organizational approaches – Purchase management research – Writing specifications- Common Problems.

UNIT – III

STANDARDIZATION AND VARIETY REDUCTION: Definition of standard - Historical review – Three dimensions of standards – Different levels of standards – Various



foreign standards in use in India – Procedure for evolving Indian standard – Benefits of standardization – Standardization and variety reduction in products:- advantages of variety reduction – Scope of variety reduction and standardization – Techniques of variety reduction:- sales contribution analysis, consumption analysis, renard series(preferred numbers) – The Three S's-Standardization, Simplification and Specialization:- standardization, simplification.

MATERIALS PLANNING: Importance of materials planning – Definition of materials planning – Flowchart for materials planning – Techniques of materials planning:- past consumption analysis, material requirements planning.

UNIT – IV

STORES AND STORE KEEPING: Objectives of store keeping – Functions of storekeeper – Features of successful store keeping – Relationship of store department with other departments – Benefits of store keeping – Stores organization – Location of stores – Layout of stores – Receipt section – Types of stores – Preservation of stores – Stock taking:- methods of physical stock verification.

PRINCIPLES OF MATERIALS HANDLING: Introduction:- Planning principles – Operating principles - Principles related with equipment – Principles of cost reduction – General Principles. – Classification of material handling equipment – Material handling equipment.

UNIT – V

PRINCIPLES OF PURCHASING: Introduction - Definition of purchasing – Objectives of purchasing – Duties and responsibilities of purchase department – Principles of purchasing – Special methods of purchasing – Centralized and Decentralized purchasing – Organizing for purchase.

PURCHASING CYCLE: Introduction – Purchasing Process – Terms and Conditions - Payment Terms.

TEXT BOOK:

MATERIALS MANAGEMENT TEXT AND CASES – A.K. CHITALE, R.C. GUPTA - Published by Prentice-Hall of India Private Limited, Delhi.

CHAPTER LIST:

UNIT – I	TEXT BOOK 1 – Chapter – 1, 2
UNIT – II	TEXT BOOK1 – Chapter – 3, 4
UNIT – III	TEXT BOOK 1 – Chapter – 5, 6
UNIT – IV	TEXT BOOK 1 – Chapter – 8, 10
UNIT – V	TEXT BOOK 1 – Chapter – 14, 15



Subject code: P24MSE32R	SEMESTER III	Total Contact hours: 45hrs
Credits : 3	SUPPLY CHAIN MANAGEMENT	Contact hours per week: 4 hrs

OBJECTIVE:

To familiarize the students with the concepts of supplies pertaining to purchase, storage and issue of materials and stock maintenance of finished goods for the smooth functioning of industry.

COURSE OUTCOMES:

CO1: Understand fundamental supply chain management concepts.

CO2: Apply knowledge to evaluate and manage an effective supply chain.

CO3: Understand the foundational role of logistics as it relates to transportation and warehousing.

CO4: Examine the align of management of a supply chain with corporate goals and strategies.

CO5: Analyze and improve supply chain processes.

UNIT-1

Introduction of supply chain management: What is a supply chain-The objectives of a supply chain-The importance of supply chain decision - Decision phases in a supply chain-process view of a supply chain.

Supply chain performance: Achieving strategic fit and scope: Competitive and supply chain strategies-Achieving strategic fit-Expanding strategic scope.

UNIT-2

Supply chain drivers and metrics: Drivers of supply chain performance-framework for structuring drivers-Facilities-Inventory-Transportation-Information-Sourcing-Pricing-Obstacles to achieving strategic fit.

Designing distribution networks and applications to e-business: The role of distribution in the supply chain-Factors influencing distribution network design-Design options for a distribution network-e-business and the distribution network-Indian agricultural produce distribution channels: ripe for revolutionary transformation-distributing networks in practice.

UNIT – 3

Net work design in the supply chain: The role of Network Design in the supply chain- Factors Influencing network design decision- framework for Network design decision- the role of IT in Network design- Making design decision in practice.

UNIT – 4

Transportation in a supply chain: The role of transportation in a supply chain – Modes of transportation and their performance characteristics – Transportation infrastructure and policies – Design options for a transportation network – Trade offs in transportation design – Tailored transportation – The role of IT in transportation – Risk Management in transportation – Making transportation decisions in practice.



UNIT – 5

Coordination in a supply chain: Lack of supply chain coordination and the bullwhip effect
– The effect on performance of lack of coordination – Obstacles to coordination in a supply chain – Managerial levers to achieve coordination – Building strategic partnerships and trust within a supply chain – Continuous replenishment and vendor-managed inventories - Collaborative planning, forecasting, and replenishment (CPFR) – The role of IT in coordination – Achieving coordination in practice.

Text book:-

Supply Chain Management --- Sunil Chopra, Peter Meindl, D.V. Kalra – 3rd Edition, Published by Dorling Kindersley (India) Pvt. Ltd.

Chapter lists:

- Unit – 1: Text Book 1 – Chapter – 1, 2
- Unit – 2: Text Book 1 – Chapter – 3, 4
- Unit – 3: Text Book 1 – Chapter – 7, 8
- Unit – 4: Text Book 1 – Chapter – 13
- Unit – 5: Text Book 1 – Chapter – 16, 17

Subject code: P24MSE33R	SEMESTER III	Total Contact hours: 45hrs
Credits : 3	TOTAL QUALITY MANAGEMENT	Contact hours per week: 4 hrs

OBJECTIVES

- To introduce the students to the basic concepts of total quality management and how the focus of TQM has become so important for all companies in recent times.
- To familiarize the students to the Philosophy and Role of TQM in Revitalizing the Organisation.
- To Enable them to Acquire Requisite Diagnostic Skills and understand the Use of the Tools of TQM.

COURSE OUTCOMES:

- CO1:** Realize the importance of significance of quality
- CO2:** Manage quality improvement teams
- CO3:** Identify requirements of quality improvement programs
- CO4:** Implement Quality Implementation Programs
- CO5:** Exposure to challenges in Quality Improvement Programs

UNIT I

8 Hours

TOTAL QUALITY MANAGEMENT

Defining Quality - Quality as a Management framework - Quality & Competitive advantage
Quality Philosophies – Deming Philosophy, Juran Philosophy, Crosby Philosophy- Other



Quality Philosophers - A.V. Feigenbaum, Kaoru Ishikawa, Genichi Taguchi
Evolution of TQM - Definition of TQM - TQM Framework - Stages in TQM Implementation
- TQM Roadmap

UNIT II **10 Hours**

QUALITY SYSTEMS

Quality Management Systems - ISO 9000:9001- Benefits, Requirements, Implementation, Documentation, Internal Audit, Registration, Other Quality Management Systems - Six Sigma, CI, PDSA Cycle, Kaizen, Business Process Reengineering, Juran Trilogy

UNIT III **9 Hours**

BENCHMARKING:

Introduction – Benchmarking defined – Reasons – Process – Approaches – Understanding current performance.

UNIT IV **10 Hours**

QUALITY TOOLS

Deming Wheel - - Seven QC Tools - FMEA - Poka Yoke - Five S - Quality Circle - Quality Function Deployment - Total Productive Maintenance - Force Field analysis
- Tree & Matrix Diagram

UNIT V **8 Hours**

COST OF QUALITY

Classification of failure cost, Juran's Model of optimum quality costs, Analysis of Trend & Pareto costs – Malcolm Baldrige National Quality Award

Text Books:

1. Dale H. Besterfield, Carol Besterfield, Glen H. Besterfield, Mary Besterfield, "Total Quality Management" Prentice Hall, 2003
2. S.K. Mandal, "Total Quality Management Principles & practice"; Vikas Publication Pvt. Ltd

UNIT I – Text Book 1 : Chapter 1, 2 & Text Book 2: Chapter 2.1- 2.3

UNIT II - Text Book 1: Chapter 5, 10 & Text Book 2: Chapter 8.5-1

UNIT III - Text Book 1: Chapter 8

UNIT IV - Text Book 1: Chapter 13, 15, 16 & Text Book 2: 12, 16, 17

UNIT V – Text Book 1: Chapter 7 & Text Book 2: 8.4.3 - 8.5.3 & 9.4

References:

1. Dale H. Besterfield, Carol Besterfield, Glen H. Besterfield, Mary Besterfield, "Total Quality Management" Pearson Education, 2003
 2. R.K. Mittal, "Total Quality Management", Vol I, II, III., Rajat Publications, 1999.
-



Subject code: P24MSW32	SEMESTER III	Total Contact hours: 45 hrs
Credits : 1	WORKSHOP ON EMPLOYABILITY SKILLS	Contact hours per week: 3hrs

COURSE OUTCOMES:

CO1: Aware the skills necessary for getting, keeping and being successful in a profession.

