



SYLLABUS OF QUANTITATIVE TECHNIQUES

- 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: *Business Statistics.*

- 1) Statistical Methods Dr Wilson HPH Pvt Ltd
- Suggested Readings:** M.
- 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



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

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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

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(With Effect from 2021-22)

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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 – PHILearning 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



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.Aswathappa
 Unit II – Chapter 4,5 - K.Aswathappa
 Unit III – Chapter 6,7,9,10 - K.Aswathappa
 Unit IV – Chapter 15 – P.C.Tripathi
 Unit V – Chapter 22,23 - K.Aswathappa

Mapping of Units with PSO

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Unit 4	S	S	M	M		S
Unit 5	S	S	M	M		S

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M – Medium

L – Low

Course Designer: Dr.N.N.Sangesh



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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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