



SOURASHTRA COLLEGE, MADURAI- 625004

(An Autonomous Institution Re-accredited with 'B+' grade by NAAC)

MASTER OF BUSINESS ADMINISTRATION (M.B.A)

SYLLABUS (Under CBCS based on OBE)

(with effect from 2021-22)

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DEPARTMENT PROFILE

The Department of Business administration (DOBA) has been successfully offering the MBA Programme from 1972 onwards, to underline its presence and to help build the nation in its march towards Economic resurgence; Department of Management Studies (DOMS) started the MBA programme in 1994 with the approval of AICTE. DOMS has adopted time honoured as well as innovative methods to metamorphose the student material to an effective managerial material in a short span of two years. In addition to the normal curriculum, specific and appropriate personality development courses and counseling are done to enable us to achieve the above objective.

The Department provides sound infrastructure with eminent and well experienced faculty. Almost all members of the faculty have industrial experience spanning to decades. The rich background enables them to illustrate each theory and principle taught through examples of practical experience which is of paramount practical value for the students. In addition to the above, to update the students with the current industrial scenario, the Department of Management Studies also brings a number of personalities from the industry as visiting lecturers.

VISION

To Become a Leading Business School.

MISSION

To help the students to develop the competences, to hold higher positions in the leading organizations or start new business or to expand an existing business.

Signature of the Chairman/HOD



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Eligibility

Must have graduated in any discipline with 50% aggregate marks (45% for reserved categories) in 10 +2+3 or 10+3+3 format and must have PASSED an entrance exam conducted by either MAT or TANCET or CONSORTIUM of Self Financing Colleges (or) equivalent entrance exam.

The eligibility criteria are subject to change by the AICTE, Higher Education Department, Government of Tamil Nadu and the Madurai Kamaraj University.

Duration of the Course

The duration of the course shall be two academic years comprising four semesters with two semesters in each academic year.

Medium of Instruction: English

Evaluation

THEORY

Internal – 25 marks

External – 75 marks

Total – 100 marks

Internal Theory Examination: 25 Marks

- | | | |
|--|---|----------|
| 1. Three Tests and the average of best two | - | 15 marks |
| 2. Seminar / Quiz | - | 5 marks |
| 3. Assignment | - | 5 marks |
| 4. Total | - | 25 marks |

Credits

The term - credit refers to the weight age given to a course, usually in relation to the instructional hours assigned to it. The minimum credits, required for completing a Master of Business Administration course is 90. The particulars of credits for individual components and courses are presented on Table 1 and the course structure for all the semesters are given in Table 2.

Passed in the BOS Meeting held on 18-03-2020



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Table 1

DISTRIBUTION OF CREDITS(UG PROGRAMME)

	Hours/Credits	CORE SUBJECTS (CS)	TOTAL
SEM			
I SEM	Papers	5+1	6
	Hrs	28+2	30
	Crds	20+2	22
II SEM	Papers	6+1	6
	Hrs	28+2	30
	Crds	24+2	26
III SEM	Papers	2+3+1+1	6
	Hrs	10+12+5+3	30
	Crds	8+12+4+2	26
IV SEM	Papers	2+2	5
	Hrs	16+14	30
	Crds	8+8+5+1	22



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Table 2

FIRST SEMESTER

S. No	Sub code	Title of the Paper	Contact Hours	Credits	Marks		
					Internal	External	Total
1	21MBAC11	Management Theory and Practice	5	4	25	75	100
2	21MBAC12	Organisational Behaviour	5	4	25	75	100
3	21MBAC13	Managerial Economics	5	4	25	75	100
4	21MBAC14	Management Accounting	6	4	25	75	100
5	21MBAC15	Managerial Communication	5	4	25	75	100
6	21MBAWS1	Workshop on Managerial Skills -I	4	2	40	60	100
7	21MBACV1	Comprehensive Viva-Voce			40	60	100
		TOTAL	30	22			700

SECOND SEMESTER

S.No	Sub Code	Title of the Paper	Contact Hours	Credits	Marks		
					Internal	External	Total
1	21MBAC21	Quantitative Methods	5	4	25	75	100
2	21MBAC22	Marketing Management	4	4	25	75	100
3	21MBAC23	Financial Management	5	4	25	75	100
4	21MBAC24	Operations Management	4	4	25	75	100
5	21MBAC25	Human Resource Management	4	4	25	75	100
6	21MBAC26	Business Research Methods	4	4	25	75	100
7	21MBAWS2	Workshop on Managerial Skills -II	4	2	40	60	100
8	21MBACV2	Comprehensive Viva-Voce			40	60	100
		TOTAL	30	26			800

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THIRD SEMESTER

S.No	Sub Code	Title of the Paper	Contact Hours	Credits	Marks		
					Internal	External	Total
1		Operations Research	5	4	25	75	100
2		Business Environment and Law	5	4	25	75	100
3		Major Elective *	4	4	25	75	100
4		Major Elective *	4	4	25	75	100
5		Major Elective *	4	4	25	75	100
6		Non -Major Elective					
		Management Techniques	5	4	25	75	100
7		Workshop on Managerial Skills -III	3	2	40	60	100
8		Comprehensive Viva-Voce			40	60	100
		TOTAL	30	26			800

* Denotes that student should select any two subjects from the list of electives given below

III SEMESTER ELECTIVES

S. No	Area of Specialization	Electives
1	Marketing	Personal Selling and Sales Management Advertising and Sales Promotion
2	Finance	Indian Capital Markets International Trade, Finance and Documentation
3	Human Resource	Training and Development Wages and Salary Management
4	Event Management	Fundamentals of Event Management Event Marketing

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FOURTH SEMESTER

S.No	Sub Code	Title of the Paper	Contact Hours	Credits	Marks		
					Internal	External	Total
1		Entrepreneurship	8	4	25	75	100
2		Strategic Management	8	4	25	75	100
3		Major Elective *	7	4	25	75	100
4		Major Elective *	7	4	25	75	100
5		Project Work	-	6	40	60	100
6		Comprehensive Viva-Voce			40	60	100
TOTAL			30	22			600

* Denotes that student should select any three subjects from the list of electives given below

IV SEMESTER ELECTIVES

S.No	Area of Specialization	Electives
1	Marketing	Buyer Behaviour Industrial Marketing Services Marketing
2	Finance	Merchant Banking Investment and Portfolio Management Budgeting, Profit Planning and Control
3	Human Resource	International Human Resource Management Organisational Development Human Resource Accounting
4	Event Management	Special Events Event Production and Logistics Event Safety and Security



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PROGRAMME OUTCOMES (PO)

PO 1	Entrepreneurial Competences: To equip students to handle challenges thrown during their entrepreneurial journey by creating opportunities within constraints, resolving complex business problem.
PO 2	Leadership: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
PO 3	Managerial Skills: To understand and be conscious of the impact of managerial decisions on the triple bottom- line Profits, People and Planet.
PO 4	Conceptualization Skill: Be adept at analyzing and applying theoretical constructs to various diverse business scenarios.
PO 5	Decision Making skill: To Apply ethical principles for making judicious managerial decisions.
PO 6	Presentation Skill: To Communicate with clarity, coherence, and respect for the intended audience.



