

**BHARATHIAR UNIVERSITY; COIMBATORE 641 046**  
**UNIVERSITY DEPARTMENT**  
**M.B.A. REGULATIONS (FULL-TIME)**

**The Programme:** M.B.A. Programme will consist of 16 Core subjects, 8 Elective subjects, 1 Practical, 1 Project work and 1 Swayam course. Minimum strength for each elective course will be 20% of the total strength of the students and their performance in the relevant core subject.

**Duration:** Full Time MBA Programme consists of 4 semesters in 2 Academic years.

**Eligibility for admission:** A Pass in any degree and rank position in TANCET.

**Attendance:** Course (Subject) wise attendance will be insisted. Minimum 75% of attendance in each course is made compulsory. Shortage of attendance up to 10% may be condoned by the competent authority.

**Course Continuation:** Students who have secured the required attendance as stated in para 4, will be permitted to proceed to the succeeding semester. Those who fail to secure the required attendance shall seek readmission into the same semester during the following year.

**Course completion:** Full Time students shall complete the programme within a period not exceeding 5 years from the date of admission.

**Continuous Internal Assessment:** The performance of students in each subject will be continuously assessed by the respective teachers as per the guidelines. The consolidated internal mark list would be sent to the University by the Director.

**University Examination:** University Examination will be held at the end of the each semester for a duration of 3 hours for each subject.

**Passing minimum:** There is no passing minimum for Internal Assessment component. The passing minimum for the University Examination is 50% (i.e. 38 out of 75 marks). The overall passing minimum should be 50% (i.e. 50 out of 100 marks) including the Internal Assessment.

**Improvement of Internal Assessment performance:** The student may be permitted to improve the internal assessment performance in any subject by getting “readmission” into the course after completing the programme in such subject(s).

**Classification:** Classification of marks will be as follows:

75% of marks and above - I<sup>st</sup> class with “DISTINCTION” provided the student passes all the papers in First attempt.

60% & above but below 75% - I<sup>st</sup> class

50% & above but below 60% - II<sup>nd</sup> class

**Award of Degree:** Students who successfully complete the programme within the stipulated period will be awarded the Degree of Master of Business Administration.

**Rank Certificate:** Students who come within the first 10 rank in the university examination will be issued rank certificate on application and payment of fees. Rank Certificates will be issued to the students who pass all subjects in one attempt.

**Summer Project:** Full time students will do a Project work for not less than 8 weeks at the end of the II semester. Thereafter, the students will appear for a viva-voce examination conducted by the faculty guides and an External Examiner. Those who are unsuccessful need to redo the project after completing IV semester.

**Pattern of question paper:** The pattern will be as follows:

### **PRACTICAL COMPONENTS**

The MBA Core Practical Examination has the following Marks:

**Internal Marks : 40 Marks**

Record	-	10 Marks
Mid Term Assessment	-	15 Marks
End Term Assessment	-	15 Marks
<b>TOTAL</b>	<b>-</b>	<b><u>40 Marks</u></b>

**External Marks : 60 Marks**

Record	-	25 marks
External Assessment	-	35 marks
<b>TOTAL</b>	<b>-</b>	<b><u>60 Marks</u></b>

### **SUMMER PROJECT COMPONENTS**

The MBA Summer placement Project and viva voce has the following marks.

**Internal Marks : 20 Marks**

**External Marks : 80 Marks**

### **THEORY COMPONENTS**

The MBA Core and Elective theory examination has the following marks

**CORE AND ELECTIVE PAPERS : MAXIMUM MARKS – 100**

**INTERNAL MARKS : 25**

Test	-	15 Marks
Assignment	-	5 Marks
Seminar	-	5 Marks
<b>TOTAL</b>	<b>-</b>	<b><u>25 Marks</u></b>

**EXTERNAL MARKS : 75**

**SECTION– A: 5x6=30 Marks (Question No. 1 to 5 – either or pattern)**

Answer all questions. All questions carry equal marks.

**SECTION– B: 3x10=30 Marks (Answer any three questions) – Question No. 6 to 10)**

. All question carry equal marks.

**SECTION– C: 1x15=15 Marks (Compulsory– Question No. 11 )**

### **SUPPORTIVE COMPONENTS**

**INTERNAL MARKS: 12**

Test	– 6 Marks
Assignment	– 3 Marks
Seminar	– 3Marks

**EXTERNAL MARKS: 38**

**SECTION– A: 5x1=5 Marks (Question No. 1 to 5)**

Choose the best Answer type. Answer all questions. All questions carry equal marks.

**SECTION– B: 3x3=9 Marks (Either or type– Question No. 6 to 8)**

Answer all questions. All Question carry equal marks. Each answer should not exceed 1 page.

**SECTION– C: 4x6=24 Marks (Either or type– Question No. 9 to 12)**

Answer all questions. All Question carry equal marks. Each answer should not exceed 2 pages.

