ACADEMIC CURRICULA

POST GRADUATE DEGREE PROGRAM

(REGULATIONS 2024)

MASTER OF BUSINESS ADMINISTRATION

SEMESTER PATTERN

TWO YEARS (Full-Time)

Learning Outcome Based Curriculum Framework (LOCF)
[1st and 2nd Semester]

Academic Year 2024 – 2025

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

(Deemed to be University u/s 3 of UGC Act, 1956)

Faculty of Management

Kattankulathur, Chengalpattu District 603 203, Tamil Nadu, India

MASTER OF BUSINESS ADMINISTRATION

Regulations 2024

Program Structure

SEMESTER I

S.No.	Course Code	Name of the Course	L	T	P	C
1	MBG24101T	Managerial Economics	3	0	0	3
2	MBG24102T	Financial Reporting Analysis	3	0	0	3
3	MBG24103T	Marketing Management	3	0	0	3
4	MBG24104T	Quantitative Analysis Techniques	3	0	0	3
5	MBG24105T	Organizational Behaviour	2	0	0	2
6	MBG24106T	Legal and Ethical Business Environment	2	0	0	2
7	MBG24107T	Operations Management	3	0	0	3
8	MBG24108L	Programming Languages for Business Decisions (Practical)	0	0	4	2
9	MBG24109T	Professional Upskilling	2	0	0	2
		Total Credits				23

SEMESTER II

S. No.	Course Code	Name of the Course	L	T	P	C
1	MBG24201T	Management Accounting	3	0	0	3
2	MBG24202T	Applied Marketing	2	0	0	2
3	MBG24203T	Human Resources Management	2	0	0	2
4	MBG24204T	Corporate Finance	2	0	0	2
5	MBG24205T	Research Methodology and Statistical Analysis	3	0	0	3
6		Functional Elective 1	3	0	0	3
7		Functional Elective 2	3	0	0	3
8	MBG24206L	Business Analytics (Practical)	0	0	4	2
9	MBG24207T	Personal Effectiveness and Leadership	2	0	0	2
		Total Credits				22

SEMESTER III

S. No.	Course Code	Name of the Course	L	T	P	C
1	MBG24301T	Strategic Management	2	0	0	2
2	MBG24302T	Artificial Intelligence for Business	3	0	0	3
3		Functional Elective 3	3	0	0	3
4		Functional Elective 4	3	0	0	3
5		Functional Elective 5	3	0	0	3
6	MBG24303L	Project				8
		Total Credits				22

SEMESTER IV

S. No.	Course Code	Name of the Course	L	T	P	C
1		Functional Elective 6	3	0	0	3
2		Functional Elective 7	3	0	0	3
3		Functional Elective 8	3	0	0	3
4		Functional Elective 9	3	0	0	3
5		Functional Elective 10	3	0	0	3
6		Functional Elective 11	3	0	0	3
7		Functional Elective 12	3	0	0	3
		Total Credits				21
		Overall Credits				88

Finance Electives

S. No.	Course Code	Name of the Course	L	T	P	C
1	MBG24F01T	Financial Markets, Institutions, and Instruments	3	0	0	3
2	MBG24F02T	Investment Analysis & Portfolio Management	3	0	0	3
3	MBG24F03T	Financial Derivatives	3	0	0	3
4	MBG24F04T	Mergers, Acquisition, and Corporate Restructuring	3	0	0	3
5	MBG24F05T	Fintech	3	0	0	3
6	MBG24F06T	Behavioural Finance	3	0	0	3
7	MBG24F07T	Taxation	3	0	0	3
8	MBG24F08T	International Finance	3	0	0	3
9	MBG24F09T	Financial Analytics	3	0	0	3
10	MBG24F10T	Forensic Finance	3	0	0	3
11	MBG24F11T	Sustainable and Green Finance	3	0	0	3
12	MBG24F12T	Risk Management & Insurance	3	0	0	3

Marketing Electives

S. No.	Course Code	Name of the Course	L	T	P	C
1	MBG24M01T	Customer Relationship Management	3	0	0	3
2	MBG24M02T	Consumer Behaviour	3	0	0	3
3	MBG24M03T	B2B Marketing	3	0	0	3
4	MBG24M04L	Customer Analytics	0	0	6	3
5	MBG24M05T	Digital Marketing	3	0	0	3
6	MBG24M06T	Marketing of Services	3	0	0	3
7	MBG24M07T	Marketing Communications	3	0	0	3
8	MBG24M08T	Marketing Research and Insights	3	0	0	3
9	MBG24M09T	Marketing Strategy	3	0	0	3
10	MBG24M10T	Salesmanship and Sales Management	3	0	0	3
11	MBG24M11T	Retail Management	3	0	0	3
12	MBG24M12T	Product and Brand Management	3	0	0	3

HR Electives

S.No.	Course Code	Name of the Course	L	T	P	C
1	MBG24H01T	Industrial Relations	3	0	0	3
2	MBG24H02T	Labour Legislation	3	0	0	3
3	MBG24H03T	Strategic Human Resource Management	3	0	0	3
4	MBG24H04T	International Human Resource Management	3	0	0	3
5	MBG24H05T	Training and Development	3	0	0	3
6	MBG24H06T	Human Resource Metrics and Analytics	3	0	0	3
7	MBG24H07T	Leadership and Team Dynamics	3	0	0	3
8	MBG24H08T	Talent and Knowledge Management	3	0	0	3
9	MBG24H09T	NLP and Psychological Testing (Neuro-Linguistic Program)	3	0	0	3
10	MBG24H10T	Stress Management	3	0	0	3
11	MBG24H11T	Cross Cultural and Diversity Management	3	0	0	3
12	MBG24H12T	Performance Management and Competency Mapping	3	0	0	3

Operations Electives

S.No.	Course Code	Name of the Course	L	T	P	C
1	MBG24O01T	Operations Planning and Control	3	0	0	3
2	MBG24O02T	Project Management	3	0	0	3
3	MBG24O03T	Sourcing and Procurement Management	3	0	0	3
4	MBG24O04T	Service Operations Management	3	0	0	3
5	MBG24O05T	Supply Chain and Logistics	3	0	0	3
6	MBG24O06T	Total Quality Management	3	0	0	3
7	MBG24O07T	Operations Strategy	3	0	0	3
8	MBG24O08T	Management of Manufacturing Systems	3	0	0	3
9	MBG24O09L	Supply Chain Analytics	0	0	6	3
10	MBG24O10T	Design Thinking for Product and Service Innovation	3	0	0	3
11	MBG24O11T	Sustainability in Operations Management	3	0	0	3
12	MBG24O12T	Industry 4.0 and Technology Management	3	0	0	3

Strategy Electives

S. No.	Course Code	Name of the Course	L	T	P	C
1	MBG24S01T	Dynamics of Framing and Executing Strategy	3	0	0	3
2	MBG24S02T	Strategic Leadership	3	0	0	3
3	MBG24S03T	Foundations of Strategy Consulting	3	0	0	3
4	MBG24S04T	Strategic Modeling and Execution	3	0	0	3
5	MBG24S05T	Corporate Governance	3	0	0	3
6	MBG24S06T	Strategic Management of Services	3	0	0	3

Management Information System Electives

S. No.	Course Code	Name of the Course	L	T	P	C
1	MBG24I01T	Managing Software Projects	3	0	0	3
2	MBG24I02T	Managing Digital Innovation and Transformation	3	0	0	3
3	MBG24I03T	E-commerce and Digital Markets	3	0	0	3
4	MBG24I04T	IT Consulting	3	0	0	3
5	MBG24I05T	Strategic Management of IT	3	0	0	3
6	MBG24I06T	Managing Digital Platforms	3	0	0	3

Business Analytics Electives

S. No.	Course Code	Name of the Course	L	T	P	C
1	MBG24B01L	Data Visualization for Managers (Practical)	0	0	6	3
2	MBG24B02L	Business Forecasting (Practical)	0	0	6	3
3	MBG24B03L	Data Science using R (Practical)	0	0	6	3
4	MBG24B04L	Business Data Mining (Practical)	3	0	0	3
5	MBG24B05L	Marketing Analytics (Practical)	0	0	6	3
6	MBG24B06L	Financial Analytics (Practical)	0	0	6	3

Logistics and Supply Chain Management Electives

S. No.	Course	Name of the Course	L	T	P	C
1	MBG24L01T	Supply Chain and Logistics Management	3	0	0	3
2	MBG24L02T	Project Management	3	0	0	3
3	MBG24L03T	Sourcing and Procurement Management	3	0	0	3
4	MBG24L04T	Warehouse and Distribution Management	3	0	0	3
5	MBG24L05L	Supply Chain Analytics	0	0	6	3
6	MBG24L06L	Supply Chain Optimization and Simulation	0	0	6	3
7	MBG24L07T	Total Quality Management	3	0	0	3
8	MBG24L08T	Circular Economy in Logistics and Supply Chain Management	3	0	0	3
9	MBG24L09T	Supply Chain Digitalization and Industry 4.0	3	0	0	3
10	MBG24L10T	E-Commerce Logistics and Last-Mile Delivery	3	0	0	3
11	MBG24L11T	Supply Chain Resilience and Risk Management	3	0	0	3
12	MBG24L12T	Global Supply Chain Management and International Trade	3	0	0	3
13	MBG24L13T	Port and Airport Cargo Movement	3	0	0	3

Learning Outcomes-based Curriculum Framework (LOCF)

[1st and 2nd Semester]

MASTER OF BUSINESS ADMINISTRATION

SEMESTER-I

Course Code	MBG24101T	Course Name	Managerial Economics	Course Category	Professional Core Course	L	T	P	C
						3	0	0	3

Pre-requisite Courses		Co-requisite Courses		Progressive Courses	
Course Offering	Faculty of Management	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning
CLR-1 :	Understand the fundamentals of managerial economics and micro decisions of the business firm.	
CLR-2 :	Understand the production and cost aspects.	
CLR-3 :	Explore the pricing decisions among the firm under different market structures.	
CLR-4 :	Understand macro aspects of Indian economy.	
CLR-5 :	Analyze the macroeconomic policies and role of world organizations.	

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
CLO-1 :	Apply the economic way of thinking to individual decisions and	1	80	70
CLO-2 :	Measure the responsiveness of consumers' demand and supply to changes in the price of a good and service and income.	2	80	75
CLO-3 :	Understand the different costs of production and how they affect short and long-run decisions.	3	85	75
CLO-4 :	Analyze the specific regulatory mechanisms that best incentivize firms to engage.	4	75	70
CLO-5 :	Identify the different phases of strategies.	5	80	75

Program Learning Outcomes (PLO)				
1	2	3	4	5
Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business.	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
3			3	
3			1	
2			2	
2			3	
3			3	

Unit		1	2	3	4	5
Duration		9	9	9	9	9
S-1	SLO-1	Meaning of Managerial Economics.	Concepts of Production,	Introduction to market	Introduction to National Income	Introduction to foreign trade.
	SLO-2	Nature of Managerial Economics.	Factors of production	Classification of market	National Income Concepts	Concept of balance of payments
S-2	SLO-1	Scope and Importance of Managerial Economics.	Production function with one variable input	Perfect Competition- Features	Models of National Income Determination	Fiscal policy and Monetary Policy
	SLO-2	Managerial Economics in Decision Making	Law of Variable Proportions- Production function with 2 variable inputs.	Determination of price under perfect competition	Economic Indicators.	
S-3	SLO-1	Concept of demand	Laws of returns to scale.	Monopoly- Features,	Technology and Employment	Reserve Bank of India
	SLO-2	Law of demand	ISO-Quants & ISO-Cost line.	Pricing Under monopoly	Issues and Challenges	World Trade Organization
S-4	SLO-1	Elasticity of demand- Types of Elasticity of Demand	Least cost combination factor	Price Discrimination Strategy	Business Cycles	Impact of WTO on India's Foreign Trade-
	SLO-2	Shifting and expansion of demand	Economies of scale,	Monopolistic Competition: Features,	Phases of business cycle	World Bank
S-5	SLO-1	Exceptions to law of demand-	Diseconomies of scale	Pricing Under monopolistic competition	Management of Cyclical Fluctuations.	Major Functions of Worl bank
	SLO-2	Demand forecasting	Technological progress and production function.	Product differentiation.	Employment Vs Unemployment-Various Types	Introduction to International Monetary Fund (IMF)
S-6	SLO-1	Methods of demand forecasting	Introduction to Cost concept	Pricing Strategies: Price Skimming, Penetration Pricing, Loss leader pricing, Peak Load pricing.	Indian Economic growth and Development-	Asian Bank of Development (ABD)
	SLO-2	Decision making	Types of cost- Cost curves,	Oligopoly: Features	Features of underdeveloped economy	Case Study and Discussion
S-7	SLO-1	Steps in decision making	Cost – Output Relationship in the short run	Kinked demand Curve-Cartels	Poverty and Inequality	Case Study and Discussion
	SLO-2	Concept of supply	Cost – Output Relationship in the long run- LAC curve	Price leadership	Macroeconomic overview-	
S-8	SLO-1	Law of supply	Break-Even Analysis – Meaning, Assumptions,	Pricing Approaches	Macro-Economic Environment	Case Study and Discussion

	SLO-2	Elasticity of supply	Determination of BEA, Limitations	Full cost pricing, Product line pricing,	Economic Transition in India	
S-9	SLO-1	Relevant Case study	Uses of BEA in Managerial decisions	Relevant Case study	Relevant Case study	Revision
	SLO-2		Case Study			

Learning Resources	**References:** 1. D N Dwivedi, 2021, Managerial Economics, Ninth Edition, S Chand And Company Ltd. 2. Dominick Salvatore, Managerial Economics Principles and Worldwide Application by Dominick Salvatore, Oxford, 2020. 3. TR Jain, Managerial Economics, VK Global Publications Pvt. Ltd, 2020. 4. P.L. Mehta, 2019 "Managerial Economics- Analysis, Problems & Cases", Sultan Chand & Sons, 21st Edition, 5. Craig H. Petersen, W. Chris Lewis and Sudhir K. Jain, Managerial Economics, Pearson Education, 9th Ed., 2017. 6. Allen Alexander , Stefano Pascucci and Fiona Charnley, "Handbook of the Circular Economy", De Gruyter, 2023 7. H.L. Ahuja, "Modern Microeconomic Theory and Applications, Nineteenth edition", S Chand And Company Ltd, 2022