CO2: Expose the leadership and team-building skills.

CO3: Equipped with essential communication skills (writing, verbal and non-verbal)

CO4: Realize the presentation skill and be ready for facing interviews.

CO5: Build team and lead it for problem solving

Module	Unit Name	Hours	Topic	Exercise
1	Industry & Company Awareness	4	Analysis of Industries	Group presentation on Industries (20 Minutes each group) - Record the PowerPoint Presentation
		4	Analysis of Companies	Group presentation of Companies (20 Minutes each group) - Record the PowerPoint Presentation
2	Products, Services & Personalities	4	Analysis of Products and Services	Group presentation of Products & Services (20 Minutes each group) - Record the PowerPoint Presentation
		4	Analysis of Personalities	Group presentation of Personalities (20 Minutes each group) - Record the PowerPoint Presentation
3	Case Presentation	4	Case Analysis	Group presentation of Cases (20 Minutes each group) - Record the photocopy of case & PowerPoint Presentation
4	Interview Skills I	1	Resume Preparation	Prepare a model resume and Record it
		1	Written Test	Conduct a Psychometric test and written test to analyze verbal ability, logical reasoning, business current affairs and general knowledge .
		2	Group Discussion	Conduct a group discussion for 10 minutes – 2 GDs for each students
5	Interview Skills II	1	Personal Interview techniques	Conduct an Mock Interview with the finalized Aptitude and GD Score



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Record Note – All the exercises given under column heading exercise are to be recorded in the record note.

Course Title : INTERNSHIP	Total Hours : ---
Course Code : P24IP31	Extra Credits : 2

Course Outcomes:

By the end of the internship the student will be able to understand the functional domains of Management.

RULES GOVERNING INTERNSHIP:

Each student should undergo a 4 week Field Study in any reputed manufacturing/ service industry. Student has to make observation study in the Functional Areas of Management like Marketing, Human Resources, Finance, Operations, Systems, Logistics, etc., The internship report comprising a minimum of 60 pages should be submitted to the college.

1. The internship report must contain the following chapters:

Chapter I	-	Introduction
Chapter II	-	Profile of the Company
Chapter III	-	Products produced / Services offered by the firm
Chapter IV	-	Department wise Observation Report
Chapter V	-	My Takeaways
Chapter VI	-	Conclusion

2. The student has to appear for a viva-voce examination that will be conducted by the Faculty Members of the Department before the end of fifth Semester.
3. The submitted internship report will be evaluated by the Examiners as follows:

Internship Report (to be awarded by faculty guide)	40 marks
Internship Diary (to be awarded by company guide)	10 marks
Viva Voce (to be awarded by external examiner)	50 marks
Total	----- 100 marks

4. Passing Minimum is 50% of the aggregate.
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Subject code: P24MSC41	SEMESTER IV	Total Contact hours : 90 hrs
Credits : 3	LEGAL ASPECTS OF BUSINESS	Contact hours per week: 6 hrs

COURSE OUTCOMES:

- CO1:** Outline the concept of business Law
CO2: Able to understand the India Contract Act
CO3: Interpret the various aspects of Competitions Act.
CO4: Able to Understand the consumer protection Act
CO5: Interpret the various elements of Companies Act.

UNIT 1: Introduction to business law 18 Hours

An introduction to business law: Overview- Nature – scope – sources of business law – classification of law– The constitution of India: Major kinds of constitutions– features – Fundamental rights

UNIT 2: The Indian Contract act

The Indian Contract act, 1872: Definition – essentials of a valid contract – classifications of a contract – offer and acceptance – communication of offer and acceptance – consideration – capacity to contract – free consent – misrepresentation and fraud compared – void agreement-remedies for breach of contract – quasi contracts.

UNIT 3: The competition Act, 2002 18 Hours

The competition Act, 2002: Introduction, objectives essentials, components, Difference between MRTPact and Competition Act 2002, Composition of commission(CCI), Competition Appellate Tribunal (CAT) – offences and penalties – Appeal to appellate tribunal Sec 53(b)- Awarding compensation.

UNIT 4: The Consumer Protection Act, 1986 18 Hours

The Consumer Protection Act: Introduction: Objects of the Act, Definition - Consumer Protection Council – Consumer Redressal Agencies – District forum- state forum – National Commission

UNIT 5: Indian companies Act 2013 18 Hours

Introduction; Companies Act 2013- a synoptic note; objectives of the companies Act: classification of companies; incorporation of company; Memorandum of Association; Articles of association; management and administration; board of directors; inspection, inquiry and investigation; winding of companies.

Case Studies: Relevant case study (not exceeding 500words) to be dealt in all units.



Text Book:

1. Legal Aspects of Business by K.Ramachandra, B.Chandrashekar, Chandrakant Kanakatte Himalaya Publishing House,
1. Francis Cherunilam *Business Environment* Himalaya Publishing House, 2016.
2. OECD, Due Diligence Guidance for Responsible Business Conduct.
3. Business Ethics Lucjan Klimsza
Unit I: Text Book 1: Chapter 1
Unit II: Text Book 1: Chapter 5
Unit III: Text Book 1: Chapter 3
Unit IV: Text Book 1: Chapter 7.
Unit V: Text Book 2: Chapter 19.

Reference book:

1. N.D.Kapoor. *Elements of Mercantile Law S.Chand & Co, Ltd.*, New Delhi:
2. Rohini Aggarwal, “Mercantile and Commercial Laws” Taxman Publications(P) Ltd., New Delhi 2022.

Subject Code : P24MSC42	SEMESTER IV	Contact Hours Per semester: 90 hrs
Credits : 3	STRATEGIC MANAGEMENT	Contact Hours Per Week : 6 hrs

COURSE OUTCOMES:

- CO1:** Know an overview of strategic management.
CO2: Examine the impact of environmental sectors on strategic management.
CO3: Able to analyze corporate level strategies.
CO4: Have the ability to implement strategies.
CO5: Able to evaluate and control the implemented strategies.

Unit I: Strategic Management Process 18 Hours

Strategic management: Definition -Historical development –Need-Benefits –Strategic management process

Strategy –Criteria for effective strategy-Forms and kinds of strategies - Paradigm shifts that affect strategic management

Unit II: Internal & External Environment 18 Hours

Internal Environment:

Resources and Capabilities - Core competencies - Value Chain Analysis -Strengths and weaknesses Analysis: SWOT - Competitive Strength Assessment - Diagnosing corporate capabilities

External environment: Political – Economical – Social and cultural – Technological –



Legal –Natural – International environment

Strategic Analysis and Choice : Strategic Analysis - Introduction- criteria for evaluating strategic alternatives

Matching stage corporate portfolio analysis: - Boston Consulting Group (BCG) matrix- GE nine call matrix - Hofer's life cycle matrix –SPACE matrix

Unit III:

18 Hours

Corporate Level Strategic alternatives

Strategy formulation – stability strategies - Growth strategies: Takeovers or Acquisitions Strategy- Diversification strategies- Types of diversification

Retrenchment strategies: Turnaround Strategy- Captive Company Strategy- Transformation Strategy- Divestment Strategy – Liquidation Strategy

Combination strategy/ portfolio restructuring

Unit IV: Strategic implementation

18 Hours

Analyzing strategic change – managing strategic change – issues in strategy implementation – organizational structure – approaches to organizational structure – matching structure and strategy –assessment of organizational structure – perspectives on the methods of organizing.

Unit V: Strategic Evaluation & control

18 Hours

Introduction – Process of strategic control – Strategic control and environmental analysis – Implementing strategic control – Guidelines for successful maintenance of strategic control

Case Studies: Relevant case study (not exceeding 500 words) to be dealt in all units except unit I

Text Book:

P.Subba Rao. *Strategic Management*. Himalaya Publishing House Pvt Ltd; 2017.