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PROGRAMME SPECIFIC OUTCOMES (PSO)

On completion of **MBA Programme**, the students are expected to

PSO 1	have developed basic Managerial Competencies like Planning, Organizing, Manning, Directing and Controlling.
PSO 2	have Expertise in their respective specialisations like Marketing, Finance, Human Resource Management and Event Management
PSO 3	have developed the skills required to work in teams like Communications, Relationship management, Empathy, Persuasion, Negotiating skills, Leadership and Conflict Management.
PSO 4	have developed skills required to deal with problem solving like Comprehending Skills, Conceptualisation Skills and Analytical Skills
PSO 5	have developed Technical Skills, Required to take Managerial decision making like Accounting, Financial Management, Operations Research and Quantitative Methods
PSO 6	have developed competencies required to become an entrepreneur like risk taking creativity and innovation and others skills specified in above PSOs



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					Internal	External	Total
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Course Code	Course Title	Category	L	T	P	Credits
21MBAC11	Management Theory & Practices	Core I	5	-	-	4

L – Lecture

T – Tutorials

P – Practical

Year	Semester	Internal	External	Total
I	I	25	75	100

COURSE DESCRIPTION:

This course (is the blend of) provides fundamentals of Management Theory & Practices

COURSE OBJECTIVES:

- To expose the students on Fundamentals on Management
- To make them understand various Functions of Management

COURSE OUTCOMES:

After the completion of the course, the student will be able to

Unit	Course outcome	Knowledge Level
I	understand the concept of Management theories and its evolution.	K2
II	understand the concepts of planning and will be able to apply	K2, K3
III	compare various Organisational Structure	K2
IV	understand and apply the staffing process and appraisal	K2, K3
V	summarize the directing and controlling process.	K2

K1- KNOWLEDGE (REMEMBERING), K2-UNDERSTANDING, K3-APPLY



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MANAGEMENT THEORY & PRACTICES

Unit 1:- Management:

Introduction, Meaning, Definition, Nature, characteristic and functions of management, Evolution of Management – Management Thoughts- Classical, Neo-classical And Modern Theory. Modern Management practices in the era of Globalization.

Unit 2:- Planning:

Meaning, Objective, Definition, characteristics, Importance, Advantages of Planning, Planning Premises, Steps in Planning Process, Methods of planning, Objectives, MBO- Introduction, Definition, Features, Advantages, Decision making-Definition, Decision making process.

Unit 3: Organizing:

Meaning, Definition, Functions, Nature or characteristics of Organizing, Classification of organization - Formal & Informal, Line / Staff Authority, Decentralization – Matrix Organisation – Merits and Demerits – Free Flow Organisation .

Unit 4:- Staffing:

Definition, Element Functions, Process, HRP, Recruitment- Definition, Sources of Recruitment, Selection-Importance, Stages, Training – Elements, Methods - Performance Appraisal- Meaning, Definition, Importance, Types of Performance Appraisal.

Unit 5:- Directing & Controlling:

Introduction, Definition, Principles, Techniques, Motivation - Introduction, Theories, Types, Leadership- Introduction, Definition, Approaches of Theories of Leadership, **Controlling:** Introduction, Definition, Steps, Techniques of Controlling.

TEXT BOOK:

1. Principles of Management – T. Ramasamy Himalaya Publishing House

RECOMMENDED TEXT BOOKS:

- 1) Management A Global Perspective -Heinz Wehrich McGraw Hill
Harold Koontz
- 2) Essentials of Management -Harlod Koontz Cyrill O' Donnell
McGraw Hill & Heinz weighrich

Chapters & sections

Unit I -	Chapter 1 and 2 – Principles of Management	T Ramasamy
Unit II -	Chapter 5,7 and 8 – Principles of Management	T Ramasamy
Unit III -	Chapter 9 and 13 – Principles of Management	T Ramasamy
Unit IV-	Chapter 15, 16 and 17 – Principles of Management	T Ramasamy
Unit V:	Chapter 19, 20, 21 and 24 – Principles of Management	T Ramasamy

Mapping of Units with PSO

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
Unit 1	S	L	M	M		S
Unit 2	S	L	M	M		S
Unit 3	S	L	M	M		S
Unit 4	S	L	M	M		S
Unit 5	S	L	M	M		S

S – Strong

M – Medium

L – Low

Course Designer: Dr. K Chinnachakaravathi

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Course Code	Course Title	Category	L	T	P	Credits
21MBAC12	Organizational Behaviour	Core II	5	-	-	4

L – Lecture

T – Tutorials

P – Practical

Year	Semester	Internal	External	Total
I	I	25	75	100

COURSE DESCRIPTION:

This course provides fundamentals of Impacts of Individuals behaviour group structure within the organization.

OBJECTIVE:

- To introduce behaviour of people at work
- To make them understand basics of OB

COURSE OUTCOMES:

After the completion of the course, the student will be able to

Unit	Course outcome	Knowledge Level
I	define and understand basic concepts of Organization Behaviour	K1, K2
II	infer the individual behaviour in the Organisations	K2
III	explain about group behaviour in Organisation	K2, K3
IV	understand the group behaviour in Organisation	K3
V	understand the Organisation Dynamics	K2, K3

K1- KNOWLEDGE (REMEMBERING), K2-UNDERSTANDING, K3-APPLY



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ORGANIZATIONAL BEHAVIOUR

Unit 1:-

Definition, various approaches to Organisational Behaviour, Hawthorne Studies, its major findings and limitations, Relevance in current day context. Historical and Scientific foundations of Organisational Behaviour- Globalization: of Business Managing Diversity and Promoting Ethical Behaviour.

Unit 2:-

Foundations of Individual Behaviour: Perception, Learning and Personality - Concepts, theories, Models, Inter-relationships between these topics, Motivation – Concepts, Theories, Values and Attitudes – Job Satisfaction.

Unit 3:-

Foundations of Group Behaviour: Group Dynamics, Team Dynamics, Communication and Decision making, Leadership.

Unit 4:-

Power and Politics, Conflicts, Negotiations. Work Stress- Concepts, Theories, Models, Applications.

Unit 5:-

Organisational Dynamics: Change and Organisational Development, Organisational Culture, Human Resource Policies and Practices.

TEXT BOOKS:

- | | | |
|--|-------------------|---------------------------|
| 1. Organisational Behaviour (Latest Edition) | Fred Luthans | McGraw Hill |
| 2. Organisational Behaviour
Concepts, Controversies, applications | Stephen P Robbins | Prentice Hall of
India |
| 3. Organisational Behaviour | K. Aswathappa | Himalaya Publications |

Chapters & sections

Unit I -	Organisational Behaviour (Latest Edition)	Fred Luthans
Unit II -	Organisational Behaviour (Latest Edition)	Fred Luthans
Unit III -	Organisational Behaviour Concepts, Controversies, applications	Stephen P Robbins
Unit IV-	Organisational Behaviour Concepts, Controversies, applications	Stephen P Robbins
Unit V:	Organisational Behaviour	K. Aswathappa

Mapping of Units with PSO

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
Unit 1	S	S	S	M		M
Unit 2	S	S	S	M		M
Unit 3	S	S	S	M		M
Unit 4	S	S	S	M		M
Unit 5	S	S	S	M		M

S – Strong

M – Medium

L – Low

Course Designer: Dr. N. N. Sangesh

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Course Code	Course Title	Category	L	T	P	Credits
21MBAC13	Managerial Economics	Core III	5	-	-	4
L – Lecture		T – Tutorials		P – Practical		

Year	Semester	Internal	External	Total
I	I	25	75	100

COURSE DESCRIPTION:

This paper will provide fundamental theories of economics to integrate with business activities for cost minimization and profit maximization.

