FATIMA COLLEGE

(AUTONOMOUS)

Re-Accredited with "A" Grade by NAAC (3rd Cycle)

74th Rank in India Ranking 2019 (NIRF) by MHRD

Affiliated to Madurai Kamaraj University, Madurai

MARY LAND, MADURAI – 625 018, TAMIL NADU, INDIA

Ph: 0452-2668016, 2669015, Fax: 91-452-2668437

E-Mail: mba@fatimacollegemdu.org

mca@fatimacollegemdu.org

Website: www. fatimacollegemdu. org

Name and address of the Trust/Society/company and the Trustees

Name of the Parent Organization(Trust/ Society/ Company
St.Joseph'S Society Of Madurai.
Type of the Organization (Trust/ Society/ Company
Society
Registered With
Registrar Stock Of Companies
Registration Date
05/07/1946
Registration Number
S.NO.5 OF 1946
Organization Address
Assumption House,73, Bye Pass Road,Ellis Nagar Post Madurai
State/UT
Tamil Nadu
District
Madurai
Town / City / Village
Madurai
PIN
625010
Land Phone STD Code
91452
Land Phone Number
2780851
PAN
AAFTS5007E
Organization Website
www.fatimacollegemdu.org

Principal – Personal Details

First Name:	**Sr. Celine Sahaya Mary**		
Designation:	Principal	**Address:**	**Fatima College (Autonomous)**
District:	Madurai	**State/ UT:**	**Tamil Nadu**
Postal Code:	625018	**Town/ City/ Village:**	**Vilangudi**
Land Phone Number:	2668016	**STD Code:**	**91452**
Alternate Mobile Number:	9843999777	**Mobile Number:**	**9791278009**
Alternate Email Address:	mba@fatimacollegemdu.org	Email Address:	**info@fatimacollegemdu.org**

PRINCIPAL / DIRECTOR			
PERSONAL DETAILS			
Surname/Family name	Dr	**First Name**	Raju
Father's Name	S.Seenimuthiah	**Mother's Name**	S.Arumaiammal
Date of Birth	05/14/1969	**Mobile Number**	9843999777
STD code	91452	**Land Phone Number**	2668366
Email	drsrajuasir@gmail.com	**PAN**	ADYPR2563C

PRINCIPAL / DIRECTOR			
PERSONAL DETAILS			
Surname/Family name	Dr	**First Name**	Jeya Mala
Date of Birth	03/07/1974	**Mobile Number**	9994836867
Email	djeyamala@gmail.com	**PAN**	AGMPD7880M

Name of the affiliating University - Madurai Kamaraj University, Madurai

GOVERNING BODY

1.	Rev. Sr. Cecily Savariyar Provincial, St. Joseph Province, SJL	:	Chairperson
2.	Dr. Sr. M. Francisca Flora Secretary	:	Vice-Chairperson
3.	Rev. Dr. Sr. G. Celine Sahaya Mary Principal	:	Ex-Officio Member
4.	Rev. Dr. Sr. K. Fatima Mary Education Link Person, St. Joseph Province, SJL	:	Member
5.	Dr. Sr. Bindu Antony Vice-Principal – I (Shift-I)	:	Member
6.	Dr. Sr. J. Arul Mary Vice-Principal – I (Shift-II)	:	Member
7.	Dr. S. Vidya IQAC Co-ordinator	:	Member

8.	Dr. S. J. Kala Dean of Arts	:	Member
9.	Dr. N. Malathi Dean of Science	:	Member
10.	Ms. A. Mable Jasmine Shobha Dean of Self-Financing Courses	:	Member
11.	Rev. Dr. M. Arockiasamy Xavier (SJ) Principal, St. Joseph's College, Trichy.	:	Educationist
12.	Mr. B. T. Bangera Managing Director, Hi-Tech Arai Ltd., Madurai – 625 014.	:	Industrialist
13.	Dr. Paula Banerjee Vice-Chancellor, The Sanskrit College and University, Bankim Chatterjee Street,Kolkata – 700 073.	:	Member
14.	Dr.Pon Muthuramalingam, JDCE, Madurai Region, Madurai.	:	Government Nominee
15.	Dr. H. Shakila Professor & Member Syndicate, School of Biotechnology, Madurai Kamaraj University, Madurai – 625 021.	:	University Nominee
16.	Ms. S. ArulmozhiPackiaseeli Associate Professor, The Research Centre of Physics	:	Senior Staff
17.	Dr. A. Roselin Mary Head &Associate Professor, The Research Centre of English	:	Senior Staff
18.	Dr. Sr. BijiCyriac Superior, Fatima College Convent	:	Special Invitee
19.	Dr.Vasantha Esther Rani Dean of Research (Shift – I)	:	Special Invitee

21.	Dr.Sr. A. Jospin Nirmala Mary, Controller of Examinations	:	Special Invitee
20.	Ms. NigilaRagavan Controller of Examinations	:	Special Invitee
22.	Dr. S. Raju Director of MBA	:	Special Invitee

ACADEMIC COUNCIL

1.	Dr. Sr. G. Celine Sahaya Mary Principal	:	Chairperson
2.	Dr. Sr. M. Francisca Flora Secretary	:	Member
3.	Dr. Sr. Bindu Antony Vice-Principal – I (Shift-I)	:	Member
4.	Dr. G. Uma Vice-Principal – II (Shift-I)	:	Member
5.	Dr. Sr. J. Arul Mary Vice-Principal – I (Shift-II)	:	Member
6.	Dr. M. Arasammal Vice-Principal – II (Shift-II)	:	Member
7.	Dr. S. Vidya IQAC Co-ordinator	:	Member
8.	Dr. S. J. Kala Dean of Arts	:	Secretary
9.	Dr. N. Malathi Dean of Science	:	Secretary
10.	Ms. A. Mable Jasmine Shobha Dean of Self-Financing Courses	:	Secretary

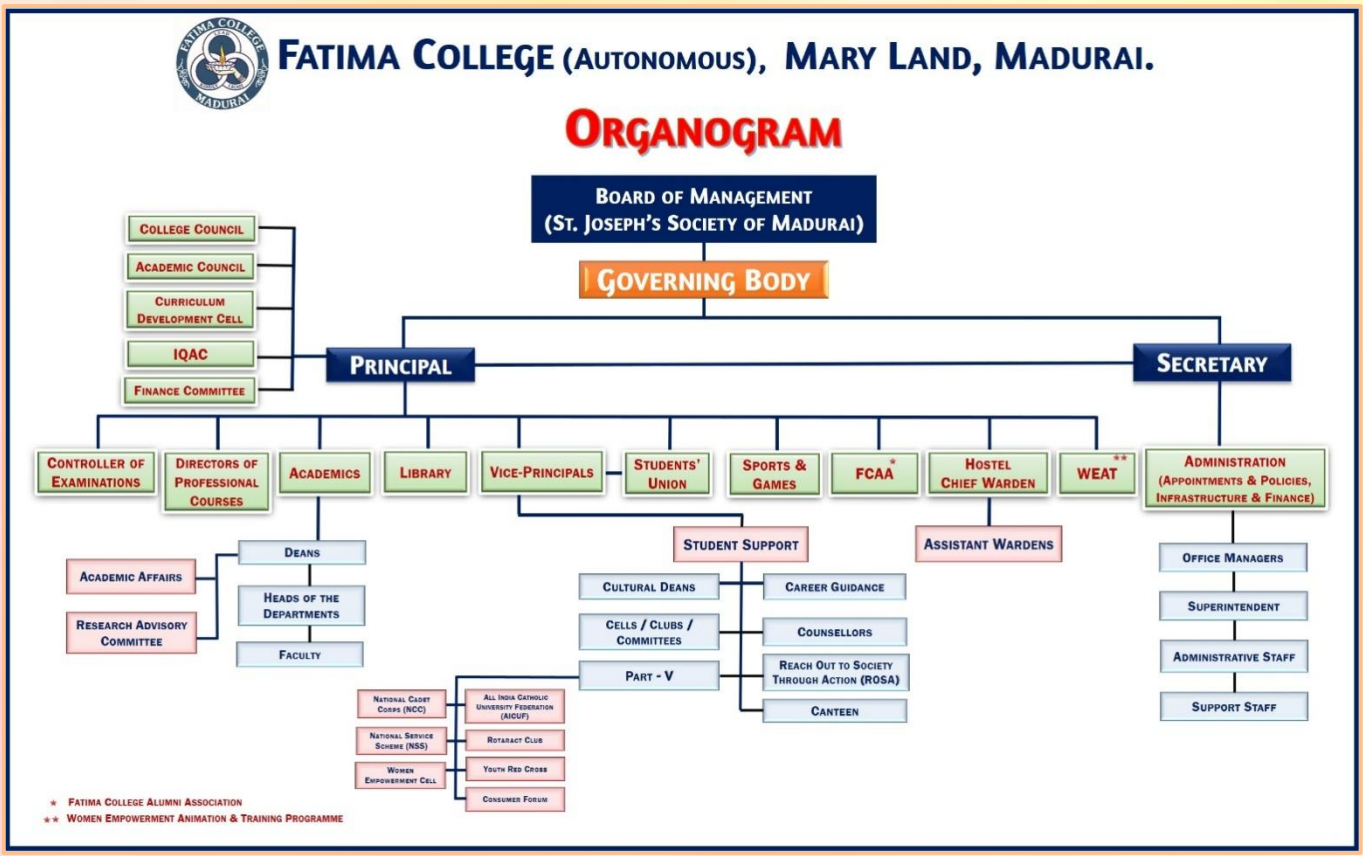
11.	Dr.Vasantha Esther Rani Dean of Research (Shift – I)	:	Member
12.	Dr. S. L. Kumari Dean of Research (Shift – II)	:	Member
14.	Dr.Sr. A. Jospin Nirmala Mary, Controller of Examinations	:	Member
13.	Ms. NigilaRagavan Controller of Examinations	:	Member
15.	Dr. M. Ramakrishnan, Member Syndicate, Professor, Department of Computer Application, School of Information Technology, Madurai Kamaraj University, Madurai – 625 021.	:	University Nominee
16.	Dr. S. Pari Parameswaran, Member Syndicate,Asst. Prof., Dept. of Youth Welfare Studies, School of Youth Empowerment, Madurai Kamaraj University, Madurai – 625 021.	:	University Nominee
17.	Dr. S. Theenathayalan, Member Syndicate, Asso. Prof.& Head, Dept. of Economics & Centre for Research in Economics,The Madura College (Autonomous),Madurai – 625 011.	:	University Nominee
18.	Mr. Raja Rajeswaran, Auditor, NFN Labs, Ground floor, Kasthuri Apartment, JP Avenue, Chennai.	:	Industrial Expert
19.	Mr. A. Velmurugaraj, Head Personnel, TVS Srichakra Tyres Ltd., Perumalpatti Road, Vellaripaati, Melur TK, Madurai – 625 122.	:	External Member

20.	Padmasri. Dr. R. Vasudevan, Dean ECA & Prof., Department of Chemistry, Thiagarajar College of Engineering, Madurai – 625 015.	:	External Member
21.	Sr. A. Amala Advocate, Madras High Court, Madurai Bench, Madurai	:	External Member
22.	Heads of Departments	:	Members
23.	Ms. C. Sujatha Librarian	:	Member

BOARD OF STUDIES

1.	Director and Head of the Department.
2.	Entire faculty of the Department.
3.	Two External Experts in the subject from other than the parent University nominated by the Academic Council.
4.	One University Nominee.
5.	One Representative from Industry / Corporate Sector / Allied Area Relating to Placement / Alumnae.

ORGRANOGRAM



ANTI –RAGGING COMMITTEE

1.	Dr. Sr. G. Celine Sahaya Mary Principal	:	Chairperson
2.	Dr. Sr. J. Arul Mary Vice-Principal – I (Shift-II)	:	Member
3.	Dr. R. VelankanniMatharasi Directress of Physical Education	:	Coordinator

4.	Ms. K. Deepthika, III B.A. Tamil President, Student's Union (Shift – I)	:	Students' Representative
5.	Ms. N. Afzal Sara, III B.Sc. Statistics. President, Student's Union (Shift – II)	:	Students' Representative

STUDENTS' GRIEVANCE REDRESSAL COMMITTEE

1.	Dr. Sr. G. Celine Sahaya Mary	:	Principal, Chairperson
2.	Dr. Sr. J. Arul Mary	:	Vice-Principal I (Shift II)
3.	Dr. M. Arasammal	:	Vice-Principal II (Shift II)
4.	Dr. Sr. A. Jospin Nirmala Mary	:	Controller of Examinations
5.	Dr. P. Shyamala	:	Member
6.	Mrs. Mary Helan Felista	:	Member
7.	Sr. S. Stella Arul Mary	:	Office Manager (Shift II)

A. Suggestion box for teaching ,non teaching and students are maintained scretely. Anomity can be maintained.

INTERNAL QUALITY ASSURANCE CELL

Chairperson	:	**Dr. Sr. G. Celine Sahaya Mary, Principal**
Coordinator	:	**Dr. S. Vidya** **Associate Prof. in Computer Science**
Asst. Coordinators	:	**Dr. S. Saira Banu** **Associate Prof. in The Research Center of English**
	:	**Dr. Mary Magdalene Abraham** **Associate Prof. in The Research Center of English**
External Academic Expert	:	**Prof. M. Selvam** **Syndicate Member, Alagappa University &** **Senior Adviser, IQAC, Bharathidasan University.**
Industry Expert	:	**Mr. J. Sivakumar** **General Manager – HR & IR, ATG Tires Pvt. Ltd.** **Plot No. A2, SIPCOT Indl. Growth Centre,** **SEZ, Gangaikondan, Tirunelveli.**
Alumna	:	**Ms. Jayantha Anand** **Director Finance, Jeya Engineering** **& Infrastructure Pvt. Ltd., Tuticorin.**
Members	:	**Dr. S. Arul MichealSelvi** **Associate Prof. in The Research Center of Tamil**
	:	**Dr. D. Jeyamala** **Director, Dept. of Computer Applications (MCA)**
	:	**Dr. L. Meena** **Assistant Prof., Dept. of Management Studies (MBA)**
	:	**Dr. C. Sujatha** **Librarian**
	:	**Mr. H. Vincent** **Placement Officer**
	:	**Ms. P. Sumedha** **Head &Assistant Prof., Dept. of English (SF)**
Student Members	:	**Ms. K. Deepthika – III B.A. Tamil** **President – Students' Union (Shift I)**
	:	**Ms. N. Afzal Sara – III B.Sc. Statistics** **President – Students' Union (Shift II)**

CELL FOR PREVENTION OF SEXUAL HARASSMENT

1.	Dr. Sr. G. Celine Sahaya Mary Principal	:	Chairperson
2.	Dr. Sr. Bindu Antony Vice-Principal – I (Shift – I)	:	Member
3.	Dr. Sr. J. Arul Mary Vice-Principal – I (Shift – II)	:	Member
4.	Ms. K. Radhamagesh Sub. Inspector of Police, Central Crime Branch, Madurai	:	External Member
5.	Sr. A. Amala Advocate, Madras High Court, Madurai Bench	:	External Member
6.	Dr. Vasantha Esther Rani Associate Prof. & Head of Home Science	:	Senior Staff
7.	Ms. A.R. Jacintha	:	Senior Non-teaching Staff

* From 2018 – 2019 in the website → feedback → public, stakeholders (online)
* ICC → 2 years(19 – 20, 20 – 21)
* Equal opportunity cell
* IQAC (2004) (Weblink)

PROGRAMMES

* Name of programmes approved by AICTE - MBA & MCA

PROGRAMMES & COURSES

PROGRAMS

Programme	New / Existing Programme
MCA	Existing Programme
MAMAGEMENT	Existing Programme

COURSE DETAILS

Programme	MANAGEMENT										
Sr. No.	Course Name	Level	FT/PT	Affiliating body/ University	Intake approved 2018-19	Intake Approved 2019-20	Applied For	Applied intake 2020-21	NRI Approval Status	PIO/OCI/ FN Approval Status	Status of NBA accreditation
1	MASTERS IN BUSINESS ADMINISTRATION	PG	FT	Madurai Kamaraj University, Madurai	60	60	EoA & Increase in intake	90	Not interested	Not interested	NOT APPLICABLE

Programme	MCA										
Sr. No.	Course Name	Level	FT/PT	Affiliating body/ University	Intake approved 2018-19	Intake Approved 2019-20	Applied For	Applied intake 2020-21	NRI Approval Status	PIO/OCI/ FN Approval Status	Status of NBA accreditation
1	MASTERS IN COMPUTER APPLICATIONS	PG	FT	Madurai Kamaraj University, Madurai	60	60	EoA Only	60	Not interested	Not interested	NOT APPLICABLE

- Campus Placement in Last Three Years with minimum salary, maximum salary and average salary

Department of Management Studies

2018 -2019		
S.No	Companies	No. of Students Selected
1.	Grace – Global Resource Academy of Communication English	9
2.	Infacte	3
3.	Noble Institute of Communicate English	1
4.	ISE safety Enterprise	5
5.	Dhan Foundation	5
6.	Power Technology	5
	Total	**28**
➢ Maximum Salary – 15K per Month ➢ Minimum Salary – 10K per Month		

2019 -2020		
S.No	Companies	No. of Students Selected
1.	Noble Institute of Communicate English	1
2.	Make My Trip	2
3.	Times	2
4.	Fortune Pandiyan Hotel	2
5.	FCM Travels	2
6.	Penguin Apparels	8
	Total	**17**
➢ Maximum Salary – 25K per Month ➢ Minimum Salary – 10K per Month		

FATIMA COLLEGE (AUTONOMOUS), MADURAI

PG DEPARTMENT OF COMPUTER APPLICATIONS

PLACEMENT DETAILS

1.	Is the course eligible for placement	-	Yes
2.	Number of companies visited	-	4
3.	Number of students passed	-	33
4.	Number of Dropout students	-	2
5.	Number of Eligible students	-	31
6.	Number of students placed in IT	-	4
7.	Number of students placed in Non IT	-	18
8.	Total Students placed in (IT and Non IT)	-	22
9.	Lowest Package(In Lakhs)	-	96,000 per annum
10.	Highest Package(In Lakhs)	-	1,62,000 per annum

IT:

S.No	Reg. No.	Name	Company Name
1.	2018MCA02L	Abinaya R	Jj Company, Madurai
2.	2018MCA07L	Divya Meenakshi M	OptiSol Business Solutions Pvt. Ltd., Madurai
3.	2018MCA08L	Jenitha J	HTC Holdings Private Ltd., Chennai
4.	2018MCA21L	Shantha P	Jj Company, Madurai

NON IT:

S.No	Reg. No.	Name	Company Name
1.	2017MCA01	Dhoothani J	NICE
2.	2017MCA02	Kalaiselvi B	NICE
3.	2017MCA07	Sowmiya V	NICE
4.	2018MCA01L	Abinaya M	NICE
5.	2018MCA02L	Abinaya R	NICE
6.	2018MCA03L	Alaa Sushana N	NICE
7.	2018MCA05L	Antony Steffi M	NICE
8.	2018MCA07L	Divya Meenakshi M	NICE
9.	2018MCA08L	Jenitha J	NICE
10.	2018MCA11L	Meenakshi P	NICE
11.	2018MCA12L	Meenalakshmi S	NICE
12.	2018MCA13L	Merlin Josi J	NICE
13.	2018MCA14L	Nagalakshmi Alias Monika D	NICE
14.	2018MCA15L	Navodhitha N	NICE
15.	2018MCA17L	Perin Princy D	NICE
16.	2018MCA20L	Saranya M	NICE
17.	2018MCA21L	Shantha P	NICE
18.	2018MCA24L	Umayal S	NICE

Drop Out List:

S.No	Reg. No.	Name
19.	2017MCA01	Dhoothani J
20.	2017MCA02	Kalaiselvi B
21.	2017MCA03	Kanimozhi M
22.	2017MCA04	Naveena Devi R
23.	2017MCA07	Sowmiya V
24.	2018MCA01L	Abinaya M
25.	2018MCA02L	Abinaya R
26.	2018MCA03L	Alaa Sushana N
27.	2018MCA04L	Annapoorni G
28.	2018MCA05L	Antony Steffi M
29.	2018MCA06L	Deepthi N S
30.	2018MCA07L	Divya Meenakshi M
31.	2018MCA08L	Jenitha J
32.	2018MCA09L	Jeyapreetha R
33.	2018MCA10L	Logamani M
34.	2018MCA11L	Meenakshi P
35.	2018MCA12L	Meenalakshmi S
36.	2018MCA13L	Merlin Josi J
37.	2018MCA14L	Nagalakshmi Alias Monika D
38.	2018MCA15L	Navodhitha N
39.	2018MCA16L	Nivethitha
40.	2018MCA17L	Perin Princy D
41.	2018MCA18L	Priya R
42.	2018MCA19L	Rajeswari S
43.	2018MCA20L	Saranya M
44.	2018MCA21L	Shantha P
45.	2018MCA22L	Srimathi S
46.	2018MCA23L	Srividhya C S
47.	2018MCA24L	Umayal S
48.	2018MCA25L	Yohamadhu R
49.	2018MCA26L	Yuvashree S
50.	2017MCA05	Nisha Devi R
51.	2017MCA06	Prashanthi A

S.No	Reg. No.	Name
1.	2017MCA01	Dhoothani J
2.	2017MCA02	Kalaiselvi B
3.	2017MCA03	Kanimozhi M
4.	2017MCA04	Naveena Devi R
5.	2017MCA05	Nisha Devi R
6.	2017MCA06	Prashanthi A
7.	2017MCA07	Sowmiya V
8.	2018MCA01L	Abinaya M
9.	2018MCA02L	Abinaya R
10.	2018MCA03L	Alaa Sushana N
11.	2018MCA04L	Annapoorni G
12.	2018MCA05L	Antony Steffi M
13.	2018MCA06L	Deepthi N S
14.	2018MCA07L	Divya Meenakshi M
15.	2018MCA08L	Jenitha J
16.	2018MCA09L	Jeyapreetha R
17.	2018MCA10L	Logamani M
18.	2018MCA11L	Meenakshi P
19.	2018MCA12L	Meenalakshmi S
20.	2018MCA13L	Merlin Josi J
21.	2018MCA14L	Nagalakshmi Alias Monika D
22.	2018MCA15L	Navodhitha N
23.	2018MCA16L	Nivethitha
24.	2018MCA17L	Perin Princy D
25.	2018MCA18L	Priya R
26.	2018MCA19L	Rajeswari S
27.	2018MCA20L	Saranya M
28.	2018MCA21L	Shantha P
29.	2018MCA22L	Srimathi S
30.	2018MCA23L	Srividhya C S
31.	2018MCA24L	Umayal S
32.	2018MCA25L	Yohamadhu R
33.	2018MCA26L	Yuvashree S

2018-2019 Professional Placement Details

Name Of the Concern	Date	MCA
Grace-Global Resource Acadamy of Communication English	20/09/2018	5
Infacte	22/10/2018	0
Bricksteel Info Tech pvt.Ltd	23/10/2018	2
Short Points System pvt.Ltd	28/10/2018	3
Nobal Institute for Communicative English	27/11/2018	12
Abserve tech pvt.Ltd.,	30/11/2018	3
S2 Acadamia paralan	12-07-2018	0
Optisol Business Solutions pvt.Ltd	01-07-2019	2
Thaai Schools	19/01/2019	0
Adinn	23/03/2019	0
Surenders Center for learning	15/03/2019	0
Innova Source SBI-Cards	25/03/2019	0
TOTAL		27

Placement Details 2017 – 2018

1.	No. of companies visited	-	11
2.	No. of students passed	-	59
3.	No. of students passed out	-	59
4.	No. of eligible students	-	59
5.	No. of students placed in IT	-	38
6.	No. of students placed in NON IT	-	52
7.	Lowest package in lakhs	-	90,000
8.	Highest package in lakhs	-	1,08,000

S.No	Name of the concern	
1.	Bricksteel Enterprises infotech pvt.Ltd	7
2.	NICE(Nobel Institute of Communicative English)	20
3.	Leea Laagoon English Educational Academy	31
4.	Abserve Tech pvt.Ltd	3
5.	Tandem, Madurai	2
6.	Bluegenie Technologies, Madurai	1
7.	Jovee Infotech, Madurai	6
8.	Elysium, Madurai	5
9.	Eminent Technology Solutions, Madurai	2
10.	System Domain,Madurai	11
11.	My Choice Banking Institute, Madurai	1
	Total	89

S.No	Name	Company Name	Designation
1.	Aiswarya	Bricksteel Enterprises infotech pvt.Ltd	Junior Python Developer
2.	I .Kalaivani	Bricksteel Enterprises infotech pvt.Ltd	Junior Python Developer
3.	Affrin	Bricksteel Enterprises infotech pvt.Ltd	Junior PHP Developers
4.	Atchaya K	Bricksteel Enterprises infotech pvt.Ltd	Junior PHP Developers
5.	Praveena	Bricksteel Enterprises infotech pvt.Ltd	Junior IOS Developers
6.	A.Asifa	Bricksteel Enterprises infotech pvt.Ltd	Junior IOS Developers
7.	Janani	Bricksteel Enterprises infotech pvt.Ltd	Junior Designer
8.	P.Keerthana	NICE(Nobel Institute of Communicative English)	Trainee Communicative English Faculty
9.	R.Abinaya	NICE(Nobel Institute of Communicative English)	Trainee Communicative English Faculty
10.	B.Kruthika	NICE(Nobel Institute of Communicative English)	Trainee Communicative English Faculty
11.	M.Jeyapradeepa	NICE(Nobel Institute of Communicative English)	Trainee Communicative English Faculty
12.	V.Kanya	NICE(Nobel Institute of Communicative English)	Trainee Communicative English Faculty
13.	M.Monika Devi	NICE(Nobel Institute of Communicative English)	Trainee Communicative English Faculty
14.	K.Gayathri	NICE(Nobel Institute of Communicative English)	Trainee Communicative English Faculty
15.	S.Meena	NICE(Nobel Institute of Communicative English)	Trainee Communicative English Faculty
16.	M.Bhuveneswari	NICE(Nobel Institute of Communicative English)	Trainee Communicative English Faculty
17.	M.Dharani	NICE(Nobel Institute of Communicative English)	Trainee Communicative English Faculty
18.	G.Surya Suba Dharshini	NICE(Nobel Institute of Communicative English)	Trainee Communicative English Faculty
19.	R.Keerthana	NICE(Nobel Institute of Communicative English)	Trainee Communicative English Faculty
20.	S.Thaslima barveen	NICE(Nobel Institute of Communicative English)	Trainee Communicative English Faculty

21.	S.Sneha	NICE(Nobel Institute of Communicative English)	Trainee Communicative English Faculty
22.	R.Angel Priyadharshini	NICE(Nobel Institute of Communicative English)	Trainee Communicative English Faculty
23.	P.Soundharapriya	NICE(Nobel Institute of Communicative English)	Trainee Communicative English Faculty
24.	M.Shyamaladevi	NICE(Nobel Institute of Communicative English)	Trainee Communicative English Faculty
25.	D.Rahini	NICE(Nobel Institute of Communicative English)	Trainee Communicative English Faculty
26.	J.Jasmine begam	NICE(Nobel Institute of Communicative English)	Trainee Communicative English Faculty
27.	R.Keerthana	NICE(Nobel Institute of Communicative English)	Trainee Communicative English Faculty
28.	M.Malathi	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
29.	M.Meena	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
30.	R.Raja gokila	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
31.	S.Pavithra	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
32.	M.Paravadha Vardhini	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
33.	M.Shamili	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
34.	K.Shyamala	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
35.	Anitt xavier	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
36.	T.Nithya	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
37.	P.Soundhara Priya	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
38.	T.Geetha	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
39.	N.Divya	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
40.	S.Thaslima Parveen	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
41.	M.Nasrin Fathima	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
42.	S.Sneha	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
43.	M.Jeya pradheepa	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty

44.	R.Revathy	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
45.	M.Siva sankari	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
46.	S.Lakshmipriya	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
47.	R.Angel priyadharshini	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
48.	P.Keerthana	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
49.	S.Nambiyammal	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
50.	R.Abinaya	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
51.	T.Saranya	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
52.	S.Shrin	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
53.	M.Monika Devi	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
54.	K.Ranjithapriya	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
55.	P.Niranjana	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
56.	B.Kruthika	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
57.	K.Madhuraveni Nachiyar	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
58.	S.Muthuselvi	Leea Laagoon English Educational Academy	Trainee Communicative English Faculty
59.	S.Bhavani	Abserve Tech pvt.Ltd	Trainee PHP developers
60.	S.Meena	Abserve Tech pvt.Ltd	Trainee PHP developers
61.	M.Jeyapradeepa	Abserve Tech pvt.Ltd	Trainee PHP developers
62.	Sugirtha	Tandem, Madurai	Testing
63.	Rahini D	Tandem, Madurai	Testing
64.	Praveena	Bluegenie Technologies	Trainee .NET & PHP developers
65.	P.Niranjana	Jovee Infotech, Madurai	Trainee Android developers
66.	M.Shyamaladevi	Jovee Infotech, Madurai	Trainee Android developers
67.	K.Madhuraveni Nachiyar	Jovee Infotech, Madurai	Trainee Android developers
68.	S.Thaslima barveen	Jovee Infotech, Madurai	Trainee Android developers
69.	Atchaya K	Jovee Infotech, Madurai	Trainee Android developers
70.	Shirin	Jovee Infotech, Madurai	Trainee Android developers
71.	Ruby Clara	Elysium, Madurai	Trainee .NET & PHP developers
72.	Abinaya R	Elysium, Madurai	Trainee .NET & PHP developers

73.	S. Meena	Elysium, Madurai	Trainee .NET & PHP developers
74.	keerthana R	Elysium, Madurai	Trainee .NET & PHP developers
75.	G.Surya Suba Dharshini	Elysium, Madurai	Trainee .NET & PHP developers
76.	J.Jasmine begam	Eminent Technology Solutions, Madurai	Trainee JAVA developers
77.	R.Raja gokila	Eminent Technology Solutions, Madurai	Trainee JAVA developers
78.	Anitt Xavier	System Domain	Trainee .NET & PHP developers
79.	Sahaya Sasikala J	System Domain	Trainee .NET & PHP developers
80.	Affrin K	System Domain	Trainee .NET & PHP developers
81.	Atchaya K	System Domain	Trainee .NET & PHP developers
82.	Bhuvaneshwari M	System Domain	Trainee .NET & PHP developers
83.	Keerthana R(26.03.96)	System Domain	Trainee .NET & PHP developers
84.	Praveena E	System Domain	Trainee .NET & PHP developers
85.	Rahini D	System Domain	Trainee .NET & PHP developers
86.	Revathy R	System Domain	Trainee .NET & PHP developers
87.	Shyamala K	System Domain	Trainee .NET & PHP developers
88.	Surya Suba Dharshini G	System Domain	Trainee .NET & PHP developers
89.	Venciya	My Choice Banking Institute, Madurai	Traniee

FACULTY

* Permanent Faculty of MBA

1. Dr. Sr. G. Celine Sahaya Mary, M.B A., FDP., Ph.D., D. Litt.
2. Dr. S. Raju, M.B A., Ph.D. **(Director)**
3. Dr. P. Shyamala, M.B A., M.Phil., PGDCA., NET, SET, Ph.D. **(HOD)**
4. Dr. N. Asha, M.B A., M.Com., M.Phil., CBCPS, NET., SET., Ph.D.,
5. Dr. L. Meena, M.B A., M.Phil., NET., SET, Ph.D.
6. Dr. M. Nagarenitha, M.B A., M.Phil., NET., SET., Ph.D.
7. Dr. B. Jayanthi, M. B. A, M. Phil, Ph.D.
8. Dr. R. Suganya, M. B. A, M.Com., M. Phil, PGDCM., NET., Ph.D.
9. Dr. M.MEENACHI,M.H.M.,Ph.d.,SLET.

* Permanent Faculty of MCA

1. Dr. D. Jeya Mala, M. C. A., M.Phil., Ph.D. **(Director)**
2. Mrs. S. Mary Helan Felista, M. C. A., M.Phil., SET., NET. **(HOD)**
3. Mrs. R. Smeeta Mary, M. C. A., M.Phil., (Ph.D.)
4. Mrs. S. JebaPriya, MCA, M.Phil. SET.
5. Mrs. B. Usha, M.Sc., M.Phil., M. Tech., SET.
6. Mrs. P. Nancy Vincentina Mary, M. C. A., M.Phil.
7. Mrs. S. Selvarani, MCA, M.Phil., NET., SET.

Permanent Faculty: Student Radio

Permanent Faculties	No of Students
MBA - 9 MCA - 7	Students of MBA – 90 Students of MCA – 60
The Ratio is – 1:20	

2018 – 2019

Sr . No.	Faculty ID	Programme	Course	Faculty Type	First Name	Surname	Exact Designation	Date of Joining the Institute	Appointment Type	Doctorate	Master's Degree	Bachelor 's Degree	Other Qualification	PAN Card
1	1-21909 85755	MCA	MASTER OF COMPUTER APPLICATIONS	PG	SELVARANI S	SEBASTIAN A	ASST PROFESSOR	17/06/2013	REGULAR	N	MCA	BCA	MPHIL	FCSPS8528A
2	1-25110 22033	MCA	MASTER OF COMPUTER APPLICATIONS	PG	PUNITHA	ARULANDAHU	ASST PROFESSOR	17/06/2013	REGULAR	N	MCA	B.SC(ELECTRONICS)	MPHIL	BBBP0129G
3	1-35620 71446	MANAGEMENT	MASTER IN BUSINESS ADMINISTRATION(GENERAL MANAGEMENT)	PG	JAYANTHI	BALARAJ K	ASST PROFESSOR	14/06/2017	CONTRACT	Y	MBA	BA ECONOMICS	M.PHIL	AJPJ7897E
4	1-35621 36888	MANAGEMENT	MASTER IN BUSINESS ADMINISTRATION(GENERAL MANAGEMENT)	PG	SUGANYA	RAJAKANNU M	ASST PROFESSOR	14/06/2017	CONTRACT	Y	MBA	B.COM	M.COM, M.PHIL, PGDCM	CCOPS9860G
5	1-37448 56544	MANAGEMENT	MASTER IN BUSINESS ADM	PG	VANESSA	KARUNA KARAN	ASST PROFESSOR	14/07/2017	CONTRACT	N	MBA	BBA		ALYPV4443K

			INISTRATION(GENERAL MANAGEMENT)											
6	1-4930346776	MCA	MASTER OF COMPUTER APPLICATIONS	PG	ROSE MARY S	SATHIYANATHAN R	DIRECTOR	08/06/1990	PART TIME	Y	M.Sc	B.Sc	M.PHIL	AFUPC7355P
7	1-4930346800	MCA	MASTER OF COMPUTER APPLICATIONS	PG	CHNDIRIKA	BALAKRISHNAN	HEAD OF THE DEPT	21/08/1997	REGULAR	N	MCA	B.SC(PHYSICS)	M.PHIL(CS)	AFUPC7355P
8	1-4930820688	MCA	MASTER OF COMPUTER APPLICATIONS	PG	SMEETA MARY	RICHARD	ASST PROFESSOR	16/06/2008	REGULAR	N	MCA	B.Sc (COMPUTER SCIENCE)	M.PHIL (CS)	DAVPS4886N
9	1-4930820688	MCA	MASTER OF COMPUTER APPLICATIONS	PG	Mary Helan Felista	SELVARAJ	ASST PROFESSOR	16/06/2008	REGULAR	N	MCA	B.SC(PHYSICS)	M.PHIL(CS)	BHKPM7108P
10	1-4930823220	MCA	MASTER OF COMPUTER APPLICATIONS	PG	JEBAPRIYA	SELVARAJ	ASST PROFESSOR	16/06/2008	REGULAR	N	MCA	B.SC(cs)	M.PHIL(CS)	AXVPJ8987B

11	1-493687495	MANAGEMENT	MASTER IN BUSINESS ADMINISTRATION(GENERAL MANAGEMENT)	PG	SR.CELIN	GERMEN	PRINCIPAL	24/05/1998	REGULAR	Y	MBA	B.COM	B.TH., PH.D	BIXPC0148M
12	1-493707687	MANAGEMENT	MASTER IN BUSINESS ADMINISTRATION(GENERAL MANAGEMENT)	PG	ASHA	NAGARAJAN P	ASST PROFESSOR	15/06/2009	REGULAR	N	MBA	BBA	M.COM, M.PHIL, SLET,NET(PH.D PERSUING CBCPS	BDQPA7546D
13	1-493741451	MANAGEMENT	MASTER IN BUSINESS ADMINISTRATION(GENERAL MANAGEMENT)	PG	MEENA	LAKHMINARAYANAN R	ASST PROFESSOR	18/06/2009	REGULAR	Y	MBA	BBA	M.PHIL, PHD	BAYPM3426M
14	1-493741455	MANAGEMENT	MASTER IN BUSINESS ADMINISTRATION(GENERAL MANAGEMENT)	PG	NAGARENITHA M	MUNISAMY R	ASST PROFESSOR	15/06/2011	REGULAR	Y	MBA	BA ECONOMICS	M.B.A,M.PHIL	AGRPN8411H

15	1-145480674 3	MANAGEMENT	MASTER IN BUSINESS ADMINISTRATION(GENERAL MANAGEMENT)	PG	SHYAMALA P	PALANIOANDY T	ASST PROFESSOR	20/07/2005	REGULAR	Y	MBA	BBA	M.PHIL,PGDCA	ANVPP5495L
16	1-145523992 0	MCA	MASTER OF COMPUTER APPLICATIONS	PG	JANANI M	MAREESWARAN S	ASST PROFESSOR	15/06/2012	REGULAR	N	MCA	BBA	M.PHIL(CS)	AUFPJ1023R
17	1-145524037 5	MCA	MASTER OF COMPUTER APPLICATIONS	PG	USHA	BHAKTHAVATSALAM S	ASST PROFESSOR	15/06/2012	REGULAR	N	M.TECH	B.SC	M.SC,M.PHIL	AFFPU2587N
18	1-145524038 0	MCA	MASTER OF COMPUTER APPLICATIONS	PG	SUBHA	SUBBANAIDU N	ASST PROFESSOR	27/06/2011	REGULAR	N	MCA,MBA	B.COM	M.PHIL	BWKPS9316J
19	1-145755125 3	MCA	MASTER OF COMPUTER APPLICATI	PG	AMALADEVI S	SHANMUGAM S	ASST PROFESSOR	15/06/2012	REGULAR	N	MCA	B.SCIT	M.PHIL	AXXPA3435F

			ONS											
20	1-145755125 9	MCA	MASTER OF COMPUTER APPLICATIONS	PG	MEENAKSHI R	RAMAKRISHNANEV	ASST PROFESSOR	15/06/2011	REGULAR	N	M.TECH,M.SC	B.SC(CS)	M.PHIL	BTVPM0362C

2019 - 2020

Sr . No.	Faculty ID	Programme	Course	Faculty Type	First Name	Surname	Exact Designation	Date of Joining the Institute	Appointment Type	Doctorate	Master's Degree	Bachelor 's Degree	Other Qualification	PAN Card
1	1-219098575 5	MCA	MASTER OF COMPUTER APPLICATIONS	PG	SELVARANI S	SEBASTIAN A	ASST PROFESSOR	17/06/2013	REGULAR	N	MCA	BCA	MPHIL	FCSPS8528A
2	1-3562071446	MANAGEMENT	MASTER IN BUSINESS ADMINISTRATION(GENERAL MANAGEMENT)	PG	JAYANTHI	BALARAJ K	ASST PROFESSOR	14/06/2017	CONTRACT	Y	MBA	BA ECONOMICS	M.PHIL	AJPJ7897E
3	1-3562136888	MANAGEMENT	MASTER IN BUSINESS ADMINISTRATION(GENERAL MANAGEMENT)	PG	SUGANYA	RAJAKANNU M	ASST PROFESSOR	14/06/2017	CONTRACT	Y	MBA	B.COM	M.COM, M.PHIL, PGDCM	CCOPS9860G
4	1-493082068	MANAGEMENT	MASTER IN BUSINESS ADMINISTRATION(GENERAL MANAGEMEN	PG	RAJU	SEENIMUTHU	PROFESSOR	01/09/2018	REGULAR	Y	MBA	B.SC		ADYPR2563C

			T)											
5	1-49303467 6	MCA	MASTER OF COMPUTER APPLICATIONS	PG	ROSE MARY S	SATHIYANATHAN R	DIRECTOR	08/06/1990	PART TIME	Y	M.Sc	B.Sc	M.PHIL	AFUPC7355P
6	1-49303468 0	MCA	MASTER OF COMPUTER APPLICATIONS	PG	CHNDIRIKA	BALAKRISHNAN	HEAD OF THE DEPT	21/08/1997	REGULAR	N	MCA	B.SC(PHYSICS)	M.PHIL(CS)	AFUPC7355P
7	1-49308206 8	MCA	MASTER OF COMPUTER APPLICATIONS	PG	SMEETA MARY	RICHARD	ASST PROFESSOR	16/06/2008	REGULAR	N	MCA	B.Sc (COMPUTER SCIENCE)	M.PHIL (CS)	DAVPS4886N
8	1-49308206 8	MCA	MASTER OF COMPUTER APPLICATIONS	PG	Mary Helan Felista	SELVARAJ	ASST PROFESSOR	16/06/2008	REGULAR	N	MCA	B.SC(PHYSICS)	M.PHIL(CS)	BHKPM7108P
9	1-49308232 0	MCA	MASTER OF COMPUTER APPLICATIONS	PG	JEBAPRIYA	SELVARAJ	ASST PROFESSOR	16/06/2008	REGULAR	N	MCA	B.SC(cs)	M.PHIL(CS)	AXVPJ8987B

