

M. Phil. COMMERCE
SYLLABUS - 2018



St. JOSEPH'S COLLEGE (Autonomous)

Special Heritage Status Awarded by UGC

Accredited at 'A' Grade (3rd cycle) by NAAC

College with Potential for Excellence Conferred by UGC

DBT-STAR & DST-FIST Sponsored College

TIRUCHIRAPPALLI - 620 002, INDIA

GUIDELINES FORM.PHIL. PROGRAMME

1. Duration

The programme runs for one year of two semesters. The Semester- I is from August to February and the Semester- II runs from March to August, of the following year.

2. Course Work

Semester-I			Semester-II		
Course	Title	Cr	Course	Title	Cr
C1	Professional Skills for Teaching - Learning	4	C5	Dissertation (Topic selected should be relevant to the topic of the Guide Paper)	8
C2	Research Methodology	4			
C3	Core Course	4			
C4	Guide Paper	4			
Total		16	Total		8

- A) Each Course should contain 5 units, covering the subject requirements of the courses offered. **Marks for CIA and SE are in the ratio 25: 75.**

CIA & SE	Tentatively on
Mid Semester Test	December 2 nd week
End Semester Test	February 2 nd week
Semester Examinations	February 4 th week

A candidate shall be declared to have passed Course I, II, III and IV, if he / she secures not less than 40% of the marks in both CIA and the University Examination and 50% of the marks in the aggregate (i.e. continuous internal assessment and the written Examination taken together.

- B) In course C1 on ‘**Professional Skills for Teaching– Learning**’ the first three units are common to all the Departments of the College. The first three unit titles are **Soft Skills, E-teaching, E-learning, Elements of Technology of Teaching and Learning**. The remaining two units are department specific to make use of the above mentioned skills & techniques to teach the Core Course.

The C1 Course is (to be) designed to explore the various Teaching – Learning – Research Skills to be imbibed / cultivated to make the research

scholars to be fit for the profession they are likely to acquire in the Education Sector.

Departments will be permitted to offer either paper 2 or paper 3 as Open Online Course to the M.Phil. students. The evaluation method will be the same for both C2 and C3 Courses.

C) Evaluation:

C.1:

For CIA and SE there will be a 2 hour test only from the first THREE units. The CIA components are Mid Semester Test (35), End Semester Test(35) and Assignment (15) and Practical Component(15). The total mark 100 will be converted into **25** marks.

C.2, C.3 & C.4:

The CIA components for C-2, C-3 and C-4 are Mid Semester Test (25), End Semester Test (25), Seminar (30), Objective Type test /Assignment (20). *(The marks of Mid semester test (75), End semester test (75) will be converted into 25 each.)*

The total mark 100 will be converted into 25 marks. The tests and Semester Examination are centrally conducted by COE for 3 hours.

- Question papers for C1, C2 & C3 are set by External Examiners.
- Question paper for C4 will be set and valued by the Research Advisor only.
- The evaluation method will be the same for both C2 and C3 Courses.

3. Credits

	Courses	Title	Contact hours	Library hours	Total hours	Credit	CIA marks	SE marks	Total marks	
Semester-I	C1	Professional Skills for Teaching-Learning	T	3	2	5	3	25	50	100
			P	2	2	4				
	C2	Research Methodology		5	4	9	4	25	75	100
	C3	Core Paper		5	5	10	4	25	75	100
	C4	Guide Paper		5	5	10	4	25	75	100
Total				20	18	38	16	100	300	400

Semester-II	C5	Internal	Cr	Mk	External	Cr	Mk
		Seminar & Review of Related Literature	1	15	Dissertation Evaluation	6	75
		Mid-term Review Presentation	1	15	Viva-voce	2	25
		Dissertation Work	4	50			
		Publication of Research Articles	1	10			
		Viva-voce	1	10			
Total		8	100		8	100	

4. Question Pattern

Course	Mid & End Semester Tests		
SCIENCE			
C1	Section A: Short Answers Section B: Either/Or - Essay Type	7/9 3	7×2 = 14 3×7 = 21
C2	Section A: Short Answers Section B: Either/Or - Essay Type	10 5	10×3 = 30 5×9 = 45
C3	Section A: Short Answers Section B: Either/Or - Essay Type	10 5	10×3 = 30 5×9 = 45
C4	Open Choice: Comprehensive Type	5/8	5×15 = 75
ARTS			
C1	Section A: Short Answers Section B: Either/Or - Essay Type	7/9 3	7×2 = 14 3×7 = 21
C2	Open Choice: Comprehensive Type	5/8	5×15 = 75
C3	Open Choice: Comprehensive Type	5/8	5×15 = 75
C4	Open Choice: Comprehensive Type	5/8	5×15 = 75

Course	Semester Examination		
SCIENCE			
C1	Section A: Short Answers Section B: Either/Or - Essay Type	7/9 3	7×2 = 14 3×12 = 36
C2	Section A: Short Answers Section B: Either/Or - Essay Type	10 5	10×3 = 30 5×9 = 45
C3	Section A: Short Answers Section B: Either/Or - Essay Type	10 5	10×3 = 30 5×9 = 45
C4	Open Choice: Comprehensive Type	5/8	5×15 = 75
ARTS			
C1	Section A: Short Answers Section B: Either/Or - Essay Type	7/9 3	7×2 = 14 3×12 = 36
C2	Open Choice: Comprehensive Type	5/8	5×15 = 75
C3	Open Choice: Comprehensive Type	5/8	5×15 = 75
C4	Open Choice: Comprehensive Type	5/8	5×15 = 75

5. Dissertation

For carrying out the dissertation, it is mandatory to strictly adhering to the rules of the college as given below:

5.1 Requirement

Every student is expected to give two seminars one concerning Review of Related Literature within the four weeks from the beginning of the second semester and the other on Data Analysis/Result/Mid Term Review just before the submission of the final draft of the dissertation

5.2 Submission

Candidates shall submit the Dissertations to the Controller of Examinations **not earlier than five months but within six months** from the date of the start of the Semester –II. The above said time limit shall start from the 1st of the month which follows the month in which Semester - I examinations are conducted. If a candidate is not able to submit his/her Dissertation within the period stated above, he/she shall be given an extension time of **four** months in the first instance and another **four** months in the second instance with penalty fees. If a candidate does not submit his/her Dissertation even after the two extensions, his/her registration shall be treated as cancelled and he/she has to re-register

for the course subject to the discretion of the Principal. However the candidate need not write once again the theory papers if he/she has already passed these papers.

At the time of Submission of Dissertation, the guide concerned should forward the marks to the CoE through HOD in a sealed cover

5.3 Publications

All the M.Phil. Scholars should publish atleast one Research article in the reputed Journals before the submission of their dissertation. Publication of research article will be considered as CIA component. According to the type of Journals marks will be distributed to each article as follows.