COURSE OBJECTIVE:

To make the students understand the concepts of economics and tools that will enable the managers for decision making in different business environment.

To make them understand the different market structures and pricing strategies in each market.

To help the students to understand macro economic policies and its impact on business.

COURSE OUTCOMES:

After the completion of the course, the student will be able to

Unit	Course outcome	Knowledge Level
I	understand the nature and scope of managerial economics and its impact on decision making in business. Show the relationship between price and demand and how demand changes in different situations.	K2
II	understand the various types of cost of production.	K2
III	compare the nature of different markets and pricing decisions in each market.	K2
IV	decide price under different market situations.	K3
V	relate how monetary policy and fiscal policy influences business.	K2

K1- KNOWLEDGE (REMEMBERING), K2-UNDERSTANDING, K3-APPLY

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SYLLABUS OF MANAGERIAL ECONOMICS

Unit 1:

Introduction to Managerial Economics: Definition, Nature and Scope of Managerial Economics. Interdisciplinary approach to Managerial Economics, Circular flow of economic activity. Economics and Decision Making.

Demand Theory and Analysis:

Law of Demand. Demand Determinants. Individual and Market Demand Schedule.

Elasticity of Demand Price Income, Cross Elasticity's, Demand Forecasting - Objectives- Demand Forecasting types - Established product - New Product - Qualities of a good demand Forecasting.

Unit 2:-

Production Costs: Basic concepts in Production Theory : Production with one variable input, two variable inputs. Economies of Scale - uses of Isoquants, Isocost curves for optimal combinations of inputs. Relationship between short run and long run costs.

Unit 3:-

Market Structure:

A. Perfect Competition: Features - short term equilibrium - long term equilibrium

B. Monopoly: Monopoly - Causes. Powers of Monopolist. Prices and Output Determinations in Monopoly Market.

C. Monopolistic Competition : Monopolistic Competition Characteristics: Prices and outputs determination in the Monopolistic Competition - Excess Capacity in Monopolistic Market.

D. Oligopoly: Characteristics, Price rigidity (The Kinked Demand Model), Interdependence, Cartel and Collusive Price leadership, Non Cooperative oligopoly, Strategic interaction in oligopoly markets.

Unit 4:-

Pricing : Meaning - Objectives of Pricing Policy - Pricing Strategies.

Unit 5:-Macro economics: Monetary, Fiscal Policy. Aggregate demand - Accelerator and multiplier Effects- Globalisation and its Impact on Indian Business Enterprises.



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TEXT BOOKS:

- | | | | |
|----|-----------------------------------|---|---------------------|
| 1) | Managerial Economics Publications | Dr. S. Sankaran | Margham |
| 2) | Managerial Economics | R L Varshney & K L Maheshwari | Sultan Chand & Sons |
| 3) | Managerial Economics | R. Cauvery, Dr. M Girija
Dr. R. Meenakshi &
Dr. U K Sudha Nayak | S. Chand |
| 4) | Managerial Economics House | D. Gopalakrishna | Himalaya Publishing |

REFERENCE BOOKS:

- | | | | |
|----|---------------------------|---------------------------------------|------------------------|
| 1) | Managerial Economics | Joel Dean | Prentice Hall of India |
| 2) | Managerial Economics (3c) | H. Craig Peterson & W. Cris Lewis | Prentice Hall of India |
| 3) | Managerial Economics (se) | Maurice / Shornad | Irwin |
| 4) | Economics (15e) | Paul A Samuelson & William D Nordhaus | McGrawHill |
| 5) | Managerial Economics | Maurice Thomas | |

Chapters and Sections:

- | | | |
|------------|----------------------|--|
| For Unit I | Managerial Economics | Dr. S. Sankaran |
| Unit II | Managerial Economics | R L Varshnery & K L Maheshwari |
| Unit III | Managerial Economics | R. Cauvery, Dr. M Girija, Dr. R. Meenakshi & Dr. U K Sudha Nayak |
| Unit IV | Managerial Economics | Dr. S. Sankaran |
| Unit V | Managerial Economics | R L Varshnery & K L Maheshwari |

Mapping of Units with PSO

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
Unit 1		M		M	S	S
Unit 2				S		S
Unit 3		L		S		S
Unit 4	L	M			S	S
Unit 5						S

S – Strong

M – Medium

L – Low

Course Designer: Dr. S Thiagarajan

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Course Code	Course Title	Category	L	T	P	Credits
21MBAC14	Management Accounting	Core IV	6	-	-	4

L – Lecture

T – Tutorials

P – Practical

Year	Semester	Internal	External	Total
I	I	25	75	100

COURSE DESCRIPTION:

This course (is the blend of) provides fundamentals of financial accounting and part of cost accounting which could be used for managerial decision making.

COURSE OBJECTIVE:

- To introduce the basics of financial accounting and lay a foundation for financial analysis required for the managers.
- To give exposure to give Cost accounting Models of Managerial decision making.

COURSE OUTCOMES (COs):

After the completion of the course, the student will be able to

Unit	Course outcome	Knowledge Level
I	understand the fundamentals of Financial Accounting and will be able to prepare the books of accounts	K2, K3
II	prepare the final accounts with adjustments	K3
III	understand the fundamentals of cost accounting and cost volume profit analysis and will be able to apply in solving marginal costing problems	K2, K3
IV	prepare various types of budgets	K3
V	solve the problems in variance analysis	K2, K3

K1- KNOWLEDGE (REMEMBERING), K2-UNDERSTANDING, K3-APPLY



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MANAGEMENT ACCOUNTING

Unit I:-

Introduction: Definitions of Financial, Cost and Management Accounting - Differences between them. Functions and qualities of a Management Accountant

Financial Statements: Accounting Principles and Concepts - Preparation of Journals, Subsidiary books, Ledger, Trail Balance.

Unit II:-

Final Accounts: Trading Account, Profit and Loss Account and Balance Sheet.- Adjustments

Unit III:-

Fundamental of Cost Accounting: Introduction to costing-Element of Cost- - Different types of costing

Marginal Costing: Definition – assumptions – limitations - Break Even Point - Plotting of BEP charts and Problems in marginal costing for decision making.