10	1-4936874955	MANAGEMENT	MASTER IN BUSINESS ADMINISTRATION(GENERAL MANAGEMENT)	PG	SR.CELIN	GERMEN	PRINCIPAL	24/05/1998	REGULAR	Y	MBA	B.COM	B.TH., PH.D	BIXPC0148M
11	1-4937076877	MANAGEMENT	MASTER IN BUSINESS ADMINISTRATION(GENERAL MANAGEMENT)	PG	ASHA	NAGARAJAN P	ASST PROFESSOR	15/06/2009	REGULAR	N	MBA	BBA	M.COM,M.PHIL,SLET,NET(PH.D PERSUINGCBCPS	BDQPA7546D
12	1-4937414451	MANAGEMENT	MASTER IN BUSINESS ADMINISTRATION(GENERAL MANAGEMENT)	PG	MEENA	LAKHMINARAYANAN R	ASST PROFESSOR	18/06/2009	REGULAR	Y	MBA	BBA	M.PHIL,PHD	BAYPM3426M
13	1-4937414555	MANAGEMENT	MASTER IN BUSINESS ADMINISTRATION(GENERAL MANAGEMENT)	PG	NAGARENITHA M	MUNISAMY R	ASST PROFESSOR	15/06/2011	REGULAR	Y	MBA	BA ECONOMICS	M.B.A,M.PHIL	AGRPN8411H

14	1-1454806743	MANAGEMENT	MASTER IN BUSINESS ADMINISTRATION(GENERAL MANAGEMENT)	PG	SHYAMALA P	PALANIOANDYT	ASSTPROFESSOR	20/07/2005	REGULAR	Y	MBA	BBA	M.PHIL,PGDCA	ANVPP5495L
15	1-1455240375	MCA	MASTER OF COMPUTER APPLICATIONS	PG	USHA	BHAKTHAVATSALAMS	ASSTPROFESSOR	15/06/2012	REGULAR	N	M.TECH	B.SC	M.SC,M.PHIL	AFFPU2587N
16	1-1455240380	MCA	MASTER OF COMPUTER APPLICATIONS	PG	SUBHA	SUBBANAIDUN	ASSTPROFESSOR	27/06/2011	REGULAR	N	MCA,MBA	B.COM	M.PHIL	BWKPS9316J
17	1-1457551253	MCA	MASTER OF COMPUTER APPLICATIONS	PG	AMALADEVI S	SHANMUGAM S	ASSTPROFESSOR	15/06/2012	REGULAR	N	MCA	B.SCIT	M.PHIL	AXXPA3435F
18	1-1457551259	MCA	MASTER OF COMPUTER APPLICATI	PG	MEENAKSHI R	RAMAKRISHNAN EV	ASSTPROFESSOR	15/06/2011	REGULAR	N	M.TECH,M.SC	B.SC(CS)	M.PHIL	BTVPM0362C

			ONS											

2020 - 2021

Sr . No.	Faculty ID	Programme	Course	Faculty Type	Name	Surname	Exact Designation	Date of Joining the Institute	Appointment Type	Doctorate	Master's Degree	Bachelor 's Degree	Other Qualification	PAN Card
1	1-3562136888	MANAGEMENT	MASTER IN BUSINESS ADMINISTRATION(GENERAL MANAGEMENT)	PG	SUGANYA	RAJA KANNU M	ASST PROFESSOR	14/06/2017	CONTRACT	Y	MBA	B.COM	M.COM, M.PHIL, PGDCM	CCOPS9860G
2	1-493082068	MANAGEMENT	MASTER IN BUSINESS ADMINISTRATION(GENERAL MANAGEMENT)	PG	RAJU	SEENI MUTHU	PROFESSOR	01/09/2018	REGULAR	Y	MBA	B.SC		ADYPR2563C
3	1-7416074956	MCA	MASTER OF COMPUTER APPLICATIONS	PG	JEYA MALA	DHARMALINGAM		07/01/2019	REGULAR	Y				AGMPD7880M
4	1-7416075120	MCA	MASTER OF COMPUTER APPLICATIONS	PG	NANCY VINCENTINA MARY	PAUL LOURDU RAJ	ASST PROFESSOR	06/15/2009	REGULAR	N	MCA	B.SC(CS)	M.PHIL(CS	ALXPN7641Q
5	1-493741455	MANAGEMENT	MASTER IN BUSINESS ADMINISTRATION(GENERAL MANAGEMENT)	PG	NAGARENITHA M	MUNISAMY R	ASST PROFESSOR	15/06/2011	REGULAR	Y	MBA	BA ECONOMICS	M.B.A,M.PHIL	AGRPN8411H

6	1-3562071446	MANAGEMENT	MASTER IN BUSINESS ADMINISTRATION(GENERAL MANAGEMENT)	PG	JAYANTHI	BALARAJ K	ASST PROFESSOR	14/06/2017	CONTRACT	Y	MBA	BA ECONOMICS	M.PHIL	
7	1-2190985755	MCA	MASTER OF COMPUTER APPLICATIONS	PG	SELVARANI S	SEBASTIAN A	ASST PROFESSOR	17/06/2013	REGULAR	N	MCA	BCA	MPHIL	
8	1-493034680	MCA	MASTER OF COMPUTER APPLICATIONS	PG	CHNDIRIKA	BALAKRISHNAN	HEAD OF THE DEPT	21/08/1997	REGULAR	N	MCA	B.SC(PHYSICS)	M.PHIL(CS)	
9	1-493082068	MCA	MASTER OF COMPUTER APPLICATIONS	PG	SMEETA MARY	RICHARD	ASST PROFESSOR	16/06/2008	REGULAR	N	MCA	B.Sc (COMPUTER SCIENC)	M.PHIL (CS)	
10	1-493082068	MCA	MASTER OF COMPUTER APPLICATIONS	PG	Mary Helan Felista	SELVARAJ	ASST PROFESSOR	16/06/2008	REGULAR	N	MCA	B.SC(PHYSICS)	M.PHIL(CS)	BHKPM7108P
11	1-493082320	MCA	MASTER OF COMPUTER APPLICATIONS	PG	JEBAPRIYA	SELVARAJ	ASST PROFESSOR	16/06/2008	REGULAR	N	MCA	B.SC(cs)	M.PHIL(CS)	AXVPJ8987B
12	1-493687495	MANAGEMENT	MASTER IN BUSINESS ADMINISTRATION(GENERAL MANAGEMENT)	PG	SR.CELIN	GERMEN	PRINCIPAL	24/05/1998	REGULAR	Y	MBA	B.COM	B.TH., PH.D	BIXPC0148M

13	1-493707687	MANAGEMENT	MASTER IN BUSINESS ADMINISTRATION(GENERAL MANAGEMENT)	PG	ASHA	NAGARAJAN P	ASST PROFESSOR	15/06/2009	REGULAR	N	MBA	BBA	M.COM, M.PHIL, SLET,NET(PH.D PERSUINGCBCPS	BDQPA7546D
14	1-493741451	MANAGEMENT	MASTER IN BUSINESS ADMINISTRATION(GENERAL MANAGEMENT)	PG	MEENA	LAKHMINARAYANANR	ASST PROFESSOR	18/06/2009	REGULAR	Y	MBA	BBA	M.PHIL, PHD	BAYPM3426M
15	1-1454806743	MANAGEMENT	MASTER IN BUSINESS ADMINISTRATION(GENERAL MANAGEMENT)	PG	SHYAMALA P	PALANIOANDY T	ASST PROFESSOR	20/07/2005	REGULAR	Y	MBA	BBA	M.PHIL, PGDCA	ANVPP5495L
16	1-1455240375	MCA	MASTER OF COMPUTER APPLICATIONS	PG	USHA	BHAKTHAVATSALAM S	ASST PROFESSOR	15/06/2012	REGULAR	N	M.TECH	B.SC	M.SC,M.PHIL	AFFPU2587N

NAME : DR. S. RAJU
POSITION : DIRECTOR
FACULTY OF : Management Studies
DATE OF BIRTH : 14.05.1969
Unique ID : 1-4717062258

1. QUALIFICATION

S. NO.	DEGREE / DIPLOMA / CERTIFICATE	DISCIPLINE	NAME OF THE INSTITUTION	YEAR OF PASSING
1.	UG	B.SC., BOTANY	THE AMERICAN COLLEGE, MADURAI	1989
2.	PG	MBA	MADURAI KAMARAJ UNIVERSITY, MADURAI	2006
3.	M.PHIL.	-	-	-
4.	PH.D.	BUSINESS ADMINISTRATION	MADURAI KAMARAJ UNIVERSITY, MADURAI	2012

➢ WORK EXPERIENCE

2. TEACHING EXPERIENCE

S. NO.	INSTITUTION	FROM – TO (PERIOD)
1.	MADURAI KAMARAJ UNIVERSITY	2007-2010
2.	MALIK DEENAR INSTITUTE OF MANAGEMENT, KERALA	2010-2011
3.	THE AMERICAN COLLEGE, MADURAI	2011-2018
4.	FATIMA COLLEGE, MADURAI	2018- TILL DATE

3. RESEARCH DETAILS

S. NO.	NAME OF THE UNIVERSITY IN WHICH RECOGNIZED AS GUIDE	DATE OF REGISTRATION	REGISTRATION NUMBER	DATE OF GUIDESHIP RECEIVED	PH.D. GUIDESHIP DETAILS			
					ONGOING		COMPLETED	
					FULL TIME	PART TIME	FULL TIME	PART TIME
1	MADURAI KAMARAJ UNIVERSITY	-	1527	15.09.2016	4	4	-	-

➢ OTHERS

4. Position Held in Fatima (Vice Principal, HoD, Dean, Coordinator, Member etc.)

S. No.	Name of the Position	Duration
1.	Director, Management Studies	2018- Till Date

5. Position Held Outside

S. No.	Name of the Institution	Name of the Position	Duration
1.	The American College, Madurai	Director & Research Head-ASBA	2011-2018
2.	Malik Deenar Institute of Management, Kerala	Professor	2010-2011
3.	Madurai Kamaraj University	Visiting Professor	2007-2010
4.	Asir Consultants	Managing Partner	2002-2007
5.	Inablers Technologies (USA)	Area Manager	1999-2001
6.	Hatsun Agro Products	Area Manager	1998-1999
7.	DHL World Wide Express	Sales Executive & Station Manager	1995-1998
8.	Systopic Pharmaceuticals	Medical Representative	1995-1991

6. Orientation/Refresher/Training Programmes/FDP Attended

S. No.	Programme	Theme	Organized by	Date
1.	Faculty Development Programme	Instructional Planning (Module-I) through ICT	Education and Educational Management Department, Anna University Regional Campus, Madurai	Jun 2017
2.	Faculty Development Programme	Applied Business Research	ASBA, The American College Madurai	Feb 2017
3.	Faculty Development Programme	Automated Facilitation of Accreditation Process and Outcome Based Education for Technical Education Institutions	Anna University Regional Campus, Madurai	Dec 7TH-20TH,2011
4.	Faculty Development Programme	Entrepreneurship	Entrepreneurship Development Cell of Anna University, Regional Centre Madurai	July 10TH - 23RD,2014
5.	Faculty Development Programme	Entrepreneurship	Entrepreneurship Development Cell of Anna University, Regional Centre Madurai	March 18TH-30TH, 2013

6.	Faculty Development Programme	Entrepreneurship	Entrepreneurship Development Cell of Anna University, Regional Centre Madurai	December 7TH – 20TH, 2011
7.	Faculty Development Programme	SPSS	Doms of Anna University of Technology, Madurai	7TH – 12TH May 2012
8.	Faculty Development Programme	Strategic Management	Malik Deenar Institute of Management Studies, Kasaragod, Kerala	25TH ,26TH Nov 2010
9.	Faculty Development Programme	Digital Design and Rich Internet Applications	ADOBE System India Madurai	28TH April 2011
10.	Resource Person for MHRD conducting Refresher Course	Economic Development of India	Madurai Kamaraj University, Madurai	27.01.2020

7. National/International Seminars, Workshops, Conferences & Symposiums

S. No.	Programme & Theme	Organized by	Date	Participated/ Presented	Title of the Paper
1.	National Conference on "Prospects of Micro, Small & Medium Enterprises (MSMEs) in Indian Scenario"	The American College, Madurai	Feb 2018	Presented	Problems Faced by Women Entrepreneur MSME Sector- An Empirical Study
2.	National Conference on "Digitalization in Services Sector Today & Tomorrow"	Sri Ramakrishna College of Arts and Science	Sep 2017	Presented	Effectiveness of Digital Marketing & Empirical Study
3.	National Seminar on "AICTE recognized Short Term Course on Instructional Planning (Module – I)"	Educational and Educational Management Department, Anna University Regional Campus, Madurai	Jun 2017	Participated	-
4.	National Conference on "Digitization of Library"	The American College, Madurai	Feb 2016	Presented	Enhancing Reading Culture
5.	Workshop on "Automated Facilitation of Accreditation Process and Outcome Based Education for Technical Education Institutions"	Anna University Regional Campus, Madurai	Jul 2016	Participated	-
6.	National Conference on "Aesthetics – Interior Design Carnival"	Doms, Anna University Regional Campus, Madurai	Jan 2014	Presented	A Study about the Role and Significance of an Interior Design Project Manager

7.	National Conference on "ICT"	Lady Doak College, Madurai		Presented	Emerging Technological Application For Effective Teaching Learning Process
8.	National Conference on "Emerging Sectors: Growth Drivers for Indian Economy"	M.S. Ramaiah Institute of Management, Bangalore	Mar 2013	Presented	Emerging Sectors: Growth Drivers for Indian Economy
9.	National Conference on " Reaching the Unreached – A Challenge to Technical Education"	Anna University Regional Campus, Madurai	Sep 2012	Presented	Management Education – E3
10.	National Conference on " Reaching the Unreached – A Challenge to Technical Education"	Anna University Regional Campus, Madurai	Sep 2012	Presented	Critical Issues of Indian Management Education
11.	National Conference on "Developing A Corporate Strategy – The People Imperative"	Doms, Anna University Regional Campus, Madurai	Aug 2012	Presented	Developing A Corporate Strategy – The People Imperative
12.	National Conference on " Empowering Faculty as Leader"	Anna University Regional Campus, Madurai	Jul 2013	Presented	Empowering Faculty as Leader
13.	National Conference on "Women Empowerment – 2012"	Anna University Regional Campus, Madurai	Mar 2012	Presented	Women Entrepreneurship for Rural Development
14.	National Conference on "Women Empowerment – 2012"	Anna University Regional Campus, Madurai	Mar 2012	Presented	Challenges Faced by Women Entrepreneur
15.	National Conference on " Resource Management – A Focus on Inclusive Growth	Doms, Velammal College of Engineering & Technology, Madurai	Feb 2012	Presented	ICT Deployment for Rural Sector
16.	National Conference on "India INC. as A Global Super Power"	PIMS, Periyar University, Salem	Feb 2012	Presented	Retailing in India
17.	National Conference on "Emerging Social Perspectives & Parallel Issues of Business Management	Doms, SRM University, Chennai	Feb 2012	Presented	Rural Marketing
18.	National Conference on "ICT"	ATMES College, Nedumkandam	Dec 2011	Presented	Social Development Experience of Indian Villages
19.	National Conference on "Emerging New Trends in Managerial Excellence"	Doms, Sathyabama University, Chennai	Oct 2011	Presented	Work – Life Balance
20.	National Conference on "Emerging New Trends in Managerial Excellence"	Doms, Sathyabama University, Chennai	Oct 2011	Presented	Emerging Trends in Retailing
21.	National Conference on "Entrepreneurship and Management"	CED, Anna University of Technology, Madurai	Mar 2011	Presented	Women Entrepreneurship and Gender Issues

22.	National Conference on "Contest for Management Faculty"	Madurai Management Association, Madurai	Feb 2011	Presented	Relevance of Case Study Method in Management Education
23.	National Conference on "Information Technology and Management"	Doms, PSNA College of Engineering and Technology, Dindigul	Apr 2009	Presented	Knowledge Management
24.	National Conference on " Global Financial Crisis"	School of Business Studies, M.S. University,Tirunelveli	Mar 2009	Presented	Global Financial Crisis
25.	National Conference on "Consumer Protection &Welfare"	Doms, Kalasalingam University, Krishnankoil	Dec 2008	Presented	Consumer Protection &Welfare
26.	National Conference on " Management Meet"	Doms, KLN College of Engineering, Madurai	Oct 2008	Presented	Management Meet
27.	National Conference on "Emerging Paradigms in Management"	Doms, Kalasalingam University, Krishnankoil	Mar 2008	Presented	The Value Dimension of Brand
28.	National Conference on "Changing Role of Service Sector – A Global Perspective"	Doms, Kalasalingam University, Krishnankoil	Mar 2008	Presented	Service Quality in Public Sector Banks with Special Reference to Madurai Region
29.	International Conference on "Recent Innovations in Science, Engineering & Management (ICRISEM – 17)"	Dhruva Institute of Engineering & Technology,Toopranpet, Choutuppal, Nalgonda		Presented	A Study on Opinion of Consumers Towards Recyclable Green Products – an Empirical Approach
30.	International Conference on "New Dimensions of Management in the Globalized Era – 2018"	Department of Management Studies, Madurai Kamaraj University		Presented	Drivers of Green Purchase Intention Among Consumers in Madurai District
31.	International Conference on "Entrepreneurship and Management: Innovative Construction Techniques and Ecological Development"	Doms, Anna University of Technology, Madurai		Presented	Implementation of Six Sigma as an Innovative Technology in Business Management with Special Reference to Education Domain
32.	International Conference on "Entrepreneurship and Management: Innovative Construction Techniques and Ecological Development"	Doms, Anna University of Technology, Madurai		Presented	Influencing Entrepreneurial Behavior among Engineering College Students in Madurai District: An Empirical Study
33.	International Conference on "Entrepreneurship and Management: Innovative Construction Techniques and	Doms, Anna University of Technology, Madurai		Presented	Managing Structural Raw Materials by Replacement of

	Ecological Development"				Concrete Materials with Fly Ash, M-Sand, Coconut Shell & Bamboo
34.	International Conference on "Entrepreneurship and Management: Innovative Construction Techniques and Ecological Development"	Doms, Anna University of Technology, Madurai		Presented	Safety Management
35.	International Conference on "Entrepreneurship and Management: Innovative Construction Techniques and Ecological Development"	Doms, Anna University of Technology, Madurai		Presented	Green Environment-Past, Present and Future
36.	International Conference on " Contemporary Emerging Trends in Management"	Doms, Anna University of Technology, Madurai		Presented	Switching Behaviour of Subscribers in Indian Telecom Sector
37.	International Conference on " Contemporary Emerging Trends in Management"	Fatima Michael College of Engineering and Technology		Presented	Switching Behaviour of Subscribers in Indian Telecom Sector
38.	International Conference on " Contemporary Emerging Trends in Management"	Doms, Anna University of Technology, Madurai		Presented	SCM Practices Adopted by Open and Spinning Mills of Tamilnadu
39.	International Conference on " Contemporary Emerging Trends in Management"	Fatima Michael College of Engineering and Technology		Presented	SCM Practices Adopted by Open and Spinning Mills of Tamilnadu
40.	International Conference on " Contemporary Emerging Trends in Management"	Doms, Anna University of Technology, Madurai		Presented	Scale Model of Store Loyalty; Perceived Value and Store Image Have a Greater Interrelationship in Indian Retail Stores
41.	International Conference on " Contemporary Emerging Trends in Management"	Fatima Michael College of Engineering and Technology		Presented	Scale Model of Store Loyalty; Perceived Value and Store Image Have a Greater Interrelationship in Indian Retail Stores
42.	International Conference on " Contemporary Emerging Trends in Management"	Doms, Anna University of Technology, Madurai		Presented	A Study on Balancing Work and Life

43.	International Conference on " Contemporary Emerging Trends in Management"	Fatima Michael College of Engineering and Technology		Presented	A Study on Balancing Work and Life
44.	International Conference on "Contemporary Issues and Challenges Before Indian mangers and Entrepreneurs – A Global Perspective"	GRD Academy of Management, Coimbatore		Presented	Contemporary Issues Faced by Marketing Managers in India
45.	International Conference on "Overseas Educational Avenues"	Anna University of Technology, Madurai		Presented	Overseas Educational Avenues
46.	International Conference on "Changing Role of Banks – A Global Perspective"	Karpagam Arts and Science College, Coimbatore		Presented	Changing Role of Banks – A Global Perspective
47.	International Conference on "Managerial Issues in The Globalized Era"	Sree Amman Institute of Management and Research, Erode		Presented	Promise of Human Resource
48.	Placement Workshop on "corporate grooming"	Department of Management Studies, Fatima College, Madurai	08.10.2018	Organized	-
49.	International Conference on 'DIGITAL MARKETING – A GLOBAL PERSPECTIVE'	Department of Management Studies, Fatima College, Madurai	10.08.2018	Presented	The Customer Satisfaction towards ICT Services in Banking Sector – An Empirical Study
50.	Symposium on "Exploring Import and Export Business Opportunities"	Department of Management Studies, Fatima College, Madurai	18.09.2018	Participated	-
51.	National conference on business analytics – a roadmap to entrepreneurship	MBA & MCA, Fatima College, Madurai	06.09.2019	Organized	-
52.	Brilz 2k19 – inter collegiate meet	Department of Management Studies, Fatima College, Madurai	07.09.2019	Organized	-
53.	Placement workshop on 360° career development	Department of Management Studies, Fatima College, Madurai	18.09.2019	Organized	-
54.	Evolution of Business Management Ethics in India	Virudhunagar Hindu Nadars' Senthikumara Nadar College (Autonomous), Virudhunagar	Oct 2019	Presented	Brant Analytics – A Study about Apple iPhone

55.	National Seminar on " Inspirational Leadership for Higher Education Institution in India in the 21st Century	Xavier Board of Higher Education in India- Tamil Nadu Region & Jointly organized by Fatima College, Madurai	25.02.2020	Participated	-
56.	Dynamics of Management in the Global Scenario – 2020	Department of Management Studies (DOMS) School of Business Studies, Madurai Kamaraj University	05.03.2020	Presented	Innovative HR Interventions Influences on Emotional Intelligence of IT Women
57.	Prospects and Challenges of Startups in India	Department of Entrepreneurship Studies, School of Business Studies, Madurai Kamaraj University	22.01.2020	Presented	Human Resource Practices of emotional Intelligence and its Impact on the performance of woman in IT startups
58.	National Seminar on "Inspirational Leadership for Higher Education Institutions in India in the 21st Century	Xavier Board of Higher Education in India, Tamil Nadu Region, St. Joseph's College (Autonomous), Tiruchirappalli at Fatima College, Madurai	25.02.2020	Participated	-
59.	National Conference on "Innovative and sustain ability in Rural and Agro Development in Digital Era (NCISRD -2020)	Francis Xavier Engineering College, An autonomous Intuition, Vannarpettai, Tirunelveli	24.01.2020	Presented	A Study on factors influencing green purchase behaviour among consumers with special reference to Madurai city
60.	Dynamics of Management in the Global Scenario – 2020	Department of Management Studies (DOMS) School of Business Studies, Madurai Kamaraj University	05.03.2020	Presented	Shipping Industry – A Global Perspective

➢ Areas of Specialization

- ❖ Marketing
- ❖ Human Resource
- ❖ Entrepreneurship
- ❖

➢ Research Guidance Details

S. No.	Name of the University in which Recognized as Guide	Date of Registration	Registration Number	Date of Guideship Received	Ph.D. Guideship Details			
					Ongoing		Completed	
					Full Time	Part Time	Full Time	Part Time
1	Madurai Kamaraj University	-	1527	15.09.2016	4	4	-	-

Ph.D. Guidance Completed/Ongoing

S. No.	Student Name	Title of Thesis	Mode of Ph.D. (Full Time / Part Time	Registration Number	Date of Registration	Name of University/ Institution under which Registered	Registered/ Pursuing/ Submitted/ Pre-Viva/ Viva/ Awarded	Date (Submitted/ Pre-Viva/ Viva/ Awarded)
1.	Mr. P.S. Manoj Kumar	A Comparative Analysis of Learning Quality among International Schools in Karnataka and Kerala State	Part Time	P4817	07.01.2017	Madurai Kamaraj University	Pursuing	-
2.	Mr. Andrew Issac	Determinants of Emotional Intelligence Among Employees Working in IT Sector with Special Reference to Bangalore City	Part Time	P4854	07.01.2017	Madurai Kamaraj University	Pursuing	-
3.	Ms. S. Shyamala Gowri	A Study on Determinants of Green Purchase Intention Among IT Professionals in Chennai District	Part Time	P4884	01.02.2017	Madurai Kamaraj University	Pursuing	-
4.	Ms. K. Ganga Mala	A Study on Customer Based Brand Equity and Buying Intention of Selected Organized Retail Outlets in Madurai District	Part Time	P4878	01.02.2017	Madurai Kamaraj University	Pursuing	-

5.	Mr. Melton Xavier	A Study on Logistics Service Quality of Shipping Industries Kerala	Part Time	P4890	05.01.2017	Madurai Kamaraj University	Pursuing	-
6.	Ms. S. Felicia	A Study of Emotional Intelligence and Its Impact on Performance of Women IT Professionals	Part Time	P5012	19.04.2017	Madurai Kamaraj University	Pursuing	-
7.	Mr. P. Senthilkumar	An Analysis of Departmental Stores' Customers' Emerging Buying Behaviour in Chennai City	Part Time	P5042	20.05.2017	Madurai Kamaraj University	Pursuing	-
8.	Mr. G. Bensus Benarge	Measurement of Electronic Service Quality of Online Shopping Goods Among Middle Class Households in Kanyakumari District	Part Time	P4824	07.01.2017	Madurai Kamaraj University	Pursuing	-

M.Phil. Guidance Completed/Ongoing

S. No.	Title of Dissertation	Organization	Student Name	Year
1.	A Study on Emotional Intelligence of Branch Managers in Nationalized Bank in Madurai	The American College, Madurai	D. Ishwariya	2016
2.	A Study on the Work Life Balance Among the ICSE School Teachers	The American College, Madurai	S. Suba Bagavathi	2016
3.	A Study on the Analysis on Investor's Awareness and Preference in Fortune Trading Corporation Towards Commodity Market in Madurai	The American College, Madurai	J. Josephine Alice Mary	2016
4.	A Study on the Employee	The American College, Madurai	S. Sabitha	2016

	Turnover Intention in Axis Bank with Special Reference to Urban Branches of Chennai			
5.	A Study on the Conflict Management in AAVIN, Madurai	The American College, Madurai	C. Sharmila	2016
6.	A Study on the Occupational Hazards of Private Bus Drivers in Madurai District	The American College, Madurai	A. Manohari	2016
7.	A Study on Performance Analysis of Public Sector and Private Sector Banks in India using Camel Rating	The American College, Madurai	A. Latha Priyadharshini	2017

8. Articles Published in Journals/Proceedings/Magazines/Books

S. No.	Journal/Proceeding/ Magazine/Book Name	Title of the Article	Month/ Year	Vol. No.	Issue No.	Page No.	ISSN/ ISBN	Publisher
1.	International Journal of Global Talent Management in the Digital Era	A Study About Sustainable Issues Among Banking Professional in Madurai Region	13TH Sep 2017	-	-	-	978-93-86537-95-9	Fatima College, Madurai
2.	International Journal of Science Technology and Management	A Study on Opinion of Consumers towards Re-cyclable Gr	Jul 2017	6	7	-	2394-1529	IJOSTAM
3.	International Journal of Economics & Finance Research & Applications	An Empirical Study Towards Work Life Balance Among Bank Employees in Madurai Region	2017	3	1	8-15		
4.	Article in Engineering & Technology in India	Implementation of Six Sigma as an Innovative Technology in Business Management with Special Reference to Education Domain	Dec 2016	1	5		2472-8640	
5.	Article in Engineering & Technology in India	Influencing Entrepreneurial Behavior among Engineering College Students in Madurai District: An Empirical Study	Dec 2016	1	5		2472-8640	
6.	Article in Engineering & Technology in India	Managing Structural Raw Materials by Replacement of	Dec 2016	1	5		2472-8640	

S. No.	Journal/Proceeding/ Magazine/Book Name	Title of the Article	Month/ Year	Vol. No.	Issue No.	Page No.	ISSN/ ISBN	Publisher
		Concrete Materials with Fly Ash, M-Sand, Coconut Shell & Bamboo						
7.	Article in Engineering & Technology in India	Safety Management	Dec 2016	1	5		2472-8640	
8.	Article in Engineering & Technology in India	Green Environment – Past, Present and Future	Dec 2016	1	5		2472-8640	
9.	Article in IJMFSMR	A Study on Implementing Six Sigma in Management Education in Madurai Zone		3	7		2277-6788	
10.	Article in IJSSIR	A Study on Employee Motivation in " The American College"		3	7		2277-3630	
11.	Article in GIIRJ	A Study on the Relationship between Emotional Intelligence and Stress					2347-6915	
12.	Article in APJMMR	A Study on the Emotional Intelligence and Measures to Manage the Emotions at Workplace						
13.	Article in Indian Journal of Applied Research	Ethical Activities Among Employees in Automotive Industries		1	2			
14.	International Journal for Entrepreneurship & Management	Women Entrepreneurship and Gender Issues					2250-3730	
15.	Research Paper in Management Mantras Journal	SCM Practices Adopted by Open End Spinning Mills of Tamil Nadu					2249-5878	
16.	Reaching The Unreached – A Challenge to Technical Education	Management Education – E3					978-93-80657-71-4	
17.	Reaching The Unreached – A Challenge to Technical Education	Critical Issues of Indian Management Education					978-93-80657-71-4	

S. No.	Journal/Proceeding/ Magazine/Book Name	Title of the Article	Month/ Year	Vol. No.	Issue No.	Page No.	ISSN/ ISBN	Publisher
18.	Women Empowerment	Challenges Faced by Women Entrepreneurs					978-1-4675-2133-8	
19.	Women Empowerment	Women Entrepreneurship for Rural Development					978-1-4675-2133-8	
20.	Emerging New Trends in Managerial Excellence	Emerging Trends in Retailing					978-81-909042-4-7	
21.	Emerging New Trends in Managerial Excellence	Work Life Balance of Employees					978-81-909042-4-7	
22.	Contemporary Emerging Trends in Management – 2012	Scale Model of Store Loyalty					978-1-4675-1732-4	
23.	Contemporary Emerging Trends in Management – 2012	Switching Behaviour of Subscribers in Indian Telecom Industries					978-1-4675-1732-4	
24.	Entrepreneurship and Management	Women Entrepreneurship and Gender Issues					978-81-920575-2-1	
25.	PSNA Journal of Business & System	Value Dimensions of Brand		1	1			
26.	International Journal of Multidisciplinary Research	A Study on various Dimensions of Logistics Service Quality of Shipping Industries	01-June-2019	8	6	47-49	2278-2311	Literary Findings
27.	Evolution of Business Management Ethos in India	Brand Analytics – A Study About Apple iPhone	Oct 2019	-	-	26-32	978-81-942052-1-0	Virudhunagar, Hindu Nadar Senthikumar Nadar College, Virudhunagar
28.	UGC Care Approved International Indexed and Referred Journal Impact Factor 6.2	A Study on the Impact of Brand Equity on Business and Consumer Perception	Nov 2019	22	10	-	0971-1260	Think India Journal
29.	International Journal of Law Management & Humanities	Brand Equity and Customer Satisfaction – A Study of Redmi Mobile in Madurai District	2019	2	4	-	2581-5369	
30.	UGC Care Approved International Indexed and Referred Journal Impact Factor 4.912	A Study on Factors Influencing Green Purchase Behavior Among Consumers	Jan 2020	68	1	-	0474-9030	Our Heritage Journal

S. No.	Journal/Proceeding/ Magazine/Book Name	Title of the Article	Month/ Year	Vol. No.	Issue No.	Page No.	ISSN/ ISBN	Publisher
		with Special Reference to Madurai City						
30.	Journal of the Gujarat Research Society	Big five personality traits as predictors of emotional intelligence: An Empirical Approach among Teachers in Bangalore City	03.01.2020	21	16	1-6	0374-8588	Adaikalamatha Institute of Management & Research

9. Edited Books

S. No.	Book Name	Year	Publisher	ISBN
1.	Business Research Methods (Text & Cases)	2018	Himalaya Publications 2018	-
2.	Retail Economics and Retail Formats	2014	Madurai Kamaraj University	-
3.	Retail Buying and Merchandising	2014	Madurai Kamaraj University	-
4.	Retail Selling and Customer Service	2014	Madurai Kamaraj University	-
5.	Store Location Management	2014	Madurai Kamaraj University	-
6.	Organizational Behaviour	2012	Anna University of Technology, Madurai	-
7.	Business Communication Skills	2012	Anna University of Technology, Madurai	-

10. Member in Editorial Board of National/International Journals

- Associate Editor of "INTERNATIONAL Journal of Commerce and Management Research" (ISSN: 2455-1627) Impact Factor: RJIF 5.22.
- Member in the Board of Studies in the Department of Entrepreneurship at Madurai Kamaraj University.
- Member in the Evaluation Board at Madurai Kamaraj University.
- Member in the Board of Studies in the Department of Management Studies at xavier institute of Business Management (XIBA).

11. Guest Lectures Delivered

S. No.	Organization	Theme/Title	Date
1.	Theni Kanmavar Sangam College of Technology, Theni	A Series of Entrepreneurship Awareness Camps	2013
2.	Michael Institute of Management, Madurai	A Series of Entrepreneurship Awareness Camps	2014
3.	RVS College of Engineering & Technology, Dindigul	A Series of Entrepreneurship Awareness Camps	2013
4.	The American College, Madurai	A Series of Entrepreneurship Awareness Camps	28.01.2013
5.	Vickram College of Engineering, Madurai	A Series of Entrepreneurship Awareness Camps	31.01.2013
6.	Vickram College of Engineering, Madurai	A Series of Entrepreneurship Awareness Camps	09.02.2013
7.	Anna University, Regional Centre, Madurai	A Series of Entrepreneurship Awareness Camps	14.02.2013
8.	St. Michael Group of Institutions, Madurai	A Series of Entrepreneurship Awareness Camps	19.02.2013
9.	Vijay Institute of Management, Madurai	A Series of Entrepreneurship Awareness Camps	21.02.2013
10.	Bharat Niketan Engineering College, Theni	A Series of Entrepreneurship Awareness Camps	25.02.2013
11.	Vickram College of Engineering, Madurai	A Series of Entrepreneurship Awareness Camps	21.07.2014
12.	KLN College of Engineering, Madurai	A Series of Entrepreneurship Awareness Camps	24.07.2014
13.	Nadar Saraswathi College of Engineering and Technology, Madurai	A Series of Entrepreneurship Awareness Camps	18.04.2013
14.	Anna University, Regional Centre, Madurai	A Series of Entrepreneurship Awareness Camps	29.04.2013
15.	Anna University, Regional Centre, Madurai	A Series of Entrepreneurship Awareness Camps	23.05.2013
16.	CSI College of Arts & Science, Madurai	A Series of Entrepreneurship Awareness Camps	15.07.2014
17.	NIZHALALAGAM NGO, Madurai	Can India be Developed in 2020?	26.01.2020
18.	Department of Management Studies, Madurai Kamaraj University, Madurai	Role of Entrepreneurship in Economic Conditions in India	27.01.2020

12. Endowment Lectures Delivered

S. No.	Institution	Name of The Endowment	Theme/Title	Date
1.	Mangayarkarasi College for Women, Madurai		Career Opportunities for Under-Graduate Students	Feb 2018
2.	Annai Fatima Institute of Management, Madurai		Faculty Development Program	Nov 2017
3.	Mangayarkarasi College for Women, Madurai		Corporate Social Responsibility	July 2017

4.	MES College, Kerala, Nedunkandam		ICT for Rural Development	
5.	ECGC		Training Program of Officers of ECGC	Dec 2015
6.	Anna University of Technology, Madurai and DST New Delhi		Faculty Development Program	Jul 2014
7.	Anna University of Technology, Madurai and DST New Delhi		Faculty Development Program	Mar 2013
8.	XIBA, Tirunelveli		HR SUMMIT '16	

13. Achievements

S. No.	Name of the Award	Award Received for	Sponsors / Source	Date
1.	Best Teacher Award 2013-2014	National Foundation for Entrepreneurship and Development	National Foundation for Entrepreneurship Development	5TH Sep,2013
2.	Outstanding Educator and Scholar Award 2014-2015	National Foundation for Entrepreneurship and Development	National Foundation for Entrepreneurship Development	5TH Sep,2014
3.	Outstanding Educator and Scholar Award 2015-2016	National Foundation for Entrepreneurship and Development	National Foundation for Entrepreneurship Development	5TH Sep,2015

14. Project Undertaken

S. No.	Title of Project	Position	Sponsored By	Date & Year	Sanctioned Amount
1.	DST NIMAT Project 2014-15-EAC (2 Programmes)	Principal Investigator	Directorate of Science and Technology, New Delhi	14.07.2014	40,000
2.	DST NIMAT Project 2015-16-EAC (2 Programmes)	Principal Investigator	Directorate of Science and Technology, New Delhi	27.10.2015	40,000
3.	DST NIMAT Project 2014-15-EAC ADD ON (1 Programmes)	Principal Investigator	Directorate of Science and Technology, New Delhi	10.02.2016	20,000
4.	DST NIMAT Project 2014-15-EAC (6 Programmes)	Principal Investigator	Directorate of Science and Technology, New Delhi	25.05.2016	1,20,000

15. Foreign Countries Visited on Academic Assignments/Training/Invited Programme

- Organized and accompanied a Global Industrial Visit to Singapore & Malaysia for MBA Students on May 2014 (10 Days).
- Participated in an Advanced Leadership Training Programme organized by Haggai Institute, Maui, U.S.A during September – October, 2014 (1 Month).