Learning Assessment

	Bloom's Level of Thinking	*Continuous Learning Assessment (50% weightage)*												*Final Examination (50% weightage)*	
		CLA – 1 (10%)		*CLA – 2 (5%)*		*CLA – 3 (15%)*		*CLA – 4 (10%)*		*CLA – 5 (05%)*		*CLA – 6 (05%)*		*Marks -100 which will be weighted at 50%*	
		Theory	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*
Level 1	Remember	*20*		*20*		*20*		*15*		*10*		*15*		*20*	
Level 2	Understand	*20*		*20*		*20*		*15*		*10*		*15*		*20*	
Level 3	Apply	*30*		*20*		*20*		*15*		*20*		*15*		*20*	
Level 4	Analyze	*30*		*20*		*20*		*15*		*20*		*15*		*20*	
Level 5	Evaluate			*20*		*20*		*20*		*20*		*20*		*20*	
Level 6	Create							*20*		*20*		*20*			
	Total	*100 %*		*100 %*		*100 %*		*100 %*		*100 %*		*100 %*		*100 %*	

CLA-1 Cycle test I (The marks distribution must be based on the level of thinking (blooms) of CLO-2) CLA-2 End Unit Test CLA-3 Model Examination CLA – 4 Innovative Assignments (Videos, Campaigns, Social awareness etc.,) CLA – 5 Intercollegiate Participation (Tech Talks, Conference Paper, etc.) CLA – 6 Course related Events / GLs arranged

Course Designers		
Experts from Industry	**Experts from Higher Technical Institutions**	**Internal Experts**
Mr. Sasi Kumar, Managing Director, Salcomp India Ltd	Dr. Reeves Wesley, Professor, VIT, Chennai	Dr. N. Kumar, Asst. Professor, Faculty of Management, SRMIST, Kattankulathur
Mr. Claudios, Managing Director, Woory Auto Ltd	Dr. Upam Pushpak, Associate Professor, IIM Tiruchirapalli	Dr. Jain Jacob M, Asst. Professor, Faculty of Management, SRMIST, Kattankulathur

Course Code	MBG24102T	Course Name	FINANCIAL REPORTING ANALYSIS	Course Category		Foundation Course	L	T	P	C
							3	0	0	3

Pre-requisite Courses	-	Co-requisite Courses	-	Progressive Courses	Corporate Finance
Course Offering Department	*Faculty of Management*	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	*The purpose of learning this course is to:*
CLR-1:	Understand the basics of accounting, accounting cycles and the preparation of principal books of accounts
CLR-2:	Learn the preparation of Final Accounts for the company.
CLR-3:	Know the various tools of analysis of financial statements and the contents of annual
CLR-4:	Gain knowledge on the ratios and its importance in decision-making.
CLR-5:	Understand the importance of different types of budgeting for an organization.

Course Learning Outcomes (CLO):	*At the end of this course, learners will be able to:*	1 Level of Thinking (Bloom)	2 Expected Proficiency (%)	3 Expected Attainment (%)
CLO-1:	Get familiar with accounting principles and standards such as Generally Accepted Accounting Principles (GAAP) or International Financial Reporting Standards (IFRS).	1	90	80
CLO-2:	Prepare the final accounts for the company.	2	90	80
CLO-3:	Analyze the financial statements for decision making and know the contents of the annual report.	3	90	80
CLO-4:	Get proficiency in calculating and interpreting various financial ratios and preparation of cash flow statement.	3	90	80
CLO-5:	Prepare various budgets to forecast the future requirements and income.	4	90	80

Learning

Program Learning Outcomes (PLO)

1 Apply knowledge of management theories and practices to solve business problems	2 Foster Analytical and critical thinking abilities for data- based decision making	3 Ability to develop Value based Leadership ability	4 Ability to understand, analyze and communicate global economic, legal and ethical aspects of	5 Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
	3			2
	3			2
	3			*2*
	3			2
	3			2

Duration (hour)		9	9	9	9	9
S-1	SLO-1	Introduction to accounting	Introduction to final accounts	Analysis of Financial Statements	Ratio analysis	Introduction to Budget
	SLO-2	History of accounting	Importance of preparing final accounts	Types of Financial Statements	Practice Problems	purpose of a budget
S-2	SLO-1	Indian accounting system	Trading accounts	Vertical Analysis	Profitability ratios	Importance of Budget
	SLO-2	Indian accounting system	Contents of trading accounts	Practice Problems	Practice Problems	Significance and Characteristics

S-3	SLO-1	GAAP	Preparation of trading accounts	Horizontal Analysis	Liquidity ratios	Components of Government Budget
	SLO-2	International Financial Reporting Standards	Preparation of trading accounts	Practice Problems	Practice Problems	Budget Forecasting and Planning
S-4	SLO-1	Accounting Concepts	Profit and loss accounts	Comparative Analysis	Solvency ratios	Types of Budget
	SLO-2	Accounting Concepts	Contents of Profit and loss accounts	Practice Problems	Practice Problems	Classification of Budget
S-5	SLO-1	Accounting Conventions	Preparation of Profit and loss accounts	Trend Analysis	Turnover ratios	Functional Budget
	SLO-2	Golden Rules of Accounting, Accounting Cycle and Steps in Accounting	Preparation of Profit and loss accounts	Practice Problems	Practice Problems	Practice Problems
S-6	SLO-1	Journal Entry in Accounting	Contents of Balance sheet	Key Components of Annual Report	Market Ratios	Flexible Budget
	SLO-2	Posting of Journal	Preparation of Balance sheet	Types of Annual Report	Practice Problems	Practice Problems
S-7	SLO-1	Accounts for Ledger	Final Accounts problems with adjustments	Schedules and Notes in Annual Report	Preparation of balances sheet with	Cash Budget
	SLO-2	Ledger Posting	Final Accounts problems with adjustments	Schedules and Notes in Annual Report	Preparation of balances sheet with	Practice Problems
S-8	SLO-1	Trail Balance	Final Accounts problems with adjustments	Mandatory disclosure in Annual Reports	Statement of changes in	Zero Based Budgeting
	SLO-2	Practice Problems	Final Accounts problems with adjustments	Mandatory disclosure in Annual Reports	Statement of changes in	Computerized Accounting - Introduction
S-9	SLO-1	Depreciation - Meaning	Case Study	Expert Talk on Analysis of Financial Statements	cash flow statement	Benefits and challenges of computerized accounting
	SLO-2	Types of Depreciation (only	Case study	Expert Talk on Analysis of Financial Statements	Preparation of cash flow	Introduction to popular accounting software

Learning Resources	1. Tulsian, "Management Accounting", 8th edition, 2023, S.Chand Publications 2. S P Gupta, K L.Gupta, "Management Accounting", Revised Edition, 2021, Sahitya Bhawan Publications. 3. M.Y.Khan, P.K.Jain, "Management Accounting Text, problems and cases, 8th Edition, September 2021, Tata Mcgraw Hill publishing company ltd., New Delhi 4. S N Maheshwari, 'A Textbook of Accounting for Management', 4th Edition, 2018, S Chand Publishing. 5. T.S.Grewal, S.C.Gupta, "Introduction to Accountancy", 8th revised Edition, January 2016, S.Chand& company Ltd.,New Delhi. 6. I M Pandey, 'Management Accounting', Third Edition, 2018, Vikas Publication House Pvt Ltd.

Learning Assessment

	Bloom's Level of Thinking	*Continuous Learning Assessment (50% weightage)*												*Final Examination (50% weightage)*	
		CLA – 1 (10%)		*CLA – 2 (5%)*		*CLA – 3 (15%)*		*CLA – 4 (10%)*		*CLA – 5 (05%)*		*CLA – 6 (05%)*		*Marks -100 which will be weighted at 50%*	
		Theory	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*
Level 1	Remember	*30*		*20*		*25*		*15*		*10*		*15*		*25*	
Level 2	Understand	*30*		*20*		*25*		*15*		*10*		*15*		*25*	
Level 3	Apply	*20*		*30*		*20*		*15*		*20*		*15*		*20*	
Level 4	Analyze	*20*		*20*		*20*		*15*		*20*		*15*		*20*	
Level 5	Evaluate			*10*		*10*		*20*		*20*		*20*		*10*	
Level 6	Create							*20*		*20*		*20*			
	Total	*100 %*		*100 %*		*100 %*		*100 %*		*100 %*		*100 %*		*100 %*	

CLA-1 Cycle test I (The marks distribution must be based on the level of thinking (blooms) of CLO-2) CLA-2 End Unit Test CLA-3 Model Examination CLA – 4 Innovative Assignments (Videos, Campaigns, Social awareness etc.,) CLA – 5 Intercollegiate Participation (Tech Talks, Conference Paper, etc.) CLA – 6 Course related Events / GLs arranged

CourseDesigners

Experts from Industry	**Experts from Higher Technical Institutions**	**Internal Experts**
Mr. T.N. Sekhar, CA, CIMA	Dr. P. Saravanan, Professor of Finance, IIM Trichy	**Dr. Velmurugan T** Assistant Professor, Faculty of Management, SRMIST
Dr. R. Maheswaran, ICWA, MBA, Ph.D, General Manager, KGISL	Dr. S. Visalakshmi, Assistant Professor, Department of Management, Central University of Tamilnadu, Thiruvarur	Dr.Vijay Karthigeyan K.T, Associate Professor ,Faculty of Management,SRMIST

Course Code	MBG24103T	Course Name	MARKETING MANAGEMENT	Course Category	Foundation Course	L	T	P	C
						3	0	0	3

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	*Faculty of Management*	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	*The purpose of learning this course is to:*	Learning	Program Learning Outcomes (PLO)

CLR-1:	Explain the conceptual framework of marketing and its application in "the real world"
CLR-2:	Understanding consumer behavior through market research and estimating demand.
CLR-3:	Apply marketing concepts to make business decisions under various environmental constraints
CLR-4:	Create a suitable Marketing plan for a product
CLR-5:	Assess the range of common strategies used, with each of the various promotional mix tools

Course Learning Outcomes (CLO):	*At the end of this course, learners will be able to:*	1 Level of Thinking (Bloom)	2 Expected Proficiency (%)	3 Expected Attainment (%)	1 Apply knowledge of management theories and practices to solve business problems	2 Foster Analytical and critical thinking abilities for data-based decision making	3 Ability to develop Value based Leadership ability	4 Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	5 Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLO-1:	Explain fundamental marketing theories and concepts and their application in real-world business scenarios.	1	90	75			*3*	*2*	
CLO-2:	Understand the consumer behavior theories and models to interpret market research findings effectively.	2	90	80			*3*	*3*	
CLO-3:	Develop comprehensive marketing strategies by applying STP (Segmentation, Targeting, and Positioning) and Marketing Mix concepts.	4	90	85			*2*	*3*	
CLO-4:	Analyze product and pricing strategies within a firm's marketing plan to provide informed recommendations	3	90	80			*2*	*3*	-
CLO-5:	Evaluate effective Go to Market strategies for successful product launches and market penetration.	4	90	85			*3*	*3*	-

Duration (hour)		9	9	9	9	9
S-1	**SLO-1**	Marketing - Meaning, Definition	Marketing Information System (MIS) – Meaning and definition	Market Segmentation – Meaning & Definition	Promotion – Meaning, importance and it's types	Marketing Applications: Digital marketing – Meaning, scope and importance
	SLO-2	Nature and scope of marketing	Objectives of Marketing Information System	Importance of Market Segmentation	Consumer vs. institutional vs. trade promotion	Digital marketing strategies
S-2	**SLO-1**	Marketing and other functions	Importance of Marketing Information System	Market Segmentation Techniques	Brand vs. institutional vs. corporate promotion	Role of Technology in Digital marketing
	SLO-2	Role of marketing managers	Components of Marketing Information System (MIS)	Product management – Product meaning, Product Mix	Promotion - objectives and importance	Tools and platforms commonly used in digital marketing
S-3	**SLO-1**	Evolution of Marketing	Characteristics of Marketing Information System	Product Life cycle – importance and stages	Promotion mix	Emerging technologies in digital marketing - Augmented reality and virtual reality (AR/VR)

	SLO-2	Different orientations – Product, sales and marketing orientation	Case study	New Product Development - meaning and steps.	Tools for promotion	Importance of social media in digital marketing
S-4	**SLO-1**	Difference between marketing and selling	Marketing Research – Meaning and Definition	Product lunch – Meaning and significance	Personal selling – meaning and importance	Strategies for effective social media marketing across various platforms (Facebook, Instagram, Linkedin)
	SLO-2	Needs, Desires, and Demands	Marketing Research Importance	Adoption Process – Diffusion on Innovations	Creative selling – Meaning and Importance	Measuring impact of social media campaign
S-5	**SLO-1**	Types of utility	Marketing Research Types	Packaging and Labeling - meaning and importance	Development of selling strategy	Case study
	SLO-2	Types of market	Methods of Data collections	Case study	Alternative selling techniques	Neuromarketing – meaning applications of Neuromarketing
S-6	**SLO-1**	Marketing objectives	Primary data and secondary data	Pricing – Meaning and definition	Common selling mistakes	Significance of Neuromarketing
	SLO-2	Marketing Process	Forming a Questionnaire	Pricing considerations	Sales promotion – definition, objectives	Neuroscience in marketing
S-7	**SLO-1**	Marketing Mix	Methods of sampling	Pricing objectives - Significance of Price in marketing decisions	Sales promotion – advantages and limitations	Neuromarketing ethics
	SLO-2	The P's of Services Marketing	Data analysis and interpretation	Pricing types	Sales promotion – types	Artificial intelligence (AI) in marketing – Introduction
S-8	**SLO-1**	Marketing management – Approach	Research report preparation	Pricing strategy and tactics	Consumer promotions, Trade promotions and business promotions	Applications of Artificial intelligence (AI) in marketing
	SLO-2	New age perspective	Limitations of Marketing Research	Marketing channels – objectives and significance	Measuring effectiveness of sales promotions	Enhancing customer experience with AI
S-9	**SLO-1**	Marketing Myopia	Applications of marketing research	Channel – Role, Functions and levels	Case study	Future trends and implications of AI in marketing
	SLO-2	Case study	Case study	Case study	Case study	Case study