Unit IV:-

Budgeting Profit Planning and Control:

Basic Principles in Budgeting - Preparation of Functional Budgets including cash Budget and Flexible Budgets - Zero based budgeting - Basic Principles - Master budget

Unit V:-

Standard Costing and Variance Analysis: Comparison between budgeting and Standard Costing. Variance analysis – Material variances and labour variances

TEXT BOOK(S) :Financial Accounting _ S.P. Jain & K.L. Narang Kalyani Publishers

Unit 1 : Chapter 1,2,5 And 6

Unit 2 : Chapter 13 And 14

Cost Accounting – RSN Pillai and Bhagavathi S.Chand & company

Unit 3 : Chapter XXI

Unit 4 : Chapter XXII

Unit 5 : Chapter XXIII, XXIV

REFERENCE BOOKS:

- 1) Cost Accounting - Practice and Theory, S P Jain and Narang, Kalyani Publishers
- 2) Cost Accounting - Problems and Solution, Jain and Narang, Kalyani Publishers
- 3) Costing Adviser - P V Rathnam, KitabMahal
- 4) Cost Accounting - S N Maheshwari



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Suggested Readings:

- 1) Advanced Cost and Management Accounting (a) Text in problems and solution
Saxena & Vashist Sultan and Sons
- 2) Accounting for Management
Richard M Lynch Robert W Williamson Tata McGraw Hill
- 3) Fundamentals of Management Accounting
Robert N Anthony Glenn A Welsh sons and Co (P) Ltd D B Taraporevala
- 4) Studies Cost Accounting Book
P Das Gupta Premier Company
- 5) Management and Cost Accounting
Colin Drury

Mapping of Units with PSO

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
Unit 1	M	M		L	S	L
Unit 2	M	M		L	S	L
Unit 3	M	M		L	S	L
Unit 4	M	M		L	S	L
Unit 5	M	M		L	S	L

S – Strong

M – Medium

L – Low

Course Designer: Prof. K. S. Ashwath Babu



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Course Code	Course Title	Category	L	T	P	Credits
21MBAC15	Managerial Communication	Core V	5	-	-	4

L – Lecture

T – Tutorials

P – Practical

Year	Semester	Internal	External	Total
I	I	25	75	100

COURSE DESCRIPTION:

Managerial Communication provide insights of Communication Skills required for Business and Management.

COURSE OBJECTIVES:

Managerial communications is aimed at developing writing, speaking, internet and interpersonal communications exercise.

COURSE OUTCOMES(COs):

After the completion of the course, the student will be able to

Unit	Course outcome	Knowledge Level
I	apply the fundamental of communication in personal and professional life.	K3
II	develop listening, writing, speaking, and reading skills.	K3
III	apply professional behaviour and standards for appearances, action and attitude in personal life	K3
IV	make use of techniques in presentations and will follow the etiquettes of Email and telephonic	K3
V	write letters, memos and minutes of meeting	K3

K1- KNOWLEDGE (REMEMBERING), K2-UNDERSTANDING, K3-APPLY



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SYLLABUS OF MANAGERIAL COMMUNICATION

Unit 1:

Introduction

Communication – Types of communication (verbal, nonverbal, formal) – Components of communication – Barriers in communication – Overcoming Barriers to communication.

Unit 2:

LSRW – (Listening Speaking, Reading, Writing)

Different types of listening – How to be a good listener – Barriers to effective listening – The sounds in English – Benefits fo speaking – Self-development Through Speaking Skills – Definition of reading – Kinds of reading – Critical Reading – Reading methods – Reading speed – Skimming – Scanning – Active Reading – Purpose of writing skills - The importance of 'Style' – Essay - Assignment

Unit 3:

Corporate Etiquette – Grooming, Clothing & Accessorizing

Etiquette at the court for Versailles – Etiquette Fosters Relationships – Etiquettes of Dining, Drinking & Disability – Golf Proprieties – (Wo)Man of Cloth – The Fabric – The Color – Dressing for the job – Types of clothing – Business Formals – Business Casuals – Grooming for Business.

Unit 4:

Presentation Skills, E-Mail Etiquette, Telephone Etiquette

Objectives of Presentation – stairway to PowerPoint – Knowing your Audience – The Learning Pyramid.- The Elements of Effective Presentation – Before your Presentation, Doing your Presentation, After your Presentation – Fight Or Flight – The Evolution of E-Mail – Advantages & Disadvantages of E-Mail Communication – E-Mail Etiquette – Do Not Wrong the Wrong Number – Before the Call – Placing the Call – Answering a Call – Conference Call Etiquette – Voice Mail Etiquette – Cell phone Etiquette -

Unit 5:

Letter Writing – Memos and Minutes of Meeting

Advantages & Disadvantages of Letter Writing – Purpose of Letter Writing – Guise fo a Letter – Tone of a Letter – Positive Messages v/s Negative Messages – Elements of a Letter – Format of a Letter – Types of Letters – Commandments of Letter Writing – Purpose of Memo – The Memo Format – Memo-Writing Tips – Minutes of Meeting.

Passed in the BOS Meeting held on 18-03-2020



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TEXT BOOK:

1. Business Communication – Mallika Nawal
2. Soft Skills – S.Hariharan, N.Sundararajan & S.P.Shanmugapriya

Chapters and Sections

Unit I – Chapter 6 – Soft Skills - S.Hariharan, N.Sundararajan & S.P.Shanmugapriya

Unit II – Chapters 7,8,9,10 – Soft Skills - S.Hariharan, N.Sundararajan & S.P.Shanmugapriya

Unit III – Chapter 17, 18 – Business Communication – Mallika Nawal

Unit IV – Chapter 12,13,14 - Business Communication – Mallika Nawal

Unit V – Chapter 8,9 - Business Communication – Mallika Nawal

Mapping of Units with PSO

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
Unit 1	M	M	S	M		M
Unit 2	M	M	S	M		M
Unit 3	M	M	S	M		M
Unit 4	M	M	S	M		M
Unit 5	M	M	S	M		M

S – Strong

M – Medium

L – Low

Course Designer: Dr. N. M. Pavithra



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Course Code	Course Title	Category	L	T	P	Credits
21MBAWS1	Workshop on Managerial Skills -I	SBC I	4	-	-	2

L – Lecture

T – Tutorials

P – Practical

Year	Semester	Internal	External	Total
I	I	40	60	100

COURSE DESCRIPTION:

This course plays a significant role in one's success in Personal Life and Professional Life.

COURSE OBJECTIVES:

- It is essentials for a student in Management Studies to know their own Strengths and weaknesses and members in the team.
- The aim of this syllabus is to make the student understand Group Dynamics and Its importance.

COURSE OUTCOMES (COs):

After the completion of the course, the student will be able to

Unit	Course outcome	Knowledge Level
I	evaluate self behaviour and character and able to set goals.	K2, K3
II	understand importance of positive attitude and will apply in personal life.	K2, K3
III	influence people and become a good team leader.	K2, K3
IV	apply model based decision making.	K2, K3
V	make of use of communication techniques and presentation techniques in life.	K2, K3

K1- KNOWLEDGE (REMEMBERING), K2-UNDERSTANDING, K3-APPLY



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WORKSHOP ON MANAGERIAL SKILLS I

UNIT - 1

Goal setting: Definition - Importance of goal setting – SMART goals – How to set personal goals.