NAME : DR. P. SHYAMALA
POSITION : ASSOCIATE PROFESSOR & HEAD
DATE OF BIRTH : 21.01.1976
Unique ID : 1-1454806743

1. Qualification

S. No.	Degree / Diploma / Certificate	Discipline	Name of The Institution	Year of Passing
1.	UG	BBA	Fatima College, Madurai	1998
2.	PG	MBA	Fatima College, Madurai	2000
3.	M. Phil.	Management	Madurai Kamaraj University	2005
4.	Ph.D.	Management	Mother Teresa Women's University	2010
5.	PG	Women's Studies	Mother Teresa Women's University	2013

➢ WORK EXPERIENCE

2. Teaching Experience

S. No.	Institution	From – To
1.	Managayarkarasi College for Women	2000 – 2001
2.	E.M.G Yadava Women's College	2001 – 2005
3.	Fatima College	2005 – till date

➢ Research Guides/Guidance Details

S. No.	Name of the University in which Recognized as Guide	Date of Registration	Registration Number	Date of Guideship Received	Ph.D. Guideship Details			
					Ongoing		Completed	
					Full Time	Part Time	Full Time	Part Time
1.	Mother Teresa Women's University	-	-	06.06.2013	-	2	-	-
2.	Madurai Kamaraj University	-	1411	28.11.2014	-	7	-	-

➢ **OTHERS**

3. orientation/Refresher/Training Programmes/FDP Attended

S. No.	Programmes	Theme	Organized by	Date
1.	Faculty Development Programme	Business Intelligence	Department of Computer Applications, Fatima college, Madurai	14.02.2009
2.	Internship Programme	-	ABT Industries Limited Madurai	30.11.2009 - 04.12.2009
3.	Internship Programme	-	Regus Centres, Malaysia	20.01.2012 - 27.01.2012
4.	Training Programme	E-content development	Fatima College, Madurai	16.04.2012 - 20.04.2012
5.	Training Programme	Statistical training programme (Basic level)	IQAC, Fatima College, Madurai	04.11.2013 - 07.11.2013
6.	Faculty Development Programme	entrepreneurship development	CED, Arasaradi, Madurai	02.12.2013 - 14.12.2013
7.	Training Programme	Statistical training programme (advanced level)	IQAC, Fatima College, Madurai	20.01.2014 - 22.01.2014
8.	Outbound Training Programme	Healing the Inner Child	Anugraha Arts and Science College, Dindigul	21.03.2016 - 22.03.2016
9.	Awareness Programme	Price Risk Management using the exchange platform	Hotel Royal Court, Madurai	24.06.2016
10.	Outbound Training Programme	Healing the Inner Child	Anugraha Arts and Science College, Dindigul	01.03.2017 - 02.03.2017
11.	Faculty Development Programme	Entrepreneurship	Department of E&CE, Rathinam Technical Campus, Coimbatore	04.06.2018 - 09.06.2018
12.	Outbound Training Programme	Healing the Inner Child	Anugraha Arts and Science College, Dindigul	27.02.2018 - 28.02.2018
13.	Internship Programme	-	SAHAY RACKS (P) LTD., Tuticorin	3.12. 2018 – 8.12.2018
14.	Outbound Training Programme	Healing the Inner Child	Anugraha Arts and Science College, Dindigul	06.02.2019- 07.02.2019

4. National/International Seminar, Workshop, Conference & Symposium

S. No.	Programmes	Organized by	Date	Participated / Presented	Title of the Paper

1.	NATIONAL SEMINAR ON "EMERGING	P.S.N.A., COLLEGE OF	17.02.2007	PRESENTED	STRESS MANAGEMENT AND

S. No.	Programmes	Organized by	Date	Participated / Presented	Title of the Paper
	issues and Challenges in Management"	Engineering and Technology, Dindigul			Work Life Balance
2.	National Seminar on "Challenges to Globalization and strategies to overcome them"	Misrimal Navajee Munoth Jain Engineering College, Chennai	8. 03. 2007	Presented	Quality of Work Life Balance and Globalisation
3.	National Seminar on "180 days/360 degree Knowledge Management in Higher Education"	The Ethiraj College for women, Chennai	06.02.2008 & 07.02.2008	Presented	Knowledge Management-Culture, Society and Ethical Issues
4.	National Conference on "Information technology and Management"	PSNA College of Engineering and Technology, Dindigul	16.02.2008	Presented	Enterprise Resource Planning
5.	ICSSR Sponsored International Conference on "Reforms in Higher Education in Asia"	Cardamom Planters' Association College, Bodinayakanur	04.03.2008	Presented	Emerging Trends in Higher Education
6.	National Seminar on "Investment Techniques"	Fatima College, Madurai	05.03.2008	Presented	E-Banking
7.	National Conference on "Service Sector-Changing role of service sector –A global perspective"	Kalasalingam University, KrishnanKoil	07.03.2008	Presented	A Study on Changing Role of Service Sector
8.	National Seminar on "Southern regional seminar on leadership in management"	AIMS, MKU& PSG institute of management	08.08.2008 & 09.08.2008	Participated	-
9.	Seminar on "Enhancing & Sustaining Quality in Higher Education : Intervention Strategies"	IQAC, Fatima college, Madurai	27.02.2009	Presented	Teaching Pedagogies in Professional Courses
10.	Tamilnadu State Council for Higher Edu. Sponsored National Seminar on "Financial institutions"	Department of Commerce Government Arts College, Chennai	27.02.2009	Presented	Financial Institutions in India
11.	International Seminar on "Economic Recession"	Department of Management studies, K.S.R college of Technology, Thirucencode	25.03.2009	Presented	Economic Recession in Transforming The Work Life Balance
12.	Workshop on "Workshop on understanding and handling stress"	TOPKIDS	10.08.2009 & 11.08.2009	Participated	-
13.	International Seminar on "Paradigm shift in contemporary management education"	Department of Management studies, Fatima College, Madurai	11.01.2010 & 12.01.2010	Presented	Corporate Governance in Higher Education
14.	International Seminar on "Global recession"	Department of Economics, Fatima College, Madurai	22.01.2010	Presented	Global Recession – An Opportunity for Indian Economy

15.	National Seminar on "The impact of foreign direct investment on Indian economy"	Department of commerce, Loyola college, Chennai	10.02.2010 & 11.02.2010	Presented	Investment Climate and Labor Issues in India

S. No.	Programmes	Organized by	Date	Participated / Presented	Title of the Paper
16.	National Seminar on "Ethical transformation of contemporary management business"	Department of Management studies, SNGIMS, Coimbatore	12.02.2010	Presented	Changing Scenario in Marketing Practices
17.	Seminar on "Global Economic meltdown"	Madurai Management Association	22.02.2010	Presented	Global Economic Meltdown in The Indian Context
18.	National Seminar on "Prospects and challenges in Entrepreneurial development in the post economic crisis scenario"	Department of Business Administration St. Xavier's college Palayamkottai	26.02.2010	Presented	Marketing Competency – A Key for SME Success
19.	Seminar on "Enhancing customer relationship"	Department of Management Studies, Govt. Arts College, Paramakudi	05.03.2010	Presented	CRM in Modern Banking Era
20.	National Conference on "Management – A changing scenario"	Department of Management Studies Panimalar Engineering college, Chennai	06.03.2010	Presented	Advertising – An Instrument for Effective Sales
21.	National Seminar on "New Paradigm of competitiveness - Positioning management education for challenges of tomorrow"	CMR Institute of Management Studies, Bangalore	12.03.2010	Presented	Mentoring – A Molding Tool in Academics
22.	National Seminar on "Emerging trends in retailing industry"	SNR Institute of Management sciences, Coimbatore	20.03.2010	Presented	Relationship Marketing in Retail Banking
23.	National Seminar on "Quality Management in Higher Education –Role of IQAC"	Kristu Jayanti College Bangalore	11.11.2010 & 12.11.2010	Presented	Role of Students and IQAC in Enhancing Teaching, Learning and Evaluation Method
24.	National Seminar on "Impact of Micro Finance in Enhancing Competitiveness and growth of rural markets in India"	P.S.G.R. Krishnammal College for Women Coimbatore	23.12.2010	Presented	Media Penetration in Rural Marketing
25.	National Seminar Indian Heritage – A pathway to world class management	SNGIMS Coimbatore	01.02.2011	Presented	HRM Horizons and Management of Work Place Diversity
26.	Seminar on "Corporate Social responsibility and sustainable development"	Gandhigram Rural Institute Deemed University, Dindigul	13.02.2011	Presented	Corporate Social Responsibility of Indian Business and Sustainable Development
27.	National Seminar on "Globalization"	Govt. Arts and Science college for women, Krishnagiri	10.03.2011	Presented	Role of MNCS in Global Business Trade With Special Reference To India

28.	International Seminar on "Disaster Management – development discourse"	Arul Anandar College, Madurai	16.03.2011	Presented	Disaster Management- Mitigation and Displacement
29.	National Seminar on "Issues and	SNR Sons College,	17.3.2011	Presented	Major Issues and

S. No.	Programmes	Organized by	Date	Participated / Presented	Title of the Paper
	challenges in service sectors"	Coimbatore			Challenges in Transportation Services
30.	National Seminar on Globalization and Consumers – Issues and Challenges	School of Commerce-Bharathiar University, Coimbatore	22.07.2011 & 23.07.2011	Presented	Applicability of Consumer Protection Act in the Banking Services
31.	International Seminar on India's Emerging Services Sector-Challenges and Opportunities	Nmssvn College, Madurai	25.08.2011	Presented	Recent Issues and Challenges in Transportation Services
32.	Innovative Management Strategies for Global Competitiveness	Rkkr School of Management Studies	20.10.2011	Presented	Entrepreneurship through Empowerment an Approach for Sustainable Development of Rural Women
33.	National Seminar on Organised Retailing	Department of Business Administration & Commerce With CA, (Fatima College)	09.03.2012	Presented	Trends in Global Retailing
34.	International Conference on Application of Management and Technology Research in Global Economy	Department of Indian Studies, Faculty of Arts and Social Sciences University of Malaya & Sri SAI Ram Institute of Management Studies	02.06.2012 & 03.06.2012	Participated	-
35.	International Seminar on Impact of Global Crisis in Indian Business	Annai Mathammal Sheela Engineering College, Dept. of Management Studies	14.09.2012	Presented	Impact of Global Crisis on Indian Economy
36.	National seminar on Green Business Management-Powering Sustainability	Dept. of Management Studies and PGIT, Fatima College	15.09.2012	Organised	-
37.	National conference on Computational Intelligence	Pg Dept. of Computer Applications, PGIT Fatima College	22.09.2012	Organised	-
38.	Workshop on Android Technologies	Pg Dept. of Information Technology, Fatima College	20.10.2012	Organised	-
39.	Workshop on Pre-Placement Programme	Indian Institute of Training and Development	18.01.2013 & 19.01.2013	Participated	-
40.	International Summit on Business Innovations	Dept. of Management Studies	12.08.2013 - 17.08.2013	Organised	-
41.	National Conference on Computing & Convergence Technologies	Pg Dept. of Computer Applications, PGIT Fatima College	20.09.2013	Organised	-

42.	WORKSHOP ON "CORPORATE RESEARCH"	DEPT. OF MANAGEMENT STUDIES, PGIT FATIMA	25.10.2013	ORGANISED	-

S. No.	Programmes	Organized by	Date	Participated / Presented	Title of the Paper
		College			
43.	Workshop on "Project Management and Corporate Readiness	PG Dept. of Computer Applications, PGIT Fatima College	26.10.2013	Organised	-
44.	Two-Day Workshop on Life Skills	Professional Courses, Fatima College and Anugraha, Dindigul	05.02.2014 & 06.02.2014	Organised	-
45.	International Conference on Social Media for Service Sector	Professional Courses, Fatima College	20.08.2014 & 21.08.2014	Organised	Social Media Marketing Strategy
46.	Workshop on Career Opportunities in It Industry	PG Dept. of Information Technology	17.10.2014	Organised	-
47.	National Conference on Corporate Social Responsibility: Myths and Realities	Dept. of Sociology, Management Studies Fatima College, Vergal(Roots)-Educational Trust, Madurai	22.11.2014	Convener	-
48.	International Conference on The Impact of E-Commerce in Modern Business	Rathinam College of Arts and Science, Coimbatore	12.08.2015	Presented	The Boom in E-Commerce Attributed To Technological Advancements
49.	International Conference on "Innovative Hr Practices in Corporate World"	Rathinam College of Arts and Science, Coimbatore	19.08.2015	Presented	Integration Strategies and Business Governance
50.	National Conference on "Integration of Technology and Organisational Strategies"	PG Dept. of Information Technology, Fatima College	21.08.2015	Organised	-
51.	National Conference on "Integration of Technology and Organisational Strategies"	PG Dept. of Information Technology, Fatima College	21.08.2015	Presented	Developing A Knowledge Management Strategy
52.	National Conference on "Integration of Technology and Organisational Strategies"	PG Dept. of Information Technology, Fatima College	21.08.2015	Presented	Business Intelligence and Knowledge Management-A Review
53.	National Conference on "Integration of Technology and Organisational Strategies"	PG Dept. of Information Technology, Fatima College	21.08.2015	Presented	A Study on Safety Management in Fireworks Industry in Sivakasi
54.	National Conference on "Integration of Technology and Organisational Strategies"	PG Dept. of Information Technology, Fatima College	21.08.2015	Presented	Digital Marketing
55.	Placement Workshop on "Technology & Behavioral Transformation – Need for An Hour"	PG Dept. of Information Technology, Fatima College	29.09.2015	Organised	-

56.	International Conference on Corporate Social Responsibility	Rani Anna Government College for Women,	29.01.2016	Presented	A Study on Quality of Work Life of Management

S. No.	Programmes	Organized by	Date	Participated / Presented	Title of the Paper
	and Sustainable Development	Vergal, Madurai			School Teachers With Special Reference To Madurai District
57.	International Conference on Corporate Social Responsibility and Sustainable Development	Rani Anna Government College for Women, Vergal, Madurai	29.01.2016	Presented	Prevention of Risk in Fireworks Industry –A Study With Special Reference To Sivakasi, Virudhunagar District.
58.	International Conference on Corporate Social Responsibility and Sustainable Development	Rani Anna Government College for Women, Vergal, Madurai	29.01.2016	Presented	Need for Green Marketing in The Present Scenario
59.	International Conference on Innovative Management Practices	Sri Vidya College of Engineering and Technology, Virudhunagar	29.01.2016	Presented	The Role of Ethics Incorporates in The New Millennium
60.	International Conference on Changing Urban Scenario: Opportunities and Challenges	Research Centre of Economics, Fatima College	17.02.2016	Presented	The Need for Corporate To Go Green
61.	National conference on academic audit and quality enhancement in HEIs	IQAC, Arul Anandar College, Karumathur	22.3.16-23.3.16	Presented	Status and Job Satisfaction of Self Financing Teachers in Higher Education
62.	Intercollegiate Research Fest-Exploria'16 – Innovative Responses To Social and Environmental Issues	Research Cell, Fatima College, Madurai	09.03.2016	Presented	A Study on Dietary Behavioural Habit Among College Students
63.	International Conference on Managing Disaster – A Strategic Perspective	MBA & PG IT, Fatima College, Madurai	29.9.2016 & 30.9.2016	Organised	-
64.	Workshop on Career Guidance For Soft Skills Training Programme	PG IT, Fatima College, Madurai	13.10.2016	Organised	-
65.	One Day Workshop on Intellectual Property Rights	Research Advisory Committee, Fatima College and Centre For Intellectual Property Rights, Chennai	10.12.2016	Participated	-
66.	Workshop on Preventive Care And Control of Non-Communicable Diseases For Marginalised Social Groups Under (YLSDP)	Youth Led Sustainable Development Programme And Fatima College	05.01.2017 - 07.01.2017	Participated	-
67.	Intercollegiate Research Fest on "Youth: Agents of Emancipation & Social Transformation"	Research Advisory Committee, Fatima College	14.03.2017	Organised	
68.	International Conference on Global Talent Management In The Digital Era	Fatima Institute of Management- MBA, MCA & M.Sc. (IT&M)	13.09.2017	Organised	-
69.	Placement Workshop on Corporate Skills	Department of Management Studies	08.09.2017	Organised	-

70.	SYMPOSIUM ON GATEWAY TO BANKING CAREER	DEPARTMENT OF MANAGEMENT STUDIES	04.10.2017	PARTICIPATED	-

S. No.	Programmes	Organized by	Date	Participated / Presented	Title of the Paper
71.	Symposium on Road Map to A Culture of Self Improvement	Department of Management Studies	09.10.2017	Participated	-
72.	Symposium on Enhancing Research Skills	Department of Management Studies	12.12.2017	Participated	-
73.	BRILSZ 2K18 - Intercollegiate Meet	Department of Management Studies	24.01.2018	Organised	-
74.	State Level Seminar on Quality Assurance and Accreditation	IQAC, Loyola College, Chennai	02.03.2018	Participated	-
75.	International Level Conference on Digital Marketing – A global perspective	Department of Management Studies	10.08.2018	Organised	
76.	BRILZ 2K18 - Intercollegiate Meet	Department of Management Studies	11.08.2018	Organised	
77.	Placement Workshop on corporate grooming	Department of Management Studies	08.10.2018	Organised	
78.	International forum on women transcending gender boundaries: the Malaysian story	Binary University of Management & Entrepreneurship, Malaysia	14.09.2018	participated	
79.	Symposium on exploring import and export business opportunities	Department of Management Studies	18.09.2018	Participated	
80.	National conference on business analytics – a roadmap to entrepreneurship	MBA & MCA, Fatima College, Madurai	06.09.2019	organised	
81.	BRILZ 2K19 – Inter collegiate meet	Department of Management Studies	07.09.2019	organised	
82.	Placement workshop on 360° career development	Department of Management Studies	18.09.2019	organised	
83	One week online workshop on "Human values and ethics in social media – a digital perspective"	Department of Management studies	15.07.2020 – 21.07.2020	organised	

6. Guest Lectures Delivered

S. No.	Organization	Theme/Title	Date
1.	Department of Mathematics (UG), Fatima College	Career Guidance	01.04.2014
2.	Department of Information Technology (UG), Fatima College	Introduction to Advertisement	13.12.2014
3.	Department of B.Com. CA, Fatima College	Project Guidelines	23.01.2015
4.	BBA Dept. E.M.G. Yadava Women's College,	Guidelines For Project	19.02.2015
5.	Dept. of Home Science, Fatima College, Madurai	Project Guidelines	13.07.2015
6.	Department of B.Com Ca, Fatima College	Research Guidelines	08.12.2015

7.	WOMEN CELL	STRESS MANAGEMENT	04.02.2016

8.	N.M.S.S.V.N. College, Dept. of Management Studies, Madurai	Application of Statistical Tools in Research Using SPSS	18.03.2016
9.	Department of Mathematics –Shift I, Fatima College	Career Guidance Programme	30.11.2016
10.	Department of B.Com CA, Fatima College	Research Guidelines	02.12.2016
11.	Capacity Building For Young Leaders	Information and Foresightedness	17.02.2017
12.	Quality Circle, Fatima College	QC Orientation	29.07.2017
13.	Department of B.Com CA, Fatima College	Statistical Methods In Research	31.08.2017

Membership in Professional Bodies

- Indian Academic Researchers Association – Life Time Member

Foreign Countries Visited on Academic Assignments/Training/Invited Programme

- Malaysia – Internship Programme at Regus Centres from 20.01.2012 - 27.01.2012
- Malaysia - International Forum Women Transcending Gender Boundaries: The Malaysian Story - Binary University of Management & Entrepreneurship, Malaysia – 14.09.2018

7. Achievements

S. No.	Name of the Award	Award Received for	Sponsors / Source	Date
1.	The Best Performance Award 2015 - 2016	Academic Excellence, Research Culture and dedicated service to the student Community and the Institution	Fatima College (Autonomous), Madurai	Mar. 11, 2016
2.	The Best Performance Award 2016 - 2017	Academic Excellence, Research Culture and dedicated service to the student Community and the Institution	Fatima College (Autonomous), Madurai	Mar. 11, 2017

8. Major Assignments

S. No.	Major Assignments	Institution	Date/ Period	Topic & Position
1.	Resource Person	Arulanandar College, Dept. of It & M, National Conference on Innovative Trends in Computing	25.02.2015	Role of Information Technology in Business – Resource Person
2.	Resource Person	Fatima College, Quiz Club	18.12.2015	Quiz Master
3.	Resource Person	Faculty Induction Programme, Fatima College	11.11.2016	Team Building – A Leadership Strategy, Lecture Delivered.

4.	Resource Person	Faculty Induction Programme, Fatima College	21.12.2016	Team Building – A Leadership Strategy, Lecture Delivered.
5.	Resource Person	Capacity Building Programme For Helpers, Fatima College	06.02.2017	Time Management
6.	Resource Person	Fatima College, Orientation For Newly Appointed Staff	21.06.2017	Team Building
7.	Resource Person	Fatima College, Placement Cell	19.02.2018	Career Opportunities For UG Students
8.	Resource Person	Madurai Management Association	21.02.2015	National Management Day Celebration
9.	Resource Person	Capacity Building Programme For Non Teaching Staff, Fatima College	19.07.2018	Seven Steps for Successful Life
10.	Resource Person	Capacity Building Programme For Non Teaching Staff, Fatima College	26.07.2018	Seven Steps for Successful Life

➢ Areas of Specialization

- Marketing

➢ Courses taught at certificate

1	Diploma PGDCA	Office Automation	Madurai Kamaraj University	2011

➢ Ph.D. Guidance Completed/Ongoing

S. No.	Student Name	Title of Thesis	Mode of Ph.D. (Full Time / Part Time	Registration Number	Date of Registration	Name of University/ Institution under which Registered	Registered/ Pursuing/ Submitted/ Pre-Viva/ Viva/ Awarded	Date (Submitted/ Pre-Viva/ Viva/ Awarded)
1.	S. Nagalakshmi	An Empirical Investigation on the Role of Behavioural Finance in Portfolio Investment Decision with Special Focus on Individuals Working in BFSI Sector in Bengaluru City	Part time	PHDMS2014P297	26.06.2014	Mother Teresa Women's University	Pursuing	-

2.	P. SONIKA	SAFETY MANAGEMENTIN FIREWORKS INDUSTRY- A STUDY WITH SPECIAL REFERENCE IN	PART TIME	PHDMS15P368	19.02.2015	MOTHER TERESA WOMEN'S UNIVERSITY	PURSUING	-

		VIRUDHUNAGAR DISTRICT						
3.	P. JERLIN RUPA	A STUDY ON QUALITY OF WORK LIFE OF WOMEN TEACHERS' IN SELF FINANCED COLLEGES	PART TIME	P3900	19.06.2015	MADURAI KAMARAJ UNIVERSITY	PURSUING	-
4.	K. MANGAYARKARASI	A STUDY ON FACTORS INFLUENCING GREEN MARKETING IN MADURAI DISTRICT	PART TIME	P4170	07.09.2015	MADURAI KAMARAJ UNIVERSITY	PURSUING	-
5.	G. VIGNESHWARAN	A STUDY ON EFFECTIVENESS OF ONLINE ADVERTISING WITH SPECIAL REFERENCE TO MADURAI DISTRICT	PART TIME	P4023	07.09.2015	MADURAI KAMARAJ UNIVERSITY	PURSUING	-
6.	A. SCHOLASTICA SNEHA	A STUDY ON EMPLOYEE RETENTION PRACTICES AND ITS EFFECTIVENESS IN IT SECTOR, CHENNAI	PART TIME	P4340	08.01.2016	MADURAI KAMARAJ UNIVERSITY	PURSUING	-
7.	D. NAVEEN VANAN	ASSESSMENT OF CUSTOMER SERVICE QUALITY AND CUSTOMER SATISFACTION IN THE PRIVATE BANKING SECTOR IN CHENNAI	PART TIME	P4364	08.01.2016	MADURAI KAMARAJ UNIVERSITY	PURSUING	-
8.	B. SUGANYA	IMPACT OF E-BANKING ON BUSINESS AND INDIVIDUAL CUSTOMERS AND RATE OF ADOPTION IN MADURAI CITY	PART TIME	P4821	07.01.2017	MADURAI KAMARAJ UNIVERSITY	PURSUING	-
9.	R. MUTHARASU	A STUDY OF NON-GOVERNMENTAL ORGANISATIONS' ROLE IN EMPOWERING WOMEN THROUGH ENTREPRENEURSHIP IN SIVAGANGAI DISTRICT	PART TIME	P4852	09.01.2017	MADURAI KAMARAJ UNIVERSITY	PURSUING	-

➢ Articles Published in Journals/Magazines

S. NO.	JOURNAL / MAGAZINE NAME	ARTICLE TITLE	MONTH/ YEAR	VOL. NO.	ISS. NO.	PAGE NO.	ISBN/ ISSN	PUBLISHER
1.	HRD TIMES	PARADIGM SHIFT IN HIGHER EDUCATION	2009	11	3	30-31	-	M. FARHATH HUSSAIN HRD, CHENNAI
2.	MBA REVIEW	ECONOMIC RECESSION TRANSFORMING THE WORK LIFE BALANCE	2009	VIII	5	34-37	0972-6764	THE ICFAI UNIVERSITY PRESS, BANGALORE

3.	MBA Review	Personal and Professional Conflicts	2009	III	6	46-49	0974-6838	The ICFAI University Press, Bangalore

S. No.	Journal / Magazine Name	Article Title	Month/ Year	Vol. No.	Iss. No.	Page No.	ISBN/ ISSN	Publisher
4.	Journal for Bloomers of Research	Sustainable Development of Entrepreneurship With Particular Reference to Madurai City	Aug. 2011	4	1	360-364	0974-6838	V.H.N Senthikumara Nadar College, Virudhunagar
5.	Journal of Business Research	Women Empowerment Through Self Help Groups	Sep. 2011	I	2	91-96	2248-9711	Dhanraj Baid Jain College, Chennai
6.	Journal of Management and Entrepreneurship	Serv Qual Analysis on Customer Expectations and Perceptions Towards Life Insurance	Dec. 2011	I	3	161-166	2231-3710	Management Teachers Consortium Global Chennai Chapter
7.	SELP Journal of Social Science	Legal Protection for The Consumer In The Banking Services	Mar. 2012	III	9	70-73	0975-9999	SELP Trust
8.	Research Explorer	Barriers to Technology Usage Among Female Teachers In Chennai –an Analysis	June 2012	I	1	101-106	2250-1940	Social Empowerment of Local People Trust
9.	International Journal of Management Review	CRM in Retailing	Aug. 2012	-	-	112-116	2277-5803	-
10.	Journal of Management Research	Knowledge Management –The Key Factor To Success	Dec. 2012	2	5	51-55	2249-6459	KPCJMR, Chennai
11.	Journal of Management and Science	Conflict Between Work and Life And Its Effect on Work Culture	Dec. 2012	II	4	120-129	2250 1819	Non Olympic Times
12.	Research Explorer	Strategies of Marketing For The Benchmark In Today's Business Scenario	Jan. 2013	II	3	25-28	2250-1940	Indian Academic Researchers Association
13.	Research Explorer	Impact of Global Economic Crisis on Indian Women	Apr. 2013	II	10	120-123	2250 1940	Indian Academic Researchers Association
14.	Journal of Management	Workers' Views on Safety System To Prevent Accident in Fireworks, Industry, Sivakasi	Apr. 2015	-	-	106-110	0974-0406	-
15.	International Journal of Multidisciplinary Researches	Factors Affecting The Growth of Entrepreneurship In Small Scale Sector	Sep. 2015	2	Special Issue	11-14	2349-8684	Dr. S. Balakrishnan Vergal (Roots) Madurai
16.	International Journal of Multidisciplinary Researches	Online Entrepreneurship- A Solid Investment	Sep. 2015	2	Special Issue	15-23	2349-8684	Dr. S. Balakrishnan Vergal (Roots) Madurai

17	ROOTS INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCHES	NEED FOR GREEN MARKETING IN THE PRESENT SCENARIO	FEB. 2016	2	1	53-55	2349 - 8684	DR. S. BALAKRISHNAN VERGAL (ROOTS) MADURAI

S. No.	Journal / Magazine Name	Article Title	Month/ Year	Vol. No.	Iss. No.	Page No.	ISBN/ ISSN	Publisher
18.	International Journal of Advance Research and Innovative Ideas in Education	The Role of Ethics in Corporate in the Millennium	2016	1	1	254-258	2395 4396	IJARIIE
19.	Journal of Scientific Praxis and Action Research for Knowledge Society	Quality of Work Life of Women Teachers – A Study with Special Reference to Self Financing Teachers in Madurai District	May 2016	5	1	46-51	2277-5021	Britto Publishing House, Arul Anandar College
20.	Kaizen Magazine	Role of Digital Media Marketing in Modern World	Mar. 2017	7	1	1	-	Department of Management Studies, Fatima College
21.	Royal – Peer Reviewed and UGC Listed Journal	An Empirical Investigation to Understand the Key Factors Influencing Behaviour of Individual Investor in Indian Equity Market	Jan. 2018	VI	1	119-132	ISSN 2319-359X	Ajanta Prakashan, Aurangabad
22.	Bodhi – International Journal of Research in Humanities, Arts & Science	Socio-Economic Implications Of Linking Aadhaar With Banks	Jan. 2018	2	3	83-86	2456-5571	Center for Resource, Research and Publication Services (CRRPS), India
23.	Bodhi – International Journal Of Research In Humanities , Arts & Science	A Study On Stress Among School Teachers With Special Refernce To Madurai District	Jan. 2018	2	3	91-94	2456-5571	Center for Resource, Research And Publication Services (CRRPS), India
24.	Bodhi – International Journal of Research in Humanities , Arts & Acience	Shrinking of Women Proportion at Executive Management in Indian IT Sector	Feb.2018	2	3	73-76	2456-5571	Center for Resource, Research and publication services (CRRPS), India
25.	DIGITAL MARKETING- A GLOBAL PERSPECTIVE	DIGITAL LEARNING MANAGEMENT SYSTEM	August 2018	1		17-19	978-93-87871-67-0	SHANLAX PUBLICATIONS
26.	DIGITAL MARKETING- A GLOBAL PERSPECTIVE	GREEN MARKETING STRATEGIES BY USING DIGITAL MARKETING	August 2018			138-140	978-93-87871-67-0	SHANLAX PUBLICATIONS
27.	DIGITAL MARKETING- A GLOBAL PERSPECTIVE	DIGITAL REVOLUTION IN THE BANKING SECTOR	August 2018			141-144	978-93-87871-67-0	SHANLAX PUBLICATIONS

28.	DIGITAL MARKETING- A	ARTIFICIAL INTELLIGENCE (AI) IN MARKETING	AUGUST 2018			157-160	978-93-87871-	SHANLAX PUBLICATIONS

S. No.	Journal / Magazine Name	Article Title	Month/ Year	Vol. No.	Iss. No.	Page No.	ISBN/ ISSN	Publisher
	GLOBAL PERSPECTIVE						67-0	
29.	DIGITAL MARKETING- A GLOBAL PERSPECTIVE	ROLE OF ICT IN RURAL MARKETING OF INDIA	August 2018			223-226	978-93-87871-67-0	SHANLAX PUBLICATIONS
30.	DIGITAL MARKETING- A GLOBAL PERSPECTIVE	E-BANKING TRENDS IN INDIA: AN OVERVIEW	August 2018			275-282	978-93-87871-67-0	SHANLAX PUBLICATIONS
31.	DIGITAL MARKETING- A GLOBAL PERSPECTIVE	A STUDY ON MARKETING PROBLEMS ENCOUNTERED BY RURAL WOMEN ENTREPRENEURS	August 2018			295-297	978-93-87871-67-0	SHANLAX PUBLICATIONS

➢ Articles Published in Books

S. No.	Book Name	Article Title	Month / Year	Page No.	ISBN/ ISSN	Publisher
1.	Ethical Transformation of Contemporary Business	Changing Scenario In Ethical Marketing Practices	2010	64-72	978-81-909150-3-8	Ncrc Publications
2.	Emerging Trends In Retailing Industry	Relationship Marketing In Retail Banking	Mar. 2010	82-89	978-81-7273-537-1	Authors Press
3.	Changing Perspectives of Management	Human Resource Management Challenges In The Workplace Diversity	2011	537-543	81-88223-00-X	His Publications
4.	Challenges And Issues In Services Marketing	Major Issues And Challenges In Transportation Services	Mar. 2011	88-93	907494-2-8 Page	Anuradha Publishing Company
5.	Indian Heritage – A Pathway To World Class Management	Hrm Horizon And Management Of Work Place Diversity	2011	292-304	909150-5-2	NCRC Publications
6.	Global Competitiveness In Business: Trends And Traits	Role Of MNCs In Global Business	2011	90-92	1667-651-207	Sri Balaji Publications
7.	Emerging Trends In Global Business	Dynamic Scenario Of CRM In Retailing	Sep. 2011	91-93	978-93-81537-00-8	NCRC Publications
8.	Emerging Trends In Global Business	Education Institution As Catalyst For Developing Entrepreneurs	Sep. 2012	431-434	978-93-81537-00-8	NCRC Publications
9.	Women In Science And Technology: Maximizing Talents-Minimizing Barriers	Need And Benefits Of Work Life Balance	Aug. 2013	164-167	978-93-81992-89-0	Tamil Nadu Open University
10.	Corporate Sustenance-Through People, Profit And Planet Management	Development Of Sustainability And Accountability Through Corporate Ethics	2014	159-162	978-93-81992-45-6	Bharathidasan Govt. College For Women

11.	Contemporary Social Development Paradigms	Disaster Management: Mitigation And Displacement	2014	310-317	978-81-7273-797-9	Authorspress

12.	The Impact of E-Commerce In Modern Business	The Boom In E-Commerce Attributed To Technological Advancements	Aug. 2015	125-126	978-93-82570-67-7	Hikey Media
13.	The Domain of E-Commerce	A Comparative Study Of Customer Relationship Management & E-CRM Technologies	Dec. 2015	100-105	978-93-85399-93-0	Shanlax Publications
14.	Managing Disaster – A Strategic Perspective	Role Of Digital Media Marketing In Modern World	Sep. 2016	370-378	978-8-1930-234-26	World Literature Books Centre & Publisher Pvt. Ltd
15.	Managing Disaster – A Strategic Perspective	Crisis Management: Expository Hr Strategies	Sep. 2016	169-172	978-8-1930-234-26	World Literature Books Centre & Publisher Pvt. Ltd
16.	Managing Disaster – A Strategic Perspective	Role Of Public Relation In Crisis Management	Sep. 2016	382-387	978-8-1930-234-26	World Literature Books Centre & Publisher Pvt. Ltd
17.	Managing Disaster – A Strategic Perspective	Role Of Financing In Disaster Risk Management	Sep. 2016	465-479	978-8-1930-234-26	World Literature Books Centre & Publisher Pvt. Ltd
18.	Managing Disaster – A Strategic Perspective	The Ways And Need For Corporates To Go Green	Sep. 2016	484-488	978-8-1930-234-26	World Literature Books Centre & Publisher Pvt. Ltd
19.	Managing Disaster – A Strategic Perspective	Branding For Women	Sep. 2016	149-155	978-8-1930-234-26	World Literature Books Centre & Publisher Pvt. Ltd
20.	Global Talent Management In The Digital Era	Essentials Of Global Talent Management For The Profitable Growth Of Organisation	Sep. 2017	–	978-93-86537-95-9	Shanlax Publications
21.	Global Talent Management In The Digital Era	Talent Management In Higher Education Sector	Sep. 2017	–	978-93-86537-95-9	Shanlax Publications
22.	Global Talent Management In The Digital Era	Green Marketing The Leading Edge At This Moment	Sep. 2017	–	978-93-86537-95-9	Shanlax Publications
23.	Global Talent Management In The Digital Era	Behavioural Finance:A Perception Of Investors Psychology	Sep. 2017	–	978-93-86537-95-9	Shanlax Publications
24.	Global Talent Management In The Digital Era	Brand Building Through Digitalisation In The Globalisation Era	Sep. 2017	–	978-93-86537-95-9	Shanlax Publications
25.	Global Talent Management In The Digital Era	Technology Advancement In Online Banking	Sep. 2017	–	978-93-86537-95-9	Shanlax Publications

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Unique ID	: 1-493707687

1. Qualification

S. No.	Degree / Diploma / Certificate	Discipline	Name of the Institution	Year of Passing
1.	UG	Business Administration (BBA)	N. S. College, Theni	2005
2.	PG	Management	Fatima College, Madurai	2007
3.		Commerce (M.Com.)	Madurai Kamaraj University, Madurai	2016
4.	M.Phil.	Management	Periyar University	2008
5.	Ph.D.	Management	Madurai Kamaraj University, Madurai	September 2020

➢ WORK EXPERIENCE

2. Teaching Experience

S. No.	Institution	From – To (Period)
1.	Assistant Professor, Fatima College (Autonomous), Madurai	2007 -Till Date

➢ OTHERS

3. Position Held in Fatima

S. No.	Name of the Position	Duration
1.	E-Content Cell Member	2012 - Till Date
2.	IQAC – Extended Committee Member	2013 - Till Date
3.	Students Counsellor	2013 - Till Date
4.	Staff Secretary	2018 - 2019
5.	Member, Fatima College Alumnae Association (FCAA)	2017 - Till Date

4. Position Held Outside

S. No.	Name of the Position	Name of the Institution	Duration
1.	External Examiner	Meenakshi College (Autonomous), Madurai	Mar. 2015 - Till Date
2.	External Examiner	RL Institute of Management Studies, Madurai	Mar. 2013 - Till Date
3.	External Examiner	KalasalingamUniversity, Krishnankoil	Dec. 2016 - Till Date
4.	External Examiner	Lady Doak College, Madurai	Apr. 2017 - Till Date
5.	External Examiner	Sourastra College, Madurai	Apr. 2017 - Till Date
6.	External Examiner	Dhanalakshmi College of arts and science	Nov.2019 – till date

5. Orientation/Refresher/Training Programmes/FDP Attended

S. No.	Programme	Theme	Organized by	Date
1.	Faculty Development Programme	Students Counseling & Guidance	Department Of Management Studies, Fatima College (Autonomous), Madurai	Mar. 19, 2012
2.	Out-Bound Training Programme	Psycho Spiritual Integration	Fatima College (Autonomous), Madurai	Feb. 05 &06, 2014
3.	Residential Training Programme	Basic Counseling And Psychotheraphy Skills	IGINP And CESCI, Majagram, Madurai	Dec.06 &07, 2014
4.	Out-Bound Training Programme	Psycho Spiritual Integration	Fatima College (Autonomous), Madurai	Sep. 10 & 11, 2015
5.	Faculty Development Programme	Research Orientation & Philosophy: Challenges And Way Forward	Thiagarajar School Of Management (TSM), Madurai	Aug. 13, 2016
6.	Faculty Induction Programme	-	IQAC, Fatima College, Madurai	June 13 - 15, 2019
7.	Online Faculty Development Programme	-	IQAC, Fatima College, Madurai	may 11 – 12, 2020

6. National/International Seminar, Workshop, Conference &Symposium

S. No.	Programme& Theme	Organized by	Date	Participated / Presented	Title of the Paper
1.	National Level on “Corporate Social Responsibility”	Fatima College, Madurai	Feb. 2006	Presented	Corporate Etiquettes in MNC’s
2.	Workshop on "Understanding & Handling Stress"	Top Kids, Madurai	Aug. 10 & 11,2009	Participated	-

3.	INTERNATIONAL CONFERENCE ON"PARADIGM SHIFT IN CONTEMPORARY MANAGEMENT EDUCATION"	FATIMA COLLEGE, MADURAI	JAN. 12, 2010	PRESENTED	INNOVATIVE TEACHING METHODOLOGIES

4.	International Conference on "Global Recession and Its Impact"	Fatima College, Madurai	Jan. 22, 2010	Presented	Impact of Global Recession in Indian Companies
5.	State level Seminar on "Impact of Global Meltdown in Indian Economy"	NadarSaraswathy College, Theni	Oct. 09, 2010	Presented	Global Meltdown in Banking Sector
6.	National Conference on "Emerging Trends in Global Business"	RVS Institute of Management Studies, Coimbatore	Sep. 15, 2012	Presented	A Study on Critical Success Factors in Implementing ERP in Rural Business
7.	National Workshop on "Corporate Research"	Fatima college, Madurai	Oct. 25, 2013	Participated	-
8.	National Conference on "Business And Professional Ethics – A 21st Century Perspective	Fatima college, Madurai	Sep. 17, 2011	Presented	ERP etiquettes in business
9.	International Summit on"Business Innovations"	Fatima college, Madurai	Aug. 12-17, 2013	Presented	ERP in Financial Innovations
10.	UGC Sponsored Two-Day National Conference On "National Paradigm For Corporate Sustenance – 3Ps (Planet, People And Profit Management)"	Govt. of Puducherry, Post Graduate & Research Department Of Corporate Secretaryship, Bharathidasan Govt. College For Women (Autonomous), Puducherry In Collaboration with SIRC Of ICSI, Chennai	July 25& 26, 2014	Presented	A Research on Channel Members Preference Towards "E-SCM – A Sustainability for Business" in Madurai District
11.	International Conference on "Social Media For Service Sector	Fatima college, Madurai	Aug. 20 & 21, 2014	Presented	Role of ERP in social media
12.	National Seminar on "New Dimensions of Management in The Globalized Era"	Madurai Kamaraj University, Madurai	Jan. 29 & 30, 2015	Presented	Investment Attitude on Green Business Practices in Supply Chain Management
13.	International Conference on "Innovative HR Practices in Corporate World"	Department of management, rathinam college of arts and science, coimbatore	Aug. 19, 2015	Presented	Green Business Practices in MSES – Simplified General Reflection
14.	National Conference on "Indian World-Class Manufacturing – The Road Ahead"	Fatima college, Madurai	Oct. 01, 2015	Presented	Green Business practices in India
15.	UGC Sponsored One day National Seminar on "Current scenario in Business Management and Technology: A Growth pole for promoting rural enterprises (NSCSBMT – 2015)"	The Gandhigram Rural Institute - Deemed University, Gandhigram	Dec. 09, 2015	Presented	Micro and Small enterprises preference about green business practices with special reference to Tamilnadu
16.	workshop "Capital Awareness Programme"	Bombay Stock Exchange (BSE) & Department of MBA, Fatima college, Madurai	July 23, 2016	Organised	

17.	ONE-DAY STATE LEVEL WORKSHOP ON "APPROPRIATE STATISTICAL TESTS IN HYPOTHESIS TESTING"	MADURAI INSTITUTE OF SOCIAL SCIENCES, MADURAI	FEB. 04, 2016	PARTICIPATED	-

18.	One –day seminar on "Implications of New educational policy : a disclosure"	IQAC, Fatima College, Madurai	Aug. 10, 2016	Participated	-
19.	Two-Day International Conference on "Managing Disaster – A Strategic Perspective"	Fatima college, Madurai	Sep. 29 & 30, 2016	Presented	Green Technology During disasters
20.	Symposium on "Enhancing Research Skills"	Fatima college, Madurai	Dec. 12, 2017	Organised	-
21.	International conference on "Digital marketing – a global perspective"	Fatima College, Madurai	Aug. 10, 2018	Presented	Green Technologies For Digital Marketing – A Simplified Reflexions
22.	Symposium on "Exploring Import and Export business opportunities"	Fatima College, Madurai	Sep. 18, 2018	Participated	-
23	Workshop on "Corporate Grooming"	Fatima College (autonomous), Madurai	Oct.08, 2018	Participated	-
24.	National Conference on Business Analytics- A Road Map To Innovative Entrepreneurship	Dept.of ManagementStudiesF atima College, Madurai	Sep. 06, 2019	Presented	Green Business in Entrepreneurship
25.	Workshop on "360 Degree Career Development"	Dept.of ManagementStudiesF atima College, Madurai	Sep. 18, 2019	Participated	-

7. Lectures Delivered

S. No.	Programme	Theme	Organized by	Date
1.	One-Day Special Lecture	Supply Chain Management – Green Initiatives	Department of Commerce, Madurai SivakasiNadars Pioneer Meenakshi Women's College, Poovanthi	Feb.02, 2016
2.		Enhancing entrepreneurial skills	Department of Commerce, Madurai SivakasiNadars Pioneer Meenakshi Women's College, Poovanthi	Dec. 20, 2017
3.		Innovative techniques in green advertising	Department of Business administration, Mangayarkarasi College of Arts and Science College for women, Madurai	June 28, 2018

8. Consultancy/ Radio Talk/TV Shows

S. No.	Consultant / Radio Talk /TV Shows	Consultancy (on/for) / Themes	Institution / Organisation	Date
1.	Consultancy (Faculty Internship)	Expansion of Customer Base	ICICI Prudential,Madurai	Dec.14 - 19, 2009
2.	Consultancy (Faculty Internship)	Business Expansion &Demat Account Maintenance	Adithya Trading Solutions, Madurai	DEC. 13 - 19, 2010
3.	Consultancy (Faculty Internship)	Manpower Planning, Recruitment and Training	Bliss Management Services Pvt. Ltd., Madurai	Jan. 09 - 14, 2011
4.	Consultancy (Faculty Internship)	Auditing and Controlling of Financial assets	G.A.S.Associates, Madurai	Dec.09 - 14, 2012

5.	CONSULTANCY (FACULTY	NEW FUND FORMATION & CLIENT	BIRLA SUN LIFE FINANCIAL SERVICES	DEC.05 - 11,

	Internship)	Management	Ltd.	2013
6.	Consultancy (Faculty Internship)	Impact of New Canvas on Textile Industry	Sreni Textiles, Madurai	Dec.11 -20, 2014
7.	Consultancy (Faculty Internship)	Foreign Currency Trading	Karvy Consultants, Madurai	Dec. 14 - 19, 2015
8.	Consultancy (Faculty Internship)	Impact Of Demonetization On Financial Information System	Advanced ERP Solutions, Madurai	Nov. 28 - Dec. 03, 2016
9.	Consultancy (Faculty Internship)	Employee Management And Inventory Management	Aakash Construction, Madurai	Dec. 11-16, 2017
10.	Consultancy (Faculty Internship)	Export Documentation	ESSAAAR Panels, Karur	Nov. 26 - Dec. 02, 2018