**QUESTION PAPER PATTERN**

Time: 3 Hours

Maximum: 75 Marks

Part – A (5 \* 6 = 30 Marks)

Answer all Questions

(a)

(or)

(b)

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5. (a)

(or)

(b)

Part –B (3 \* 10 = 30 Marks)

Answer any Three Questions

6.

7.

8.

9.

10.

Part - C (1 \* 15 = 15 Marks)

(Compulsory)

CASE:

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**M.B.A. (Master of Business Administration)**  
(For University Department during the academic year 2019-20 & onwards)

**SCHEME OF EXAMINATIONS : CBCS Pattern**

Course Title	Ins.hrs/ week	Examinations				Credits
		Dur.Hrs	CIA	Marks	Total	
<b>SEMESTER – I</b>						
1.1 Management Principles and Practice	4	4	25	75	100	4
1.2 Organizational Behaviour	4	4	25	75	100	4
1.3 Managerial Economics	4	4	25	75	100	4
1.4 Financial Statement Analysis	4	4	25	75	100	4
1.5 Quantitative Methods for Management	4	4	25	75	100	4
1.6 Corporate Communication	4	4	25	75	100	4
1.7. Computer Applications in Management - Practical*	-	-	-	-	-	-
<b>SEMESTER –II</b>						
2.1. Operations Management	4	4	25	75	100	4
2.2. Marketing Management	4	4	25	75	100	4
2.3. Financial Management	4	4	25	75	100	4
2.4. Human Resource Management	4	4	25	75	100	4
2.5. Quantitative Techniques	4	4	25	75	100	4
2.6. <b>Research Methods for Management (Revised)</b>	4	4	25	75	100	4
2.7. Computer Applications in Management * - Practical	4	4	40	60	100	4
<b>SEMESTER – III</b>						
3.1. Business Ethics and Global business Environment	4	4	25	75	100	4
3.2 Management Information System	4	4	25	75	100	4
3.3. Elective	4	4	25	75	100	4
3.4. Elective	4	4	25	75	100	4
3.5. Elective	4	4	25	75	100	4
3.6. Elective	4	4	25	75	100	4
3.7. Summer Placement Project Report & Viva-Voce	-	-	20	80	100	4
<b>SEMESTER – IV</b>						
4.1. Strategic Management : Indian & Global Context	4	4	25	75	100	4
4.2. Elective	4	4	25	75	100	4
4.3. Elective	4	4	25	75	100	4
4.4. Elective	4	4	25	75	100	4
4.5. Elective	4	4	25	75	100	4
** 4 weeks SWAYAM Course						2
<b>TOTAL</b>	-	-	-	-	<b>2500</b>	<b>102</b>

\* The course will be taught during I and II semester.

\*\* It is mandatory for a student to qualify in at least one 4 weeks **SWAYAM** course, during the course period, to gain 2 credits in the final semester. The 2 credits, thus earned on production of course completion certificate ( to be submitted by the end of III semester), will be added to the final semester marks, failing which the course is not deemed to be completed.

**ELECTIVES FOR III SEMESTER:**

(Students can choose any four of the following):

**A. MARKETING**

- 1. Integrated Marketing Communication (Revised)**
2. Consumer Behaviour
3. Retail Management
4. Customer Relationship Management
5. Social Marketing

**B. HUMAN RESOURCE**

6. Performance Management System
7. Managing Interpersonal Effectiveness
8. Stress Management and Emotional Intelligence

**C. FINANCE**

- 9. Financial Services (Revised)**
10. Equity Research & Portfolio Management
11. Insurance Management

**D. SYSTEM**

12. Business Analytics
13. Information Security

**E. PRODUCTION**

14. Advanced Production Management
15. Integrated Materials Management

**F. GENERAL**

16. Cross Cultural Management
  17. Intellectual Property Rights
  18. Business Plan and Entrepreneurial Ventures
  19. Legal Aspects of Business
  - 20. Innovation and Venture Development (New Course)**
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**ELECTIVES FOR IV SEMESTER:**

(Students can choose any four of the following):

**A. MARKETING**

1. Services Marketing
2. Brand Management
3. Social Media Marketing
4. Customer Experience Management

**B. HUMAN RESOURCE**

5. Organizational Development
6. **Industrial Relations and Labour Laws (Legislations)** (Revised)
7. Talent Management

**C. FINANCE**

8. International Financial Management
9. Cost Management
10. Derivatives Management

**D. SYSTEM**

11. E- Marketing
12. **Artificial Intelligence** (New Course)

**E. PRODUCTION**

13. Total Quality Management
14. **Logistics and Supply Chain Management** (Revised & Title Changed)
15. Business Process Reengineering

**F. GENERAL**

16. Disaster Management
17. Entrepreneur Development
18. Training and Development
19. **Rural Marketing** (New Course)
20. **Self Awareness and Management** (New Course)
21. **Event Management** (New Course)

**NOTE:** The following papers are revised and furnished below. For the remaining papers existing syllabus is to be followed.

