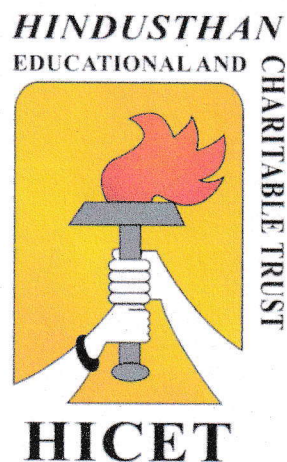


HINDUSTHAN COLLEGE OF ENGINEERING AND TECHNOLOGY
(An Autonomous Institution Affiliated to Anna University, Chennai)
(Approved by AICTE, New Delhi, Accredited by NAAC with 'A' Grade)
Coimbatore - 641032.

MASTER OF BUSINESS ADMINISTRATION



CHOICE BASED CREDIT SYSTEM

Curriculum and Syllabus
Academic year 2020-2021

VISION AND MISSION OF THE INSTITUTION

VISION

To become a premier institution by producing professionals with strong technical knowledge, innovative research skills and high ethical values.

MISSION

IM1: To provide academic excellence in technical education through novel teaching methods.

IM2: To empower students with creative skills and leadership qualities.

IM3: To produce dedicated professionals with social responsibility

Vision Statement of the Department

Emergence as a premier business school recognized globally for management education, practice and research that propels lifelong learning with ethical and professional values

Mission Statements of the Department

- Promote a collaborative learning environment that delivers the best in teaching, research, and innovation with global perspective.
- Adopt entrepreneurial and innovative capabilities to manage change and transformation across various disciplines of management practices.
- Nurture professional and ethical responsibilities related to industry, society, and environment

Program Educational Objectives

- Exhibit managerial acumen with creative, innovative thinking and values in a global context.
- Function effectively as competent managers with problem solving and decision-making capabilities.
- Contribute responsibly to business and societal communities.

Program Specific Outcomes

- Integrate core, cross-functional and interdisciplinary aspects of management theories and frameworks with real world practices.
- Engage in independent and lifelong learning and take up challenging assignments for professional development.

Program Outcomes

- Domain Knowledge - Develop conceptual and functional knowledge in respective managerial domains for decision making.
- Innovative Thinking Skills - Identify and interpret business scenarios with innovative and critical thinking skills for problem solving.
- Communication Skills - Exhibit effective communication skills to justify and negotiate business issues successfully.
- Leadership Skills - Demonstrate leadership and team building skills in collaborative settings.
- Ethical Practice - Integrate social precincts and ethical practices for corporate governance.
- Business Environment - Appraise organizations, stakeholders and their relevant eco systems.



Hindusthan College of Engineering and Technology
(An Autonomous Institution, Affiliated to Anna University, Chennai)

Approved by AICTE, New Delhi & Accredited by NAAC with 'A++' Grade)
Valley Campus, Pollachi Highway, Coimbatore, Tamil Nadu.



DETAILS OF CHANGES CARRIED OUT IN CURRICULUM & SYLLABUS

CBCS PATTERN

POSTGRADUATE PROGRAMMES

MASTER OF BUSINESS ADMINISTRATION (PG)

REGULATION-2020

For the students admitted during the academic year 2020-2021 and onwards

SEMESTER I

S.No	Course Code	Course Title	Type	L	T	P	C	CIA	ESE	TOTAL
THEORY										
1	20BA1201	Business Organization & Management	PPC	3	0	0	3	40	60	100
2	20BA1202	Managerial Economics	PPC	3	0	0	3	40	60	100
3	20BA1203	Accounting for Managers	PPC	3	0	1	4	40	60	100
4	20BA1204	Quantitative Methods for Management	PPC	3	1	0	4	40	60	100
5	20BA1205	Organizational Behaviour	PPC	3	0	0	3	40	60	100
6	20BA1206	Legal Aspects of Business	PPC	3	0	0	3	40	60	100
PRACTICAL										
7	20BA1001	Business Application Lab – I	EEC	0	0	4	2	50	50	100
8	20BA1002	Managerial Skill Development – I	EEC	0	0	2	1	100	0	100
9	20BA1701	Social Immersion Project	EEC	0	0	2	1	100	0	100
Total:				18	1	9	24	490	410	900

SEMESTER II

S.No	Course Code	Course Title	Type	L	T	P	C	CIA	ESE	TOTAL
THEORY										
1	20BA2201	Operations Management	PPC	3	0	0	3	40	60	100
2	20BA2202	Financial Management	PPC	3	0	1	4	40	60	100
3	20BA2203	Marketing Management	PPC	3	0	0	3	40	60	100
4	20BA2204	Human Resource Management	PPC	3	0	0	3	40	60	100
5	20BA2205	Quantitative Techniques	PPC	3	1	0	4	40	60	100
6	20BA2206	Business Research Methods	PPC	3	0	0	3	40	60	100
PRACTICAL										
7	20BA2001	Business Application Lab –II	EEC	0	0	4	2	50	50	100
8	20BA2002	Managerial Skill Development – II	EEC	0	0	2	1	100	0	100
9	20BA2701	Rural Innovation project	EEC	0	0	2	1	100	0	100
Total:				18	1	9	24	490	410	900

SEMESTER III

S.No	Course Code	Course Title	Type	L	T	P	C	CIA	ESE	TOTAL
THEORY										
1	20BA3201	Strategic Management	PCC	3	0	0	3	40	60	100
2	20BA3202	International Business	PCC	3	0	0	3	40	60	100
3	20BA33XX	ELECTIVE-I	PEC	3	0	0	3	40	60	100
4	20BA33XX	ELECTIVE-II	PEC	3	0	0	3	40	60	100
5	20BA33XX	ELECTIVE-III	PEC	3	0	0	3	40	60	100
6	20BA33XX	ELECTIVE-IV	PEC	3	0	0	3	40	60	100
PRACTICAL										
7	20BA3001	Data Analysis and Business Modelling Lab	EEC	0	0	4	2	50	50	100
8	20BA3701	Summer Internship	EEC	0	0	2	2	100	0	100
9	20BA3702	Managerial Skill Development – III	EEC	0	0	2	1	100	0	100
10	20BA3703	Online Certification/Conference Certification	EEC	0	0	0	1	100	0	100
Total:				18	0	8	24	590	410	1000

SEMESTER IV

S.No	Course Code	Course Title	Type	L	T	P	C	CIA	ESE	TOTAL
THEORY										
1	20BA4201	Indian Ethos and Values	PCC	3	0	0	3	40	60	100
2	20BA43XX	ELECTIVE-V	PEC	3	0	0	3	40	60	100
3	20BA43XX	ELECTIVE-VI	PEC	3	0	0	3	40	60	100
4	20BA43XX	ELECTIVE-VII	PEC	3	0	0	3	40	60	100
5	20BA43XX	ELECTIVE-VIII	PEC	3	0	0	3	40	60	100
PRACTICAL										
6	20BA4701	Project Internship	EEC	0	0	12	6	100	100	200
7	20BA4702	Conference/Online/National/ International Certification Program	EEC	0	0	0	1	100	0	100
Total:				15	0	12	22	400	400	800

Professional Electives For Regulation 2020

S.No.	Course Code	Course Title	Type	L	T	P	C	CIA	ESE	TOTAL
PROFESSIONALELECTIVE- MARKETING										
1.	20BAX301	Integrated Marketing Communication	PE	3	0	0	3	40	60	100
2.	20BAX302	Customer Relationship Management	PE	3	0	0	3	40	60	100
3.	20BAX303	Brand Management	PE	3	0	0	3	40	60	100
4.	20BAX304	Retail Management	PE	3	0	0	3	40	60	100
5.	20BAX305	Services Marketing	PE	3	0	0	3	40	60	100
6.	20BAX306	Consumer Behaviour	PE	3	0	0	3	40	60	100
7.	20BAX307	International Marketing	PE	3	0	0	3	40	60	100
PROFESSIONALELECTIVE- FINANCE										
1.	20BAX308	Equity Research & Portfolio Management	PE	3	0	0	3	40	60	100
2.	20BAX309	Financial & Insurance Services	PE	3	0	0	3	40	60	100
3.	20BAX310	Banking Regulation & Services	PE	3	0	0	3	40	60	100
4.	20BAX311	International Financial Management	PE	3	0	0	3	40	60	100
5.	20BAX312	Financial Derivatives	PE	3	0	0	3	40	60	100