Unit 1: Chapter 1

Unit 2: Chapter 2 & 3

Unit 3: Chapter 4 & 7

Unit 4: Chapter 5

Unit 5: Chapter 8

Reference book:

1. N. Chandrasekaran & P.S.Ananthnarayanan. *Strategic Management*. New Delhi: India Oxford university; 1st Edition(2011)
- 2.R.M.Srivastava & Shubhra Verma. *Strategic Management*. Delhi: PHI learning Pvt Ltd; 2nd Edition (2013)
3. Azhar Kazmi & Adela Kazmi. *Strategic Management*. New Delhi:Hill Publishing company Ltd; 4th Edition (2015).



Subject code: P22MSC43	SEMESTER IV	Total Contact hours: 90
Credits : 3	INTERNATIONAL BUSINESS	Contact hours per week: 6

COURSE OUTCOMES:

CO1: List the drivers of globalization and goals of international business.

CO2: Understand and analyze the Payments system.

CO3: Explore the reasons for protection and trade integration.

CO4: Learn various ways of international financing.

CO5: Explore the impacts of globalization and importance of MNCs.

Unit I

18Hours

Theories of International Trade: Mercantilism – Absolute cost theory – Comparative cost theory – Opportunity cost theory – Factor endowment theory – Transportation cost & international trade – Competitive advantages of nations

Unit II

18Hours

International Monetary system & Balance of Payments: Pre-Bretton woods period – Bretton wood system – Managed Floatation – Balance of payments (BoP) – Components of BoP – Disequilibrium in BoP – Financing BoP deficit.

Unit III

18Hours

Trade Policy & Trade Blocks: Arguments of Free Trade - Arguments of protection – Demerits of protection – Trade Barriers – Types of integration – South Cooperation – Indo Lanka free trade agreement.

Unit IV

18Hours

International Investments: Types of foreign investments – Significance of foreign investment – Limitations and Dangers of foreign capital – Factors affecting international investment - Growth and Dispersion of FDI – Cross border M&As and FDI – Evaluation of the New FDI policy and its impact.

Unit V

18Hours

Globalization: Stages of globalization – Essential conditions for globalization – Implications and impact of globalization – Globalisation of Indian business. **MNCs:** Importance and Dominance of MNCs – Code of conduct – Multinationals in India.

Case Studies: Relevant case study (not exceeding 500words) to be dealt in all units except unit I.

Text Book:

- Francis Cherunilam. *International Trade and Export Management*. Mumbai: HimalayaPublishing House Pvt. Ltd; 2018.



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Unit I : Chapter 2.

Unit II : Chapter 7 & 8.

Unit III : Chapter 4 & 5.

Unit IV : Chapter 13.

Unit V : Chapter 14 & 15.

Reference book:

1. K.Aswhathappa. *International Business* .Chennai: McGraw Hill Education (India) Pvtlimited;2016.
2. C.Rakesh Mohan Joshi.*International Business*. New Delhi:Oxford University Press;2016.
3. P.Subba Rao. *International Business*. Mumbai: Himalaya publishing house;5th Edition.

Subject Code : P22MSE41F	SEMESTER IV	Contact Hours Per semester: 45 hrs
Credits : 3	BANKING SERVICES OPERATIONS	Contact Hours Per Week: 4 hrs

OBJECTIVES

To enable the students to appreciate the dynamic changes that have taken place in contemporary Banking operations over a period of time due to advancement of Technology, Globalization and Customer needs.

COURSE OUTCOMES:

CO1: Identify the fundamental concepts of money and banking

CO2: Classify the rights of a banker

CO3: Apply the basic concepts in modern E-banking technologies

CO4: Examine the services quality of commercial banks

CO5: Analyse the circular flow of money and risk management strategies.

UNIT I

9 Hours

INTRODUCTION TO BANKING SERVICE OPERATIONS

The Changing Nature of Banking Operations – Importance of Customer Relationship Management in Banks – Different Types of Products and Services Offered to Customers – Role of Technology in Banking Operations – Bookkeeping and Maintenance of Accounts – The Need for Asset-Liability Management – Regulatory Framework for Compliance Services Design and Delivery Strategies in Banks – Products and Services offered by Banks – Designing of New Products and Services – Response of Banks with Newer Services and Delivery Mechanisms – Delivery Strategies in a Bank – Designing of Service Quality – Steps to implement Delivery Strategies – Implications of Service Intangibility

UNIT II

9 Hours

TRENDS IN ELECTRONIC BANKING

Electronic Banking: Market Assessment – E-Banking: An Introduction – Internet: E-Commerce, E-Banking – E-Banking in India – Internet Banking Strategy – Risks in E-Banking



Recent Trends of IT in Banking – The Branch renaissance – The Migration to an Online Environment – Customer Relationship through Portals – The Digital Age of Banking

UNIT III

9 Hours

FACILITIES MANAGEMENT

Cost Reduction Exercise – Role of Technology – Significance of Computerisation in Banks – Finance Portals for the Banking Industry

Payment and Settlement Systems, RTGS and Clearing House – Emerging New Instruments – Risk Factors for Payments Systems – International Standards on Payment Systems – Role and Concern of Central bank and Participants – Payment and settlement Systems in India – Real Time Gross Settlement – Developments in the Payment and settlement Systems – Clearing House

UNIT IV

9 Hours

SERVICE QUALITY METRICS

Core factors – Customer Relationship Management – Technical quality and Functional Quality – Role and Process Capability for Managing Services – Managing Service Delivery – ISO 9000 Certification in Banking Services

Improving Quality and Productivity – Banking Services: Technical Quality and Functional Quality – Determining What Satisfies the Customer – Customers' Perception of Banking Service Quality – Devising Quantitative Determinants – Non-Quantitative determinants – Quality by Design: Formulating a Suitable Standard – Quality Assurance – Improving Productivity and Performance

UNIT V

9 Hours

RISK MANAGEMENT

Introduction to Risk Management – What Risk is All About – Basic Purpose of Risk Management in Banks – The Process of Risk Management – Different Types of Risks in Banks – Overview of Enterprise wide Risk Management in Banks

Risk Management Strategies – Operational Risk Management Strategies – Financial Risk Management Strategies – Systemic Risk Management Strategies – Risk Limitation – IT Implementation Challenges

Text Books:

1. Banking Services Operations – The ICFAI University
 - a. UNIT I – Chapter 1, 2
 - b. UNIT II - Chapter 3,5
 - c. UNIT III - Chapter 6,8
 - d. UNIT IV - Chapter 9,10
 - e. UNIT V – Chapter 12,15
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Subject Code : P24MSE42F	SEMESTER IV	Contact Hours Per semester : 60 hrs
Credits : 3	Financial Services: Financing & Investing Solutions	Contact Hours Per Week : 4 hrs

COURSE OUTCOMES:

CO1: Understand the role of merchant bankers in raising financing.

CO2: Able to know the process of raising finance through venture capital.

CO3: Able to understand the forms of consumer credit.

CO4: Able to list the types of credit cards.

CO5: Understand the mutual funds and suggest the right scheme.

Unit I

12 Hours

Merchant Banking: Concept – Scope of activities – Extended scope – Origin and development – Difference between merchant banker and commercial banker – Merchant bank in India – Need and importance / Role – Functions of merchant banks – Services of merchant bankers – Categories of merchant banks – **Issue management:** Pre issue management activities, Post issue management activities – SEBI regulations for merchant bankers.

Unit II

12 Hours

Venture Capital: Definition, Features – Objectives of investment – **The investment process:** Eligibility criteria for proposals, Screening of venture capitalist by the entrepreneur, Screening of entrepreneur and the proposal by the venture capitalist, Stages of venture capital financing, Types of finance provided by venture capitalist – Role of venture capital in an economy – Difficulties in Indian venture capital industry – Suggestion for improvement by Chandrasekhar committee – Regulatory framework for venture capital in India.

Unit III

12 Hours

Consumer Finance: Meaning and concept, Definition, Features – Forms of consumer credit – Advantages & disadvantages of consumer finance – Individual credit rating – recent trends.

Factoring: Functions, Cost, Features, Modus operandi, Merits & demerits, Factoring in India – Forfeiting – Factoring vis-à-vis bill discounting.

Unit IV

12 Hours

Credit cards: Meaning and features of plastic money – Credit card eligibility criteria – Particulars on the card – Parties to credit card – Visa and Master card – Networking for credit cards – Types of credit cards – New types of credit cards – Difference between credit and debit card – Advantages and disadvantages of credits cards – Future of credit card business in India.

