



STET SCHOOL OF MANAGEMENT (AUTONOMOUS)
Affiliated to Bharathidasan University
(Accredited by NAAC), (An ISO 9001:2015 Certified Institution)
(A UNIT OF SENGAMALA THAYAAR EDUCATIONAL TRUST)
SUNDARAKKOTTAI, MANNARGUDI, THIRUVARUR (DT)

M.B.A.,

COURSE STRUCTURE UNDER CBCS

(For the candidates admitted from the academic year 2021 – 2022 onwards)

Eligibility: Any undergraduates can enroll for MBA after completing the entrance Examination TANCET for Governments seats and CET for Management seats

Sem.	Nature of the Course	Course Code	Title of the Course	Ins. Hrs/Week	Credit	Exam Hrs	Marks		Total	
							Int.	Ext.		
I	Core Course (CC) – I	21PMBA101	Management Concepts and Organisational Behaviour	5	5	3	25	75	100	
	Core Course (CC) – II	21PMBA102	Managerial Communication	5	5	3	25	75	100	
	Core Course (CC) – III	21PMBA103	Mathematics and Statistics for Managers	5	5	3	25	75	100	
	Core Course (CC) – IV	21PMBA104	Managerial Economics	5	5	3	25	75	100	
	Core Course (CC) – V	21PMBA105	Computer Applications in Management	5	5	3	25	75	100	
	Core Course (CC) – VI	21PMBA106	Management Accounting	5	5	3	25	75	100	
				Comprehensive Viva Voce*		2				
			TOTAL	30	30				600	
II	Core Course (CC) – VII	21PMBA207	Operation Research	5	5	3	25	75	100	
	Core Course (CC) – VIII	21PMBA208	Production Management	5	5	3	25	75	100	
	Core Course (CC) – IX	21PMBA209	Marketing Management	5	5	3	25	75	100	
	Core Course (CC) – X	21PMBA210	Financial Management	5	5	3	25	75	100	
	Core Course (CC) – XI	21PMBA211	Human Resource Management	5	5	3	25	75	100	
	Core Course (CC) – XII	21PMBA212	Research Methods in Management	5	5	3	25	75	100	
				Mini Project*		2				
			TOTAL	30	30				600	
III	Core - XIII			5	5	3	25	75	100	
	Core - XIV			4	4	3	25	75	100	
	Core - XV			4	4	3	25	75	100	
	SB		Managerial Skills	2	2	3	25	75	100	
				Comprehensive Viva Voce*		2				
	Elective - I			5	4	3	25	75	100	
	Elective - II			5	4	3	25	75	100	
Elective - III			5	4	3	25	75	100		

		TOTAL	30	27			700	
IV	Core - XVI		5	5	3	25	75	100
	Core - XVII		5	5	3	25	75	100
	Core - XVIII		5	5	3	25	75	100
	Elective - IV		5	4	3	25	75	100
	Elective - V		5	4	3	25	75	100
	Elective - VI		5	4	3	25	75	100
		Comprehensive Viva Voce*			2			
Project Work	Dissertation (75+Viva Voce25).Actual Project during the vacation of III semester and viva Exam before the IV Semester Exam			6		25	75	100
	TOTAL		30	33				700
	GRAND TOTAL		120	120				2600

*Extra Credit

Subject	No. of Courses	Total Credits
Core course	18	82
Elective Course	6	24
Skill Based	1	02
Extra Disciplinary Course	-	-
Project	1	06
Total	26	120
Comprehensive Viva voce(Extra Credit)		6
Mini Project		2

Specialization Offered:

Semester–III

Elective – I Course A-I/Course B-I/Course C-I

Elective – II Course A-II/Course B-II/Course C-II

Elective – III Course A-III/Course B-III/Course C-III

Semester -IV

Elective – IV Course A-IV/Course B-IV/Course C-IV

Elective – V Course A-V/Course B-V/Course C-V

Elective – VI Course A-VI/Course B-VI/Course C-VI

COURSE OUTCOME:

The students will be able to

1. Explain the primary functions of management.
2. Describe current developments in management practices.
3. The students to describe how people behave under different conditions and understand why people behave as they do.
4. Understand the concept of human behaviour at workplace and gain the Knowledge for increasing self-effectiveness and tackling the behaviour of group, individual and organization
5. Enhance abilities and learn emerging ideas and practices in the field of management, understanding various concepts of the contemporary management practices.

TEXT BOOK(S)

1. S.N Chand,2009,Management concept,Theory and Practice,Atlantic publishers, New Delhi
2. Ricky W. Griffin ,2013,Organisational Behaviour,South Western College publishing,US
3. L.M Prasad ,Jan 2019,Organizational Behaviour,Sultan Chand & Sons,New Delhi
4. L.M Prasad,Jan 2019,Principles and practices of Management” - Sultan Chand & Sons, New Delhi
5. P.C.Tripathi, Jan 2019,Principles of Management-Tata Mcgraw Hill,Newyork

REFERENCE BOOK(S)

1. Anil Bhat Aryakumar,2016,Management Principles Processes and Practices,OxfordUniversity Press,England
2. Harold Koontz,HernzWelhrich,May 2012,Essentials of Management,TataMcGraw Hill ,New Delh
3. Luthans F.May 2010 OrganizationalBehaviour ,Tata McGraw Hill, Newyork
4. Ricky W. Griffin,2012,Management Principles and Applications, CengageLearning,UK
5. S. Stephen P. Robbins 2019 Organizational Behaviour-Prentice Hall of India Private Limited, New Delhi.