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Title of the Subject : **Integrated Marketing Communication** No. of Credits : 4

Code No. : 3EN

No. of Teaching hours (week) :

4 Hrs.

### **COURSE OBJECTIVE**

This course aims to impart understanding of the:

1. process, theory and social impact of Integrated Marketing Communication
2. Role of the elements of Marketing communication.
3. Concepts and issues associated with Integrated Marketing Communication

#### **Unit I**

Role of IMC in marketing process, IMC planning, Participants in IMC process – Clients, Advertising and Specialised Services agencies. Perspectives on Consumer Behaviour – Objectives and Budgeting for IMC programmes.

#### **Unit II**

Creative process, Planning and Development of Creative strategy, Appeals and Execution styles, creative tactics, creative brief and approval; Copy writing for Print, Broadcast and Web media; Design and Production for Print, Broadcast and Web media.

#### **Unit III**

Media Profile – Print, Radio, Television, Film and Video, and Supportive Media – Audience, Types, Advantages and Limitations, Trends; Media Plan – objectives, strategies, buying and scheduling, Evaluating the effectiveness of advertising.

#### **Unit IV**

Direct Marketing and IMC – Objectives, Tools and strategies, Internet and IMC – Web participants, objectives, developing and maintaining a website; Sales Promotion – Growth, Types, objectives, integration and effectiveness.

#### **Unit V**

Public Relations – Planning process, tools and effectiveness, Personal selling and IMC – Scope, Role, and Evaluation, Social, Ethical and Economic effects of advertising and promotion; Regulation of advertising and promotion.

### **REFERENCE BOOKS**

1. George E. Belch Michael A. Belch and Keyoor Poorani – Advertising and Promotion – IMC perspective – Tata McGraw Hill 2008.
  2. Wells, Moriarty and Burnett – Advertising Principles and Practice, Pearson Education, 2006.
  3. Clow and Baack, - Integrated Advertising, Promotion and Marketing Communications, PHI/Pearson 2007.
  4. Shimp – Advertising and Promotion – IMC approach – Cengage Learning, 2007.
  5. Jefkins and Yadin – Advertising – Pearson Education, 2003.
  6. Kazmi and Batra – Advertising and Sales Promotion – Excel Books, 2007.
  7. Chunnawalla – Advertising, Sales and Promotion Management – Himalaya Publishing, 2007.
  8. Advertising & Promotion – IMC Perspective Kruti shah & Alan D'souza – TMH 2009
  9. Principles of Advertising & IMC – Tom Duncan – TMH II Edition, 2007.
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### **REFERENCE BOOKS**

1. Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). Business research methods. Cengage Learning.
2. Donald R. Cooper and Pamela S. Schindler - Business Research Methods - Tata McGraw Hill, 11<sup>th</sup> edition, 2012.
3. Naresh K Malhotra – Marketing Research: An Applied Orientation, Pearson Education, 7<sup>th</sup> Edition, 2015.
4. Wilkinson Bhadarkar - Methodology and Techniques of Social Research - Himalaya.

### **COURSE OUTCOME**

1. Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues
2. Understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making
3. Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process
4. Conceptualize the research process
5. Develop necessary critical thinking skills in order to evaluate different research approaches utilized in the service industries
6. Students should be able to identify the overall process of designing a research study from its inception to its report.
7. Students should be able to define the meaning of a variable, and to be able to identify independent, dependent, and mediating variables.
8. Students should be familiar with good practices in conducting a qualitative interview and observation

**Course prepared by : Dr. V. Ramanujam**

**Course verified by : Dr. RUPA GUNASEELAN**

Title of the Subject : **Logistics and Supply Chain Management**

No. of Credits

: 4

Code No. : 4EA

No. of Teaching hours (week) :

4 Hrs.

### **COURSE OBJECTIVE**

1. To make the students to get through knowledge about supply chain and logistics management.
2. To train the students in materials handling, purchase and production planning and storage and space management.
3. To make to students to understand the application of Information Technology in supply chain and logistics management.

### **UNIT I**

Introduction to Supply Chain Management (SCM) – Concept of SCM – Components of SCM, an overview – Features of SCM – Strategic issues in SCM. SCM current scenario – Value chain management and customer relations management.

### **UNIT II**

Customer focus in SCM – Demand planning, Purchase planning – Make or Buy decision – Indigenous and global sourcing Development and Management of suppliers – Legal aspects of Buying – Cost management – Negotiating for purchasing / sub contracting – Purchase insurance – Evaluation of Purchase performance (performance indices). Inventory management – Financial impact of inventory.

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### **UNIT III**

Manufacturing Scheduling – Manufacturing flow system – Work flow automation – Flexibility in manufacturing to achieve dynamic optimization – Material handling system design and decision. Ware housing and store keeping – Strategies of ware housing and store keeping – Space management.