Self analysis: Introduction – Definition- Importance of knowing yourself – process of knowing yourself - SWOT analysis – benefits of SWOT analysis – using SWOT analysis - SWOT analysis grid – questions to complete the grid .Career Building – Introduction – Definition -Benefits - developing career goals-tips for successful Career planning - final thoughts of career planning.

UNIT - 2

Attitude: Definition - positive Attitude - tips of developing positive attitude - steps in developing the right attitude - Values: Definition - formation of values - Types of values

Ethics: Definition - business Ethics - key points-Motivation: Definition - need of motivation - motivational trigger - types of motivation-motivational theories - key points

Effective decision making: Introduction - Definition – Classification of corporate decision – Process of decision making – Factors affecting decision making – Models of decision making.

UNIT - 3

Leadership skills: meaning - definition - traits of leadership - leadership vs managers - leadership vs vision - career planning - conclusion. Team Building: Introduction – Definition - Aspect of team building - skill needed for teamwork - a model of Team building - team Vs Group - characteristic of effective team-role of team leader-intergroup collaboration – advantages - difficulties.

UNIT - 4

Critical and independent thinking: Definition - credible problem solving techniques - cultivating independent thinking. Art of Questioning: Definition - key outcomes - types of questioning - characteristics - impact of Questioning.

UNIT - 5

Presentation Skills: Introduction - A checklist for Presentation - Anxiety: how to overcome it - Delivery - Non verbal Communication - Question and answer session. Conversation Skills – Introduction - Conversation analysis – categories – styles - starters Comprehension Skills-Introduction - Comprehensive reading - seven strategies of comprehensive reading

Paralanguage: Introduction-pitch-inflection - resonance – pronunciation -volume - tone of voice - timbre-pace and rate – fluency – modulation – talking with smile-emphasis.

Articulation: Introduction - definition - Importance of articulation skills-how to articulate? - Key points.

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TEXT BOOK:

2. Soft Skills – Dr K Alex
3. Soft Skills - S. Hariharan, N.Sundara rajan, S.P.Shanmuga priya
4. Integrated course on information technology and soft Skills(ICITSS)
5. Decision making skills - Madhuriama Lall

Chapters and Sections:

Unit 1 - ICITSS chap 8, Alex chap2, 6.

Unit 2 - ICITSS Chapter 4, 5, Madhuriama Lall chapter 1 to 5

Unit 3 - S.Hariharan, N. Sundarajan, S.P. Shanmugapriya chapter 16, Dr.Alex chapter 13

Unit 4 - ICITSS chapter 9, 20.

Unit 5 - S.Hariharan, N. Sundarajan, S.P. Shanmugapriya chapter 11, Malikanawual chapter 15, ICITSS chapter 13,business communication (Malikanawual) chapter 4, ICITSS chapter 12.

Mapping of Units with PSO

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
Unit 1	S		S	M		M
Unit 2	M		S	S		M
Unit 3	S		S	M		M
Unit 4	M		S	M		M
Unit 5	M		S	M		M

S – Strong

M – Medium

L – Low

Course Designer: Prof. K. S. Ashwath Babu

Passed in the BOS Meeting held on 18-03-2020



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	TITLE : COMPREHENSIVE VIVA VOCE	SUBJECT CODE : 21MBACV1
SEMESTER : I	HOURS : NIL	CREDIT : -



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SECOND SEMESTER

S.No	Sub Code	Title of the Paper	Contact Hours	Credits	Marks		
					Internal	External	Total
1	21MBAC21	Quantitative Methods	5	4	25	75	100
2	21MBAC22	Marketing Management	4	4	25	75	100
3	21MBAC23	Financial Management	5	4	25	75	100
4	21MBAC24	Operations Management	4	4	25	75	100
5	21MBAC25	Human Resource Management	4	4	25	75	100
6	21MBAC26	Business Research Methods	4	4	25	75	100
7	21MBAWS2	Workshop on Managerial Skills -II	4	2	40	60	100
8	21MBACV2	Comprehensive Viva-Voce			40	60	100
			30	26			800



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Course Code	Course Title	Category	L	T	P	Credits
21MBAC21	Quantitative Methods	Core VI	5	-	-	4

L – Lecture

T – Tutorials

P – Practical

Year	Semester	Internal	External	Total
I	II	25	75	100

COURSE DESCRIPTION:

This course provides fundamentals of quantitative methods and apply mathematics to solve technical problems in business management.

OBJECTIVES:

- To make the students familiar with statistical Tools and Techniques.
- To Apply in Managerial Decision Making in key areas.
- To impart students about the knowledge of basic statistical tools and techniques.
- To emphasis its application in Business Decision Process and Management.

COURSE OUTCOMES:

After the completion of the course, the student will be able to

Unit	Course outcome	Knowledge Level
I	solve the problems in business mathematics.	K2,K3
II	understand and solve the problems in measures of central tendency and dispersions.	K2,K3
III	solve the problems in relation to relationship between two data.	K2,K3
IV	analyse between an event and an outcome for an experiment.	K2,K3
V	make use of observed values to predict the future values of time series.	K2, K3

K1- KNOWLEDGE (REMEMBERING), K2-UNDERSTANDING, K3-APPLY



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QUANTITATIVE METHODS

Unit I:-

Introduction to Business Mathematics: Sets, Simple Interest, Compound Interest- their applications to business. Permutation and Combination. Matrices – Addition, Multiplication, Inverse and Ranks.

Unit II:-

Measures of Central Tendency: Arithmetic Mean, Weighted Mean, Median, Mode Different Formulas, Comparison.

Measures of Central Dispersion: Range, Mean deviation, Standard Deviation, Co-efficient of variation.

Unit III:-

Index Numbers: Definition, Un weighted Aggregates Index, weighted Aggregate Index, Quantity and value Indices,

Correlation – Simple and Rank Correlation

Unit IV:

Regression- Simple.

Probability Applications in Management: Basic concepts, Addition Theorem, Multiplication Theorem and Bayes Theorem

Unit V:-

Time Series Analysis: Introduction, Variations, Time Series, Trend Analysis, Cyclical Variation, Seasonal variation- methods of least square

Distributions: Binomial, Poison, Normal distributions

TEXT BOOK:

1) Statistical Methods Dr Wilson HPH Pvt Ltd

Suggested Readings:

1) Statistical Methods S.P.Gupta S.Chand Publication

2) Statistics for Mgt. Richard I Levin, Rubin Prentice Hall of India

Chapters and Sections:

Statistical Methods – Dr. Willson

Unit I – Chapter 14,17,18

Unit II – Chapter 6,7

Unit III – Chapter 11,9

Unit IV – Chapter 10,14

Unit V – Chapter 10,12

Mapping of Units with PSO

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
Unit 1						S
Unit 2						S
Unit 3						S
Unit 4						S
Unit 5						S

S – Strong

M – Medium

L – Low

Course Designer: Prof. K. S. Ashwath Babu

Passed in the BOS Meeting held on 18-03-2020



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Course Code	Course Title	Category	L	T	P	Credits
21MBAC22	Marketing Management	Core VII	4	-	-	4

L – Lecture

T – Tutorials

P – Practical

Year	Semester	Internal	External	Total
I	II	25	75	100

COURSE DESCRIPTION:

This course focuses on basic of marketing and exhaustive coverage of Marketing Techniques.