Learning Resources	1. Mukesh chaturvedi, A.V.Shukla Marketing A New Age Perspective (2024, Vikas Publishing House PVT LTD) 2. B. Gupta and Dr. N. Rajan Nair Marketing Management: Text and Cases (2023, S. Chand, and Sons, 15th Edition) 3. Philip Kotler, Kevin Lane Keller, Abraham Koshy, and Mithileshwar Jha Marketing Management (2020, Pearson, 16th edition) 4. Ramaswamy and Namakumari Marketing Management (2020, McGraw Hill Education; India, Fifth Edition)

Learning Assessment															
	Bloom's Level of Thinking	*Continuous Learning Assessment (50% weightage)*												*Final Examination (50% weightage)*	
		CLA – 1 (10%)		*CLA – 2 (5%)*		*CLA – 3 (15%)*		*CLA – 4 (10%)*		*CLA – 5 (05%)*		*CLA – 6 (05%)*		*Marks -100 which will be weighted at 50%*	
		Theory	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*
Level 1	Remember	*20*		*20*		*20*		*10*		*10*		*10*		*25*	
Level 2	Understand	*20*		*20*		*20*		*10*		*10*		*10*		*25*	
Level 3	Apply	*30*		*30*		*20*		*20*		*20*		*20*		*25*	
Level 4	Analyze	*30*		*20*		*20*		*20*		*20*		*20*		*25*	
Level 5	Evaluate			*10*		*20*		*20*		*20*		*20*			
Level 6	Create							*20*		*20*		*20*			
	Total	*100 %*		*100 %*		*100 %*		*100 %*		*100 %*		*100 %*		*100 %*	

CLA-1 Cycle test I (The marks distribution must be based on the level of thinking (blooms) of CLO-2) CLA-2 End Unit Test CLA-3 Model Examination CLA – 4 Innovative Assignments (Videos, Campaigns, Social awareness etc.,) CLA – 5 Intercollegiate Participation (Tech Talks, Conference Paper, etc.) CLA – 6 Course related Events / GLs arranged

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions Internal Experts	Internal Experts
Mr.Anand – Regional Marketing manager- Carrier Air cooling solution	Dr .Tamarai selvan Prof and Head NIT, Trichy15.	Dr.M.Ganeshkumar, Assistant Professor, Faculty of Management, SRMIST
Dr V S Venkataraman, Sr.Vice President and HR , Business development , DELPHI TVS, Chennai	Dr. Balamurugan, Professor, Anna University, Thiruchirapalli.	Dr.Yaseen Masvood, Associate Professor, Faculty of Management, SRMIST

Course Code	MBG24104T	Course Name	QUANTITATIVE ANALYSIS TECHNIQUES	Course Category	Foundation Course	L	T	P	C
						3	0	0	3

Pre-requisite Courses	*Quantitative Techniques for Decision Making*	Co-requisite Courses		Progressive Courses	*Quantitative Methods , Inferential and predictive statistics for Business*
Course Offering Department			Data Book / Codes/Standards		

Course Learning Rationale (CLR):	*The purpose of learning this course is to:*	Learning	Program Learning Outcomes (PLO)

		1	2	3
		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
CLR-1:	Demonstrate a solid understanding of fundamental statistical concepts, including probability distributions, hypothesis testing, and regression analysis.			
CLR-2:	Learn to design surveys and experiments, collect data using various methods, and ensure data quality and integrity.			
CLR-3:	Analyze data using appropriate statistical techniques and interpret the results in a meaningful way..			
CLR-4:	Gain proficiency in using software tools such as SPSS, SAS to perform statistical analyses..			
CLR-5:	Apply learn techniques to analyze case studies, conduct real-world data analysis projects, and develop solutions based on their findings.			

Course Learning Outcomes (CLO):	*At the end of this course, learners will be able to:*	1	2	3	1	2	3	4	5
		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLO-1:	Learn to use various software tools and technologies for data analysis, which are highly valued in the job market.	1	90	80	*3*	*3*			
CLO-2:	Apply quantitative methods effectively, and can contribute significantly to their organizations and society, solving complex problems and driving	1	80	80	*3*	*3*			
CLO-3:	Well-equipped with the knowledge and skills necessary to perform quantitative analysis effectively in various professional and academic	2	90	80	*2*	*1*			
CLO-4:	Get proficiency in quantitative analysis is highly sought after in various careers, including Data Analysis and Data Science, Financial Analysis and Risk Management, Market Research and Consumer Analytics, Operations Research and Supply Chain Management	2	90	90	*3*	*3*			
CLO-5:	Inculcate essential knowledge and skills needed for programs in statistics, economics, business analytics, and other related fields, Research-oriented careers that require rigorous data analysis and interpretation.	3	90	80	*1*	*2*			

Duration (hour)		9	**9**	9	9	9
S-1	**SLO-1**	Introduction to Operations Research	Introduction to Transportation Model	Introduction to Network Analysis	Introduction to Theory of Games	Introduction to Queuing Theory
	SLO-2	Meaning, Scope, Nature, Role and Characteristics	Types and Applications	Drawing a Network Diagram – AON, AOA	Meaning, Characteristics and Basic terms	Meaning
S-2	**SLO-1**	Models of Operations Research	Initial Basic Feasible Solutions Methods	PERT	Saddle Point –	Elements of Queuing System
	SLO-2	Introduction to Linear Programming	Problem-Solving	Problem-solving	Value of the game	Introduction to Queuing Theory,
S-3	**SLO-1**	Formulation of LPP	Optimality Test	CPM	Pure Strategies	Classification of queuing models
	SLO-2	Problem-solving	Problem-solving	Problem-solving	Problem-solving	Essential features of queuing system
S-4	**SLO-1**	Graphical Solving of LPP	Maximizing of Profits	PERT / CPM	Mixed Strategies	Distribution of Arrival and Service
	SLO-2	Problem-solving	problem-solving	problem-solving	Problem-solving	Problem solving on Model
S-5	**SLO-1**	Special Cases in Graphical Solutions	Introduction to Assignment Model	Crashing Problems	Rules of Dominance	Replacement problems
	SLO-2	problem-solving	Problems on Hungarian Method	problem-solving	Problem-solving	problem-solving
S-6	**SLO-1**	Simplex Method in LPP	Travelling Sales Man problem	Advantages and limitations of Network Analysis	3 x 3 persons game –	Individual replacement with scrap value
	SLO-2	Problem-solving	problem-solving	Similarities and dissimilarities of Network Analysis	problem-solving	problem-solving
S-7	**SLO-1**	Special Cases of LPP	Special Cases of Transportation / Assignment Model	Special cases in Network Analysis	Graphical Solutions of 2 x M and N x 2 game	With salvage value
	SLO-2	Problem-solving	problem-solving	Problem-solving	problem-solving	problem-solving
S-8	**SLO-1**	Case Study in LPP	Case Study in Transportation / Assignment Model	Case Study in Network Analysis	Case Study in Game Theory	Case Study
	SLO-2	Discussions	Discussions	Discussions	Discussions	Discussions
S-9	**SLO-1**	Revision	Revision	Revision	Revision	Revision
	SLO-2	Test	Test	Test	Test	Test

Learning Resources	1. Operations Research for Management, M.P. Gupta, EBI Publications Pvt. Ltd., 3rd Edition, 2023 2. J.K. Sharma, Operations Research Theory and Applications, Trinity Publications, 6th Edition, 2023 3. R.Pannerselvam, Operations Research, Prentice Hall India private limited, 2017. 4. Jay E. Aronson & Stanley Zionts, Operations Research, Quorum Books, 2008. Ravi Ravindran, Operations Research Methodologies, CRC Press, 2008. 5. Hamdy A. Taha, Operations Research, Pearson Education, 2009.

Learning Assessment															
	Bloom's Level of Thinking	*Continuous Learning Assessment (50% weightage)*												*Final Examination (50% weightage)*	
		CLA – 1 (10%)		*CLA – 2 (5%)*		*CLA – 3 (15%)*		*CLA – 4 (10%)*		*CLA – 5 (05%)*		*CLA – 6 (05%)*		*Marks -100 which will be weighted at 50%*	
		Theory	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*
Level 1	Remember	*30*		*20*		*20*		*10*						*20*	
Level 2	Understand	*30*		*20*		*20*		*10*		*10*		*10*		*20*	
Level 3	Apply	*20*		*20*		*20*		*20*		*20*		*20*		*20*	
Level 4	Analyze	*20*		*20*		*20*		*20*		*20*		*20*		*20*	
Level 5	Evaluate			*20*		*20*		*20*		*20*		*20*		*20*	
Level 6	Create							*20*		*30*		*30*			
	Total	*100 %*		*100 %*		*100 %*		*100 %*		*100 %*		*100 %*		*100 %*	

CLA-1 Cycle test I (The marks distribution must be based on the level of thinking (blooms) of CLO-2) CLA-2 End Unit Test CLA-3 Model Examination CLA – 4 Innovative Assignments (Videos, Campaigns, Social awareness etc.,) CLA – 5 Intercollegiate Participation (Tech Talks, Conference Paper, etc.) CLA – 6 Course related Events / GLs arranged

Course Designers		
Experts from Industry	**Experts from Higher Technical Institutions**	**Internal Experts**
Mr. Venkatesh Ganapathy, Manager (Quality Control), Rane, Chennai	Dr. Kannan, Professor, Annamalai University, Chidambaram	Dr. S. Jahira Parveen, Assistant Professor, FoM, SRMIST, Kattankulathur
Mr. Sriram, Material Manager, Redington, Chennai	Dr. Rajesh, Professor, Anna University, Chennai	Dr. S. Priya, Assistant Professor, FoM, SRMIST, Kattankulathur

Course Code	MBG24105T	Course Name	ORGANIZATIONAL BEHAVIOUR	Course Category		Elective	L	T	P	C
							2	0	0	2

Pre-requisite Courses	HRM	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	*Faculty of Management*	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	*The purpose of learning this course is to:*	Learning

		1	2	3
CLR	To provide knowledge on behavioral aspects in organization			
CLR	To learn the theories and practices associated with individual behavior organization			
CLR	Explain and explore the tension between individual versus group dynamics in organizational life			
CLR	Describe the history, context of leadership and organizational politics.			
CLR	To learn the comparative management of organization and strategy involved in it.			
Course Learning Outcomes (CLO):	*At the end of this course, learners will be able to:*	Level of Thinking	Expected Proficiency	Expected Attainment (%)
CO-1:	Apply the conceptual knowledge of General history of management theory and practice and frame how organizational behavior has developed from these into a discreet field	3	90	80
CO-2:	Analyze the individual personality and behavior impacts the typical contemporary work experience	3	90	80
CO-3:	Analyze the group dynamics and the key components of effective communication in contemporary organizational life	4	90	80
CO-4:	Understand the behavior of leaders and sources of power	1	90	80
CO-5:	Gain Knowledge in the field of comparative management and organizational cross culture	2	90	80

Program Learning Outcomes (PLO)				
1	2	3	4	5
Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
3				*3*
3				*2*
2				*3*
2				*2*
2				*3*

Duration (hour)		6	6	6	6	6
S-1	SLO-1	Introduction to OB, Definition, Need of OB	Personality and its types	Group dynamics - Meaning, Concept	Meaning, Importance of Leadership	Foundations of Organization structure
	SLO-2	Scope of OB and Importance of OB	Factors influencing Personality	Theories Group Formation	Leadership Styles	Organization design
S-2	SLO-1	Framework of OB	Determinants of Personality	Reasons for group formation	Theories of Leadership	Organizational culture and climate
	SLO-2	Historical Evolution of OB	development of personality	Problems or difficulties of informal groups	Theories of Leadership	Factors affecting Organizational climate
S-3	SLO-1	OB Behavioral Models	Theories in personality - Big – Five Model	Group norms, types of norms	successful leadership vs effective leadership and leaders vs managers	Importance of Organizational climate
	SLO-2	Disciplines in OB	Freudian stages or psycho analytical theory,	Group development - stages of group development	Leadership in Indian Culture	Organizational change and Importance
S-4	SLO-1	Trends in OB & Changes in OB	Erikson stages, Chris Argyri's immaturity theory,	punctuated equilibrium model	Recent trends of leadership style in global context	Change Process – Resistance and Managing
	SLO-2	individual behavior – introduction,	self-theory, personality traits	Group decision making Techniques	Power and Politics - Meaning, Sources of power	Organizational Development

S-5	**SLO-1**	biographical characteristics,	Bureaucratic, introversion and extroversion,	Team building - Understanding team design Characteristics	Importance of Power	Characteristics & objectives
	SLO-2	learned characteristics,	achievement oriented, locus of control, self-esteem, and self-monitoring, risk taking,	Interpersonal relations, Communication	Reasons for organizational politics and Managing organizational politics	Managing across cultures
S-6	**SLO-1**	environmental factors, socio-cultural factors, political factors, legal environment, organizational factors,	Attitudes, Perception and Values	Conflict Management, Levels of Conflict	Distinction between power, authority and influence,	Organizational effectiveness
	SLO-2	Individual behavior and performance	Link between perception and behaviour	Control & Communication	sources of power, faces of power, acquisition of power,	Benchmarking – TQM and Six Sigma