### **UNIT IV**

Logistics management – Role of logistics in SCM – Integrated Logistics Management – Transportation Design and decision – Multi modalism – Third party logistics services and providers – Facilities management (Port/Airport/ICDs) Channels of distribution – Logistics and customer service.

### **UNIT V**

Information technology and SCM: EDI, ERP, Internet and Intranet, E-Commerce, Advanced Planning System, Bar Coding, Tele communication network, Video Conferencing and Artificial Intelligence. Best practices in Supply Chain Management – GPS, RFID and reverse logistics - Organizational issues to implement SCM.

### **REFERENCE BOOKS**

1. B.S. Sahay, Supply Chain Management for global competitiveness, Macmillan India Limited 2004
2. Sunil chopra and Peter Meindal, Supply chain management strategy planning and operations, Prentice Hall of India , 3<sup>rd</sup> edition , 2007.
3. SimchiLevi ,Kaminsky and Simchilevi, Designing and managing the supply chain : concepts , strategies, and case studies, Tata McGraw Hill 2<sup>nd</sup> edition , New Delhi 2007.
4. Robert B. Handfield and Ernest L. Nichos .J.R, Introduction to supply chain management, Prentice Hall of India, New Delhi.

### **COURSE OUTCOME**

1. The students are able to make supply chain and logistics related decisions.
2. The students are trained in materials handling, production and stores systems and procedures.
3. The students become more employable in supply chain and logistics and IT related Service organisation.

**Course prepared by : Dr. N. UMA DEVI**

**Course verified by : Dr. RUPA GUNASEELAN**

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Title of the Subject : **Industrial Relations and Labour Laws (Legislations)** No. of Credits  
: 4  
Code No. : 3EJ No. of Teaching hours (week) :  
4 Hrs.

### **COURSE OBJECTIVE**

1. Understand the meaning of industrial relations, industrialization and organization structures.
2. Provide students with knowledge of labour laws, especially the nature and scope of labor law, the rationale of labor laws in organizations, the international labor organization, the labor laws in India, occupational hazards and risk, and managing employee relations at work.
3. To examine the theoretical aspects, problems and issues in arbitration and bargaining and models of bargaining and arbitration.

### **UNIT - 1**

Industrial Relations - Definition - Participants in Industrial Relations - The evolution of Industrial relations in India - Growth of Industrial Relations - Objectives of Industrial Relation - Approaches to Industrial Relations - Importance of Industrial Relations - Causes for Poor Industrial Relation-Effects of Poor Industrial Relations - Industrial Relations in India - Measures to improve industrial Relations

Trade Union movement – Definition - Meaning - Characteristics of Trade Union - Need for Trade Union - Nature and Scope of a Trade Union - Purpose of Trade Union – Objectives - Historical Evolution and Growth of Trade Unions in India - Functions of Trade Unions in the India - strength and weakness of Trade Unions - Essentials for success of a Trade Union.

### **UNIT 2**

Industrial Conflict - Definition of a Dispute-Meaning - Nature of Conflict and its Manifestations - Causes of Industrial Conflicts-Form of Industrial Dispute-Strike-Types of Strike-Form of Disputes from the Employer-Industrial Dispute's Preventive Machineries - Collective Bargaining – work committee – conciliation officer – board of conciliation – court of inquiry -- Settlement of Industrial Disputes - Tripartite Bodies- labour court – industrial tribunal – national industrial tribunal – Sexual Harasement at Work Places

Employees Grievances – Definitions - Importance of grievance system - Nature of Grievances - Need for a Grievance Procedure - The Causes of Grievances - Steps in Grievance redressal - Basic Elements of a Grievance Procedure - Pre-requisites of a Grievance Procedure - Model Grievance Procedure.

### **Unit 3**

Collective Bargaining – Definition - Meaning and Concept - Nature of Collective Bargaining-Characteristics of Collective Bargaining - Types of Collective Agreement-Forms of Collective Bargaining - Type of Bargaining-Advantages of Collective Bargaining-Collective Bargaining at Different Levels - Collective Bargaining Process – Negotiations - Contract Administration-Pre-requisites for collective bargaining - Collective Bargaining in India.

Workers Participation in Management – Definition – Objectives of WPM-Actors of Wpm - Factors influencing WPM - Forms of workers' participation in management - Workers' Participation in Share Capital-Workers participation scheme-1983- Quality Circles-Self-Managing Work Teams-Essential Conditions for Successful Working of WPM.

### **UNIT 4**

Social Security: Factories Act - Trade Union Act - Industrial Disputes Act - Workmen's Compensation Act - Employees State Insurance Act (ESI Act) - Employees Provident Funds Act and Miscellaneous Provisions Act - Payment of Gratuity Act - Industrial Employment (Standing Orders) Act.