Unit V

12 Hours

Leasing: The concept – characteristics– Origin and development – Lease Classification – Types of Financial Lease – Difference between financial Lease and operating Lease – Advantages and disadvantages of lease Leasing in India.



Case Studies: Relevant case study (not exceeding 500 words) to be dealt in all units.

Text Book:

1. Suman Kalyan Chaudhury, Santanu Kumar Das, Chandra Sekhar Pattnaik. *Financial Services in India*. New Delhi: Global Academic Publishers & Distributors, 2017.

Unit I : Chapter 7.

Unit II : Chapter 8.

Unit III : Chapter 13

Unit IV : Chapter 10.

Unit V : Chapters 11.

Reference Book:

1. Clifford Gomez. *Financial Market Institution and Financial Services*. New Delhi: Hall of India Pvt Ltd; 2008

2. Dr. R. Maria Inigo. *Financial Market and Services*. New Delhi: Regal publications; 2011

3. Dr. L. Natarajan. *Financial Market and Services*. Chennai: Margham Publications; 2nd Edition (2016).

Subject code: P22MSE43F	SEMESTER IV	Total Contact hours: 60 hrs
Credits : 3	SECURITY ANALYSIS	Contact hours per week: 4 hrs

COURSE OUTCOMES:

CO1: Understand the roles and responsibilities of research analyst and list the qualities of good research report.

CO2: Learn the various security terminologies.

CO3: Acquire knowledge about the various terminologies used in financial market and list it.

CO4: Able to list out various qualitative and quantitative metrics of company analysis.

CO5: List the various corporate actions that influence the valuation of securities.

UNIT I

12 Hours

Research Analyst: Primary role of a research analyst – Primary responsibilities of a research analyst – Basic principle of interaction with companies/clients – Important qualities of research analyst. **Research Report:** Qualities of a good research report – Rating conventions

– Check list based approach – Sample checklist for Investment research report.

UNIT II

12 Hours

Fundamentals of research: Investing – Fundamental analysis – Technical analysis

Economic Analysis: Basic principles of Microeconomics & Macroeconomics

Product Definitions/ Terminology: Equity shares, Debentures/ Bonds / Notes, Warrants and convertible warrants, Indices, Mutual fund units, Exchange Traded Funds (ETF)



UNIT III

12 Hours

Terminology in Equity and Debt Markets

Equity Market: Face value, Book value, Market value, Replacement value, Intrinsic value, Market capitalization, Enterprise value, Earnings – Historical, Trailing and Forward, Earnings per share, Dividend per share – Market value vs Intrinsic value.

Debt Market: Face value, Coupon rate, Maturity, Principal, Redemption of a bond, Holding period returns, Current yield, Yield to maturity, Duration, Modified duration.

Types of Bonds: Zero-coupon bond, Floating rate bond, Convertible bonds, Amortization bonds, Callable bonds, Puttable bonds

UNIT IV

12 Hours

Company Analysis - Qualitative dimensions: Introduction – Understanding business and business models – Competitive advantage – Quality of management – Pricing power and sustainability – Organization structure – Critical business drivers.

Company Analysis - Qualitative dimensions: Historical vs Future of Business – Basics of P/L – Basics of B/S – Basics of cash flow

UNIT V

12 Hours

Corporate Actions: Dividend – Rights Issue – Bonus Issue – Stock split – Share consolidation – Merger and Acquisition – Loan restructuring – Buyback of shares – Delisting of share.

Fundamentals of Risk and Return: Risks in investments – Behavioural biases influencing investment.

Case Studies: Relevant case study (not exceeding 500 words) to be dealt in all units except unit I

Text Book:

1. Manish Bansal. *Research Analyst*. New Delhi: Taxmann Publications, 2016.
Unit I: Chapters 1 & 12.
Unit II: Chapters 2, 4 & 5.
Unit III: Chapter 3.
Unit IV: Chapters 7 & 8.
Unit V: Chapters 9 & 11.

Reference book:

1. K. Sasidharan & Alex K Mathews. *Security Analysis and Portfolio Management*. New Delhi: Hill Publishing company Ltd; 3rd edition (2015)
 2. Donald E. Fischer & Ronald J. Jordan. *Security Analysis and Portfolio Management*. Chennai: Pearson Prentice Hall; 6th Edition (2006)
 3. S. Kevin. *Security Analysis and Portfolio Management*. Delhi: PHI learning Pvt Ltd; 2nd Edition (2015)
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Subject Code : P24MSE4FP	SEMESTER IV	Contact Hours Per semester : 60 hrs
Credits : 3	WORKSHOP ON FINANCIAL ACCOUNTING WITH TALLY	Contact Hours Per Week : 4 hrs

COURSE OUTCOMES:

CO1: Able to operate the various menus in tally.

CO2: Know accounting vouchers and transactions.

CO3: Able to create budgets for groups, ledgers and cost centers.

CO4: Able to create reports like balance sheet, profit and loss account, trial balance and ratio analysis.

CO5: Have ability to create, alter and display stock groups and stock items.

S. No	Module Name	Hours	Module Description
1	Company Creation	4	Create / Alter / Select / Shut Company
2	Ledger	10	Create, Alter & Display Groups and Ledgers.
3	Voucher Type	14	Accounting Vouchers – Contra, Payment, Receipt, Journal, Purchase, Sales, Debit Note, Credit Note
4	Stock	10	Create, Alter & Display Stock Groups and Stock Items, Units of Measure
5	Inventory Voucher	2	Stock Journal
6	Godown	2	Create/Alter/Display Godowns
7	Invoice	10	Create GST Invoice – Inward Supply and Outward Supply
8	Inventory Control	2	Inventory Vouchers – Stock Journal
9	F11 Features	2	Accounting Features Maintain Bill wise Details Cost Centre Zero Valued Entries
10	Reports	2	Reports Trading A/c Profit & Loss A/c Balance sheet Day Book Stock Summary
11	Financial Reports	2	Cash Flow and Fund Flow Statement Fund Flow Statement Ratio Analysis

Text Book:

1. *Tally 9 (course kit)*. Dr.Namrata Agrawal. Dream Tech Press.



Reference Books:

1. *Tally 9.0 (English Edition), Computer World, Computer World*. ISBN: 9380010400. Vikas Gupta. *Computer and Financial Accounting with Tally 9.0*. Dream Tech Press.
2. Vikas Gupta. *Tally.ERP 9 Course Kit with GST & MS Excel*. Delhi: Dream Tech Press, 2018.

Subject Code : P22MSE41M	SEMESTER IV	Contact Hours Per semester : 60 hrs
Credits : 3	SERVICE MARKETING	Contact Hours Per Week : 4 hrs

COURSE OUTCOMES:

- CO1:** State the nature of services and distinguish between products and services
CO2: Have the ability to design the suitable product and price mix.
CO3: Specify the stages in new service development and developing effective communication
CO4: Possess necessary skills to formulate service strategy.
CO5: Get basic knowledge about marketing of various services.

UNIT - I

9 Hours

Services marketing: Services: Definition – Types – Nature – Characteristics-Differences between goods and services - Need for services marketing - Role of services in an economy- services: Indian scenario

Classification of services: Different classification schemes: Nature of service act, Type of relationship that service organization has with its customers, scope for customization and judgment in service delivery, Nature of demand and supply for the service-Methods of service delivery.

UNIT – II

14 Hours

Service product: Meaning – Concept - Customer benefit concept, Service concept, Service offer and service package, Service delivery system - Analysis of the service offer-Branding in services-Service positioning.

Pricing in services: Meaning – Objectives – Methods - strategies.

Service promotion: Service communication-Promotion mix for services-Guidelines for managing service communication.

Place in service: Location of service premises-Look of premises-Channels in service delivery-Function of service intermediaries-Role of customer in the distribution system.

UNIT – III

14 Hours

People in services: Types of service personnel-Developing customer conscious employees - Role the frontline staff.

Service process: Designing service process-Spectrum of service process-Service design options-Service process planning-Service blueprint-Uses of service blueprint- service productivity: Reasons for low productivity in service industries-Improving service productivity-Technology and service productivity-Application of technology activities: Hard,



soft and Hybrid technologies-Role of technology and physical aids in service process.

Physical evidence: Physical facilities-Physical environment-Social setting-Role of physical evidence-Guidelines for physical evidence strategy.

