**CURRICULUM FRAMEWORK AND SYLLABUS**

**FOR OUTCOME BASED EDUCATION IN**

**MBA Degree Program**

**FOR THE STUDENTS ADMITTED FROM THE**

**ACADEMIC YEAR 2019 - 2020 ONWARDS**

****

**HICAS**

**HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)**

**(Affiliated to Bharathiar University and Accredited by NAAC)**

**COIMBATORE-641028**

**TAMILNADU, INDIA.**

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**HINDUSTHAN COLLEGE OF ARTS AND SCIENCE**

**PG and Research Department of Management Studies**

**VISION**

To provide world class education to the students to face global challenges and to inculcate the latest trends in technological advancement. To cater the needs of the environmental and ethical values in the mind of students to become good citizens and entrepreneurs.

**MISSION**

The Mission of the college is to pursue a philosophy of perceptual acquisition of knowledge. The important policy is to provide value-based education and to bring out the hidden potentials in students that equip them to approach life with optimism.

**PROGRAMME EDUCATIONAL OBJECTIVES (PEO)**

Post Graduatesof MBAprogram will be,

PEO1 - To build in the skills necessary for the potential managers in all the functional areas of management and to create an exposure to the latest management concepts and mould the personality of the young minds to inculcate good business practice.

PEO2 - To provide an integrated approach to problem solving, decision making and to promote the spirit of entrepreneurship among the participants.

Today the demand for business managers and leaders who can lead the business to the forefront in the competitive environment is high. Our institute fosters the knowledge and skills of the students in preparing them to face the challenges of the competitive environment and succeed, which gives them the critical edge among competition. Our challenge is to inspire and motivate the students to enable them in achieving their goals both personal and professional.

**PROGRAMME OUTCOMES (PO)**

The Students who completes the MBA programme:

PO1 - Will have the basic knowledge in all functional areas of management.

PO2 - Will be able to make managerial decisions in the field of specialization chosen.

PO3 - Will have gained confidence in approaching all issues – personal or professional, positively.

PO4 - Will have the spirit of becoming an entrepreneur after few years of work experience.

**PROGRAMME SPECIFIC OUTCOMES (PSO)**

The Students who completes the MBA programme:

PSO1 - Will have an all-round development in becoming an effective and successful executive.

PSO2 -Will have a good understanding of marketing function aimed at becoming a good marketing professional.

PSO3 - Will have international exposure to build their career.

**“SCHEME OF EXAMINATION ALONG WITH DISTRIBUTION OF MARKS AND CREDITS” CBCS & OBE PATTERN POST GRADUATE PROGRAMMES – MBA**

(For the students admitted during the academic year 2019-2020 and onwards)

**HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)**

**COIMBATORE – 641028**

**MASTER OF BUSINESS ADMINISTRATION- MBA**

**SCHEME OF EXAMINATIONS – CBCS PATTERN**

***(For the students admitted from Academic year 2019 -2020 and onwards)***

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **CODE NO.** | **COURSE** | | **LECTURE HRS/**  **WEEK** | | **EXAM. DURATION (HRS)** | | **MAX. MARKS** | | | **CREDIT**  **POINTS** |
| **IE** | **EE** | **TOTAL** |
| **First Semester** | | | | | | | | | | |
| 19MSP01 | DSE | Business Organization and Management | 4 | | 3 | 30 | | 70 | 100 | 4 |
| 19MSP02 | DSE | Organizational Behavior | 4 | | 3 | 30 | | 70 | 100 | 4 |
| 19MSP03 | GE | Managerial Economics | 4 | | 3 | 30 | | 70 | 100 | 4 |
| 19MSP04 | DSE | Accounting for Managers | 4 | | 3 | 30 | | 70 | 100 | 4 |
| 19MSP05 | GE | Allied - Quantitative Methods for Management (MAT) | 4 | | 3 | 30 | | 70 | 100 | 4 |
| 19MSP06 | DSE | Corporate Communication | 4 | | 3 | 30 | | 70 | 100 | 4 |
| 19MSP07 | SEC | Practical - Computer Applications in Management | 2 | | 3 | 40 | | 60 | 100 | 2 |
|  | AEE | Value added course |  | |  |  | |  |  |  |
| **Second** | **Semester** | | | | | | | | | |
| 19MSP08 | DSC | Operations Management | 4 | | 3 | 30 | | 70 | 100 | 4 |
| 19MSP09 | DSC | Marketing Management | 4 | | 3 | 30 | | 70 | 100 | 4 |
| 19MSP10 | DSC | Financial Management | 4 | | 3 | 30 | | 70 | 100 | 4 |
| 19MSP11 | DSC | Human Resource Management | 4 | | 3 | 30 | | 70 | 100 | 4 |
| 19MSP12 | GE | Allied - Quantitative Techniques (MAT) | 4 | | 3 | 30 | | 70 | 100 | 4 |
| 19MSP13 | DSC | Business Research Methods | 4 | | 3 | 30 | | 70 | 100 | 4 |
| 19GSP01 | SEC | **Skill Based** - Cyber Security | 2 | | - | 100 | | - | 100 | 2 |
| 19MSP14 | SEC | Institutional Training Report | - | | - | 100 | | - | 100 | 1 |
|  | AEE | Value added course |  | |  |  | |  |  |  |
| **Third** | **Semester** | | | | | | | | | |
| 19MSP15 | DSC | Business Environment and Ethics | | 4 | 3 | 30 | | 70 | 100 | 4 |
| 19MSP16 | GE | Management Information System | | 4 | 3 | 30 | | 70 | 100 | 4 |
| 19MSP17 | DSC | Elective -I | | 4 | 3 | 30 | | 70 | 100 | 4 |
| 19MSP18 | DSE | Elective -II | | 4 | 3 | 30 | | 70 | 100 | 4 |
| 19MSP19 | DSE | Elective -III | | 4 | 3 | 30 | | 70 | 100 | 4 |
| 19MSP20 | DSE | Elective -IV | | 4 | 3 | 30 | | 70 | 100 | 4 |
| 19MSP21 | SEC | Project Work | | - | - | 50 | | 150 | 200 | 4 |
|  | AEE | Value added course | |  |  |  | |  |  |  |
| **Fourth** | **Semester** | | | | | | | | | |
| 19MSP22 | DSC | Strategic Management | | 4 | 3 | 30 | | 70 | 100 | 4 |
| 19MSP23 | DSE | Elective -V | | 4 | 3 | 30 | | 70 | 100 | 4 |
| 19MSP24 | DSE | Elective -VI | | 4 | 3 | 30 | | 70 | 100 | 4 |
| 19MSP25 | DSE | Elective -VII | | 4 | 3 | 30 | | 70 | 100 | 4 |
| 19MSP26 | DSE | Elective -VIII | | 4 | 3 | 30 | | 70 | 100 | 4 |
| 19MSP27 | SEC | Internship – 30 Days | |  |  | 30 | | 70 | 100 | 1 |
|  | AEE | Value added course | |  |  |  | |  |  |  |
|  |  |  | |  |  |  | | | | 102 |

Student should complete value added course and the online course before the end of every semester.

Discipline Specific Course - DSC: 44 Credits

Discipline Specific Elective -DSE:32 Credits

Generic Elective -GE: 16 Credits

Skill Enhancement Courses -SEC: 10 Credits

Total : 102 Credits

There are ten broad field of specialization that are offered to the students of MBA, viz Marketing, Human Resources, Finance, Logistics and shipping Management, Media Management, Production, System, Tourism and Travel Management, Entrepreneurship and Health care Management in Third and in Fourth semester. The students have to choose two specializations field out of ten specializations in Third semester and the same specializations in the Fourth semester. Each specialization has two elective papers both in Third semester and in Fourth semester.An elective will be offered only if ten students optfor an elective.