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## **UNIT 5**

Compensation: Minimum Wages Act - Payment of Wages Act - Payment of Bonus Act - Payment of Gratuity Act - Maternity Benefit Act - Labour and Employment Laws in India

### **REFERENCE BOOKS**

1. Tripathi P.C, “Personnel Management and Industrial Relations”,22e,Sultan Chand & Sons, 2013.
2. SubbaRao P, “Essentials of Human Resource Management and Industrial Relations”,Himalayan Books, 2011.
3. KodeeswariK,Kubendran V, “Industrial Relations And Labour Laws” 1e, Himalaya Publishing House, New Delhi, 2015.
4. Kapoor N.D., “Elements of MERCANTILE LAW”,37 Revised Edition,Sultan Chand & Sons, 2017.
5. Venkataphy R., Assisi Manacheri, "Industrial relations and labour legislation", Adhithya Publishers, 2002.

### **COURSE OUTCOME**

By the end of this course, students should be able to understand

- a) The nature and scope of labor laws
- b) The rationale of labor laws in organizations
- c) The international labor organization visa-viz the labor laws in India and
- d) Managing employee relations at work.

**Course prepared by : Dr. RUPA GUNASEELAN**

**Course verified by : Dr. RUPA GUNASEELAN**

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**COURSE OBJECTIVE**

1. To provide the basic understanding in various forms of Financial Services.
2. To appraise the students with the functions of Banks and NBFC's and its regulations.
3. To make them aware of the developments in financial markets.
4. To make the students familiar with the payments and settlement system in India.
5. To update the students with the latest changes which affect the Financial Services industry in India.

**UNIT I**

Overview of Financial services sector – Characteristics of Financial services – role of financial sector in the Economy – Institutional Framework of Indian financial system- merchant banking – functions of merchant bankers – pre issue activities and post issue activities in issue management- SEBI guidelines on merchant bankers

**UNIT II**

Financial markets: Classification of financial markets – primary and secondary market – stock exchanges – Capital market instruments- performance of Indian capital market – money market: instruments and participants- Depositories – mechanism and functions

**UNIT III**

Factoring: concept, mechanism, types of factoring, benefits and functions of factoring – factoring Vs Forfaiting, Factoring Vs Bills Discounting – Factoring; International and Indian scenario.

**UNIT IV**

Mutual funds: concept – functions – types of funds – constitution of mutual funds – SEBI regulation of AMCs – Evaluating mutual fund performance.

Asset securitisation: mechanism, participants and benefits – prospects and problems

Non – Performing Assets - Asset Reconstruction - Companies role

NBFCs– Classification of NBFCs- Prudential Norms for NBFCs-Role of NBFCs in asset financing –Asset Reconstruction Companies- Implications of SARFAESI Act.

**UNIT V**

Credit rating: definition – features and advantages – credit rating symbols – credit rating process – rating methodology – equity grading.

Venture capital: meaning – origin and growth of venture capital – stages of venture capital financing - Seed Financing and Angel Funding – venture capital industry in India- Private Equity Funding.

Payment and settlement system in India – National payment corporation - functions

**REFERENCE BOOKS**

1. Shanmugham R, “Financial Services”,Wiley, 2009.
  2. Khan M.Y, “Financial Services”, 8e,McGraw Hill Education, 2015.
  3. Jeff Madura, “Financial Markets and Institutions”, 12e,Cengage Learning, 2016.
  4. Sasidharan K, Alex. K Mathews, "Financial Services and System", McGraw Hill Education, 2008.
  5. Bhole L.M, JitendraMahakund, "Financial Institution and Markets", 5e,McGraw Hill Education, 2009.
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### **COURSE OUTCOME**

Upon completion of this course on Financial Services, the students should be able to

1. Understand the features and significance of various types of Financial Services.
2. Become familiar with the mechanism of financial services.
3. Demonstrate of apply the various concepts and regulations of financial services.
4. Appreciate the functioning of the financial services organization in India.
5. Relate the implications of Financial Services on the Indian Financial System

**Course prepared by : Dr. G.SRIDHARAN**

**Course verified by : Dr. RUPA GUNASEELAN**

Title of the Subject : **Artificial Intelligence for Business**

No. of Credits : 4

Code No. : 23F

No. of Teaching hours (week) : 4 Hrs.

### **COURSE OBJECTIVE**

To gain a basic understanding on key Artificial Intelligence technologies, such as machine learning, natural language processing, and robotics.

The course will help to understand the implications of these new technologies for business strategy and to support managerial decision making.

To become familiar with the applications needed to build and develop capabilities to solve business problems.

#### **UNIT- I - AN INTRODUCTION TO ARTIFICIAL INTELLIGENCE**

Introduction to artificial intelligence - History of AI - Search and Planning - Problem spaces and search - Knowledge and rationality- Heuristic search strategies - Search and optimization (gradient descent) - Adversarial search - Planning and scheduling - Knowledge Representation and Reasoning .

#### **UNIT – II - MACHINE LEARNING IN BUSINESS**

Supervised Learning methods- Predictive Analytics- Classification Problems- Forecasting - Unsupervised Methods - Dimensionality reduction- K-means Clustering -Hierarchical Clustering- Data Reduction Techniques - Factor Analysis - Anomaly detection- Multivariate Gaussian Distribution -Semi-supervised methods – Deep learning - Choosing among machine learning techniques.