Learning Resources	1. Jason Colquitt, Jeffery A. LePine, Michael J. Wesson (2024) "Organizational Behavior: Improving Performance and Commitment in the Workplace", McGraw-Hill Education 2. Stephen P. Robbins, Timothy A. Judge (2023) "Essentials of Organizational Behavior", Pearson 3. Christopher P. Neck, Jeffery D. Houghton, Emma L. Murray (2024) "Organizational Behavior: A Critical-Thinking Approach", SAGE Publications

Learning Assessment

	Bloom's Level of Thinking	*Continuous Learning Assessment (50% weightage)*												*Final Examination (50% weightage)*	
		CLA – 1 (10%)		*CLA – 2 (5%)*		*CLA – 3 (15%)*		*CLA – 4 (10%)*		*CLA – 5 (05%)*		*CLA – 6 (05%)*		*Marks -100 which will be weighted at 50%*	
		Theory	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*
Level 1	Remember	*20*		*20*		*20*		*20*		*20*		*15*		*20*	
Level 2	Understand	*20*		*20*		*20*		*20*		*20*		*15*		*20*	
Level 3	Apply	*30*		*20*		*20*		*20*		*20*		*15*		*20*	
Level 4	Analyze	*30*		*20*		*20*		*20*		*20*		*15*		*20*	
Level 5	Evaluate			*20*		*10*		*10*		*10*		*20*		*20*	
Level 6	Create					*10*		*10*		*10*		*20*			
	Total	*100 %*		*100 %*		*100 %*		*100 %*		*100 %*		*100 %*		*100 %*	

CLA-1 Cycle test I (The marks distribution must be based on the level of thinking (blooms) of CLO-2) CLA-2 End Unit Test CLA-3 Model Examination CLA – 4 Innovative Assignments (Videos, Campaigns, Social awareness etc.,) CLA – 5 Intercollegiate Participation (Tech Talks, Conference Paper, etc.) CLA – 6 Course related Events / GLs arranged

Course Designers		
Experts from Industry	**Experts from Higher Technical Institutions**	**Internal Experts**
Dr.Nirmalraj- Head - HR Flex	Dr.Simmy Kurien, Associate Professor , Jain University	Dr.N. Santhosh Kumar, Head – HR, FOM, SRMIST
Mr.Claudious – Director – Woory Automotive Industry	Dr.Magesh, HOD, Dept of Mgmt, Anna University	Dr.Mohana Sundari – Assistant Professor – FOM , SRMIST

Course Code	MBG24106T	Course Name	Legal and Ethical Business Environment	Course Category		Foundation Course	L	T	P	C
							2	0	0	2

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	*Faculty of Management*	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	*The purpose of learning this course is to:*
CLR-1:	Recognize, assess, and analyze case problems and other legal issues affecting business
CLR-2:	Apply legal analysis principles to resolve business problems
CLR-3:	Anticipate legal problems before they occur and participate more effectively in resolving disputes that do arise
CLR-4:	Communicate effectively about legal and ethical issues using appropriate oral and written conventions
CLR-5:	Explain how law can be used strategically as a tool to reduce or manage business risk.

Course Learning Outcomes (CLO):	*At the end of this course, learners will be able to:*	Learning		
		1	2	3
		Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)
CO-1:	Understand the fundamental legal principles in developing various contracts and commercial laws in the business world	1	90	80
CO-2:	Identify the common forms of business associations	4	90	80
CO-3:	Understand the role of consumer rights and cyber laws in the modern business environment	3	90	80
CO-4:	Ability to understand the fundamentals of corporate tax and GST	2	90	80
CO-5:	Develop insights regarding the business ethics and Corporate Governance	3	90	80

Program Learning Outcomes (PLO)				
1	2	3	4	5
Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
3	*2*			
2	*2*			
3	*3*			
3	*3*			
3	*3*			

Duration (hour)		**6**	**6**	6	6	6
S-1	**SLO-1**	Contract Act: Introduction to Agreement and Contract	Company Law – Introduction, New Companies Act	IPR – Introduction	Factories Act - Welfare	Managing of Ethics
	SLO-2	Essential of a valid contract	Nature and types of companies	Nature of IPR	Factories Act – Safety	Framework of organizational
S-2	**SLO-1**	Formation of a contract	Nature and types of companies	Types of IPR	Factories Act – Health	Framework of organizational theories

	SLO-2	Performance of contracts	Formation of company	Patents	Standing Orders	Ethics across culture
S-3	**SLO-1**	Breach of contract and its remedies	Formation of company	Trade Mark	Payment of Wages Act	Factors influencing business ethics
	SLO-2	Special Contracts - indemnity	Memorandum of Association	Copy Rights	Payment of Wages Act	Ethical decision making process
S- 4	**SLO-1**	Special Contracts - guarantee	Articles of Association	Trade Secrets and Geographical Indication	Payment of Bonus Act	Ethical decision making process
	SLO-2	Special Contracts - bailment	Prospectus	Consumer Protection Law – Introduction, Objectives	Payment of Bonus Act	Ethical values and stakeholders
S- 5	**SLO-1**	Special Contracts - pledge and agency	Power, duties and liabilities of director	Cyber Law / Information Technology ACT	Competition Act 2002	Corporate Social Responsibility
	SLO-2	The Sales of Goods Act	Winding up of companies	Cyber Law / Information Technology ACT	Right to Information Act	Corporate Governance – Structures and reforms in Boards
S- 6	**SLO-1**	Case study	Winding up of companies	Case study	Case study	Corporate Governance – Structures and reforms in Boards
	SLO-2	Case study	Case study	Case study	Case study	Case study

Learning Resources	**1.** N. D. Kapoor, Elements of Mercantile Law, Sultan Chand and Company, India, 2023 **2.** P. K. Goel, Business Law for Managers, Biztantatara Publishers, India, 2020. **3.** Akhileshwar Pathak, Legal Aspects of Business, Tata McGraw Hill, 8th Edition 2022

Learning Assessment															
	Bloom's Level of Thinking	*Continuous Learning Assessment (50% weightage)*												*Final Examination (50% weightage)*	
		CLA – 1 (10%)		*CLA – 2 (5%)*		*CLA – 3 (15%)*		*CLA – 4 (10%)*		*CLA – 5 (05%)*		*CLA – 6 (05%)*		*Marks -100 which will be weighted at 50%*	
		Theory	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*
Level 1	Remember	*20*		*20*		*20*		*10*		*10*		*10*		*20*	
Level 2	Understand	*20*		*20*		*20*		*10*		*10*		*10*		*20*	
Level 3	Apply	*30*		*20*		*20*		*20*		*20*		*20*		*20*	
Level 4	Analyze	*30*		*20*		*20*		*20*		*20*		*20*		*20*	
Level 5	Evaluate			*20*		*20*		*20*		*20*		*20*		*20*	
Level 6	Create							*20*		*20*		*20*			
	Total	*100 %*		*100 %*		*100 %*		*100 %*		*100 %*		*100 %*		*100 %*	

CLA-1 Cycle test I (The marks distribution must be based on the level of thinking (blooms) of CLO-2) CLA-2 End Unit Test CLA-3 Model Examination CLA – 4 Innovative Assignments (Videos, Campaigns, Social awareness etc.,) CLA – 5 Intercollegiate Participation (Tech Talks, Conference Paper, etc.) CLA – 6 Course related Events / GLs arranged

Course Designers		
Experts from Industry	**Experts from Higher Technical Institutions**	**Internal Experts**
Dr.Nirmalraj- Head - HR Flex	Dr.Simmy Kurien, Associate Professor , Jain University	Dr.N. Santhosh Kumar, Head – HR, FOM, SRMIST
Mr.Claudious – Director – Woory Automotive Industry	Dr.Magesh, HOD, Dept of Mgmt, Anna University	Dr.Madumithaa – Assistant Professor – FOM , SRMISt

Course Code	MBG24107T	Course Name	OPERATIONS MANAGEMENT	Course Category		Foundation Course	L	T	P	C
							3	0	0	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	*MBA*	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	*The purpose of learning this course is to:*
CLR-1:	Create awareness on applications of operations management in both service and manufacturing industries
CLR-2:	Inculcate the confidence to take-up the operations based responsibilities in organizations
CLR-3:	Provide insights on basic tools and techniques with respect to operations management
CLR-4:	Get the confidence among the students to take operations management related decisions based on analytical and logical calculations
CLR-5:	Develop the students for sustaining in the field of operations management in both domestic and global level organizations by meeting the current requirements as per the Industry 4.0

Course Learning Outcomes (CLO):	*At the end of this course, learners will be able to:*	Learning: Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
CLO-1:	Enable the students to understand the fundamental concepts of operations management	1	90	80
CLO-2:	Deliver the tools and techniques for various planning activities of operations management	2	90	80
CLO-3:	Familiarize on purchase and managing the inventories of an organization	3	90	80
CLO-4:	Provide knowledge on maintenance and work study related operations	3	90	80
CLO-5:	Create awareness on quality and current trends of operations management	4	90	80

Program Learning Outcomes (PLO)				
1	2	3	4	5
Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
	2			*1*
	3			*3*
	2			*3*
	3			*3*
	3			*2*

Duration (hour)		9	9	9	9	9
S-1	SLO-1	Operations management – Meaning and Objectives	Operation strategy – Strategic decisions in operations	Supply Chain Management – Concepts	Inventory Management – Meaning and Types	Quality Management – Concepts and Cost of quality
	SLO-2	Functions, productivity, and techniques to increase productivity in an organization	Strategy formulation process	Role of Supply Chain Management in operations Management and its applications	Costs Associated with Inventory Management and Optimal cost Curve	Dimensions of product and service quality
S-2	SLO-1	System and Sub-system concepts	Capacity planning – Framework	Materials Requirement Planning (MRP I) - Concepts	Inventory Management Models – Purchase (EOQ) model – with and without shortages	Seven old and new QC tools
	SLO-2	Relationship between operations management and other functional areas of management in an organization	Types of Capacity planning – Short-term and long term strategies	Materials Requirement Planning Elements – Bill of Materials, Master Production Schedule	Problems on purchase (EOQ) model - Without shortages / Uncertainty	Statistical Quality Control charts
S-3	SLO-1	Industry 4.0 – Features and its Applications	Location Planning – Location types	Problems on MRP – I	Problems on purchase (EOQ) model - With shortages /	$\bar{X}$ and Range charts – Concept and applications

					Uncertainty	
	SLO-2	Operations Management in Today's world and current trends	Factors influencing for location planning	Problems on MRP – I	Manufacturing Model (EBQ) - Without shortages / Uncertainty	Problems on $\bar{X}$ and Range charts
S-4	SLO-1	Process planning Elements - Selection decisions, Performance measures,	Location decision – Qualitative factors	Manufacturing Resource Planning - Framework	Problems on manufacturing Model (EBQ) – Without shortages	c chart - Concept and applications
	SLO-2	Process planning - Design and redesign steps	Location Decision – Problem on simple location method	Manufacturing Resource Planning (MRP II) Requirements	Manufacturing Model (EBQ) - With shortages / Uncertainty	Problems on c charts
S-5	SLO-1	Classifications of manufacturing systems – Continuous systems	Problems on Gravity location method	Purchase Management – Principles and Objectives	Selective Inventory Controlling Techniques	p chart - Concept and applications
	SLO-2	Classifications of manufacturing systems – Intermittent systems	Problems on mini-max location method	Types of Purchasing Systems	Problem on ABC Analysis	Problems on p charts
S-6	SLO-1	Make or Buy decisions – Criteria to make and buy	Layout planning – Planning and Principles of Layout	Purchase Management - Process	Work study – Concept, objectives and applications	Sustainability in Operations Management – Concept and Practices
	SLO-2	Problems on Simple cost analysis	Classification of Plant Layout	Pre-purchase, Purchase and Post-purchase activities	Method study – Steps in method study, symbols and Recording Techniques used in method study and	Sustainability in Operations Management - implications
S-7	SLO-1	Problems on Economic analysis	Production Planning and Control – Functions	Stores Management – Functions and Location	Work Measurement (Time study) – Steps	Green Operations Management – Concept, and Elements
	SLO-2	Problems on Economic analysis	Phases of PPC – Pre planning, Planning and Control phase	Stores Management – Layout and Accounting Procedures	Techniques and Estimation of Standard time	Green Operations Management – Practices
S-8	SLO-1	Break even analysis – Meaning and Concept	Sequencing and Scheduling - Procedure	Maintenance Management – Functions and Objectives	Problems on Time study	Challenges of operations Management in Today and Tomorrow's world
	SLO-2	Real time Applications of Break-even analysis	Problems on M job 2 and 3 Machine	Types of Plant Maintenance, Cost Balance Curve, Types of Failures and Bath-Tub Curve	Problems on Time study with work sampling data	Closing remarks on Operations Management
S-9	SLO-1	Problems on Break-even analysis	Quiz - 1	Machine Replacement – Concept and Applications	Quiz - 2	Quiz - 3
	SLO-2	Problems on Break-even analysis	Quiz - 1	Problems on individual machine replacement	Quiz - 2	Quiz - 3

Learning Resources	1. Mahadevan B., Operations Management Theory and Practice, Pearson Publication, 3rd Edition, 2018 2. R. Panneerselvam, Production and Operations management, Prentice Hall India private limited, 2017 3. William J Stevenson, Operations Management, 13th Edition, McGraw Hill Education (India) Pvt. Ltd., 2022 4. Albert Fernandes, Operations Management, Discovery Publishing House, 2023 5. Aswathappa, K.,ShridharaBhat, K., Production and Operations Management , Himalaya Publishing House, 2014 6. Norman Gaither and Greg Frazier, Operations Management, 9th Edition, Cengage publications, 2002 (Reprint 2013) 7. Lee J. Krajewski, Manoj K. Malhotra, Larry P. Ritzman, and Samir K. Srivastava, Operations Management – Processes and Supply Chains, 12th Edition, Pearson Publication, 2018