[illegible]

[illegible]

1.	20BAX355	Tourism Management	PE	3	0	0	3	40	60	100
2.	20BAX356	Tourism Marketing	PE	3	0	0	3	40	60	100
3.	20BAX357	Event Management	PE	3	0	0	3	40	60	100
4.	20BAX358	Travel Agency and Tour Operation	PE	3	0	0	3	40	60	100
5.	20BAX359	Hospitality Management	PE	3	0	0	3	40	60	100
PROFESSIONALELECTIVE- HEALTH CARE MANAGEMENT										
1.	20BAX360	Hospital Operations Management	PE	3	0	0	3	40	60	100
2.	20BAX361	Hospital Architecture Planning, Design & Maintenance	PE	3	0	0	3	40	60	100
3.	20BAX362	International Health Management	PE	3	0	0	3	40	60	100
4.	20BAX363	Public Health Systems and Health Insurance	PE	3	0	0	3	40	60	100
5.	20BAX364	Health Care Laws and Ethics	PE	3	0	0	3	40	60	100
6.	20BAX365	Hospital front office Management	PE	3	0	0	3	40	60	100
PROFESSIONALELECTIVE -ENTREPRENEURSHIP										
1.	20BAX366	Entrepreneurship development	PE	3	0	0	3	40	60	100
2.	20BAX367	Innovation Management	PE	3	0	0	3	40	60	100
3.	20BAX368	Social Entrepreneurship	PE	3	0	0	3	40	60	100
4.	20BAX369	Small Business Management	PE	3	0	0	3	40	60	100
5.	20BAX370	Science and Technology Entrepreneurship	PE	3	0	0	3	40	60	100
PROFESSIONALELECTIVE- AGRI BUSINESS MANAGEMENT										
1.	20BAX371	Fertilizer Technology Management	PE	3	0	0	3	40	60	100
2.	20BAX372	Management Of Agro Chemicals	PE	3	0	0	3	40	60	100
3.	20BAX373	Management Of Floriculture And Landscaping	PE	3	0	0	3	40	60	100
4.	20BAX374	Farm Power And Machinery Management	PE	3	0	0	3	40	60	100
5.	20BAX375	Feed Business Management	PE	3	0	0	3	40	60	100

6.	20BAX376	Poultry And Hatchery Management	PE	3	0	0	3	40	60	100
7.	20BAX377	Food Technology And Processing Management	PE	3	0	0	3	40	60	100
8.	20BAX378	Fruit Production And Post Harvest Management	PE	3	0	0	3	40	60	100

SEMESTER-WISE CREDIT DISTRIBUTION

MBA PROGRAMME						
Credits per semester						
S.No.	Course Area	I	II	III	IV	Total Credits
1	PPC	20	20	6	3	49
2	EEC	4	4	6	7	21
3	PEC	-	-	12	12	24
Total		24	24	24	22	94

Credit Distribution R2020

Semester	I	II	III	IV	Total
Credits	24	24	24	22	94

Chairman BoS

Chairman - BoS
MBA - HICET

Dean Academics

Dean (Academics)
HICET

Principal

Syllabus

SEMESTER – I

Programme	Course Code	Name of the Course	L	T	P	C
MBA	20BA1201	BUSINESS ORGANIZATION AND MANAGEMENT	3	0	0	3

Course Objective	1. To make the students familiar with basic forms of an organization
	2. To make the students familiar with basic concepts of Management.
	3. To enable the students to learn the basic functions of management.
	4. To make students learn the management of organizations.
	5. To make students understand organizational performance and its importance.

Unit	Description	Instructional hours
I	Business Organization Nature, scope and objectives of Business – Forms of Business Organization – Single person company, Partnership firms, Joint stock Companies and Co-operative Societies – Public Enterprises – Characteristics, Advantages and disadvantages.	9
II	Management Purpose and Importance, Managerial functions and principles – Role of Managers, Management as a science or an art - The Evolution of Management thought - Sustainability and Corporate Social Responsibility, Peter Drucker and his contributions– Emotions - Recent trends in Management	9
III	Planning and Decision Making Nature and Purpose of Planning - Objectives - Strategies, Policies and Planning Premises – Management by Objectives -Decision Making – Types, process, techniques and problems.	9
IV	Organizing Organizing - Importance, Structure, principles and process-Organization structure – Types - Formal and informal organization-Delegation of Authority- Line and Staff Authority- Decentralization Vs Centralization – Advantages and disadvantages. Departmentation – Importance and types.	9
V	Coordination and Controlling Coordination functions in Organization -Essential characteristics of coordination- group Decision Making. Controlling - System and Process of Controlling- Control techniques- - Information Technology in controlling.	9
Total Instructional Hours		45

Course Outcome	CO1.Explain the foundations of management theories and practices
	CO2.Outline the various functions and applications of management theories and practice
	CO3.Identify and relate the human and managerial interface in organizations
	CO4.Explain and recommend suitable organizations structures
	CO5.Explain and report emerging issues and challenges oin modern business organisations

TEXT BOOKS:

- T1: Harold Koontz and Heinz Weihrich, Essentials of Management: An International, Innovation, And Leadership Perspective, 10th edition, Tata McGraw-Hill Education, 2015.
T2: Bhushan Y.K., “Business Organization and Management”, Sultan Chand& Sons,20th Edition, 2017.

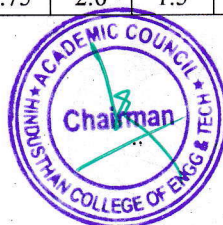
REFERENCE BOOKS:

- R1: Heinz Mark V. Cannice& Koontz, “Management – A Global, Innovative, and Entrepreneurial Perspective”, Tata McGraw Hill, 15th Edition, 2019.
R2: P.C.Tulsian, Vishal Pandey, “Business Organization and Management”, Pearson Publications, 2015.
R3: Andrew J. Dubrin, Essentials of Management, Thomison Southwestern, 10th Edition, 2016

CO-PO/PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3		2			3	3	3
CO2	3	2	2			3	3	3
CO3	3	3	3			3	3	3
CO4	3	3	3	1		3	3	3
CO5	3	3	3	2		3	3	3
AVG	3	2.75	2.6	1.5	-	3	3	3

Chairman - BoS
MBA - HICET



Dean (Academics)
HICET

Pogramme	Course Code	Name of the course	L	T	P	C
MBA	20BA1202	MANAGERIAL ECONOMICS	3	0	0	3

Course Objective	1. To study the fundamental concepts in managerial economics 2. To identify the determinants of demand and supply 3. To make the students to understand the relationship between production and cost concepts 4. To know how prices can be determined in markets from the economic terms 5. To understand the macro economic variables and its real time impact on economy and government policies.
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Unit	Description	Instructional Hours
I	AN OVERVIEW Meaning, Nature, Scope of Managerial Economics – Micro and Macroeconomics- Relationship between managerial economics and other disciplines – Roles and Responsibilities of managerial economist - Basic economic tools for Decision Making.	9
II	DEMAND AND SUPPLY ANALYSIS Demand – Meaning, Determinants - Types of demand –Law of demand-Exceptions- Elasticity of demand – Demand Forecasting - Methods of demand forecasting. Supply - Meaning – Law of Supply-Elasticity of Supply-Determinants.	9
III	PRODUCTION AND COST ANALYSIS Production functions-Meaning-Types: Law of variable proportions, Isoquant, Law of returns to scale. Analysis of cost – Types – Cost output relationship – Relationship between cost and production function - Economies and Diseconomies of scale-Meaning-Kinds.	9
IV	MARKET STRUCTURE AND PRICING Market structure – Meaning-Determinants-Different market structure: Perfect and Imperfect Competition: Monopoly, Monopolistic Competition, Oligopoly, and Duopoly. Price determination under various market structures - Characteristics. Pricing-Methods. Advanced pricing-Auctions.	9
V	INDIAN ECONOMY AND POLICY Business cycles: Phase, causes and effects – Inflation and deflation: Types, Causes and effects – Monetary and Fiscal Policies –National Income – Growth and economic reforms: Poverty and Inequality- Economic reforms towards more liberalization-Agriculture, Industry and Services-Government reforms and the emerging energy-economy-environment regulatory framework. Global Recession	9
Total Instructional Hours		45

Course Outcome	CO1. Explain the key managerial economic concepts in business. CO2. Illustrate the vagaries of changes in the demand and supply conditions CO3. Analyse how prices are determined in different market structures CO4. Compare the different costs of production and its impact on short and long run decisions CO5. Outline the macroeconomic elements of the country and its impact on the Economy
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TEXT BOOKS:

T1 - R.L.Varshney&K.L.Maheshwari, Managerial Economics, Sulthan Chand and Sons, 19th Revised and Enlarged Edition, Jan 2018

T2 – Yogesh Maheswari, Managerial Economics, PHI Learning, 3rd Edition, 2012.