#### **UNIT- III - NATURAL LANGUAGE PROCESSING IN BUSINESS**

Intro to natural language understanding - Sentiment analysis - Application of deep learning to NLP - Natural Language Interaction - Speech recognition - Hidden Markov Models – Chat bots - Natural language generation - Speech synthesis.

#### **UNIT – IV - ROBOTICS IN BUSINESS**

Introduction to robotics – Sensing – Manipulation- Human-robot interaction -Mobile Robots - Learning and robotics: Reinforcement learning - Cognitive Collaboration - Human decision making and learning - Ethical and Legal Considerations in AI

#### **UNIT- V - APPLICATIONS OF AI IN BUSINESS**

Applications of AI in various industries: retail - -health care - E-Commerce - financial services, - insurance -entertainment, etc - Applications of AI in different functions: Human Resources – Sales – Operations – Marketing – Supply Chain – Future of AI.

**REFERENCE BOOKS**

1. “Applied Artificial Intelligence: A Handbook For Business Leaders”, (Authors) - , Mariya Yao, Adelyn Zhou, Marlene Jia, 2017
2. “Artificial Intelligence and Machine Learning for Business: A No-Nonsense Guide to Data Driven Technologies 3rd Edition” (Author) - Steven Finlay, 2017
3. “Artificial Intelligence for Business”, (Authors) - Rajendra Akerkar, Springer International Publishing, 2018.
4. “Artificial Intelligence A Modern Approach” 3rd Edition (Authors) – Stuart J. Russell and Peter Norvig, Pearson Publishing, 2016.

**COURSE OUTCOME**

- This course work enables the students/budding managers to understand and identify problems where artificial intelligence techniques are applicable in business.
- After completing this course work it foster an ability to critically analyze, synthesize and solve complex unstructured business problems.
- This course instils a sense of ethical decision making to understand how Artificial intelligence can be used in business development and in emerging industrial processes.

**Course prepared by: Dr. K. MALARMATHI**

**Course verified by: Dr. RUPA GUNASEELAN**

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Title of the Subject : **RURAL MARKETING** No. of Credits : 4  
Code No. : No. of Teaching hours (week) : 4 Hrs.

### **COURSE OBJECTIVE**

To enable the students to understand the rural market conditions and strategies

#### **UNIT-I:**

Introduction- Overview and Concepts of Training and Development - Fundamentals of HRM - Role of Training and Development -Difference between Training and Development and education/ - Aims /objectives / - Importance/Scope/Limitations/advantages/disadvantages- Process of Training-Types of Methods of Training

#### **UNIT- II:**

Human Resource Planning: Meaning and its Concepts - Need /Scope/ Limitation/Importance - Process of Human resource Planning • Role of Human resource Planning in Training and Development- **Recruitment, Selection & Placement** - Basic Concepts/Need/scope/Process/Sources/Types of Recruitment - Basic Concepts/Need/scope/Process/Sources /Methods of Selection process.

#### **UNIT- III:**

Steps to Training and Development -Step: 1: Identification of Training and Development Needs/Concepts/Objectives/Process/Toolsor methods/Importance/- Step:2 Designing and Conducting Training and Development Programme - Concept/Process - Step:3 Evaluation of Training and Development Programme

#### **UNIT- IV:**

Needs, Objectives of Principles of Training - Learning Principles of Training- Needs Training and Development Programme- Various approaches of Training-Reactive Approach-Proactive Approach-Systematic Approach

#### **UNIT- V:**

Nature and Purpose of management development techniques - Information Technology & HR: Training & Development Via Internet & CD Rooms - Performance Appraisal – Purpose , Factors affecting criteria , methods , Performance Appraisal of managers, Post – Appraisal interview, Frequency of Performance Appraisal , Ethics

### **REFERENCE BOOKS**

1. Human Resource Management and Practices: S.S.Khanka ,Reprint-2013
2. Human Resource Management and Practices: K.Ashwathapa,7<sup>th</sup> Edition, 2013
3. Training and Development: Tapomay Deb,2017
4. Training and Development: R.K. Sahu,2009 5. Training for Development: Rolf p. Lynton. UdaiPareek,2011

### **COURSE OUTCOME**

- Gained knowledge about rural marketing and its environment
- Able to understand the SWOT of rural marketing in India
- Able to design appropriate marketing strategies and
- Able to evaluate and control rural marketing strategies

Course prepared by : **Dr. S. MAHALINGAM**

Course verified by : **Dr. RUPA GUNASEELAN**

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Title of the Subject : **EVENT MANAGEMENT**  
Code No. :

No. of Credits : 4  
No. of Teaching hours (week) : 4 Hrs.