UGC approved Journals	-	10 marks
Other Journals with ISSN number	-	8 marks
ReTeLL or Seminar /Conference Proceedings	-	6 marks

5.4 Requirement

For the valuation of dissertation it is mandatory to have passed in all the four courses. One external examiner and the Research Adviser shall value the Dissertation. The external examiner should be selected only from outside the college and shall be within the colleges affiliated to Bharathidasan University. In case of non-availability, the panel can include examiners from the other university/colleges in Tamil Nadu. The external examiner shall be selected from a panel of 3 experts suggested by the Research Adviser. However, the Controller of Examination may ask for another panel if he deems it necessary. Both the internal and external examiner will evaluate the Dissertation and allot the marks separately. However the *viva-voce* will be done by both of them. The average marks will be considered.

5.5 Curbing Plagiarism

According to The draft of University Grants Commission (Promotion of Academic Integrity and Prevention of Plagiarism in Higher Education Institutions) Regulations, 2017. Before submitting the thesis every students should submit the draft and get the certificate from the college library which will be issued after the verification of plagiarism. The certificate should be enclosed along with the thesis.

Plagiarism would be quantified into following levels in ascending order of severity for the purpose of its definition:

Level-0: Similarities upto 10% Excluded

Level-1: Similarities above 10% to 40%

Level-2: Similarities above 40% to 60%

Level-3: Similarities above 60%

Penalties for Students Plagiarism Disciplinary Authority (PDA) of the HEI, based on recommendations of the Academic Misconduct Panel (AMP), shall impose penalty considering the severity of the Plagiarism.

- i. Level 0: Similarities upto 10% - Minor Similarities, no penalty.
- ii. Level 1: Similarities above 10% to 40% - Such student shall be asked to submit a revised script within a stipulated time period not exceeding 6 months.
- iii. Level 2: Similarities above 40% to 60% - Such student shall be debarred from submitting a revised script for a period of one year.
- iv. Level 3: Similarities above 60% -Such student registration for that programme shall be cancelled.

5.6 Viva-Voce

An open Viva-Voce examination shall be conducted by both the external examiner and the supervisor **and shall be attended by members of Department Research Committee members, all faculty members of the departments, other research scholars and other interested experts / researchers** and evaluated jointly by the Examiner and the Supervisor. The valuation of M.Phil. Dissertations and the viva-voce examination shall be carried out on the same day at the place of the Research Supervisor (viva is to be conducted only if the student passes in the valuation of the dissertation). The mark should be sent to the Controller of Examinations by the Research supervisor. A candidate shall be declared to have passed Part-II Examination if he secures not less than **55%** of the marks both in internal and external.

6. Classification of Final Results

- i. The classification of final results shall be based on the CGPA, as indicated in Table 2.
- ii. For the purpose of Classification of Final Results, the candidates who earn the CGPA 9.00 and above shall be declared to have qualified for the Degree as “Outstanding”. Similarly, the candidates who earn the CGPA between 8.00 and 8.99, 7.00 and 7.99, 6.00 and 6.99, and 5.00 and 5.99 shall be declared to have qualified for their Degree in the respective Programmes as “Excellent”, “Very Good”, “Good”, and “Above Average” respectively..
- iii. Absence from an examination shall not be taken as an attempt.

Table-1: Grading of the Courses

Marks Range	Grade Point	Corresponding Grade
90 and above	10	O
80 and above but below 90	9	A+
70 and above but below 80	8	A
60 and above but below 70	7	B+
50 and above but below 60	6	B
Below 50	NA	RA

Table-2: Final Result

CGPA	Corresponding Grade	Classification of Final Results
9.00 and above	O	Outstanding
8.00 to 8.99	A+	Excellent
7.00 to 7.99	A	Very Good
6.00 to 6.99	B+	Good
5.00 to 5.99	B	Above Average
Below 5.00	RA	Re-Appearence

- 6.1 Credit based weighted Mark System is to be adopted for individual semesters and cumulative semesters in the column 'Marks Secured' (for 100).
- 6.2 Candidates who have failed in the courses may take the supplementary exams conducted by the CoE immediately. Even then, if they could not complete the course(s), they will be given two more chances only to appear for those courses along with the next batch scholars. The maximum duration for the completion of the M.Phil. Programme is 2 Years.
7. **Attendance:** Daily attendance for 90 working days should be enforced for the students. Periodical report of a student to the guide concerned should be recorded in the register kept by the guide.
8. **The Scholar must obtain 80% of attendance per semester in order to appear for the Semester Examinations/Viva-Voce.**

M. Phil. COMMERCE

Programme outcomes (POs)

1. Scholars are to be adopted with a new paradigm of self-learning in the form of review of earlier knowledge acquired.
2. Scholars are brought to light from the previous investigation completed to the newer thrusts of knowledge and implementation in research.
3. Scholars are trained to design, implement and evaluate secured information (hard and soft) systems with assured quality and efficiency.
4. Scholars are to be oriented towards becoming globally competent.

Course Pattern - 2018 Set

Sem	Code	Title of the Course
I	18MCO101	C1: Professional Skills for Teaching – Learning
	18MCO102	C2: Research Methodology
	18MCO103	C3: Research Perspectives in Functional Management- E-learning
	18MCO104A	C4: Consumer Behaviour and Research
	18MCO104B	C4: Customer Relationship Management and Research
	18MCO104C	C4: Entrepreneurship Development and Research
	18MCO104D	C4: Financial Management and Research
	18MCO104E	C4: Human Resource Management and Research
	18MCO104F	C4: Investment Management and Research
	18MCO104G	C4: Marketing Management and Research
	18MCO104H	C4: Organisational Behaviour and Research
	18MCO104I	C4: Production and Material Management
	18MCO104J	C4: Retail Management and Research
18MCO104K	C4: Supply Chain Management and Research	
II	18MCO205	Dissertation

18MCO101

PROFESSIONAL SKILLS FOR TEACHING-LEARNING

Course Outcomes:

1. Inherit soft skills essential for teaching and research.
2. Adopt suitable techniques of teaching.
3. Understand the changing scenario of Teaching and growing expectation from effective teachers.
4. Use ICT tools and e-resources for Teaching.
5. Know the latest trend in Commerce and Teaching technologies required in commerce education.
6. Apply different methods of evaluation in teaching –learning.

Unit-I: Soft Skills

- a. Introduction to Soft Skills, Soft Skills Vs Hard Skills, types of Soft Skills
- b. Communication skills- Basics in communication, structure of written and oral sentences, Verbal, non-verbal, body language, JOHARI Window, Intrapersonal and Interpersonal Communications, Activities in Effective Communication
- c. Behavioral Skills- Leadership skills, Time Management, Creativity and Lateral thinking
- d. Interview Skills- Resume Writing, Different types of interviews, Etiquettes in interviews, Mock interviews
- e. Team Building and Group Discussion- Progressive stages of Team Building, Parameters of GD (special reference to attending, listening, responding skills), Mock Group GDs

Unit II: Techniques and Dynamics of Teaching- Learning

- a. Emerging trends in Educational Psychology- Meaning, Scope and Methods
- b. Learning- Different Theories of learning, Approaches to learning(Classical Conditioning- Ivan Pavlov; Operant conditioning- B.F.Skinner); kinds of learning, factors affecting learning
- c. Motivation: Intrinsic and extrinsic motivation, Development of memory and intelligence

Unit III: e-Learning and e-Teaching

An overview of Microsoft office-2007: MS WORDS-2007- MS Excel-2007- MS Powerpoint-2007, Concepts in e-Resources and e-design: World Wide Web Concepts - Making use of Web Resources- Web site creation concepts - Creating Web Page Editors- Creating Web graphics - Creating Web Audio files

Unit-IV: Education Technology in Commerce Education

Computer Applications in Commerce Education - Computer Assisted Instructions: Internet, Meaning, uses and equipments of internet. Multimedia - Meaning, Scope, Components - Different types of AV materials and their uses - Development of an instructional system - use of media in classroom teaching - Development of ICT - ICT enabled teaching - Preparation and Understanding of dimensions of SLET/NET examination.