9. Awards/Achievements/Honours

S. No.	Name of the Award	Award Received for	Sponsors / Source	Date
1.	University 2nd Rank	UG - Bachelor of Business Administration (BBA)	Madurai Kamaraj University, Madurai	2005
2.	Overall Proficiency	PG - Master of Business Administration	Fatima College (Autonomous), Madurai	2007
3.	Gold Medal	PG (Distance Learning Programme) – Commerce (M.Com.)	Madurai Kamaraj University Distance Education, Madurai	2016

➢ Areas of Specialization

- ➢ Finance and Marketing

➢ Courses taught at certificate

5.	SET	Management	-	Aug. 2010
6.	NET	Management	-	June 2012
8.	Certificate in Basic Counseling and Psychotherapy Skills (CBCPS)	Industrial Psychology And Counseling	The Valliammal Institution (TVI), Madurai	Mar. 2015

➢ Research Guidance:(M.Phil. Guided: 1)

S. No.	Title of Dissertation	Organization	Student Name	Year
1.	Consumer Preference towards ready to eat products	Annamalai University, Chidambaram	Manimegalai	2010 - 2011

10. Articles Published in Journals/Magazines

S. No.	Journal Name	Title of the Article	Month /Year	Vol. No.	Iss. No.	Page No.	ISSN	Publisher	Impact Factor
1.	Business Plus	Consumer preference towards E-bike	Jan. 2011	1	2	15	0976 - 2183	Sri Kalleeswari College	-
2.	International Journal in Commerce and Managemen	Preference Towards Application of ESCM in Madurai District	Apr. 2012	2	6	42	0976 - 2183	Institute of IJCM	-
3.	Scientific World Journal	Conceptual framework for the mapping of management process with information technology in a business process	Apr. 2015	2015	1	15	1537-744X	Hindawai publishing group United States of America	-
4.	Kaizan Magazine	Social ERP	Apr. 2015	1	5	3	-	Dept. of MBA, Fatima College, Madurai	-
5.	TSMBusiness Review	Factors influencing the Indian publishing industry towards making investments in green ERP practices	June 2015	3	1	4 - 6	2348 - 3784	Thiyagarajar School of Management, Madurai	-
6.	Kaizan Magazine	Green Manufacturing	Apr. 2016	1	6	3	-	Dept. of MBA, Fatima College, Madurai	-
7.	International Review of Applied Engineering Research (IRAER)	A Study on Abandoned waste and its externalities towards Green Management with special reference to Madurai	Apr. 2016	5	1	25	2248 - 9967	Research Foundation, Ghaziabad, Uttarpradesh	-
8.	TSM Business Review	A Research on examining critical success factors towards the application of green technology in rural business by rural people in Madurai district	Dec. 2016	4	2	8	2348 - 3784	Thiyagarajar School of Management, Madurai.	-
9.	International Journal of Yogic, Human Movement and Sports Sciences	Non-Violent Lifestyle : Gandhian tenets in Patanjali's yogic observances	Jan. - Jun. 2019	4	1	56-58	2456-4419	Akinik publications Delhi	-

11. Chapters Published in Books

S. No.	Book Name	Title of the Chapter	Year	Page No.	ISBN	Publisher
1.	Contemporary Tends in Management	A Study on Preference of e-bike among Women in Madurai city	2010 – 2011	41	86058- 073-1998	Anna University of Technology, Madurai
2.	Women Empowerment	Challenges faced by Women in IT Industry	2010 – 2011	132	978-93-81992-09-8	Anna University of Technology, Madurai

3.	Social Media for Service Sector	Social Media Interlinked with ERP for Financial Services	2014	18	978-1-63315-205-2	World Literature Books and Publishers Private Limited, Madurai

4.	Indian World-Class Manufacturing – The Road Ahead	Green Business Practices in India	2015	192	978-81-93023-488	World Literature Books And Publishers Private Limited, Madurai
5.	New Dimensions of Management in the Globalized Era	Investment Attitude on Green Business Practices in Supply Chain Management	2015	312	978-93-80657-40-0	Shanlax Publications, Madurai
6.	Managing Disaster – A strategic perspective	Green technology during disasters	2016	230	978-8-1930-234-26	World Literature Books And Publishers Private Limited, Madurai
7.	Digital Marketing – global perspective	Green Technologies for Digital Marketing – A Simplified Reflexions	2018	20	978-93-87871-67-0	Shanlax Publications, Madurai

12. Books Published

S. No.	Book Name	Year	Publisher	ISBN
1.	Green Management	2014	World Literature Books And Publishers Private Limited, Madurai	978-81-930234-9-5
2.	Gandhian Management	2016	World Literature Books And Publishers Private Limited, Madurai	9788193023426

13. Edited Books

S. No.	Book Name	Year	Publisher	ISBN
1.	International Conference Proceedings on "Social Media in Service Sector"	2014	WBC Pvt. Ltd.	97-81-63315-205-2
2.	Indian World-Class Manufacturing – The Road Ahead	2015	World Literature Books And Publishers Private Limited, Madurai	978-81-93023-488
3.	Managing Disaster – A Strategic Perspective	2016	World Literature Books And Publishers Private Limited, Madurai	978-8-1930-234-26
4.	Digital marketing – A global Perspective	2018	Shanlax Publications, Madurai	978-93-87871-67-0

14. Review on Books/Journals

S. No.	Journal/Book Name	Author	Publisher	Year	DOI	Page no. / Chapter
1.	Enterprise Information Systems	De-Gan Zhang & Wen-Bin Li	Taylor and Francis, USA	Jan. 07, 2015	10.1080/17517575.2014.986221	Online Open Source Document

Name : L. Meena
Position : Assistant Professor
Date of Birth : 04.05.1981
Unique ID : 1-493741451

1. Qualification

S. No.	Degree / Diploma / Certificate	Discipline	Name of the Institution	Year of Passing
1.	U.G.	BBA	Thiagarajar Arts College, Madurai	2003
2.	P.G.	MBA (Finance)	Madurai Kamaraj University	2005
3.	M.Phil.	Management	Prist University, Thanjavur	2010
4.	Ph.D.	Management	Madurai Kamaraj University	May 2017

➢ WORK EXPERIENCE

2. Teaching Experience

S. No.	Institution	From – To
1.	Assistant Professor, Fatima College, Madurai	July 2009 - Till Date
2.	Madurai Kamaraj University (MBA Evening Programme)	2011 - 2013
3.	Visiting Faculty, Fatima College, Madurai	March 2009

➢ OTHERS

2. Position Held in Fatima

S. No.	Name of the Position	Duration
1.	Quality Circle Facilitator	2009 - 2010
2.	Faculty In-charge for driving	2011 – 2012
3.	Research Guide	2015 - Till Date
4.	IQAC member	2018 – till date

3. Position Held Outside

S. No.	Name of the Position	Name of the Institution	Duration
1.	Executive Member	THIAGARAJAR COLLEGE Alumni Association (TCAA), MADURAI	2015 - Till Date

2.	ALUMNI COORDINATOR	THIAGARAJAR COLLEGE – BBA ALUMNI CELL, MADURAI	2015 - TILL DATE

3.	External Examiner	Thigarajar College (Autonomous), Madurai	2015 - Till Date
4.	External Examiner	SVN College, Madurai	2015 - Till Date
5.	External Examiner	Sri Kaliswari College, Madurai	2015 - Till Date
6.	External Examiner	Kalasalingam University, Madurai	2015 - Till Date
7.	External Examiner	The American College, Madurai	2016 - Till Date
8.	External Examiner	SFR college, sivakasi	2017 – till date
9.	Subject expert, board of studies	Thigarajar College (Autonomous), Madurai	2018-2019

4. Orientation/Refresher/Training Programmes/FDP Attended

S. No.	Programmes	Theme	Organized by	Date
1.	Orientation Programme	Entrepreneurship Awareness Camp on Non-Conventional Energy Sources	Department of Non-Conventional Energy Sources, Centre for Entrepreneurship Development (Tamilnadu) (CED)	Mar. 05, 2003
2.	Faculty Development Programme	New Methods of Management Teaching	Directorate ff Distance Education Management Wing, Annamalai University	Jan. 27, 2011
3.	Faculty Development Programme	Empowering Growth of Women Entrepreneurs in SMES	Madras Management Association & Madurai Management Association with The Support of Konrad-Adenauer-Shifting	Nov. 19, 2011
4.	Faculty Development Programme	Students Counseling & Guidance	Department of Management Studies, Fatima College (Autonomous), Madurai	Mar. 19, 2012
5.	Out-Bound Training Programme	Psycho Spiritual Integration	Fatima College (Autonomous), Madurai	Feb. 05 & 06, 2014
6.	Faculty Development Programme	Statistical Training Programme (Basic & Advanced Level)	IQAC, Fatima College (Autonomous), Madurai	Nov.4TH TO 7TH, 2013
7.	Faculty Development Programme	Statistical Training Programme (Advanced Level)	Iqac, Fatima College (Autonomous), Madurai	Jan. 20TH TO 22ND, 2014
7.	Out-Bound Training Programme	Psycho Spiritual Integration	Fatima College (Autonomous), Madurai	Mar. 10 & 11, 2015
8.	Faculty Development Programme	Ullathu Sirathal	Sangam 4 & MADITSSIA, Madurai	Aug. 18, 2016
9.	one-day workshop	enhancing emotional intelligence	IQAC, Fatima College (Autonomous), Madurai	February 7, 2019
10.	one-day workshop	global ranking of universities; present scenario	IQAC, MADURAI KAMARAJ UNIVERSITY, MADURAI	march 22, 2019

5. National/International Seminar, Workshop, Conference & Symposium

S. No.	Programmes	Organized by	Date	Participated / Presented	Title of the Paper
1.	Inter-Collegiate Seminar on "Strategic Management Tools"	Department of Management Studies, The American College, Madurai	Oct. 09, 2004	Participated	-

2.	WORKSHOP ON "UNDERSTANDING & HANDLING STRESS"	TOP KIDS, MADURAI	AUG. 10 & 11, 2009	PARTICIPATED	-

3.	International Conference on "Paradigm Shift in Contemporary Management Education"	Department of Management Studies, Fatima College (Autonomous)	Jan. 11 & 12,2010	Presented	Enhancing Student Employment Through Academia-Industry Interface
4.	National Level Conference on "Managing The Future"	Department of Management Studies, Sourashtra College	Feb. 26, 2010	Presented	Challenges for Indian Companies in The Financial Services KPO Business
5.	National Level Seminar on "Scope And Opportunities in Service Sector"	Maditssia	June 30, 2010	Participated	-
6.	State Level Conference on "Impact of Global Recession on Indian Banking Sector"	Dept. of MBA Nadar Saraswathi College of Arts And Science	Oct. 09, 2010	Presented	Impact of Global Recession on Banking Sector
7.	National Level Conference on "EMERGING Trends in Global Business"	RVS Institute of Management Studies, RVS College of Engineering & Technology	Sep. 10, 2011	Presented (ISBN: 978–93–81537–00-8)	Global Practices in Indian Banking Industry
8.	National Conference on "Business & Professional Ethics – A 21ST Century Perspective"	Department of Management Studies, Fatima College (Autonomous), Madurai	Sep. 17, 2011	Presented	Ethical Investment – Balance Between Principles and Profits
9.	International Conference on "Emerging Trends in Management"	Department of Management Studies, Anna University of Technology, Madurai & Fatima Michael College of Engineering And Technology	Feb. 13 & 14, 2012	Presented (ISBN: 86058-073-1998)	Contemporary Trends in HRM in India – Practices Drawn From Ancient Tradition
10.	Paper Contest for Teaching Faculty of Management Studies on "Human Capital Management in The Challenging Business Scenario"	Madurai Management Association, Madurai	Feb. 21, 2012	Presented	A Study on Human Capital Valuation – An Analysis with Special Reference to Cash Management Service Companies in Madurai City
11.	National Conference on "Green Business – Powering Sustainable Development"	Department of Management Studies, Fatima College (Autonomous), Madurai	Sep. 15, 2012	Presented	Green Project Management – Viewing Projects Through an Environmental Lens
12.	International Summit on "Business Innovations"	Department of Management Studies, Fatima College (Autonomous), Madurai	Aug. 12 – 17, 2013	Presented	Paper Gold – Prospective Sign for Economic Growth
13.	Indian Council of Social Science Research (ICSSR) Sponsored National Conference on "Achieving Millennium Development Goals (MDG) – Challenges and Future"	School of Management Studies, Vel's University, Chennai	Mar. 13 & 14, 2014	Presented	Mutual Funds – A Way To Eradicate Poverty

14.	UGC SPONSORED TWO-DAY NATIONAL CONFERENCE ON "NATIONAL PARADIGM FOR CORPORATE SUSTENANCE – 3PS (PLANET, PEOPLE AND PROFIT MANAGEMENT)	GOVERNMENT OF PUDUCHERRY, POST GRADUATE & RESEARCH DEPARTMENT OF CORPORATE SECRETARYSHIP, BHARATHIDASAN GOVERNMENT COLLEGE FOR WOMEN (AUTONOMOUS), PUDUCHERRY IN COLLOBORATION WITH SIRC OF ICSI, CHENNAI	JULY 25 & 26, 2014	PRESENTED	SOCIALLY RESPONSIBLE INVESTMENTS – A ROAD TO INVESTORS' SATISFACTION AND SUSTENANCE OF MUTUAL FUND INDUSTRY

15.	Two-Day International Conference on "Social Media for Service Sector"	Departments of MBA, MCA and PG.IT, Fatima College (Autonomous), Madurai	Aug. 20 & 21, 2014	Presented (ISBN: 978-1-63315-205-2)	Social Media Analytics – Enhancing Investor Awareness Towards Mutual Funds
16.	One-Day Workshop on "Teaching Human Values in Management"	Hi-Tech Arai Pvt. Ltd. & Spandan	Nov. 01, 2014	Participated	
17.	National Seminar on "New Dimensions of Management in the Globalized Era"	Department of Management Studies (DOMS), Madurai Kamaraj University	Jan. 29 & 30, 2015	Presented (ISBN: 978-93-80657-40-0)	A Study on Investors' Awareness Towards Mutual Funds in Madurai City
18.	UGC Sponsored National Seminar on "Impact of PDS on Poverty Reduction"	Centre for Youth Development and Studies, Bharathidasan University, Tiruchirappalli	Feb. 14, 2015	Presented	A Study on Customer Satisfaction Towards Government Food Subsidisation Programme – With Special Reference to Amma Unavagam in Madurai
19.	Second International Conference on "Digital Marketing (ICDM – 2015)	Thiagarajar School of Management, Madurai	Feb. 20, 2015	Presented (ISBN: 978-93-84743-33-8	Store and Online Grocery Shopping – A Customer Value Perspective
20.	4TH Youth Science Festival – YSF – 2015: Focal Theme: Let Us Discover Our Society	Tamilnadu Science Forum (TNSF) Hosted By B.S. Abdur Rahman University – Bsaru	Mar. 14 & 15, 2015	Guide Teacher	Regional Inequalities in Public Transport – Special Reference to Utchapatti Village, Madurai District
21.	Indian World-Class Manufacturing – The Road Ahead	Department of Management Studies, Fatima College (Autonomous), Madurai	Oct. 01, 2015	Presented (ISBN: 978-81-93023-488)	Mutual Fund Investments in Indian Manufacturing Industries
22.	UGC Sponsored One Day National Seminar on "Current Scenario in Business Management and Technology: A Growth Pole for Promoting Rural Enterprises (NSCSBMT – 2015)"	Department of Rural Industries and Management, The Gandhigram Rural Institute – Deemed University	Dec. 09, 2015	Presented	A Study on Investors' Perception Towards Mutual Fund Marketing Strategies in the Rural Market
23.	International Conference on "Bridging Urban-Rural Divide-Techno Management Perspective"	School of Management, Sastra University, Thanjavur	Feb. 26 & 27, 2016	Presented	Regional Disparities in Public Transport - A Study in Madurai District
24.	International Conference on "Managing Disaster – A Strategic Perspective"	Department of MBA and PG IT, Fatima Institute of Management, Fatima College (Autonomous), Madurai	Sep. 29 & 30, 2016	Presented (ISBN: 978-8-1930-234-26)	Financing Natural Disasters – Innovative Disaster-Linked Financial Instruments
25.	UGC sponsored national conference on "goods and services tax"	DEPARTMENT OF COMMERCE, V.H.N.S.N COLLEGE, VIRUDHUNAGAR	January 19, 2017	presented (ISBN: 978-93-81723-61-6	impact of gst implementation on mutual funds

26.	UGC SPONSORED NATIONAL LEVEL SEMINAR ON "TOTAL QUALITY MANAGEMENT IN HIGHER EDUCATION"	DEPARTMENT OF BUSINESS ADMINISTRATION, SRI MEENAKSHI GOVT ARTS COLLEGE FOR WOMEN (A)	FEBRUARY 23 & 24, 2017	PRESENTED (ISBN: 978-81-93331-8-2)	ROLE OF FACULTY TOWARDS TQM AND QUALITY ENHANCEMENT

27.	TWO-DAY INTERNATIONAL CONFERENCE ON "NATIONAL DEVELOPMENT THROUGH INNOVATIONS IN MANAGEMENT, SCIENCE & TECHNOLOGY (ICONDIMST 2017)"	SCHOOL OF MANAGEMENT, SASTRA UNIVERSITY, THANJAVUR	MARCH 11, 2017	PRESENTED	PUBLIC AWARENESS TOWARDS INDIA INNOVATION LAB FOR GREEN FINANCE
28.	INTERNATIONAL CONFERENCE ON "GLOBAL TALENT MANAGEMENT IN THE DIGITAL ERA"	DEPARTMENTS OF MBA, MCA AND M.SC.(IT&M), FATIMA INSTITUTE OF MANAGEMENT, FATIMA COLLEGE (AUTONOMOUS)	SEPTEMBER 13, 2017	PRESENTED	ASSET MANAGEMENT LEADERSHIP FACTORY – GLOBAL GAME CHANGING SCENARIO
29.	SYMPOSIUM ON "GATEWAY TO BANKING CAREER"	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE (AUTONOMOUS)	OCTOBER 4, 2017	ORGANIZED	-
30.	SYMPOSIUM ON "ROADMAP TO A CULTURE OF SELF IMPROVEMENT"	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE (AUTONOMOUS)	OCTOBER 9, 2017	PARTICIPATED	-
31.	SYMPOSIUM ON "ENHANCING RESEARCH SKILLS"	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE (AUTONOMOUS)	DECEMBER 12, 2017	PARTICIPATED	-
32.	UGC SPONSORED INTERNATIONAL CONFERENCE ON "MANAGEMENT – THE PARADIGM SHIFT IN TURBULENCES"	DEPARTMENT OF BUSINESS ADMINISTRATION, AYYA NADAR JANAKI AMMAL (ANJA) COLLEGE, SIVAKASI	JUNE 25, 2018	PRESENTED	BESPOKE PORTFOLIO MANAGEMENT – A STRATEGIC PERSPECTIVE
33.	INTERNATIONAL CONFERENCE ON "DIGITAL MARKETING – A GLOBAL PERSPECTIVE"	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA INSTITUTE OF MANAGEMENT, FATIMA COLLEGE (AUTONOMOUS)	AUGUST 10, 2018	PRESENTED	DIGITAL TRANSFORMATION IN MUTUAL FUND INDUSTRY – LEVERAGING THE POWER OF SOCIAL MEDIA
34.	SYMPOSIUM ON "EXPLORING IMPORT AND EXPORT BUSINESS OPPORTUNITIES"	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA INSTITUTE OF MANAGEMENT, FATIMA COLLEGE (AUTONOMOUS)	SEPTEMBER 18, 2018	PARTICIPATED	-
35.	WORKSHOP ON "CORPORATE GROOMING"	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA INSTITUTE OF MANAGEMENT, FATIMA COLLEGE (AUTONOMOUS)	OCTOBER 8, 2018	PARTICIPATED	-
36.	INTERNATIONAL CONFERENCE ON "MANAGEMENT IN DIGITAL ERA"	SCHOOL OF MANAGEMENT, SRI KRISHNA COLLEGE OF ENGINEERING AND TECHNOLOGY	DECEMBER 20, 2018	PRESENTED	DIGITAL RENOVATION IN ASSET MANAGEMENT INDUSTRY – LEVERAGING THE SUPREMACY OF SOCIAL MEDIA
37.	INTERNATIONAL CONFERENCE ON "CONTEMPORARY ISSUES & FUTURISTIC TRENDS IN MANAGEMENT"	VIJAY INSTITUTE OF MANAGEMENT	FEBRUARY 19, 2019	PRESENTED	DIGITAL NATIVE RETAIL INVESTORS' OUTLOOK TOWARDS BESPOKE DIGITAL TRANSFORMATION IN MUTUAL FUND INDUSTRY
38.	INTERNATIONAL CONFERENCE ON "MANAGEMENT – THE PARADIGM SHIFT IN TUBULENCES"	DEPARTMENT OF BUSINESS ADMINSTRATION, ANJA COLLEGE, SIVAKASI	JUNE 25TH, 2019	PRESENTED	BESPOKE PORTFOLIO MANAGEMENT – A STRATEGIC PERSPECTIVE

39.	NAAC SPONSORED NATIONAL SEMINAR ON "DISRUPTIVE INNOVATION IN HIGHER EDUCATION CURRICULUM – QUALITY ENHANCEMENT OF DIGITAL NATIVES AND PROMOTING SOCIAL EQUITY"	IQAC, FATIMA COLLEGE (AUTONOMOUS)	AUGUST 30, 2019	ORGANISED & PRESENTED	STUDENT-CENTRED TECHNOLOGY-DRIVEN LEARNING ENVIRONMENT IN HIGHER EDUCATIONAL INSTITUTIONS
40.	NATIONAL CONFERENCE ON "BUSINESS ANALYTICS – A ROADMAP TO INNOVATIVE ENTREPRENEURSHIP"	DEPARTMENTS OF MBA & MCA, FATIMA INSTITUTE OF MANAGEMENT, FATIMA COLLEGE (AUTONOMOUS)	SEPTEMBER 6, 2019	PRESENTED	

6. Endowment Lectures Delivered

S. No.	Organization	Theme/Title	Date
1.	DEPARTMENT OF BUSINESS ADMINISTRATION, SRI MEENAKSHI GOVERNMENT ARTS COLLEGE FOR WOMEN, MADURAI	GUEST LECTURE ON "ALTITUDE ELEVATION THROUGH POSITIVE ATTITUDE"	DECEMBER 19, 2016

7. Major Assignments

S. No.	Major Assignment	Institution	Theme/Title	Date
1.	RESOURCE PERSON	LOGICASH SOLUTIONS PRIVATE LIMITED, MADURAI	ONE-DAY WORKSHOP ON "MINOR CHANGES – MAJOR MOTIVATION"	FEBRUARY 10, 2018
2.	RESOURCE PERSON	DEPARTMENT OF BUSINESS ADMINISTRATION, THIAGARAJAR COLLEGE, MADURAI	ONE-DAY WORKSHOP ON "PROSPERITY THROUGH POSITIVITY"	MARCH 6, 2018
3.	RESOURCE PERSON	DEPARTMENT OF BUSINESS ADMINISTRATION, MANGAYARKARASI COLLEGE OF ARTS & SCIENCE FOR WOMEN, MADURAI	ONE-DAY WORKSHOP ON "POSITIVISM"	JULY 16, 2018
4.	RESOURCE PERSON	ST. JUSTIN'S COLLEGE OF EDUCATION, MADURAI	LIFE COPING SKILLS (SOFT SKILLS)	JANUARY 9, 2019

8. Member in Editorial Board of National/International Journals

S. No.	Book Name	Year	Publisher	ISBN
1.	INTERNATIONAL CONFERENCE PROCEEDINGS ON "SOCIAL MEDIA IN SERVICE SECTOR"	2014	World Literature Books Centre and Publisher Pvt. Ltd.	978-1-63315-205-2
2.	Indian World-Class Manufacturing – The Road Ahead	2015	World Literature Books Centre and Publisher Pvt. Ltd.	978-81-93023-488
3.	Managing Disaster – A Strategic Perspective	2016	World Literature Books Centre and Publisher Pvt. Ltd.	978-8-1930-234-26
4.	GLOBAL TALENT MANAGEMENT IN THE DIGITAL ERA	2017	SHANLAX PUBLICATIONS	978-93-86537-95-9

5.	IJBST JOURNAL GROUP (INTERNATIONAL JOURNAL OF BIOSCIENCES, HEALTHCARE TECHNOLOGY AND MANAGEMENT)	2019	IJBST JOURNAL GROUP	ISSN: 0975-3893

9. Consultancy + Radio talk/Tv Shows)

S. No.	Consultant / Radio Talk / TV Shows	Consultancy (on/for) / Themes	Institution / Organisation	Place	Date
1.	Consultancy (Faculty Internship)	Expansion of Customer Base	Integrated Enterprises	Madurai	December 2009
2.	Consultancy (Faculty Internship)	Business Expansion & Demat Account Maintenance	Adithya Trading Solutions	Madurai	December 2010
3.	Consultancy (Faculty Internship)	Manpower Planning, Recruitment and Training	Bliss Management Services Pvt. Ltd.	Madurai	December 2011
4.	Consultancy (Faculty Internship)	New Fund Formation & Client Management	Birla Sun Life Banking & Financial Services	Madurai	December 2013
5.	Consultancy (Faculty Internship)	Impact of New Cenvat on Textile Industry	Sreni Textiles	Madurai	December 2014
6.	Consultancy (Faculty Internship)	Foreign Currency Trading	Karvy Consultants Pvt. Ltd.	Madurai	December 2015
7.	Consultancy (Faculty Internship)	impact of demonetization on financial information system	advanced erp solutions	madurai	NOVEMBER - DECEMBER 2016
8.	Consultancy (Faculty Internship)	employee management and inventory management	akash construction company	madurai	NOVEMBER - DECEMBER 2017
9.	Consultancy (Faculty Internship)	financial consultancy	allconnect business consultancy services	madurai	December 2018

10. Any other

- Interview Published in Dinamalar Daily on April 11, 2016
- Article Published In Dinamalar Daily on "Illatharam Uyarthum Illatharasigal" on Nov. 07, 2016
- interview published in Dinamalar daily on february 20, 2017
- "subject expert", board of studies, department of business administration, Thiagarajar college (autonomous) on April 23, 2019
- conducted (external examiner), summative workshop on managerial skill (viva), April 12, 2019

➢ Areas of Specialization

- **FINANCE – INVESTMENT MANAGEMENT**

➢ Courses taught at certificate

4.	SET	Management	Bharathiar University, Coimbatore	2011
5.	NET	Management	UGC	2012

➢ Articles Published in Journals/Magazines

S. No.	Journal Name	Title of the Article	Month/ Year	Vol. No.	Issue No.	Page No.	ISBN / ISSN	Publisher	Impact Factor
1.	Edited book volume on global business	GLOBAL PRACTICES IN INDIAN BANKING INDUSTRY	SEPTEMBER, 2011	Vol. I	Iss. I September	160 – 163	ISBN: 978–93–81537–00-8	NCRC Publications, Coimbatore	
2.	Edited book volume on contemporary emerging trends in management	CONTEMPORARY TRENDS IN HRM IN INDIA – PRACTICES DRAWN FROM ANCIENT TRADITION	February 2012	vol.1	iss.1 February	150 – 154	ISBN: 86058-073-1998	Anna University of Technology, Madurai	
3.	ZENITH – INTERNATIONAL JOURNAL OF BUSINESS ECONOMICS & MANAGEMENT RESEARCH	A STUDY ON ANALYSIS OF HUMAN CAPITAL VALUATION IN CASH MANAGEMENT SERVICE INDUSTRY	JUNE 2012	VOLUME:2	ISSUE:6	149 – 159	ISSN: 2249-8826	ZIRAF (Impact factor: 4.134)	
4.	Edited book volume on "Social media for service sector"	SOCIAL MEDIA ANALYTICS – ENHANCING INVESTOR AWARENESS TOWARDS MUTUAL FUNDS	August 2014	vol.1	issue 1 August		ISBN: 978-1-63315-205-2	WORLD LITERATURE BOOKS AND PUBLISHERS PRIVATE LIMITED, MADURAI	
5.	EDITED BOOK VOLUME ON "NEW DIMENSIONS OF MANAGEMENT IN THE GLOBALIZED ERA"	A STUDY ON INVESTORS' AWARENESS TOWARDS MUTUAL FUNDS IN MADURAI CITY	JANUARY 2015	VOL.1	ISSUE.1	72 – 75	ISBN: 978-93-80657-40-0	SHANLAX PUBLICATIONS	
6.	Edited book volume on "Digital marketing" – ICDM – 2015	Store and online grocery shopping – a customer value perspective	February 2015	vol.1	issue.1	14 – 24	ISBN: 978-93-84743-33-8	BONFRIENG	
7.	TSM Business Review (TBR)	Store and online grocery shopping: a customer value perspective	June 2015	vol.3	issue.1	54 – 68	ISSN: 2348 – 3784	SHANLAX PRESS	

8.	EDITED BOOK VOLUME ON "INDIAN WORLD-CLASS	MUTUAL FUND INVESTMENTS IN INDIAN MANUFACTURIN	OCTOBER 2015	VOL.1	ISS.1	267 – 268	ISBN: 978-81-93023-488	WORLD LITERATURE BOOKS CENTRE AND	

	MANUFACTURING – THE ROAD AHEAD"	G INDUSTRIES						PUBLISHER PVT. LTD.	
9.	INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT	RURUAL INVESTORS' PERCEPTION TOWARDS MUTUAL FUND DISTRIBUTION	DECEMBER 2015	VOL. 5	ISSUE 12	48 – 51	ISSN: 2231 – 5756	IJRCM	
10.	INDIAN JOURNAL OF SCIENCE & TECHNOLOGY (SCOPUS INDEXED)	REGIONAL DISPARITIES IN PUBLIC TRANSPORT – A STUDY IN MADURAI DISTRICT	JULY 2016	9	27	1-6	0974-5645	INDJST	
11.	EDITED BOOK VOLUME ON "MANAGING DISASTER – A STRATEGIC PERSPECTIVE"	FINANCING NATURAL DISASTERS – INNOVATIVE DISASTER-LINKED FINANCIAL INSTRUMENTS	SEP. 2016	-	-	219 – 222	ISBN: 978-8-1930-234-26	WORLD LITERATURE BOOKS CENTRE AND PUBLISHER PVT. LTD.	
12.	DINAMALAR NATIONAL DAILY NEWSPAPER	ILLATHARAM UYARTHUM ILLATHARASIGAL	NOVEMBER 2016	-	-	10		DINAMALAR	
13.	INTERNATIONAL JOURNAL FOR SCIENTIFIC RESEARCH & DEVELOPMENT (IMPACT FACTOR: 2.39)	A STUDY ON INVESTORS' PERCEPTION TOWARDS MUTUAL FUND MARKETING STRATEGIES IN MADURAI	JANUARY 2017	VOLUME 4	ISSUE 11	31 – 32	ISSN: 2321-0631	IJSRD	
14.	EDITED BOOK VOLUME ON "GOODS AND SERVICES TAX: CONCEPTS & CHALLENGES"	IMPACT OF GST IMPLEMENTATION ON MUTUAL FUNDS	JANUARY 2017	-	-	118 – 120	ISBN: 978-93-81723-61-6	VHNSN COLLEGE	
15.	EDITED BOOK VOLUME ON "TOTAL QUALITY MANAGEMENT IN HIGHER EDUCATION"	ROLE OF FACULTY TOWARDS TQM AND QUALITY ENHANCEMENT	FEBRUARY 2017	-	-	131-135	ISBN: 978-81-933316-8-2	SHANLAX PUBLICATIONS	
16.	EDITED BOOK VOLUME ON "GLOBAL TALENT MANAGEMENT IN THE DIGITAL ERA"	ASSET MANAGEMENT LEADERSHIP FACTORY – GLOBAL GAME CHANGING SCENARIO	SEPTEMBER 2017	-	-	75 – 77	ISBN: 978-93-86537-95-9	SHANLAX PUBLICATIONS	
17.	INTERNATIONAL JOURNAL OF ECONOMIC RESEARCH (SCOPUS INDEXED) (UGC SERIAL NO: 795)	PUBLIC AWARENESS TOWARDS "INDIA INNOVATION LAB FOR GREEN FINANCE"	NOVEMBER 2017	VOLUME 14	ISSUE 6	391 – 400	ISSN: 0972-9380	SERIALS PUBLICATIONS PVT. LTD.	

18.	GASCIAN JOURNAL OF SOCIAL SCIENCE – GJSS	RELATIVE INVESTMENT PREFERENCE – AN INCOME-CENTRIC OUTLOOK	JULY – DECEMBER 2017	VOLUME 5	ISSUE 2	12 – 12	ISSN: 2348-0432	RESEARCH & DEVELOPMENT CENTRE, GOBI ARTS & SCIENCE COLLEGE	

								(AUTONOMOUS), GOBICHETTIPALAYAM	
19.	EDITED BOOK VOLUME ON "DIGITAL MARKETING – A GLOBAL PERSPECTIVE"	DIGITAL TRANSFORMATION IN MUTUAL FUND INDUSTRY – LEVERAGING THE POWER OF SOCIAL MEDIA	AUGUST 2018	- -	- -	24 – 26	ISBN: 978-93-87871-67-0	SHANLAX PUBLICATIONS	
20.	EDITED BOOK VOLUME ON "MANAGEMENT IN DIGITAL ERA"	DIGITAL RENOVATION IN ASSET MANAGEMENT INDUSTRY – LEVERAGING THE SUPREMACY OF SOCIAL MEDIA	DECEMBER 2018	- -	- -	210 - 213	ISBN: 978-93-86782-60-1	LORDINE NUOVO PUBLICATION	
21.	EDITED BOOK VOLUME ON "MANAGEMENT – THE PARADIGM SHIFT IN TURBULENCES"	BESPOKE PORTFOLIO MANAGEMENT – A STRATEGIC PERSPECTIVE	2018	- -	1ST EDITION	49 - 51	ISBN: 978-93-83191-29-1	CURRICULUM DEVELOPMENT CELL, AYYA NADAR JANAKI AMMAL COLLEGE, SIVAKASI	
22.	SHANLAX INTERNATIONAL JOURNAL OF MANAGEMENT	DIGITAL NATIVE RETAIL INVESTORS' OUTLOOK TOWARDS BESPOKE DIGITAL TRANSFORMATION IN MUTUAL FUND INDUSTRY	FEBRUARY 2019	VOL. 6	SPECIAL ISSUE 6	90 - 96	ISSN: 2321-4643	SHANLAX PUBLICATIONS	IMPACT FACTOR: 3.122

NAME : M. NAGARENITHA
POSITION : ASSISTANT PROFESSOR
DOB : 10.06.1978
UNIQUE ID : 1-7416416018

1. QUALIFICATION

S. NO.	DEGREE / DIPLOMA / CERTIFICATE	DISCIPLINE	NAME OF THE INSTITUTION	YEAR OF PASSING
1.	UG	ECONOMICS	LADY DOAK COLLEGE, MADURAI	1995 - 1998
2.	PG	MBA	FATIMA COLLEGE, MADURAI	1998 - 2000
3.	M.PHIL.	MANAGEMENT	MADURAI KAMARAJ UNIVERSITY	2006
4.	PH.D.	MANAGEMENT	MOTHER TERESA WOMEN'S UNIVERSITY	APRIL 2012

➢ WORK EXPERIENCE

2. TEACHING EXPERIENCE

S. NO.	INSTITUTION	FROM – TO
1.	AMBIGA COLLEGE OF ARTS & SCIENCE	2001 - 2004
2.	N.M.S.V.N. COLLEGE, MADURAI	2005 - 2007
3.	ASSISTANT PROFESSOR, FATIMA COLLEGE (AUTONOMOUS), MADURAI	2007 - 2009
4.	ASSISTANT PROFESSOR, FATIMA COLLEGE (AUTONOMOUS), MADURAI	2011 - TILL DATE

➢ OTHERS

3. POSITION HELD OUTSIDE

S. NO.	NAME OF THE INSTITUTION	NAME OF THE POSITION	DURATION
1.	G.V.G. COLLEGE FOR WOMEN, UDUMALPET	MEMBER, BOARD OF STUDIES	2012 - 2013

4. ORIENTATION/REFRESHER/TRAINING PROGRAMMES/FDP ATTENDED

S. NO.	PROGRAMMES	THEME	ORGANIZED BY	DATE
1.	FACULTY DEVELOPMENT PROGRAMME	SPSS 17	SPSS SOUTH ASIA AND THIAGARAJAR SCHOOL MANAGEMENT	JAN. 31, 2009
2.	OUT BOUND TRAINING	-	FATIMA COLLEGE & INDIAN INSTITUTE OF TRAINING & DEVELOPMENT	JAN. 19 & 20, 2013
3.	OUT BOUND TRAINING	PSYCHO- SPIRITUAL TRAINING	FATIMA COLLEGE, MADURAI	FEB. 05 & 06, 2014

4.	OUT BOUND TRAINING	HEALING THE INNER CHILD	ANUGRAHA ARTS AND SCIENCE COLLEGE	1.03.2017 & 2.03.2017

4.	Out Bound Training	healing the inner child	Anugraha arts and science college	27.02.2018 & 28.02.2018
4.	out bound training	healing the inner child	Anugraha arts and science college	06.02.2019 & 07.02.2019
4.	faculty development programme	FDP	IQAC, fatima college, madurai	13.062019 & 14.06.2019
5.	OUT BOUND TRAINING	HEALING THE INNER CHILD	Anugraha arts and science college	03.03.2020 & 04.03.2020

5. National/International Seminar, Workshop & Conference Presented

S. No.	Programmes	Organized by	Date	Participated/ Presented	Title of the Paper
1.	National Conference on "Emerging Technologies & Application"	Sourashtra University, Rajkot	28.11.2006	Presented	Recent Trends In Computer Technology
2.	National Conference on "Challenges to Globalization and Strategies to Overcome Them"	Misrimal Navajee Munoth Jain Engineering College, Chennai	08.03.2007	Presented	Rural Marketing and Globalization
3.	National Conference on "Emerging Issues and Challenges In Management"	PSNA College of Engineering & Technology, Dindigul	17.02.2007	Presented	Rural Marketing In Madurai District
4.	National Conference on "180 Days/360o Knowledge Management In Higher Education Quality Enhancement Process"	The Ethiraj College for Women (Autonomous), Chennai	06.02.2008 & 07.02.2008	Presented	Knowledge Management and Research
5.	International Conference on "Reforms In Higher Education in Asia"	Cardamon Planters' Association College, Bodi	04.03.2008	Presented	Paradigm Shift In Higher Education
6.	International Seminar on "Managing Global Recession Opportunities & Challenges"	K.S. Rangasamy College of Technology, Erode	25.03.2009	Presented	Knowledge Process Outsourcing Industry – HR Issues
7.	National Seminar on "Enhancing & Sustaining Quality In Higher Education: Intervention Strategies"	Fatima College (Autonomous), Madurai	27.02.2009	Presented	Faculty Internship As An Intervention Strategy In Higher Education
8.	National Seminar on "Housing Needs and The Role of Institutional Housing Finance"	Government Arts College (Men), Chennai	27.02.2009	Presented	Role of Financial Sector In Housing Development
9.	International Conference on "Global Recession and Its Impact"	Fatima College (Autonomous), Madurai	22.01.2010	Presented	Global Recession and Its Impact on Environment
10.	National Conference on " Business and Professional Ethics A 21ST Century A Perspective"	Fatima College (Autonomous), Madurai	17.09.2011	Presented	Business Ethics Indian Perspective
11.	Two-Day Workshop on "ICAN – Transformation"	Kodai International Business School, Kodaikanal	Sep. 23 & 24, 2011	Participated	-
12.	National Conference "Global Recession and Recovery"	Karpagam University, Coimbatore	28.10.2011	Presented	Global Recession and Recovery –Impact In Indian Industry

13.	One-Day Workshop on "Training for Trainers"	MADITSSIA, Madurai	Nov. 2011	Participated	-
14.	International Conference on "Impact of Global Crisis in Indian Business"	Annai Mathammal Sheela Engineering College, Namakkal	14.09.2012	Presented	ERP- A Sustainable Tool for Global Crisis
15.	National Conference on "Emerging Trends In Global Business"	RVS Institute of Management Studies, Coimbatore	15.09.2012	Presented	Rural Consumers' Awareness Towards Branded Products In Madurai District
16.	National Conference on ICT-An Catalyst for Transforming Teaching, Learning & Research in Commerce, Computer Science & Management Education	Lady Doak College, Madurai	9 & 10. 01. 2014	Presented	ICT-A Drive for Creative Learning and Inclusive Education
17.	National Conference on "Mark-IT"	Loyola Institute of Business Administration (LIBA), Chennai	Sep. 2013	Presented	Brand Management In Rural Market
18.	International Conference on "Social Media For Service Sector"	Fatima College, Madurai	20 & 21. 08. 2014	Presented	Rural India and Social Media
19.	International Conference on "The Impact of E-Commerce In Modern Business"	Rathinam College of Arts & Science, Coimbatore	12.08.2015	Presented	The Boom In E-Commerce Attributed To Technological Advancements
20.	International Conference on "Innovative Hr Practices In Corporate World"	Rathinam College of Arts & Science, Coimbatore	19.08.2015	Presented	Integration Strategies and Business Governance
21.	National Conference on " Indian World- Class Manufacturing- The Road Ahead"	Fatima College, Madurai	01.10.2015	Presented	Role of Human Capital In Redefining The Manufacturing
22.	National Conference on "Social Entrepreneurship"	Arul Anandar College, Karumathur	23.08. 2015	Participated	-
23.	International Conference on "Disaster Management - A Strategic Perspective"	Fatima College, Madurai	29 & 30.08. 2016	Presented	Role of Human Resources In Emergency Management
24.	Placement Workshop on Corporate Skills	Department of Management Studies, Fatima college	08.09.2017	PARTICIPATED	
25.	Symposium on Gateway To Banking Career	Department of Management Studies, Fatima college	04.10.2017	PARTICIPATED	
26.	Symposium on Road Map to A Culture of Self Improvement	Department of Management Studies, Fatima college	09.10.2017	ORGANISED	
27.	Symposium on Enhancing Research Skills	Department of Management Studies, Fatima college	12.12.2017	PARTICIPATED	

28	National workshop on creating alternative digital teaching learning environment in higher education institutions	Fatima college sponsored by United Board for Christian Higher Education in Asia	06.09.2018 – 08.09.2018	PARTICIPATED	
29	International forum on women transcending gender boundaries: the malaysian story	binary university of management & entrepreneurship, Malaysia	14.09.2018	PARTICIPATED	
30	Symposium on EXPLORING IMPORT AND EXPORT BUSINESS OPPORTUNITIES	Department of Management Studies	18.09.2018	PARTICIPATED	
31	Placement Workshop on CORPORATE GROOMING	Department of Management Studies	08.10.2018	PARTICIPATED	
32.	EXPLORIA INTERCOLLEGIATE RESEARCH FEST "SUSTAINABLE GOALS OF INDIA"	RESEARCH ADVISORY COMMITTEE, FATIMA COLLEGE, MADURAI	20.02.2019	ORGANISED	
33.	TAMILNADU STATE COUNCIL FOR SCIENCE AND TECHNOLOGY SPONSORED WORKSHOP ON "AWARENESS ON INTELLECTUAL PROPERTY RIGHTS"	RESEARCH ADVISORY COMMITTEE & INTELLECTUAL PROPERTY RIGHTS CELL, FATIMA COLLEGE, MADURAI	26.07.2019	PARTICIPATED	
34.	NATIONAL CONFERENCE ON "BUSINESS ANALYTICS –A ROAD MAP TO ENTREPRENEURSHIP"	MBA & MCA DEPARTMENTS, FATIMA COLLEGE, MADURAI	06.09.2019	PRESENTED	BUSINESS ANALYTICS IN HUMAN RESOURCE DEVELOPMENT
35.	PLACEMENT WORKSHOP ON "360 DEGREE CAREER DEVELOPMENT"	MBA DEPARTMENT, FATIMA COLLEGE, MADURAI	18.9. 2019	PARTICIPATED	-

6. Major Assignments

S. No.	Major Assignments	Institution	Theme/Title	Date & Year
1.	Organizer	Fatima College (Autonomous), Madurai	Workshop on Marketing Research	24.08.2016

7. Consultancy + Radio Talk/TV Shows)

S. No.	Consultant / Radio Talk / TV Shows	Consultancy (on/for) / Themes	Institution / Organisation	Place	Date
1.	Consultancy (Faculty Internship)	Organization And Management	Fortune Pandian Hotel	Madurai	Jan. 2009
2.	Faculty Internship	Human Resource Department	TVS And Sons Ltd.	Madurai	Dec. 2011
3.	Consultancy (Faculty Internship)	Faculty Development Programme	Centre Fpr Entrepreneurship Development	Madurai	Dec. 2012
4.	Consultancy (Faculty Internship)	Business Enhancement	Tamilnadu Food Grains Marketing Yard Ltd.	Madurai	Dec. 2013
5.	Faculty Internship	Managing Human Resource	Krishna Electrical Contractors	Madurai	Dec. 2014

6.	Faculty Internship	Enterprise Development	Tamilnadu Council for Enterprise Development	Madurai	Dec. 2015
7.	Faculty Internship	Market Positioning	Systems Domain	Madurai	Dec. 2016
8.	faculty internship	Human resource management	industrial protection services	madurai	DEC. 2017
9.	faculty internship	Business Integration	sahay racks (P)LTD.	tuticorin	DEC. 2018

8. Any other

- Attended Programme on "Price Risk Management in Commodity Market" by Madurai Management Association (MMA).
- Organized Intercollegiate Research Fest – Exploria'16 on "Innovative Responses To Social And Environmental Issues" As A Member Of Research Cell Fatima College, Madurai, on March 09, 2016.