UNIT – IV

14Hours

Marketing strategy in services: Introduction-Types of marketing in service firms-External marketing and internal marketing-Role of internal marketing- Components of internal marketing programme -Steps in implementing internal marketing-Interactive marketing.

Managing service quality: Dimensions of service quality-Measurement of service quality-Expected service quality-Perceived service quality-Gap analysis-Benefits of service quality initiative-Service quality management-Problems of service quality control-managing quality improvement.

UNIT – V

9 Hours

Marketing of service: Bank marketing-Tourism marketing-Hospital services – Airline marketing.

Case Studies: Relevant case study (not exceeding 500words) to be dealt in all units except unit I

Text Books:

1. Vasanti Venugopal., Raghu V.N, *Service Marketing*, Himalaya Publishing House, Mumbai, 12th Edition (Reprint) 2015.
Unit I : Chapter 1 &2.
Unit II : Chapter 8,9,10&11.
Unit III : Chapter 12, 13 &14.
Unit IV : Chapter 16 &17
Unit V : Chapter 20.

Reference book:

1. S.M.Jha. *Service Marketing*. Mumbai: Himalaya publishing house; 13thEdition (2009).
2. Lovelock Wirtz Chatterjee. *Service Marketing*. New Delhi: A south Asian Perspective; 4th Edition.
3. Vasanthi Venugopal Raghu V.N. *Service Marketing*: New Delhi : Himalaya publishing house; 8thEdition (2010).

Subject Code : P22MSE42M	SEMESTER IV	Contact Hours Per semester : 60 hrs
Credits : 3	RETAIL MANAGEMENT	Contact Hours Per Week : 4 hrs

COURSE OUTCOMES:

CO1: Understand the nature of retailing.

CO2: Able to devise merchandising plan for a retail outlet.

CO3: Able to identify a suitable location for a given retail store.



CO4: Able to manage various issues related to retailing.

CO5: Have the ability to provide solutions to common issues in retailing.

Unit – I

12 Hours

Retail management: Meaning of retail and retailing -types of retailers - Retailing in India

Retail market Strategy: Meaning-Specifics for gaining sustainable competitive advantage-
Retail planning process-Shopping trends in Indian retail market.

Unit – II

12 Hours

Merchandise management: Meaning- Categorising the buying process-Sales forecasting for retailing-Determining the assortment planning process-buying systems- Open to Buy System(OTB).

Unit –III

12 Hours

Location strategies for retailing: Setting objectives for performance by retailers-Factors influencing retailers choice of location-Retail location strategies- Factors affecting the location of retail outlet - Retail organization designs and structures-Developing employees skills, commitment and Motivating them.

Unit – IV

12 Hours

Marketing management and Related issues in retailing: Store design and layout- Role of pricing - Factors affecting retail pricing-Pricing strategies and approaches-Importance of promotion in retailing.

Customer loyalty: Types of customers - Meaning loyalty -Variables influencing store loyalty-Influencing customer behaviour through visual merchandising.

Unit –V

12 Hours

Common woes in retailing: Focus on safety/security at retail outlets-Handling of inventory shrinkages-Measures to reduce shoplifting-Retail security Indian scenario-Parking space problems at retail centers.

Franchising: Meaning- Franchising Market- Franchising in India-Growth potential-Trends for Indian franchising-Mall management-Factors or parameters affecting the success of malls -Size and few well known malls-Large malls versus small malls.

Case Studies: Relevant case study (not exceeding 500words) to be dealt in all units.

Text Books:

1.Suja Nair, *Retail Management*, Himalaya Publishing House, Mumbai, 7th Edition (Reprint) 2015.

Unit I : Chapters 1 & 2.

Unit II : Chapters 4.

Unit III: Chapters 5, 6.

Unit IV : Chapters 7, 8.

Unit V : Chapters 13 & 14.

Reference Book:

1. David Gilbert. *Retail Marketing Management*. New Delhi:Pearson Education Ltd; 2nd Edition(2006)

2. S.Banumathi & M.Jayalakshmi. *Retail Marketing*. Mumbai:Himalaya publishing house; 1st Edition(2010)



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3. Dr.L. Natarajan. *Retail Marketing*. Chennai: Margham Publications; 2nd Edition. (Reprint 2016)

Subject Code : P22MSE4MP	SEMESTER IV	Contact Hours Per semester : 60 hrs
Credits : 3	WORKSHOP ON SALES AND MARKETING STRATEGIES	Contact Hours Per Week : 4 hrs

COURSE OUTCOMES:

CO1: Understand the target market and device marketing plan.

CO2: Able to make a competitor analysis.

CO3: Have the ability to do pricing analysis of a product.

CO4: Able to make a sales presentation tools for a product.

CO5: Have the ability to make sales presentation for B2C product.

S.No	Module Name	Hours	Module Description
1.	Target Market Identification	6	Collect advertisement/ product image of Different products and identify its targetmarkets. (Minimum 8 products)
2.	Comparative study of advertising	6	Group presentation (PPT) of comparative analysis of marketing strategy adopted by different companies & brand in same industry vertical (20Minutes/Group).
3.	Advertisement Appeal Factors	6	Group presentation (PPT) of various appealing factors in advertisement. PowerPoint to be made with Video/ Photo / Audio of the advertisement.
4.	Repositioning Strategy	6	Group presentation (PPT) of repositioning strategy adopted by a product/service or a brand or a company. (30 Minutes/ Group).
5.	Market survey on pricing	6	Individual survey and presentation of finding using PPT on the pricing survey conducted for the given product.
6.	Market Survey on Replacement Market	6	Individual survey and presentation of finding using PPT on the replacement tendency of the consumer durables conducted for the given product.
7.	Sales podcast / video tutorial	6	Prepare a report after watching / listening to a sales podcast or video. (Minimum 2pages)
8.	Marketing Budget Preparation	6	Prepare a report for marketing budget clearly stating the marketing objectives, target market and marketing reach for the given product.



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9.	Sales Presentation Kit	6	Prepare and submit a sales brochure with company's brief profile and product portfolio. Make a sales speech using the kit (For 5 minutes).
10.	Business to Consumer Sales	6	Delivery a sales presentation to a customer for a consumer product by handling at least 2 sales objections.

Record Note – All the exercises given under column heading exercise are to be recorded in the record note.

Subject Code : P22MSE41H	SEMESTER IV	Contact Hours Per semester : 60 hrs
Credits : 3	COUNSELLING SKILLS FOR MANAGERS	Contact Hours Per Week : 4 hrs

COURSE OUTCOMES:

- CO1:** Understand the counselling and its needs.
- CO2:** Understand the various approaches to counselling.
- CO3:** Able to know the roles and characteristics of counsellors.
- CO4:** Able to understand and follow the counseling procedures
- CO5:** Explore the various communication skills in counselling.

Unit I: Introduction to Counselling 12 Hours

Counselling: Definition, Need for work place counseling, Evolution over the years
Counselling, Psychotherapy and Instruction – Definition, Distinction between counseling and Psychotherapy – Difference between counseling and instruction.

Unit II: Approaches to Counselling 12 Hours

Psychoanalytic approach: The nature of people, counseling process, Contribution to generic model of counselling.
Behaviouristic approach: The nature of people, counseling process, Contribution to generic model of counselling.

Humanistic approach: The nature of people, counseling process, essential conditions for personality change, Contribution to generic model of counseling.

Unit III: Goals of Counselling 12 Hours

Five major Goals of counselling – Role of a counselor – The counselor as a person – Positive and Negative motivators for becoming a counselor – Personal characteristics of counsellors – Values Counselling – The counsellor's values.

Unit IV: Counselling Procedures 12 Hours

The counseling Environment – Intake Procedures – Initial counseling interview – Referral procedures – Guidelines for effective counseling – A word of advice – Advanced skills in



counseling – Action strategies – Termination and follow up.

Unit V: Counselling Skills

12 Hours

Non verbal communication – Verbal communication – Listening barriers – Tips to enhance listening skills – Counsellor’s qualities – The core conditions of counseling.

Case Studies: Relevant case study (not exceeding 500words) to be dealt in all units.