Unit-V: Testing Measurement and Evaluation in Commerce Education

Concepts of Testing - Types of Tests-Psychological - Reference test - Diagnostic test - Criteria of a good test - Reliability, Validity, Objectivity, Discriminative power adequacy-Usability-Standardization of Test norms- Planning of different types of test -Steps of construction -Administration and execution of different types of tailor made Tests -Concepts of measurement and evaluation with reference to Educational Process - Functions of measurement and evaluation in commerce Education.

References

Unit-I

1. JASS (2013). Winners in the making. Introduction to soft skills. St. Joseph's college, Trichy
2. Murphy, Raymond. (1998). Essential English grammar. 2nd ed. Cambridge university press
3. Trishna (2004). Knowledge system how to do well in GDs and interviews. Reprographic and printing services, secunderabad

Unit-II

1. Covey, Stephen. (2004). 7 habits of highly effective people, free press
2. Driscoll, M P (1994). Psychology of learning for instruction, needham, ma: allyn and bacon
3. Gardner, Howard (1983; 1993). Frames of mind: the theory of multiple intelligences, new York; basic books

Unit-III

1. Joyce cox, curtisfrye etc (2007), step by 2007 microsoft office system, prentice hall of india pvt Ltd, new delhi

Unit-IV & V

1. Mohanty J (1994) Indian Education in the Emerging Indian Society, Sterling Publishers, New Delhi
2. HsYadav & Sudha Yadav (1996) Education in the Emerging Indian Society, Tandon Publication
3. Dandekar W. N and Rajaguru M. S (2012), An Introduction to Psychological Testing and Statistics, Sheth Publishers Bombay.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester I	Code 18MCO101	Title of the Paper PROFESSIONAL SKILLS FOR TEACHING-LEARNING												Hours	Credits	
		Programme Outcomes (POs)				Programme Specific Outcomes (PSOs)				Programme Specific Outcomes (PSOs)						Mean Score of COs
		PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4	PSO1	PSO2	PSO3	PSO4			
CO1	3	3	3	5	5	3	3	3	3	3	3	3	3	3.5		
CO2	3	3	3	5	5	3	3	3	3	3	3	3	3	3.5		
CO3	3	3	3	5	5	3	3	3	3	3	3	3	3	3.5		
CO4	3	3	3	5	5	3	3	3	3	3	3	3	3	3.5		
CO5	3	3	3	5	5	3	3	3	3	3	3	3	3	3.5		
CO6	3	3	3	5	5	3	3	3	3	3	3	3	3	3.5		
Overall Mean Score for COs														3.5		

Result: The Score for this Course is 3.5 (High Relationship)

Note:

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very poor	Poor	Moderate	High	Very High

Values Scaling:

Mean Score of COs =	$\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs =	$\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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18MCO102

RESEARCH METHODOLOGY

Course Outcomes:

1. Understand the basics of research
2. Decide the suitable sampling method and sample size for the research.
3. Formulate hypotheses for the research.
4. Frame Questionnaire and interview schedule to collect data
5. Apply different statistical tools for data analysis in research
6. Interpret the results of the research and write research report.

Unit-I

Research: Meaning-Objectives-Significance and types -Research process-Criteria of good research-Definition, Formulation, and Selection of research problem - Research design - Meaning - Need- Concepts - Types.

Unit-II

Sampling: steps in sampling design-Criteria of selecting a sampling method; Types of the sampling design: Sampling error; Hypothesis-Meaning-Concepts-Steps-Test of hypothesis; Importance of parametric test - Z test-”t” test -Chi-Square test -F test, Limitation of the test of Hypothesis.

Unit-III

Collection of Data: Primary & Secondary Methods-Questionnaire-Types of Questions - Interview schedule - Pre-test-Testing and validating Questionnaire.

Unit-IV

Processing and Analysis of Data: Processing Operations-Editing-Coding-Classifications and Tabulations-Statistical tools for analysis -Descriptive statistics-Frequency distribution-Mean -Standard Deviation-regression-Correlation-Co-efficient of Correlation-Factor Analysis/rotated Component Matrix-ANOVA Table and SPSS.

Unit-V

Interpretation and Report Writing: Meaning of Interpretation-Why Interpretation-Techniques of interpretation-Report writing -Mechanics of writing a Research report.

Books for Reference:

1. Kothari,C.R. & Garg, Gaurav (2014), Research Methodology: Methods and Techniques, New Age International (P) Ltd, New Delhi.

- Bridget Somekh & Cathy Lewin (2005), Research Methods in Social Sciences, Sage Publications, New Delhi.
- Uwe Flick(2011), Introducing Research Methodology- A Beginner's Guide in Doing a Research Project, Sage Publications Ltd., New Delhi
- George Argyrous(2012), Statistics for Research with a Guide to SPSS, Sage Publications Ltd., New Delhi.
- Y K Singh and R B Bajpai(2013), Research Methodology: Techniques and Trends, Aph Publishing Corporation, New Delhi

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester I Course Outcomes (COs)	Code 18MCO102	Title of the Paper RESEARCH METHODOLOGY										Hours	Credits	
		Programme Outcomes (POs)				Programme Specific Outcomes (PSOs)								Mean Score of COs
		PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4					
CO1		3	4	4	4	4	4	4	4	3	3	3.625		
CO2		3	4	4	4	4	4	4	4	3	3	3.625		
CO3		3	4	4	4	4	4	4	4	3	3	3.625		
CO4		3	4	4	4	4	4	4	4	3	3	3.625		
CO5		3	4	4	4	4	4	4	4	3	3	3.625		
CO6		3	4	4	4	4	4	4	4	3	3	3.625		
Overall Mean Score for COs												3.625		

Result: The Score for this Course is 3.6 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation Quality	0.0-1.0 Very poor	1.1-2.0 Poor	2.1-3.0 Moderate	3.1-4.0 High	4.1-5.0 Very High
	1	2	3	4	5

Values Scaling:

Mean Score of COs =	$\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs =	$\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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18MCO103

RESEARCH PERSPECTIVES IN FUNCTIONAL MANAGEMENT (E-LEARNING)

Course Outcomes:

1. Understand the concepts and avenues of Human Resource Management.
2. Know the nuances of marketing research and marketing mix
3. Inherit various concepts and tools of Financial Management
4. Have the basic understanding of production and material management.
5. Familiarize with Management Information System, Enterprise Resource Planning and Ecommerce and Internet concepts.
6. Explore different topics for the research.