COURSE OBJECTIVES:

- To introduce the fundamental concepts and theories in the area of marketing to assist the student in marketing decision making.

COURSE OUTCOMES(COs):

After the completion of the course, the student will be able to

Unit	Course outcome	Knowledge Level
I	understand the core concepts and Fundamentals of Marketing.	K1, K2
II	explain Market Strategic Planning by gathering information	K1, K2
III	explain about Segmenting and Positioning	K1, K2
IV	understand about the Product and pricing strategies.	K1, K2
V	explain fundamentals of distribution channels and promotion strategies.	K1, K2

K1- KNOWLEDGE (REMEMBERING), K2-UNDERSTANDING, K3-APPLY



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SYLLABUS OF MARKETING MANAGEMENT

Unit I:-

The core concepts of Marketing - Company orientation towards the market place - A holistic marketing concept - Scope of Marketing – shifts in marketing management.

Unit II:-

Market oriented strategic planning – Gathering information and scanning the environment- Demand Estimation and Sales Forecasting -Marketing Environment- Buyer Behaviour

Unit III:-

Analyzing Competitors - Market Segmentation - Positioning - Product Life Cycle.

Unit IV:-

New Product Planning and Development – Managing Product Lines and Brands- Managing services -Pricing Strategies and Programmes

Unit V:-

Distribution Channels - Selection and Management of Retailing and Whole selling - Physical Distribution Management - Promotion Mix - Advertising , Personal selling, Sales Promotion and Publicity

TEXT BOOK:

1. Marketing Management - Philip Kotler.

Suggested Readings:

- | | | |
|-------------------------------------|---|--|
| 1. Marvin A Jolson | - | Marketing Management |
| 2. William J Stanton | - | Fundamentals of Marketing |
| 3. Edward W Cundiff | | |
| Richard R Still & Norman A P Govoni | - | Fundamentals of Marketing |
| 4. Philip Kotler | - | Marketing |
| 5. Guiltman, Joseph | - | Marketing Management Strategic Program |

Chapters and Sections:

Marketing Management _ Philip Kotler.

Unit I	Chapter 1			
Unit II	Chapter 2	Chapter 3	Chapter 4	Chapter 6
Unit III	Chapter 8	Chapter 10		
Unit IV	Chapter 12	Chapter 14		
Unit V	Chapter 15	Chapter 16	Chapter 18	Chapter 19

Mapping of Units with PSO

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
Unit 1	S	S	M	M		S
Unit 2	S	S	M	M		S
Unit 3	S	S		M		S
Unit 4	S	S		M		S
Unit 5	S	S	M	M		S

S – Strong

M – Medium

L – Low

Course Designer: Prof. K. S. Ashwath Babu

Passed in the BOS Meeting held on 18-03-2020



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Course Code	Course Title	Category	L	T	P	Credits
21MBAC23	Financial Management	Core VIII	5	-	-	4
L – Lecture			T – Tutorials			P – Practical

Year	Semester	Internal	External	Total
I	II	25	75	100

COURSE DESCRIPTION:

This course concentrates on financial management which benefits students in learning about how to make decisions on financial planning, investing and other fiscal management concerns.

COURSE OBJECTIVES:

- To provide a thorough understanding of concepts and theories and develop the skills to analyze and interpret financial data and problems.
- To help students how to apply Financial Management to make better financial decisions.

COURSE OUTCOMES:

After the completion of the course, the student will be able to

Unit	Course outcome	Knowledge Level
I	understand the basic concepts in financial management.	K2, K3
II	explain the capital structure and solve problems related to cost of capital.	K2, K3
III	analyse a balance sheet .	K2, K3
IV	solve problem related to investment decisions	K2, K3
V	understand and solve the problems related to liquidity of the organisation	K2, K3

K1- KNOWLEDGE (REMEMBERING), K2-UNDERSTANDING, K3-APPLY



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FINANCIAL MANAGEMENT

Unit I:-

Conceptual framework - finance function - finance in the organisation structure of the firm - objectives - profit maximization Vs wealth maximization - Management accounting and financial management - managerial uses of financial data - strategic approach to financial management

Unit II:-

Theory of capital structure - Modigliani Miller Model - incentive issues and agency cost - financial signaling. - Cost of capital - Equity, Preference, Debt, Retained earnings and other modes of finance - EBIT and EPS analysis - debt- Financing and -Venture capital.

Unit III:-

Tools for financial analysis and control - Financial ratio analysis - common size statements, Trend analysis, comparative statement analysis - funds flow analysis and cash flow analysis.

Unit IV:-

Investment decisions: Principles of capital investment - evaluation - discounting and non-discounting techniques –NPV, IRR, ARR, PI- capital rationing. Measurement of risk - investment decisions under uncertainty - simulation approach - evaluating project in CAPM context - modifications for leverage.

Unit V:-

Working Capital Management: Meaning and Characteristics of working capital - Liquidity and its determinants - implications. Management of cash and marketable securities - Management of stock and receivables - uncertainty and safety stock - EOQ model - Management of Receivables-Financing of current assets - Bank borrowing

TEXT BOOK:

1.Financial Management - P.Periyasaamy.

Suggested Readings:

1. Finanacial Management - Kan & Jain Tata Mcgrawhill, 2006
2. Finanacial Management - Prasanna Chandra Tata Mcgrawhill, 2000

Chapters and Sections:

Financial Management - P.Periyasaamy.

Unit 1 - Chapter 1

Unit 2 - Chapter 15 , 16

Unit 3 - Chapter 3

Unit 4 - Chapter 20

Unit 5 - Chapter 18

Mapping of Units with PSO

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
Unit 1	M	S		M	S	M
Unit 2	M	S		M	S	M
Unit 3	M	S		M	S	M
Unit 4	M	S		M	S	M
Unit 5	M	S		M	S	M

S – Strong

M – Medium

L – Low

Course Designer: Prof. K. S. Ashwath Babu

Passed in the BOS Meeting held on 18-03-2020



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Course Code	Course Title	Category	L	T	P	Credits
21MBAC24	Operation Management	Core IX	4	-	-	4

L – Lecture

T – Tutorials

P – Practical

Year	Semester	Internal	External	Total
I	II	25	75	100

COURSE DESCRIPTION:

This course will develop skills in problem solving, project management, and managing the team based work.