REFERENCE BOOKS:

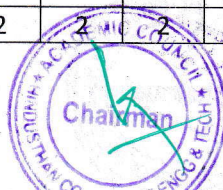
R1 – Paul A Samuelson, William D.Nordhaus, Sudip Chaudhuri and Anindya Sen, Economics, 19th Edition, Tata McGraw Hill, New Delhi, 2011.

R2 – G Geetika, Piyali Ghosh, Purba Roy Choudhury, Managerial Economics, 3rd Edition, Tata McGraw Hill, New Delhi, Oct 2017.

R3 - P.L.Mehta, Managerial Economics Analysis, Problems and Cases, 20th Edition, Sulthan Chian and Sons, New Delhi, Jan 2016.

CO-PO/PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	2	2			3	3	3
CO2	3	2	2	2	2	3	3	3
CO3	3	3	2	2	2	3	3	3
CO4	3	3	2			3	3	3
CO5	3	3	2			2	3	3
AVG	3	2.6	2	2	2	2.8	3	3



Dean (Academics)
HICET

Programme MBA	Course Code 20BA1203	Name of the Course ACCOUNTING FOR MANAGERS	L 3	T 0	P 1	C 4
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Course Objective	<p>1: To Enables the students to understand the basic accounting concepts and preparation of financial statement</p> <p>2: To Enables the students to understand the various techniques in financial statement analysis</p> <p>3: To Enable the students to understand the analysis of fund flow and cash flow and the application of cost accounting technique to ascertain the cost of products and services</p> <p>4: To Enables students to understand the application of marginal costing techniques in business</p> <p>5: To Expose the students to understand the preparation and presentation of budgets in the modern business world</p>
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Unit	Description	Instructional Hours
I	INTRODUCTION TO ACCOUNTING Financial Accounting- Accounting Concepts and conventions -Double entry principles of book keeping. Journal entry- Ledger- Trial Balance. Preparation of Final Accounts- Final accounts of companies. Application of Excel and Tally package in preparation of Accounting statements	10
II	FINANCIAL ANALYSIS Financial Reporting Practices-Analysis of financial statements - Techniques of Financial analysis- Comparative statement- Common size statement- Trend analysis -Ratio Analysis - Application of Excel package in Financial analysis.	9
III	COST AND MANAGEMENT ACCOUNTING Management Accounting- -Fund flow analysis-Cash flow analysis- Cost Accounting- Functional classification of cost - Preparation of Cost Sheet - Application of Excel package in preparation of cost sheet.	10
IV	MARGINAL COSTING Marginal costing- Marginal cost Equation-Contribution-Break Even Analysis - Applications of marginal costing - Application of Excel package in preparation of marginal costing.	9
V	BUDGETARY CONTROL Meaning of Budget and budgetary control – objectives - Cash budget-flexible budget and other budgets.-Application of Excel package in preparation of Budgets	7
Total Instructional Hours		45

Note: 80% of the questions shall be problems. 20% of the questions shall be theory based.

Course Outcome	<p>CO1: Understand the basic concepts of financial accounting, cost accounting and management accounting in students.</p> <p>CO2: Apply the basic accounting concepts and preparation of financial statements</p> <p>CO3: Engage and apply financial statement analysis for decision making</p> <p>CO4: Analyse and apply the techniques of cost and management accounting in business</p> <p>CO5: Examine and evaluate the classification and relevant interpretations that facilitates business decision making</p>
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TEXT BOOKS:

T1- Maheswari S.N, Maheswari Sharad K. Maheshwari, "A Text book of Accounting for Management", Vikas Publishing house (P) Ltd., 4th Edition, 2018

REFERENCE BOOKS:

R1- Narayanaswamy R, "Financial Accounting: A Managerial Perspective", PHI, 6th Edition 2017

R2 -Gupta R. L & Radhaswamy M, "Advanced Accountancy", Sultan & Chand Publications, 13th Edition 2018

R3- M.N. Arora, Accounting for Management, Himalaya Publishing House, New Delhi, 3rd edition, 2019.

R4 - Madegowda J, "Accounting for Manager", Himalaya Publishing House, 2017.

R5. -Reddy T.S, Hari Y, Prasad Reddy, Financial and Management Accounting, Margam Publications 4th Edition 2018

CO-PO/PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	3	2	1	3	3	3	3
CO2	3	3	3	3	2	3	3	3
CO3	3	3	2	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
CO5	3	3	3	2	2	3	3	3
AVG	3	3	2.6	2.4	2.6	3	3	3

Programme	Course Code	Name of the Course	L	T	P	C
MBA	20BA1204	QUANTITATIVE METHODS FOR MANAGEMENT	3	1	0	4

- Course Objective**
1. To interpret measures of central tendency, dispersion, and association.
 2. Construct a well defined knowledge of Random variables and distributions.
 3. To Know the mathematical support in real life problems and develop probabilistic models which can be used in several areas of science and engineering
 4. To understand the procedure for testing the hypothesis
 5. To Manipulate different kinds of problems occurring in engineering and technology by applying the design of experiments

Unit	Description	Instructional Hours
I	PROBABILITY & STATISTICS Introduction to probability – Descriptive statistic - Measures of central tendency - mean – median – mode, Measures of dispersion - range – quartile deviation – standard deviation – coefficient of variation- Data Visualisation.	9
II	RANDOM VARIABLE & DISTRIBUTIONS Definition- Discrete and continuous random variables, Problems Distributions (Only problems based on Distributions) –Discrete Distributions Binomial, Poisson- Continuous Distributions – Exponential and Normal distributions.	9
III	CORRELATION & REGRESSION Concepts of correlation – Types of correlation (only grouped data is analyzed) - Karl Pearson's coefficient of correlation – Simple Linear Regression – Multiple Regression.	9
IV	TESTING OF HYPOTHESIS Sampling Distributions – Confidence Interval – Hypothesis testing - Tests based on t (single mean and difference of means), F distribution - for testing difference of variances, Chi-square goodness of fit , The Comparison of two samples - Mann Whitney U-Test, Kruskal-Wallis Test.	9
V	ANALYSIS OF VARIANCE One way and Two way classifications - Completely randomized design – Randomized block design – Latin square design	9
Total Instructional Hours		45

Note: Theory 20 Marks and Problems 80 Marks

- Course Outcome**
- CO1. Use of data and statistical methods to analyze, solve business issues
 - CO2. Analyze and interpret data to reduce the possibility of subjective biases in decision making
 - CO3. Apply quantifiable data, to assess the impact of different factors on business outcomes.
 - CO4. Make informed predictions and forecasts based on defined datasets
 - CO5. Leverage software tools and computational power to execute analyses and outcome interpretations

TEXT BOOKS:

- T1 - Richard Levin and David Rubin, Statistics for management – Prentice Hall of India, 2017
T2- Veerarajan, T., Probability, Statistics and Random Processes, Tata McGraw-Hill, 2nd Edition, New Delhi, April 19, 2017.