Unit-I

Recruitment Management - Training and Development - Reward Management - Performance Management - Employees Maintenance and Separation - Strategic Human Resources Management - Global Human resources Management - Recent Trends in HRM.

Unit-II

Marketing research meaning and purpose - scope- Marketing research procedure - applications of Marketing research -Marketing mix decisions - 7ps- product- price- promotion- Physical Marketing.

Unit-III

Capital Structure -Definitions Assumptions-NI Approach -NOI Approach - Traditional Approach - MM Approach - Capital Budgeting - Methods - Evaluation of Capital Budgeting proposals - Working Capital - Meaning - Components - Estimation.

Unit-IV

Plant Location - Importance -Theories -Factors; Production Planning and Control; Materials Management - Purchasing Organization; Inventory Management, Queuing theory-

Unit - V

Management Information Systems - Meaning - evolution of MIS; Functions of MIS Meaning and uses of E-Commerce Channels of E-Business, Enterprise Resource Planning - Meaning - Feature - Implementation - Benefits - Customer Relationship Management - Meaning - Process - Uses.

Books for Reference:

Unit I

1. Pravin Durai(2010), Human Resource Management, Pearson Education, India
2. Prasad L.M (2014), Human Resource Management, Sultan Chand & Sons New Delhi.

Unit II

3. Philip Kotler & et al (2013), Marketing Management: A South Asian Perspective, Pearson Education, India , New Delhi.

Unit III

4. Maheswari SN (2014), Financial Management, Sultan Chand & Sons, New Delhi

Unit IV

5. Bhushan YK (2014), Fundamentals of Business organization and Management, Sultan and Sons, New Delhi.
6. Kapoor VK (2014), Operation Research. Sultan Chand & Sons, New Delhi.

Unit V

7. Sashikala Parimi (2012), Management Information Systems, Wiley India Pvt Ltd, New Delhi

Research perspectives in Functional Management- E-resources

S. No.	Topics	Type of Contents	Location
Unit-I			
1.	Evolution of HRM	PPT & Video tutorial	http://www.slideshare.net/karthikram75457/evolution-of-hrm-29099487 https://www.youtube.com/watch?v=KZbNBH7hars
2.	Role and Status of HRM in India	PPT & Video tutorial	http://www.authorstream.com/Presentation/drsmitchoudhary-1887210-hrm-india/ https://www.youtube.com/watch?v=xaSHwhWddl https://www.youtube.com/watch?v=cZAUMfjQeEE
3.	Functions of HRM	PPT & Video tutorial	https://www.google.co.in/url?sa=t&ret=j&q=&esrc=s&source=web&cd=3&ved=0CCsQFjACahUKEwi2oqGO4K_HAhXNno4KHTvpAs8&url=http%3A%2F%2Ffaculty.jwu.edu%2Fpbagdan%2FFHOSP2030%2Fch02.ppt&ei=PKLrVbaUlc29ugS70ov4DA&usg=AFQjCNEUPNy-Zmemr8qw6vKRUKWYqWpQ-Q&bvm=bv.99804247,d.c2E&cad=rja https://www.google.co.in/url?sa=t&ret=j&q=&esrc=s&source=web&cd=5&ved=0CDcQFjAEahUKEwi2oqGO4K_HAhXNno4KHTvpAs8&url=http%3A%2F%2Ffrubybucatt.wikispaces.com%2Ffile%2Fview%2FFnature%2Bband%2BFunctions%2Bof%2BHRM.ppt&ei=PKLrVbaUlc29ugS70ov4DA&usg=AFQjCNHX9VEEBzbi3iul-pVYwAKs6170cA&bvm=bv.99804247,d.c2E&cad=rja http://www.slideshare.net/LolitaMamoregandia/hr-functions-and-strategy-ppt https://www.youtube.com/watch?v=FjfvFg1D14 https://www.youtube.com/watch?v=WfTOWYIQolw

S. No.	Topics	Type of Contents	Location
Unit-II			
1.	Marketing Research and Marketing Mix	PPT & Video tutorial	www.slideshare.net/NITCALICUT.../marketing-research-ppt-15981252 www.mssl.ucl.ac.uk/~mwt/teaching/.../Market%20research%20.PPT http://www.slideshare.net/gajjellishivaprasad/marketing-ppt-7795664 http://www.slideshare.net/abhishhek2406/marketing-mix-ppt https://www.youtube.com/watch?v=sR-qL7QdVZQ https://www.youtube.com/watch?v=Jfo0UOe514&list=PLByMooBE3Mif9_X7UNOX2LAjqIprzcINbB https://www.youtube.com/watch?v=owHpyLmyQIE https://www.youtube.com/watch?v=2moe1OVbtW0
Unit-III			
1.	Capital budgeting	PPT	http://www.slideshare.net/sagar_sjpuc/capital-budgeting-presentation-775435 http://www.slideshare.net/stephenongch/bba-2204-fin-mgt-week-10-capital-budgeting?qid=2616dd23-810e-4fe5-b70d-4fba5b5fc04&v=qf1&b=&from_search=3
2.	Capital structure	PPT	www.slideshare.net/sujansmyan/capital-structure-ppt
3.	Working capital mgt	PPT	www.slideshare.net/piyooshiripathi/capital-structure-theory www.slideshare.net/CADeepakKaushalSharm/working-capital-ppt

S. No.	Topics	Type of Contents	Location
Unit-IV			
1.	Plant location	PPT	http://www.slideshare.net/DheepakRocking/plant-location-7720564
2.	Production planning & control	PPT	http://www.slideshare.net/SwatanuSatpathy/group-8-8792098 www.pitt.edu/~super7/30011-31001/30961.ppt
3.	Material mgt	PPT	www.slideshare.net/cbmingoy/materials-management-ppt
4.	Inventory Mgt	PPT	www.slideshare.net/KuldeepUttam/inventory-management-27668547
5.	Queuing Theory	PPT	www.slideshare.net/avtarsingh/queuing-theory-2129896 www.cse.msu.edu/~cse808/note/lecture5.ppt
Unit-V			
1.	MIS	PPT & Video tutorial	1. http://kisi.deu.edu.tr/userweb/mehmetali.ilgin/MANAGEMENT_INFORMATION_SYSTEM_MAY4.ppt http://www1.ximb.ac.in/users/face/dipak/Dipak.nsf/23c5e39594c064ec852564ac004fa010/efa5e0bc051a432ec526b22001fd6bc/\$FILE/MIS-01-Intro.ppt http://www.slideshare.net/shashank97/management-information-system-ppt www.youtube.com/watch?v=5JMkdGQCm4k http://www.nptelvideos.com/management_information_systems/management_information_systems.php