➢ Areas of Specialization

- **Finance**

9. Articles Published in Journals/Books

S. No.	Journal / Proceeding/ Magazine/Book Name	Title of the Article	Month / Year	Vol. No.	Iss. No.	Page No.	ISSN / ISBN	Publisher	Impact Factor
1.	HRD Times	Marketing MIX In Rural Perspective	June 2009	11	6	18	-	HRD, Chennai	-
2.	Edited Book Volume on "Emerging Trends In Global Business"	Rural Consumers' Awareness Towards Branded Products In Madurai District	Sep. 2012	1	3	32	978-93-81537-00-8	RVS Institute of Management Studies	-
3.	Proceedings - National Conference on "Mark-it"	Brand Management In Rural Market	Sep. 2013	-	-	-	-	Loyola Institute of Business Administration (LIBA),	-
4.	Proceedings International Conference on "Social Media for Service Sector"	Rural India and Social Media	Sep. 3014	-	-	61	978-1-63315-205-2	Fatima College, Madurai	-
5.	Proceedings - International Conference on "THE Impact of E-Commerce In Modern Business"	The Boom In E-Commerce Attributed To Technological Advancements	Aug. 2015	-	-	125	978-93-82570-67-7	Rathinam College of Arts & Science, Coimbatore	-
6.	Proceedings -National Conference on "Indian World- Class Manufacturing- The Road Ahead"	Role of Human Capital In Redefining The Manufacturing	Oct. 2015	-	-	297	978-81-93023-488	Fatima College, Madurai	-

7.	International Journal of Research & Business Innovation	Information and Communication Technology – A Tool for Inclusive Education	July - Dec 2015	3	7	1-4	2321-5615	International Journal of Research & Business Innovation (IJRBI)	1.53
8.	International Conference on "Disaster Management- A Strategic Perspective"	Role of Human Resources In Emergency Management	Sep. 29 & 30 2016			379-382	978-8-1930-234-26	World Literature Books Centre& Publisher Pvt.Ltd., Madurai	-
9.	International Education and Research Journal	Career Maturity and Career Decision – Making – A-Review	Dec. 2016	2	12	56-57	E-ISSN: 2454-9916	International Education and Research Journal	-
10.	INTERNATIONAL CONFERENCE ON GLOBAL TALENT MANAGEMENT IN THE DIGITAL ERA	ROLE OF HR IN TALENT MANAGEMENT	SEP. 13, 2017			82-84	ISBN: 978-93-86537-95-9	SHANLAX PUBLICATIONS, MADURAI	
11.	International Level Conference on Digital Marketing – A global perspective	INNOVATIVE MARKETING A KEY TO SUCCESS	10.08. 2018			27 - 29	ISBN: 978-93-87871-67-0	SHANLAX PUBLICATIONS, MADURAI	
12.	ONE WEEK ONLINE WORKSHOP ON "HUMAN VALUES AND ETHICS IN SOCIAL MEDIA – A DIGITAL PERSPECTIVE"		15.07. 2020 & 21.07. 2020					PARTICIPATED	

10. Guest Lectures Delivered

S. No.	Theme	Programme	Organized by	Date
1.	Project Guidelines	-	Department of Business Administration, EMG Yadava Women's College, Madurai	Feb. 19, 2015

NAME : DR. B.JAYANTHI
POSITION : ASSISTANT PROFESSOR
DATE OF BIRTH : 06.04.1975
UNIQUE ID : 1-7416416237

1. QUALIFICATION

S. NO.	DEGREE / DIPLOMA / CERTIFICATE	DISCIPLINE	NAME OF THE INSTITUTION	YEAR OF PASSING
1.	UG	B.A ECONOMICS	FATIMA COLLEGE	1996
2.	PG	MBA	FATIMA COLLEGE	1998
3.	M.PHIL.	MANAGEMENT	MADURAI KAMRAJ UNIVERSITY	2004
4.	PH.D.	BUSINESS ADMINISTRATION	MANONMANIAM SUNDRANAR UNIVERSITY	2013

➢ WORK EXPERIENCE

2. TEACHING EXPERIENCE

S. NO.	INSTITUTION	FROM – TO (PERIOD)
1	MANGAYARKARASI COLLEGE OF ARTS & SCIENCE FOR WOMEN,PARAVAI	NOV 1999- JAN 2002
2	PSNA COLLEGE OF ENGINEERING & TECHNOLOGY, DINDIGUL	MARCH 2006- JUNE 2010
3	NPR COLLEGE OF ENGINEERING & TECHNOLOGY , NATHAM	JULY2010- DEC 2010
4	AGNI SCHOOL OF BUSINESS EXCELLENCE , VADAMADURAI	OCT 2012- JULY 2014
5	FATIMA COLLEGE, MADURAI	JUNE 14, 2017 - TILL DATE

➢ OTHERS

3. POSITION HELD OUTSIDE

S. NO.	NAME OF THE POSITION	NAME OF THE INSTITUTION	DURATION
1	EXAM COORDINATOR (MBA)	AGNI SCHOOL OF BUSINESS EXCELLENCE , VADAMADURAI	OCT 2012- JULY 2014
2	QUESTION PAPER SETTER	KALASALINGAM UNIVERSITY	2018-19
3	QUESTION PAPER SETTER	DR.GRD COLLEGE , COIMBATORE	2018-19

4. Orientation/Refresher/Training Programmes/FDP Attended

S. No.	Programme	Theme	Organized by	Date
1	FDP	Faculty Development Programme for Arts and Science	R. L. Management Madurai	6th & 7th November 2006
2	FDP	FDP on Research Publication	Dept of Management Studies, PSNA CET	29th Aug, 2009
3	FDP	FDP on Technologies in Teaching, Learning Practice	Dept of Computer Science Eng., PSNA CET	11th &12th Jan, 2010
4	FDP	FDP on Leadership Enrichment Programme for College Teachers	Agni School of Business Excellence, Vadamadurai	18th May, 2014
5	Orientation	Orientation for newly recruited staffs	Fatima college	15th to 22 June 2017
6	Symposium	Corporate Social Responsibility	Dr. SNS Rajalakshmi Institute of Management, Coimbatore	20thMarch, 2008
7	FIP	FIP	IQAC, Fatima College	15.06.2017 – 22.06.2017
8	FDP	Micro teaching	IQAC, Fatima College	10.07.2018
9	FIP	FIP	IQAC, Fatima College	28.06.2018-30.06.18
10	FIP	FIP	IQAC, Fatima College	13.06.2019-15.06.2019
11	Refresher programme	ANNUAL REFRESHER PROGRAMME IN TEACHING	National Testing Agency, MHRD	16. 02. 2020
11	ONLINE WEBINAR	AN EFFECTIVE RESEARCH PAPER WRITING SKILLS	BHAGWAN MAHAVIR UNIVERSITY	13.04.20 TO 16.4.20
12	FACULTY ENRICHMENT PROGRAMME	RESETTING MIND IN UPSETTING TIMES	IQAC , FATIMA COLLEGE , MADURAI	22.06.20
13	ONLINE FDP	ACADEMIC EXCELLENCE IN DIGITAL TEACHING AND LEARNING	DEPARTMENT OF MANAGEMENT STUDIES , MADURAI KAMARAJ UNIVERSITY	01.07.20 TO 07.07.20
14	ONLINE FDP	ACADEMIC EXCELLENCE IN DIGITAL TEACHING AND LEARNING	DEPARTMENT OF MANAGEMENT STUDIES , MADURAI KAMARAJ UNIVERSITY	01.07.20 TO 07.07.20

5. National/International Seminars, Workshops, Conferences & Symposiums

S. No.	Programme & Theme	Organized by	Date	Participated/ Presented	Title of the Paper
1	National Seminar on Indian Capital Market and Financial Services – Problems and Prospects	St. Albert's College, Ernakulam	18th January, 2008	Presented	Emerging Issues in Indian Health Insurance
2	National Conference on Recent Trends in Information Technology	Fatima College, Madurai	15th February, 2008	Presented	Knowledge Management – Emerging Perspectives
3	National Conference on Information Technology and Management	PSNA College of Engineering and Technology, Dindigul	16th February, 2008	Presented	Enterprise Resource Planning – An Overview
4	National Conference on Emerging Issues &Challenges in Management	PSNA College of Engineering and Technology, Dindigul	17th February , 2007	Presented	Micro Finance in Modern World and its Financial Stability
5	National Conference on Globalization: Prospects and Problems	Department of Economics, Sourashtra College, Madurai	25th February, 2008	Presented	Impact of Globalization on Management Education in India
6	UGC Sponsored National Seminar on Emerging Trends in Retail Management	MBA dept, Industry Institute Partnership Cell (IIPC), Annamalai University, Tamilnadu	29thFebruary 2008	Presented	Recent Trends in Recruitment in Retail Industry
7	UGC Sponsored National Seminar on Organic Farming and Sustainable Agriculture for Food Security	Faculty of Agriculture and Animal Husbandry, Gandhigram	1stMarch, 2008	Presented	Meeting the Food Security Challenge through Organic Agriculture
8	National Conference on Service Sector	Department of Business Administration, Kalasalingam University, Krishnankovil	7th &8th March, 2008	Presented	Best Practices for Poverty Alleviation through Tourism
9	UGC Sponsored National Seminar on Interface Between Industry and Higher Education Institutions to Face Global Competition	Department of Rural Industries and Management, Gandhigram Rural University, Gandhigram	13 – 14 March, 2008	Presented	Globalization and Higher Education: Pros &Cons
10	Symposium	Dr. SNS Rajalakshmi Institute of Management, Coimbatore	20thMarch, 2008	Presented	Corporate Social Responsibility

11	UGC Sponsored Workshop Globalization and Human Rights	Dept. of Economics, GRU	27th March, 2008	Presented	National Impact of On Globalization on Women Rights
12	National Conference on Recent Trends in Advanced Computing	Department of Computer Applications, K.L.N. College Of Information Technology	10th &11th April, 2008	Presented	E-CRM – A Mantra for World Class Business
13	International Conference on Services Marketing in the Globalized Era	SAN International Business School, Coimbatore	15thMay, 2008	Presented	Opportunities and Challenges of Banking Sector in Globalized Era
14	International Conference on International Challenges of Global Business in the 21st Century	Department of Commerce, Rev.Jacob Memorial Christian College, Ambilikkai Industries	4th & 5th February, 2009	Presented	Human Resource Challenges in Software
15	International Seminar on Management Challenges in the Era of Global Recession	Sengunthar Institute of Management Studies, Sengunthar Arts and Science College, Tiruchengode	10th February, 2009	Presented	Management: The New Global Financial Threats
16	Second National Conference on Information Technology and Management	PSNA CET, Dindigul	3rd April, 2009	Participated	
17	National Conference on Trends in Current Management Practices	Pavendar Bharathidasan College of Eng &Tec, Mathur , Trichy	18th Sep, 2009	Presented	E-Marketing of Services, Challenges &Prospects
18	International Conference on Global Recession and its impact	MBA dept,Nehru Institute of Management Studies, Coimbatore	18th February 2010	Presented	Work Life Balance during Recession
19	ICSI sponsored International Conference on Contemporary issues in Management	Department of Business Administration ,SRM University, Chennai	28th February, 2013	Presented	Faculty perception of work-life imbalance and coping strategies in Educational Institution
20	Workshop on Effective Teaching and Learning Methodologies for College Teachers	Agni School of Business Excellence, Vadamadurai	13th April, 2013	Participated	

21	CSIR sponsored Two days National Seminar on "Empowering Faculty as Leader Management Challenges	Anna University Regional centre, Madurai	29th & 30th July 2013	Participated	
22	International conference on New vistas of Indian Business in global scenario	Department of Business Administration , Brahma School of Management, Nammakal	18th Oct 2013	Presented	Impact of work-family conflict among employees in Construction
23	IREC Sponsored National Workshop on Case teaching for Management Faculties	Dept. of Management Studies Kumarasamy college of Engg., Tech, karur	4th Oct,20 13	Participated	
24	A National Workshop on Data analysis and Business Modelling	Dept. of Management Studies Rajalakshmi Engg. College , Chennai	10th &11th Jan, 2014	Participated	
25	National Conference on & Strategies for Competitiveness	Hallmark business, Trichy District	4th April, 2014	Presented	Faculty's inventiveness and work life balance of selected institutions in Madurai school
26	Placement Workshop	Dept. of Management Studies Fatima College , Madurai	8th sep, 2017	Participated	corporate skills
27	conference on global talent management in the digital era	Dept. of Management Studies Fatima College , Madurai	13th sep,2017	Presented	making talent management work in education
28	symposium	Dept. of Management Studies Fatima College , Madurai	4th oct,2017	participated	gateway to banking career
29	symposium	Dept. of Management Studies Fatima College , Madurai	9th oct,2017	participated	roadmap to a culture of self improvement
30	symposium	Dept. of Management Studies Fatima College , Madurai	12th dec,2017	participated	enhancing research skills
31	an inter national conference on innovatie strategies, advances and challenges in commerce and management	dept of commerce, sir parashurambhau, college tilak road, pune	15th feb,2018	Presented	business restructuring in pr fruits traders
32	a national conference on innovatie strategies, advances and challenges in commerce and management	dept of commerce, sir parashurambhau, college tilak road, pune	15th feb,2018	Presented	a study on the impact of e-commerce on customer satisfaction with reference to four wheeler purchase

33	PROSPECTS OF SMALL , AND MEDIUM ENTERPRISES(MSME)	DEPT OF COMMERCE	16TH FEB,2018	Presented	ENTEREPRENEURIAL DEVELOPMENT SCHEMES

	IN INDIAN SCENARIO	AMERICAN COLLEGE			AND THEIR RESULTS IN EMPLOYMENT OPPORTUNITIES
34	SYMPOSIUM ON EXPLORING IMPORT AND EXPORT BUSINESS OPPORTUNITIES	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE (AUTONOMOUS)	18.09.18	ORGANIZED	-
34	WORKSHOP ON "CORPORATE GROOMING"	DEPARTMENT OF MBA , FATIMA COLLEGE , MADURAI	8.10.18	PARTICIPATED	-
35	WORKSHOP ON "ENHANCING EMOTIONAL INTELLIGENCE"	ORGANIZED BY IQAC , FATIMA COLLEGE, MADURAI	07.02.2019	PARTICIPATED	
36	AN INTERNATIONAL CONFERENCE CONTEMPORARY ISSUES & FUTURISTIC TRENDS IN MANAGEMENT	VIJAY INSTITUTE OF MANAGEMENT, DINDIGUL	FEBRUARY 19TH, 2019	PRESENTED	A STUDY ON CONSUMER PERCEPTION TOWARDS STONE PRODUCTS WITH SPECIAL REFERENCE TO ROYAL PARK IN MADURAI
37	EXPLORIA- INTERCOLLEGIATE RESEARCH FEST	RESEARCH ADVISORY COMMITTEE, FATIMA COLLEGE, MADURAI	FEBRUARY 20TH, 2019	ORGANISED	SUSTAINABLE GOALS OF INDIA
38	WORKSHOP	RESEARCH ADVIORY COMMITTEE& INTELLECTUAL PROPERTY RIGHTS CELL, FATIMA COLLEGE	JULY26, 2019	PARTICIPATED	AWARENESS ON INTELLECTUAL PROPERTY RIGHTS
39	NATIONAL CONFERENCE ON BUSINESS ANALYTICS- A ROAD MAP TO INNOVATIVE ENTREPRENEURSHIP	DEPT. OF MANAGEMENT STUDIES FATIMA COLLEGE , MADURAI	SEPTEMBER 6, 2019	PRESENTED	Indian Startups – A Boost for Economic Growth
40	WEBINAR ON "HOW TO TEACH "	IQAC , FATIMA COLLEGE , MADURAI	27.05.20	PARTICIPATED	-
41	WEBINAR ON " DIGITAL TRENDS DRIVING INDUSTRY 4.0"	GYANAMITE	04.07.20	PARTICIPATED	-
42	E-NATIONAL CONFERENCE	ARTIFICAL INTELLIGENCE IN MARKETING	23.12.20	PRESENTED	A STUDY ON EFFECT OF E-COMMERCE ON CUSTOMER SATISFACTION

6. ACHIEVEMENTS

S. NO.	NAME OF THE AWARD	AWARD RECEIVED FOR	SPONSORS / SOURCE	DATE
1	GOLD MEDAL & CERTIFICATE OF HONOR	100%RESULTS	PSNA CET	2007
2	GOLD MEDAL & CERTIFICATE OF HONOR	100%RESULTS	PSNA CET	2007 & 2008
3	GOLD MEDAL & CERTIFICATE OF HONOR	100%RESULTS	AGNI SCHOOL OF BUSINESS EXCELLENCE	2013

7. Consultancy + Radio talk/TV Shows)

S. No.	Consultant / Radio Talk / TV Shows	Consultancy (on/for) / Themes	Institution / Organisation	Place	Date
1	consultant	Marketing	ASSAI POLYMERS PVT LTD	DINDIGUL	11.12.17 to 16.12.17
2	consultant	Marketing	AALAYAM PACKAGING	KARUR	26.11.2018 to 1.12.2018
3	consultant	Marketing	Bhavadaharani Builders	DINDIGUL	
4	consultant	Marketing	HDFC branch	DINDIGUL	21.2.2020-26.12.2020

- **Areas of Specialization**
  - **MARKETING**

8. rticles Published in Journals/Proceedings/Magazines/Books

S. No.	Journal/Proceeding/ Magazine/Book Name	Title of the Article	Month / Year	Vol. No.	Issue No.	Page No.	ISSN	Publisher	Impact Factor
1	INTERNATIONAL JOURNAL OF MANAGEMENT REVIEW	FACULTY INVENTIVENESS AND WORKLIFE BALANCE OF SELECTED INSTITUTIONS IN MADURAI DISTRICT	April 2014	1	1	25	2348-4373	hall mark b school	
2	**PRIMAX INTERNATIONAL JOURNAL OF COMMERCE & MANAGEMENT,**	THE RAPPORT BETWEEN THE FIVE SENSES AND BUILDING BRAND IDENTITY AND AWARENESS - A SPECULATIVE STUDY"	Jan-mar 2014	1	4	45	2321-3604	PRIMAX NTERNATIONAL OURNAL OF OMMERCE & ANAGEMENT,	
3	Proceedings of international conference on contemprorary issues in management	FACULTY PERCEPTION OF WORK-LIFE IMBALANCE AND COPING STRATEGIES IN EDUCATIONAL INSTITUTION	Mar 2013	1	1	63		BIZAD-2K13	

4	GLOBAL MANAGEMENT REVIEW	WORK-LIFE IMBALANCE AMONG EXECUTIVES: A GENDER FOCUS"	**FEB 2012**	**6**	**2**	**24**	**0973-9947**	SONA SCHOOL OF MANAGEMENT	

5	PSNA JOURNAL OF BUSINESS AND SYSTEM,	BRIC ECONOMIES AND RECESSION		1	1	62		PSNA COLLEGE OF ENGG & TECH	
6	INTERNATIONAL JOURNAL OF INNOVATIONS IN ELECTRICAL POWER SYSTEMS	BIOMASS: AN ALTERNATIVE SOURCE OF ENERGY	JULY-DEC 2009	1	2	77-85	0975-5306	RESEARCH SCIENCE PRESS	
7	SNS JOURNAL OF MARKETING	CUSTOMER PERCEPTIONS AND EXPECTATIONS FOR SERVICE QUALITY IN STANDARD CHARTERED BANK WITH REFERENCE TO COIMBATORE CITY	JAN – JUN 2010	1	1	20	0975-7627	SNS SCHOOL OF MANAGEMENT	
8	WWW.ARTICLESBASE.COM	STRATEGIES TO RETAIN HUMAN RESOURCES	17TH JULY 2008						
9	WWW.ARTICLESBASE.COM	RECENT TRENDS IN RECRUITMENT IN RETAILING INDUSTRY"	14TH JULY 2008						
10	WWW.ARTICLESBASE.COM	TOURISM – A FIGHT AGAINST POVERTY	14TH JULY 2008						
11	GLOBALTALENT MANAGEMENT IN THE DIGITAL ERA	MAKING TALENT MANAGEMENT WORK IN EDUCATION	SEPTEMBER, 2017	1	1	71-72	978-93-86537-95-9	SHANLAX PUBLICATION, MADURAI	
12	INNOVATIVE ADVANCES AND CHALLENGES IN MANAGEMENT	THE NEED AND INFLUENCE OF INFORMATION TECHNOLOGY ON FUTURE HUMAN RESOURCE MANAGEMENT	OCTOBER 2017	1	1	80-82	978-93-81723-78-4	VIRUDHUNAGAR HINDU NADAR'S SENTHIKUMARA NADAR COLLEGE,VIRUDHUNAGAR	
13	INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY STUDEIES	BUSINESS RESTRUCTURING IN PR FRUITS TRADERS	FEBRUARY 2018	4	8	323-325	24548499-(LISTED JOURNAL NO 45141)	IRJMS	1.3599

14	INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY STUDEIES	A STUDY ON THE IMPACT OF E-COMMERCE ON CUSTOMER SATISFACTION	FEBRUARY 2018	4	8	331 - 336	24548499- (LISTED JOURNAL NO 45141)	IRJMS	1.3599

		WITH REFERENCE TO FOUR WHEELER PURCHASE							
15	MICRO,SMALL AND MEDIUM ENTERPRISES(MSMES) IN INDIAN SCENARIO	ENTEREPRENEURIAL DEVELOPMENT SCHEMES AND THEIR RESULTS IN EMPLOYMENT OPPORTUNITIES	FEBRUARY 2018	2	3	213 - 219	978-93-86712-19-6	JAYALAKSHMI PUBLICATIONS MADURAI	
16	DIGITAL MARKETING- A GLOBAL PERSPECTIVE	THE FUTURE OF E-TAILING	AUGUST 2018	-	-	30-32	978-93-87871-67-0	SHANLAX PUBLICATIONS	
17	MANAGEMENT IN DIGITAL ERA	A STUDY ON IMPACT OF DEMOGRAPHIC FACTOR ON LIFE INSURANCE DEMAND WITH REFERENCE TO MADURAI DISTRICT	DECEMBER 2018	1		220 - 231	978-93-86782-60-1	LORDINE NUOVO PUBLICATION	
18	SHANLAX INTERNATIONAL JOURNAL OF MANAGEMENT	A STUDY ON CONSUMER PERCEPTION TOWARDS STONE PRODUCTS WITH SPECIAL REFERENCE TO ROYAL PARK IN MADURAI	FEBRUARY 2019	VOL. 6	SPECIAL ISSUE 6	90 - 96	ISSN: 2321-4643	SHANLAX PUBLICATIONS	3.122
19	PARISHODH JOURNAL	GST FOR REAL ESTATE SECTOR –BOON OR BANE	FEBRUARY, 2020	IX	11	2270-	2347-6648	PARISHODH PUBLICATIONS	-
20	E-NATIONAL CONFERENCE ON "ARTIFICIAL INTELLIGENCE IN MARKETING "	A STUDY ON EFFECT OF E-COMMERCE ON CUSTOMER SATISFACTION	DECEMBER 2020	–	-	32	978-93-87865-74-7	FORSCHUNG PUBLICATIONS	ISBN

9. BOOKS PUBLISHED

S. NO.	BOOK NAME	YEAR	PUBLISHER	ISBN
1	A PERSPECTIVE OF HUMAN RESOURCE MANAGEMENT	2018	BONFRING PUBLISHING HOUSE	

10. MEMBER IN EDITORIAL BOARD OF NATIONAL/INTERNATIONAL JOURNALS

ENDOWMENT LECTURES DELIVERED : DR.B.JAYANTHI GAVE A SPECIAL TALK ON CAREER GUIDANCE AT SAKTHI COLLEGE OF ARTS & SCIENC, DINDIGUL

: LECTURE ON RESEARCH METHODOLOGY –DATA COLLECTION METHODS , WAS DELIVERED AT ANNA

UNIVERSITY , REGIONAL CAMPUS, MADURAI ON 13.12.2017

NAME : DR. R. SUGANYA
POSITION : ASSISTANT PROFESSOR
DATE OF BIRTH : 10.05.1984
UNIQUE ID : 1-3562136888

1. QUALIFICATION

S. NO.	DEGREE / DIPLOMA / CERTIFICATE	DISCIPLINE	NAME OF THE INSTITUTION	YEAR OF PASSING
1.	UG	COMMERCE	FATIMA COLLEGE, MADURAI	2004
2.	PG	BUSINESS ADMINISTRATION	FATIMA COLLEGE, MADURAI	2006
3.	PG	COMMERCE	MADURAI KAMARAJ UNIVERSITY (DDE), MADURAI	2012
4.	M.PHIL.	BUSINESS ADMINISTRATION	MADURAI KAMARAJ UNIVERSITY (DDE), MADURAI	2007
5.	PH.D.	BUSINESS ADMINISTRATION	MADURAI KAMARAJ UNIVERSITY, MADURAI	2013

➢ WORK EXPERIENCE

2. TEACHING EXPERIENCE

S. NO.	INSTITUTION	FROM – TO (PERIOD)
1.	BHARATH NIKETAN ENGINEERING COLLEGE, AUNDIPATTI	JULY 02, 2008 - JUNE 30, 2010
2.	RL INSTITUTE OF MANAGEMENT STUDIES, MADURAI	JULY 01, 2010 - MAR. 31, 2017
3.	ASSISTANT PROFESSOR, FATIMA COLLEGE, MADURAI	JUNE 14, 2017 - TILL DATE

➢ OTHERS

3. POSITION HELD OUTSIDE

S. NO.	NAME OF THE POSITION	NAME OF THE INSTITUTION	DURATION
1.	EXAM COORDINATOR (MBA)	BHARATH NIKETAN ENGINEERING COLLEGE, AUNDIPATTI	2009 - 2010
2.	EXAM COMMITTEE COORDINATOR	RL INSTITUTE OF MANAGEMENT STUDIES, MADURAI	2013 - 2015 & 2016 - 2017
3.	EVENT COORDINATOR (BUSINESS KSHETRA – STATE LEVEL CONTEST)	RL INSTITUTE OF MANAGEMENT STUDIES, MADURAI	2012 - 2013
4.	RESEARCH COMMITTEE MEMBER	RL INSTITUTE OF MANAGEMENT STUDIES, MADURAI	2014 & 2016
5.	BOARD OF STUDIES MEMBER	RL INSTITUTE OF MANAGEMENT STUDIES, MADURAI	2010 - 2017
6.	SECRETARY – ACADEMIC COUNCIL MEETING	RL INSTITUTE OF MANAGEMENT STUDIES, MADURAI	2015 & 2016

7.	CAREER GUIDANCE COORDINATOR	RL INSTITUTE OF MANAGEMENT STUDIES, MADURAI	2014 - 2016

8.	IBPS Bank Coaching Class Coordinator	RL Institute of Management Studies, Madurai	2013 & 2014
9.	Industrial Visit Coordinator	RL Institute of Management Studies, Madurai	2013 - 2016
10.	Question Paper Setter	Lady Doak College, Madurai	2015-19
11.	Question Paper Setter	Bharathidasan University, Trichy	2015 -19
12	Question Paper Setter	dR.GRD COLLEGE , COIMBATORE	2018-19
13	Question Paper Setter	Kalasalingam university	2016-19
14	Question Paper Setter	American college , Madurai	2016 - 19

4. Orientation/Refresher/Training Programmes/FDP Attended

S. No.	Programme	Theme	Organized by	Date
1.	FDP	Instructional Design and Delivery	National Institute of Technical Teachers Training and Research, Chennai	Nov. 10 -15, 2008
2.	FDP	Developing Research Articles for Publication	Department of Management Studies, PSNACET	Aug. 29, 2009
3.	FDP	Multivariate Data Analysis for Management Research	Ministry of Human Resource Development and AICTE, NIT – Calicut	July 18 - 22, 2011
4.	FDP	Workshop on SPSS	Madurai Kamaraj University, Madurai	Nov. 24 - 25, 2015
5.	FDP	Orientation Program for Newly Joined Staff	IQAC , Fatima College, Madurai	June 14 - 22, 2017
6	FDP	ALTERNATIVE TEACHING METHODOLOGY	IQAC , Fatima College, Madurai	OCT.10,2017
7	FDP	ENTREPRENEURSHIP	DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING, RATHINAM TECHNICAL CAMPUS, COIMBATORE	JUNE 4-9, 2018
8	FIP	Induction Program	FATIMA COLLEGE , MADURAI-18	28.06.18 TO 30.06.18
9	FIP	Micro Teaching	FATIMA COLLEGE , MADURAI-18	10.07.18
10	FIP	Induction program	fatima college , madurai-18	13.06.19 to 15.06.19
11	COURSE	HEALING THE INNER CHILD	ANUGRAHA INSTITUTE OF COUNSELLING , PSYCHOTHERAPHY AND RESEARCH	03.03.20 TO 04.03.20
12	ONLINE REFERESHER COURSE	MBA-PPC	S.A COLLEGE OF ARTS AND SCIENCE , CHENNAI	14.04.20 TO 04.05.20
13	SHORT TERM TRAINING PROGRAMME	I5	S.A COLLEGE OF ARTS AND SCIENCE , CHENNAI	26.04.20 TO 09.05.20
14	ONLINE TRANING PROGRAM	COVID-19 : THE GAME CHANGER OF BUSINESS WORLD	JCI SIVAKASI LION	11.04.20

15	ONLINE COURSE	FUTURISTIC ACCOUNTING	IAA & IARA , TIRUCHIRAPPALLI	11.04.20 TO

				15.04.20
16	ONLINE WORKSHOP	RESEARCH METHODOLOGY	REST SOCIETY FOR RESEARCH INTERNATIONAL	12.04.20 TO 14.04.20
17	ONLINE WEBINAR	AN EFFECTIVE RESEARCH PAPER WRITING SKILLS	BHAGWAN MAHAVIR UNIVERSITY	13.04.20 TO 16.4.20
18	ONLINE COURSE	PERSONALITY DEVELOPMENT	VIVEKANADHA COLLEGE OF ARTS AND SCIENCES FOR WOMEN , TIRUCHENGODE	17.04.20 TO 18.04.20
19	ONLINE FDP	RECENT TRENDS IN ARTIFICAL INTELLIGENCE AND IMPACT ON TEACHING PROFESSIONALS	RVS COLLEGE OF ARTS AND SCIENCE , COIMBATORE	22.04.20 TO 24.04.20
20	ONLINE FDP	ENTREPRENEURSHIP : RESEARCH , CRITICAL THINKING AND INNOVATION	INDIAN ACADEMIC RESEARCHERS ASSOCIATION , TIRUCHIRAPPALLI	22.04.20 TO 28.04.20
21	ONLINE FDP	SUPPLY CHAIN MANAGEMENT DURING A PANDEMIC	VET INSTITUTE OF ARTS AND SCIENCE , ERODE	09.05.20
22	ONLINE FDP	TALLY WITH GST	RATHINAM COLLEGE OF ARTS AND SCIENCE , COIMBATORE	11.05.20
23	ONLINE FDP	MOODLE LEARNING SYSTEM	BODOLAND UNIVERSITY & IIT BOMBAY	11.05.20 TO 15.05.20
24	ONLINE FDP	STATISTICAL APPLICATION USING SPSS	SHASUN JAIN COLLEGE FOR WOMEN , CHENNAI	16.05.20 TO 17.05.20
25	ONLINE COURSE	EXPORT BUSINESS	AYYA NADAR JANAKI AMMAL COLLEGE , SIVAKASI	18.05.20 TO 19.05.20
26	INTERNATIONAL FDP	AI BASED PROCTORING IN NEXT GENERATION EDUCATION	SHASUN JAIN COLLEGE FOR WOMEN , CHENNAI	23.05.20
27	ONLINE STTP	STATISTICAL ANALYSIS IN SPSS SOFTWARE	REST SOCIETY FOR RESEARCH INTERNATIONAL , KRISHNAGIRI	01.06.20 TO 06.06.20
28	ONLINE FDP	TRANSFORMING EDUCATION – THE GOOGLE CLASSROOM WAY	AACHI INSTITUTE OF MANAGEMENT & ENTREPRENEURIAL DEVELOPMENT ,CHENNAI	01.06.20 TO 07.06.20
29	ONLINE FDP	ADVANCED STATISTICAL ANALYSIS FOR MANAGEMENT	AMITY UNIVERSITY , UTTAR PRADESH	03.06.20 TO 09.06.20
30	TWO WEEK INTERNATIONAL ONLINE FDP	DIGITAL INITIATIVES FOR HIGHER EDUCATION	SWAYAM-NPTEL LOCAL CHAPTER , G. VENKATASWAMY NAIDU COLLEGE , KOVILPATTI	04.06.20 TO 17.06.20
31	INTERNATIONAL FDP	ACADEMIC WRITING AND OPPORTUNITY FOR THE PUBLICATION	DR.SNS RAJALAKSHMI COLLEGE OF ARTS AND SCIENCE , COIMBATORE	17.06.20
32	FACULTY ENRICHMENT PROGRAMME	RESETTING MIND IN UPSETTING TIMES	IQAC , FATIMA COLLEGE , MADURAI	22.06.20
33	ONLINE FDP	LEARN, UNLEARN & RELEARN – EFFECTIVE AND QUALITY RESEARCH WRITING	PATRICAN COLLEGE OF ARTS AND SCIENCE ,CHENNAI	22.06.20 TO 28.06.20
34	ONLINE FDP	E-CONTENT DEVELOPMENT AND DEPLOYMENT	THASSIM BEEVI ABDUL KADER COLLEGE FOR WOMEN , KARAIKUDI	01.07.20 TO 03.07.20
35	ONLINE FDP	ACADEMIC EXCELLENCE IN DIGITAL TEACHING AND LEARNING	DEPARTMENT OF MANAGEMENT STUDIES , MADURAI KAMARAJ UNIVERSITY	01.07.20 TO 07.07.20

36	ONLINE FDP	EMERGING TRENDS IN ETHICAL	HINDUSTHAN INSTITUTE OF	06.07.20 TO

		HACKING AND CYBER SECURITY	TECHNOLOGY , COIMBATORE	10.07.20
37	ONLINE FDP	DIGITAL TOOLS FOR CONDUCTING VIRTUAL CLASSES	PERIYAR GOVERNMENT ARTS COLLEGE , CUDDALORE	06.07.20 TO 10.07.20
38	ONLINE FDP	ACADEMIC EXCELLENCE IN DIGITAL TEACHING AND LEARNING	DEPARTMENT OF MANAGEMENT STUDIES , MADURAI KAMARAJ UNIVERSITY	01.07.20 TO 07.07.20

5. National/International Seminars, Workshops, Conferences & Symposiums

S. No.	Programme & Theme	Organized by	Date	Participated / Presented	Title of the Paper
1.	Workshop on Six Sigma for Productivity Improvement and Customer Satisfaction	Quality Circle Forum of India and SACS M.A.V.M.M. Engineering College	Aug. 22, 2009	Participated	-
2.	Regional Seminar on Leadership – Some Successful Indians Experiences	Department of Management Studies, MKU	Oct. 23, 2009	Participated	-
3.	Regional Seminar on Career Opportunities In Finance and Accounting – Emerging Trends	Vidyabharathi Group of Institutions, Kochi and CED, Madurai	Feb. 12, 2010	Participated	-
4.	National Seminar on Business Strategies for Sustainable Growth	Karpagam College of Engineering, Coimbatore	Oct. 29, 2010	Presented	CRM A Boon for Insurance Business
5.	International Conference on Impact of Global Financial Crisis (ICIGFC2009)	Gnanamani Educational Institutions, Namakkal	Oct. 30, 2009	Presented	The Global Financial Crisis Effect on Indian Banking Industry
6.	International Conference on Global Recession and Its Impact	Nehru Institute of Management Studies, Coimbatore	Feb. 18 2010	Presented	Impact of Global Recession on Brand Building
7.	International Conference on Global Marketing Strategies and Practices	Nehru Institute of Management Studies, Coimbatore	Oct. 08 & 09, 2010	Presented	Green Marketing Issues and Strategies
8.					Impact of Marketing Strategies During Recession
9.	International Conference on Emerging Capital Markets : Issues and Challenges	Bharathidasan University, Tiruchirappalli	Jan. 08 & 09, 2011	Presented	D-Effect – An Indian Experience
10.	International Conference on Globalization and Consumer Protection	Kalasalingam University, Krishnankoil	Jan. 28 & 29, 2011	Presented	The Role of Hallmarking Towards The Consumer Protection on Gold
11.	National Seminar on Mobile Commerce – The Wheel of Economic Growth	St.Joseph's Institute of Management, Tiruchirappalli	Feb. 04 & 05, 2011	Presented	Whether Mobile Marketing Increases Brand Value of Car
12.	National Level Seminar on Pride 2011 (Hr Conclave)	R L Institute of Management Studies, Madurai	Feb. 19, 2011	Participated	-

13.	National Seminar on Research Colloquium	Vivekananda College, Madurai	Feb. 26, 2011	Presented	A Study on Brand Equity of Various Cars In Family Car Segment