REFERENCE BOOKS:

- R1 - Anderson, Sweeny and Williams, Statistics for Business and Economics, Thomson Learning, 2013.
R2 - Dr.K.Subramani and Dr.A.Santha, Statistics for Management, SciTech Publications (India) Pvt Ltd, 2nd Edition, 2010.
R3 -Gupta S C and Kapoor V.K, Fundamentals of Mathematical Statistics, Sultan Chand & Sons, 2016.

CO-PO/PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	3	2			3	3	3
CO2	3	3	3			2	3	3
CO3	3	3	3			2	3	3
CO4	3	3	3			3	3	
CO5	3	3	3			3	3	3
AVG	3	3	2.8			2.6	3	3

Programme	Course Code	Name of the Course	L	T	P	C
MBA	20BA1205	ORGANIZATIONAL BEHAVIOUR	3	0	0	3

- Course Objective
- 1: To enable the students to learn the basic elements of organizational behaviour and individual differences
 - 2: To understand the components of individual behaviour and its influence on organization.
 - 3: To understand the group level behaviour and its impact on managerial performance
 - 4: To impart the knowledge on various leadership style and influence of power on individuals and group
 - 5: To understand the organizational dynamics and stress management

Unit	Description	Instructional Hours
I	Introduction: Nature and scope – linkages with other disciplines - Approach to Organizational behaviour - models of organizational behaviour, Hawthorne Experiment.	9
II	Foundation of individual Behaviour: Personality-Meaning, formation, determinants, traits of personality, theories, personality attributes influencing OB. Attitude: - Formation, components of attitudes, relation between attitude and behaviour. Perception: -Process of perception, factors influencing perception. Learning: - Meaning, principles, theories and its implication.	9
III	Group Behaviour: Definition, types, formation of groups, dynamics, team building, effective teams. Conflict: Meaning, nature, types, process of conflict, conflict resolution. Behavioural aspects of Negotiation.	9
IV	Motivation and leadership: Motivation-importance, process, Motivational Theories. Concept of leadership, styles, Theories, Contemporary Approach of leadership, Transformational leadership. Power and politics - Basis of power, effectiveness of power tactics.	9
V	Organizational Dynamics: Types, creating and sustaining culture, managing cultural diversity. Organizational Development: Goals, process, planned change, resistance to change – Nature of OD, importance, Stress – Work Stressors –Management of stress – Basic concepts in International OB.	9
Total Instructional Hours		45

- Course Outcome
- CO1.Ability to relate different aspects of human behaviour in organizations
 - CO2.Analyse the impact of individual behaviour on organization's performance
 - CO3.Analyse the impact of group behaviour on organization's performance
 - CO4.Illustrate and explain the various leadership styles and its relevance in organizations
 - CO5.Apply the frameworks & tools effectively to analyze & approach various Organizational situations

TEXT BOOKS:

T1.Stephen P Robbins, Timothy A, Niharika Vohra "Organizational Behaviour", Prentice Hall of India, 18th Edition, 2018 T2..L. M. Prasad, Organizational Behaviour, Sultan Chand & Sons 5Th edition, Reprint 2019.

REFERENCE BOOKS:

R1:Aswathappa. K, "Organizational Behaviour", Himalaya Publishing Hous, 12th revised edition, 2016
R2: Fred Luthans, "Organizational Behaviour", McGraw Hill Book Co., 12th edition, 2013.
R3: Stephen P. Robbins and Timothy A. Judge, Essentials of Organizational Behavior | Fourteenth Edition | By Pearson Paperback – 31 January 2019

CO-PO/PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	3	2	3	2	3	3	3
CO2	3	3	2	3	2	3	3	3
CO3	3	3	2	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3
AVG	3	3	2.4	3	2.6	3	3	3

Programme	Course Code	Name of the Course	L	T	P	C
MBA	20BA1206	LEGAL ASPECTS OF BUSINESS	3	0	0	3

- Course Objective**
- 1: To make students understand the basics of Indian business law and Indian Contract Act
 - 2: To enable students to identify and understand the common forms of companies and Company Act 2013
 - 3: To enable students gain insights into sale of goods act and legal aspects relating to business
 - 4: To make students understand the fundamentals of Goods and Services tax
 - 5: To enable students gain insights into the role of consumer rights and IPR in business

Unit	Description	Instructional Hours
I	Foundation of Business Law – Indian Contract Act 1872 Business Law: Meaning and Sources of Business Law in India. Contract: Meaning, Essential elements of valid contract, types of contract, performance of contract, discharge of contract, Breach of contract and its remedies, quasi contracts, Indemnity and Guarantee, Bailment & Pledge, Laws of Agency.	9
II	Company Act 2013 Company: Characteristics and kinds of companies, Formation and Incorporation of a company, Memorandum and articles of association, Prospectus, Duties, Power and liabilities of directors. Winding up of companies, Compliance Management.	9
III	Sale of Goods Act 1930 & Legal aspects relating to Business Essential elements of contract of sale – Sale and Agreement to Sell - Conditions and Warranties – Transfer of Property - Performance of Sales contract. Law relating to Partnership – Alternate Dispute Resolution. Insolvency and Bankruptcy Code, 2016 – An overview.	9
IV	Goods and Services Tax GST: GST Council, Levy and collection of SGST, CGST & IGST, Basic concept of time and value of supply, Input tax credit, Computation of GST Liability, Registration, Tax Invoice, Credit & Debit Notes, Electronic Way bill, Returns, Payment of taxes including Reverse Charge.	9
V	Consumer Protection Act 2019 and IPR Consumer protection Act 2019: Rights of consumers, Consumer Disputes Redressal Commission. Introduction of Intellectual Property Rights, Law relating to Copy rights, Trademarks, Geographical Indications and Patent.	9
Total Instructional Hours		45

- Course Outcome**
- CO1. Identify key concepts in corporate law and apply in the field of management education
- CO2. Effectively communicate by engaging in a persuasive style, and demonstrate oral advocacy skills in a clear and objective manner.
- CO3. Successfully analyze a situation and collaborate effectively with others on a variety of legal issues.
- CO4. Recognize, evaluate and resolve ethical dilemmas in legal and other professions.
- CO5. Employ appropriate legal analysis by reasoning and problem solving skills to arrive at solutions to legal problems.

TEXT BOOKS:

- T1 : P. K. Goel, Business Law for Managers, Biztantatara Publishers, India, 2014.
- T2: N. D. Kapoor, Elements of Mercantile Law, Sultan Chand and Company, India, 2019.

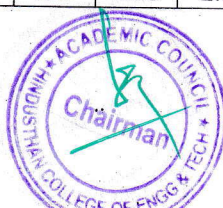
REFERENCE BOOKS:

- R1: AkhileshwarPathak, Legal Aspects of Business, Tata McGraw Hill, 7th Edition 2018.
- R2: Ravinder Kumar, Legal Aspects of Business, New Delhi: Cengage Learning, 4th edition, 2016.
- R3: Richard Stim, Intellectual Property- Copy Rights, Trade Marks, and Patents, Cengage Learning, 15th edition 2017.