S. No.	Topics	Type of Contents	Location
2.	ERP	PPT & Video tutorial	http://www.slideshare.net/Aggristi/erp-powerpoint-presentation http://www.slideshare.net/prince321/enterprise-17378194 http://www.umsl.edu/~lacity/eveerp12.ppt http://www.slideshare.net/prince321/enterprise-17378194 http://www.slideshare.net/prince321/enterprise-17378194 http://www.youtube.com/watch?v=F0tgKVOxihI https://www.udemy.com/enterprise-resource-planning-in-90-minutes
3.	E-Commerce	PPT & Video tutorial	http://www.slideshare.net/munishsingla71/e-commerce-ppt-10713485 eclips.northern.edu/nsubusiness/ppt/DOLEcommerce.ppt http://freevideolectures.com/Course/2308/Internet-Technology/35 www.youtube.com/watch?v=xKjyn8DaAw www.youtube.com/watch?v=sidMPx6Q5oo
4.	CRM	PPT & Video tutorial	https://www.youtube.com/watch?v=CtRxcMxbZxI https://www.youtube.com/watch?v=CtRxcMxbZxI https://www.youtube.com/watch?v=E30rKGhdR38&list=PL69F8591D238CC57810974369 http://www1.aucegypt.edu/faculty/sherifkamel/Selected%20Topics%20in%20Management%20of%20Information%20Systems/Presentations/Custom%20Relationship%20Management.ppt eclips.northern.edu/nsubusiness/ppt/hosein.DOI.crmddn.ppt

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester I	Code 18MCO103	Title of the Paper RESEARCH PERSPECTIVES IN FUNCTIONAL MANAGEMENT (E-LEARNING)										Hours	Credits 6	
		Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)							Mean Score of COs
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5			
CO1	5	4	4	4	4	4	3	4	4	3	3	3.87		
CO2	5	4	4	4	4	4	3	4	4	3	3	3.87		
CO3	5	4	4	4	4	4	3	4	4	3	3	3.87		
CO4	5	4	4	4	4	4	3	4	4	3	3	3.87		
CO5	5	4	4	4	4	4	3	4	4	3	3	3.87		
CO6	5	4	4	4	4	4	3	4	4	3	3	3.87		
Overall Mean Score for COs											3.87	3.87		

Result: The Score for this Course is 3.87 (High Relationship)

Note:

Mapping Scale	1-20%	21-40%	41-60%	61-80%	81-100%
Relation Quality	1 0.0-1.0 Very poor	2 1.1-2.0 Poor	3 2.1-3.0 Moderate	4 3.1-4.0 High	5 4.1-5.0 Very High

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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18MCO104A

CONSUMER BEHAVIOUR AND RESEARCH

Course Outcomes:

1. Understand the basics of consumer behavior.
2. Know the various psychological factors that can influence the buying behavior.
3. Evaluate the process of making buying decisions.
4. Appreciate the cultural and social influences on buying behavior.
5. Analyse the outcomes and issues of consumer behavior.
6. Choose the topics, formulate the objectives and research design for doing research in Consumer behavior.

Unit I: An Introduction to Consumer Behaviour:

Understanding Consumer Behaviour - Developing Information about Consumer Behaviour.

Unit II: The Psychology Core:

Motivation, Ability and Opportunity - Exposure, Attention and Perception - Knowledge and Understanding - Attitude based on High and Low efforts - Memory and Retrieval.

Unit III: The Process of Making Decision:

Problem Recognition and Information Search - Decision Making Based on High and Low efforts - Post-Decision Processes.

Unit IV: The Consumer's Culture:

Consumer Diversity - Social Class and Household Influences - Psychographics: Values, Personality and Life Styles - Social Influences on Consumer Behaviour.

Unit V: Consumer Behaviour Outcomes and Issues:

Adoption of, Resistance to, and Diffusion of Innovations - Symbolic Consumer Behaviour - Ethics, Social Responsibility and the Dark Side of Consumer Behaviour and Marketing.

Books for Reference:

1. Wayne D. Hoyer, Deborah J. MacInnis (2011), Consumer Behaviour: A Marketer's Tool, Cengage Learning India Private Limited, New Delhi,
2. Robert East, Malcolm Wright and Marc Vanhuele (2009), Consumer Behaviour Applications in Marketing, SAGE Publications India Pvt. Ltd., New Delhi,
3. Frank R. Kardes (2002), Consumer Behavior and Managerial Decision Making, Prentice Hall of India, New Delhi

18MCO104B

CUSTOMER RELATIONSHIP MANAGEMENT AND RESEARCH

Course Outcomes:

1. Understand the basic nuances of CRM.
2. Realise the importance of Enterprise Marketing Automation.
3. Understand the concept of Call Centres
4. Comprehend customer satisfaction and develop a scale to measure customer satisfaction
5. Appreciate the role of employees in CRM.
6. Identify the topics of research in CRM and formulate research design diligently.

Unit-I

CRM concepts: Acquiring customers, customer loyalty, and optimizing customer relationships. CRM defined: success factors, the three levels of Service/ Sales Profiling, Service Level Agreements (SLAs), creating and managing effective SLAs.

Unit-II

CRM in Marketing: One-to-one Relationship Marketing, Cross Selling & Up Selling, Customer Retention, Behaviour Prediction, Customer Profitability & Value Modeling, Channel Optimization, Event-based marketing. CRM and Customer Service: The Call Centre, Call Scripting, Customer Satisfaction Measurement.

Unit-III

Sales Force Automation - Sales Process, Activity, Contact, Lead and Knowledge Management. Field Force Automation. CRM links in e-Business: E-Commerce and Customer Relationships on the Internet, Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Supplier Relationship Management (SRM), Partner relationship Management (PRM).

Unit-IV

Analytical CRM: Managing and sharing customer data - Customer information databases, Ethics and legalities of data use. Data Warehousing and Data Mining concepts. Data analysis: Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering.

Unit-V

CRM Implementation: Defining success factors, preparing a business plan - requirements, justification, processes. Choosing CRM tools: Defining

functionalities, Homegrown versus out-sourced approaches. Managing customer relationships: conflict, complacency, Resetting the CRM strategy. Selling CRM internally: CRM development Team, Scoping and prioritizing, Development and delivery, Measurement.

Books for Reference:

1. G. Shainesh, Jagdish, N.Sheth (2005), Customer Relationship Management Strategic Perspective, MacMillan,
2. Alok Kumar *et al* (2008), Customer Relationship Management : Concepts and Applications, Biztantra,
3. H. Peeru Mohamed and A.Sahadevan (2005), Customer Relation Management, Vikas Publishing House.
4. Kumar (2007), Customer Relationship Management - A Database Approach, Wiley India.

18MCO104C

ENTREPRENEURSHIP DEVELOPMENT AND RESEARCH

Course Outcomes:

1. Understand the basic concepts and theories of entrepreneurship
2. Conceive business ideas and convert them into business projects
3. Learn the incentives and subsidies provided to budding entrepreneurs.
4. Become familiar with institutions offering various forms of assistances
5. Exemplify knowledge on Industrial estates, Foreign Direct Investment, SEZ etc and succeed as an entrepreneur.
6. Conduct research on the topics pertaining to Entrepreneurship Development

Unit I

Entrepreneurship - Meaning - Entrepreneurial culture - Stages in the entrepreneurial process - Barriers to entrepreneurship - Environmental factors affecting entrepreneurship - Entrepreneurial Structures - Theories of entrepreneurial origin - Traits of a true entrepreneur - Types of entrepreneurs - Functions of an entrepreneur - Behavioural patterns of entrepreneurs - Motivating factors - Entrepreneurial ambitions - Compelling factors - Facilitating Factors - Intrapreneurs.