**Broad Field of Specialization and Elective Papers**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Specialization Field** | **Electives for III Semester** | | **Electives for IV Semester** | |
| **HUMAN RESOURCES** | Staffing in Organization 19MSPHRA | Personal and Interpersonal Effectiveness  19MSPHRB | Organizational Development  19MSPHRC | Industrial Relations and Labour Legislations  19MSPHRD |
| **FINANCE** | Financial Services  19MSPFIA | Equity Research and Portfolio Management  19MSPFIB | International Financial Management  19MSPFIC | Insurance and Risk Management  19MSPFID |
| **SHIPPING AND LOGISTICS MANAGEMENT** | Logistics Management  19MSPLMA | Export- Import Trade and Documentation  19MSPLMB | Supply Chain Management  19MSPLMC | International Logistics and Shipping Management  19MSPLMD |
| **MEDIA MANAGEMENT** | Mass Communication  19MSPMEA | Journalism  19MSPMEB | Media Management and Public Relations  19MSPMEC | Media Law and Ethics.  19MSPMED |
| **PRODUCTION** | Advanced Production Management  19MSPPNA | Integrated Materials Management 19MSPPNB | Total Quality Management  19MSPPNC | Operations and Supply Chain Management  19MSPPND |
| **SYSTEM** | Electronic Commerce.  19MSPSYA | System Analysis and Design  19MSPSYB | Software Project Mgt.  19MSPSYC | E-Marketing  19MSPSYD |
| **TOURISM AND TRAVEL MANAGEMENT** | Tourism Management  19MSPSTTA | Tourism Marketing  19MSPSTTB | Event Management  19MSPSTTC | Travel Management  19MSPSTTD |
| **HEALTH CARE MANAGEMENT** | Hospital Operations Management 19MSPHCA | Hospital Architecture Planning & Design 19MSPHCB | International Health Management 19MSPHCC | Public Health Systems and Health Insurance 19MSPHCD |
| **ENTREPRENEURSHIP** | Entrepreneurship development 19MSPEDA | Innovation Management 19MSPEDB | Leadership and Change Management 19MSPEDC | Small Business Management 19MSPEDD |
| **MARKETING** | Consumer Behavior  19MSPMMA | Integrated Marketing Communication  19MSPMMB | Brand Management  19MSPMMC | Services Marketing  19MSPMMD |

**III Semester**

A Student can select two functional areas in Semester III and chose for two papers in each functional area.

A Student can select two functional areas in IV Semester and chose for two papers in each functional area.

**COURSE SPECIFIC OUTCOME:**

**19MSP01 - BUSINESS ORGANISATION AND MANAGEMENT**

**Course Objectives**:

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

**Course Outcome:**

On the successful completion of the course, students will be able to

|  |  |  |
| --- | --- | --- |
| **CO No.** | **COURSE OUTCOME STATEMENT** | **KNOWLEDGE LEVEL** |
| CO1 | Analyze various forms of an organization. | K1, K2 |
| CO2 | To understand the evolution of management functions. | K1, K2 |
| CO3 | Plan appropriate Strategies for an organization and display their managerial skills. | K3 |
| CO4 | Develop an organizational structure for an organization. | K3 |
| CO5 | To analyses the organizational performance and its applications. | K3 and K4 |

**19MSP02 - ORGANIZATIONAL BEHAVIOR**

**Course Objectives:**

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

**Course Outcome:**

**On the successful completion of the course, students will be able to**

|  |  |  |
| --- | --- | --- |
| **CO No.** | **COURSE OUTCOME STATEMENT** | **KNOWLEDGE LEVEL** |
| CO1 | To familiarize with the components of the behaviour within organisation | K1 |
| CO2 | Toanalyse the impact of individual behaviour on organization’s performance | K2 |
| CO3 | To analyse the impact of group behaviour on organization’s performance | K2 |
| CO4 | To discriminate leadership style based on situation and influences employee towards common goals and objectives | K2 and K3 |
| CO5 | A knowledge on the various organization’s aspects towards managing work and life | K2 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Program Code** | **MBA** | **Programme Title: Master of Business Administration** | | |
| **Course Code** | **19MSP03** | **Course Title** | **Batch** | **2019-2020 Onwards** |
| **MANAGERIAL ECONOMICS** | **Semester** | **I** |
| **Hrs / Week** | **4** |  | **Credits** | **4** |

**19MSP03- MANAGERIAL ECONOMICS**

**Course Objectives:**

1. To enable the students to learn the basics of managerial economics and the roles of managers in firms.
2. To emphasize on the production function and cost concepts.
3. To analyze the market structure and pricing decisions.
4. To understand the budgeting techniques and profit analysis.
5. To understand the concepts of national income and business cycle with economic indicators.