Learning Assessment															
	Bloom's Level of Thinking	*Continuous Learning Assessment (50% weightage)*												*Final Examination (50% weightage)*	
		CLA – 1 (10%)		*CLA – 2 (5%)*		*CLA – 3 (15%)*		*CLA – 4 (10%)*		*CLA – 5 (05%)*		*CLA – 6 (05%)*		*Marks -100 which will be weighted at 50%*	
		Theory	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*
Level 1	Remember	*30*		*20*		*20*		*10*						*20*	
Level 2	Understand	*30*		*20*		*20*		*10*		*10*		*10*		*20*	
Level 3	Apply	*20*		*20*		*20*		*20*		*20*		*20*		*20*	
Level 4	Analyze	*20*		*20*		*20*		*20*		*20*		*20*		*20*	
Level 5	Evaluate			*20*		*20*		*20*		*20*		*20*		*20*	
Level 6	Create							*20*		*30*		*30*			
	Total	*100 %*		*100 %*		*100 %*		*100 %*		*100 %*		*100 %*		*100 %*	

CLA-1 Cycle test I (The marks distribution must be based on the level of thinking (blooms) of CLO-2) CLA-2 End Unit Test CLA-3 Model Examination CLA – 4 Innovative Assignments (Videos, Campaigns, Social awareness etc.,) CLA – 5 Intercollegiate Participation (Tech Talks, Conference Paper, etc.) CLA – 6 Course related Events / GLs arranged

Course Designers		
Experts from Industry	**Experts from Higher Technical Institutions**	**Internal Experts**
Mr. N. Pandian, Plant Manager, Bunge India Ltd, Trichi.	Dr. N. Senthil Kumar, Professor, Anna University, Chennai	Dr. R. Arivazhagan, Associate Professor, Faculty of Management, SRMIST, Kattankulathur
Mr. S. Karthikeyan, Plant Head, Salcomp India Pvt. Ltd.,, Sriperumbudur	Dr. L. Aravindh Kumaran, Associate Professor, LIBA, Chennai	Dr. K. Aravindaraj, Assistant Professor, Faculty of Management, SRMIST, Kattankulathur

Course Code	MBG24108L	Course Name	**Programming Languages for Business Decisions (Practical)**	Course Category		Foundation Course	L	T	P	C
							0	0	4	2

Pre-requisite Courses	Basic Computer Knowledge	Co-requisite Courses		Progressive Courses	
Course Offering Department	*MBA*	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	*The purpose of learning this course is to:*
CLR-1:	To familiarize the installation process , basic Commands and data types in Python.
CLR-2:	To learn the concept of data structure in python.
CLR-3:	To understand the data preprocessing and cleaning in python.
CLR-4:	To Analyze data using python, to make informed decisions.
CLR-5:	To learn how to create programs and infer data using R programming for decision-making.

Course Learning Outcomes (CLO):	*At the end of this course, learners will be able to:*	Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)
CLO-1:	Able to install, and understand the basic commands and data types in Python	2	90	80
CLO-2:	Enable the students to understand the concepts of data structure.	3	90	80
CLO-3:	Familiarize on data preprocessing and cleaning in Python.	4	90	80
CLO-4:	Gained knowledge of data analysis using Python.	5	90	80
CLO-5:	Able to create Programs by using R Programming and infer the output.	6	90	80

Learning

Program Learning Outcomes (PLO)

1	2	3	4	5
Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
	3			1
	2			3
	2			*2*
	1			3
	2			*3*

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Introduction to Python	Data structures: tuples, lists, dictionaries, and sets. Strings: Introduction, functions, and	Filtering out missing data	Python pandas-	Introduction to R- R studio
	SLO-2					
S-2	SLO-1	Installing Python	Operations on Strings,	Filtering out missing data	Applying functions	Data structure like vectors, matrices, arrays,

	SLO-2		Application Programs on Strings.		and methods	list and data frames in R
S-3	SLO-1	Nature of Python- Python versions	List: Introduction,	Filling in the missing data	Working with Data in Python	Text Editors in R studio
	SLO-2					
S-4	SLO-1	Overview to Pythom	Functions and operations on List, Application	Filling in the missing data	Importing data file CSV, EXCEL	Installing, loading and using packages
	SLO-2					
S-5	SLO-1	Introduction to Jupyter Notebook	Programs on Lists,	Removing duplicates,	Importing Excel data files	Importing data
	SLO-2					
S-6	SLO-1	Data type	Tuple: Introduction	Removing duplicates,	Importing CSV data files	Manipulating Data
	SLO-2					
S-7	SLO-1	Control structure	Functions on Tuple.	Performing Transformatio ns.	Descriptive Statistics	Descriptive Statistics using R Programming
	SLO-2					
S-8	SLO-1	Reading files	Operations on Tuple.	Transformation based on mapping	Mean, Median Mode	Mean, Median Mode
	SLO-2					
S-9	SLO-1	Writing files	Dictionaries: Introduction	Binning continuous variables	Range, Standard Deviation	Range, Standard Deviation
	SLO-2					
S-10	SLO-1	Introduction to package- Installation	Functions in Dictionaries	Binning continuous variables	Variance, Skewness	Variance, Skewness
	SLO-2					
S-11	SLO-1	Defining Functions	Operations on Dictionaries,	Introduction to Dummy variables	Correlation	Correlation, Regression
	SLO-2					
S-12	SLO-1	Defining Classes	Application Programs on Dictionaries	Working with Dummy variables	Regression	Charts and Plots
	SLO-2					

Learning Resources	1. Ultimate Python Libraries for Data Analysis and Visualization 2024, Abhinaba Banerjee 2. Practical Business Analytics Using R and Python, 2023, Umesh R. Hodeghatta , Umesha Nayak . 3. Python for Data Analysis: Data Wrangling with Pandas, NumPy, and IPython by Wes McKinney (2017). 4. Think Python, 2nd Edition by Allen B. Downey -Released December 2015-Publisher(s):O'Reilly Media, Inc-ISBN: 9781491939369. 5. Text Analytics with Python: A Practical Real-World Approach to Gaining Actionable Insights from Your Data by Dipanjan Sarkar (2016).

Bloom's Taxonomy Level		Continuous Learning Assessment (60% weightage)				Final Examination (40% weightage)	
		CLA -1 (40%))		CLA -2 (20%)			
		Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember		10%		10%		10%
Level 2	Understand		10%		10%		10%
Level 3	Apply		20%		20%		20%
Level 4	Analyze		20%		20%		20%
Level 5	Evaluate		20%		20%		20%
Level 6	Create		20%		20%		20%
	Total	100 %		100 %		100 %	

CLA-1 - Every Exercise will carry marks for Observation, Collection of data, analysis, interpretation, inference, and prompt submission of observation notes and Record notes.

CLA-2- Model Examination and Viva.

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Dr.Prakash S, Sr. Test Manager, Franklin Templeton, Chennai	Dr.Abhinava Tripathi, Professor, Faculty of Finance and Accounting at IME, Indian Institute of Technology, Kanpur	Dr.V.M.Shenbagaraman, Professor, Faculty of Management.
Mr. Milan Kumar, CIO, Wabco India	Dr. Gaurav Dixit, Assistant Professor in the Department of Management Studies at the Indian Institute of Technology Roorkee.	Dr. S. Dhiivya Devi, Assistant Professor, Faculty of Management.

Course Code	MBG24109T	Course Name	PROFESSIONAL UPSKILLING	Course Category		Elective	L	T	P	C
							2	0	0	2

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	*Faculty of Management*	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	*The purpose of learning this course is to:*	Learning	Program Learning Outcomes (PLO)

	13	1	2	3	1	2	3	4	5
CLR-2:	Discuss the functions of management and their importance in business								
CLR-3:	propose the application of the principles of management in an organizational setup								
CLR-4:	Identify and apply appropriate management techniques for managing business								
CLR-5:	Have a conceptual knowledge about the planning and decision making								
Course Learning Outcomes (CLO):	*At the end of this course, learners will be able to:*	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CO-1:	Apply the concept of organizing for the effective functioning of a management	1	90	80	*3*		*3*		
CO-2:	Evaluate leadership style to anticipate the consequences of each leadership style	4	90	80	*2*		*2*		
CO-3:	Demonstrate the techniques for controlling and coordination	3	90	80	*2*		*3*		
CO-4:	Learners will recognize the human skills and conceptual skills as per industry requirements about basic management skills	4	90	80	*3*		*3*		
CO-5:	Learners will diagnose various styles and qualities of efficient leadership, Coordination, Controlling, Green Management and Corporate Social Responsibility.	4	90	80	*3*		*3*		

Duration (hour)		6	6	6	6	6
S- 1	**SLO-1**	Natural of management process	Planning: The meaning and purpose of planning	Organizational structure – importance	Line and staff relationship	Directing: Nature and purpose of direction
	SLO-2	Scope of management process	Steps in Planning	Characteristics	Staffing	purpose of direction
S- 2	**SLO-1**	Management science of Development of Scientific Management	Types of plans	Types of organization structure	Human resource planning	Need for coordination

	SLO-2	other schools of thought	Objectives and Policies	Types of organization structure	Human resource planning	Need for coordination
S- 3	**SLO-1**	Importance of various thoughts	rocedures and methods ofcontrol	Span of control	Sources of recruitment	Meaning and importance
	SLO-2	Application of various school of thoughts	Nature and types of policies	Centralization and decentralization	Sources of recruitment	Control process
S- 4	**SLO-1**	Function of the manager	Process of decision making	Authority	Selection process	Importance of control
						process
	SLO-2	Important role played by manger	Type of decision	Responsibility	Selection process	Budgetary and non - budgetary controls
S- 5	**SLO-1**	Role play of best manager	Problems involved in decision	Delegation of authority	Training and Development	Direction
			making			
	SLO-2	Role play of best manager	Quantitative techniques	Delegation of authority	Importance and types	Importance of direction
S- 6	**SLO-1**	Case study	Case study	Case study	Case study	Case study
	SLO-2	Case study	Case study	Case study	Case study	Case study

Learning Resources	**1.** Charles W. L. Hill, Steven McShane (2023), "Principles of Management", McGraw-Hill Education **2.** Stephen P. Robbins, Mary Coulter, David A. DeCenzo (2023), "Fundamentals of Management: Essential Concepts and Applications", Pearson **3.** Dipak Kumar Bhattacharyya (2022), Principles of Management: Text and Cases, Pearson India

Learning Assessment															
	Bloom's Level of Thinking	*Continuous Learning Assessment (50% weightage)*												*Final Examination (50% weightage)*	
		CLA – 1 (10%)		*CLA – 2 (5%)*		*CLA – 3 (15%)*		*CLA – 4 (10%)*		*CLA – 5 (05%)*		*CLA – 6 (05%)*		*Marks -100 which will be weighted at 50%*	
		Theory	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*
Level 1	Remember	*20*		*20*		*20*		*10*		*10*		*10*		*20*	
Level 2	Understand	*20*		*20*		*20*		*10*		*10*		*10*		*20*	
Level 3	Apply	*20*		*20*		*20*		*20*		*20*		*20*		*20*	
Level 4	Analyze	*20*		*20*		*20*		*20*		*20*		*20*		*20*	
Level 5	Evaluate	*20*		*20*		*20*		*20*		*20*		*20*		*20*	
Level 6	Create							*20*		*20*		*20*			
	Total	*100 %*		*100 %*		*100 %*		*100 %*		*100 %*		*100 %*		*100 %*	

CLA-1 Cycle test I (The marks distribution must be based on the level of thinking (blooms) of CLO-2) CLA-2 End Unit Test CLA-3 Model Examination
CLA – 4 Innovative Assignments (Videos, Campaigns, Social awareness etc.,) CLA – 5 Intercollegiate Participation (Tech Talks, Conference Paper, etc.) CLA – 6 Course related Events / GLs arranged

Course Designers		
Experts from Industry	**Experts from Higher Technical Institutions**	**Internal Experts**
Dr.Nirmalraj- Head - HR Flex	Dr.Simmy Kurien, Associate Professor , Jain University	Dr.N. Santhosh Kumar, Head – HR, FOM, SRMIST
Mr.Rathinavel Rajan- Head-HR, Ball beverages India Ltd	Dr.Magesh, HOD, Dept of Mgmt, Anna University	Dr.S.Sujatha – Associate Professor – FOM , SRMIST

SEMESTER-II

Course Code	MBG24201T	Course Name	MANAGEMENT ACCOUNTING	Course Category		Foundation Course	L	T	P	C
							3	0	0	3

Pre-requisite Courses	Financial Reporting Analysis	Co-requisite Courses	-	Progressive Courses	Corporate Finance
Course Offering Department	*Faculty of Management*	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	*The purpose of learning this course is to:*
CLR-1:	Comprehensive understanding of management accounting
CLR-2:	Impart knowledge on the necessity and significance of a costing framework and to enable them to make strategic decisions regarding cost.
CLR-3:	Develop the skill to take various managerial decisions relevant to marginal cost reports.
CLR-4:	Gain quantitative skills and calculate the variances.
CLR-5:	Acquire the potential of smooth business operations through effective working capital management

Course Learning Outcomes (CLO):	*At the end of this course, learners will be able to:*	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
CLO-1:	Demonstrate a comprehensive understanding of management accounting principles and practices.	1	90	80
CLO-2:	Apply knowledge of costing frameworks to make strategic cost-related decisions.	2	90	80
CLO-3:	Develop the ability to create and interpret marginal cost reports for managerial decision-making.	3	90	80
CLO-4:	Gain proficiency in calculating and analyzing variances to improve business performance.	3	90	80
CLO-5:	Acquire the skill to design and implement working capital mechanisms to improve the company's profitability.	4	90	80

Learning	Program Learning Outcomes (PLO)				
	1	2	3	4	5
	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data- based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
		3			2
		3			2
		3			*3*
		3			2
		3			2