COURSE OBJECTIVES:

- To impart the knowledge Operations Management in the context of changing business environment.
- To expose the different factors considered for taking decisions regarding Production
- To experience various techniques adopted at different levels of Production Management of an organization

COURSE OUTCOMES:

After the completion of the course, the student will be able to

Unit	Course outcome	Knowledge Level
I	understand the basic fundamental concepts of Operations Management	K1, K2
II	understand about product design, process planning, capacity planning, Plant vocational decisions and plant Layout	K2
III	explain the concepts of aggregate production planning and Supply Chain Management	K2
IV	understand the concepts of Inventory Management	K2
V	solve the issues related to technique in Project Management	K2, K3

K1- KNOWLEDGE (REMEMBERING), K2-UNDERSTANDING, K3-APPLY



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SYLLABUS OF OPERATION MANAGEMENT

Unit – I

Introduction to Operations Management – Model - Historical Background of Operations Management – Role of Operations Management in strategic Management – Types of Productive Systems - Forecasting - Use of forecasting- Forecasting vs Prediction - Methods of Forecasting.

Unit - II

Product Design and Development – Influencing factors, Approaches, Legal, Ethical and Environmental issues – Development – Steps – Make or Buy.

Process Planning - Selection, Strategy, Major Decisions - Factors considered – Methods – Linkage to the Product Life Cycle.

Capacity Planning – Factors considered – Types – Capacity Requirement Planning

Facility/Plant Locational Decision – Factors considered – Recent Trends in location of Industries.

Plant Layout – Objectives, Types, Factors Affecting the Plant Layout Decision, Techniques for selection of Location..

Unit – III

Aggregate production planning – Approaches - Supply Chain Management – Decisions – Process – Models - Job shop Production

Unit - IV

Inventory Management – Objectives, Costs and Control techniques – EOQ Models - Overview of MRP, MRP II and ERP - Overview of JIT. Materials Management – Objectives – Importance, Principles – Stores Management.

Unit - V

Project Management – Scheduling Techniques, PERT, CPM, - Simple Problems – TQM Factors Affecting Quality – Lean – Six Sigma.

TEXT BOOKS:

1. Production and Operations Management - R.PanneerSelvam – PHI Learning Private Limited
2. Production and Operations Management - K. Aswathappa K.Sridhara Bhatt Himalaya Publishing House.

Chapters and Sections:

- Unit 1 Chapter _ 1,4 Panneer Selvam R
- Unit 2 Chapter _ 2,3,5,6 Panneer Selvam R
- Unit 3 Chapter _ 10,11 Panneer Selvam R
- Unit 4 Chapter _ 26 Aswathappa
- Unit 5 Chapter _ 16 Panneer Selvam R

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REFERENCE BOOKS:

1. Production and Operations Management – Martinich –Wiley
2. Production and Operations Management – S N Chary – Tata MC Graw Hill
3. Production and Operations Management – Khanna Prentice Hall India

Mapping of Units with PSO

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
Unit 1	S		M	M	L	M
Unit 2	S			M	L	M
Unit 3	S			M	L	M
Unit 4	S	M		M	S	M
Unit 5	S			M	S	M

S – Strong

M – Medium

L – Low

Course Designer: Dr. N M Pavithra



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Course Code	Course Title	Category	L	T	P	Credits
21MBAC25	Human Resources Management	Core X	4	-	-	4

L – Lecture

T – Tutorials

P – Practical

Year	Semester	Internal	External	Total
I	II	25	75	100

COURSE DESCRIPTION:

This course examines the role of Human Resources professional as a strategic partner in managing today's organization.

COURSE OBJECTIVES:

- To make the students to understand the importance of Human Resource and how best it can be utilized for the achievement of the Individual and Intuition development
- To provide an in depth understanding on the subject covering all the recent developments like entry of MNC's, strategic orientation and to highlight the changing of Human Resource Management.

COURSE OUTCOMES:

After the completion of the course, the student will be able to

Unit	Course outcome	Knowledge Level
I	understand the basic concepts and fundamentals of HRM.	K1, K2
II	explain the HR planning and job analysis.	K1, K2
III	interpret selections process, appraisal learning and development and compensation.	K1, K2
IV	explain about the grievance handling and discipline	K1, K2
V	understand the Industrial Relations and Its concepts	K1, K2

K1- KNOWLEDGE (REMEMBERING), K2-UNDERSTANDING, K3-APPLY



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SYLLABUS (Under CBCS based on OBE)

(with effect from 2021-22)

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SYLLABUS OF HUMAN RESOURCES MANAGEMENT

Unit I:-

Introduction Definitions, History of HRM, Overview of HRM, Ethical Perspectives, Current and Future challenges to HRM: Job and careers in HRM - Strategic HRM – Introduction, Concept and implication.

Unit II:-

Human resource planning: Models for HRP. Job Analysis: Definition, scope and methods of job analysis, Strategic view and valuation -

Unit III:-

Recruitment and Selection and Performance Appraisal, Learning and Development and Employee Compensation

Unit IV:-

Grievance Handling - models, Grievance procedure – Employee Discipline - Need and concept of discipline - Standing orders - procedure / process of conducting domestic enquiry - Natural justice.

Unit V:

Industrial Relations: Concept - Role of different- Parties involved - Role of the state in industrial relations - Trade Unions: Features of T.U. Industrial Conflicts Collective bargaining, Employee Participation, Employee Welfare and social security legislations

1. The Factories Act.
2. ESI Act.
3. Provident Fund Act.
4. Gratuity Act

5. Bonus Act.

TEXT BOOKS:

1. Personnel Management - P C Tripathi
2. Human Resource Management - K. Aswathappa

Suggested Readings

1. Human Resource Management - Subba Rao
2. Human Resource Management - C.B. Mamoria
3. Personnel Management - Edwin Flippo

Chapters and Sections

Unit I – Chapter 1 – K.Asawathappa

Unit II – Chapter 4,5 - K.Asawathappa

Unit III – Chapter 6,7,9,10 - K.Asawathappa

Unit IV – Chapter 15 – P.C.Tripathi

Unit V – Chapter 22,23 - K.Asawathappa

Mapping of Units with PSO

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
Unit 1	S	S	M	M		S
Unit 2	S	S	M	M		S
Unit 3	S	S	M	M		S
Unit 4	S	S	M	M		S
Unit 5	S	S	M	M		S

S – Strong

M – Medium

L – Low

Course Designer: Dr.N.N.Sangesh

Passed in the BOS Meeting held on 18-03-2020



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Course Code	Course Title	Category	L	T	P	Credits
21MBAC26	Business Research Methods	Core XI	4	-	-	4

L – Lecture

T – Tutorials

P – Practical

Year	Semester	Internal	External	Total
I	II	25	75	100

COURSE DESCRIPTION:

This course aims to give students a broad understanding of research methodology both qualitative and quantitative methods.

COURSE OBJECTIVES:

- To make the student understand the basis of Research and its importance.
- To give exhaustive knowledge in the field of Research that helps the student to gain knowledge which can be immediately applied during research.