Unit II

Sources of Project Finance: Sources of finance - Capital structure planning - Financial leverage - Cost of capital - Project finance - Term loans - Lease finance - Working capital- Sources of short term finance - Capitalization - Over and under capitalization - Overrun finance - Bridge finance - Venture capital - Marketing Channels: Concept of marketing channel - Significance of channel - Need and functions - Channel design - Strategy and choice of channel - Selecting channel members -Setting quality standards - Recruitment strategies.

Unit III

Entrepreneurial Development Programmes: Concept of entrepreneurial development - Need for training and development - Phases of entrepreneurial development programme -Contents of training programme for ED - Target group - Special agencies and schemes -Institutions conducting EDPS - Problems in Institutional framework - Evaluating EDPS.

Unit IV

Small Enterprises and Inclusive Growth - MSMEs and Globalisation - Inclusive Growth and Financial Inclusion - Growth of Micro, Small and

Medium Enterprises - Credit Flow to Micro and Small Enterprises - Dereservation of Products for Exclusive Manufacture by MSEs - India SME Technology Services Limited - Fiscal Measures - Employment Generation Programmes for Micro Enterprises Promotion - Skill Development through the Micro and Small Enterprise Sector

Unit V

Women and Society - Gender Equality and Development - Globalization and Women - Adverse Effects of Globalization on Women - Opportunities Offered by Globalization - Gender Budgeting - Perspectives on Women Entrepreneurship - Women Entrepreneurship and Promotional Measures - Associations of Women Entrepreneurs - Socio-demographic Attributes of Women Entrepreneurs-Motivation to Women Entrepreneurs - Enterprises which can be promoted by Women - Global and Indian Experiences - Women Empowerment - Micro Finance.

Books for Reference

1. Vasant Desai, 2007, *Dynamics of Entrepreneurial Development and Management*, Mumbai, Himalaya Publishing House,
2. Manvendra Bhattacharya, 2014, *Fundamentals and Essentials of Entrepreneurship*, New Delhi, Anmol Publications Pvt. Ltd.
3. Gupta C.B. and Srinivasan N.P., 2000, *Entrepreneurial Development*, New Delhi, Sultan Chand & Sons.
4. Singh S.D, *Basics of Entrepreneurship*, 2013, New Delhi, Centrum Press.
5. Poornima M Charantimath, 2009, *Entrepreneurship Development and Small Business Enterprises*, Delhi, Pearson Education.
6. Dinanath Kaushik, *Studies in Indian Entrepreneurship*, 2013, New Delhi, Cyber Tech Publications.
7. Nagayya D and Shahina Begum S, 2012, *Women Entrepreneurship and Small Enterprises in India*, New Delhi, New Century Publications.

18MCO104D

FINANCIAL MANAGEMENT AND RESEARCH

Course Outcomes:

1. Understand the concept of Finance and its fundamentals.
2. Elucidate the concept of working capital and its management.
3. Identify different sources of finance and Calculate cost of capital for the different sources of funds.
4. Recognise the impact of capital structure on shareholder's wealth and nuances of dividend policy
5. Analyse and interpret information from Financial statements.
6. Explore and design research for various topics in Financial Management.

Unit I

Financial Management in the Global context - An overview - Meaning - Scope - goals - Basic considerations - The emerging challenges at Global level. Recent changes in global financial markets. Financial management- Objectives of the firm and the impact of risk - The nature and measurement and exposure and risk - Exchange Rate, Interest rate - Inflation rate and Exposure - American depository receipt and global depository receipt.

Unit II

Management of Working Capital - Meaning - significance and types of working capital - Operating cycle period and estimation of working capital requirements - Financing of working capital and norms of bank finance - Sources of working capital - Dimensions of working capital management.

Unit III

Cost of Capital - Concept - Importance and types of cost of capital - Measurement of cost of capital - Weighted average cost of capital - Operating and financial leverages- Capital structure - Meaning, factors affecting capital structure -Capital structure Theories.

Unit IV

Dividend Policy - theories of dividend policy - Walter's model - Gordon's model - Modigliani Miller model - Determinants of dividend policy - forms of dividend.

Unit V

Analysis and interpretation of financial statement- Comparative income statement- Balance sheet -common size income statement and Balance sheet - Trend analysis- Ratio - classification of ratios and ration analysis.

Books for Reference:-

1. M. Y. Khan and P. K. Jain (2011), Financial Management: Text, Problems and Cases, Tata McGraw Hill, New Delhi.
2. V. K. Saxena and Cd. Vashist, Essentials of Financial Management (2010), Sultan Chand & Sons, New Delhi.
3. Brealey and Myers (1985), Principles of Corporate Finance, Tata McGraw Hill, New Delhi.
4. Prasanna Chandra, (2008), Financial Management Theory and Practice - Tata McGraw Hill, New Delhi.
5. T. S. Reddy & Y. Hari Prasad & Reddy (2013), Financial Management, Margham Publications, Chennai.

18MCO104E

HUMAN RESOURCE MANAGEMENT AND RESEARCH

Course Outcomes:

1. Appreciate the principles and practices of Human resource management
2. Understand various aspects of recruitment
3. Assimilate various dimensions of training and development
4. Know significant features of Job evaluation techniques and compensation policies and procedures
5. Be familiar with various factors influencing motivation and different mechanisms available for grievance handling.
6. Carryout research in HRM to identify the trends, developments and issues.

Unit I

Human Resource Management - Evolution and Changing Environment - Objectives - Functions of HRM - Line and Staff view of HRM - HRM as a Profession - Future role of HRM - Human Resource Information System (HRIS) - Its role and relevance - Ethical Issues in HRM - Whistle blowing.

Unit II

Strategic HRM - Role of HRM in Corporate Goal Setting - Levels of Strategic Management - Models of Strategic HRM - Applications of Strategic HRM - HR Planning - Concept, Organization and Practices.

Unit III

Job Analysis - Components - Job Description and Specification - Recruitment - Characteristics and types - Selection Process - Tests and Interviews - Induction and Socialization - performance Evaluation - Purpose - Factors affecting Performance evaluation - Performance Management System (PMS).

Unit IV

Training and Development - Need and Importance - Assessment of employee training needs - Steps in training - Methods of Training - Management Development Programmes - Significance and Types - Career Planning and Development - Career Counseling, Job Rotation - Promotion and Transfer - Retirement and other Separation Processes.

Unit V

Compensation Administration - Developing a sound compensation Structure - Incentives and Benefits - Grievances Handling and Discipline - Collective

bargaining - HRM in changing environment - HRM in Virtual Organizations International & Indian HR Practices.

Book for reference:

1. Pravin Durai (2010), Human Resources Management, Pearson Education, New Delhi.
2. VSP, Rao (2002), Human Resource Management: Text & Cases, Excel Books, New Delhi.
3. Edwin Flippo, (1984), Personnel Management, Tata McGraw Hill, New Delhi.
4. Stephen P. Robbins (2007), Organisational Behaviour, Prentice Hall of India Ltd, New Delhi.
5. Mamoria & Gankar 2011 Human Resource Management, Himalaya Publication House Pvt.Ltd, New Delhi
6. J.Jaya Sankar (2013), Human Resource Management, Margham publication, Chennai.