E-RESOURCES

1. https://content.kopykitab.com/ebooks/2013/08/1794/sample/sample_1794.pdf
2. https://ebooks.lpude.in/management/mba/term_1/dmgt402_management_practices_and_organizational_behaviour.pdf
3. <http://www.ddegjust.ac.in/studymaterial/mcom/mc-101.pdf>
4. http://www.crectirupati.com/sites/default/files/lecture_notes/mob-notes.pdf
5. <http://www.mim.ac.mw/books/management%20&%20organizational%20behaviour,%207th%20edition.pdf>



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MASTER OF BUSINESS ADMINISTRATION

Semester: I-CC –II: MANAGERIAL COMMUNICATION

Ins.Hrs./Week: 5

Course Credit: 5

Course Code:

OBJECTIVES:

- The course aims to develop all forms of communication skills of the students to enable them to conduct well in any business process without any communication barrier.
- To train students to enhance their skills in written as well as oral Communication through practical conduct of this course.
- This course will help students in understanding the principles & techniques of business communication.

UNIT- I Communication in Business

(18 Hours)

Communication – Meaning and Significance for Management – Types of Communication – Media – Barriers to Communication – Principles of Effective Communication.

UNIT- II Business Correspondence

(15 Hours)

Correspondence – Norms for Business Letters – responding to enquiries, complaints, resumes, applications, summarizing, strategies for writing. Features for publication (Newspapers, magazines, newsletters, notice-board)

UNITIII Non-Verbal Communication

(16 Hours)

Non-verbal communication – Personal Appearance Posture – Body Language – Use of Charts, Diagrams & Tables – Visual & Audio-Visual Aids for communication – Dyadic communication: Face to Face Communication – Telephonic Conversation. Interactive Communication and the role of communication in the job of managerial personnel at different organizational levels.

UNITIV Report Writing

(12 Hours)

Report Writing – Structure of Reports – Long & Short Reports – Formal & Informal Reports – Writing Research Reports, Technical Reports – Norms for including Exhibits & Appendices.

UNIT V Meeting

(14 Hours)

Conducting Meetings: Procedure – Preparing agenda, Minutes and Resolutions Conducting Seminars & Conferences: Procedure of Regulating Speech Evaluating Oral Presentation – Group Discussion : Drafting Speech – Negotiation Skills.

Total Lecture Hours: 75

COURSE OUTCOME:

The students will be able

1. Understand the importance of Communication.
2. Knowing the business correspondences.
3. Determine the appropriate communication channel for a specific type of message.
4. Produce different types of reports with appropriate format, organization and language.
5. Develop a presentation intended for a business meeting.

TEXT BOOK(S)

1. PC Bhatia, 2019, Business communication, Ane books Pvt Ltd., New Delhi
2. Mary Munter, 2010, Guide to Managerial Communication, Pearson India, Karnataka.
3. Meenakshi Raman, Prakashsingh, 2012, Business communication, Oxford university, New Delhi
4. Nirmalsingh, Deep, 2006, Business communication, principles and methods and Techniques, Deep and Deep publications Pvt Ltd, New Delhi
5. Rajendra pal & J.S. Korlahalli, 2012, Essential of business communication, Sultan Chand & Sons, New Delhi

REFERENCE BOOK(S)

1. Dr C. Chitra, 2019, Business Communication, Charulatha publication private limited, Chennai
2. Dona. J. Young, 2015, Foundations of Business communication, Tata McGraw Hill, New Delhi.
3. Hynes, 2010, Managerial Communication, Tata McGraw Hill, New Delhi.
4. Madhukantjha, 2010, Business communication, Gen next Publication, Mumbai.
5. Richard Denny, 2008, Communication to Win, KoganPage India Pvt. Ltd., New Delhi.

E-RESOURCES

1. <https://gtumbanotes.files.wordpress.com/2011/06/managerial-communication.pdf>
2. https://ebooks.lpude.in/management/mba/term_1/deng401_advanced_communication_skills.pdf
3. <http://www.bdu.ac.in/cde/docs/ebooks/mba/i/p16mba2%20-%20managerial%20communication.pdf>
4. <https://www.msuniv.ac.in/download/pdf/7641912c7573470>
5. <http://www.ddegjust.ac.in/studymaterial/mba/cp-105.pdf>



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MASTER OF BUSINESS ADMINISTRATION

Semester: I-CC-III: MATHEMATICS AND STATISTICS FOR MANAGERS

Ins.Hrs./Week: 5

Course Credit: 5

Course Code:

OBJECTIVES:

- To deal with the use of Mathematical and Statistical concepts in the resolution of managerial decision problems.
- To develop the students ability to deal with numerical and quantitative issues in business.
- To enable the use of statistical, graphical and algebraic techniques wherever relevant.

UNIT- I Introduction

(13 Hours)

Mathematical basis of managerial decisions: Functions – Applications of functions – maxima & Minima – Matrix Algebra – Arithmetical Operations – Properties, Solutions of equations by inverse method.

UNIT- II Statistical Theorems

(10 Hours)

Linear Programming – Formulation – Graphical methods – Introduction to Probability – Addition & Multiplication theorems – Bayes theorems and its applications.

UNIT- III Measures of Central Tendency

(16 Hours)

Descriptive Statistics – measures of central tendency – measures of dispersion; Skewness & Kurtosis. Definition of random variable – Binomial distribution, Poisson distribution, Normal distribution – Applications to Business situations.

UNIT IV- Sampling Methodology

(20 Hours)

Preliminary concept of sampling - Types of samples - Deliberate, Judgement sampling – Quota sampling - Cluster sampling - Probability sampling - Random sampling- Stratified sampling- Systematic sampling- Multistage sampling. Testing of Hypothesis and Theory of inference – Type I and II errors. Concept of sampling distribution – test of significance for means, proportions and S.Ds. Large samples: Analysis of Variance one way classification and two way classification.

UNIT V- Regression and Correlation Method

(16 Hours)

Theory of Correlation and Regression: Meaning of Correlation and regression – Principles of Least squares – Simple Linear Regression – Simple correlation – Co-efficient – Rank Correlation.