**Course Outcomes:**

**On the successful completion of the course, students will be able to**

|  |  |  |
| --- | --- | --- |
| **CO No.** | **COURSE OUTCOME STATEMENT** | **KNOWLEDGE LEVEL** |
| CO1 | Analyze fundamentals in economic aspects of demand and supply | K1 |
| CO2 | Estimate and analyze firm-level production and cost concepts | K1 and K2 |
| CO3 | Develop pricing strategies for output decision making | K2 and K3 |
| CO4 | Analyze business situations in terms of the economic implications and plan | K1, K2 and K3 |
| CO5 | To analyze the national income and business cycle | K3 |

**19MSP04 - ACCOUNTING FOR MANAGERS**

Course Objective

1. To introduce basic theory and concepts of Financial Accounting.
2. To understand the information, contain in the financial statement of the company and will be able to prepare the statement of accounts.
3. To understand the uses and limitation of Financial Statement Analysis.
4. To analyze the concept of Budgetary Control.
5. To apply the concept of Marginal Costing.

**Course Outcome:**

**On the successful completion of the course, students will be able to**

|  |  |  |
| --- | --- | --- |
| **CO No.** | **COURSE OUTCOME STATEMENT** | **KNOWLEDGE LEVEL** |
| CO1 | Recall financial statements according to the concepts and conventions together with generally accepted accounting principles. | K1 |
| CO2 | Understanding the management concepts and analysis of financial statements by using various tools. | K1 |
| CO3 | Clear understanding about the variables involved in Financial Statements. | K2 |
| CO4 | Prepare fixed and flexible, cash budget etc., and will be able to draw interpretation. | K2 and K3 |
| CO5 | Identify Cost Volume Profit relationship and solve CVP functions. | K3 |

**19MSP06- CORPORATE COMMUNICATION**

**Course Objectives:**

1. To enable the students to learn the basics of individual and an organizational communication.
2. To recognize the various non-verbal communication effectively.
3. To understand the importance of written business communication.
4. To understand the various interview techniques.
5. To manage different corporate presentation effectively.

**Course Outcome:**

**On the successful completion of the course, students will be able to**

|  |  |  |
| --- | --- | --- |
| **CO No.** | **COURSE OUTCOME STATEMENT** | **KNOWLEDGE LEVEL** |
| CO1 | Students can familiarize with various types of communication. | K1, K2 |
| CO2 | Adopt the themselves to various cross-cultural dimensions of communication. | K2, K3 |
| CO3 | Develop the written communication skills effectively. | K2, K3 |
| CO4 | Mastering the art of conducting and giving interviews. | K2 and K3 |
| CO5 | To master the technical and non-technical presentation. | K3, K4 |

**19MSP07 - COMPUTER APPLICATIONS IN MANAGEMENT**

**Course Objectives:**

1. To enable the students to enrich the knowledge in MS-Word.
2. To emphasize the various presentations using MS-PowerPoint.
3. To have an understanding in using MS-Excel for basic calculations and analysis.
4. To expose the students to use advanced application in MS-Excel.
5. To provide the basic knowledge in using the Accounting packages in an organization.

**Course Outcomes:**

**On the successful completion of the course, students will be able to**

|  |  |  |
| --- | --- | --- |
| **CO No.** | **COURSE OUTCOME STATEMENT** | **KNOWLEDGE LEVEL** |
| CO1 | Gain appreciated knowledge in MS-Word | K1 and K2 |
| CO2 | Exposure in application of various tools in PowerPoint | K1, K2 and K3 |
| CO3 | Using MS-Excel for basic Application | K2 and K3 |
| CO4 | Application of the usage of advanced analysis using Ms-Excel | K2 and K3 |
| CO5 | Creating a company and analyzing the financial statements using Tally Software | K4 |

**19MSP08 - OPERATIONS MANAGEMENT**

**Course Objectives**:

1. To make the students familiar with the historical development of Operations Management.

2. To enable the students to learn the basic concepts and principles of Operations Management

3. To make students learn the application of techniques in operations management.

4. To provide practical insight for operations management.

5. To make students understand the latest trends in operations management.

**Course Outcome:**

**On the successful completion of the course, students will be able to**

|  |  |  |
| --- | --- | --- |
| **CO No.** | **COURSE OUTCOME STATEMENT** | **KNOWLEDGE LEVEL** |
| CO1 | Understand the operations functions of a manufacturing and service industry. | K1 |
| CO2 | Understand the basic concepts of Operations Management and plan for the same. | K1 |
| CO3 | Apply the techniques managerial decision making process of operations function | K2 and K3 |
| CO4 | To comprehend the decision making process for operational excellence. | K2 |
| CO5 | Evaluate the modern trends in Operations management process. | K4 and K5 |

**19MSP09 - MARKETING MANAGEMENT**

**Course objectives**

1. To enable the students to understand the market and marketing concepts, functions and systems by emphasizing on strategies for Indian and global market.
2. To understand the dynamics of marketing in business.
3. To know about the Marketing Channel Systems.
4. To communicate unique marketing mixes and selling propositions for specific products
5. To understand latest trend in marketing.