Text Book:

1. Kavita Singh. *Counselling Skills for Managers*: PHI Learning Pvt Ltd, 2015.

Unit I : Chapter 1

Unit II : Chapter 2

Unit III :Chapter 3

Unit IV :Chapter 5

Unit V :Chapter 6

Reference Book:

1. Barry Kopp, Fiona Ballantine Dykes, Traci Postings, Anthony Crouch. *Counselling Skills and Studies*. Sage Publishing; 2014.
2. Caloin Lagol. *The Handbook of Transcultural Counselling and Psychotherapy*. McGraw Hill Education; 2011.

Subject Code: P24MSE42H	SEMESTER IV	Contact Hours Per semester : 60 hrs
Credits : 3	CONFLICT AND NEGOTIATION	Contact Hours Per Week : 4 hrs

COURSE OUTCOMES:

CO1: Able to identify the levels of conflict.

CO2: Able to classify and find the sources of conflict.

CO3: Able to implement the most appropriate strategy of negotiation.

CO4: Understand the importance of communication in negotiation.

CO5: Able to identify the cross cultural factors affecting international negotiation.

Unit I:

12 Hours

Conflict: Introduction- Concepts, Nature, Features, Perception, functional and dysfunctional aspects, Levels of conflict, Conflict Continuum, Power Continuum.

Unit II:

12 Hours

Sources of Conflict: Sources, Causes of conflict, Structural factors, Personal conflict, Stages of conflict

Classification of conflict – Personal conflict, Inter-personal conflict, group conflict.

Process and Dynamics of conflict: Process of conflict, Types of conflict, Dynamics of Conflict



Unit III:

12 Hours

Negotiation – Understanding negotiation, Pre-conditions, Elements & Assumptions of Negotiation.

Planning for Negotiation: Pre-negotiation planning, Behavior during negotiation, Post-negotiation understanding.

Strategies and Tactics: Tactics in Distributive negotiation & Integrative negotiation.

Negotiating processes: Preparation, Invitation to negotiation, Presentation, Bargaining, Negotiation process.

Unit IV:

12 Hours

Role of Communication: Distortion in communication, Role of communication, Use of Non-verbal communication, Section of a communication, Top ten rules for virtual negotiation.

Unit V:

12 Hours

Cross-Cultural dimension of negotiation: Difference in International Negotiation - Ethics and negotiation.

Case Studies: Relevant case study (not exceeding 500 words) to be dealt in all units.

Text Book:

B D Singh. *Managing Conflict and Negotiation*: Excel books, First edition(2008).

Unit I : Chapter 1 & 3.

Unit II : Chapter 4,5& 6.

Unit III : Chapter 8, 9,10 & 11.

Unit IV : Chapter 14.

Unit V : Chapter 16 & 18.

Reference Books:

1. Stephan Proksch. *Conflict Management*. Springer publication; 2016.
2. Ingrid Sandole-Staroste, Jessica Senehi, Sean Byrne. *Handbook of Conflict Analysis and Resolution*. Jossey-Bass Publication; 2008.

Subject Code : P22MSE43H	SEMESTER IV	Contact Hours Per semester : 45 hrs
Credits : 3	PERFORMANCE MANAGEMENT	Contact Hours Per Week : 4 hrs

Objective:

This course is designed to develop appreciation and skills essential for designing and instituting effective performance management system.

COURSE OUTCOMES:

CO1: Realize the concept of performance management.

CO2: Understand the performance planning, execution, assessment, and review.

CO3: Analyse the characteristics of performance standards.

CO4: Examine the implementation of performance management system.



CO5: Develop key skills involved in effective performance management.

Unit I

Performance Management – Definition, Scope, Characteristics, Aims & Role, History of Performance Management, Principles, Issues, Benefits & Criteria For Success, Performance Management Cycle.

Unit II

Performance Management Process – Performance Planning, Performance Execution, Performance assessment, Performance Review, Performance Renewal & Recontracting

Unit III

Performance Standards, Objectives - Characteristics, 360 Degree Feedback - Conducting Performance and development reviews – Preparations for meeting, Guidelines & review

Unit IV

Implementing Performance Management System – Defining Performance, Determinants, Dimensions, Approaches to Measure Performance, Measuring Results and Behaviours, Competence & Competence Analysis.

Unit V

Reward Systems – Pay Plans, Legal Principles Affecting Performance Management, Managing Team Performance - Definition, Importance and Types of Teams, Rewarding Team Performance, Performance Problem Solving, coaching & Counseling

Text Book:

1. Herman Aquinis, “Performance Management”, Pearson Education, 2010, Second Edition
2. Michael Armstrong & Angela Baron, “Performance Management”, Jaico Publishing House, 2008

Unit I – Chapters 1(Herman Aquinis) 1, 3, 4 (Michael Armstrong & Angela Baron)

Unit II – Chapters 2 (Herman Aquinis)

Unit III– Chapters 16, 18, 19 (Michael Armstrong & Angela Baron)

Unit IV – Chapters 4, 5 (Herman Aquinis) 17 (Michael Armstrong & Angela Baron)

Unit V – Chapters 10, 11, 14 (Herman Aquinis) 20, 21 (Michael Armstrong & Angela Baron)

Reference:

1. R. K. Sahu, “Performance Management System”, Excel Books, New Delhi
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Subject Code : P22MSE41S	SEMESTER IV	Contact Hours Per semester : 45 hrs
Credits : 3	DATA MINING AND DATA WAREHOUSING	Contact Hours Per Week : 4 hrs

Objective:

To familiarize the students to understand the concepts behind in data mining and data ware housing.

COURSE OUTCOMES:

CO1: Understand the functionality of the various data mining and data warehousing component

CO2: Analyse the strengths and limitations of various data mining and data warehousing models

CO3: Explain the analyzing techniques of various data

CO4: Describe different methodologies used in data mining and data ware housing.

CO5: Examine the online analytical processing terminology.

Unit-1

Data mining

8 hours

Introduction to Data mining: Data mining has come of age-the motivation for data mining Is tremendous-learning from your past mistakes-measuring data mining effectiveness: aaccuracy, speed, and cost –state of the industry-comparing the technologies

Decision tree: introduction to decision tree-business score card-how the decision tree works-strengths and weakness.

Neural networks: introduction to networks-where to use neural networks-the general idea-how the neural networks- strengths and weakness.

Unit-2

11 hours

Nearest neighbor and clustering: business score board-where to use clustering and nearest-neighbor predication-the general idea-how clustering and nearest –neighbor predication work- strengths and weakness.

Genetic algorithms: introduction to genetic algorithms-where to use genetic algorithms-the general idea-how the algorithm works- strengths and weakness.

Rules induction: business score card-importance- how the rule induction works-strengths and weakness.

Selecting and using the right technique: the data mining process-what all the data mining techniques have in common-data mining in the business process.

Unit -3

9 hours

Data warehousing components: overall architecture – data warehouse databases-sourcing, acquisition, cleanup, and transformation tools- metadata-access tools-data marts-data ware house administration a multidimensional and management

**Unit -4****10 hours**

Business a data warehouse: Business considerations: return on investment-design considerations-technical considerations-implementation considerations-integrated solutions-benefits of data warehousing.

Mapping the data warehouse to a multiprocessor architecture: relational database technology for data warehouse-database architectures for parallel processing-parallel RDBMS features-alternative technologies-parallel DBMS vendors.

Unit -5**7 hours**

On-line analytical processing: need for OLAP-multidimensional data model-OLAP guidelines- multidimensional versus multirelational OLAP-categorization of OLAP tools-state of the market-OLAP tools and internet.

Patterns and models: definitions-a note on terminology- where are models used-what is the “right model”?-sampling-experimental design.-computer-intensive statistics-picking the best model.

Text Book:

Data warehousing, Data mining & OLAP, Author: Alex Berson, Stephen J.smith, Tata McGraw-hill edition

Reference Book:

1. Bhart Bhushan Agarwal and Submit Prakash Tayal – Data Mining and Data Warehousing – University Science Press-2009.
2. Margart H.Dunham – Data Mining Introductory and Advanced Topics – Pearson Edn.,2003.
3. George M.Marakas – Modern Data Warehousing, Mining and Visualization – Person edn.,2003.