					WITH REFERENCE TO MADURAI DISTRICT
14.	WORKSHOP ON RESEARCH AND DATA ANALYSIS USING SPSS	NATIONAL INSTITUTE OF TECHNOLOGY, CALICUT	JULY 19, 2011	PARTICIPATED	-
15.	NATIONAL SEMINAR ON THE RISE OF INDIAN BRANDS	SRM UNIVERSITY, CHENNAI	SEP. 08 & 09, 2011	PRESENTED	IMPACT OF BRAND EQUITY ON CPD : AN EMPIRICAL INVESTIGATION WITH SPECIAL REFERENCE TO CAR OWNERS IN MADURAI DISTRICT
16.	NATIONAL SEMINAR ON ENTIME 2011	SATHYABAMA UNIVERSITY, CHENNAI	OCT. 13 & 14, 2011	PRESENTED	LEVERAGING MICRO FINANCE – A CONVERGENCE AND /OR DIVERGENCE
17.	NATIONAL SEMINAR ON BANKING AND INSURANCE VISION -2020	SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE, MADURAI	JAN. 24, 2012	PRESENTED	KEY FACTORS INFLUENCING BANCASSURANCE SUCCESS – A STUDY WITH REFERENCE TO MADURAI DISTRICT
18.	INTERNATIONAL CONFERENCE ON EMERGING MARKETS AND ISSUE IN MANAGEMENT	VIT UNIVERSITY, VELLORE	MAR. 16, 2012	PRESENTED	EMPIRICAL ANALYSIS ON WEAK FORM OF MARKET EFFICIENCY IN EMERGING MARKETS
19.	WORKSHOP ON SPSS	MISS COLLEGE, MADURAI	FEB. 04, 2016	PARTICIPATED	-
20.	E-COMMERCE – A DRIVE TOWARDS CASHLESS ECONOMY PROSPECTS AND CHALLENGES	SARAH TUCKER COLLEGE, TIRUNELVELI	DEC. 20, 2016	PRESENTED	A STUDY ON CUSTOMER AWARENESS OF E-COMMERCE CASHLESS TRANSACTION WITH REFERENCE TO MADURAI CITY
21.	NATIONAL SEMINAR ON DEMONETIZATION IN INDIA – PROSPECTUS AND CHALLENGES	MADURA COLLEGE, MADURAI	JAN. 06, 2017	PRESENTED	A STUDY ON IMPACT OF DEMONETIZATION ON GDP AND REAL ESTATE PRICE
22.	FINANCIAL MARKETS ISSUES AND CHALLENGES	BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI	JAN. 07 & 08, 2017	PRESENTED	A STUDY ON EFFECT OF FINANCIAL INCLUSION ON CASHLESS ECONOMY WITH REFERENCE TO MADURAI DISTRICT
23.	IMPACT OF DEMONETIZATION ON SMALL AND MEDIUM SCALE INDUSTRIES	S.VELLAICHAMY NADAR COLLEGE, MADURAI	JAN. 27, 2017	PRESENTED	A STUDY ON IMPACT OF DEMONETIZATION ON VARIOUS SECTORS OF THE ECONOMY
24.	ENTREPRENEURSHIP & DEVELOPMENT OF SMALL AND MEDIUM SCALE ENTERPRISES (SMES) IN GLOBAL ERA	COMMERCE (CA) , MANGAYARKARASI COLLEGE OF ARTS AND SCIENCE FOR WOMEN , MADURAI	AUG.28, 2017	PRESENTED	SOCIAL ENTREPRENEURSHIP : A TOOL FOR SOCIETY DEVELOPMENT
25.	WORKSHOP ON CORPORATE SKILLS	MBA, FATIMA COLLEGE	SEP.9,2017	PARTICIPATED	
26	GLOBAL TALENT MANAGEMENT IN THE DIGITAL ERA	MBA , MCA , M.SC(IT) , FATIMA COLLEGE	SEP.13,2017	PRESENTED	TALENT MANAGEMENT : A TRAINING STRATEGY
27	SYMPOSIUM ON GATEWAY TO BANKING CAREER	MBA, FATIMA COLLEGE	OCT.4,2017	PARTICIPATED	

28	SYMPOSIUM ON ROAD MAP TO A CULTURE OF SELF IMPROVEMENT	MBA, FATIMA COLLEGE	OCT.9,2017	PARTICIPATED	

29	SYMPOSIUM ON ENHANCING RESEARCH SKILLS	MBA , FATIMA COLLEGE	DEC.12,2017	PARTICIPATED	
30	INNOVATIVE STRATEGIES , ADVANCES AND CHALLENGES IN COMMERCE AND MANAGEMENT	DEPARTMENT OF COMMERCE , SIR PARASHURAMBHAU COLLEGE , TILAK ROAD , PUNE	FEB.15,2018	PRESENTED	BUSINESS RESTRUCTURE IN PR FRUITS TRADERS
31	INNOVATIVE STRATEGIES , ADVANCES AND CHALLENGES IN COMMERCE AND MANAGEMENT	DEPARTMENT OF COMMERCE , SIR PARASHURAMBHAU COLLEGE , TILAK ROAD , PUNE	FEB.15,2018	PRESENTED	A STUDY ON THE IMPACT OF E-COMMERCE ON CUSTOMER SATISFACTION WITH REFERENCE TO FOUR WHEELER PURCHASE
32	PROSPECTS OF MICRO , SMALL AND MEDIUM ENTERPRISES (MSMES) IN INDIAN SCENARIO	DEPARTMENT OF COMMERCE , AMERICAN COLLEGE	FEB.16,2018	PRESENTED	ENTREPRENEURIAL DEVELOPMENT SCHEMES AND THEIR RESULTS IN EMPLOYMENT OPPORTUNITIES
33	SYMPOSIUM ON EXPLORING IMPORT AND EXPORT BUSINESS OPPORTUNITIES	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE (AUTONOMOUS)	18.09.18	ORGANIZED	-
34	WORKSHOP ON "CORPORATE GROOMING"	DEPARTMENT OF MBA , FATIMA COLLEGE , MADURAI	8.10.18	PARTICIPATED	-
35	WORKSHOP ON "ENHANCING EMOTIONAL INTELLIGENCE"	ORGANIZED BY IQAC , FATIMA COLLEGE, MADURAI	07.02.2019	PARTICIPATED	-
36	NATIONAL CONFERENCE ON BUSINESS ANALYTICS	ORGANIZED BY FIM, FATIMA COLLEGE , MADURAI	06.09.2019	PRESENTED	BUSINESS INTELLIGENCE PROS AND CONS
37	HOW TO EXPLODE YOUR MENTAL BLOCK	KAAMADHENU ARTS AND SCIENCE COLLEGE , SATHYAMANGALAM	27.04.20 & 28.04.20	PARTICIPATED	-
38	RESEARCH DATA ANALYSIS USING MS-EXCEL	SHRI RAMSWAROOP MEMORIAL UNIVERSITY	01.05.20	PARTICIPATED	-
39	TURNITIN ONLINE ON CAMPUS	GURU NANAK INSTITUTE INSTITUTE OF MANAGEMENT STUDIES	04.05.20	PARTICIPATED	-
40	NATIONAL LEVEL WEBINAR ON "JOY OF ORDERLY LIVING "	KAAMADHENU ARTS AND SCIENCE COLLEGE , COIMBATORE	05.05.20	PARTICIPATED	-
41	WEBINAR ON " CORE COMPERENCIES FOR TEACHERS "	ARASU COLLEGE OF EDUCATION FOR WOMEN, KARUR	06.05.20	PARTICIPATED	-
42	WEBINAR ON " GAMIFICATION TOOLS IN TEACHING "	ST XAVIER'S COLLEGE FOR WOMEN , ALUVA	07.05.20	PARTICIPATED	-

43	WEBINAR ON " WRITING A WINNING PROJECT PROPOSAL"	MAR ATHANASIUS COLLEGE , KERALA	11.05.20	PARTICIPATED	-

44	WEBINAR ON "SELECTION OF APPROPRIATE STATISTICAL TOOLS : A CRITICAL WAY FOR SUCCESSFUL RESEARCH "	ST.MARY'S COLLEGE , THOOTHUKUDI	12.05.20	PARTICIPATED	-
45	ONLINE WORKSHOP "ADVANCED STATISTICAL ANALYSIS FOR SOCIAL SCIENCES (SPSS,AMOS&R)	VIVEKANANDHA COLLEGE OF ARTS AND SCIENCE FOR WOMEN , NAMAKKAL	13.05.20 – 15.05.20	PARTICIPATED	-
46	WEBINAR ON " ACADEMIA – CHAT WITH EDU-EXPERTS"	CATALYST EDUCATION AND VIBI SKILL COUNSELLING AND DEVELOPMENT CENTRE	14.05.20	PARTICIPATED	-
47	WEBINAR ON " TIPS AND TRICKS FOR EFFECTIVE RESEARCH"	IDHAYA COLLEGE FOR WOMEN , KUMBAKONAM	23.05.20	PARTICIPATED	-
48	WEBINAR ON "HOW TO TEACH "	IQAC , FATIMA COLLEGE , MADURAI	27.05.20	PARTICIPATED	-
49	INTERNATIONAL WEBINAR ON " IMPROVING THE VISIBILITY OF RESEARCH WORK"	POOMPUHAR COLLEGE , MELAIYUR	28.05.20	PARTICIPATED	-
50	WEBINAR ON " INSIGHTS TO INDUSTRY 4.0"	S.A ENGINEERING COLLEGE , CHENNAI	29.05.20	PARTICIPATED	-
51	WEBINAR ON " DATA ANALYSIS USING SPSS"	PARVATHY'S ARTS AND SCIENCE COLLEGE , DINDIGUL	30.05.20	PARTICIPATED	-
52	WEBINAR ON "DO'S AND DON'TS IN SOCIAL SCIENCE RESEARCH"	PADMAVANI ARTS AND SCIENCE COLLEGE FOR WOMEN	30.05.20	PARTICIPATED	-
53	INTERNATIONAL LEVEL ONLINE PANEL DISCUSSION "COVID-19 CRISIS : THE GLOBAL ECONOMY RESHAPING "	JAIN UNIVERSITY , BENGALURU	04.06.20	PARTICIPATED	-
54	INTERNATIONAL WEBINAR ON " THE ECONOMIC IMPACT OF COVID-19"	J.J COLLEGE OF ARTS AND SCIENCE , TIRUCHIRAPPALLI	10.06.20 – 11.06.20	PARTICIPATED	-
55	VIRTUAL NATIONAL WORKSHOP ON "DATA ANALYSIS FOR BUSINESS RESEARCH "	INNOVATIONS PVT.LTD & EDIFY SOLUTIONS	20.06.20 – 21.06.20	PARTICIPATED	-
56	WEBINAR ON " DIGITAL TRENDS DRIVING INDUSTRY 4.0"	GYANAMITE	04.07.20	PARTICIPATED	-
57	5-DAY INTERNATIONAL CONFERENCE	GLOBAL SERVICE LEARNING -2020	29.07.20 TO 02.08.20	PARTICIPATED	-

58	E-NATIONAL CONFERENCE	ARTIFICAL INTELLIGENCE IN MARKETING	23.12.20	PRESENTED	A STUDY ON EFFECT OF E-COMMERCE ON CUSTOMER SATISFACTION
59	NATIONAL LEVEL WEBINAR	NETHAJI THE GREAT	29.01.21	PARTICIPATED	-

6. MEMBER IN EDITORIAL BOARD OF NATIONAL/INTERNATIONAL JOURNALS

- **INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH IN MANAGEMENT STUDIES (IJIRMS), ISSN NUMBER – 2445-7188, IMPACT FACTOR – 0.7261, MEMBER IN ADVISORY BOARD .**

7. MAJOR ASSIGNMENTS

S. NO.	MAJOR ASSIGNMENT	INSTITUTION	THEME/TITLE	DATE
1.	GUEST LECTURE	DEPARTMENT OF MANAGEMENT STUDIES, DEVANGAR ARTS AND SCIENCE COLLEGE, ARUPPUKOTTAI	EMPLOYMENT OPPORTUNITY FOR MANAGEMENT STUDENTS	19.08.2015
2.	GUEST LECTURE	DEPARTMENT OF MANAGEMENT STUDIES, GVN COLLEGE, KOVILPATTI	CAREER OPPORTUNITIES AND SKILL DEVELOPMENT	08.09.2015
3.	GUEST LECTURE	DEPARTMENT OF MANAGEMENT STUDIES, YADAVA COLLEGE (CO-ED), MADURAI	CAREER GUIDANCE	02.02.2016
4	GUEST LECTURE	PG AND RESEARCH DEPARTMENT OF COMMERCE , G.VENKATASWAMY NAIDU COLLEGE (SFC)	WOMEN ENTREPRENEURSHIP	03.02.2018
5	MODERATOR	DEPARTMENT OF COMMERCE , LADY DOAK COLLEGE	NATIONAL CONFERENCE ON RETAIL	12.01.2018
6	GUEST LECTURE	MADURAI INSTITUTE OF SOCIAL SCIENCE,MADURAI	ROLE OF ENTREPRENEURS IN ECONOMIC DEVELOPMENT OF INDIA	23.10.2020

8. ACHIEVEMENTS

S. NO.	NAME OF THE AWARD	AWARD RECEIVED FOR	SPONSORS / SOURCE	DATE
1.	BEST PAPER AWARD	ARTICLE TITLED " IMPACT OF BRAND EQUITY ON CUSTOMER PURCHASE DECISION : AN EMPIRICAL INVESTIGATION WITH SPECIAL REFERENCE TO CAR OWNERS	SRM UNIVERSITY , VADAPALANI , CHENNAI	8TH &9TH SEP 2011

9. MEMBERSHIP IN PROFESSIONAL BODIES

- **MADURAI MANAGEMENT ASSOCIATION FROM 2014 TO TILL DATE**

10. Internships

S. No.	Faculty Name & Designation	Date / Period	Purpose	Name of the Industry / Organisation	Place
1	DR.R.SUGANYA	11.12.17 TO 16.12.17	FACULTY INTERNSHIP	MADURA COATS PRIVATE LTD	MADURAI
2	DR.R.SUGANYA	17.12.18-22.12.18	FACULTY INTERNSHIP	SINGAM COIR CLUSTER	SINGAMPUNARI
3	DR.R.SUGANYA	02.12.19-07.12.19	FACULTY INTERNSHIP	TAMIZHA PRODUCTS	SIVAKASI
4	DR.R.SUGANYA	21.12.20-26.12.20	FACULTY INTERNSHIP	ICICI SECURITIES	MADURAI

➢ Areas of Specialization

➢ Finance and Marketing

➢ Courses taught at certificate

1.	PG Diploma	Cooperative Management	Annamalai University (DDE), Chidambaram	2016
2.	NET	Business Administration	UGC	2012
3.	CERTIFICATE	Diploma in computer application	Everonn Systems India Ltd , Madurai	2002
4.	CERTIFICATE	Diploma in computerized business application	Everonn Systems India Ltd , Madurai	2003
5.	CERTIFICATE (ONLINE COURSE)	BLOCKCHAIN AND BITCOIN FUNDAMENTALS	UDEMY	2020
6.	CERTIFICATE (ONLINE COURSE)	LEARN IKIGAI	UDEMY	2020
7.	CERTIFICATE (ONLINE COURSE)	E-COMMERCE	E MARKETING INSTITUTE	2020

11. Articles Published in Journals/Proceedings/Magazines/Books

S. No.	Journal/Proceeding/ Magazine/Book Name	Title of the Article	Month/ Year	Vol. No.	Iss. No.	Page No.	ISSN /ISBN	Publisher	Impact Factor
1.	SEDME (NI-MSME)	Effectiveness of Micro finance towards alleviation of poverty – An analytical Study	June 2011	38	2	85-94	0970-8464	National Institute for Micro, Small and Medium Enterprises	1.219
2.	Indian Journal of Applied Research	Investors' attitude towards physical and electrical form of gold investment in South India	Oct. 2011	1	1	5-7	2249-555X	Indian Journals.Com	0.348
3.	Indian Journal of	Effect of Brand Equity on consumer purchasing	Dec.	1	4	166-	2249-	Indian	0.348

	Applied Research	behavior on Car : Evidence from Car Owners in Madurai District	2011			68	555X	Journals.Com	
4.	Zenith – International Journal of Multidisciplinary Research	Whether Mobile Marketing increases the brand value of a car?	Feb. 2012	2	2	422-33	2231-5780	ZIRAF	3.567
5.	International Journal of Marketing, Financial services & Management Research	Testing the Random Walk Theory : An Indian Perspective	Oct. - Dec. 2012	1	4	54-61	2277-6788	ZIRAF	0.468
6.	Research Journal of Social Science & Management (International Journal)	A Study on Entrepreneurial Competencies Among Master of Business Administration Students in Madurai District	Dec. 2012	2	8	1-8	2251-1571	TIJ Research Publications Pte. Ltd.,	0.564
7.	International Journal of Management Research and Review	Financial Literacy towards Banking Products and Services: A Survey	Mar. 2014	4	3	396-402	2249-7196	Society of Scientific Research	2.85
8	shanlax international journal of commerce	Social entrepreneurship : a tool for society development	sep. 2017	5	3	25-28	2320-4168	shanlax	3.017
9	international research journal of multidisciplinary studies	business restructuring in pr fruits traders	feb.2018	4	8	323-325	2454-8499	ijrms	1.359 (GIF) 0.679 (IIFS)
10	international research journal of multidisciplinary studies	a study on the impact of e-commerce on customer satisfaction with reference to four wheeler purchase	feb.2018	4	8	331-336	2454-8499	ijrms	1.359 (GIF) 0.679 (IIFS)
11	DIGITAL MARKETING-A GLOBAL PERSPECTIVE	ROLE OF SEARCH ENGINE OPTIMIZATION (SEO) IN DIGITAL MARKETING	AUGUST 2018	-	-	33-35	978-93-87871-67-0	SHANLAX PUBLICATIONS	ISBN
12	MANAGEMENT IN DIGITAL ERA	A STUDY ON IMPACT OF DEMOGRAPHIC FACTOR ON LIFE INSURANCE DEMAND WITH REFERENCE TO MADURAI DISTRICT	DECEMBER 2018	1	-	220-231	978-93-86782-60-1	LORDINE NUOVO PUBLICATIONS	ISBN
13	AN INTERNATIONAL CONFERENCE CONTEMPORARY ISSUES & FUTURISTIC TRENDS IN MANAGEMENT	A STUDY ON CONSUMER PERCEPTION TOWARDS STONE PRODUCTS WITH SPECIAL REFERENCE TO ROYAL PARK IN MADURAI	FEBRUARY, 2019	6	1	90 - 96	2321 - 4643	SHANLAX PUBLICATIONS	-
14	PARISHODH JOURNAL	GST FOR REAL ESTATE SECTOR –BOON OR BANE	FEBRUARY, 2020	IX	11	2270-	2347 - 6648	PARISHODH PUBLICATIONS	-

15	EDUINDEX JOURNAL	A STUDY ON EMOTIONAL INTELLIGENCE OF EMPLOYEES WITH	FEBRUARY, 2020	40	18	492-498	2394-3114	STUDIES IN INDIAN PLACE NAMES	6.1(PEER REVIE

		SPECIAL REFERENCE TO SECURITY SERVICE							WED AND LISTED IN UGC CARE)
16	E-NATIONAL CONFERENCE ON "ARTIFICIAL INTELLIGENCE IN MARKETING "	A STUDY ON EFFECT OF E-COMMERCE ON CUSTOMER SATISFACTION	DECEMBER 2020	–	-	32	978-93-87865-74-7	FORSCHUNG PUBLICATIONS	ISBN

12. Chapters Published in Books

S. No.	Book Name	Title of the Chapter	Year	Page No.	ISBN	Publisher
1.	Global Marketing Strategies and Practices	Impact of Marketing Strategies During Recession	Oct. 2010	34-36	978-93-80530-17-8	Nehru Institute of Management Studies, Coimbatore
2.	Global Marketing Strategies and Practices	Green Marketing Issues and Strategies	Oct. 2010	343-346	978-93-80530-17-8	Nehru Institute of Management Studies, Coimbatore
3.	Business Strategies for Sustainable Growth	CRM – A Boon for Insurance Business	Oct. 2010	292-296	978-81-9104-721-9	Karpagam College of Engineering, Coimbatore
4.	Globalization and Consumer Protection	The Role of Hallmarking towards consumer protection on Gold	Jan. 2011	707-708	978-81-905380-1-5	Kalasalingam University, Krishnankoil
5.	The Rise of Indian Brands	Impact of Brand Equity on Consumer Purchase Decisions : An Empirical Investigation with Special Reference to Car Owners in Madurai District	Sep. 2011	7-12	978-81-921765-0-5	SRM University, Chennai
6.	Emerging Trends in Managerial Excellence	Leveraging Microfinance is it a Convergence and or Divergence?	Oct. 2011	197-200	978-81-909042-4-7	Sathyabama University, Chennai
7.	Emerging Markets and Issues in Management	Empirical Analysis on Weak Form of Market Efficiency in Emerging Markets – Evidence from India and China	Mar. 2012	96	978-81-921178-7-4	VIT University, Vellore
8	global talent management in the digital era	Talent management : a training strategy	September 2017	115-117	978-93-86537-95-9	shanlax publication , madurai
9	Micro , Small & Medium Enterprises (MSMEs) In indian scenario	Entrepreneurial development schemes and their results in employment opportunities	February 2018	213-219	978-93-86712-19-6	Jayalakshmi publication , madurai
10	RECENT RESEARCHERS IN ARTS AND SCIENCE	A STUDY ON EVOLUTION OF TAX REFORMS IN INDIA	APRIL 2020	209-15	978-81-942871-3-1	OF BY AND FOR YOU PUBLICATION

NAME : DR.D.JEYA MALA
POSITION : DIRECTOR OF MCA
DATE OF BIRTH : 03/02/1974
UNIQUE ID : 1-7416074956

1. QUALIFICATION

S. NO.	DEGREE / DIPLOMA / CERTIFICATE	DISCIPLINE	NAME OF THE INSTITUTION	YEAR OF PASSING
1.	UG	COMPUTER SCIENCE	FATIMA COLLEGE, MADURAI	1994
2.	PG	COMPUTER APPLICATIONS	MADURAI KAMARAJ UNIVERSITY, MADURAI	2000
3.	M.PHIL.	COMPUTER SCIENCE	MADURAI KAMARAJ UNIVERSITY, MADURAI	2004
4.	PH.D.	SOFTWARE ENGINEERING-SOFTWARE TESTING, AI	ANNA UNIVERSITY, CHENNAI	2009

➢ WORK EXPERIENCE

2. TEACHING EXPERIENCE

S. NO.	POSITION HELD	INSTITUTION	FROM – TO (PERIOD)	
1.	DIRECTOR OF MCA & ASSOCIATE PROFESSOR	FATIMA COLLEGE, MADURAI	01/07/2019	TILL DATE
2.	ASSOCIATE PROFESSOR	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	01/06/2013	15/06/2019
3.	ASSISTANT PROFESSOR	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	01/12/ 2009	31/05/2013
4.	SENIOR GRADE LECTURER	THIAGARAJAR COLLEGE OF ENGINEERING	21/07/2008	30/11/2009
5.	LECTURER	THIAGARAJAR COLLEGE OF ENGINEERING	21/07/2003	20/07/2008
6.	LECTURER	LADY DOAK COLLEGE, MADURAI	20/06/2001	18/07/2003

➢ RESEARCH GUIDES/GUIDANCE DETAILS

S. NO.	NAME OF THE UNIVERSITY IN WHICH RECOGNIZED AS GUIDE	DATE OF REGISTRATION	REGISTRATION NUMBER	DATE OF GUIDESHIP RECEIVED	PH.D. GUIDESHIP DETAILS			
					ONGOING		COMPLETED	
					FULL TIME	PART TIME	FULL TIME	PART TIME
1.	ANNA UNIVERSITY, CHENNAI	10/10/2013	22.07.23	02/11/2013		2		3

2.	ANNA UNIVERSITY, MADURAI	10/10/2010	AUT/MCA/004	16/11/2010				
3.	ANNA UNIVERSITY, TIRUNELVELI	01/04/2010	SH1008	03/05/2010				

➢ INDUSTRY

SN	WORK CARRIED OUT	DEVELOPMENT ENVIRONMENT	NATURE OF WORK
1.	A.PR.AGENCIES,MADURAI (AGENTS FIRM OF MADURA COATS LTD.)		COMPUTER PROGRAMMER
2.	CLIENT OFFICE AUTOMATION FOR MADURA COATS' AGENT'S FIRM TO AUTOMATE THE TEXTILES E-COMMERCE APPLICATION	UNIX WITH COBOL	PROGRAMMING, REPORT GENERATION, AUTOMATION OF WORKS AND ESTABLISHMENT OF BRANCH OFFICE
3.	BRANCH OFFICE – AUTOMATION	UNIX WITH COBOL AND FOXPRO	ENTIRE WORKFLOW AUTOMATION FROM FLOOR LEVEL TO PRODUCT DELIVERY LEVEL

➢ OTHERS

3. Position Held in Fatima (Vice Principal, HoD, Dean, Coordinator, Member etc.)

S. No.	Name of the Position	Duration
1.	DIRECTOR OF MCA	01/07/2019 TILL DATE
2.	COORDINATOR – ERP	01/07/2019 TILL DATE
3.	IQAC MEMBER	01/07/2019 TILL DATE
4.	MEMBER – NAAC VALIDATING COMMITTEE	16/08/2019 TILL DATE
5.	MEMBER – WEB COMMITTEE	10/07/2019 TILL DATE

4. Position Held Outside

S. No.	Name of the Position	Name of the Institution	Duration
1.	R&D COORDINATOR OF MCA	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	2010-2019
2.	NAAC – R&D CORE COMMITTEE MEMBER	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	2018-2019
3.	DEPARTMENT ADVISORY COMMITTEE MEMBER	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	2010-2019
4.	SINGLE NODAL PERSON OF CONTACT FOR MICROSOFT	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	2007-2010
5.	PROJECT COORDINATOR OF MCA	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	2013-2017
6.	SPECIAL INTEREST GROUP COORDINATOR	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	2013-2017

7.	BOS MEMBER	MEPCO SCHLENK ENGINEERING COLLEGE, SIVAKASI	2013 TILL DATE
8.	BOS MEMBER	KONGU COLLEGE OF ENGINEERING, ERODE	2013-2014

5. ORIENTATION/REFRESHER/TRAINING PROGRAMMES/FDP ATTENDED

1. PARTICIPATED IN " THE INTERNATIONAL EDUCATION & SKILL SUMMIT – TIESS VIRTUAL 2021", ORGANIZED BY THE INDIA DIDACTICS ASSOCIATION, FROM 27/01/2021 TO 30/01/2021
2. 1 DAY NATIONAL WEBINAR ON "NAAC REACCREDITATION PROCESS DURING POST COVID SCENARIO", ORGANIZED BY YADAVA COLLEGE, MADURAI, 10/11/2020.
3. 1 DAY INTERNATIONAL LECTURE SERIES –IV ON "BUSINESS ETHICS AND RESPONSIBLE ENTREPRENEURSHIP WITHIN THE CONTEXT OF ASIAN WISDOM TRADITIONS", ORGANIZED BY ST.ALBERT'S COLLEGE, KOCHI, 26/11/2020
4. ONLINE FDP ON "FUNDAMENTALS OF AI" ORGANIZED BY ICT ACADEMY, FROM 07/09/2020 TO 12/09/2020
5. 1 WEEK ONLINE FDP ON "INTERNET OF THINGS (IOT) FOR EMERGING APPLICATIONS", ORGANIZED BY KAKATIYA INSTITITE OF TECHNOLOGY & SCIENCE AND CLOUD CHIP TECHNOLGIES PVT.LTD, 10/05/2020 TO 14/05/2020.
6. 1 WEEK ONLINE FDP ON "NEW DIRECTIONS AND DIMENSIONS IN HIGHER EDUCATION", ORGANIZED BY APA COLLEGE, PALANI, 9TH JUN 2020 TO 15TH JUNE 2020.
7. 1 WEEK ONLINE FDP ON "INCLUSIVE PROCEDURES AND PROCESSES IN ASSESSMENT AND ACCREDITATION BY NAAC", ORGANIZED BY IQAC, ST.JOSEPH'S COLLEGE, TRICHY, 30TH JUNE 2020 TO 04TH JULY 2020.
8. 2 WEEKS WEBINAR - SKY CAMPUS –DIGITAL KNOWLEDGE SERIES - SEASON 1 OFFERED BY ICT ACADEMY (A GOVT INITIATIVE), ICT ACADEMY, TAMIL NADU, APRIL 9, 2020 - APRIL 11,2020 AND APRIL 13, 2020 - APRIL 18, 2020
9. 1 WEEK WEBINAR - SKY CAMPUS –DIGITAL KNOWLEDGE SERIES - SEASON 2 OFFERED BY ICT ACADEMY (A GOVT INITIATIVE), ICT ACADEMY, TAMIL NADU,APRIL 20, 2020 - APRIL 24, 2020
10. 1 WEEK WEBINAR - SKY CAMPUS –DIGITAL KNOWLEDGE SERIES - SEASON 3 OFFERED BY ICT ACADEMY (A GOVT INITIATIVE), ICT ACADEMY, TAMIL NADU,27/05/2020 TO 01/05/2020
11. 1 WEEK WEBINAR - SKY CAMPUS –DIGITAL KNOWLEDGE SERIES - SEASON 4 OFFERED BY ICT ACADEMY (A GOVT INITIATIVE), ICT ACADEMY, TAMIL NADU,18/05/2020 ,19/05/2020, 21/05/2020.
12. 1 DAY WEBINAR ON "FULL STACK JAVA DEVELOPMENT", ORGANIZED BY RVR&JC COLLEGE OF ENGINEERING, GUNTUR, 1ST JUNE 2020.
13. 1 DAY WEBINAR ON "RESETTING MINDS IN UPSETTING TIMES", ORGANIZED BY FATIMA COLLEGE, MADURAI, 22ND JUNE 2020.
14. 1 DAY WEBINAR ON "OVERVIEW FOR PROJECTS, R&D INNOVATIONS AND PATENTING", ORGANIZED BY NARAYANA ENGINEERING COLLEGE, GUDUR, 4TH JUNE 2020.
15. 1 DAY WEBINAR ON "COVID 19-REPORTAGE", ORGANIZED BY FATIMA COLLEGE, MADURAI, 29TH MAY 2020.
16. AICTE-QIP SPONSORED ONE WEEK STP ON "PEDAGOGICAL INNOVATIONS AND RESEARCH DIRECTIONS IN STEM EDUCATION", AT THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI, 25/02/2019 TO 02/03/2019
17. AICTE-QIP SPONSORED ONE WEEK STP ON "CONTENT DELIVERY AND ASSESSMENT METHODS IN CS/IT CURRICULUM" AT THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI, 11/02/2019 TO 17/02/2019
18. AICTE-QIP SPONSORED ONE WEEK STP ON "RESEARCH ISSUES AND CHALLENGES IN DATA SCIENCE AND BIG DATA ANALYTICS", 18/03/2019 TO 23/03/2019
19. IIT-BOMBAYX - FDP301X ON "MENTORING EDUCATORS IN EDUCATIONAL TECHNOLOGY", REMOTE CENTRE AT TCE, 17-05-2018 TO 05-07-2018
20. TEQIP SPONSORED WORKSHOP ON "RECENT TRENDS AND RESEARCH CHALLENGES IN DEEP LEARNING", THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI, 30-08-2018 TO 31-08-2018
21. TEQIP SPONSORED WORKSHOP ON "BIG DATA ANALYTICS FOR CYBER SECURITY SOLUTIONS", THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI,18-19/09/2018
22. TEQIP SPONSORED WORKSHOP ON "MYTHS AND REALITIES OF R&D AND IPT AT EEIS : ISSUES, CHALLENGES AND OPPORTUNITIES", THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI, 13/07/2018, 13-07-2018 TO 13-07-2018
23. ICTIEE WORKSHOP ON "OUTCOME BASED EDUCATION PLATFORM", THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI, 08/01/2018
24. TEQIP III SPONSORED WORKSHOP ON "FESTIVAL OF LEARNING IOT AND CLOUD", THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI,, 15/11/2018 TO 16/11/2018

25. Winter School on Software Engineering, Organized by ACM at Tata Research Design and Development Center (TRDDC), Pune., 11-12-2017 to 16-12-2017
26. IIT-BombayX - FDP201X on "Pedagogy for Online and Blended Teaching-Learning Process", Remote Center at TCE, 14-09-2017 to 21-11-2017
27. IIT-BombayX - FDP101X on "Foundation Program in ICT for Education", Remote Center at TCE, 03-08-2017 to 12-09-2017
28. DST-SERB and TEQIP sponsored STTP on "Big Data and IoT - The Strategies for Smart Environments", 17-02-2017 to 21-11-2017
29. TEQIP II sponsored one day workshop on "Project Management", at TCE, 17/03/2017
30. TEQIP II sponsored one day workshop "Standard Operating Procedure for TCE", organized by TCE, Madurai, 22-11-2016 to 22-11-2016
31. TEQIP II sponsored workshop on "R Software for Statistical computing and Research", organized by Dept.of Mathematics, TCE, Madurai , 11-11-2016 to 11-11-2016
32. TEQIP II Sponsored workshop on "ICT Tools for Engineering Education", organized by Dept.of IT, TCE, Madurai, 09-11-2016 to 09-11-2016
33. LDRA Supported FDP on "Software Safety and Security", organized by Dept.of CA, TCE, Madurai, 09-09-2016 to 09-09-2016
34. 103rd Indian National Congress, Organized by Indian Science Congress Association, (An initiative of DST) at University of Mysore, Mysuru, 05-01-2016 to 07-01-2016
35. IEEE-Women In Engineering organized "International Leadership Summit 2015", Chennai, Tamil Nadu, India, 11-09-2015 to 12-09-2015
36. Two Week ISTE Main Workshop on "Cyber Security" - Organized by IIT Bombay, 20-07-2014 to 30-07-2014
37. Indo-US Collaborated Workshop on "Software Engineering", Thiagarajar College of Engineering, Madurai, Jan 2010
38. Sdlc and Project Management-Best Practices, TCS, Thiagarajar College Of Engineering, Madurai. , 27/07/2008 to 28/07/2007
39. INDO-US COLLABORATION WORKSHOP ON SOFTWARE ENGINEERING, INFOSYS- MYSORE, July 2007
40. Application of Evolutionary Computation to Engineering Optimization Problems, Thiagarjar College Of Engineering, 28/05/2007 to 01/06/2007
41. Industry-Academia Interaction Workshop on Object Oriented and Process focused Implementation using C++, HoneyWell, CII, Madurai, 26/02/2007to 03/03/2007 & 07/05/2007 to 11/05/2007
42. Software Quality, Accenture, Anna University, Chennai, 25/08/2006 to 26/08/2006
43. Object Oriented Analysis and Design using uml with fundamentals of rational rose, IBM @ Coimbatore Institute of Technology, 09/05/2006 to 12/05/2006
44. IBM Tivoli Reach Program 2006, Thiagarajar College Of Engineering, Madurai. , 22/04/2006 to 23/04/2006
45. Software Quality Assurance and Testing, Anna University, Chennai, 20/02/2006 to 04/03/2006
46. Robotics and Telematics , Thiagarajar College Of Engineering, Madurai. , 30/11/2005
47. Microsoft Sponsored Workshop on Microsoft SQL server, Windows 2003 Server and ISA Server, Thiagarajar College Of Engineering, Madurai. , 30/05/2005 to 31/05/2005
48. Virtual Lab, Thiagarajar College Of Engineering, Madurai. , 23/02/2005
49. Data Mining And Data Warehousingaicte Sponsored Short-Term Course., Thiagarajar College Of Engineering, Madurai. , 18/11/2004 to 19/11/2004
50. Professional Ethics, Anna University, Chennai, 28/06/2004 to 03/07/2004
51. Client Server Computation, PSGR Krishnammal College for Women, 21/02/2003
52. Neural Networks and Fuzzy Logic, Lady Doak College, Madurai, 01/02/2003
53. INTEL Teach to the future, Lady Doak College, July 2002 - Sept 2002
54. VLSI and Embedded Systems, Mepco Schlenk Engineering College, 28/02/2002 to 02/03/2002

6. Member in Editorial Board of National/International Journals

- EDITORIAL BOARD AND REVIEW COMMITTEE MEMBER – IJHIOT, IGI GLOBAL, USA

- EDITORIAL REVIEW BOARD MEMBER – INTERNATIONAL JOURNAL OF MATHEMATICAL AND COMPUTATIONAL SCIENCES
- EDITORIAL REVIEW BOARD MEMBER – INTERNATIONAL JOURNAL OF IJSSOP, IGI GLOBAL, USA

7. Endowment Lectures Delivered

S. No.	Institution	Name of The Endowment	Theme/Title	Date
1.	PUTHIMARI COLLEGE, ASSAM	POWER SEMINAR – EXPERT TALK	RESEARCH METHODOLOGY & ITS EMPLOYMENT OPPORTUNITIES	04/03/2021
2.	FATIMA COLLEGE, MADURAI	SILVER JUBILEE ENDOWMWNT LECTURE OF CSC DEPT	AGILE SOFTWARE ENGINEERING BEST PRACTICES	2017

8. Major Assignments

S. No.	Major Assignment	Institution	Theme/Title	Date
1.	TECHNICAL ADVISORY COMMITTEE MEMBER	ICT ACADEMY	GLOBAL TECHNOLOGY FORUM 2020	14/10/2020 TO 18/10/2020
2.	TECHNICAL COMMITTEE MEMBER	NILAI UNIVERSITY, MALAYSIA	INTERNATIONAL CONFERENCE GCSGD 2020	18/07/2020
3.	SESSION CHAIR	ICT ACADEMY	ICARA 2020	14/10/2020
4.	TECHNICAL PROGRAMME COMMITTEE AND REVIEW COMMITTEE MEMBER	MOSHARAKA FOR RESEARCH AND ADVANCED STUDIES, SPAIN	INTERNATIONAL CONFERENCE ON "INTELLIGENT 2020"	JAN 2020 TO DEC 2020
5.	NATIONAL ADVISORY COMMITTEE MEMBER	KITSW, TELENGANA	INTERNATIONAL CONFERENCE ON "DATA ENGINEERING AND COMMUNICATION TECHNOLOGY 2020"	25/09/2020, 26/09/2020
6.	NAAC-VALIDATING AND INTERNAL REVIEW COMMITTEE MEMBER	FATIMA COLLEGE, MADURAI	NAAC	2019-TILL DATE
7.	ERP IMPLEMENTATION	FATIMA COLLEGE, MADURAI	ERP FOR INSTITUTION AUTOMATION	2019-TILL DATE
8.	NAAC –R&D COORDINATOR	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	NAAC –R&D COORDINATOR	2017-19
9.	SINGLE NODAL PERSON OF CONTACT	-DO-	MICROSOFT – SINGLE NODAL PERSON OF CONTACT	2007-2010

9. Achievements

S. No.	Name of the Award	Award Received for	Sponsors / Source	Date
1.	TECHNICAL EXPERT IN OOAD	COURSE PUBLISHED IN UDEMY WITH MORE THAN 2000 CANDIDATES REGISTRATION ALL OVER THE WORLD	UDEMY	2020
2.	CERTIFICATE OF APPRECIATION	TECHNICAL ADVISORY COMMITTEE MEMBER	ICT ACADEMY	2020
3.	BEST ORAL PRESENTER AWARD	BEST ORAL PRESENTATION AT – MALAYSIAN INTERNATIONAL VIRTUAL CONFERENCE GCSGD 2020	NILAI UNIVERSITY, MALAYSIA AND EINSTEIN RESEARCH FOUNDATION	2020
4.	PASS CERTIFICATE WITH 100% SCORE IN NPTEL-SWAYAM COURSE ON "CLOUD COMPUTING AND DISTRIBUTED SYSTEMS"	100% SCORE IN NPTEL-SWAYAM COURSE	NPTEL-SWAYAM, ORGANIZED BY IIT-KANPUR	2020
5.	SUBJECT EXPERT IN OBJECT ORIENTATION BY UDEMY	PROVIDER OF COURSE ON "LEARN OOAD WITH UML IN INDUTRIAL PERSPECTIVE"	UDEMY	2020
6.	TOP PERFORMER AWARD	HIGHEST SCORE IN METIRING THE MENTORS IN EDUCATION TECHNOLOGY	IIT-BOMBAY	2018
7.	CERTIFICATE OF EXCELLENCE	HIGHEST SCORE IN TWO COURSES IN EDUCTION TECHNOLOGY	IIT-BOMBAY	2017
8.	WHO'S WHO IN SEBASE (SEARCH BASED SOFTWARE ENGINEERING REPOSITORY)	PUBLICATIONS MADE IN SEARCH BASED SOFTWARE ENGINEERING RESEARCH	UNIVERSITY COLLEGE OF LONDON, UK	2015 TO TILL DATE
9.	BEST TECHNO FACULTY AWARD	TECHNICAL EXPERTISE IN ICT BASED TEACHING AND LEARNING	ICT ACADEMY OF TAMILNADU (ICTACT) (A GOVT. INTIATIVE)	2016
10.	BEST POSTER AWARDEE FOR THE YEAR 2016	BEST POSTER SELECTED FOR THE YEAR 2016	INDIAN SCIENCE CONGRESS ASSOCIATION (ISCA), AN INTIATIVE OF DST, GOVT. OF INDIA.	2016
11.	MENTOR OF FINALISTS IN CSI-INAPP AWARD	MENTORING THE TEAM WHO WERE WENT FOR THE NATIONAL LEVEL COMPETITION FINAL LEVEL	COMPUTER SOCIETY OF INDIA, IN-APP	2018
12.	OUTSTANDING WOMEN IN SCIENCE	CONTRIBUTION IN RESEARCH IN SCIENCE	VENUS INTERNATIONAL FOUNDATION	2018
13.	TRAVEL AWARD TO CHAIR THE INTERNATIONAL CONGRESS ON SOFTWARE ENGINEERING, THAILAND	CHAIR THE INTERNATIONAL CONGRESS ON SOFTWARE ENGINEERING AT THAILAND	ASDF, UK	2014
14.	MARQUIS WHO'S WHO IN THE WORLD	CONTRIBUTION IN SOFTWARE ENGINEERING RESARCH	MARQUIS' WHO'S WHO	2019
15.	MARQUIS WHO'S WHO IN SCIENCE AND ENGINEERING	CONTRIBUTION IN SOFTWARE ENGINEERING RESARCH	MARQUIS' WHO'S WHO	2018

16.	Best Practice among top 27 practices in Software Testing tool Development	SELECTION OF DEVELOPED TOOL AMONG INFUSTRIAL COUNTERPARTS	QAI, USA	2017
17.	Certificate of Appreciation from IBM for Mentor of Top 20 projects award	MENTORING THE STUDENTS NATIONAL LEVEL PROJECT CONTESST – THE GREAT MIND CHALLENGE 2007	IBM. INDIA	2007
18.	Best Participant raised to industrial standards	HAVING DEVELOPED CERTIFICATION COURSE CONTENT FOR HONEYWELL	BONEYWELL, MADURAI	2007
19.	Certificate of Merit in MTC Gold Medal Examination	SECURED FIRST CLASS IN MATHS GOLD MEDAL EXAM	MTC. MADURAI	1991
20.	Certificate of Appreciation in Tamil	SECURED FIRST CLASS IN TAMIL EXAM	MADURAI TAMIL SANGAM	1991

10. Consultancy / Radio Talk / TV Shows

S. No.	Consultant / Radio Talk / TV Shows	Consultancy (on/for) / Themes	Institution / Organisation	Date	Honourary Consultancy / Amount Received Through Consultancy	Amount (Rs.)
1.	CONSULTANCY	COURSE BOOK ON "DATA STRUCTURES AND ALGORITHMS"	JAIN UNIVERSITY, BANGALORE	14/12/2020 TO TILL DATE	Rs.9000/-	Rs.30000/-
2.	CONSULTANCY	COURSE BOOK ON "INNOVATION ON TECHNOLOGY MANAGEMENT"	D.Y.PATIL UNIVERSITY, PUNE	01/07/2020	Rs.20000/-	Rs.20000/-
3.	CONSULTANCY	VIDEO LECTURER	IGI GLOBAL	2017	US$200	US$200

11. Patents/Copyright if any

SN	Title of the Patent	National/ International	Agency	Current Status	Date
1.	NOVEL SYSTEM, METHOD AND TOOL FOR PREDICTING AND TESTING CRITICAL SOFTWARE COMPONENTS	NATIONAL	IPR, INDIA	FILED	14/10/2020

12. Foreign Countries Visited on Academic Assignments/Training/Invited Programme

- CHAIRED THE INTERNATIONAL CONGRESS ON "SOFTWARE ENGINEERING' IN THAILAND, ORGANIZED BY ASDF, THAILAND CHAPTER, 2016.