CO-PO/PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	3	3	-	2	3	3	3
CO2	3	3	3	2	2	3	3	3
CO3	3	3	3	3	2	3	3	3
CO4	3	3	2	2	3	3	3	3
CO5	3	3	2	2	2	3	3	2
AVG	3	3	2.6	2.25	2.2	3	3	2.8

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Programme	Course Code	Name of the Course	L	T	P	C
MBA	20BA1001	BUSINESS APPLICATION LAB - I	0	0	4	2

- Course Objective**
1. To provide insights on excel basics and an overview about review menu
 2. To enable students perform referencing and an overview about view menu in MS-Excel
 3. To make students work with ranges and carryout formatting in MS-Excel
 4. To carryout the functions of excel interface components and usage of auto filters
 5. To make students perform and work with advanced filters and create charts

Experiment	Description of the Experiment	Practical
1	Excel Basics	3
2	Themes & Page setup	3
3	Adding comments, protect sheet & workbook	3
4	Freeze panes	3
5	Split & hide the window	3
6	Cell referencing	3
7	Cell formatting	3
8	Conditional formatting	3
9	Naming ranges	3
10	Excel functions	3
11	Copying data	3
12	Using auto filters	3
13	Using advanced filters	3
14	Working with filtered data	3
15	Charting in excel	3
Total Instructional Hours		45

- Course Outcome**
- CO1.Create business spreadsheets which adheres to current professional and/or industry standards
- CO2.Communicate in a business setting using spreadsheet vocabulary
- CO3.Use advanced functions and productivity tools to assist in developing worksheets
- CO4.Familiarize with basic to intermediate skills for using Excel in the classroom vis-à-vis Business Applications
- CO5.Propose solutions for databased reporting and decision making

Text Books:

- T1 - David M.Levine et al, "Statistics for Managers using MS EXCEL" (6th Edition) Pearson, 2010.
- T2-William J.Stevenson, CeyhunOzgur, 'Introduction to Management Science with spreadsheet', Tata McGraw Hill, 2009

Reference Books:

- R1-Wayne L.Winston, Microsoft EXCEL 2019: Data Analysis & Business Modeling, 6th Edition, Microsoft Press, 2019.
- R2 - David R.Anderson, et al, "An Introduction to Management Sciences: Quantitative approaches to decision making, (13th Edition) South-Western College Publication, 2011.
- R3-Hansa Lysander Manohar, "Data Analysis and Business Modeling using Microsoft Excel" PHI, 2017.

CO-PO/PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	3	2			2	3	3
CO2	3	3	2	3		2	3	3
CO3	3	3	3	3		2	3	2
CO4	3	3	3	3		2	3	3
CO5	3	3	2	3	3	2	3	3
AVG	3	3	2.4	3	3	2	3	2.8

Programme MBA	Course Code 20BA1002	Name of the Course MANAGERIAL SKILL DEVELOPMENT - I	L 0	T 0	P 2	C 1
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Course Objective	1: To enhance the listening and reading skills of students 2: To enhance the reading skills of students 3: To enable students to build their confidence in delivering logical messages to their audience 4: To improve the oral communication skills through group discussion and debate 5: To improve written communication skills through drafting business messages
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Exercise No	Description of the Exercise	Instructional Hours
	Listening, Reading	
1	Listening for specific information	
2	News Reading	
3	Understanding short real-world notices	
	Speaking	
4	Just a Minute Presentation & Extempore	15
5	Group Discussion - Dos and Dots	
6	Debate on current business affairs	
	Writing	
7	Business letters	
8	Email Etiquettes	

Total Instructional Hours 15

Course Outcome	CO1. Listen actively and critically to others, demonstrating understanding through questioning and summarizing CO2. Analyze and interpret a variety of written and spoken texts, identifying key ideas, arguments, and supporting evidence CO3. Listen actively and critically to others, demonstrating understanding through questioning and summarizing CO4. Deliver clear, concise, and persuasive oral presentations, using appropriate visual aids and delivery techniques. CO5. Apply written communication skills in drafting business messages
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TEXT BOOKS:

- T1 :Raymond V. Lesikar and Marie E.Flatley., "Basic Business Communication – Skills for empowering the internet generation", (10th edition) TATA McGraw- Hill, 2008.
T2: Barun K. Mitra " Personality Development and Soft Skills", (2nd edition), Oxford University Press , 2016.

REFERENCE BOOKS:

- R1: E.H. McGrath, S.J , "Basic Managerial Skills for All", (9th Edition) Eastern Economy edition, PHI Learning Private Limited, New Delhi, 2011.
R2: Herta A. Murphy , Herbert W. Hildebrandt & Jane P Thomas " Effective Business Communication" (7th edition), TATA McGraw- Hill, 2009.
R3: Jennifer Grappone, GradivaCousin, "Five Stars: Putting Online Reviews to Work for Your Business", Sybex Publisher, 2014.

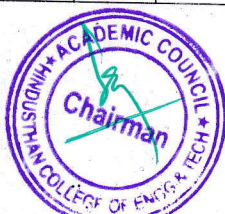
WEBSITE REFERENCE:

W1:<https://www.cambridgeenglish.org/learning-english/activities-for-learners/?time=00-05-mins&rows=12>

CO-PO/PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	3	3	2		1	3	3
CO2	3	3	3	2		1	3	3
CO3	3	3	3	3	2	3	3	3
CO4	3	3	3	3		3	3	3
CO5	3	3	3	3	2	3	3	3
AVG	3	3	3	2.6	2	2.2	3	3

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Programme
MBA

Course Code
20BA1701

Name of the Course
SOCIAL IMMERSION PROJECT

L	T	P	C
0	0	2	1

Course Objective
1: To make the students socially aware of NGOs
2: To identify the importance of solving societal issues

Unit	Description	Instructional Hours
I	He/she should undergo a voluntary seven working day program and get certificate and thereby do a presentation and submit a report. <ul style="list-style-type: none">➤ Join in a nonprofit organization and engage in their activities➤ Organize an event to clean the environment➤ To teach school students in the areas of personality, finance, and career counseling➤ Organize camps for the betterment of society in association with corporate➤ Waste management awareness camp in association with Panchayats and corporation➤ UPI – Unified Payment Interface awareness activities➤ Any other related events for the betterment of the society	

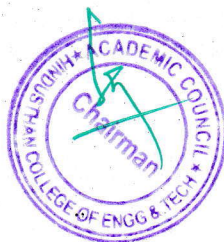
Total Instructional Hours 15

Course Outcome
CO1. Communicate and manage social problems relevantly
CO2. Create and propose prototypes for solving societal issues

CO-PO/PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
AVG	3	3	3	3	3	3	3	3

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SEMESTER – II

Programme	Course Code	Name of the Course	L	T	P	C
MBA	20BA2201	OPERATIONS MANAGEMENT	3	0	0	3

Course Objective	1. To study the concept and challenges of operations management
	2. To make the students to understand the techniques of demand forecasting
	3. To learn about the various types of product design and process design
	4. To identify the various methods of material management
	5. To expose the students know about models of facility location and project scheduling techniques.

Unit	Description	Instructional Hours
I	INTRODUCTION TO OPERATIONS MANAGEMENT Meaning-Importance-Historical development of OM. Transformation processes-Difference between products and services. System perspective- Functions-Challenges and recent trends. Operations strategy-Elements. Supply chain management-Objectives-Functions-Process view of supply chain- Lean vs Agile supply chains. Quality Management and Sustainable operations management. 5S.	9
II	DEMAND FORECASTING Need- Types- Factors- Overview of Qualitative and Quantitative methods. Capacity Planning- Objectives-Levels-Process-Classification. Overview of Material Requirement Planning (MRP) - Manufacturing Resource planning (MRP II) and ERP.	9
III	PRODUCT DESIGN Characteristics -Factors-Approaches-Legal, Ethical and Environmental issues in product design. Product development- Stages. Process selection- Process-Product and process life cycle matrix. Process design- Factors-Types- Interrelationship of product and process design. Work study- Objectives, Procedures. Method study- Steps-Techniques. Motion study principles. Work measurement-Benefits, Techniques.	9
IV	MATERIALS MANAGEMENT Objectives- Functions. Material Planning, Budgeting and Control. Purchasing- Objectives, Functions, Purchasing Policies. Vendor rating and Value Analysis. Stores management- Nature, Layout, Classification and Coding. Inventory-Classification-Inventory control- Need-Objectives- Techniques. Overview of JIT.	9
V	FACILITY LOCATION: Location Theories - Steps in location selection-Factors-Location Models. Facility Layout-Principles- Types-Planning tools and Techniques. Project Management process- Scheduling Techniques. Sequencing Techniques -Flow shop scheduling - Johnson's Algorithm- Shop floor control-Gantt charts.	9
Total Instructional Hours		45

Note: Theory 80 Marks and Problems 20 Marks

Course Outcome	CO1. Apply the concept of operations management in manufacturing and service sector
	CO2. Apply demand forecasting and other prediction techniques for operations
	CO3. Plan production schedules and other scientific methodologies
	CO4. Identify and plan facilities and locations for effective operations
	CO5. Adopt effective materials planning and execution functions

TEXT BOOKS:

T1- Aswathappa K and ShridharaBhat K, Production and Operations Management, Revised Second Edition, 2015.
T2 - Pannerselvam R, Production and Operations Management, Prentice Hall India, Third Edition, 2012.