Total Lecture Hours: 75

COURSE OUTCOME:

The students will be able to

1. Know the basics of mathematical formulation
2. Know the Various theorems and applications
3. Understand the statistical techniques
4. Educate the students to know how to set the Hypothesis
5. Know the Analysis of variances between the two variables

TEXT BOOK(S)

1. K. Alagar, July 2017, Business statistics, Tata McgrawHill, New Delhi
2. BM. Aggarwal, Jan 2016, Business mathematics and statistics, Ane books PvtLtd., New Delhi
3. Gupta Scand V.K. Kapoor, 2020, Fundamentals of Mathematical Statistics, Sultan Chands & Sons, New Delhi.
4. M. Ragavachari, July 2017, Mathematics for Management, -Tata McgrawHill, New Delhi
5. TN Srivastava and Shailaja Rego, July 2017, Statistics for Management, Tata mcgrawHill., New Delhi

REFERENCE BOOK(S)

1. Aczel and Soundar Pandian, 2017, Complete Business statistics, 7th Edition, Tata McgrawHill, New Delhi
2. Bharat Jhunjhunwala, 2010, Business statistics, – Sultan Chands & Sons, New Delhi
3. David P. Doane and Lori E. Seward, 2015, Applied Statistics in Business and Economics – 5th Edition. Tata McgrawHill, New Delhi
4. Martin Anthony and Norman Biggs, 1996, Mathematics for Economics and finance – Low price Edition – Cambridge University press, US
5. Levine, Stephen, Krehbiel and Berenson, 2010, Statistics for Managers, 8th Edition — PHI learning private Ltd., New Delhi

E-RESOURCES

1. https://www.brainkart.com/article/Two-Dimensional-Random-Variables_6474/
2. https://www.brainkart.com/article/Exercise--Statistics-and-Probability_39447/
3. https://www.brainkart.com/article/Exercise-2-2--Principle-of-counting_40227/
4. <https://www.udemy.com/course/introduction-to-probability-and-statistics/>
5. https://www.academia.edu/32519181/introductory_mathematics_and_statistics_6_th_edition_solutions



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MASTER OF BUSINESS ADMINISTRATION

Semester: I-CC-IV : MANAGERIAL ECONOMICS

Ins.Hrs./Week: 5

Course Credit: 5

Course Code:

OBJECTIVES:

- The course is aimed at building a perspective necessary for the application of modern economic concepts, precept, tools and techniques in evaluating business decisions taken by a firm.
- To familiarize the students with the basic concept of micro and macro economics.
- To make student understand the demand and supply analysis in business applications

UNIT-I Fundamentals of Managerial Economics (20 Hours)

Introduction: Meaning and importance of Managerial Economics- Scope of Managerial Economics- Significance of the study of Managerial Economics- Macro Economics; Micro foundations, aggregation problem, macro economic problems. Micro foundations of Keynesian Models – Microeconomic foundations of consumption function, investment function and liquidity preferences. Macroeconomic Models for India.

UNIT II Demand and Supply Analysis (12 Hours)

Demand-law of demand-demand schedule-Elasticity of demand-factors of demand-demand forecasting and its types. Supply- law of supply-supply schedule-Elasticity of supply-factors of supply. The theory of Firm Behavior – Production function, isoquants, elasticity of substitution, returns to scale, profit maximization, output supply functions, profit function. Cost minimization.

UNIT- III Market Equilibrium (13 Hours)

Market Equilibrium – Short-run equilibrium, entry and exit, long-run equilibrium. Monopoly-basic model welfare and output, Price Discrimination, monopoly regulation. Oligopoly-basic elements of Game theory, Quantity or price leadership model; collusion. Market structures-Market Classification & Price Determination.

UNIT-IV Consumption and Utility Analysis (15 Hours)

Consumer's Equilibrium-Consumer Preferences – Consumer preference and utility function, utility maximization, indirect utility, compensated (Hicksian) and ordinary (Marshallian) demand functions . Consumer Demand – Normal versus inferior goods, consumers surplus Behaviour under Uncertainty – expected utility.

UNIT-V Indian Economic Development

(15 Hours)

Recent Scenario of Indian Economic Development – Understanding the Indian Economy – Growth of GDP and Per Capita Income – Planning for the economy; Monetary Policy – Inflation-Financial Sector Reforms – Role of Central Bank – Credit Policy – Industrial Policy – Industrial Controls and Licensing – Productivity and Growth – Industrial Credit – Industrial Sickness – Foreign Investment – Industrial Reforms -Impact of WTO.

Total Lecture Hours: 75

COURSE OUTCOME:

The students will be able to

1. Understanding the basic concepts of Economic terms
2. Apply marginal analysis to the “firm” under different market conditions.
3. Integrate the concept of price and output decisions of firms under various market structure.
4. Acquire the basis of Micro& Macro Economics
5. Analyze causes and consequences of unemployment, inflation and economic growth

TEXT BOOK(S)

1. MA. Beg and Manojkumar Dash,2010,Managerial Economics, Ane books PVT Ltd.,New Delhi
2. Chopra O.P,2019,Managerial Economics, KalyaniPublications,New Delhi
3. DN Dwivedi,2015,Managerial Economics,Vikas publishing house PVT Ltd.,Mumbai
4. S.Sankaran ,2013,Managerial Economics, MarghamPublications,Chennai
5. Dr. ShagaNaryanabharathi Arjun Kumar, Dr. Gaddam Jimmy Corton 2020 , ManagerialEconomics, NotionPress, Chennai.