COURSE OUTCOMES (COs):

After the completion of the course, the student will be able to

Unit	Course outcome	Knowledge Level
I	understand the basic concepts and fundamentals of Research Methodology	K2
II	interpret Research design and sampling techniques.	K2
III	illustrate the scaling techniques and methods of data collections.	K2
IV	understand and solve the problems related to Research Methodology	K2,K3
V	explain the insights of Interpretation and Report Writing.	K2

K1- KNOWLEDGE (REMEMBERING), K2-UNDERSTANDING, K3-APPLY



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SYLLABUS OF BUSINESS RESEARCH METHODS

UNIT - I

Research: Meaning – objectives-motivation-types of Research-significance of research- Research methods V/S Methodology- Research on functional areas of Business- Process /steps in Research. Criteria of good research- Problems encountered by Researchers in India- Defining Research Problem, Sources of Research problems – Techniques involved in Defining Research Problem

UNIT - II

Research design: Meaning and Need- Features of Good Research- Important concepts related to Research Design- Different Research Designs – Basic principles of Experimental Designs- Census and Sampling Design- Types of sampling-Steps in sampling- Criteria for selecting a sample procedure- Sampling and Non-sampling error-Sample size –Advantages and limitations of sampling.

UNIT - III

Measure in Research- Meaning of Scaling- Measurement Scales - - Sources of error in Measurement – Test of Sound measurement- Reliability and validity- Scale Classification Bases – important Scaling Techniques-Scale construction techniques- Methods of data Collection- Primary data Collection Methods: Observation, Interview, Questionnaire and Schedules- Difference between questionnaire and Schedules- Secondary data collection, Case studies and Other methods of data Collection

UNIT - IV

Processing of Data- Types of Analysis – Statistics in Research - Data analysis- Specific applications of measures of Central tendency, Dispersion- Measures of Relationship: Correlation and Regression- Applications in research – Hypothesis : Meaning, Types, Errors and Testing of Hypothesis – Z -Test, t-Test, F-Test, chi-square, ANOVA (Analysis Of Variance)

UNIT-V

Meaning of Interpretation- Techniques of interpretation-Significance of Report writing- Different steps in Report Writing- Layout of the Research Report- Types of Reports-mechanics of Writing Research Report- Presentation of Research Reports- Application of Computers in Research- Statistical Software Packages.

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TEXT BOOK:

Research Methodology: Methods and Techniques: Kothari C.R. (2004), New Delhi, New Age International Publishers.

Chapters And Sections: Research Methodology C.R. Kothari

Unit 1 - Chapter (1,2)

Unit 2 – Chapter (3,4)

Unit 3 – Chapter (5,6)

Unit 4 – Chapter (7,9,10,11)

Unit 5 – Chapter (14)

Suggested Readings:

1. Naresh K Malhotra (2007), Marketing Research, Pearson Education.
2. S.N.Murthy/U.Bhojanna (2007), Business Research Methods- - Excel Books/2e.

Mapping of Units with PSO

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
Unit 1	M	M		M		M
Unit 2	M	M		M		M
Unit 3	M	M		M	M	M
Unit 4	M	M		M	S	M
Unit 5	M	M		M		M

S – Strong

M – Medium

L – Low

Course Designer: Dr. K. Chinnachakkravarthi



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Course Code	Course Title	Category	L	T	P	Credits
21MBAWS2	Workshop on Managerial Skills -II	SBC II	4	-	-	2

L – Lecture

T – Tutorials

P – Practical

Year	Semester	Internal	External	Total
I	II	40	60	100

COURSE DESCRIPTION:

This course plays a significant role in one's success in life particularly in one's professional excellence.

COURSE OBJECTIVES:

- It is essential for a student in Management Studies to know the Strengths and weakness of the members in the team.
- The aim of this syllabus is to make the student understand Group Dynamics and Its importance.

COURSE OUTCOMES(COs):

After the completion of the course, the student will be able to

Unit	Course outcome	Knowledge Level
I	build good relationships.	K2, K3
II	utilise all the concepts of time management and stress management techniques in personal life.	K2, K3
III	make use of these skills to arrive at win-win situation.	K2, K3
IV	think outside the box and to solve emotional problems.	K2, K3
V	create new business plans and improve memory techniques.	K6



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SYLLABUS OF WORKSHOP ON MANAGERIAL SKILLS II

UNIT I

Interpersonal skills: Introduction – Positive character traits – formal interpersonal skills – reason for poor interpersonal skills – poor Emotional intelligence – Self-diffidence – Defiance – lack of co-operation – Incompatibility – stress-character problems.

Interpersonal Relationship Management: Definition – skills required – Good communication – active listening – body language – openness – negotiation skills – problem solving skills – assertiveness – positive attitude – team work – empathy.

UNIT II

Time Management: Introduction - The 80:20 rules – Sense of time management – secret of time management – features – time management matrix – analysis of time matrix – time management tips for students - time wasters – time savers – time circle planner.

Stress Management: Meaning - at one level stress may be Positive & Negative aid to performance – effects of stress – kinds of stress – sources of stress – behaviour identified with stress – what are the signs of stress? – Sporting stress in you – stress management tips tinge stress.

UNIT III

Negotiation skill: What is Negotiation? - Why Negotiation? – Types of Negotiation – The process of Negotiation – Archetypes of Negotiation – Improving Negotiation skills.

Conflict management: Definition - Nature of conflict – semantic problem – changing view of conflict – function and dysfunctional conflict – process and levels of conflict – conflict resolution – conflict management style.

UNIT IV

Assertiveness : Definition - Assertive communication – passive communication – aggressive communication - passive aggressive communication – assertive communication – assertiveness techniques – making request – providing corrective feedback – coping with criticism – dealing with own anger – dealing with others anger.

Creativity: Creativity in Management – Creative problem solving – theories of creativity – over view of creative problem solving process – idea generation method – barriers to creative problem solving.

Unit V

Business planning: Writing a business plan? – Your business idea? – Marketing plan – operational plan – sales forecast – financial analysis – Your appendices – presenting your plan – running your business to plan.

Memory technique: Fundamentals – process of remaining – how to improve memory? – Mental fitness- memorizing method for student – memory improving foods and herbs.

Transaction analysis: Definition – Ego states – complementary, crossed & Ulterior Transaction – PAC - johari window



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TEXT BOOK:

1. **Soft skills** : S. Hariharan, N. Sundararajan, S.P. Shanmugapriya
2. K.Asathappa
3. Dr.K.Alex

Chapters and Sections:

Unit 1 - S. Hariharan, N. Sundararajan, S.P. Shanmugapriya chapter 4, ICITSS chapter 22

Unit 2 – Dr.Alex chapter 18, 19.

Unit 3 - S. Hariharan, N. Sundararajan, S.P. Shanmugapriya chapter 17, K.Asathappa chapter 17.

Unit 4 - AICITSS chapter 3, Tony Proctor book

Unit 5 – Matthew record (how to prepare a business plan book) Tanushree podder (Smart memory book) K.Asathappa chapter 17.

Mapping of Units with PSO

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
Unit 1	M		S	M		M
Unit 2	S		S	M		M
Unit 3	M		S	S		M
Unit 4	M		S	M		S
Unit 5	S		S	M		S

S – Strong

M – Medium

L – Low

Course Designer: Prof. K. S. Ashwath Babu

Passed in the BOS Meeting held on 18-03-2020



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	TITLE : COMPREHENSIVE VIVA VOCE	SUBJECT CODE : 21MBACV2
SEMESTER : II	HOURS : NIL	CREDIT : -