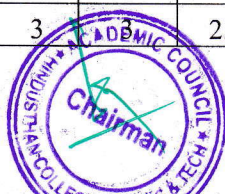
REFERENCE BOOKS:

R1 - KanishkaBedi, Production and Operations Management, Oxford University Press, Third Edition, 2016.
R2 - Mahadevan B, Operations Management Theory and practice, Pearson Education, Third edition 2015.
R3 - S.A.Chunawalla ,D.R.Patel, Production and Operations Management, Himalaya Publishing House, Ninth Edition, 2017.

CO-PO/PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	3	2	1		3	3	3
CO2	3	3	3	2	2	3	3	2
CO3	3	3	2	2	2	3	3	2
CO4	3	3	2	1	1	3	3	3
CO5	3	3	1	1		3	3	2
Avg	3	3	2	1.4	1.66	3		2.4

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Programme	Course Code	Name of the Course	L	T	P	C
MBA	20BA2202	FINANCIAL MANAGEMENT	3	0	1	4

- Course Objective**
- 1: To comprehend to students the role of financial management and time value of money in business
 - 2: To enable students to understand capital budgeting techniques and its applications
 - 3: To give insights to students about the analysis of cost of capital and leverages
 - 4: To make students understand decision of capital structure and distribution of dividend
 - 5: To provide knowledge to students on working capital management and finance.

Unit	Description	Instructional Hours
I	Introduction to Financial Management Financial Management - Scope, Objectives and functions of Financial Management. Concept of Time value of money - Need, Compounding and discounting techniques in computation of time value of money (Single Cash flow, Annuity, Annuity due, Perpetuity, Uneven cash flow and Multi-Period Compounding). Valuation of Bonds and shares. Application in Ms Excel.	9
II	Investment Decisions Nature and features of Capital Budgeting decisions - Types of investment decisions. Capital budgeting evaluation Techniques - Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index. Application in Ms- Excel.	9
III	Cost of Capital Cost of Capital - meaning and importance. Computation of cost of capital: Debt- Preference capital -Equity Capital - Retained earnings, Weighted average cost of capital, EBIT - EPS Analysis. Leverage: Financial Leverage, Operating Leverage and Combined Leverage. Degree of Operating & Financial leverage. Application in Ms Excel.	9
IV	Financing and Dividend Decision Capital Structure Theory: Net Income Approach-Net Operating Income Approach- MM Approach and Traditional Approach. Dividend Policy: Objectives - Types of Dividend Policy - Relevance & Irrelevance theories - Walter's Model, Gordon's model and MM model. - Factors determining dividend policy.	9
V	Working Capital Management Working Capital Management: Concepts, Determinants, issues and estimation of working capital. Cash Management - Receivables Management - Inventory Management. Working capital finance: Commercial paper, Trade credit, Bank finance.	9
Total Instructional Hours		45

- Course Outcome**
- CO1: Outline the functional concepts of Financial Management
CO2: Evaluate the different avenues of investments
CO3: Examine the alternate sources of finance to decide upon an optimal capital structure
CO4: Plan and execute working capital management models appropriately
CO5: Apply working capital management and finance effectively

TEXT BOOKS:

- T1: I M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 11th edition, 2015
T2: M.Y. Khan and P.K.Jain Financial management, Text, Problems and cases Tata McGraw Hill, 8th edition, 2018.

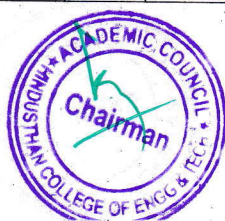
REFERENCE BOOKS:

- R1: Prasanna Chandra, Financial Management, 9th edition, Tata McGraw Hill, 2017.
R2: P.V.Kulkarni and B.G.Satyaprasad, Himalaya Publishing House House, Delhi, 2015.
R3: James C. Vanhorne -Fundamentals of Financial Management- PHI Learning, 13th Edition, 2014.

CO-PO/PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	3	2			3	3	3
CO2	3	3	2		2	3	3	3
CO3	3	3	2		1	3	3	3
CO4	3	3	2	2		3	3	2
CO5	3	3	2	1	1	3	3	2
AVG	3	3	2	1.5	1.333	3	3	2.6

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HICET

Programme MBA	Course Code 20BA2203	Name of the Course MARKETING MANAGEMENT	L 3	T 0	P 0	C 3
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- Course Objective**
- 1: To know marketing from environment and product orientation
 - 2: To understand the fundamentals of marketing function
 - 3: To learn the skills required for marketing function
 - 4: To know the buying behavior of consumers
 - 5: To understand marketing research process and recent trends

Unit	Description	Instructional Hours
I Introduction	Marketing – Definition – importance – scope – core concepts. Analyzing Marketing Environment and Competition. Marketing mix – product and service, Product classification. New product development and Product extension strategies. Product life cycle - strategies.	9
II Marketing Mix Decisions	Market segmentation – meaning – bases. Targeting – strategies. Positioning for Competitive Advantage - Branding. Advertising – decisions. Pricing – objectives – methods – types - strategies.	9
III Channel Management And Sales	Sales promotions- significance- decisions. Personal selling-principles-theories-skills. Sales force management – recruiting – selection – motivating- evaluation. Channel management – decisions – systems – integration – conflict – cooperation – competition. Building and measuring customer satisfaction.	9
IV Buyer Behavior	Industrial and consumer buyer behavior – decision making process – differences – influence. Customer relationship management – process – strategies. Service marketing – characteristics – classifications. Cause related marketing.	9
V Marketing Research And Strategy	Research process in marketing. Retail management, Rural marketing-importance-facts-myths. Green marketing. Online marketing trends - Digital Marketing.	9
Total Instructional Hours		45

- Course Outcome**
- CO1.Acquire knowledge on concepts of Marketing and Marketing Management
 - CO2.Evaluate different distribution channel options for effective marketing operations
 - CO3.Formulate strategies to effectively manage company's sales operations
 - CO4.Identify and cognize the major influences of consumer behaviour
 - CO5.Apply and execute outcome based marketing research in various domains of marketing

TEXT BOOKS:

- T1: Philip T. Kotler and Kevin Lane Keller, Marketing Management, Prentice Hall India, 15th Edition, 2017
T2: Rajan Saxena, Marketing Management, Tata McGraw Hill Education Pvt Ltd, 2009.

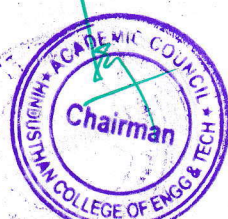
REFERENCE BOOKS:

- R1: Philip Kotler, Marketing 4.0: Moving from Traditional to Digital, 1 John Wiley & Sons, April 2017
R2: Paul Baines, Chris Fill and Kelly Oage, Marketing, Oxford University Press, 5th Edition, 2019.
R3: Gupta Prachi, Aggarwal Ashita, et al, Marketing Management : Indian Cases, 1/e Pearson 31 July 2017

CO-PO/PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	3	2	1		3	3	3
CO2	3	3	2	1	2	3	3	2
CO3	3	3	3	3	3	3	3	3
CO4	3	3	2	3	2	3	3	3
CO5	3	3	3		1	3	3	2
AVG	3	3	2.4	2	2	3	3	2.6

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Programme	Course Code	Name of the course	L	T	P	C
MBA	20BA2204	HUMAN RESOURCE MANAGEMENT	3	0	0	3

Course Objective

- 1.To learn the perspectives of Human Resources in the industries
2. To identify the process of recruitment and selection in the industries
- 3.To provide knowledge about training and development needs
4. To know about the modern compensation plans at workplace
5. To enable the students know about the tools used in performance appraisal