REFERENCE BOOK(S)

1. Christopher R. Thomas and S. Charles Maurice,2010,Managerial Economics,TataMcgraw hill, New Delhi.
2. Geetika, Piyali Ghosh and Purba Roy Choudhury,2017,Managerial Economics,TataMcgraw hill, New Delhi
3. Luke M. Froeb and Brain T. Mccann ,2018,Managerial Economics, A problem solving approach, Cengage learning, New Delhi.
4. Mark Hirschey,2010,Managerial Economics, An Integrative Approach, Cengage Learning,Boston.
5. E NarayanaNadar and S. Vijayan,2013,Managerial Economics, PHI learning Private Ltd., NewDelhi
6. Yogesh Maheswari ,2012,Managerial Economics,PHI learning PVT Ltd., New Delhi

E-RESOURCES

1. <https://www.sxccal.edu/wp-content/uploads/2020/01/mba-managerialeconomics-1styear.pdf>
2. <https://mrcet.com/downloads/mba/managerial%20economics.pdf>
3. http://www.crectirupati.com/sites/default/files/lecture_notes/mefa%20%20new%20notes.pdf
4. https://ebooks.lpude.in/management/mba/term_1/deco405_managerial_economics_english.pdf
5. <https://aits-tpt.edu.in/wp-content/uploads/2018/08/introduction-to-managerial-economics.pdf>



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MASTER OF BUSINESS ADMINISTRATION

Semester: I-CC-V: COMPUTER APPLICATIONS IN MANAGEMENT

Ins.Hrs./Week: 5

Course Credit: 5

Course Code:

OBJECTIVES:

- To familiarize students with the concepts of computers.
- To provide hands on experience in employing MS - office for data presentation and Analysis.
- Operate a variety of advanced spreadsheet, operating system and word processing functions.

UNIT- I Fundamentals of Computer (17Hours)

Computer –An Introduction-Importance of Computers (Man Vs Machine) – Classification of Computers – Popularity of personal computers (IBM PC Vs Apple Mac Pc) – Computers in Business-Facilities available in Computerized system- Components of computer system- Hardware components of Micro Computer-Classification of Software –Generation of Computers- Computer Languages – Language Translators.

UNIT- II Ms Office (13 Hours)

PC – Software Packages –Introduction-Disk Operating System (DOS)- Windows- Word Processor- Starting word 2000-Editing documents in Word 2000-Formating documents-Clip Gallery-Page Setting –Application of a word Processor in Corporate Sector-Database Management Packages.

UNIT-III Spread Sheet (16 Hours)

Starting Access 2000- Working with tables- Working with forms – Working with Reports – Spreadsheet Packages- Starting Excel 2000- Working with documents-Data Entry and Editing-Types of Cell Entries-Commonly used Functions-Number Format- Charting with Excel –Printing a work book- Application of Spreadsheet in Corporate Sector.

UNIT- IV Presentation Graphics (14 Hours)

Creating a Presentation on PC- Creating a new presentation-PowerPoint Views-Creating a presentation using a Template-Creating a Blank Presentation-Displaying the Slides-Opening an Existing Presentation-Saving a presentation-Closing a Presentation.

UNIT- V Data Communication & Network (15Hours)

Components of Computer Network – Local Area Network (LAN)- Uses of a Network- Popular Types of LAN-Inter Networking-Public Networks-LAN in Business Environment- Management of Data Processing Systems in Business Organization.

Total Lecture Hours: 75

COURSE OUTCOME:

The Students will be able to

1. Understand the basic operations of computer applications
2. Knowing the documents Creation and formatting the text in Microsoft Word
3. Understanding the workbooks and format text in Microsoft Excel
4. Understand the various components of a computer system
5. Knowing about the Networks

TEXT BOOK(S)

1. P.Gupta ,2012,Computer Application In Management,CBS Publication, New Delhi
2. Kavindra Kumar Singh, Jan 2014,Computer Application In Management, Wiley India Publication, Noida
3. Sanjay Gupta ,Jan 2019,Computer Applications in Management, NeelkanthPublication, Jaipur, Rajasthan.
4. Usha Dahiya & Sapna Nagpal,2015,Computer Application in Management, Taxmann Publications Private Limited, New Delhi
5. Vivek Sharma, Jan 2020, Computer Applications, PRACHI India PVT ltd., New Delhi

REFERENCE BOOK(S)

1. R.Goel, D.N.Kakkar,2011,Computer Application in Management, New Age International Publication, Bengalure,Karnataka
2. Hem Chand Jain, H.N. Tiwari,2017Computer Applications in Business, Taxmann Publications Private Limited, New Delhi
3. Dr.G.Suseendran,Dr.D.Akila,Dr.D.Balaganesh,2019, Computer Applications in Business, Charulatha Publications Private Limited.,Chennai
4. Robert J Thierauf,1973,Data Processing for Business and Management, Johnwiley& Sons Publication,United States
5. Dr.Vivek anand Pandey and Dr.AhmadTasnimSiddiqui,2013,Computer Application in Management, Himalaya Publishing House ,Kolkata

E-RESOURCES

1. <http://www.ddegjust.ac.in/studymaterial/mba/cp-106.pdf>
2. <https://www.msuniv.ac.in/download/pdf/ba846f769ce44b2>
3. <http://www.eiilmuniversity.co.in/downloads/computer-application-management.pdf>
4. <https://drive.google.com/file/d/12y0hgkrygzlroctlfmvkbu2gi1esd3fh/view?showad=true>
5. [http://www.ggu.ac.in/download/class-note14/hsp%20tonde-computer applications in business09.04.14.pdf](http://www.ggu.ac.in/download/class-note14/hsp%20tonde-computer%20applications%20in%20business09.04.14.pdf)



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MASTER OF BUSINESS ADMINISTRATION

Semester: I-CC-VI: MANAGEMENT ACCOUNTING

Ins.Hrs./Week: 5

Course Credit: 5

Course Code:

OBJECTIVES

- To enhance the abilities of learners to develop the concept of Management accounting and its significance in the business
- To make the students to understand the basic knowledge of Final and cost accounting
- To enable students to acquire sound knowledge of Budget and Budgetary control

UNIT- I Fundamentals of Accounting (20 Hours)

Introduction to Management Accounting-Meaning, Features, Scope, Importance, Functions, Meaning of Book Keeping, Accounting and Accountancy, Distinction between book keeping and accounting, Accounting process, objectives of Accounting, limitations of Accounting.

Financial Accounting- Records and Systems; The journal and the Ledger account, debit and credit, adjusting and closing entries, ruling and balancing accounts-the trial balance.