RESEARCH GUIDANCE

LEVEL OF GUIDANCE	NUMBER ENROLLED	THESIS/DISSERTATION SUBMITTED		DEGREE AWARDED	
		PERIOD	NUMBER	PERIOD	NUMBER
PH.D.	5			2018	1
PH.D.				2019	2
		2020	1		
M.PHIL DISSERTATION	1	2016	1	2016	1
P.G. DISSERTATION	112	2003	7	2003	7
P.G. DISSERTATION		2004	7	2004	7
P.G. DISSERTATION		2005	7	2005	7
P.G. DISSERTATION		2006	7	2006	7
P.G. DISSERTATION		2007	7	2007	7
P.G. DISSERTATION		2008	7	2008	7
P.G. DISSERTATION		2009	7	2009	7
P.G. DISSERTATION		2010	7	2010	7
P.G. DISSERTATION		2011	7	2011	7
P.G. DISSERTATION		2012	7	2012	7
P.G. DISSERTATION		2013	7	2013	7
P.G. DISSERTATION		2014	7	2014	7
P.G. DISSERTATION		2015	7	2015	7
P.G. DISSERTATION		2016	7	2016	7
P.G. DISSERTATION		2017	7	2017	7
P.G. DISSERTATION		2018	7	2018	7
P.G. DISSERTATION		2019	4	2019	4

PEDAGOGICAL EXPERIENCE

SN	BRIEF DESCRIPTION	ORGANIZATION FOR WHICH IT WAS DEVELOPED	LEVEL: (PG/UG)
1.	THINK PAIR SHARE	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
2.	FLIPPED CLASSROOM	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
3.	PEER INSTRUCTION	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
4.	VIDEO PRESENTATION	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
5.	DISCUSSION FORUM	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG

(B) DESIGN OF NEW CURRICULA AND COURSES

SN	BRIEF DESCRIPTION	ORGANIZATION FOR WHICH IT WAS DEVELOPED	LEVEL: (PG/UG)
1.	2017-2018		
2.	SOFTWARE QUALITY AND TESTING	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
3.	OBJECT ORIENTED MODELING AND DESIGN PATTERNS	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
4.	JAVA TECHNOLOGIES	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
5.	INTERNET OF THINGS	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
6.	AGILE SOFTWARE DEVELOPMENT	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
7.	OBJECT ORIENTED PROGRAMMING USING C++	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
8.	OBJECT TECHNOLOGY & UML	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
9.	SOFTWARE ENGINEERING LABORATORY	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
10.	ENTERPRISE APPLICATIONS DEVELOPMENT LABORATORY	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
11.	INTERNET OF THINGS	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
12.	2016-2017		
13.	OBJECT ORIENTED PROGRAMMING USING C++	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
14.	OBJECT ORIENTED ANALYSIS AND DESIGN	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
15.	INTERNET AND JAVA PROGRAMMING	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
16.	SOFTWARE ENGINEERING	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
17.	SOFTWARE ENGINEERING LAB	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
18.	2014-2015		
19.	DATA STRUCTURES	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
20.	OBJECT ORIENTED PROGRAMMING USING C++	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
21.	INTERNET AND JAVA PROGRAMMING	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
22.	SOFTWARE ENGINEERING	THIAGARAJAR COLLEGE OF	PG

		ENGINEERING, MADURAI	
23.	INTERNET AND JAVA PROGRAMMING LABORATORY	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
24.	OBJECT ORIENTED ANALYSIS AND DESIGN	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
25.	SOFTWARE PROJECT MANAGEMENT	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
26.	SOFTWARE ENGINEERING LABORATORY	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
27.	2012-2013		
28.	OBJECT ORIENTED ANALYSIS AND DESIGN	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
29.	SOFTWARE ENGINEERING LABORATORY	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
30.	SOFTWARE PROJECT MANAGEMENT	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
31.	SOFTWARE ARCHITECTURE	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
32.	2011-2012		
33.	INTERNET AND JAVA PROGRAMMING	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
34.	SOFTWARE ENGINEERING	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
35.	INTERNET AND JAVA PROGRAMMING LAB	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
36.	OBJECT ORIENTED ANALYSIS AND DESIGN	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
37.	SOFTWARE PROJECT MANAGEMENT	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
38.	SOFTWARE ARCHITECTURE	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
39.	SOFTWARE ENGINEERING LABORATORY	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG

(C) MOOCS

SN	BRIEF DESCRIPTION	ORGANIZATION FOR WHICH IT WAS DEVELOPED	LEVEL: (PG/UG)
1.	MOOC COURSE "LEARN OBJECT ORIENTED ANALYSIS AND DESIGN WITH UML IN INDUSTRIAL PERSPECTIVE" DEVELOPED IN UDEMY	UDEMY.	FOR ALL LEVEL OF STUDENTS
2.	CONTENT WRITER/SUBJECT MATTER EXPERT FOR EACH MODULE OF THE COURSE HANDLED – EDMODO	FATIMA COLLEGE, MADURAI	PG
3.	CONTENT PREPARED AND PROVIDED AS YOUTUBE VIDEOS AND ONLINE LECTURE NOTES IN EDMODO	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG

(D) E-CONTENT

SN	BRIEF DESCRIPTION	ORGANIZATION FOR WHICH IT WAS DEVELOPED	LEVEL: (PG/UG)
1.	E-CONTENT IN THE FORM OF PPTS, DOCUMENTS, VIDEO LECTURES FOR 3 COURSES FROM 2014 ONWARDS	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
2.	E-CONTENT IN THE FORM OF PPTS, DOCUMENTS, VIDEO LECTURES FOR 5 MODULES IN 3 COURSES FROM 2014 ONWARDS	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
3.	CONTENT CREATOR OF ALL THE THREE COURSES IN EACH YEAR FROM 2014 ONWARDS	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG
4.	EDITOR OF ALL THE THREE COURSES IN EACH YEAR FROM 2014 ONWARDS	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	PG

9. WORKSHOPS/SEMINARS ORGANIZED:
1 DAY WEBINAR ON “CLOUD SECURITY TOOLS” AT FATIMA COLLEGE, MADURAI, 28/05/2020
2 DAY ONLINE FDP ON “NEW NORMAL – PEDAGOGICAL TOOLS FOR ONLINE TEACHING”, AT FATIMA COLLEGE, MADURAI, 11/05/2020 TO 12/05/2020
AICTE-QIP SPONSORED ONE WEEK SHORT TERM PROGRAMME ON “DATA SCIENCE FOR IOT” AT THIAGARAJAR COLLEGE OF ENGINEERING, 2019
LDRA SUPPORTED FACULTY DEVELOPMENT PROGRAM ON "SOFTWARE SAFETY AND SECURITY", 2017
COMPUTER SOCIETY OF INDIA (CSI) SUPPORTED INDIAN CONFERENCE ON 'RESEARCH IDEAS IN SOFTWARE ENGINEERING AND SECURITY' (A RUN-UP EVENT OF ICSE'14) DURING AUG 19TH AND 20TH 2013
IARCS SUPPORTED "INSTRUCTIONAL COURSE ON RIGOROUS SOFTWARE ENGINEERING", 2013
“J2EE 1.4 API TECHNOLOGY IN SERVICE ORIENTED COMPUTING”, 2004
14. INVITED TALKS IN ADVANCED RESEARCH

SN	TITLE OF THE INVITED LECTURE	TITLE OF CONFERENCE/ SEMINAR ETC.	ORGANISED BY	DATE OF PRESENTATION	LEVEL
1.	CYBER SECURITY AWARENESS	SEMINAR ON CYBER SECURITY	CYBER SECURITY CELL, FATIMA COLLEGE, MADURAI	10/12/2020	UNIVERSITY
2.	PEDAGOGICAL TOOLS FOR ONLINE TEACHING – MOODLE	NEW NORMAL – PEDEGOGICAL TOOLS FOR ONLINE LEARNING	IQAC, FATIMA COLLEGE, MADURAI	11/06/2020	NATIONAL
3.	“EDMODO – AN LMS FOR EFFECTIVE ONLINE TEACHING”	NEW DIRECTIONS AND DIMENSIONS IN HIGHER EDUCATION”,	APA COLLEGE, PALANI	12/06/2020	NATIONAL
5.	INVITED LECTURE AT MLIS CONFERENCE, TAIWAN	INTERNATIONAL CONFERENCE ON MACHINE LEARNING AND INTELLIGENT	NATIONAL DONG HWA UNIVERSITY, TAIWAN	19/11/2019 TO 23/11/2019	INTERNATIONAL (ABROAD)

		SYSTEMS (MLIS 2009)			
6.	INVITED TALK ON "SEARCH BASED SOFTWARE TESTING" AT SERI 2019	ACM - INDIAN SIG ON SOFTWARE ENGINEERING (SIGSOFT)	IISC BANGALORE	14/07/2019	NATIONAL
7.	KEY NOTE ADDRESS ON "SOFTWARE ENGINEERING RESEARCH"	INTERNATIONAL CONGRESS ON SOFTWARE ENGINEERING	ASDF, THAILAND	19-11-2014 TO 19-11-2014	INTERNATIONAL (ABROAD)
8.	CONFERENCE CHAIR ADDRESS	INTERNATIONAL CONGRESS ON SOFTWARE ENGINEERING	ASDF, THAILAND	19 TO 21/11/2014	INTERNATIONAL (ABROAD)
9.	SILVER JUBILEE ENDOWMENT LECTURE	GOLDEN JUBILEE ENDOWMENT LECTURE SERIES	FATIMA COLLEGE, MADURAI	10-02-2017 TO 10-02-2017	UNIVERSITY LEVEL
10.	VALEDICTORY ADDRESS	TECHMEET 2018	FATIMA COLLEGE, MADURAI	31-08-2018 TO 31-08-2018	STATE
11.	INVITED LECTURE ON "OOAD USING UML"	LECTURE SERIES	PSNA COLLEGE OF ENGINEERING AND TECHNOLOGY, DINDIGUL	28-03-2018 TO 28-03-2018	UNIVERSITY LEVEL
12.	GUEST LECTURE ON "OBJECT ORIENTED ANALYSIS AND DESIGN - MAPPING UML AND CODE IMPLEMENTATION"	LECTURE SERIES	KLN INSTITUTE OF TECHNOLOGY, SIVAGANGAI	27-08-2018 TO 27-08-2018	UNIVERSITY LEVEL
13.	BUSINESS ANALYTICS - ASSOCIATION VALEDICTORY ADDRESS	ASSOCIATION VALEDICTORY ADDRESS	LADY DOAK COLLEGE, MADURAI	27-11-2017 TO 27-11-2017	STATE LEVEL
14.	ANDROID BASED MOBILE APPLICATION DEVELOPMENT	LECTURE SERIES	GOVT.COLLEGE OF ENGINEERING (GCE), TIRUNELVELI	19-02-2016 TO 19-02-2016	UNIVERSITY LEVEL
15.	SPECIAL LECTURE ON "WEB ANALYTICS"	SPECIAL LECTURE	MADURAI SIVAKASI NADARS PIONEER MEENAKSHI WOMEN'S COLLEGE, POOVANTHI	26/07/2016	UNIVERSITY LEVEL
16.	INDUSTRIAL PERSPECTIVE OF SOFTWARE ENGINEERING	STATE LEVEL SEMINAR ON "INDUSTRIAL PERSPECTIVE OF SOFTWARE DEVELOPMENT	MANGAYARKARASI COLLEGE OF ARTS AND SCIENCE FOR WOMEN	31/01/2015	STATE LEVEL

		LIFECYCLE”			
17.	GREEN IT THROUGH MOBILE COMPUTING	ASSOCIATION VALEDICTORY ADDRESS	THE AMERICAN COLLEGE, MADURAI	12-08-2014 TO 12-08-2014	STATE LEVEL
18.	GREEN SOFTWARE TESTING ON THE CLOUD	SESSION CHAIR ADDRESS	PES INSTITUTE OF TECHNOLOGY, BANGALORE - NATIONAL CONFERENCE ON SOFTWARE TESTING	18-10-2013 TO 18-10-2013	NATIONAL LEVEL
19.	.NET ARCHITECTURE	NATIONAL LEVEL SEMINAR	K.L.N. COLLEGE OF INFORMATION TECHNOLOGY	03/04/2012	NATIONAL LEVEL
20.	SOFTWARE TESTING AND QUALITY ASSURANCE	LECTURE SERIES	KAMARAJ COLLEGE OF ENGINEERING, VIRUDHUNAGAR	21-01-2011 TO 21-01-2011	UNIVERSITY LEVEL
21.	WEB APPLICATION TESTING	UGC SPONSORED STATE LEVEL WORKSHOP ON “WEB ENGINEERING”	MEENAKSHI ARTS AND SCIENCE COLLEGE	10/03/2010	STATE LEVEL
22.	SOFTWARE DEVELOPMENT – MYTHS AND REALITY	STATE LEVEL TECHNICAL MEET	PANDIAN SARASWATHU YADHAV ENGINEERING COLLEGE, SIVAGANAGAI	04/03/2010	STATE LEVEL
23.	GENETIC ALGORITHMS AND THEIR APPLICATIONS	NATIONAL LEVEL WORKSHOP ON SOFT COMPUTING	PSNA COLLEGE OF ENGINEERING AND TECHNOLOGY, DINDIGUL	14/03/2008 TO 15/03/2008	NATIONAL LEVEL
24.	WML AND WAP	STATE LEVEL SEMINAR ON “MOBILE COMPUTING”	LADY DOAK COLLEGE, MADURAI	09/08/2007	STATE LEVEL
25.	SOFTWARE ENGINEERING	NATIONAL LEVEL IUCEE LECTURE	THIAGARAJAR COLLEGE OF ENGINEERING	31/01/2009	NATIONAL LEVEL
26.	SOFTWARE ENGINEERING	RESOURCE PERSON FOR TCS RECRUITED STUDENTS AT TCE	THIAGARAJAR COLLEGE OF ENGINEERING	05/12/2005 TO 15/12/2005	UNIVERSITY LEVEL

15. OTHER RECOGNITIONS (AUTHORED BOOK IN SYLLABUS OF REPUTED INSTITUTIONS):

- THE BOOK "OOAD USING UML" AUTHORED BY DR.D.JEYA MALA WAS PRESENT IN THE SYLLABUS OF THE FOLLOWING UNIVERSITIES / INSTITUTIONS:
- UNIVERSITY OF KENT, UK
- UNIVERSITI MALAYSIA, PAHANG
- BHARATHIDASAN UNIVERSITY, TRICHY, (MCA SYLLABUS)
- BMS COLLEGE OF ENGINEERING, BANGALORE (AFFILIATED TO VTU),
- JECRC UNIVERSITY, SCHOOL OF ENGINEERING, 2016

16. COLLEGE / DEPARTMENT LEVEL ROLES AND RESPONSIBILITIES:

ADMINISTRATIVE POSITIONS

INSTITUTION LEVEL

- ERP INCHARGE FOR CAMPUS AUTOMATION
- NAAC VALIDATING AND INTERNAL REVIEW COMMITTEE MEMBER
- NAAC – R&D COORDINATOR
- COORDINATOR FOR ISOFT PROGRAMMES
- SINGLE NODAL PERSON OF CONTACT FOR MICROSOFT (FROM 2007 TO 2009)
- CERTIFICATION EXAMS CONDUCTED ON .NET FROM MICROSOFT AND SOFTWARE TESTING FROM HP

DEPARTMENT LEVEL

- LAB-IN-CHARGE (BUSINESS ANALYTICS LAB)
- R&D COORDINATOR
- NAAC R&D COORDINATOR
- PROJECT IN-CHARGE
- INTERNAL TEST IN-CHARGE
- EXAM ANALYSIS IN-CHARGE
- SIG IN-CHARGE
- ASSOCIATION CONTESTS QUIZ, SDLC IN-CHARGE
- PURCHASE COMMITTEE MEMBER
- MENTORSHIP
- MENTOR OF PG FINAL YEARS
- GUIDE FOR STUDENTS PROJECTS IN NATIONAL LEVEL PROJECT CONTESTS
- EPICS PROJECT MENTOR
- CSI-INAPP PROJECT MENTOR (SELECTED AS FINALISTS)
- IIT-BOMBAY "IOT CHALLENGE CONTEST" MENTOR (SELECTED FOR FINAL ROUND AMOUNG 5 TEAMS)
- MENTOR OF L7 HACKATHON (AWARD RECEIVED)
- MENTOR OF SMART INDIA HACKATHON TEAMS (THREE TEAMS HAVE PARTICIPATED)

17. EXTRA CURRICULAR ACTIVITIES

NSS ACTIVITIES - PARTICIPATED IN EDUCATION OUTREACH PROGRAMMES AS PART OF NSS ACTIVITIES AT UG LEVEL

SPORTS – CHESS

18. TOOLS DEVELOPED:

QR CODE IMPLEMENTATION FOR IT INFRASTRUCTURE MANAGEMENT – A SOFTWARE DEVELOPED TO GENERATE UNIQUE QR CODE FOR THE COMPUTER SYSTEMS PRESENT IN THE CAMPUS.

JIMPACT ARBITOR – A TOOL FOR CRITICAL COMPONENTS IDENTIFICATION AND TESITNG USING HYBRID GENETIC ALGORITHM IS DEVELOPED USING JAVA THIS TOOL AUTOMATICALLY EXTRACTS THE CONNECTED COMPONENTS IN A PACKED SOFTWARE PRODUCT, GENERATES A DEPENDENCY GRAPH, GENERATES TEST CASES, USING HYBRID GENETIC ALGORITHM (HGA), GENERATES MUTANTS AND FINALLY AUTOMATICALLY EXECUTES THE TEST CASES AND GENERATES A TEST REPORT.
IC TESTER – A TOOL FOR CRTICIAL COMPONENTS IDENTIFICATION AND TESTING USING ARTIFICAL BEE COLONY ALGORITHM (ABC) IS DEVELOPED USING JAVA THIS TOOL FINDS THE COMPLEXITY AND SEVERITY LEVEL OF ALL THE COMPONENTS IN THE SOFTWARE AND THEN GENERATES A PRIORITIZED LIST OF CRITICAL COMPONENTS. THEN IT APPLIES ABC TO GENERATE THE TEST CASES AND EXECUTE THEM ON THE SOFTWARE TO ENSURE BRANCH COVERAGE BASED TEST ADEQUACY. THIS TOOL ALSO FINALLY GENERATES A TEST REPORT TO THE TESTERS AUTOMATICALLY,

19. TEACHING PHILOSOPHY

- MY OBJECTIVE IN TEACHING IS TO LEARN, TEACH, INSPIRE AND MOTIVATE THE YOUNG MINDS TO PREPARE THEM AS FUTURE LEADERS IN THEIR DOMAIN.
- I STRONGLY BELIEVE THAT, TEACHING IS THE ONLY PROFESSION THAT CAN BRING REWARDING EXPERIENCES TO THE STUDENTS TO MEET THE REAL WORLD CHALLENGES. ALSO, THE KNOWLEDGE THAT I GATHERED THROUGH MY EDUCATION AND RESEARCH IS ONLY VALUABLE IF IT IS SHARED WITH OTHERS.
- AS SUCH, DURING MY TEACHING AND LEARNING PROCESS, I HAD THE OPPORTUNITY TO TEACH AND MOTIVATE BOTH UNDERGRADUATE AND POSTGRADUATE STUDENTS. MY TEACHING FOLLOWS OUTCOME BASED EDUCATION (OBE) AND ABET(ACCREDITATION BOARD OF ENGINEERING AND TECHNOLOGY).
- AS A SUMMARY, BY ADOPTING MY TEACHING PHILOSOPHY THAT COMBINES THEORETICAL AND PRACTICAL EXPERTISE, MY GOAL IS TO INCULCATE INDUSTRIAL BEST PRACTICES IN STUDENTS BY TRANSMITTING THE KNOWLEDGE THAT I GATHERED DURING YEARS OF TEACHING AND LEARNING AND RESEARCH.

➢ Areas of Specialization

- ➢ Artificial intelligence
- ➢ software engineering
- ➢ software testing
- ➢ optimization

➢ Courses taught at certificate

1.	Diploma	VC++	BDPS SOFTWARE PVT. LTD	2001
2.	Certificate	IBM CERTIFIED ASSOCIATE DEVELOPER IN WEBSPHERE STUDIO V5.0	IBM, USA	2005
3.	Certificate	JAVA 1.1 PROGRAMMER	BRAINBENCH INTERNATIONAL	2000
4.	Certificate	CERTIFICATE OF MERIT IN “JAVA 2.0”	ULTRA COMPUTER ACADEMY	2000

5.	TECHNICAL	SOFTWARE TESTING FUNCDAMENTALS	TESTINGSENSE.COM	2008
6.	SET/NET			
7.	OTHER			

➢ PH.D. GUIDANCE COMPLETED/ONGOING

S. NO.	STUDENT NAME	TITLE OF THESIS	MODE OF PH.D. (FULL TIME / PART TIME	REGISTRATION NUMBER	DATE OF REGISTRATION	NAME OF UNIVERSITY/ INSTITUTION UNDER WHICH REGISTERED	REGISTERED/ PURSUING/ SUBMITTED/ PRE-VIVA/ VIVA/ AWARDED	DATE (SUBMITTED/ PRE-VIVA/ VIVA/ AWARDED)
1.	HAJA ALLALUDEEN	A NOVEL FRAMEWORK TO ENHANCE QOS FOR LOCATION BASED SERVICES IN MOBILE COMPUTING	PART TIME	20105072015	JAN 2010	ANNA UNVIERSITY, CHENNAI	AWARDED	23/03/2018
2.	G. PARKAVI	CHANGES DETECTION IN MINIMUM SPANNING TIME FOR VERSION CONTROL IN REGRESSION TESTING	PART TIME	2011254003	JAN 2011	ANNA UNVIERSITY, CHENNAI	AWARDED	21/10/2019
3.	B.SUBASHINI	A NOVEL FRAMEWORK FOR TEST SUITE ENHANCEMENT USING DATA MINING TECHNIQUES	PART TIME	2012154009	JAN 2012	ANNA UNVIERSITY, CHENNAI	AWARDED	24/02/2020
4.	B.GEETHA	SOFTWARE TEST PRIORITIZATION FOR OBJECT ORIENTED SOFTWARE USING NATURE INSPIRED ALGORITHMS	PART TIME	2012154005	JAN 2012	ANNA UNVIERSITY, CHENNAI	THESIS SUBMITTED	

13. M.PHIL. GUIDANCE COMPLETED/ONGOING

S. No.	Title of Dissertation	University/Institution	Student Name	Year
1.	SOFTWARE TESTING USING MUTATION ANALYSIS	MADURAI KAMARAJ UNIVERSITY, MADURAI	BEE HUA	2010

➢ Articles Published in Journals/Magazines

14. PUBLICATIONS IN National/International Seminars, Workshops, Conferences & Symposiums

S.No.	Publication Type	Title of the Book Chapter/Book/ Conference Proceeding, with year of publication and other publication details.	Proceedings/ ISBN/ ISSN No.	Level International/ National
1.	Virtual Conference – Full paper	"Towards Green IT using Cloud Computing for Sustainable Environment", presented in Malaysian Conference on GCGSD – 2020	Proceedings of GCGSD-2020	International
2.	Conference Full Paper	"Intelligent Vulnerability Analyzer ––A Novel Dynamic Vulnerability Analysis Framework for Mobile Based Online Applications", paper accepted in International Conference on Next Generation Computing Technologies (NGCT-2017), organized by UPES, Dehradun, 2017	Proceedings of NGCT 2017 – ISBN: 978-981-10-8659-5	International
3.	Conference Full paper	"A hybrid test optimization framework using memetic algorithm with cuckoo flocking based search approach". 37-38,	SBST 2014: - A Co-located workshop of ICSE 2014.	International
4.	Conference Full paper	"Criticality Analyzer and Tester – An Effective Approach for Critical Component Identification & Verification using ABC", Published in the Book : "Advances in Intelligent Systems and Computing", Volume 248, 2014, pp 663-670 LNCS Springer, 2014, DOI 10.1007/978-3-319-03107-1_72,	LNCS - Springer "ICT and Critical Infrastructure": Proceedings of the 48th Annual Convention of Computer Society of India-, Print ISBN 978-3-319-03106-4, Online ISBN 978-3-319-03107-1, Springer	International
5.	Conference Full paper	"Structural Refinement: An Effective OCL-Based Testing Approach", LNCS – Springer Book on Artificial Intelligence and Evolutionary Algorithms in Engineering Systems-Advances in Intelligent Systems and Computing Volume 324, 2015, pp 765-774, Springer	ISBN 978-81-322-2125-8,	International
6.	Conference Full paper	"Software Components Prioritization using OCL Formal Specification for Effective Testing", IEEExplore, 3rd International Conference on Recent Trends in information technology (ICRTIT 2013) conducted by Anna University 2013,	IEEExplore DOI: 10.1109/ICRTIT.2013.6844288,	International
7.	Conference Full paper	"Memetic Tester – A Memetic Algorithm based Software test optimization approach", Proceedings of ICETMCA-2010	Proceedings of - ICETMCA-2010	International
8.	Conference Full paper	"A Non-Pheromone Based Intelligent Swarm Optimization Technique In Software Test Suite Optimization", International Conference on Intelligent Agents and Multi Agents pp. 15-20	IEEExplore Vol. No.-978-1-4244-4711-4/09,	International

9.	Conference Full paper	Intelligent Test Sequence Optimization Using Graph Based Intelligent Search Agent, 22-25	IEEExplore,Vol .No. 0-7695-3050-8/07 DOI 10.1109 / ICCIMA 2007.109	International
10.	Conference Full paper	Critical Components Identification and Verification for effective software Test Prioritization, ICoAC 2011	IEEExplore, ICoAC 2011	International
11.	Conference Full paper	Critical Component Analyzer - A Novel Test Prioritization Framework for Component Based Real Time Systems, Malaysian International Conference on Software Engineering, organized by IEEE-Malaysia and Institute of Technology, Malaysia,IEEExplore	IEEExplore, MySec 2011	International
12.	Conference Full paper	Intelligent Tester – Intelligent Test Sequence Optimization Framework To Achieve Quality In Highly Reliable Systems, ICRSQE 2008 / Page No.669 – 778	Book on "Advances in Performance and Safety of Complex Systems", Macmillan Publications, 2008 / ISBN No. 0230-63441-9	International
13.	Conference Full paper	Intelligent Test Sequence Optimization using Graph based searching technique, ICISTM 2007, pp.10-19	Book on "Information Systems, Technology and Management", 2007 / ISBN 81-8424-182-8,Allied Publishers Pvt.Ltd,	International
14.	Conference Full paper	Software testing techniques for Embedded systems: Time Stamped Gray Box Testing, Proceedings of PMGQ – 2005.	Proceedings of PMGQ 2005,	International
15.	Conference Full paper	A Novel Algorithm to improve QoS for Heterogeneous Mobile Devices, International Congress on Software Engineering, 21-09-2014, pp.101-108, Thailand	Proceedings of IntCongress 14 ISBN – 978-81-929742-3-1	International
16.	Conference Full paper	Critical Components Identification for Effective Regression Testing, International Congress on Software Engineering, 21-09-2014, pp.109-116, Thailand	Proceedings of IntCongress 14 ISBN – 978-81-929742-3-1	International
17.	Conference Full paper	Client Side Countermeasures for the Prevention of SQLIA in Web Applications, 2017 IEEE International Conference on Computational Intelligence and Computing Research (ICCIC)	IEEExplore DOI: 10.1109/ICCIC.2017.8524315	International
18.	Conference Full paper	XML Based Web Services For Embedded Applications In Service Oriented Computing, PDLC-2005, Organized by PSG College of Technology, Coimbatore.	Published in the proceedings of IT Enabled Product Development Strategies IEPDS-2005, pp.87-93, 2005/Proceedings	National
19.	Conference Full	Bluetooth Systems, National Conference on	Published in the	National

	Paper	Wireless Networks 2004	Proceedings of National Conference on Wireless Networks 2004	

15. Fellowship Received

- TRAVEL FELLOWSHIP FROM ASDF, THAILAND CHAPTER TO BE THE CHAIR IN AN INTERNATIONAL CONGRESS ON SOFTWARE ENGINEERING, HELD AT THAILAND, 2014.

16. Articles Published in Journals/Proceedings/Magazines/Books

1. D.Jeya Mala, M.Ramalakshmi Prabha, (2021),"On the Design and Optimization of Test Cases using an Improved Artificial Bee Colony Algorithm based Swarm Intelligence Approach, International Journal of Swarm Intelligence Research, Accepted for publication in Vol.12, No.2, 2021 (In the typeset). Indexed in SCI-E, Web of Science, Scopus etc.
2. B.Geetha, D.Jeya Mala, (2020), "A Hybrid Bat Approach For Test Case Selection In Object Oriented Testing", ICTACT Journal of Soft Computing, Vol.11, No.1, PP.2227-2231, Indexed in UGC Care List of Journals.
3. B.Geetha, D.Jeya Mala (2020), A Multi Objective Binary Bat Approach For Test Case Selection In Object Oriented Testing, Journal of Ambient Intelligence and Humanized Computing, https://doi.org/10.1007/s12652-020-02360-w, pp, 1-10, 2020, Impact factor – 4.594, Indexed in SCI-E, Scopus, UGC Care, etc.
4. A.Jalila, D.Jeya Mala (2020), Automated optimal test data generation for OCL specification using harmony search algorithm, International Journal of Business Intelligence and Data Mining, Vol.18, No.2, PP.231-259, 2020. Indexed in scopus, etc.
5. D.Jeya Mala, M.Eswaran, (2018), "An Agent Based Intelligent Dynamic Vulnerability Analysis Framework for Critical SQLIA Attacks: Intelligent SQLIA Vulnerability Analyzer Agent", International Journal of Intelligent Information Technologies (IJIIT), Vol. 14, No. 3, 2018. Impact Factor:0.64 (Indexed in:SCIE ,Web of Science, Scopus, Elsevier Compendex,SCIMago, DBLP, etc)
6. R.Uma Maheswari, D.Jeya Mala (2018), "Heuristic based Time Aware Multi-Criteria Test Case Prioritization Technique", accepted for publication in the International Journal of Information Systems and Change Management, paper accepted, Indexed in Elsevier Engineering Index(EI Compendex), Scopus, etc., Impact Factor: 0.53
7. D.Jeya Mala, (2017), "Investigating the Effect of Sensitivity and Severity Analysis on Fault Proneness in Open Source Software", International Journal of Open Source Software and Processes, IGI-Global, Vol.8 No.2, 2017. Indexed in Elsevier Engineering Index(EI Compendex), Scopus, DBLP, etc., Impact Factor: 0.53
8. B.Subashini, D.Jeya Mala (2017), "Test Suite Reduction based on Traceability Matrix with Association Rule Mining Technique", International Journal of Information Systems and Change Management, 2017, paper accepted, Indexed in Elsevier Engineering Index(EI Compendex), Scopus, etc., Impact Factor: 0.53
9. Haja Alaudeen, E. Kirubakaran and D. Jeya Mala (2017), "Genetic BAT Algorithm (GBA) for Neighboring Emergency Departments in Location Based Services (LBSs), Journal of Advanced Research in Dynamical and Control Systems, Vol.9, No.4, pp.88-97, Indexed in Elsevier Scopus
10. N.Gunaseeli, D.Jeya Mala (2017), "Securing web applications from SQLIA using progressive detector", International Journal of Information Systems and Change Management, 2017 Vol.9,

No.1, pp.44 – 69. Indexed in Elsevier Engineering Index(EI Compendex), Scopus, etc., Impact Factor: 0.53

11. D.Jeya Mala, R.Uma Maheswari (2015), Combined Genetic and Simulated Annealing Approach for Test Case Prioritization, Indian Journal of Science and Technology, (ISI Indexed) -H Index 18, Vol. 5, No. 35, pp.1-5. Dec 2015
12. D.Jeya Mala, A.Jalila (2015), Early Identification of Software Defects Using OCL Predicates to Improve Software Quality,Journal of Engineering Science and Technology, Taylors University, © School of Engineering, Vol. 10, No. 3, pp. 307 – 321, 2015
13. Haja Alaudeen, E. Kirubakaran, D. Jeya Mala (2015), "Approaches for utility-based QoE/QoS architecture for streaming server in a heterogeneous wireless device based on SVM", Technics Technologies Education Management, Vol.10, No.3, pp.319-325, 2015, Indexed in ISI, Web of Science, SCImago, ScienceDirect etc.
14. D Jeya Mala, A Jalila (2015), Impact of Fault-Prone Components on Effective Software Testing: An Industrial Survey, International Journal of Systems and Service-Oriented Engineering (IJSSOE), Vol.5, No.3, pp.38-51, (Indexed in Google Scholar, InfoSci Indexed, ACM Digital Library, DBLP, INSPEC, etc)
15. R.Uma Maheswari, D.Jeay Mala (2015), "WOV based Multi Objective Test Case Prioritization", International Journal of Applied Engineering Research, Vol. 10 No.55 (2015) Pp 1165-1169 in June 2015, (Indexed in Scopus, SCImago, Index Copernicus)
16. D.Jeya Mala, R.Iswarya (2014), "A Multi Agent Based Approach for Critical Components Identification and Testing", International Journal of Systems and Service-Oriented Engineering (IJSSOE). IGI Global, 4(1), pp. 21-38, January-March 2014
17. D.Jeya Mala A.Jalila (2014) , "Functional Testing using OCL- Predicates to Improve Software Quality", International Journal of Systems and Service-Oriented Engineering (IJSSOE). IGI Global, Volume 5, Issue 2,pp.1-17
18. D.Jeya Mala, A.Jalila (2014), Object-oriented model-based specification languages: a comparison, ACM SIGSOFT Software Engineering Notes 39(5): 1-4 (2014)
19. D.Jeya Mala, A.Jalila (2013), Empirical evidence on OCL formal specification-based metrics as a predictor of fault-proneness. ACM SIGSOFT Software Engineering Notes 38(5): 1-10 (2013)
20. D. Jeya Mala, S. Balamurugan, K. Sabari Nathan, (2013), Criticality analyzer and tester: an effective approach for critical component identification & verification using ABC, ACM SIGSOFT Software Engineering Notes, Volume 38 Issue 6, November 2013, Pages 1-12
21. D. Jeya Mala, K. Sabari Nathan, S. Balamurugan and A. Jalila,"OCL Formal Specification Based Metrics as A Measure of Complexity And Fault- Proneness", National Conference on Recent Trends in Software Testing (RTST 2013), published in the International Journal of Computer Science and Informatics (IJCSI), Volume. 3, Issue. 2, 2013, pp. 24-33 69-79.
22. D. Jeya Mala, K. Sabari Nathan, S. Balamurugan and A. Jalila," Critical Components Identification using Mutation based Components Impact Analysis", National Conference on Recent Trends in Software Testing (RTST 2013), organized by NIT-Roorkhela, published in the International Journal of Computer Science and Informatics (IJCSI), Volume. 3, Issue. 2, 2013, pp. 24-33
23. D. Jeya Mala, K. Sabari Nathan, S. Balamurugan and A. Jalila, "Fault-prone Components Identification for Real Time Complex Systems Based on Criticality Analysis", National Conference on Recent Trends in Software Testing (RTST 2013), Organized by NIT-Roorkhela, published in the International Journal of Computer Science and Informatics (IJCSI), Volume. 3, Issue. 2, 2013, pp. 17-23.
24. D. Jeya Mala, K. Sabari Nathan, S. Balamurugan, (2013), Critical components testing using hybrid genetic algorithm. ACM SIGSOFT Software Engineering Notes 38(5): 1-13
25. D. Jeya Mala, K. Sabari Nathan, S. Balamurugan and A. Jalila (2013), Components Impact Analyzer With Genetic Algorithm, ICTACT Journal on Soft Computing 3(4), 576-586

26. D.Jeyamala,V.Mohan (2010), Automated Software Test Optimization Framework - an Artificial Bee Colony Optimization based ApproachInternational Journal - IET - Software Vol.4, No.5, pp.334-348, Indexed in SCI-E, Scopus, EI Compendex etc.
27. D.Jeyamala,V.Mohan (2009), On The Use Of Intelligent Agents In Test Sequence Selection And Optimization, IJCIA - International Journal Of Computational Intelligence And Applications, Vol.8, No.2, pp. 155-179, Indexed in Scopus, Compendex etc.
28. D.Jeyamala,V.Mohan (2010), A Hybrid Test Optimization Framework Coupling Genetic Algorithm with Local Search Technique International Journal - Computing and InformaticsVol.29, No.1, pp. 133-164, 2010, Indexed in ISI, SCI, Scopus, etc.
29. D.Jeyamala, V.Mohan (2010), Quality Improvement and Optimization of Test cases - A Hybrid Genetic Algorithm Based Approach, International Journal - ACM SIGSOFT Software Engineering Notes, Vol.35 No.3, pp.1-14, 2010
30. D.Jeyamala, V.Mohan (2009), ABC Tester Artificial Bee Colony Optimization For Software Test Suite Optimization, IJSE International Journal Of Software Engineering, Issued by Sofware Engineering Consortium, Govt.of Egypt , Vol.2, No.2, pp.15-48, 2009
31. D.Jeyamala, V.Mohan (2008), Hybrid Tester: An Automated Hybrid Genetic Algorithm Based Test Case Optimization Framework For Effective Software Testing, International Journal Of Computational Intelligence : Theory And Practice (Ijcitp), Vol.3, No. 2, pp. 81-94, 2008
32. D.Jeyamala, V.Mohan (2008), Intelligent Test Case Optimizer: Test Case Optimization Using Hybrid Genetic Algorithm, International Journal of Computer Science and Applications, , Vol.1, No. 1, pp. 51-55, 2008
33. D.Jeyamala, V.Mohan (2008), Intelligentester :Test Sequence Optimization Framework Using Multi Agents, Journal Of ComputersVol.3, No.6, pp. 39-46, 2008

17. Chapters Published in Books

S.NO	Book Name	Title of the Chapter	Year	Page No.	ISBN	Publisher
1.	"Mathematical Approaches for next-generation computing"	A Novel Machine Learning Approach in Edge Analytics with Mathematical Modeling for IoT Test Optimization	2021	chapter accepted	Will be provided during May 2021	Wiley-Scrivener Publishing
2.	Software Engineering in the Era of Cloud Computing	Towards Green Software Testing in Agile and DevOps using Cloud Virtualization for Environmental Protection, Springer Book Titled "Software Engineering in the Era of Cloud Computing", Jan 2020, Springer Nature	2020	657-678	ISBN 978-3-030-33623-3	Springer Nature
3.	Smart and Innovative Trends in Next Generation Computing Technologies	"Intelligent Vulnerability Analyzer – –A Novel Dynamic Vulnerability Analysis Framework for Mobile Based Online Applications", LNCS Springer CCIS - Series ISSN No: 1865-0929. Indexed in DBLP, Google	2017	805-823	ISSN No: 1865-0929	LNCS Springer

		Scholar, EI-Compendex, Mathematical Reviews, SCImago, Scopus				
4.	Modern Software Engineering Methodologies for Mobile and Cloud Environments	"A Study on Software Development Architectures for Mobile Cloud Computing (MCC) for Green IT: A Conceptual Mobile Cloud Architecture Using Artificial Bee Colony-Based Approach", published in the book on " Modern Software Engineering Methodologies for Mobile and Cloud Environments", IGI-Global Publishers, 2016, ISBN13: 9781466699168	2016	21-33	ISBN : 9781466699168	IGI-Global Publishers
5.	Integrating the Internet of Things into Software Engineering Best Practices	"IoT Functional Testing Using UML Use Case Diagrams: IoT in Testing", in the book Integrating the Internet of Things into Software Engineering Best Practices	2019	125-145	ISBN : 9781522577904	IGI-Global Publishers
6.	Computer Systems and Software Engineering: Concepts, Tools and Application	"A Multi Agent based Approach for Critical Components Identification and Testing" in the book "Computer Systems and Software Engineering: Concepts, Tools and Applications"	2018	657-678	ISBN : 9781522539230	IGI-Global Publishers
7.	Handbook of Research on E-Assessment in Higher Education	"E-Assessment of Cognitive Skills in Outcome-Based Education for Object-Oriented Programming: A Graduate-Level Experimental Report", published in the book "Handbook of Research on E-Assessment in Higher Education" pp.432-453, IGI Global, (Idea Group, USA), ISBN13: 9781522559368, 2018	2018	432-453	ISBN : 9781522559368	IGI-Global Publishers
8.	Knowledge Engineering for Software Development Life Cycles: Support Technologies and	"Knowledge Engineering Support for Intelligent Software Test Optimization ", 211-244, Book :Knowledge Engineering	2011	211-243	ISBN : 9781609605094L	IGI-Global Publishers

	Applications,	for Software Development Life Cycles: Support Technologies and Applications,				
9.	Information Systems, Technology and Management	"Intelligent Test Sequence Optimization Using Graph Based Searching Technique" ,pp. 10-19, Information Systems, Technology and Management, Allied Publishers Pvt.Ltd,	2007	18-23	ISBN : 81-8424-182-8	Allied Publishers
10.	software safety and security	"Intelligent Test Case Optimization Using Hybrid Genetic Algorithm",pp.669 – 778, McMillan Publishers	2008	212-227	ISBN : 0230-63441-9	McMillan Publishers

18. Books Published

S. No.	Book Name	Year	Publisher	ISBN
1.	OBJECT ORIENTED ANALYSIS AND DESIGN USING UML, 2013, TATA MCGRAW HILL PUBLICATIONS, 1ST EDITION, 2013	2013	TATA MCGRAW HILL PUBLISHERS, INDIA	ISBN : 978-1-75900624-6

19. Edited Books

S. No.	Book Name	Year	Publisher	ISBN
1	INTEGRATING THE INTERNET OF THINGS INTO SOFTWARE ENGINEERING BEST PRACTICES, 2019	2019	IGI GLOBAL PUBLISHERS, USA	ISBN : 9781522577904

20. Review on Books/Journals

IEEE Transactions on Software Engineering,
IET – Software
Elsevier INS Journal,
Springer JAAMAS journal
Springer – Neural Computing Journal
Springer - JZUS Journal
International Journal of Metaheuristics
IGI Global Publishers journals
Etc.