Unit	Description	Instructional hours
	HUMAN RESOURCE MANAGEMENT PERSPECTIVES	
I	Human Resource Management-Meaning-Nature-Objectives-Functions-Evolution of Human Resource Management- The Importance of Human Factor- Challenges – Inclusive Growth and Affirmative Action-Role Of Human Resource Manager- Human Resource Policies-HRIS-Computer Applications in HRM -Human Resource Accounting and Auditing	9
	HUMAN RESOURCE PLANNING AND RECRUITMENT	
II	Human Resource Planning –Job analysis-Job Design- Recruitment- Selection-Tests-Interview –Induction –Socialization-Importance, Sources, Methods and Process.	9
	TRAINING AND EXECUTIVE DEVELOPMENT	
III	Types of Training Methods-Purpose-Benefits-Resistance. Training Need Analysis-Levels-Methods-Process-Executive Development Programmes-Objectives-Characteristics-Process-Common Practices-Benefits- Capacity Building-Self Development –Stages-Models-Knowledge Management-Applications. Online Training and Assessment.	9
	SUSTAINING EMPLOYEE INTEREST	
IV	Compensation Plan: Wages – Incentives - Fringe benefits – ESOP – Reward - Job Evaluation-Motivation-Application of theories of motivation-Career Planning and Development-Development of mentor–Protégé relationships-Human Resource Development-Need-Principles.	9
	PERFORMANCE APPRAISAL AND CONTROL	
V	Performance Appraisal-Process-Methods-Limitations-Ethics-Potential Appraisal-Importance-Techniques. Employee Promotion, Demotion, Transfer, Separation and Outplacement–Implication of Job Change. Control Process- Importance –Methods- Requirement of Effective Control Systems-Grievances – Causes – Implications –Grievance Redressal Methods and Steps. Fundamentals of IR-Fundamentals of Labour Law- Factories act.	9
Total Instructional Hours		45

Course Outcome

- CO1.Effectively manage and plan key human resource functions within organizations
CO2.Examine current issues, trends, practices, and processes of various HR practices
CO3.Ability to handle employee issues and evaluate the new trends in HRM
CO4.Evaluate various methods of performance management and appraisal systems
CO5.Identify and appreciate the significance of various ethical issues in HR practices.

TEXT BOOKS:

- T1: Gary Dessler, Biju Varkkey-Human resource management, Pearson Education limited, 15th Edition, 2017
T2: Aswathappa-Human resource management Text and Cases ,McGraw Hill Education,New Delhi, 8th Edition, 2017

REFERENCE BOOKS:

- R1: H. John Bernardin, Human resource management: An Experiential Approach, Tata McGraw Hill, 6th Edition 2013.
R2: Wayne F Cascio, Managing Human Resources, McGraw Hill, 11th Edition, 2019.
R3: Memoria C.B,Gankar.S.V,- “Personnel Management & Industrial Relations”, Himalaya Publishing House, Mumbai, 2011.

CO-PO/PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	3	2	3	2	3	3	3
CO2	3	3	2	3	3	3	3	3
CO3	3	3	2	3	3	3	3	3
CO4	3	3	2	3	3	3	3	2
CO5	3	3	3	3	3	3	3	3
AVG	3	3	2.2	3	2.8	3	3	2.8

Programme	Course Code	Name of the Course	L	T	P	C
MBA	20BA2205	QUANTITATIVE TECHNIQUES	3	1	0	4

- Course Objective**
1. To Formulate and construct a mathematical model for a linear programming problem in real life situation.
 2. To understand the knowledge of Duality and Sensitivity Analysis.
 3. To understand the knowledge of transportation and assignment problems.
 4. To appropriately formulate Network models & Integer programming for service and manufacturing systems.
 5. To Formulate and construct a mathematical model for Game theory and Dynamic Programming.

Unit	Description	Instructional Hours
I	INTRODUCTION TO LINEAR PROGRAMMING (LP) LP-Formulation-Graphical method- Simplex method- Artificial variables – Special cases: Alternative optima, Infeasibility, Unbounded.	9
II	DUALITY & SENSITIVITY ANALYSIS Formulation of Dual problems – Duality Concepts – Dual Simplex Method, Sensitivity Analysis.	9
III	TRANSPORTATION AND ASSIGNMENT MODELS Transportation Problem - Initial solutions using Vogel's Approximation Method- Check for optimality- MODI method- Assignment Problem – Transshipment Problem – Shortest Path Problem.	9
IV	NETWORK & INTEGER PROGRAMMING PROBLEM Maximum Flow Problem, Minimum Spanning Tree – Network Models (PERT&CPM)- Integer Programming – Gomory's Fractional Cut Algorithm – Mixed Integer Programming Problem.	9
V	GAME THEORY & DYNAMIC PROGRAMMING Game theory - Graphical Method, Dominance Property, Dynamic Programming – Algorithm – Solution Of LPP by Dynamic Programming.	9
Total Instructional Hours		45

- Course Outcome**
- CO1.Solve linear programming problems using appropriate techniques to solve an industrial problem
CO2.Engage and apply simplex algorithms to solve linear programming problems
CO3.Recommend initial basic feasible and optimal solution of the Transportation problems
CO4.Formulate and solve network models for service and manufacturing systems
CO5.Model competitive real-world phenomena using concepts from game theory.

TEXT BOOKS:

- T1 - Kalavathy S, Operational Research, fourth edition 2013.
T2 - Hamdy A Taha, Introduction to Operations Research, Prentice Hall India, ninth Edition, 2014.

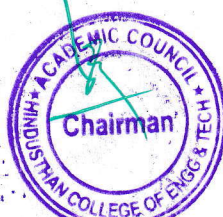
REFERENCE BOOKS:

- R1 - Paneerselvam R, Operations Research, Published by Prentice Hall of India Private Ltd, 2018
R2 - Gupta P.K, Man Mohan, Problem in operations Research (Methods and Solution), Jul 16,2018.
R3 - V.K.Kapoor, - Operation Research Techniquesfor Management, Sultan Chand & Sons, 2014.

CO-PO/PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	3	2	1	-	3	3	2
CO2	3	3	2	1	-	2	3	2
CO3	3	3	2	1	-	2	3	2
CO4	3	3	2	1	-	2	3	2
CO5	3	3	2	1	-	2	3	3
AVG	3	3	2	1	-	2.2	3	2.2

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Programme MBA	Course Code 20BA2206	Name of the Course BUSINESS RESEARCH METHODS	L 3	T 0	P 0	C 3
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- Course Objective**
- 1: To expose the students to the principles of scientific methodology in business research
 - 2: To learn about the various variables in research.
 - 3: To learn the various measures for measurement and scaling
 - 4: To develop the analytical skills.
 - 5: To develop the research report

Unit	Description	Instructional Hours
I	INTRODUCTION TO RESEARCH Introduction to business research- Concepts of tools of business research, objectives- Problem identification and formulation of research – Contribution of research to theory and practices in research – Hypotheses setting and new paradigms in research – Literature review and identifying and accessing sources of information and scholarly literature. Steps in literature development.	9
II	RESEARCH DESIGN AND VARIABLES Research design-concepts and importance in research- Types of research design and types of research- Concept of variables (dependent, independent and extraneous) – Argumentation, Nature and types of quantitative research - Writing up Qualitative research – Experimental Design.	9
III	MEASUREMENT AND SCALING Measurement – validity and reliability of the instrument- Basic scales and different types of attitudinal scales – Data and data collection methods – Construction of questionnaire and its importance – Sampling design and different types of sampling.	9
IV	DATA ANALYSIS AND TOOLS Data entry and screening – Designing and Coding, Developing research proposals – purpose, nature, evaluation, content, format, practical consideration, timeline, budgets, supervision, management and defense of proposals. Descriptive analysis, Influential analysis Univariate and bi-variate analysis (chi-square and correlation) – Multi-variate analysis (discriminant, factor, and Multiple regression) – Parametric test, (t-test, F-test, and z-test) Non-parametric tests (Kruskalwallis test, Mann-Whitney test, Anova) – Application of Excel	9
V	REPORT WRITING Research report writing – Developing Research proposals – purpose, nature evaluation, content, format, practical consideration, timeline, budgets, supervision management, presentation and defense of proposals. Types of research report (Technical and Popular research reports) – Layout of research paper- Subjectivity and Objectivity in research – Academic writing and referencing – Research Ethics. AI tools in Research Report writing	9

Total Instructional Hours

45

- Course Outcome**
- CO1.Acquire knowledge on various basic methods of research
 - CO2.Apply and examine various tools and types of social research
 - CO3.Ability to measure the research precincts with appropriate statistical tools
 - CO4.Develop workable solutions using descriptions and analysis through quantitative and qualitative research avenues
 - CO5.Prepare and present research reports that supports managerial decision making

TEXT BOOKS:

T1- Donald R. Cooper and Pamela S. Schindler, Business Research methods, 9th Edition, Tata McGraw Hill, 2018.