Chapter List:

- UNIT I: Text book 1 – Chapter 17, 18, 19
 UNIT II: Text book 1 – Chapters 20, 21, 22
 UNIT III: Text book 1 – Chapters 6
 UNIT IV: Text book 1 – Chapters 7, 8
 UNIT V: Text book 1 – Chapters 13, 14

Subject Code : P22MSE42S	SEMESTER IV	Contact Hours Per semester : 45 hrs
Credits : 3	NETWORK MANAGEMENT AND INFORMATION SECURITY	Contact Hours Per Week : 4 hrs

OBJECTIVES

- To analyse networking requirements, evaluate networking options
- To give a conceptual outlook of the various security issues in the networking
- To provide a broad based measures to prevent network threats



COURSE OUTCOMES:

- CO1:** Understand the communication protocols and topology.
CO2: Analyse the goals and functions of network management
CO3: Explore the encryption algorithms and security problems in computing.
CO4: Realise the firewalls function and network security controls.
CO5: Recognise the ethical issues prevailing in computer security.

UNIT I **9 Hours**
Data Communications – Overview – TCP/IP Based Networks – Communication protocols-
Network Topology – LAN – Network Node Components - WAN

UNIT II **9 Hours**
Network Management – Goals, Organization, and Function – Tools – Systems and
Applications

UNIT III **9 Hours**
Security Problems in Computing – Security Definition, Attacks, Computer criminals,
Methods of Defence – Encryption.

Cryptography – Terminology and Background – Substitution Ciphers – Encryption
Algorithms – Data Encryption Standard – Public key Encryption

UNIT IV **9 Hours**
Program Security - Secure programs – Non-malicious Program errors – Viruses and other
malicious Code- Control against Program Threats

Network Security – Threats – Network Security Controls – Firewalls – Intrusion Detection
systems

UNIT V **9 Hours**
Privacy in Computing - Concepts - Policies and Principles – Authentication and Privacy –
Email Security

Legal and Ethical issues in Computer Security – Patents, Copyrights, Trade secrets -
Information and Law - Computer Crime.

Text Books:

- Mani Subramanian “Network Management, Principles and Practice”., Dorling
Kindersley(India) Pvt. Ltd. Pearson Education., Seventh Impression 2010.
 - a. UNIT I – Chapter 1, 2
 - b. UNIT II - Chapter 1, 12, 13
- Charles P.Pfleeger., Shari Lawrence Pfleeger., Deven shah., “Security in Computing”
.,Dorling Kindersley (India) Pvt. Ltd. Pearson Education., 2009.
 - c. UNIT III - Chapter 1,2
 - d. UNIT IV - Chapter 3, 7
 - e. UNIT V – Chapter 10, 11



References:

- William Stallings., “Network Security Essentials, Applications and Standards”
Pearson Education., 2001

Subject Code : P22MSE43S	SEMESTER IV	Contact Hours Per semester : 45 hrs
Credits : 3	WEB PAGE DESIGNING USING PHP 6 AND MYSQL5	Contact Hours Per Week : 4 hrs

Objective:

To describe the concepts in PHP and enhance the students to design the web sites.

COURSE OUTCOMES:

- CO1:** Present the major elements of the PHP.
- CO2:** Recite the advanced SQL and MySQL and its operations.
- CO3:** Executing simple queries and retrieving query results
- CO4:** Analyze the web application development and common programming techniques.
- CO5:** Describe the login page-making the login functions and security methods.

Unit -1

10 hours

Introduction to PHP: basic syntax-sending data to the web browser-writing comments-what are the variables-introducing strings-concatenating strings- introducing numbers-introducing constants-single vs. double quotation marks.

Programming with PHP: creating an HTML form-handling an HTML form-conditions and operators-validating form data- introducing arrays-for and while loops.

Creating dynamic web sites: including multiple files-handling HTML forms, revisited-making sticky forms-creating your own functions.

Unit -2

9 hours

Introduction to MySQL: naming database elements-choosing your column types-choosing other column properties-Accessing MySQL.

Introduction to SQL: creating database and tables-Inserting records-selecting data –using conditionals-using LIKE and NOTLIKE-sorting query results-limiting query results-updating data-deleting data- using functions.

Advanced SQL and MySQL: database design-performance joins-grouping selected results-creating indexes-using different table types-performing FULLTEXT searches-performing transactions.

Unit-3

8 hours

Error handling and debugging: error types and basic debugging-displaying PHP errors-Adjusting error reporting in PHP-creating custom error handlers-PHP debugging techniques-SQL and MySQL debugging techniques.

Using PHP with MySQL: modifying the template-connecting to MySQL-Executing simple queries-retrieving query results-ensuring secure SQL-counting returned records-updating records with PHP.

**Unit -4****9 hours**

Common programming techniques: sending values to a script-using hidden form inputs-editing existing records-paginating query results-making sortable display.

Web application development: sending email-date and time functions- handling file uploads-PHP and JavaScript-understanding HTTP headers.

Unit -5:**9 hours**

Cookies and sessions: making a login page-making the login functions-using cookies-using sessions-improving session security.

Security methods: preventing spam-validating data by type-preventing XSS attacks-preventing SQL injection attacks-database Encryption.

Text Book:

PHP and MySQL, Author:Larry Ullman

Chapter List:

- UNIT I: Text book 1 – Chapter 1,2,3
 UNIT II: Text book 1 – Chapters 4,5,6
 UNIT III: Text book 1 – Chapters 7,8
 UNIT IV: Text book 1 – Chapters 9,10
 UNIT V: Text book 1 – Chapters 11,12

Subject Code: P24MSE41R	SEMESTER IV	Contact Hours Per semester : 45 hrs
Credits : 4	LOGISTICS MANAGEMENT	Contact Hours Per Week : 4 hrs

Objective

This course provides insights in the field of logistical operations and current technologies in logistical management.

COURSE OUTCOMES:

CO1: Identify the philosophy of the logistics concept and Evolution of warehousing as a concept

CO2: Specify the inventory management policy, principles of designing, transportation and warehouse design

CO3: Determine the operational objectives of logistics, functions of logistics information, transportation, and inventory & warehousing

CO4: Examine the application of information technology in logistics, participants in transport decisions and role of warehousing

CO5: Classify the modal characteristics in transportation, types of inventory and warehousing

UNIT I**9 Hours****Logistics :**

Logistical Competency; Logistical Mission – Service, Total cost, Conclusion;
 Logistical renaissance – Regulatory Change, Information Revolution, quality initiatives,



alliances; Development profile.

Logistical Operations Integration:

Work of Logistics – Network design, information, transportation, inventory, warehousing, Material Handling, and packaging, Conclusion; Integrated Logistics- Inventory flow, Information flow; operating objectives- Rapid response, Minimum variance, minimum inventory, Movement consolidation, Quality, Life-Cycle support; Barriers to internal integration- Organization structure, measurement systems, Inventory ownership, Information technology, knowledge transfer capability; Logistical performance cycles- Physical distribution performance cycles, manufacturing support performance cycles, procurement performance cycles; Managing operational uncertainty.

UNIT II

9 Hours

Transportation infrastructure:

Transport functionality and principles- Transport functionality, principles, Participants in transportation decisions; Transport Infrastructure- Modal characteristics, Modal classification, Transportation formats, Conclusion; Suppliers of transportation services- Single-mode operators, Specialized carriers, intermodal operators, non-operating intermediaries, conclusion.

Transportation management:

Basic transport and pricing- Economic factors, cost structures, Pricing strategies, Rating; Transport decision making- transport documentation, traffic department responsibilities.

UNIT III

9 Hours

Warehouse Management:

Storage functionality and Principles – Concept of Strategic Storage – Warehouse Functionality – Warehouse operating principles. Developing the warehouse resource – Warehouse Alternatives – Warehouse Strategy –Planning the distribution Warehouse – Initiating warehouse operations.

UNIT IV

9 Hours

Material Handling:

Managing the warehouse resource : Handling Requirements – Storage Requirements. Material Handling: Basic Handling Considerations- Mechanized Systems – Semi automated Handling – Automated Handling – Information _Directed Systems – Special Handling Considerations – Conclusion. Performance measurement and reporting:

Logistical measurement- Dimensions of performance measurement , internal performance measurement, external performance measurement, Comprehensive supply chain management; Characteristics of an ideal measurement system- Cost/service reconciliation, Dynamic knowledge-based reporting, Exception- based reporting ; Levels of measurement and information flow- Direction, variation, Decision, policy; Report structures- Status reports, trend reports, Ad Hoc reports.