Duration (hour)		9	9	9	9	9
S-1	SLO-1	Introduction to management accounting-	Cost concepts, behaviour, Estimation	Concept of marginal cost	Standard Costing – Material Cost Variance - Labour Cost	Working capital management- An Introduction-Importance
	SLO-2	Definition, meaning, objectives	Variable, Fixed, and Mixed Costs	Marginal costing vs. Direct costing		Operating cycle
S-2	SLO-1	Nature and scope of management accounting	Cost Estimation Techniques	Cost– volume-profit Analysis	Variance - Overhead Variance	Factors affecting working capital management-components
	SLO-2		Estimating the cost function	Break-even Analysis.	Sales Variance - Profit Variance	Cash management -Receivable management
S-3	SLO-1	Managerial decisions	A costing framework and cost allocation	Assumption and Practical Application of Break–Even Analysis	Activity Based Accounting	Inventory management
	SLO-2	Principles, Utility	Uses and limitations of cost estimates	Marginal costing for decisions involving alternate choices	Quality Costing- Kaizen costing	Working capital components
S-4	SLO-1	Financial accounting vs. Cost accounting	Cost objects — need for cost information	Cost concepts associated with decision-making	Target Costing	Planning and forecasting of working capital requirements
	SLO-2	Financial accounting vs. Management accounting	Preparation of cost sheets	Evaluation process	Inflation Accounting- Responsibility accounting	Short-term sources of funds- Current asset financing- Current asset investments
S-5	SLO-1	Importance of management accounting.	Preparation of cost sheets-Problems	Specific management decisions-Pricing decisions	Management Accounting Information and Quality of Decision-Making	Working capital management-Problems
	SLO-2	Limitations of Management Accounting		Make or buy		
S-6	SLO-1	Various functions and techniques	Direct and indirect costs	Expand or buy	Performance Measurement and Control Systems	Working capital management-Problems
	SLO-2		Process of indirect cost allocation.	Expand or Contract.	Reporting to Management	
S-7	SLO-1	Management Accountant: Position, Role and Responsibility	Limitations of cost allocation	Change vs. Status Quo	Objective and Principles of Reporting	Sustainability management accounting- tools-Integrated thinking
	SLO-2			Retain or replace.	Reporting needs at different managerial levels	
S-8	SLO-1	Management accounting information and the quality of decision-making.	Application of costing framework in a support department setting	Concept of margin of safety	Basics of Human Resource Accounting – Inflation accounting	Issues relating to the successful integration of Sustainability management accounting.
	SLO-2		Applying the costing framework in a service entity setting.			
S-9	SLO-1	Framework for management accounting	Case study	Simple Problems	Emerging trends and contemporary issues in management accounting	

	SLO-2			Simple Problems	Ethical Considerations in Management Accounting	Case study

Learning Resources	1. Ray H. Garrison, Eric Noreen, Peter C. Brewer, Managerial Accounting, MC Graw Hill, 2021, 16th edition. 2. Ray Garrison, Eric Noreen and Peter Brewer, Managerial Accounting, MC Graw Hill, 2024, 18th edition. 3. Ronald W. Hilton, David E. Platt, Managerial Accounting, MC Graw Hill, 2023, 12th edition. 4. Jerry J. Weygandt, Paul D. Kimmel, and Jill E. Mitchell, Managerial Accounting, Wiley publishers,9th Edition. 5. MY Khan and PK Jain, Management accounting, MC Graw Hill, 8th edition, 2021.

Learning Assessment

	Bloom's Level of Thinking	*Continuous Learning Assessment (50% weightage)*												*Final Examination (50% weightage)*	
		CLA – 1 (10%)		*CLA – 2 (5%)*		*CLA – 3 (15%)*		*CLA – 4 (10%)*		*CLA – 5 (05%)*		*CLA – 6 (05%)*		*Marks -100 which will be weighted at 50%*	
		Theory	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*
Level 1	Remember	*20*		*20*		*20*		*15*		*10*		*15*		*25*	
Level 2	Understand	*20*		*20*		*20*		*15*		*10*		*15*		*25*	
Level 3	Apply	*30*		*20*		*20*		*15*		*20*		*15*		*25*	
Level 4	Analyze	*30*		*20*		*20*		*15*		*20*		*15*		*25*	
Level 5	Evaluate			*20*		*20*		*20*		*20*		*20*			
Level 6	Create							*20*		*20*		*20*			
	Total	*100 %*		*100 %*		*100 %*		*100 %*		*100 %*		*100 %*		*100 %*	

CLA-1 Cycle test I (The marks distribution must be based on the level of thinking (blooms) of CLO-2) CLA-2 End Unit Test CLA-3 Model Examination
CLA – 4 Innovative Assignments (Videos, Campaigns, Social awareness etc.,) CLA – 5 Intercollegiate Participation (Tech Talks, Conference Paper, etc.) CLA – 6 Course related Events / GLs arranged

Course Designers		
Experts from Industry	**Experts from Higher Technical Institutions**	**Internal Experts**
Mr.Arun George Joseph Assistant Audit Officer (Commercial) CAG of India, Chennai	Dr. P. Saravanan, Professor of Finance, IIM Trichy	Dr. Jain Jacob M, Asst. Professor, Faculty of Management, SRMIST
Aswin Prem Dealer Development; Royal Enfield	Dr. S. Visalakshmi, Assistant Professor, Department of Management, Central University of Tamilnadu,	Dr.A. R.Shanmuga Priya, Asst. Professor, Faculty of Management, SRMIST

Course Code	MBG24202T	Course Name	APPLIED MARKETING	Course Category		Foundation Course	L	T	P	C
							2	0	0	2

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	*Faculty of Management*	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	*The purpose of learning this course is to:*
CLR-1:	Learn how people buy things and how companies sell stuff successfully.
CLR-2:	Know how to make killer marketing plans for success in today's tough business world.
CLR-3:	Use research and data to make smart marketing decisions that solve real problems.
CLR-4:	Cover everything from branding to pricing to manage marketing effectively.
CLR-5:	Get practical skills and improve critical thinking, communication, and teamwork for marketing careers.

Course Learning Outcomes (CLO):	*At the end of this course, learners will be able to:*	Learning: Level of Thinking	Expected Proficiency (%)	Expected Attainment (%)	Program Learning Outcomes (PLO) 1: Apply knowledge of management theories and practices to solve business problems	2: Foster Analytical and critical thinking abilities for data-based decision making	3: Ability to develop Value based Leadership ability	4: Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLO-1:	Understand why people buy things and use this knowledge to create targeted marketing strategies.	1	90	80	*3*			*2*	
CLO-2:	Develop effective marketing plans that help companies achieve their goals and stand out in the market.	2	90	80	*2*			*3*	
CLO-3:	Evaluate marketing strategies using data and metrics to measure success.	3	90	80	*2*			*3*	
CLO-4:	Learn how to manage different aspects of marketing, from branding to pricing.	3	90	80	*3*			*1*	
CLO-5:	Improve your communication skills and learn how to present marketing ideas confidently.	4	90	80	*1*			*3*	

Duration (hour)		**6**	**6**	6	6	6
S-1	SLO-1	Importance of Segmentation, Targeting, and Positioning Strategies in Marketing	Sources of Competitive Advantage in Marketing	Importance of Branding in Marketing Strategy	Distribution Channel Design and Management	Concept of Marketing Implementation and its Importance
	SLO-2	Basics of Marketing Plans and their Components	Components of the Marketing Mix (4Ps: Product, Price, Place, Promotion)	Brand Identity and Brand Image in Consumer Perception	Role of Intermediaries in Distribution Channels	Types of Promotional Activities in Marketing Planning
S-2	SLO-1	Market Segmentation Strategies and Approaches	Environmental Scanning Tools for Market Analysis	Brand Equity and Its Components	Distribution Logistics and Supply Chain Management	Role of Advertising in Marketing Communication
	SLO-2	Understanding the Consumer Decision-Making Process	Marketing Research Process and its Phases	Brand Management Strategies for Building Strong Brands	Pricing Strategies and Pricing Methods	Importance of Public Relations in Marketing Strategy
S-3	SLO-1	Factors Influencing Consumer Behavior in Purchasing Decisions	Role of Primary and Secondary Data in Marketing Research	New Product Development Process and Stages	Factors Influencing Pricing Decisions	Digital Marketing Strategies and Social Media Marketing
	SLO-2	Role of Perception in Consumer Decision Making	SWOT Analysis in Marketing Strategy Formulation	Key Success Factors in New Product Launch	Price Discrimination Techniques and Applications	Integrated Marketing Communication (IMC) Strategies

S-4	SLO-1	Psychographic Segmentation in Marketing	Implementation of Marketing Tactics and Strategies	Marketing Tactics and Strategies for Product Launch	Pricing Tactics and Strategies for Competitive Advantage	Presentation Skills for Marketing Professionals
	SLO-2	Demographic Segmentation and its Application in Marketing	Monitoring and Controlling Marketing Activities	Importance of Market Testing in Product Development	Components of a Marketing Plan (Executive Summary, Situation Analysis, Objectives, Financial Projections etc.)	Effective Use of Visual Aids in Marketing Presentations
S-5	SLO-1	Behavioral Segmentation Techniques	Measurement of Marketing Performance Metrics	Product Lifecycle Management (PLM) Strategies	Evaluation Criteria for Marketing Plan Success	Engaging an Audience through Presentation Software
	SLO-2	Market Segmentation and Product Differentiation	Analysis of Key Performance Indicators (KPIs) in Marketing	Innovation Strategies for Sustainable Product Development	Marketing Plan Implementation Strategies	Storytelling Techniques in Marketing Presentations
S-6	SLO-1	Market Targeting Strategies and Selection Criteria	Customer Satisfaction Measurement Techniques	Importance of Customer Perception in Marketing Strategy	Marketing Plan Monitoring and Control Mechanisms	Evaluation of Marketing Presentation Effectiveness
	SLO-2	Case Study	Case Study	Case Study		Case Study

Learning Resources	1. Daniel Padgett, Andrew Loos, Applied Marketing, 3rd Edition, ISBN: 978-1-394-16305-2 September 2023 2. Kotler, P. Marketing Management: Analysis, Planning and Control, latest edition, London: Prentice-Hall International, Inc. 3. Walker, Jr., O. C., & Mullins, J. W. (2013). Marketing strategy: A decision-focused approach (8th ed.). New York: McGraw-Hill/Irwin. ISBN 978-0078028946

Learning Assessment

	Bloom's Level of Thinking	*Continuous Learning Assessment (50% weightage)*												*Final Examination (50% weightage)*	
		CLA – 1 (10%)		*CLA – 2 (5%)*		*CLA – 3 (15%)*		*CLA – 4 (10%)*		*CLA – 5 (05%)*		*CLA – 6 (05%)*		*Marks -100 which will be weighted at 50%*	
		Theory	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*
Level 1	Remember	*20*		*20*		*20*		*20*		*20*		*20*		*20*	
Level 2	Understand	*20*		*20*		*20*		*20*		*20*		*20*		*20*	
Level 3	Apply	*30*		*40*		*20*		*20*		*20*		*20*		*20*	
Level 4	Analyze	*30*		*10*		*20*		*20*		*20*		*20*		*20*	
Level 5	Evaluate			*10*		*20*		*10*		*10*		*10*		*20*	
Level 6	Create							*10*		*10*		*10*			
	Total	*100 %*		*100 %*		*100 %*		*100 %*		*100 %*		*100 %*		*100 %*	

CLA-1 Cycle test I (The marks distribution must be based on the level of thinking (blooms) of CLO-2) CLA-2 End Unit Test CLA-3 Model Examination CLA – 4 Innovative Assignments (Videos, Campaigns, Social awareness etc.,) CLA – 5 Intercollegiate Participation (Tech Talks, Conference Paper, etc.) CLA – 6 Course related Events / GLs arranged

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions Internal Experts	Internal Experts
Dr V S Venkataraman, Sr.Vice President and HR , Business development , DELPHI TVS, Chennai	Dr .Bushan D.Sudhakar ,HOD , International Marketing, School of Management , Pondicherry University. Pondi .	Dr.S.Senthil Kumar, Professor, Faculty of Management, SRMIST
Dr Alok ,Head Marketing & Business development, Kaveri group of Hospitals ,TN	Dr .Tamarai selvan Prof and Head NIT, Trichy15	Dr.K.Subathra, Assistant Professor, Faculty of Management, SRMIST

Course Code	MBG24203T	Course Name	HUMAN RESOURCES MANAGEMENT	Course Category		Foundation Course	L	T	P	C
							2	0	0	2

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	
Course Offering Department	*Faculty of Management*	Data Book / Codes/Standards	Nil		

Course Learning Rationale (CLR):	*The purpose of learning this course is to:*	Learning

		1	2	3
CLR-1:	To Understand the various standpoints prevailing in Human Resources Management			
CLR-2:	Examine the Best Practices in Human Resources Planning and Forecasting			
CLR-3:	Classify the need for training and its development practices and learn the technique of Performance Evaluation			
CLR-4:	Learn the various aspects of Industrial Relations in terms of its functions, objectives and disputes			
CLR-5:	Understand the importance of relationship building for managing conflicts			
Course Learning Outcomes (CLO):	*At the end of this course, learners will be able to:*	Level	Expected Proficiency (%)	Expected Attainment (%)
CO-1:	Apply the conceptual knowledge of Human Resource Management in managing the Human force	1	90	80
CO-2:	Analyze the gap between demand and supply of Human Resource	2	90	80
CO-3:	Analyze the training Models and Performance Evaluation Techniques	3	90	80
CO-4:	Apply the functions of Industrial Relations and control the Industrial Disputes	3	90	80
CO-5:	Gain Knowledge in the field of Trade unions and manage the conflicts	4	90	80

Program Learning Outcomes (PLO)				
1	2	3	4	5
Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-driven	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
2				2
3				2
3				3
2				3
2				2