### **COURSE OBJECTIVE**

This course brings together the theoretical and practical applications of event planning. Students are required to plan, implement and conduct an analysis of an actual event. This course provides a synthesis of all planning, execution and post-event analysis. Such an event may be a benefit, arts and design industry event, entertainment event, trade show or an event in the fields of hospitality, marketing and advertising, or sports.

**UNIT-I:** Introduction to events management: Historical perspective – events, their needs and management –event and event management - objectives – characteristics – Elements of events – Size and Types of events –Role of Event Manager – Skill requirements of event manager – Event team – code of ethics.

**UNIT-II:** Event production: Steps involved in event production – Various fields of event production – Event team formation & event team management – Event manager leadership qualities – Risk management in event production – Information management in events – procurements, logistics and security management in events - Events designing –Event processing - Financial Management the budget.

**UNIT III:** Event Planning : Principles of event management planning – Creativity – Event feasibility – SWOT analysis in event planning – Conference planning – Venue selection tips for events – Contracting event venue – Market research in event planning: Market analysis – Competitor analysis – Event equipment planning: DJ Sound, DJ light, pyrotechnics, special effects, promotional materials for events – Event planning software’s – Qualities for event planner

**UNIT IV:** Event Marketing: Concept, Meaning and Definition - Positioning in Event - Concept of product, pricing and promotion of event – Steps involved in creating a promotional campaign for event – Celebrity management within events - Marketing and Public relation for events- Managing the event as a project-Event Management Information System.

**UNIT V:** BEFORE THE EVENT: Setting the Agenda, Venue, Delegates, Exhibitors, Speakers, Documents and Promotional Material; DURING THE EVENT: Before delegates arrive- Once the Event is underway staffing - Factors are influencing the numbers and types of staff- Finding staff; AFTER THE EVENT: Thank u notes - Media round off - Feed back - Query sheets – Presentations - Feedback to the venue – Report on the event to client - Updates website - Staff debriefs Meeting – Event evaluation: objectives, methods and steps involved in writing evaluation of an event.

### **COURSE OUTCOMES:**

Upon successful completion of this course, the student will reliably demonstrate the ability to:

- ✓ Synthesize the skills to successfully plan, market and implement a large event as part of a team
  - ✓ Apply a variety of sound decision-making, conflict resolution, and problem-solving techniques
  - ✓ Professionally and ethically manage an event
  - ✓ Apply accounting and financial knowledge to ensure the efficient operation of an event
  - ✓ Apply business administration skills
  - ✓ Conduct a post-event analysis as part of a team
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**References:**

1. Anton Shone and Bryn Parry, “Successful Event Management – a practical handbook”, Publishers Cengage Learning, 2<sup>nd</sup> edition, 2007
2. Ashutosh Chaturvedi, “ Event management: A professional and development approach”, Global India publication private limited, first edition, 2009
3. Razaq Raj, Tahir Rashid, Paul Walters, “ Event Management: An integrated and practical approach”, Sage Publications limited, first edition, 2008
4. Fenich, George.G, “Meetings, Expositions, Events and Conventions: an introduction to the industry”, Pearson prentice hall limited, first edition, 2011
5. Greg Damster, Dimitri Tassiopoulos, Peter de Tolly, Wrten Dry, Jurgen Gasche, Debbie Johnson,John Knocker, “ Event Management: A professional and developmental approach”, Juta & company limited, first edition, 2006

**Course prepared by : Dr. V. RAMANUJAM**

**Course verified by : Dr. RUPA GUNASEELAN**

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Title of the Subject : **SELF AWARENESS AND MANAGEMENT** No. of Credits : 4  
Code No. : No. of Teaching hours (week) : 4 Hrs.

**COURSE OBJECTIVES:**

Understand the significance of Self Awareness and Management.

**UNIT I : UNDERSTANDING AND RESOLVING HUMAN CONFLICT THROUGH SELF AWARENESS**

Martin Buber's 'I-Thou' vs 'I-It' relationships- Basics of Behaviour - Outer behaviour vs Inner 'way of being' - Genesis of 'heart at war' and consequent inner violence -Getting stuck in the ego-trap – Ego-entrapment and self-deception - Finding and sustaining a 'heart at peace'- Stressors in human conflict resolution.

**UNIT II : EVOLVING HUMAN CONSCIOUSNESS**

Finding life purpose- Maslow's Theory; Gebser's model; Sufi model - TELOS model of 'self'- Instrumental parts of being: physical, vital, mental-Causal nature: higher self, deeper self, ego-self Sub conscient and subliminal; Supramental forces- Newer Models in self awareness.

**UNIT III : PRESENT MOMENT AWARENESS, COHERENCE AND EQUANIMITY**

Traditional practices of 'mindfulness' -Developing Attention, Concentration, Equanimity and Insight; Coherence in Human Physiology – Rhythms of Breathing,prana'- Heart Rate Variability- Brain waves.