T2-C.R.Kothari and GauravGarg, Business research method, New age Publication, New Delhi, 2019.

REFERENCE BOOKS:

R1- Business Research Methods by Prahlad Mishra, Oxford University Press, January 2015

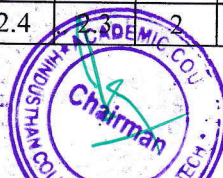
R2- Business Research Methods (English, Paperback, Zikmund William G.) Cengage Learning, 2016

R3- Uma Sekaran, Research methods for Business, Wiley India, New Delhi, January 2018.

CO-PO/PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	3	2	1	1	3	3	3
CO2	3	3	2			3	3	3
CO3	3	3	2			3	3	3
CO4	3	3	3	3	3	3	3	2
CO5	3	3	3	3	2	3	3	3
AVG	3	3	2.4	2	2	3	3	2.8

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Programme
MBA

Course Code
20BA2001

Name of the Course
BUSINESS APPLICATION LAB - II

L	T	P	C
0	0	4	2

Course
Objective

1. To provide insights on excel basics and an overview about importing data and using hyperlink
2. To enable students perform data validation and an overview about formula menu
3. To make students work with consolidating and analyzing the data
4. To make students understand goal seek, scenario manager, and solver
5. To enable students work with pivot tables, macros and protecting workbooks.

Experiment

Description of the Experiment

Practical
Hours

No	Description of the Experiment	Practical Hours
1	Embedding and linking objects	3
2	Using hyperlinks	3
3	Importing data	3
4	Getting visual	3
5	Advanced excel formulas	3
6	Using data validation	3
7	Auditing	3
8	Linking & consolidating data	3
9	What-if analysis	3
10	Goal seek	3
11	Scenario manager	3
12	Solver	3
13	Working with pivot tables	3
14	Protection and security	3
15	Macros	3
Total Instructional Hours		45

Course
Outcome

- CO1. Use Hyperlinks to move around worksheets.
CO2. Create dynamic reports through PivotTables, Pivot chart.
CO3. Use advanced functions and productivity tools to assist in developing worksheets
CO4. Apply the techniques of goal seeker, scenario manager and a solver
CO5. Record repetitive tasks by creating Macros

TEXT BOOKS:

- T1 – Jelen Bill “Advance Excel 2016 in depth” BPB Publications, New Delhi, 2016.
T2- Stephen Moffat “Excel 2010 Advanced”, Bookboon Publishers, 2011.

REFERENCE BOOKS:

- R1-Wayne L. Winston, Microsoft EXCEL 2019: Data Analysis & Business Modeling, 6th Edition, Microsoft Press, 2019.
R2 – Michael Alexander “Excel Macros for Dummies, 2nd paperback, 2018
R3-Jordan Goldmeier “Advanced Excel Essentials” Apress publishers, 1st edition 2014.

CO-PO/PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	3	1			2	3	3
CO2	3	3	1			2	3	3
CO3	3	3	1			2	3	3
CO4	3	3	2			2	3	3
CO5	3	3	1			3	3	2
AVG	3	3	1.2	-	-	2.2	3	2.8

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Programme MBA	Course Code 20BA2002	Name of the Course MANAGERIAL SKILL DEVELOPMENT LAB-II	L 0	T 0	P 2	C 1
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- Course Objective**
- 1: To improve written communication skills through report writing
 - 2: To provide an insight to students into basic features of Ms and its Applications in Managerial Decision Making
 - 3: To provide an insight to students into basic features of G-Suite and its Applications in Managerial Decision Making
 - 4: To make students communicate effectively in Social media.
 - 5: To make students handle comments effectively in Social media.

Exercise No	Description of the Exercise	Instructional Hours
1	Writing: Report Writing	
	Basics of Ms & G-Suite Applications	
2	Ms- Office Word – Creating documents & using references	
3	Ms Power Point &Prezi – Creating presentations	
4	Google Forms, Docs, Sheets, Slides – Basics	
	Social Media Communication	
5	Creation of Social media accounts (Twitter, Facebook, Instagram, LinkedIn, Blogs)	
6	Posting contents in Social media	
7	Handling comments in Social media	

Total Instructional Hours 15

- Course Outcome**
- CO1.Demonstrate professional writing skills to prepare business reports
CO2.Demonstrate executable skills in MS- Word and G Suite applications
CO3.Handle and create documents and presentations using Google forms and other applications
CO4.Ablity to integrate social media platforms for business development
CO5.Converse professionally and ethically in social media

TEXT BOOKS:

- T1 :Raymond V. Lesikar and Marie E.Flatley., “Basic Business Communication – Skills for empowering the internet generation”, (10th edition) TATA McGraw- Hill, 2008.
T2: Barun K. Mitra“ Personality Development and Soft Skills”, (2nd edition), Oxford University Press , 2016.

REFERENCE BOOKS:

- R1: E.H. McGrath, S.J , “Basic Managerial Skills for All”, (9th Edition) Eastern Economy edition, PHI Learning Private Limited, New Delhi, 2011.
R2: Herta A. Murphy , Herbert W. Hildebrandt & Jane P Thomas “ Effective Business Communication” (7th edition), TATA McGraw- Hill, 2009.
R3: Jennifer Grappone, GradivaCousin, “Five Stars: Putting Online Reviews to Work for Your Business”, Sybex Publisher, 2014.

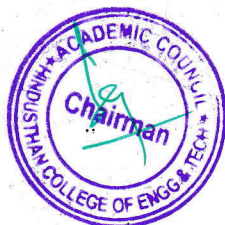
WEBSITE REFERENCE:

W1:<https://www.cambridgeenglish.org/learning-english/activities-for-learners/?time=00-05-mins&rows=12>

CO-PO/PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	3	3	3	2	3	3	3
CO2	3	3	3	3	2	3	3	3
CO3	3	3	3	3	2	3	3	3
CO4	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3
AVG	3	3	3	3	2.4	3	3	3

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Programme
MBA

Course Code
20BA2701

Name of the Course
RURAL INNOVATION PROJECT

L T P C
0 0 2 1

Course Objective 1: To understand the present trend of Rural market
2: To understand the problems of Rural market

Unit Description Instructional Hours

I This paper enables the students to create innovative techniques to improve the rural market and related issues through filed surveys, Live and Consultancy projects.

1. Present Scenario of Rural Markets
2. Study the Demographic characteristics of Rural People
3. Strategies adopted to capture the rural market
4. Create awareness among the rural people on Digital banking
5. Create awareness among rural people on accessing micro finance
6. Create awareness among rural people on the accessing Social Security Benefits
7. Create awareness among rural people on the accessing government schemes
8. Any other related rural innovative projects

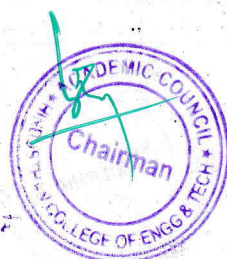
Total Instruction Hours 15

Course Outcome CO1.Exhibit knowledge on the scenarios and operations of rural segments
CO2. Propose sustainable practices to strengthen the rural masses

CO-PO/PSO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
AVG	3	3	3	3	3	3	3	3

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