Duration (hour)		6	6	6	6	6
S-1	SLO-1	Introduction to HRM	Job Analysis Purpose and Methods	Training and Development: Concept	Industrial Relations	Building Relationships and Facilitating Legislative Framework
	SLO-2			Determining Training Needs	Function	
	SLO-1	Evolution and Development of the Field of HRM	Human Resource Planning (HRP)	Methods of Training	Objectives	Trade Unions
	SLO-2	Nature, scope and objectives of HRM	Purpose and Process of HRP Recruitment and Selection	Approaches to Management Development, Training	Linkage between Human Resource Management and Industrial Relations	Managing Conflicts

				Evaluation		
S-2	SLO-1	Context and Concept of People Management in a	Recruiting Goals	Talent Management	Industrial Disputes	Disciplinary Process
	SLO-2	Systems Perspective	Sources of Recruitment	Career Planning - Individual-Centered and Organization Centered	Causes of Industrial Disputes	
	SLO-1	Organization and Functions of the HR and	Selection - Selection Process,	Performance Appraisal	Economic factors, Managerial factors and	Dynamics of Collective
S-3	SLO-2	Personnel Department	Selection Tests, Interviews	Process	Political factors	Bargaining
	SLO-1	HR structure and Strategy	Placement	Methods of Performance Appraisal	Prevention of Industrial Disputes	Collective Bargaining, Workers and Managerial
	SLO-2		Purpose of New Employee Orientation			Decision Making
	SLO-1	Role of Government and Personnel Environment including that of MNCs	Employee separation	Compensation	Statutory measures and Non-Statutory Measures	Concept, Mechanics, and Experience of Collective Bargaining
	SLO-2		Promotion	Objectives and Types of Compensation	Settlement of Industrial Disputes	
S-4	SLO-1	Strategic Human Resource Management	Demotion	Development of a basic pay system	Conciliation - Adjudication	Personnel Research
	SLO-2		Transfer	Pay structures,	Arbitration and Mediation	
S-5	SLO-1	Ethical dilemmas in Human Resources	Retention of Human Resources	Incentives, Individual Incentive, Group/Team Incentive	Recent Trends in Industrial Relations	Audit, and Data-Driven HR Practices
	SLO-2	Management		Organizational Incentive	Future of Industrial Relations in India	
S-6	SLO-1 Discussion SLO-2	Case study and	Case study and Discussion	Case study and Discussion	Case study and Discussion	Case study and Discussion

Learning Resources	

earning Assessment															
	Bloom's Level of Thinking	*Continuous Learning Assessment (50% weightage)*												*Final Examination (50% weightage)*	
		CLA – 1 (10%)		*CLA – 2 (5%)*		*CLA – 3 (15%)*		*CLA – 4 (10%)*		*CLA – 5 (05%)*		*CLA – 6 (05%)*		*Marks -100 which will be weighted at 50%*	
		Theory	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*
Level 1	Remember	*30*		*20*		*20*		*20*		*15*		*20*		*20*	
Level 2	Understand	*30*		*20*		*20*		*20*		*15*		*20*		*20*	
Level 3	Apply	*20*		*20*		*20*		*20*		*15*		*20*		*20*	
Level 4	Analyze	*20*		*20*		*20*		*20*		*15*		*20*		*20*	
Level 5	Evaluate			*20*		*20*		*10*		*10*		*10*		*20*	
Level 6	Create							*10*		*10*		*10*			
	Total	*100 %*		*100 %*		*100 %*		*100 %*		*100 %*		*100 %*		*100 %*	

CLA-1 Cycle test I (The marks distribution must be based on the level of thinking (blooms) of CLO-2) CLA-2 End Unit Test CLA-3 Model Examination CLA – 4 Innovative Assignments (Videos, Campaigns, Social awareness etc.,) CLA – 5 Intercollegiate Participation (Tech Talks, Conference Paper, etc.) CLA – 6 Course related Events / GLs arranged

Course Designers		
Experts from Industry	**Experts from Higher Technical Institutions**	**Internal Experts**
Mr.Govardan- GM (HR), Rane Group	Dr.K.Latha, Professor , Valliamai Engineering College	Dr.N. Santhosh Kumar, Head – HR, COM, SRMIST
Mr.Rathinavel Rajan- Head-HR, Ball beverages India Ltd	Dr.Magesh, HOD, Dept of Mgmt, Anna University	Dr.K.Santhana lakshmi, - Program Coordinator

Course Code	MBG24204T	Course Name	CORPORATE FINANCE	Course Category		Foundation Course	L	T	P	C
							2	0	0	2

Pre-requisite Courses	Financial Reporting Analysis	Co-requisite Courses	-	Progressive Courses	Corporate Finance
Course Offering Department	*Faculty of Management*	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	*The purpose of learning this course is to:*
CLR-1:	Provide a comprehensive insight into the broad framework of Financial Management.
CLR-2:	Impart the skills necessary for making Investment decisions
CLR-3:	Understand the importance of making right choice of financing options
CLR-4:	Develop skills on capital structure decisions and dividend decisions
CLR-5:	Understand the importance of leverages

Course Learning Outcomes (CLO):	*At the end of this course, learners will be able to:*	1 Level of Thinking (Bloom)	2 Expected Proficiency (%)	3 Expected Attainment (%)
CLO-1:	Make efficient decisions in connection to multiplying firm's wealth	1	90	80
CLO-2:	Develop analyzing skills on making right investments in right projects will be upgraded.	2	90	80
CLO-3:	Mandate the impact of choosing correct source of finance on the corporate financial goal.	3	90	80
CLO-4:	Learn the various the capital structure theories and dividend decisions	3	90	80
CLO-5:	Gain knowledge about the leverages and its importance	4	90	80

Learning	Program Learning Outcomes (PLO)				
	1 Apply knowledge of management theories and practices to solve business problems	2 Foster Analytical and critical thinking abilities for data-based decision making	3 Ability to develop Value based Leadership ability	4 Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	5 Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLO-1:		2			3
CLO-2:		3			2
CLO-3:		2			2
CLO-4:		2			3
CLO-5:		3			3

Duration		6	6	6	6	6
	SLO-1	Introduction to finance-financial management, objectives of financial management	Capital Budgeting: An Introduction	Cost of Capital – basic concepts	Introduction to Capital Structure and its Factors	Concept and Nature of Leverages

S-1	**SLO-2**	Firm Value and equity value– profit Maximization and wealth maximization	Capital budgeting methods -discounting and non-discounting tools	Classification of Cost of Capital	Determination of the optimal capital structure	Types of Leverage
S-2	**SLO-1**	Financial Decisions - Changing role of finance managers	Capital budgeting methods -discounting and non-discounting tools	Factors Affecting Cost of Capital	EBIT-EPS analysis	Financial Leverage
	SLO-2	Organization of finance functions. Agency problems and agency cost	Payback methods	Importance's of Cost of Capital	Capital Structure Theories-net income approach	Measures of Financial Leverage
S-3	**SLO-1**	Time Value of Money: Present and future value	Accounting rate of return	Long-term sources of funds	net operating income approach	Financial Leverage and
	SLO-2	Present and future value of single payments, annuities,, and perpetuities	NPV and PI	Long-term Versus Short sources of funds	Traditional approach	Operating Leverage
S-4	**SLO-1**	Growth in annuities and perpetuities	NPV and PI	Cost of debenture	MM approach	Effects and Degree of Operating
	SLO-2	Compound interest and continuous compounding	IRR	Cost of preference share capital	Dividend policy and its affecting Factors	Combined Leverage
S-5	**SLO-1**	Annual percentage rates and effective annual rates-	Risk adjusted capital budgeting tools	Cost of equity capital	Theories of dividend decision	Degree of Combined Leverage
	SLO-2	Risk & Return: Concepts of Risk and Return	Risk adjusted discount rate	Cost of retained earnings	Walter's and Gordon's model	Cost-Volume-Profit (CVP) Analysis
S-6	**SLO-1**	Diversifiable and Non-Diversifiable risk	Decision tree -certainity equivalent	Determination of Weighted average cost of capital (WACC)	Modigliani and Miller approach	Components of CVP Analysis
	SLO-2	Case studies.	Case studies.	Case studies.	Case Studies	Case studies.

Learning Resources	1. Jonathan Berk , Corporate Finance 6th edition, 2023, Pearson education. 2. Prasanna Chandra, Financial Management: Theory & Practice| 11th Edition, 2022, McGraw Hill 3. Eugene HBrigham, Fundamentals of Financial Management, Dryden Press,New York, 16th Edition, 2021	4. Khan M.Y& Jain P.K. Financial Management, Tata McGraw Hill, NewDelhi, 2018, 8th Edition. 5. Sheridan Titman, Arthur J. Keown, John D. Martin Financial Management: Principles And Applications, 13 edition 2019, Pearson Education. 6. Richard A Berley, Principles of Corporate Finance, MC Graw Hill , 14th Edition, 2023.

Learning Assessment															
	Bloom's Level of Thinking	*Continuous Learning Assessment (50% weightage)*												*Final Examination (50% weightage)*	
		CLA – 1 (10%)		*CLA – 2 (5%)*		*CLA – 3 (15%)*		*CLA – 4 (10%)*		*CLA – 5 (05%)*		*CLA – 6 (05%)*		*Marks -100 which will be weighted at 50%*	
		Theory	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*
Level 1	Remember	*30*		*20*		*20*		*15*		*10*		*15*		*25*	
Level 2	Understand	*30*		*20*		*20*		*15*		*10*		*15*		*25*	
Level 3	Apply	*20*		*20*		*20*		*15*		*20*		*15*		*25*	
Level 4	Analyze	*20*		*20*		*20*		*15*		*20*		*15*		*25*	
Level 5	Evaluate			*20*		*20*		*20*		*20*		*20*			
Level 6	Create							*20*		*20*		*20*			
	Total	*100 %*		*100 %*		*100 %*		*100 %*		*100 %*		*100 %*		*100 %*	

CLA-1 Cycle test I (The marks distribution must be based on the level of thinking (blooms) of CLO-2) CLA-2 End Unit Test CLA-3 Model Examination
CLA – 4 Innovative Assignments (Videos, Campaigns, Social awareness etc.,) CLA – 5 Intercollegiate Participation (Tech Talks, Conference Paper, etc.) CLA – 6 Course related Events / GLs arranged

CourseDesigners		
Experts from Industry	**Experts from Higher Technical Institutions**	**Internal Experts**
Mr. Balaji Vasudevan, Digital Bank Expert & Go-to-Market Leader, IBM Consulting, Chennai	Dr. P. Saravanan, Professor of Finance, IIM Trichy	Dr.S.Anitha, Assistant Professor, Faculty of management,SRMIST
Mr. Madhan Raj, CA, General Manager (Audit), Hyundai Motors India Ltd., Chennai	Dr. S. Visalakshmi, Assistant Professor, Department of Management, Central University of Tamilnadu, Thiruvarur	Dr.A.R Shanmuga Priya, Assistant Professor, Faculty of Management, SRMIST

Course Code	MBG24205T	Course Name	RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS	Course Category	Foundation Course	L	T	P	C
						3	0	0	3

Pre-requisite Courses	If need	Co-requisite Courses	If need	Progressive Courses	If need
Course Offering Department	*MBA*	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	*The purpose of learning this course is to:*	Learning	Program Learning Outcomes (PLO)

		1	2	3
CLR-1:	To provide basic knowledge on management-based research methodology			
CLR-2:	To build the confidence to undertake any business research			
CLR-3:	To create awareness on statistical tools used for business research			
CLR-4:	To train the students to select optimal statistical tools as per the requirements of business research			
CLR-5:	To expose statistical software packages to use big data analysis			

Course Learning Outcomes (CLO):	*At the end of this course, learners will be able to:*	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	1	2	3	4	5
					Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CLO-1:	Students will be enriched with basic knowledge on management-based research methodology	1	90	80		*2*			*1*
CLO-2:	Must be able to Choose appropriate research designs, sampling techniques for a better research	2	90	80		*3*			*3*
CLO-3:	To create awareness on statistical tools used for business research	3	90	80		*2*			*3*
CLO-4:	Students will be able to select optimal statistical tools as per the requirements of business research	3	90	80		*3*			*3*
CLO-5:	Students will be able to analyze data and make informed decisions based on statistical evidence	4	90	80		*3*			*2*

Duration (hour)		9	9	9	9	9
S-1	**SLO-1**	Research - Introduction	Questionnaire design	Introduction to Descriptive - Statistics	Introduction to probability	Hypothesis testing
	SLO-2	Definition and areas of application	Characteristics, Merits and De-Merits	Common measures	Basics	Characteristics
S-2	**SLO-1**	Types of research	Other instruments	Measures of central tendency	Probability Distribution	Parametric and non–Parametric
	SLO-2	Qualitative Vs Quantitative Research	Data collection	problems	Discrete vs continuous	Applications
S-3	**SLO-1**	Research process	Types of data,	Measures of variation	Binomial Distribution	One sample and two sample tests for means
	SLO-2	Research problem	Sources of data and methods of data collection	Problems	Fitting of binomial distribution	Problems
S-4	**SLO-1**	Review of literature	Data analysis	Correlation - Karl pearson's measure	Problems	Proportions of large samples (z–test)
	SLO-2	Sources and schemes	Validity and reliability	Problems	Poison Distribution	Problems
S-5	**SLO-1**	Research objectives	Hypothesis – Meaning	Spearman Rank Correlation	Fitting of poisson distribution	One sample and two sample tests for means of

						samples (t– test)
	SLO-2	Scope of research		Problems	Problems	Problems
S-6	**SLO-1**	Variables and its types	Hypothesis testing	Linear Regression	Normal Distribution	F test for two sample standard deviations
	SLO-2	Measurement scales	Errors	Meaning,	Characteristics	Problems
S-7	**SLO-1**	Sampling – Meaning	Report preparation	Linear Regression	Area under the Normal curve	Chi-square test
	SLO-2	Probability sampling techniques	Types of reports,	Problems	Problems	Goodness of fit and independence of attributes
S-8	**SLO-1**	Non-probability sampling techniques	Contents of a report	Multiple Regression	Problems	Analysis of variance
	SLO-2	sample size determination and sampling method	Process of report preparation	Simple problems	Case Study	Problems
S-9	**SLO-1**	Case Study Discussion	Case Study Discussion	Case Study Discussion	Discussion	Case Study Discussion
	SLO-2	Quiz	Quiz	Quiz	Quiz	Quiz