UNIT-II Company Accounts (18 Hours)

Meaning of Company- Maintenance of Books of Account-Statutory Books, subsidiary books, Construction of Profit and Loss Account and Balance Sheet -Prior to incorporation- Final Accounts of joint stock companies as per companies act requirement.

UNIT- III Cost Accounting (12 Hours)

Cost concepts and accounts determination of costs, elements of Cost-cost classification - Preparation of cost sheet, tender. Cost terminology, cost centre, cost unit, profit centre., Marginal costing – Distinction between absorption costing and marginal costing-Cost volume profit (CVP) Analysis- Break Even Analysis- Margin of safety.

UNIT- IV Overheads (13 Hours)

Overheads-Under primary and Secondary-Allocation, Apportionment, Absorption, Control over Factory, administration, selling and distribution Overheads.-valuation of Inventories..

UNIT- V Budget & Budgetary Control (12 Hours)

Introduction to Budget and budgetary control - Objectives- Importance of budget preparation, Advantages and limitations- Production budget - Sales budget- Cash budget and Flexible budget. Master budget -Purchase budget.

Total Lecture Hours: 75

COURSE OUTCOME:

The students will be able to

1. Understand the basic concepts of Accounting and Accounting Principles
1. Know the preparation of Final Accounts and Cost sheet
2. Understanding Overheads and valuation of Inventories
3. Understanding various components for preparing budgets
4. Knowing the accounting structure within Company

TEXT BOOK(S)

1. Arulandam&Raman,2015,Corporate Accounting, Himalaya Publishing House PvtLtd.,Mumbai.
2. M.Y. Khan & P.K. Jain , 2017,Management Accounting Text, Problems and Cases7th Edition, TataMcgraw hill, New Delhi.
3. Paresh shaw,2015,Management Accounting, Oxford University Press,New York.
4. T.S.Reddy&Y.Hariprasad Reddy, January2012, Cost Accounting, MarghamPublications, Chennai.
5. T.S.Reddy&Dr.A. Murthy,2013,Corporate Accounting,MarghamPublications,Chennai.

REFERENCE BOOK(S)

1. A.Murthy and S. Gurusamy,2017,Management Accounting, Tata McgrawHill,NewDelhi.
2. Horngren, January 2013,Introduction to Management Accounting,Pearson Education India,Karnataka.
3. HUGH Coombs, David Hobbs and Ellis Jenkuis,2005, ManagementAccounting,Principles andApplications, SagePublications,New York.
4. Jawaharlal,2016,Advanced Management Accounting ,Sultan Chand & Co, NewDelhi.
5. Ronald W.Hicton, G. Ramesh and M, Jayadev,2015,Managerial Accounting, Tata McgrawHill, New Delhi.

E-RESOURCES

1. <http://arts.brainkart.com/article/accounting-process-overview-15/>
2. <http://arts.brainkart.com/article/preparation-of-final-accounts---introduction-25/>
3. <http://arts.brainkart.com/article/introduction-and-learning-objectives-of-marginal-costing--76/>
4. <http://arts.brainkart.com/article/introduction-and-learning-objectives-of-cost-volume-profit-analysis-94/>
5. <http://dl.icdst.org/pdfs/files1/fd4846052fb3b1dcc306f40b2f986829.pdf>



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MASTER OF BUSINESS ADMINISTRATION

Semester: II-CC-VII : OPERATION RESEARCH

Ins.Hrs./Week: 5

Course Credit: 5

Course Code:

OBJECTIVES

- To acquaint the student with the applications of Operations Research to business and industry and help them to grasp the significance of analytical techniques in decision making.
- To test the application of Operations Research to business related problems.
- To Design the formulation and applications that are used in solving business decision problems.

UNIT- I Introduction to Linear Programming (18 Hours)

Introduction to Operations Research, scope, phases- merits and limitations – concept of optimization, Theory of simplex methods to solve canonical and general LPP, Primal – dual problem and its properties, dual simplex method, sensitivity analysis. Concept of Goal Programming.

UNIT-II Linear Programming Extensions (14 Hours)

Transportation problem by Vogel's approximation method, MODI optimality test assignment problem, linear Programming complete enumeration method.

UNIT-III Net Work Analysis (14 Hours)

Network analysis – drawing of Arrow diagram – critical path method – calculation of critical path duration, total, free and independent floats, PERT problems.

UNIT-IV Integer Programming and Game Theory (16 Hours)

Decision under risk – expected money value criterion – decision trees – decision under uncertainty – minimax criterion; Theory of Games – pure and mixed Strategies, Principles of dominance, graphical methods, simplex methods.

UNIT- V Queuing Theory (13 Hours)

Queuing theory – M/M/1/FIFO/oc model; Markovian chain, Simulation: - Monte Carlo Method.

Total Lecture Hours: 75

COURSE OUTCOME:

The students will be able to

1. Identify and develop operational research from the verbal description of the real system
2. Understand the mathematical tools that are needed to solve optimization problems
3. Understand the Network techniques and production techniques
4. Knowing the best decision making process among various alternatives
5. Understanding how to minimize the waiting time by using various models

TEXT BOOK(S)

1. Fredrick S. Hiller and Gerald J. Lie Berman, Jan 2005, Operations Research concepts and cases, TATA Mcgraw Hill company, New Delhi.
2. S. Kalavathy, 2012 Operations Research, Vikas publishing house PVT Ltd., Mumbai .
3. R. Panneerselvam, 2004, For Unit II and III “Operations Research”, PHI learning, New Delhi.
4. G. Srinivasan, 2010, Operations Research principles and Applications, PHI learning, New Delhi.
5. Dr.P.R.Vittal ,2001, Introduction to Operation Research, Margham Publication, Chennai.