**UNIT IV L: HEART-CENTRED LIVING**

Sufi practices for developing and sustaining - optimism, vision and idealism('elevated heart')- care, compassion and healing ('deep heart')- appreciation of beauty and harmony- seeing wider perspectives ('broad heart') - passion for truth, discovering life-purpose - creative and courageous action ('driving heart') - spiritual energy and inner light ('full heart').

**UNIT V : BENEFITS AND EMERGING TRENDS IN SELF AWARENESS & MANAGEMENT**

Case Study of "Siddhartha" - Personalities in Management of Self awareness - Benefits to Individuals - Benefits to Teams - Benefits to Organisation - Benefits to the Society - Benefits to the stakeholders- Emerging Trends.

**COURSE OUTCOMES:**

Possess Managerial Competence through Self Awareness

**References :**

1. The Arbinger Institute, "Leadership and Self-Deception", Revised Edition, Berrett-Koehler, 2010
2. The Arbinger Institute, "The Anatomy of Peace", Penguin Books, 2010.
3. James O'Dea, "Creative Stress: A Path for Evolving Souls Living Through Personal and Planetary Upheaval", Createspace, 2010.
4. Puran & Susanna Bair, "Energize Your Heart", Living Heart Media, 2009.
5. Devdas Menon, "Stop sleepwalking through life!", Yogi Impressions, 2004.
6. Hermann Hesse, "Siddhartha" (translation by Hilda Rosner, 1954), Harper Collins, 2000.

**Course prepared by : Dr.S.Krishnaraj      Course verified by : Dr.Rupa Gunaseelan**

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Title of the Subject : **INNOVATION AND VENTURE DEVELOPMENT** No. of Credits : 4  
Code No. : No. of Teaching hours (week) : 4 Hrs.

**COURSE OBJECTIVES:**

1. To introduce the importance, fundamental concepts and community of new venture/small business
2. To give the students the experience and knowledge about the strategies and challenges for the development new venture with emphasis on the creating of a viable and executable business plan.
3. To provide the students the opportunity to advance their critical thinking, problem solving, and communication skills through discussions, teamwork, pitching, presentations and creating their ventures business plan.

**Unit I: INNOVATION** - Meaning, definition, theories, types and characteristics of innovation- differences between invention and innovation – managing innovation – sources and ideas of innovation – risks and failures associated with innovation – economics of innovation – exploring, executing, renewing and measuring innovation – innovation as a tool for profit impact of technology for innovation.

**Unit II: INNOVATION STRATEGY:** Why, what and how to innovate - innovation as a strategic process – strategies for promoting, sustaining and diffusing innovation – innovation strategies based on firm size – cooperation with innovation institutions – role of innovation in corporate governance – globalization of innovation - key issues in strategic innovation management - The Process of Innovation.

**Unit III: NEW VENTURE DEVELOPMENT:** Introduction to New Venture Creation and Entrepreneurship – Venture Opportunity/Identification and Assessment – Pitching. Customer Discovery/Development - New Venture Team Formation. Value Propositions-Minimum Viable Products – Customers - Preparing for Customer Contact. Institutional Analysis - Customer and Market Research - Customer Research Plan.

**Unit IV: VENTURE IMPLEMENTATION:** Market Size and Segmentation - Competition/Alternatives Analysis and Positioning. Product/Service Design and Development - IP Strategy. Market/Customer Research Analysis: Pivot or Proceed? - Intro to Customer Validation. Understanding your financial requirements - Preparing and Understanding the financial section of the business plan. Putting Venture Engineering to Work

**Unit V: VENTURE DEVELOPMENT – SECTOR WISE:** Automobiles - Textile Industry - Food Processing Industry - Chemical Industry - Cement Industry - Steel Industry - Software Industry – Education and training - [Financial Services](#) – FMCG – Healthcare – Manufacturing – Services – Tourism and Hospitality.

**REFERENCES:**

1. ShlomoMaital&D.V.R.Seshadri, “Innovation management: strategies, concepts and tools for growth and profit”, Response books, division of sage publications, New Delhi, First Edition, 2007.
  2. John E.Ettlie, “Managing innovation: new technology, new products and new services in a global economy”, first edition, Elsevier India private limited, 2010.
  3. [Marc H. Meyer](#) &[Frederick G. Crane](#), New Venture Creation - An Innovator's Guide to Entrepreneurship, SAGE Publication, 2013.
  4. Paul Trott, “Innovation Management and New Product Development”, fourth edition, Pearson Publishers, New Delhi, 2008.
  5. Timmons, Jeffrey A., New Venture Creation: Entrepreneurship for the 21st Century, McGraw Hill.
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**COURSE OUTCOME:**

1. Students will learn a systematic approach to new venture assessment and development of various industries.
2. It will help the students to gain an understanding of the myths, pitfalls and pearls of wisdom in taking strategy to action.
3. It also helps in the understanding the execution and growth, management challenges in taking business models to markets and customers.

**Course prepared by : Dr. K. MALARMATHI**

**Course verified by : Dr. RUPA GUNASEELAN**

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