18MCO104F

INVESTMENT MANAGEMENT AND RESEARCH

Course Outcomes:

1. Decipher the meaning of investment and risks associated with it.
2. Identify and appreciate various investment avenues.
3. Understand underlying facts of portfolio construction.
4. Know the influences of Fundamental Analysis and technical analysis
5. Absorb the dynamics of various investment theories and evaluate investment proposals
6. Carryout research to identify the opportunities, challenges, expectations, trends etc pertaining to research.

Unit-I

Investment - Meaning - Investment Vs Speculation - Investment Vs Gambling - Investment Objectives - Investment Process.

Risk and Return: Factors Influencing Risk - Measuring Risk and return. Valuation of Equity: Dividend Discount Models, Price/ Earnings Approach, Bond Analysis.

Unit-II

Fundamental Analysis - Economy analysis - Industry analysis - Company analysis - Analyzing the Financial Statements

Technical Analysis - Basics of Technical Analysis - Assumptions - Tools - Charts and Trends - Moving Average - Indicators and Oscillators.

Unit-III

Efficient Market Theory: Basic concepts - Random Walk - The Efficient Market Hypothesis

Portfolio Management: Introduction to portfolio - Portfolio Construction - Portfolio Management: Introduction - objectives - approaches - Phases - Markowitz's Model.

Portfolio Selection: Risk and Investor Preferences - Constructing the Portfolio Significances of beta in the portfolio.

Unit-IV

Portfolio Management Process - Evaluations, Capital Market Theory - Capital Asset Pricing Model (CAPM) - Arbitrage Pricing Theory.

Performance Evaluation : Share Index, Treynor Index, Jensen's Model, Fama.

Unit - V

Futures and Options - Meaning - Types - Factors affecting the values of options and Futures- valuation of futures and options.

Books for Reference:

1. Avadhani V.A. (2007), Security Analysis and Portfolio Management, 8th Edition Himalaya Publishing House, Mumbai.
2. Inderpal sing *et al* (2007), Security Analysis and Portfolio Management, 2nd Edition Kalyani Publishers, New Delhi.
3. Prasanna Chandra (2006), Financial Management: Theory and Practice, 6th Edition.,Tata McGraw Hill, New Delhi.
4. Punithavathy Pandian (2009), Security Analysis and Portfolio Management, 2nd Edition Vikas Publishing House Pvt Ltd, Noida.
5. Prasanna Chandra (2006), Investment Analysis and Portfolio Management 2nd Edition Tata McGraw Hill, New Delhi.

18MCO104G

MARKETING MANAGEMENT AND RESEARCH

Course Outcomes:

1. Know the basic principles and practices of marketing.
2. Understand the Marketing Mix and its components in detail.
3. Evaluate the components of product mix
4. Articulate Sales Promotional techniques used in modern marketing.
5. Know the basic aspects of the channels of distribution and consumer behaviour.
6. Carryout research in various topics pertaining to Marketing Management.

Unit- I: Marketing

Introduction of Marketing - Meaning and Definition - Nature and Scope of Marketing - Concept and Important of Marketing - Basic approaches of Marketing - Advantages and Disadvantages of Marketing - Characteristics of Marketing.

Unit-II: 4 Ps Of Marketing

Product, Place, Promotion and Price - Introduction - Meaning and Definition - Objectives of 4 Ps - Product life cycle - Product line and product mix - Kinds of Pricing - Types of Sales - Managing a Marketing System- Type of Marketing Environment.

Unit-III: Product Planning And Development

Meaning of Product - Classification of Products - Importance of Product Innovation - Development of New Product - New Product Adoption and Diffusion Process - Importance of Sales - Steps in Selling

Unit-IV: Advertising

Introduction - Meaning and Definition of Advertising - Objectives of Advertising - Advantages and Limitation of Advertising Media of Advertising - objectives and Functions of Advertising - Scope of Advertising - Sales promotion.

Unit-V: Understanding Consumer Behavior

Importance and Difficulty of Understanding Consumer Behavior - Cultural Influences - Psychological Determination of Buyers Behavior - Decision Making Process in Buying - Need for Study - Consumer Buying - Decision Process - Buying Motives - theories of Consumer Behavior .

Books for Reference:

1. Adrian Palmer (2001), Principles of Services Marketing, 3rd Edition, McGraw-Hill Book Co ,Singapore
2. Gupta, C.B. & Rajan Nair (1996), Marketing Management, 7th Edition, Sultan Chand & Sons, New Delhi.
3. Philip Kotler & Kevin Lare (2007), Marketing Management, 12th Edition, Dorling Kindersely (India) Pvt, New Delhi.
4. Varshney, R.L. and S.T. Gupta (2004), Marketing Management, 1th Edition, Indian Institute of Foreign trade, New Delhi.
5. William J. Stanton & Charles Futrell (1987), Fundamentals of Marketing, 8th Edition, McGraw-Hill Book Co., Singapore.

18MCO104H

ORGANISATIONAL BEHAVIOUR AND RESEARCH

Course Outcomes:

1. Grasp the organizational theories that would enlighten the understanding of human behavior at work.
2. Familiarize with the need for behavior modifications in the changing work environment.
3. Understand team/group processes and to be able to address issues arising from individual and collective organizational behavior.
4. Know the importance of change in the competitive work environment.
5. Understand the Importance of the relationships among human beings and their effect in the organizational development.
6. Carry out research that can contribute to the evolving organizational behavior.

Unit-I

Fundamentals of organizational behavior : Dynamics of people and organizations - Models of organizational behavior Custodial Model - Supportive Model - Social System - Social Culture - role - Status - Organizational culture - Limitations of organizational behavior.

Unit-II

Motivation and Job Satisfaction: Human needs and wants - Motivation - Theories of Motivation - Maslow's and Herzberg's Theories - valence and expectancy model - Job satisfaction - factors leading to job satisfaction - involvement and Organizational commitment.

Unit-III

Group Dynamics and Team Building: Concept of Group Dynamics - Group behavior - Problems in group formation - Structural approach - Weakness of group. Ingredients of effective team building process - Skills needed for team building - Team work.

Unit-IV

Leadership and conflict management: Concept of Leadership - Traits of effective leader - Positive and Negative leader. Power9 - styles - autocratic, participative and free rein leader. Managerial Grid model - Situational leadership - Conflict Management - Traditional and behavioral views of conflict - Conflict resolution modes - Contingency approach - Conflicts in organizations - Managing conflicts in organizations.

Unit-V

Organizational changes and organizational development - technological changes and behavior - technological features - TQM - flexi system - Nature of work change - Responses to changes - Resistance to change - Reasons for resistance - Implementing changes effectively - Three stages of changes - Organizational learning curve of change - Building support for change. Understating organization development - Characteristics of organizational development - Process of organizational development - Benefits & Limitations of organizational development.