**Course Outcome:**

**On the successful completion of the course, students will be able to**

|  |  |  |
| --- | --- | --- |
| **CO No.** | **COURSE OUTCOME STATEMENT** | **KNOWLEDGE LEVEL** |
| CO1 | Understand the marketing concepts and its evolution | K1 and K2 |
| CO2 | Analyze the market based on segmentation, targeting and positioning | K1, K2 |
| CO3 | Make decisions on promotion mix and distribution | K2, K3 |
| CO4 | Understand the importance of marketing communication and the methods available. | K1 and K2 |
| CO5 | To have basic knowledge in latest marketing trends. | K1and K3 |

**19MSP10 - FINANCIAL MANAGEMENT**

**Course objectives**

1. To understand basic financial system
2. To understand capital budgeting and risk
3. To understand the cost of capital for various financial resources
4. To understand capital structure theory and policy
5. To understand working capital management

**On the successful completion of the course, students will be able to**

|  |  |  |
| --- | --- | --- |
| **CO**  **No.** | **COURSE OUTCOME STATEMENT** | **KNOWLEDGE LEVEL** |
| CO1 | Describe the financial environment within which organizations must operate. | K1 |
| CO2 | Critically evaluate the financial objectives of various types of organizations and the respective requirements of stakeholders | K2 |
| CO3 | Explain alternative sources of finance and investment opportunities and their suitability in particular circumstances | K2 |
| CO4 | Assess the factors affecting investment decisions and opportunities presented to an organization | K2 and K3 |
| CO5 | Select and apply techniques in managing working capital | K3 |

**19MSP11 - HUMAN RESOURCES MANAGEMENT**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Program Code** | **MBA** | **Programme Title: Master of Business Administration** | | |
| **Course Code** | **19MSP11** | **Course Title** | **Batch** | **2019-2020 Onwards** |
| **HUMAN RESOURCES MANAGEMENT** | **Semester** | **II** |
| **Hrs / Week** | **4** |  | **Credits** | **4** |

**Course Objective:**

1. The objective of the course is to teach the basic principles, functions and policies of human resource management.
2. To Provide a framework for manpower planning, recruitment and selection process.
3. To provide course knowledge in training & development and helps the students to map their career.
4. To make an understanding on the basic compensation plans and practices followed in Indian organizations.
5. To explore the various aspects of industrial relations like collecting bargaining, trade union, workers participation in management.

**Course Outcome:**

**On the successful completion of the course, students will be able to**

|  |  |  |
| --- | --- | --- |
| **CONo.** | **COURSE OUTCOME STATEMENT** | **KNOWLEDGE LEVEL** |
| CO1 | An understanding on the principles and functions of HRM and the latest trends. | K1 |
| CO2 | An understanding on the process of manpower planning | K2 |
| CO3 | To analyze the process of training & development and career planning | K3 |
| CO4 | Exposer to compensation practices in Indian organizations | K2 and K3 |
| CO5 | An understanding on the industrial relations issues and its impact on the organization | K3 |

**19MSP13- BUSINESS RESEARCH METHODS**

**Course Objectives:**

1. To understand the scope and significance of research in business decisions.
2. To understand the components of research design, scaling techniques and measurement scales.
3. To study and understand the methods of data collection and sampling techniques along with data analysis.
4. To understand the parametric and nonparametric test, multivariate analysis for data analysis
5. To know the interpretation, report writing techniques and precautions for report writing

**Course Outcome:**

**On the successful completion of the course, students will be able to**

|  |  |  |
| --- | --- | --- |
| **CO**  **No.** | **COURSE OUTCOME STATEMENT** | **KNOWLEDGE LEVEL** |
| CO1 | The students understand the research methodology and its application in managerial decision making situations | K1 , K2 |
| CO2 | Identify the research problem and research design for their research work | K2, K1 |
| CO3 | Select the appropriate sampling frame work, data collection tools and data processing for their research topics | K2, K1 |
| CO4 | Analyse the data which was collected through primary or secondary sources for their Internship project research work. | K2 and K3 |
| CO5 | Do the interpretation, prepare different types of research report according to the need for their managerial decisions | K3 |