Learning Resources	1. Research Methodology – Methods and Techniques, C.R. Kothari, New Age International Publishers, 5th Edition, 2023 2. Business Research Methods, Pamela S Schindler, 13th Edition, 2021 3. Business Statistics A First Course, David M Levine et al., Pearson publishers, 8th Edition, 2022 4. David R. Anderson , Dennis J. Sweeney, Thomas A. Williams, Jeffrey D. Camm, James J. Cochran, Statistics for Business & Economics, Revised13th Edition, 2018 5. T N Srivastava, ShailajaRego, Statistics for Management Paperback, 2017

Learning Assessment

	Bloom's Level of Thinking	*Continuous Learning Assessment (50% weightage)*												*Final Examination (50% weightage)*	
		CLA – 1 (10%)		*CLA – 2 (5%)*		*CLA – 3 (15%)*		*CLA – 4 (10%)*		*CLA – 5 (05%)*		*CLA – 6 (05%)*		*Marks -100 which will be weighted at 50%*	
		Theory	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*
Level 1	Remember	*30*		*20*		*20*		*10*						*20*	
Level 2	Understand	*30*		*20*		*20*		*10*		*10*		*10*		*20*	
Level 3	Apply	*20*		*20*		*20*		*20*		*20*		*20*		*20*	
Level 4	Analyze	*20*		*20*		*20*		*20*		*20*		*20*		*20*	
Level 5	Evaluate			*20*		*20*		*20*		*20*		*20*		*20*	
Level 6	Create							*20*		*30*		*30*			
	Total	*100 %*		*100 %*		*100 %*		*100 %*		*100 %*		*100 %*		*100 %*	

CLA-1 Cycle test I (The marks distribution must be based on the level of thinking (blooms) of CLO-2) CLA-2 End Unit Test CLA-3 Model Examination CLA – 4 Innovative Assignments (Videos, Campaigns, Social awareness etc.,) CLA – 5 Intercollegiate Participation (Tech Talks, Conference Paper, etc.) CLA – 6 Course related Events / GLs arranged

Course Designers		
Experts from Industry	**Experts from Higher Technical Institutions**	**Internal Experts**
Mr. Venkatesh Ganapathy, Manager (Quality Control), Rane, Chennai	Dr. Kannan, Professor, Annamalai University, Chidambaram	Dr. S. Priya, Assistant Professor, Faculty of Management, SRMIST, Kattankulathur
Mr. Sriram, Material Manager, Redington, Chennai	Dr. Rajesh, Professor, Anna University, Chennai	Dr. S. Jahira parveen, Assistant Professor, Faculty of Management, SRMIST, Kattankulathur

Course Code	MBG24206L	Course Name	**Business Analytics (Practical)**	Course Category		Foundation Course	L	T	P	C
							0	0	4	2

Pre-requisite Courses	Statistics / Mathematics	Co-requisite Courses		Progressive Courses	
Course Offering Department	*MBA*	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	*The purpose of learning this course is to:*	Learning	Program Learning Outcomes (PLO)

		1	2	3
		Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)
CLR-1:	To learn the Analytical Models using Excel			
CLR-2:	To gain foundational skills in building and analyzing spreadsheet models, exploring scenario analysis, and applying optimization techniques.			
CLR-3:	To comprehend the design of various models for summarizing data.			
CLR-4:	To learn how to apply various statistical techniques using SPSS package			
CLR-5:	To understand the recent developments in visualization software like Tableau and Power BI.			
Course Learning Outcomes (CLO):	*At the end of this course, learners will be able to:*			
CLO-1:	Build robust analytical models that drive strategic business decisions	6	90	80
CLO-2:	Make data-driven decisions, optimize resource allocation, and solve complex business problems efficiently	6	90	80
CLO-3:	Analyze complex data sets more effectively and identify key trends and patterns.	4	90	80
CLO-4:	Analyze data using statistical techniques in SPSS to make informed decisions.	4	90	80
CLO-5:	Visualize and communicate data effectively.	5	90	80

1	2	3	4	5
Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
	2			*3*
	2			3
	1			*3*
	1			1
	2			*3*

Duration (hour)		**12**	**12**	12	12	12
S-1-2	**SLO-1**	Decision Making – Introduction to Business Analytics	Spreadsheet Models & Linear Optimization Models –	Simple Linear Regression Model – Least Square Method	Introduction to SPSS and Data Management	Fundamentals of Data Visualization
	SLO-2					
S-3-4	**SLO-1**	Categorization of Analytical Methods and Models Business- Analytics in Practice	Building Good Spreadsheet Models – Useful Excel Functions for Modeling	Inference and Regression	Importing and Exporting Data files – Manipulating the Data	Tables – Charts (e.g., bar charts, line charts, scatter plots, pie charts)
	SLO-2					
S-4-5	**SLO-1**	Data and its types - Data preprocessing	What-If Analysis – Scenario Analysis	Multiple Regression Model	Descriptive Statistics	Advanced Data Visualization (heat maps, treemaps, network diagrams)
	SLO-2					
S-5-6	**SLO-1**	Data cleaning and editing	Goal Seek – Data Tables	Applications and Interpretation of Multiple Regression Models	Using Graphs to Describe and Explore the Data – Checking the Reliability of a Scale	Data Dashboards
	SLO-2					

S-7-8	**SLO-1**	Creating Distributions from Data	Linear Optimization Models	Time Series Patterns – Forecast Accuracy Measures (MAE, RMSE, MAPE)	Choosing the Right Statistic	Recent Developments in Visualization Software
	SLO-2					
S-9-10	**SLO-1**	Analyzing Distributions	Simple Maximization Problem-Simple Minimization Problem	Moving Averages and Exponential Smoothing	Statistical Techniques to Explore Relationships among Variables	Advances in Real-Time Data Visualization Tools
	SLO-2					
S-11-12	**SLO-1**	Measures of Association between Two Variables Causation:	Sensitivity Analysis: Techniques and Methods	Fundamentals of Regression Analysis in Forecasting	Correlation - Multiple Regression - Non-Parametric Statistics	Tableau
	SLO-2					
S-12	**SLO-1**	Determining Cause-and-Effect Relationships	Applications of Sensitivity Analysis in Decision Making	Advanced Techniques in Regression Analysis for Accurate Predictions	t-Tests – ANOVA – Factor Analysis	Power BI
	SLO-2					

Learning Resources	1. Vibrant Publishers, & Szasz, B. (2024). Data analytics essentials you always wanted to know. Vibrant Publishers. 2. Kumar, U. D. (2021). Business analytics: The science of data-driven decision making (2nd ed.). Wiley. 3. Larson, B. (2020). Data analysis with Microsoft Power BI. McGraw-Hill Education. 4. Costello, T., & Blackshear, L. (2020). Prepare your data for Tableau: A practical guide to the Tableau data prep tool. A press.

		Continuous Learning Assessment (60 % weightage)				Final Examination (40% weightage)	
		CLA -1 (40%)		CLA -2 (20%)			
		Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember		10%		10%		10%
Level 2	Understand		10%		10%		10%
Level 3	Apply		20%		20%		20%
Level 4	Analyze		20%		20%		20%
Level 5	Evaluate		20%		20%		20%
Level 6	Create		20%		20%		20%
	Total	100 %		100 %		100 %	

CLA-1 - Every Exercise will carry marks for Collection of data, analysis, interpretation, inference and prompt submission of Observation Note & Record Note.

CLA-2- Model Examination and Viva.

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Dr.Prakash S, Sr. Test Manager, Franklin Templeton, Chennai	Dr. S. Riasudeen, Professor, Department of Management Studies, Pondicherry University	Dr. Saithu Mohammed, Assistant Professor, Faculty of Management
Mr. Milan Kumar, CIO, Wabco India	Dr. Venkatesakumar, Professor, Department of Management Studies, Pondicherry University	Dr. P.Saravanan, Associate Professor, Faculty of Management.

Course Code	MBG24207T	Course Name	**Personal Effectiveness and Leadership**	Course Category		Professional Core	L	T	P	C
							2	0	0	2

Pre-requisite Courses	Not Required	Co-requisite Courses	Not Required	Progressive Courses	Not Applicable
Course Offering Department	*Faculty of Management*	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	*The purpose of learning this course is to:*
CLR-1:	This course is designed to enable students to understand the nature and scope of communication and its implications in the real time business world.
CLR-2:	Expose to the receptive and productive skills of English language to attain proficiency.
CLR-3:	Familiarize the basic writing skills which lay a strong foundation for writing business documents
CLR-4:	Discuss the importance of effective communication in business Effective Communication in Business
CLR-5:	Discuss the importance of ethical communication Ethics in Business Communication

Course Learning Outcomes (CLO):	*At the end of this course, learners will be able to:*	1 Learning Level of Thinking (Bloom)	2 Expected Proficiency (%)	3 Expected Attainment (%)	1 Program Learning Outcomes (PLO) Apply knowledge of management theories and practices to solve business problems	2 Foster Analytical and critical thinking abilities for data- based decision making	3 Ability to develop Value based Leadership ability	4 Ability to understand, analyze and communicate global economic, legal and ethical aspects of business	5 Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CO-1:	Understand the scope of communication and learn its importance and implication strategies	2	90	80	*3*	*3*			
CO-2:	Recognize and learn the sub-skills of listening and speaking and be able to deliver effectively in the real time contexts	2	90	80	*2*	*3*			
CO-3:	Imbibe the mechanics of writing and construct effective paragraphs which befit in a longer composition.	3	90	80	*3*	*2*			
CO-4:	Use different forms of written communication techniques to make effective internal and external business correspondence.	4	90	80	*2*	*2*			
CO-5:	Produce different types of reports with appropriate format, organization and language.	4	90	80	*3*	*3*			

Duration (hour)		**6**	**6**	6	6	6
S- 1	**SLO-1**	Communication - Meaning and Significance for management	Correspondence	Report writing	Non - Verbal Communication	Conducting Meetings: Procedure
	SLO-2	Communication - Meaning and Significance for management	Norms for Business Letters	structure of Reports	Personal Appearances Postures	Conducting Meetings: Procedure

S- 2	**SLO-1**	Types of Communication	Letter for different Kinds of Situations	Long and Short Reports	Body Language	Preparing Agenda
	SLO-2	Process of Communication	Letter for different Kinds of Situations	Formal and Informal Reports	How to improve body language	Minutes and Resolutions
S- 3	**SLO-1**	Process of Communication	Personalized Standard Letters	Formal and Informal Reports	Use of Charts	Minutes and Resolutions
	SLO-2	Media for communication	Enquiries	Writing Research Reports	Diagrams and Tables	Conducting Seminars and Conferences
S- 4	**SLO-1**	Barriers and Gateways in Communication	Customers Complaints	Technical Reports	Visual Aids for Communication	Procedure of Regulating Speech
	SLO-2	How to overcome barriers in communication	Collection Letters	Norms for including Exhibits & Appendices	Audio and listing skills	Evaluating Oral Presentation
S- 5	**SLO-1**	Principles of Effective Communication.	Sales Promotion Letters	Case Analyses	Dyadic Communication	Group Discussion
	SLO-2	Principles of Effective Communication.	Social Media communication Etiquettes	Tools used in case analyses	Face to Face Communication	Group Discussion
S- 6	**SLO-1**	Case Study	Ethics in communication	Constructing case	Telephone Conversion	Drafting Specific Negotiation Skills
	SLO-2	Activity on disortation of communication	Case study	Constructing case	Video conference	Virtual meetings

Learning Resources	1. RAISHER: Business Communication – ATTBS, 3rd edition 2023 2. KRISHNA MOHAN & MEERA BANNERJEE - Developing Communication Skill Macmillan 2021. 3. MURPHY HERTA A AND PECK, CHARLES E - Effective Business Communication 2022, Tata Mc Graw Hill New Delhi

Learning Assessment

	Bloom's Level of Thinking	*Continuous Learning Assessment (50% weightage)*												*Final Examination (50% weightage)*	
		CLA – 1 (10%)		*CLA – 2 (5%)*		*CLA – 3 (15%)*		*CLA – 4 (10%)*		*CLA – 5 (05%)*		*CLA – 6 (05%)*		*Marks -100 which will be weighted at 50%*	
		Theory	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*	*Theory*	*Practice*
Level 1	Remember	*30*		*20*		*20*		*10*		*10*		*10*		*20*	
Level 2	Understand	*30*		*20*		*20*		*10*		*10*		*10*		*20*	
Level 3	Apply	*20*		*20*		*20*		*20*		*20*		*20*		*20*	
Level 4	Analyze	*20*		*20*		*20*		*20*		*20*		*20*		*20*	
Level 5	Evaluate			*20*		*20*		*20*		*20*		*20*		*20*	
Level 6	Create							*20*		*20*		*20*			
	Total	*100 %*		*100 %*		*100 %*		*100 %*		*100 %*		*100 %*		*100 %*	

CLA-1 Cycle test I (The marks distribution must be based on the level of thinking (blooms) of CLO-2) CLA-2 End Unit Test CLA-3 Model Examination CLA – 4 Innovative Assignments (Videos, Campaigns, Social awareness etc.,) CLA – 5 Intercollegiate Participation (Tech Talks, Conference Paper, etc.) CLA – 6 Course related Events / GLs arranged

Course Designers		
Experts from Industry	**Experts from Higher Technical Institutions**	**Internal Experts**
Dr.Nirmalraj- Head - HR Flex	Dr.Simmy Kurien, Associate Professor , Jain University	Dr.N. Santhosh Kumar, Head – HR, FOM, SRMIST
Mr.Rathinavel Rajan- Head-HR, Ball beverages India Ltd	Dr.Magesh, HOD, Dept of Mgmt, Anna University	Dr.Mohana Sundari – Assistant Professor – FOM , SRMIST