REFERENCE BOOK(S)

1. Kanti Swarup P. K. Gupta , Man Mohan, January 2010, Operations Research, Sultan Chand & Sons , New Delhi.
2. Kapoor V.K, 2018, Operations Research Quantitative Techniques for Management, Sultan Chand & Sons Publishing, New Delhi.
3. Michael W. Carter, July 2000, Operations Research A Practical Introduction, Camille C. Price Published CRC Press, UK.
4. C. Richard Cassady, Joel A. Nachlas, September 2019, Probability Models in Operations Research, Taylor & Francis Publications, UK.
5. Wayne.L. Winston, 1994, Operation Research, Duxbury Resource Centre Publication, USA.

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1. https://www.brainkart.com/article/Queuing-and-Simulation-Models_11186/
2. https://www.brainkart.com/article/Modeling-with-Linear-Programming_11190/
3. https://www.brainkart.com/article/Transportation-Model-and-its-Variants_11218/
4. https://www.brainkart.com/article/Network-Models_11224/
5. https://www.brainkart.com/article/Duality-and-Post-Optimal-Analysis_11212/
6. https://www.brainkart.com/article/Introduction_39035/



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For the candidates admitted in the academic Year 2021-2022
MASTER OF BUSINESS ADMINISTRATION

Semester: II-CC-VIII : PRODUCTION MANAGEMENT

Ins.Hrs./Week: 5

Course Credit: 5

Course Code:

OBJECTIVES

- To acquaint the students with decision making in Planning, Scheduling and control of Production functions in both manufacturing and services.
- To integration of numerous activities and processes to produce products and services in a highly competitive global environment.
- To considers the operations from a managerial perspective.

UNIT-I Introduction to Production Management (14 Hours)

Production function – an Introduction – Definitions and types of production systems. Strategic Management – corporate strategies, production strategies, World class manufacturing, demand forecasting for Operations.

UNIT- II Designing the Product (20 Hours)

Product Design – New product development, process planning and design, value analysis, capacity planning. Work study, method study and work measurement.

UNIT- III Location and Layout (15 Hours)

Plant location – factors influencing plant location, Plant layout- classification of layout with advantages, layout design procedures, Production planning and control –Master production Plan.

UNIT-IV Quality Control (14 Hours)

Quality control-Definition, need, Quality control techniques, control charts, acceptance sampling, six sigma, quality circles. TQM-scope, benefits.JIT.

UNIT- V Techniques of Quality Management (12 Hours)

Flexible Manufacturing Systems. Poka yoke-Characteristics, levels, classification, principles, device. Kaizen-Elements, classification, steps in implementing kaizen. Maintenance Management; Safety Management.

Total Lecture Hours: 75

COURSE OUTCOME:

The students will be able to

1. Understand the various Production function
2. Understanding the process of Product development and manufacturing
3. Know the layout of the various factors of Production
4. Understanding importance of Quality control
5. Understanding various Systems for manufacturing process

TEXT BOOK(S)

1. R. Panneerselvam, 2012 ,Production and Operations Management , PHI learning, New Delhi.
2. P.Saravanavel andS.Sumathi,2010,Production and Materials Management, MarghamPublications, Chennai.
3. K.C. Jain, Dr. P.L. Verma, Mr. PrabhatKartikey, 2019,Production Management ,JainBrothers Publication, New Delhi.
4. S N Chary, 2019, Production and Operations Management,Chary Publisher Private Ltd, Mumbai.
5. Jay Heizer , Barry Render ,Chuck Munson , AmitSachan, 2017,Operations management –Pearson Publisher,UK.

REFERENCE BOOK(S)

1. S.A. Chunawalla, 2017,Production & Operations Management, HimalayaPublishing House., Mumbai.
2. Everett.E. Adam, 1992 , Production and operations management , PHI learning, New Delhi.
3. R.B. Khanna, 2015, Production and operations management, PHI learning private ltd., New Delhi.
4. N.G. Nair, 2012, Production and operations management , Tata mcgraw hill Co,New Delhi.
5. S. Anil Kumar & N. Suresh, July 2018,Production and Operations Management,NewAge International publishers, Karnataka.

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1. https://www.researchgate.net/publication/329134483_product_development_and_management_strategies
2. <https://ddceutkal.ac.in/syllabus/mba-book/production-operation-management.pdf>
3. <http://arts.brainkart.com/article/introduction-to-operations-management-1089/>
4. https://drive.google.com/file/d/0b3t_sml1sozgufpyanbrwig4d1k/view
5. https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf



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MASTER OF BUSINESS ADMINISTRATION

Semester: II-CC-IX : MARKETING MANAGEMENT

Ins.Hrs./Week: 5

Course Credit: 5

Course Code:

OBJECTIVES

- To making students understand concepts, philosophies, processes and techniques of managing the marketing operations of a firm.
- To Understand various facets of Marketing management and to develop the ability to take decisions and plan, execute and control marketing strategies towards attainment of organization Goals
- To Developed understanding of various facts of Marketing management

UNIT I Introduction to Marketing

(18 Hours)

Marketing – Concept – Functions –Customer Value &Satisfaction-Marketing Environment -Market Segmentation and Consumer Behavior– Marketing Research and Market Information System.

UNIT II Marketing Mix Decisions

(16 Hours)

Product: Meaning – Product Planning – Policies – Positioning – New Product Development – Product Life Cycle – Branding, Packaging, Labeling. Price: Pricing Objectives – Factors, Methods and Procedure.

UNIT III Advertising &Promotion

(14 Hours)

Promotion : Promotion Mix – Advertisement –kinds of advertisement- Message – Copy – Advertisement Budgeting – Measuring Advertisement Effectiveness – Media Strategy – Sales Promotion –Online Marketing

UNIT IV Distribution Strategy

(15 Hours)

Physical Distribution: Distribution Mix – Managing Channel – Intermediaries – Transport and Warehousing – Distribution Strategies – Distribution Cost Analysis.

UNIT V Marketing Strategy

(12 Hours)

Marketing Strategies – Tools for Competitive Differentiation of Product – Strategies for Competitors – Leaders, challenges, follower & niches – Marketing of Services – Consumerism and Consumer Protections, Retail Marketing & Virtual Marketing.