Books for reference

1. Dwivedi, R.S, (2008), Human Relations and Organisational Behaviour, Oxford & IBH.
2. Stephen P. Robins, (2007), Organisational Behaviour, Prentice Hall of India Ltd, New Delhi.
3. Fred Luthans, (2005), Organisational Behaviour, Tata McGraw Hill Company Ltd, New Delhi.

18MCO104 I

PRODUCTION AND MATERIAL MANAGEMENT

Course Outcomes:

1. Know the basics of Production and material Management.
2. Understand and evaluate various production methods and techniques.
3. Gain knowledge in various techniques and tools of inventory control.
4. Comprehend the nuances of framing a good production management and material management policies for the organization.
5. Converge the issues pertaining to production and inventory.
6. Carryout research in Production and Material Management to evaluate their functioning in an organization and offer suggestions for the improvment

Unit-I:

SCOPE AND SIGNIFICANCE OF PRODUCTION MANAGEMENT

Production, operation function - objectives of production management, scope of production management, Type of production and production interface with other functional area of business, Plant locations - factors affecting plant layout - different type of layouts and their suitability.

Unit-II:

PRODUCTION PLANNING, SCHEDULING AND MONITORING SYSTEM

Concept and need of production planning - factors - Elements of production planning, capacity planning - Aggregate planning - Method study - Work measurement - Time study - Motion study _ Scheduling.

Unit-III:

MATERIAL MANAGEMENT

Concepts, objectives and importance of material management - Material handling - principles of materials handling- Material requirement planning.

Unit-IV:

INVENTORY CONTROL

Nature of inventory - types of inventory - cost of holding inventory - Techniques of inventory control - EOQ - VED analysis - ABC analysis.

Unit-V:

QUALITY CONTROL

Inspection and quality control, Statistical quality control - Techniques of SQC - Acceptance sampling - Control charts.

Books for reference:-

1. Matand T. Telsang; Production operations Management; S. Chand and Company LTD, First Edition; New Delhi; 2005 (for Unit-1 & 2)
2. C.B. Gupta; Operations management and control; Sulston Chand and Sons; New Delhi; Fourth Edition: 2006 (for Unit-3 & 5)
3. E.S. Buffa; Modern production Operations Management - 7th Edition; Wiley Eastern Ltd. 1980. New Delhi.
4. Raymond R. Mayor; Production Management; Wiley Eastern LTD. New Delhi; 1980
5. Keith Lockyeer; Production Management; Wiley Eastern LTD; New Delhi. 1980.
6. Buffs and Miller; Production Inventory System; Rand and McNally and Co LTD; 1990.

18MCO104 J

RETAIL MANAGEMENT AND RESEARCH

Course Outcomes:

1. Know various forms of retailing business techniques in India.
2. Gain knowledge on the store location, practical analysis of site and trading.
3. Acquire in depth knowledge of inventory management.
4. Appreciate critical elements of retail stores operations.
5. Equip themselves with skills critical for Physical distribution and store keeping strategies.
6. Carry out research in contributing to the significant growth of Retail Management

Unit I

Retailing - Meaning - Definition - Characteristics - evolution of retailing in India - retailing principles - retail sales objectives - retailing in India - across the globe - reasons for retail growth - emerging trends in retailing - retail formats - store based; non-store based - traditional and non-traditional retailing - internet retailing - cyber retailing.

Unit II

Store location - importance - selection of loyalty - site analysis -trading analysis - demand and supply density - site availability - trends in store location - retail marketing segmentation - significance - market segmentation process - key retail segments.

Unit III

Inventory - reasons for holding inventory - methods of inventory control - selective inventory management - EOQ model - ABC analysis-VED analysis - FSN analysis - HML analysis-inventory costs- material handling -latest development in inventory management.

Unit IV

Retail store operations- elements of retail store operations management of retail store- the role of centralized retailer - an integrated retailing approach - operations master schedule - store maintenance- energy management - retailing success tips.

Unit V

Distribution management - distribution channel - functions of a distribution channel - channel levels - elements of physical distribution -wholesaling - classification and characteristics - warehousing - need -benefits - functions features and classifications of warehousing.

Books for Reference:-

1. Dr. Harjit Singh, (2009), Retail Management - A Global Perspective, Text and Cases, S.Chand & Company Ltd., New Delh
2. Gibson G Vedamani, (2004), Retail Management:- Functional Principles and Practices, Jaico Publishing House, New Delhi.
3. Gourav Ghosal, (2010), Retail Management, Maxford Books Publishing House, New Delhi. 3.
4. L. Natarajan (2013), Retail Management, Margham Publications, Chennai.

18MCO104 K

SUPPLY CHAIN MANAGEMENT AND RESEARCH

Course Outcomes:

1. Explain basic theories, concepts, applications and techniques of supply chain Management.
2. Understand the effectiveness of application of logistics in SCM.
3. Analyze the significance of the various utilities associated with the inventory Models.
4. Learn how firms formulate, implement and evaluate corporate business strategies.
5. Examine various issues and problems associated with supply chain in a changing business environment.
6. Conduct research on various topics pertaining to SCM.

Unit-I

SCM - Definition - objectives - Evolution - need-Issues involved in developing SCM Framework-Types. SCM activities - constituents - Organisation. Logistics- Definition - History and Evolution- Objectives-Elements-activities importance- The work of logistics-Logistics interface with marketing-retails logistics-Emerging concept in logistics

Unit-II

Inventory: Concept, Inventory Classification, Functions of Factors affecting Stock levels, Maximum and Minimum Level, Order Point, Reorder Level, Perpetual Inventory System, Lead Time, Economic Order Quantity (EOQ), BASIC EOQ Model, Safety or Buffer Stock, Feedback Inventory Information System. Selecting Inventory Control Techniques: ABC Analysis, HML Analysis VED Analysis, SDE, GOLF, FSN SOS XYZ Classification. Just in Time (JIT)

Unit-III

Logistics Management-Definition-Achievement of competitive advantage through logistics Framework-Role of Logistics management-Integrated Logistics Management- Evolution of the concept- model - process-activities Retail strategy and supply chains: Product life cycle - innovative and functional products - retail market segments - supply chain management excellence - skill requirements

Unit-IV

Electronic procurement (e-procurement) - Transport and delivery management - Packing and order management - Inventory and warehousing

- Application architecture of Customer relationship management (CRM) - E-business logistics and its benefits.

Unit-V

Information Technology for supply chain management - Bull whip effect-IT in supply chain-Business Process Reengineering-enterprise resource planning-EDI Problems with EDI-Impact of Internet on SCM- Theory of Probability: Probability as a concept; Basic probability rules; Tree diagrams; Conditional probability; Mutually exclusive events and independent events; Bayes' Theorem or Inverse probability rule. [6L] Probability distribution of a Random Variable- Estimation: point and interval estimation; Criteria of a good estimator; Methods of Point Estimation - The Method of Maximum Likelihood and The Method of Moments

Books for reference:

1. Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005
2. Donald Waters : Logistics. Palgrave Macmillan, New York, 2004
3. Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999
4. Inventory management by Sridhara Butt -publishers Himalaya publishing House -2007.
5. Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005
6. Sarika Kulkarni : Supply Chain Management, Tata Mc- Ashok Sharma Graw Hill Publishing Co Ltd., New Delhi,2004

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