UNIT V

9 Hours

Global Logistics:

Logistics in a global economy- Forces driving the borderless world, Barriers to global



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logistics, The global challenge; Views of global logistics- Importing and exporting: A national perspective, The Stateless enterprise, conclusion; Global operating levels- Arm's Length relationship, Internal export, Internal operations, Insider business practices, Denationalized operations, conclusions; The interlinked global economy- Stages of regional integration, Integration status; The global supply chain- performance-cycle length, operations, Systems integration, Alliances, Conclusion.

Text Books:

- Donald J. Bowersox, David J. Closs, "Logistical Management – The Integrated supply chain process", Tata Mcgraw Hill Education Private Ltd., 2000.
 - a. UNIT I – Chapter 1, 2
 - b. UNIT II - Chapter 10,12
 - c. UNIT III - Chapter 13
 - d. UNIT IV - Chapter 14
 - e. UNIT V – Chapter 5

Reference Books:

- David J Bloomberg, Stephen Lemay, Joe B.Hanna, "Logistics", Prentice Hall of India PrivateLtd., 2002.

Subject Code : P22MSE42R	SEMESTER IV	Contact Hours Per semester : 45 hrs
Credits : 3	BUSINESS PROCESS MANAGEMENT	Contact Hours Per Week : 4 hrs

OBJECTIVES

- To provide insight to the business operations
- To make the students realize the difficulties in implementing new changes and making them realize the importance of process reengineering

COURSE OUTCOMES:

- CO1:** Understand the principles of organizational strategy and process design.
CO2: Present the document processes using a web enabled technology.
CO3: Bring out the problems encountered with ERP
CO4: Examine the business process analysis and key benefits of CRM.
CO5: Analyse the business process performance improvement

UNIT I

9 Hours

The strategic benefits of business community integration - The beginnings of collaborative commerce - The virtual organization - End-to-end business process management
E-business strategy - The web-enabled organization - Measurement of value and return on investment- Outsourcing and application service providers.

UNIT II

9 Hours

Web-enabling technology -The Internet and the Web -Intranets and extranets - Mobile and wireless technology - Broadband (high-speed packet-based wireless) - Electronic invoicing



and payments - E-treasury - Physical and technical security tools - Industry standards

UNIT III **9 Hours**

Enterprise resource planning - Process management using ERP- Advantages of ERP - Problems encountered with ERP

Human resource management - E-recruitment - E-learning - Information management delivering business intelligence

Supply/demand chain strategy - E-manufacturing - Front-end systems - Logistics - E-tailing - E-procurement

UNIT IV **9 Hours**

Customer relationship management and e-marketing - CRM automation - Key benefits of CRM

Business process analysis - Activity / process analysis methodology - Collection of activity/process information - Steps in building a process model

UNIT V **9 Hours**

Activity/process-based costing - Introduction - Research - How ABC differs from traditional costing - Choice of drivers - ABC example - Process-based modeling

Business process performance improvement - Change management - Process-based accounting incorporating Six Sigma

Text Books:

Margaret May., “Business Process Management; Integration in a web-enabled environment”., Pearson Education Limited 2003

- f. UNIT I – Chapter 1, 2
- g. UNIT II - Chapter 3,4,5
- h. UNIT III - Chapter 7,8,9,10
- i. UNIT IV - Chapter 11,12
- j. UNIT V – Chapter 13,14,15,16,17

References:

Ralph F. Smith., “Business Process Management and the Balanced Scorecard; Using Processes as Strategic Drivers” John Wiley & Sons, Inc., Hoboken, New Jersey., 2007

Subject Code: P24MSE43R	SEMESTER IV	Contact Hours Per semester : 45 hrs
Credits : 4	PRODUCTION PLANNING AND INVENTORY CONTROL	Contact Hours Per Week : 4 hrs

Objective

This course provides a practical approach to production analysis and design using a blend of traditional development methods with current technologies in production management.

COURSE OUTCOMES:

CO1: Describe the basic inventory systems and implementation issues.

CO2: Analyze the master production schedule and managing the master schedule



- CO3:** Recite the database information requirements and Worker scheduling in service operations.
CO4: Examine Scheduling in flexible manufacturing system.
CO5: Bring out the technological innovations in manufacturing.

UNIT I

9 Hours

Manufacturing and service strategies- Introduction, manufacturing as competitive advantage, Manufacturing for competitive advantage framework, Corporate strategy and manufacturing strategy.

Basic inventory systems- Introduction, Function and types of inventories, Measures of inventory system performance, Inventory distribution by value: ABC System, Inventory Systems, implementation issues.

UNIT II

9 Hours

Special topics in forecasting: Introduction – Multi Item forecasting- slow-moving

Basic inventory systems- Introduction, Function and types of inventories, Measures of inventory system performance, Inventory distribution by value: ABC System, Inventory Systems, implementation issues.

UNIT III

9 Hours

Job shop production activity planning- Introduction, database information requirements, scheduling, Shop loading, Sequencing, priority rules for dispatching jobs, Mathematical programming, Heuristics, and Simulation, Worker scheduling in service operations.

UNIT IV

9 Hours

Job shop production activity and control- Introduction, Dispatching, Corrections to short-Term capacity, Production reporting and status control, Factors affecting the completion time of jobs, Techniques for aligning completion times and due dates, Scheduling in flexible manufacturing system.

Theory of constraints and synchronous manufacturing- Introduction, Theory of constraints, the goal and performance measures, Capacity, Synchronous manufacturing, Marketing and production.

UNIT V

9 Hours

Speed to market- Introduction, Benchmarking, Simultaneous engineering, Reverse engineering, Technology audits, and Strategic alliances.

Technological innovations in manufacturing- Introduction, Computer integrated manufacturing, Tools for manufacturing planning, Manufacturing automation, Material control, Integration issues in CIM.

Text Books:

Seetharama L. Narasimhan, Dennis W. McLeavey, Peter J. Billington, “Production planning and Inventory Control”., Prentice Hall of India Private Ltd., Second Edition.

- a. UNIT I – Chapter 1, 2
- b. UNIT II - Chapter 3,4
- c. UNIT III - Chapter 14



- d. UNIT IV - Chapter 15, 16
e. UNIT V – Chapter 18,19

Reference Books:

1. Production operations management – Buffa, Edwood
2. Elements of Production, planning and control – Eilon Samuel A
3. Production control: A quantitative approach – Biegel. J
4. Industrial Engineering and production management – MartandTelsang
5. Operations Management – Theory and Problems – Joseph Monks

Subject Code: P22MSC4PV	SEMESTER IV	Contact Hours Per semester : 6 Weeks
Credits : 4	Final Project & Viva Voce	Contact Hours Per Week : 6

COURSE OUTCOMES:

CO: Able to identify solve a research problem by applying appropriate research methodology & statistical tools.

CO1: Recollect the basic principles and concepts of research

CO2: Explain the methodology of research

CO3: Apply the appropriate research tools

CO4: Recommend solutions to problems based on the study

CO5: Produce suitable suggestions for the selected research problem

PROJECTS

Final Research Project:

The Students will have to do their project in a company where the major value addition of the product or services takes place. The company shall not be a Showroom and Dealers or Distributors. The company shall preferably be a Public sector or a Private Limited company. The project will be for a period of six weeks during Semester IV. The students will do a project identifying a problem and conducting a research on it.

FINAL PROJECTS & VIVA VOCE (PV)

Sl. No	Semester	Course Code	Course Title
1	4		Project & Viva Voce

Scheme of Evaluation for Project:

Sl.No	Project		
	Evaluation	Grading	Marks
1	Internal Faculty Guide	Review and Discussion	75
2	Company supervisor	Project Diary	25
3	External Examiner	Project Report & Viva voce	100
Total			200



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Week 1	Company	<ul style="list-style-type: none">• Visit and make their observations in the company and prepare a presentation about the Industry profile and company profile.• The student must make a presentation of the above during Review – I
Week 2 & 3	College	<ul style="list-style-type: none">• Review - I• The students must prepare Project title, Objectives & Questionnaire by identifying the factors that affects the area of study.• Conduct Pilot study.
Week 4	Company / Field Survey	<ul style="list-style-type: none">• The students must apply appropriate sampling method and collect data from the samples.
Week 5	College	<ul style="list-style-type: none">• Data interpretation & Research finding• Preparation of Rough Draft and presentation for Review – II
Week 6	College	<ul style="list-style-type: none">• Review - II• Fair draft preparation and submission.

***Students must bring their laptop compulsorily.