Total Lecture Hours: 75

COURSE OUTCOME:

The students will be able to

1. Understand fundamental marketing concepts, theories and principles in areas of Marketing policy of market and consumer behavior
2. Understanding the basic concepts of Product development and Pricing
3. Promotion Strategies and Promotion mix
4. Understanding the channels of distribution management
5. Knowing about the Marketing strategies adopted in the current Scenario

TEXT BOOK(S)

1. Ferrell & Hartline, 2014, Strategic marketing, Cengage learning, Chennai.
2. M. Govindarajan, 2020, Marketing management PHI learning India PVT Ltd., New Delhi.
3. Gupta Prachi, Aggarwal Ashita, Majra Hufrih, Jacob Isaac, July 2017, Marketing Management: Indian Cases, Pearson education India, Karnataka.
4. R.S.N. Pillai & Bagavathi, 2010, Modern Marketing Principles and Practices, Sultan & Chand, New Delhi.
5. Philip Kotler, Kevin Lane Keller, 2018, Marketing Management, 15th Edition, Pearson education India, Karnataka.

REFERENCE BOOK(S)

1. Aakar D A, January 2012, Strategic Market Management, John Wiley, US.
2. David Cravens, Nigel Piercy, July 2017, Strategic Marketing, Tata McGraw Hill Education, New Delhi.
3. Joel R Evans & Barry Berman, 2017, Marketing Management, Cengage Learning, Chennai.
4. UCP Mathur, 2015, Strategic Marketing Management text and Cases, Macmillan India Ltd., Chennai.
5. VS Ramasamy and S. Namakumari, 2018, Marketing Management, Macmillan Publisher India Ltd., Chennai.
6. Dr. R.B. Rudani, 2010, Basic of Marketing Management Theory and Practice, S. Chand & Company Ltd., Chennai

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1. <http://www.sasurieengg.com/e-course-material/mba/i-year-sem-2/ba7203%20marketing%20management.pdf>
2. https://drive.google.com/file/d/1sggxd3ktcu1zjxwvmy0w79yr0mq_uulg/view
3. https://drive.google.com/file/d/1_lehg60oyyhchdzjxxf0xnhcja6pkzbp/view
4. https://www.brainkart.com/article/marketing-strategy_7199/
5. https://www.brainkart.com/article/marketing-information-system_7222/

COURSE OUTCOME

The students will be able to

1. Understanding of the essential elements of financial management
2. Understand the various methods using for computation Cost of Capital
3. Understand about the various Investment decisions
4. Know about the Capital structure theory
5. Understanding various financial models and Dividend policies.

TEXT BOOK(S)

1. I.M.Pandey,2016, Financial Management, Vikas Publishing House PVT Ltd.,Chennai.
2. Prasanna Chandra, 2017, Financial Management Theory and practice, TataMcgraw Hillco, Chennai.
3. Rajiv Srivstava& Anil Misra,2011, Financial Management, Oxford University Press,Chennai.
4. Prwwtisingh,2011, Financial Management, Ane Books Pvt.,Ltd., Chennai.
5. D. Chandra Bose,2013,Financial Management, PHI learning India PVT Ltd., New Delhi.

REFERENCE BOOK(S)

1. V.K.Bhalla,2014,Financial Management, Sultan Chand&CoLtd., New Delhi.
2. M Y Khan and PK. Jain,2018,Financial Management Text, problem and cases, TataMcgraw Hill Co., New Delhi.
3. P. Periasamy,2012,Financial Management, Tata McGraw Hill Co.,New Delhi.
4. Dr.S.N.Maheswari,2019,Financial Management Principles & Management, SultanChand&Sons, New Delhi.
5. Dr.F.C.Sharma,Dr. R.U.SinghRachitMittal,2019,Financial Management, SBPDPublication, UP

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1. https://www.brainkart.com/subject/Financial-Management_114/
2. <https://icmai.in/upload/Students/Syllabus-2008/StudyMaterialFinal/P-12.pdf>
3. https://www.brainkart.com/article/Financing-and-Dividend-Decision_7168/
4. https://www.brainkart.com/article/Working-Capital-Management_7179/
5. https://www.researchgate.net/publication/341055846_General_concepts_of_Financial_Management



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MASTER OF BUSINESS ADMINISTRATION

Semester: II-CC-XI : HUMAN RESOURCE MANAGEMENT

Ins.Hrs./Week: 5

Course Credit: 5

Course Code:

OBJECTIVES

- To Develop the understanding of the concept of Human Resource Management
- To develop necessary skill set for application of various HR issues
- To analysis the strategies issues and strategies required to select and develop manpower resources.

UNIT- I Perspectives in Human Resource Management (20 Hours)

Introduction to HRM-Evolution of Human Resource Management – The Importance of the Human Factor – Objectives of Human Resource Management – Role of Human Resource Manager – Human Resource Policies – Understanding business process in the context of Human Resource Management – Computer Applications in Human Resource Management.

UNIT –II The Concept of Best-Fit Employee (15 Hours)

Importance of Human Resource Planning – Forecasting Human Resource requirements – Internal and External sources. Selection Process – Screening – Tests – Validation – Interview – Medical Examination – Recruitment. Induction – Importance – Practices Socialization benefits.

UNIT- III Training and Executive Development (12 Hours)

Types of training methods – Purpose – Benefits – Resistance. Career planning and development – Stages in career planning.

UNIT- IV Sustaining Employee Interest (13 Hours)

Compensation Plans – Rewards – Motivation – Theories of motivation – Career Management – Developing Mentor – Portage Relationships.

UNIT –V Performance Evaluation and Control Process (15 Hours)

Methods of Performance Evaluation – Feedback – Industry practices, Promotion, Demotion, Transfer and Separation – Implications of job change. The control process – Importance – Methods – Requirements of Effective Control System. Grievances – causes– Implications – Redressed Methods –Gender Sensitivity.

Total Lecture Hours: 75

COURSE OUTCOME

The students will be able to

1. Facilitate the development of better understanding of human resources issues as they relate to other managerial functions
2. Understand the best fit of the employee
3. Get exposure regarding the various training and development
4. Understand the motivational factors towards the employee
5. Understand the various factors to be considered for Performance evaluation

TEXT BOOK(S)

1. K. Aswathappa, July 2017, Human Resource Management, TataMcgraw Hill Co. New Delhi.
2. T.N. Chhabra, January 2016, Human Resource Management Concepts And Issues, DhanpatRai&Co Publication, New Delhi.
3. ChitraAtmavam Naik, 2016, Human Resource Management , ANE books PVT Ltd., Chennai.
4. P. Jothi and D.N. Venkatesh , September 2012, Human Resource Management, Oxford University Press, Chennai.
5. MIRZA S Saiyadai, September 2008, Human Resource Management, Tata Mcgraw Hill Co, New Delhi.

REFERENCE BOOK(S)

1. Biswajeet Pattanayak, July 2018, Human Resource Management, PHI learning India PVT Ltd., New Delhi.
2. Gary Dessler & Biju Varrkey, November 2020, Human Resource Management, Pearson Education India, Karnataka.
3. C.B. Gupta, January 2012, Modern Human Resource Management, Sultan Chand & sons, New Delhi.
4. B.B. Mahapatro, January 2010, Human Resource Management, New Age International Publishers, New Delhi
5. SK. Sharma , April 2009, Human Resource Management, Global India Publications PVT Ltd., New Delhi.

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1. <https://www.brainkart.com/article/what-is-human-resource-management-7230/>
2. <https://www.brainkart.com/article/types-of-training-methods-7248/>
3. <https://www.brainkart.com/article/compensation-plan-7256/>
4. <https://brauss.in/hrm-basic-notes.pdf>
5. http://www.sasurieengg.com/e-course-material/mba/i-year-sem-2/ba7204%20human_resource_management.pdf



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MASTER OF BUSINESS ADMINISTRATION

Semester: II-CC-XII-RESEARCH METHODS IN MANAGEMENT

Ins.Hrs./Week: 5

Course Credit: 5

Course Code:

OBJECTIVES

- To the course aims at equipping students with an understanding of the research process, tools and techniques in order to facilitate managerial decision-making.
- To design and produce, evaluate a research proposal & understand the quality of research studies.
- To understand the applications of business research tools in decision making.

UNIT I Introduction to Research (18 Hours)

Research – Importance and its types – research approaches – process – problem formulation – Development of Hypothesis, Hypothesis Testing with quantitative data – Research design – determining the sample design – collecting data – analysis of data – identifying research problem.

UNIT II Measurement and its Techniques (14 Hours)

Measurement in research and its problems – meaning of scaling – tests of sound measurement – types of scaling- Techniques of measurement – Attitude scales – summated rating scale – Equal appearing Interview scale – cumulative scale – Rating scale – Scale constructing Techniques.

UNIT III Data Collection and Hypothesis (16 Hours)

Classification of data – sources of data – collection of primary and secondary data – Questionnaire method – Guidelines for Questionnaire design – Interview technique – Observation techniques – Processing of data – Editing – Coding – Tabulation – Interpretation of data – Formulation of hypothesis – Test of hypothesis.

UNIT IV Statistical Techniques (15 Hours)

Statistical tools: Parametric: "t" Test- "F" Test- "Z" Test, Chi-Square test, Analysis of Variance. Non Parametric: Sign Test, U Test, H Test, Run Sum test.

UNIT V Interpretation and Report Writing (12 Hours)

Interpretation – Techniques of Interpretation – data entry and inferences - Preparation of master chart - Significance of Report Writing- Different steps in writing report – layout of research report – types – oral presentation – mechanics of writing a research report – precautions for writing research reports – Role of computers in Research.

Total Lecture Hours: 75

COURSE OUTCOME:

The students will be able to

1. Understand the key research concepts and issues.
2. Know the use of Research design techniques for exploratory, conclusive and causal research.
3. The concepts and procedures of sampling, data collection, analysis and reporting.
4. Statistical techniques for analysis of research data.
5. Understanding the how to write the research reports.

TEXT BOOK(S)

1. Alan Bryman and Emmabell, 2015, Business Research methods, Oxford University press, Chennai.
2. C.R..Kothari, Gaurav Garg, September 2019, Research Methodology :Methods And Techniques, New Age International Publishers, Chennai.
3. SR.Kothari, January 2012, Research Methodology Methods and Techniques, Pragun Publication, New Delhi.
4. Dr. Nirzar Kulkarni Dr. Rajesh Timane, January 2016, Research Methodology and Quantitative Techniques, Thakur Publication Nagpur University, Nagpur.
5. R. Panneerselvam, 2014, Research Methodology , PHI learning India PVT Ltd., New Delhi.

REFERENCE BOOK(S)

1. Donald H. Mcburney and Theresa , 2018, Research methods, Cengage learning, UK.
2. Mathukutty M Monippally, Badrinarayan Shankar Pawar, 2008, Academic Writing: A Guide for Management Students and Researchers, Sage Publications Pvt. Ltd, New York.
3. Ranjit Kumar, 2010, Research Methodology: A Step-By-Step Guide for Beginners, Sage Publications, New York.
4. Rashmi Agrawal, 2013, Research Methods Concepts, Process and Practice, Shipra Prakashan Publication, New Delhi.
5. Santosh Gupta, 2018, Research Methodology And Statistical Techniques, Deep & Deep Publications, New Delhi.

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1. <http://arts.brainkart.com/subject/research-methodology-4/>
2. http://www2.ift.ulaval.ca/~chaib/IFT-6001/articles/RMethodology_Marzuki_1.pdf
3. <http://bbamantra.com/research-methodology/>
4. <http://arts.brainkart.com/article/introduction-of-data-collection---sources-of-data-570/>
5. <https://www.brainkart.com/menu/mba/>