21. Project Undertaken

S. No.	Title of Project	Position	Sponsored By	Date & Year	Sanctioned Amount
1.	Critical Components Identification And Verification For Real Time Complex Systems Using Artificial Bee Colony Based Approach	PRINCIPAL INVESTIGATOR	UGC, NEW DELHI	JUNE 2011-2014	10,09,600/-

22. Membership in Professional Bodies

S. No.	Name of the Position	Name of the Body	Duration
1.	ACM – Association of Computing Machinery, Member	ACM	LIFE
2.	ACM-W - Member	ACM	LIFE
3.	CSI - Computer Society of India – Life Member	CSI	LIFE
4.	ISCA - Indian Science Congress Association – Life Member	ISCA	LIFE
5.	I-Soft – Indian Chapter of ACM-SIG on Software Engineering (SIGSOFT) – Member	I-SOFT	LIFE
6.	ACEEE – Association of Computer Electronics and Electrical Engineers – Member	ACEEE	LIFE
7.	WASET – World Academy of Science, Engineering and Technology – Invited Member	WASET	LIFE

NAME : S. MARY HELAN FELISTA
Position : Associate Professor & Head
DATE OF BIRTH : 08.04.1979
UNIQUE ID :1-493082316

1. QUALIFICATION

S. NO.	DEGREE / DIPLOMA / CERTIFICATE	DISCIPLINE	NAME OF THE INSTITUTION	YEAR OF PASSING
1.	UG	PHYSICS	LADY DOAK COLLEGE, MADURAI	1999
2.	PG	MCA	M. S. UNIVERSITY, TIRUNELVELI	2003
3.	M.PHIL.	COMPUTER SCIENCE	M. K. UNIVERSITY, MADURAI	2008

➢ WORK EXPERIENCE

2. TEACHING EXPERIENCE

S. NO.	INSTITUTIO	FROM – TO
1.	MADURAI KAMARAJ UNIVERSITY	JUNE 2007 – APRIL 2008
2.	ASSISTANT PROFESSOR, FATIMA COLLEGE, MADURAI	JUNE 2008 – TILL DATE

➢ AREAS OF SPECIALIZATION

- SOFTWARE ENGINEERING
- WEB ENGINEERING

➢ OTHERS

3. ORIENTATION/REFRESHER/TRAINING PROGRAMMES/FDP ATTENDED

S. NO.	PROGRAMMES	THEME	ORGANIZED BY	DATE
1.	FDP	BUSINESS INTELLIGENCE	HEXAWARE TECHNOLOGIES, CHENNAI	10.09.2009
2.	FDP	ANDROID APPLICATIONS	PG DEPARTMENT OF COMPUTER APPLICATIONS, FATIMA COLLEGE	23.11.2013
3.	OUT-BOUND TRAINING PROGRAMME	PSYCHO SPIRITUAL INTEGRATION	ANUGRAHA, DINDIGUL	05.02.2014 - 06.02.2014
4.	FDP	DIGITAL IMAGE PROCESSING – IMAGE J	UG DEPARTMENT OF COMPUTER APPLICATIONS & IT, FATIMA COLLEGE	07.03.2014

5.	Internship	Software Testing Tools	Eminent Technologies, Madurai	15.12.2014 - 19.12.2014
6.	Internship	Software Engineering And Quality Assurance	Tandem Infotech, Madurai	15.12.2015 - 18.12.2015
7.	Training Programme	Awareness Event on "STSP – Taking IT Training to Colleges"	Mannar Thirumalai Naicker College, Madurai	30.12.2016
8.	Internship	Android Databases, Android Testing	Bluegenie Technologies, Madurai	08.01.2017 - 11.01.2017
9.	Internship	Mobile Communication & Networking	Tandem Infotech, Madurai	22.01.2018 – 25.01.2018
10.	INTERNSHIP	INTERNET OF THINGS	PanTech Solutions, Madurai	17.12.2018 - 19.12.2018
11.	FDP	Sky Campus –The Future Here Now - Season 3	ICT Academy (A Govt initiative)	27.04.2020 - 01.05.2020
12.	FDP	Effective Usage of ICT Tools for E_Content Preparation	Jayaraj Annapackiam College for Women, Periyakulam	27.04.2020 – 02.05.2020
13.	FDP	Research Methodology	Jeppiaar Institute of Technology	01.05.2020 – 02.05.2020
14.	FDP	Sky Campus –Digital Knowledge Series - Season 1	ICT Academy (A Govt initiative)	09.04.2020 – 11.04.2020 & 13.04.2020 – 18.04.2020
15.	FDP	Teaching Tamil Language through User Friendly Online Tools	Vellalar College for Women	22.04.2020
16.	FDP	Use of Artistical Tools and Techniques for Social Science Research	Davangere University	20.04.2020 – 23.04.2020
17.	FDP	Sky Campus –Leading in a VUCA World - Season 2	ICT Academy (A Govt initiative)	20.04.2020 – 24.04.2020
18.	FDP	R- Programming	S.K.N Sinhgad College of Engineering	30.04.2020 – 05.052020
19.	FDP	Python 3.4.3	Sri GVG Visalakshi College for Women, Udumalpet	01.05.2020 - 05.05.2020
20.	FDP	Effective Research and proposal writing	Sri Adi Chunchanagiri Women's College, Cumbum	13.05.2020
21.	FDP	NAAC Awareness Programme for Faculty	Marathwada Mitramandal's Institute of Technology, Pune	14.05.2020
22.	FDP	Software Project Management using Artificial Intelligence	The American College, Madurai	14.05.2020 & 15.05.2020
23.	FDP	Techniques in Enhancing Teaching and Learning Skills	Idhaya College for Women, Kumbakonam	15.05.2020 – 19.05.2020
24.	FDP	New Directions and Dimensions in Higher Education	Arulmigu Palaniandavar arts college for women, Dindigul	09.05.2020 - 15.05.2020
25.	FDP	Sky Campus –The Future of Skills, Education, Employment & Entrepreneurship - Season 5	ICT Academy (A Govt initiative)	11.05.2020 - 15.05.2020
26.	FDP	Cloud Applications - An Introduction	Nallamuthu Gouder Mahalingam College, Pollachi	13.05,2020 – 15.05.2020
27.	FDP	E_Learning Tools	The American College, Madurai	16.05.2020 & 17.05.2020
28.	FDP	Sky Campus –Future of Tech 2020-Season 6	ICT Academy (A Govt initiative)	18.05.2020 - 22.05.2020
29.	FDP	How to Teach Online?	Ideal Computer Academy	22.05.2020 – 26.05.2020
30.	FDP	Artificial Intelligence	Lendi Institute of Engineering and	22.05.2020 –

			Technology	26.05.2020
31.	FDP	Cyber Security & Malware Analysis	CMR Engineering College, Hydarabad	26.05.2020 & 27.05.2020
32.	FDP	Sky Campus –Accelerating Industry 4.0 - A Post Covid Paradigm-Season 7	ICT Academy (A Govt initiative)	26.05.2020 - 29.05.2020
33.	FDP	Moodle Learning Management System	Mannar Thirumalai Naicker College	06.06.2020 – 10.06 2020
34.	FDP	Electronics and Data Secience	Balari Institute of Technology and Management, Balari, Karnataka	01.06.2020 – 06.06.2020
35.	FDP	Python 3.4.3 & Python Django	CMR Engineering College, Hyderabad	08.06.2020 – 13.06.2020
36.	FDP	Online FDP on Program on PHP & MySQL	J D College of Engineering & Management, Nagpur	17.06.2020 – 22.06.2020
37.	FDP	How to Develop E-Content and auto generate E-Certificate using Google Forms	Nandha Arts and Science College	07.05.2020
38.	FDP	Sky Campus –The Future of Education, Employment & Entrepreneurship - Season 4	ICT Academy (A Govt initiative)	04.05.2020 – 08.05.2020
39.	FDP	Program on Scilab	J D College of Engineering & Management, Nagpur	08.06.2020 – 13.06..2020
40.	FDP	Motivational Speech	PSGR Krishnammal College for Women	08.05.2020 & 09.05.2020

4. National/International Seminar, Workshop, Conference & Symposium

S. No.	Programmes	Organized by	Date	Participated/ Presented	Title of the Paper
1.	National Conference on "Recent Trends in Advanced Computing"	KLN College of IT, Pottapalayam	10.04.2008 & 11.04.2008	Presented	A Study On The Four – Phase Model For The Success Of Software Projects
2.	Workshop on "Understanding and handling stress"	Topkids, Madurai	10.09.2009	Participated	-
3.	Seminar on "Research Methodology in Data Mining"	TSM, Madurai	25.03.2010 & 26.03.2010	Participated	-
4.	National Conference on "Computing & Communication Engineering"	Agni College of Technology, Chennai	28.03.2014	Presented	Secured Way To Preserve Image Quality Using Watermarking
5.	National Conference on "Computer Science & Applications"	Mepco Schlenk Engineering College, Sivakasi	05.03.2014	Presented	Palm Prints Recognition & Deployment
6.	National Conference on "Computer Science & Applications"	Mepco Schlenk Engineering College, Sivakasi	05.03.2014	Presented	Analysis On Biometrics And Face Recognition Techniques
7.	International Conference on Intelligent Computing Applications	Bharathiar University, Coimbatore	06.03.2014 & 07.03.2014	Presented	Designing alternative approach for water jug problem
8.	International Conference on "Big Data Analysis and	Dept of Computer Science, Periyar University college of	12.09. 2014	Presented	A Comparative Study on Software Engineering and

	Distributed Systems"	Arts and Science, Pennagaram			Web Engineering
9.	State Level Workshop on MAT LAB	Dept of Maths, Fatima College	21.01.2015	Participated	
10.	National Seminar on "Recent trends in Web Technologies"	Madurai Sivakasi Nadar Pioneer Meenakshi Women's College, Poovanthi	20.02.2015	Presented	Intrusion Detection System for Image Edge Detection
11.	National Conference on "Bigdata Conference 15"	Rathinam College of Arts and Science, Coimbatore	19.09.2015	Presented	Tailored software Engineering model for Web Applications
12.	Workshop on "All About Cloud Computing"	Tandem InfoTech, Anna Nagar, Madurai	20.09.2015	-	-
13.	International Conference on Advanced IT Engineering and Management [SACAIM 2014]	Dept of Computer Science, St. Aloysius College, Mangalore	14.10.2015 15.10.2015	Presented	A Genteel Requirement Engineering for Web Applications
14.	International Conference on "Application Fabrics"	Departments of IT, Madurai Sivakasi Nadars Pioneer Meenakshi Womens College & Poovanthi	23.12.2015	Presented	Refined Engineering approach for web applications
15.	National Workshop on "MATLAB"	Dept. of Computer Science, M.V. Muthiah Government Arts College for Women, Dindigul.	25.02.2016	Participated	-
16.	National Conference on "Recent Trends in IT Technologies"	Mangayarkarasi College of Arts & Science, Madurai	27.08.2016	Presented	Attacks and Defenses Network Security
17.	National Conference on "Future Research Perspectives in Computer Science and Information Technology	Arul Anandar College, Karumathur	21.02.2017 22.02.2017	Presented	An Direct Comparision Method to the Water Jugs Problem
18.	International Multidisciplinary Conference on "Information Science, Management Research and Social Sciences	Alpha Arts and Science College, Porur, Chennai	24.02.2017	Presented	Trounce Knowledge Management Barriers
19.	National Conference on " Innovative Computing Technologies"	Arulanandar College, Karumatur	22.02.2018	Presented	Cyber Security In E-Governance Using Cyber Crime Technologies
20.	International Conference on "New Horizon in IT"	Senthamarai College Of Arts & Science	24.02.2018	Presented	Software Testing Against Web Application Testing
21.	National Conference on " Recent Perspectives On IOT & Bigdata"	Nadar Saraswathi College, Theni	09.02.2018, 10.02.2018	Presented	Edge Enlightening Steganography With Embedding & Extracting A Cover Writing
22.	International Conference On New Frontiers In	Lady Doak College, Madurai	18.02.2019 &	Presented	An Appraisal On Image Blurring And Denoising

	Mathematics And Computing		19.02.2019		Techniques
23.	Webinar on Importance of Patents & Copyrights in Higher Educational Institutions	Rathnavel Subramaniam College of Arts & Science	02.05.2020	Participated	-
24.	Webinar on Women Safety & Security	Dr. M.G.R. Educational and Research Institute, Chennai	02.06.2020	Participated	-
25.	Webinar on Creation of Basic E-content, Animated E-Content, Stop motion Animation, Editing E-Content, Creating Interactive E-Content and Uploading the E-Content on the Web	Universal teachers Academy, Puducherry	21.04.2020 - 30.04.2020	Participated	-
26.	Webinar on Future of Entrepreneurship and Employment Opportunities	Nehru Institute of Technology	13.05.2020 - 15.05 2020	Participated	-
27.	Webinar on Machine Learning - A Perspective	NaZia College of Arts and Science	14.05.2020	Participated	-
28.	Webinar on Data Visualization using R	Lady Doak College, Madurai	15.05.2020 & 16.05.2020	Participated	-
29.	Webinar on Introduction to Animation, Creation of Animated Objects	Universal teachers Academy, Puducherry	14.05.2020 – 18.05.2020	Participated	-
30.	Webinar on Introduction to Digital Transformation	S.A Engineering College, Chennai	23.05.2020	Participated	-
31.	Webinar on Introduction to Machine Learning	St. Xavier's College, Jharkhand	23.05.2020	Participated	-
32.	Webinar on Mobile Learning	IEMS B-School, Hubli	30.05.2020	Participated	-
33.	Webinar on Machine Learning and NLP for Enterprise use cases	SJB Institute of Technology, Bengaluru	06.06.2020	Participated	-
34.	Webinar on Value of IEEE Research for Technical Institutions	SJB Institute of Technology, Bengaluru	06.06.2020	Participated	-
35.	Webinar on Creation of Photo Album, Animated E-Content, Interactive Evaluation	Universal teachers Academy, Puducherry	16.06.2020 – 20.06.2020	Participated	-
36.	Webinar on Intellectual Property Rights	Chennai Institute of Technology	26.06.2020	Participated	-
37.	Webinar on Art of Writing Research Article and Journal Selection	Madurai Sivakasi Nadars Pioneer Meeakshi Women's College	26.06.2020	Participated	-
38.	Webinar on Exploring Python Libraries for Exploratory Data Analysis and Data Preprocessing	Thassim Beevi Abdul Kader College for Women	27.06.2020	Participated	-

39.	Webinar on Mental Health and Psychosocial Aspects of Covid Outbreak	Sri GVG Visalakshi College for Women	07.05.2020	Participated	-
40.	Webinar on Effective conduct of Online Classes	Sri Eshwar College of Engineering, Chennai	08.05.2020	Participated	-
41.	Webinar on Virtual Classes - Are You Ready?	Sri Eshwar College of Engineering, Chennai	08.06.2020	Participated	-
42.	Webinar on Creating Digital Posters, Creating of GIF images	Universal teachers Academy, Puducherry	04.06.2020 – 08.06.2020	Participated	-
43.	Webinar on Trending in Tech	Thassim Beevi Abdul Kader College for Women	11.06.2020	Participated	-

5. Guest Lecture Delivered

S. No.	Title	Organization	Date
1.	Cyber Awareness Programme for Cluster College Students	Sermathai Vasan College of Arts and Science, Madurai	25.02.2020

6. Courses taught at certificate

1	SLET	Computer Science	Mother Teresa Womens University, Kodaikanal	2016
2	NET	Computer Science		2018
3	Certificate	Certification on "Intermediate Skills in Software Testing with Visual Studio 2013"	Microsoft	2015
4	Certificate	"PROGRAMMING IN JAVA"	Microsoft	2018

NAME : R. SMEETA MARY
POSITION : ASSISTANT PROFESSOR
DATE OF BIRTH : 24.05.1983
UNIQUE ID :1-493082068

1. QUALIFICATION

S. NO.	DEGREE / DIPLOMA / CERTIFICATE	DISCIPLINE	NAME OF THE INSTITUTION	YEAR OF PASSING
1.	UG	COMPUTER SCIENCE	M.V.M. COLLEGE, DINDIGUL	2002
2.	PG	MCA	GANDHIGRAM RURAL UNIVERSITY, GANDHIGRAM	2005
3.	M.PHIL.	COMPUTER SCIENCE	MADURAI KAMARAJ UNIVERSITY, MADURAI	2008
4.	PHD	COMPUTER SCIENCE	MADURAI KAMARAJ UNIVERSITY, MADURAI	2018

➢ WORK EXPERIENCE

2. TEACHING EXPERIENCE

S. NO.	INSTITUTION	FROM – TO
1.	ASSISTANT PROFESSOR, FATIMA COLLEGE, MADURAI	JUNE 2008 - TILL DATE

➢ AREAS OF SPECIALIZATION

- ARTIFICIAL INTELLIGENCE
- DATA MINING
- COMPUTER GRAPHICS
- COMPUTER NETWORKS

➢ OTHERS

2. ORIENTATION/REFRESHER/TRAINING PROGRAMMES/FDP ATTENDED

S. NO.	PROGRAMMES	THEME	ORGANIZED BY	DATE
1.	TRAINING PROGRAMME	OUT BOUND PRE PLACEMENT TRAINING	INDIAN INSTITUTE OF TRAINING AND DEVELOPMENT, VADIPATTI	18.01.2013 & 19.01.2013
2.	FDP	BUSINESS INTELLIGENCE	HEXAWARE TECHNOLOGIES, CHENNAI	10.09.2009

3.	FDP	Android Applications	PG Department of Computer Applications, Fatima College Madurai	23.11.2013
4.	FDP	Digital Image Processing – Image J	UG Department of Computer Applications & IT, Fatima College Madurai	07.03.2014
5.	Internship	WEB Technologies	Valley Creek, Dindigul	08.12.2015 - 11.12.2015
6.	Internship	Web Designing	Valley Creek, Dindigul	18.12.2016 - 21.12.2016
7.	Internship	Web Technologies Using PHP	VELS Technologies, Madurai	01.12.2015 - 04.12.2015
8.	Internship	Mobile Communication & Networking	Tandem Infotech, Madurai	11.12.2017 – 25.01.2017
9.	FDP	Effective usage of ICT tools for E-content preparation	JAYARAJ ANNAPACKIAM COLLEGE	27.04. 2020 - 02.05. 2020
10.	Online Course	Quantitative Aptitude	Jamal Mohamed College, Tiruchirappalli	03.05.2020
11.	FDP	PYTHON 3.4.3	Sri GVG Visalakshi College for Women, Udumalpet	01.05.2020 – 05.05. 2020
12.	FDP	Current Trends in Software Engineering: Agile and DevOps	Kristu Jayanti College, Bengaluru	28.04.2020 – 30.04.2020
13.	FDP	Digital Tools for Smart Classrooms in Higher Education	JAYARAJ ANNAPACKIAM COLLEGE	06.05.2020 - 07.05.2020
14.	FDP	"SOFTWARE PROJECT MANAGEMENT USING AI"	AMERICAN COLLEGE, MADURAI	14.05.2020 - 15.05.2020
15.	FDP	"E-LEARNING TOOLS"	AMERICAN COLLEGE, MADURAI	16.05.2020 - 17.05.2020
16.	FDP	Data Science – Research Opportunities	Sri Ramakrishna College of Arts & Science	25.05.2020
17.	FDP	E Content Development using Multimedia Tools	PSG Polytechnic College, Coimbatore	08.05.2020 - 12.05.2020
18.	FDP	R-Programming	SKN Sinhgad College of Engineering, Maharashtra	30.04.2020 – 05.05.2020
19.	FDP	Resetting Minds in Upsetting times	Fatima College, Madurai	26.06.2020
20.	FDP	Digital Teaching Techniques	ICT Academy	07.09.2020 – 12.09.2020
21.	FDP	Sky Campus –The Future Here Now - Season 3	ICT Academy (A Govt initiative)	27.04.2020 - 30.04.2020
22.	FDP	Sky Campus –The Future of Skills, Education, Employment & Entrepreneurship - Season 5	ICT Academy (A Govt initiative)	11.05.2020 – 15.05.2020
23.	Awareness Programme	Information Communication Technology	Bharat College of Engineering, Badlapur.	20.06. 2020
24.	Awareness Programme	Economic Stimulus By Govt of India to Tackle Pandemic Crisis	S.K.S.S Arts College, Triruppanandal	16.05. 2020
25.	Awareness Programme	UGC Paper-I Online Test series	Patrician College of Arts and Science, Chennai	18.05.2020- 25.05.2020

26.	Awareness Programme	National Level E-quiz	JAYARAJ ANNAPACKIAM COLLEGE	06.06.2020
27.	Awareness Programme	Artificial Intelligence	Gnanamani College of Technology, Namakkal	20.05.2020
28.	Awareness Programme	Impact of COVID-19 on global economy	Arulmigu Palaniandavar arts college for women, Palani	22.05.2020
29.	Awareness Programme	Awareness on COVID-19	Sri Ramakrishna college of Arts and Science	19.05.2020
30.	Certificate Course	Digital Teaching Techniques	ICT Academy	07.09.2020 – 12.09.2020

3. National/International Seminar, Workshop, Conference & Symposium

S. No.	Programmes	Organized By	Date	Participated/ Presented	Title Of The Paper
1.	Workshop On "Understanding And Handling Stress"	TOPKIDS, Madurai	10.09.2009	Participated	-
2.	National Conference On "Communication Networks And Computing"	Karpagam University, Coimbatore	08.02.2013	Presented	Network And Information Security In Osi Model
3.	National Conference On "Computer Science & Applications"	Mepco Schlenk Engineering College, Sivakasi	05.03.2014	Presented	Palm Prints Recognition & Deployment
4.					Analysis On Biometrics And Face Recognition Techniques
5.	International Conference On "Intelligent Computing Applications"	Bharathiar University, Coimbatore	06.03.2014 & 07.03.2014	Presented	Automatic Identification And Detection Of Altered Fingerprints
6.					Designing Alternative Approach For Water Jug Problem
7.	National Conference On "Computing & Communication Engineering"	Agni College Of Technology, Chennai	28.03.2014	Presented	Improved Method For Brain Tumor Detection Using Segmentation
8.					Secured Way To Preserve Image Quality Using Watermarking
9.	National Conference On "Innovations In Information & Communication Technology"	Psg College Of Technology, Coimbatore	25.04.2014 & 26.04.2014	Presented	Off-Line Signature Recognition And Verification
10.	National Conference On Computational Intelligence For Engineering Quality Software	Coimbatore Institute Of Technology, Coimbatore	21.08.2014 & 22.08.2014	Presented	An Alternative Arithmetic Approach To The Water Jugs Problem
11.	National Seminar On "Recent Trends In Web Technologies"	Madurai Sivakasi Nadar Pioneer Meenakshi Women's College, Poovanthi	20.02.2015	Presented	Increasing Tree Search Efficiency For Constraint Satisfaction Problems

12.	National Conference On "Bigdata Conference 15"	Rathinam College Of Arts And Science, Coimbatore	19.09.2015	Presented	Improved Increasing Tree Search Efficiency For Constraint Satisfaction Problems
13.	Workshop On "Web Designing"	Nadar Saraswathi College, Theni	28.08.2015 & 29.08.2015	Participated	-
14.	National Conference On "Application Fabrics"	Madurai Sivakasi Nadar Pioneer Meenakshi Women's College, Poovanthi	23.12.2015	Presented	Verification And Validation Of Deadlock Detection In Artificial Intelligence
15.					A Cognitive Method To Solve Water Jugs Problems
16.	National Conference On "Recent Trends In It Technologies"	Mangayarkarasi College Of Arts & Science	27.08.2016	Presented	Designing A Process Model For Water Jugs Problem
17.	Enhanced Clustering And Privacy Preserving On Big Datasets	St.Joseph's College(Autonomous), Trichirappalli	02.02.2017	Participated	-
18.	International Conference On "2nd World Congress On Computing And Communication Technologies – WCCCT 2016	St.Joseph's College (Autonomous), Trichirappalli	03.02.2017 04.02.2017	Presented	An Algorithm Arithmetic Approach To The Water Jugs Problem
19.	National Conference On "Future Research Perspectives In Computer Science And Information Technology	Arul Anandar College, Karumathur	21.02.2017 22.02.2017	Presented	An Direct Comparision Method To The Water Jugs Problem
20.	International Multidisciplinary Conference On "Information Science, Management Research And Social Sciences	Alpha Arts And Science College, Porur, Chennai	24.02.2017	Presented	Biometric Security System Traits
21.	National Conference on " Recent Perspectives On IOT & Bigdata"	Nadar Saraswathi College, Theni	09.02.2018, 10.02.2018	Presented	Enhanced Technique For Brain Tumour Revealing Using Segmentation
22.	National Conference on " Innovative Computing Technologies"	Arulanandar College, Karumatur	22.02.2018	Presented	A Multi Biometric Structure – Finger, Iris, Fuzzy Fusion
23.	International Conference on "New Horizon in IT"	Senthamarai College Of Arts & Science	24.02.2018	Presented	Software Testing Against Web Application Testing
24.	E-Content Development Webinar	Government of Maharashtra's Rajaram College, Kolhapur	10.04. 2020	Participated	-
25.	"An Effective Research Paper Writing Skills"	Bhagwan Mahavir College of Commerce and Management Studies, Surat Gujarat	13.04.2020 – 16.04. 2020	Participated	–

26.	"Intellectual Property for Business"	British Library	22.04. 2020	Participated	–
27.	"Consent & Data"	Balaji Institute of Technology & science, Narsampet, Warangal	20.04. 2020	Participated	–
28.	The Art of Writing Research Papers	Chennai Institute of Technology, Chennai	29.04.2020	Participated	–
29.	Challenges in Integrating Nano Sensors to IoT platform	Chennai Institute of Technology, Chennai	04.05. 2020	Participated	–
30.	Hangout with Successful Startups	Chennai Institute of Technology, Chennai	04.05.2020	Participated	–
31.	Complexity, Chaos and Coping in Real Life	PP Savani University, Surat	02.05.2020	Participated	–
32.	Recent Trends in Computer Science	St. Joseph's College, Tiruchirappalli	24.04.2020 & 25.04. 2020	Participated	–
33.	Online Workshop on Recent Advances in Science and Technology of Concrete	Indian Institute of Technology Madras, Chennai	02.05.2020	Participated	–
34.	How are words added to the dictionary?	PP Savani University, Surat	01.05. 2020	Participated	–
35.	Creation of Basic E-content, Animated E-Content, Stop motion Animation, Editing E-Content, Creating Interactive E-Content and Uploading the E-Content on the Web	Universal teachers Academy, Puducherry	21.04.2020 -30.04.2020	Participated	–
36.	Research Challenges in Data Mining	Chennai Institute of Technology, Chennai	06.05. 2020	Participated	–
37.	IELTS made easy	PP Savani University, Surat	03.05. 2020	Participated	–
38.	Essential information for Educated community on Prophylaxis for COVID-19 high risk	Chennai Institute of Technology, Chennai	09.05. 2020	Participated	–
39.	Artificial Intelligence	M.G.R Educational and Research Institute, Deemed to be university, chennai	26.04. 2020	Participated	–
40.	Value Investing- key to create Long term wealth	St. Andrew's College of Arts, Science and Commerce	13.05. 2020	Participated	–
41.	Unleashing Machine Learning and Cloud Computing	Holy Cross college, Trichy	09.05. 2020	Participated	–

42.	How the teacher should be ready to handle post pandemic challenges	Chennai Institute of Technology, Chennai	05.05. 2020	Participated	–
43.	Two days webinar on Computing Paradigms	Don Bosco College(Co-Ed), Yelagiri Hills	21.05.2020 & 22.05 2020	Participated	–
44.	Introduction to Animation, Creation of Animated objects and characters, Creation of Interactive Animation and evaluation	Universal teachers Academy, Puducherry	14.05.2020 -18.04.2020	Participated	–
45.	UGC NET Exam Tricks & Tips: Preparation Strategy	Professor Academy	18.05.2020 -20.05.2020	Participated	–
46.	Future of Entrepreneurship and Employment Opportunities	Nehru Institute of Technology, Coimbatore	13.05.2020 -15.05.2020	Participated	–
47.	Challenges and Possible Solutions in Ad-hoc Networks	Miracle Educational Society Group of Institution,	15.05. 2020	Participated	–
48.	Modern Teaching Techniques	Dr. Zakir Husain College, Ilayangudi	17.05. 2020	Participated	–
49.	Vichintana Webinar Series 2020	Sree Ayyappa College, Kerela	09.05.2020 -15.05.2020	Participated	–
50.	AI Applications and its trends in transforming Business	RBVRR Women's College	14.05. 2020	Participated	–
51.	Introduction to image quality measures	Chennai Institute of Technology, Chennai	13.05. 2020	Participated	–
52.	Mindset and Milestones Ahead of Students community after covid-19	K.L.N College of Engineering, Pottapalayam,	20.05. 2020	Participated	–
53.	International Conference on Innovative Technical Advances in Disaster Management	Adi Shankara Institute of Engineering and Technology	15.07.2020 - 16.07. 2020	Participated	–
54.	Successful Research Papers: From Concept to Submission	Kakatiya Institute of Technology and Science, Warangal	13.07.2020	Participated	–
55.	Global Service Learning - 2020	Fatima College, Maduari	29.07.2020 - 02.08.2020	Participated	–
56.	Data Visualization using R	Lady Doak College, Madurai	15.05.2020 & 16.05. 2020	Participated	–
57.	Global Congress on sustainability for growth and development – 2020	Nilai University, Malaysia	18.07. 2020	Presented	Comparison of Association Rule Mining Algorithms in Data Mining: A Survey

58.	Celebrating Womanhood in Challenging times	Fatima College, Madurai	26.06. 2020	Participated	–
59.	2nd International Conference on Innovative Trends in Science and Technology	Sarabhai Institute of Science and Technology, Kerala	15.04. 2020	Participated	–

4. Guest Lecture Delivered

S. No.	Title	Organization	Date
1.	Algorithms Of Water Jug Problems In Artificial Intelligence	N.M.S.S.V.N. College, Madurai	08.08.2015
2.	Artificial Intelligence	Arul Anandar College, Karumathur	18.08.2016
3.	Cyber Awareness Programme for Cluster College Students	Sermathai Vasan College of Arts and Science, Madurai	25.02.2020

➢ ARTICLES PUBLISHED IN JOURNALS/BOOKS

S. No.	Journal/Book Name	Title of the Article	Month / Year	Vol. No.	Issue No.	Page No.	ISBN/ ISSN	Publisher
1.	International Journal of Computer Applications	An Alternative Arithmetic Approach To The Water Jugs Problem	March 2014	-	-	0975 – 8887	ISBN : 973-93-80884-07-3	IJCA
2.	Computing and Communication Technologies (WCCCT)	An Algorithm Arithmetic Approach To The Water Jugs Problem	March 2014	-	-		ISBN : 978-1-5090-5574-6	IEEE EXPLORER DOI: 10.1109/WCCCT.2016.59
3.	International Journal Of Emerging Trends & Technology In Computer Science (IJETTCS)	Mafia And FP-Growth To Detect Cardiovascular Problem	June 2018	7	3		ISSN 2278-6856	IJETTCS
4.	Asian Journal of Computer Science and Technology	An Enhanced Approach to Mine Maximal Frequent Itemset using Maximal Frequent Itemset Prima Algorithm (MFIPA)	March 2019	8	2	9 - 12	ISSN: 2249-0701	The Research Publication
5.	International Journal of Research and Analytical Reviews	Drift Based Advanced Concept Very Fast Decision Tree Algorithm	June 2019	6	2		E-ISSN: 2348-1269,P-ISSN 2349-5138	IJRAR

NAME : S. JEBAPRIYA
POSITION : ASSISTANT PROFESSOR
DATE OF BIRTH : 25.08.1982
UNIQUE ID : 1-1455240375

1. QUALIFICATION

S. NO.	DEGREE / DIPLOMA / CERTIFICATE	DISCIPLINE	NAME OF THE INSTITUTION	YEAR OF PASSING
1.	UG	COMPUTER SCIENCE	G.V.N. COLLEGE, KOVILPATTI	1999 - 2002
2.	PG	MCA	S. F.R. COLLEGE, SIVAKASI	2002 - 2005
3.	M.PHIL.	COMPUTER SCIENCE	MADURAI KAMARAJ UNIVERSITY, MADUIRAI	2008 - 2009

➢ WORK EXPERIENCE

2. TEACHING EXPERIENCE

S. NO.	INSTITUTION	FROM – TO
1.	SRI KALISWARI COLLEGE, SIVAKASI	2007 – 2008
2.	ASSISTANT PROFESSOR, FATIMA COLLEGE, MADURAI	2008 – 2010
3.	ASSISTANT PROFESSOR, FATIMA COLLEGE, MADURAI	2011 – TILL DATE

➢ AREAS OF SPECIALIZATION

- C
- C++
- VB , VC++
- DATA STRUCTURE
- RDBMS
- JAVA
- PYTHON
- CYBER FORENSICS

➢ **OTHERS**

3. Orientation/Refresher/Training Programmes/FDP Attended

S. No.	Programmes	Theme	Organized by	Date
1.	Training programme	out bound pre placement training	Indian Institute of Training and Development	18.01.2013 & 19.01.2013
2.	Faculty Development Programme	Android Applications	PG Department of Computer Applications	23.11.2013
3.	Out-Bound Training Programme	Psycho Spiritual Integration	Anugraha, Dindigul	05.02.2014 - 06.02.2014
4.	Faculty Development Programme	Digital Image Processing – Image J	UG Department of Computer Applications & IT	07.03.2014
5.	Internship	Software Testing Tools	Eminent Technologies, Madurai	15.12.2014 - 19.12.2014
6.	Internship	Software Engineering and Quality assurance	Tandem Infotech, Madurai	15.12.2015 - 18.12.2015
7.	Internship	Android Databases, Android Testing	Bluegenie Technologies, Madurai	18.12.2016- 21.12.2016
8.	Internship	Android Databases, Android Testing	Tandem Infotech, Madurai	11.12.2017- 14.12.2017
9.	Internship	IOT Using Raspberry PI	Pantech ProEd Pvt. Ltd., Madurai	17-12-2018 – 19-12-2018
10.	Faculty Development Programme	NATIONAL LEVEL ONLINE FDP ON "EFFECTIVE USAGE OF ICT TOOLS FOR E-CONTENT PREPARATION"	Jayaraj Annapackiam College for Women, Periyakulam	27.04.2020 – 02.05.2020
11.	Faculty Development Programme	PYTHON 3.4.3	Deppartment of Computer Applications, Sri GVG Visalakshi College for Women, Udumalpet	01.05.2020 - 05.05.2020
12.	Faculty Development Programme	Importance of Patents & Copyrights in Higher Educational Institutions (HEIs)	IPR cell & IQAC, Rathnavel Subramanian College of Arts & Science, Coimbatore	02.05.2020
13.	Faculty Development Programme	HOW TO DEVELOP E-CONTENT AND AUTO - GENERATE E-CERTIFICATE USING GOOGLE FORMS	Nandha Arts & Science College, Erode	07.05.2020
14.	Faculty Development Programme	TWO DAYS ONLINE FDP COURSE ON "MOTIVATIONAL SPEECH"	PSGR Krishnammal College for Women, Coimbatore	08.05.2020 & 09.05.2020

15.	Faculty Development Programme	EFFECTIVE RESEARCH AND PROPOSAL WRITING	Sri Adi Chunchanagiri Women's College, Cumbum	13.05.2020
16.	Faculty Development Programme	NATIONAL LEVEL ONLINE FDP ON "SOFTWARE PROJECT MANAGEMENT USING AI"	Department of Computer Science, The American College, Madurai	14.05.2020 & 15.05.2020
17.	Faculty Development Programme	NATIONAL LEVEL ONLINE FDP ON "E-LEARNING TOOLS"	Department of Computer Science, The American College, Madurai	16.05.2020 & 17-05-2020
18.	Faculty Development Programme	Techniques in Enhancing Teaching & Learning Skills	IQAC, Idhaya College For Women, Kumbakonam	15.06.2020 – 19.06.2020
19.	Faculty Development Programme	New Directions and Dimensions in Higher Education	IQAC, Arulmigu Palaniandavar Arts College for Women, Dindugul	09.06.2020 – 15-06-2020
20.	Faculty Development Programme	Artificial Intelligence	Department of Computer science & Engineering, lendi Institute of Engineering & Technology, Kakinada	22-05-2020 – 26-05-2020

4. National/International Seminar, Workshop, Conference & Symposium

S. No.	Programmes	Organized by	Date	Participated / Presented	Title of the Paper
1.	X PASO 2004 – National level Technical Symposium	St. Xavier's College, Palaymkottai.	10.09.2004	Participated	-
2.	Seminar on "Algorithm and Fuzzy Set Theory and its applications"	The Standard Fireworks Rajarathnam College for Women, Sivakasi	28.09.2004	Participated	-
3.	Two-Day Workshop on "Digital Image Processing"	Kamaraj College of Engineering	24.01.2008 & 25.01.2008	Participated	-
4.	Seminar on "Digital Image Processing"	Sri Kaliswari College, Sivakasi	07.02.2008	Presented	Digital Image Processing
5.	Two Day Workshop on "Visual Programming"	KLN College of Engineering	24.07.2009 & 25.07.2009	Participated	-
6.	Workshop on "Understanding and handling stress"	Topkids	10.09.2009	Participated	-
7.	Seminar on "Communication Networks and Computing"	Karpagam University, coimbatore	08.02.2013	Presented	Network and Information Security in OSI Model
8.	National Conference on "Computer Science	Mepco schlenk engineering college,	05.03.2014	Presented	Palm Prints Recognition &

	& Applications"	sivakasi			Deployment
9.	International Conference on Intelligent Computing Applications	Bharathiar University, Coimbatore	06.03.2014 & 07.03.2014	Presented	Automatic Identification and Detection of Altered Fingerprints
10.	National Conference on "Computing & Communication Engineering"	Agni College of Technology, Chennai	28.03.2014	Presented	Secured Way To Preserve Image Quality Using Watermarking
11.	National Conference on "Innovations in Information & Communication Technology"	PSG College of Technology, Coimbatore	25.04.2014 & 26.04.2014	Presented	Off-line Signature Recognition and Verification
12.	International Conference on "Big Data Analysis and Distributed Systems"	Dept of Computer Science, Periyar University college of Arts and Science, Pennagaram	12.09.2014	Presented	Multi Biometrics and Two-Tiers
13.	International Conference on "Big Data Analysis and Distributed Systems"	Dept of Computer Science, Periyar University college of Arts and Science, Pennagaram	12.09.2014	Presented	Comparitive Cram on a fusion of Edge Detection Techniques
14.	International Conference on "Big Data Analysis and Distributed Systems"	Dept of Computer Science, Periyar University college of Arts and Science, Pennagaram	12.09.2014	Presented	A Comparitive Study on Software Engineering and Web Engineering
15.	International Conference on "Advanced IT Engineering And Management [SACAIM 2014]"	Dept of Computer Science, St. Aloysius College, Mangalore	14.10.2014 & 15.10.2014	Presented	A Genteel Requirement Engineering for Web Applications
16.	State Level Workshop on "MAT LAB"	Dept. of Maths, Fatima College, Madurai	21.01.2015	Participated	-
17.	National Seminar on "Recent trends in Web Technologies"	Madurai Sivakasi Nadar Pioneer Meenakshi Women's College, Poovanthi	20.02.2015	Presented	Remote Sensing Image Processing
18.	National Conference on "Bigdata Conference 15"	Dept. of Computer Science, Rathinam College of Arts & Science, Coimbatore	19.09.2015	Presented	Steganography Based security
19.	Workshop on "All About Cloud Computing"	Tandem InfoTech, Anna Nagar, Madurai	20.09.2015	Participated	-
20.	International Conference on "Application Fabrics"	Dept. of Information Technology, Madurai Sivakasi Nadars Pioneer Meenakshi Women's	23.12.2015	Presented	Image Processing and Remote Intelligence

		College, Poovanthi			
21.	National Workshop on "MATLAB"	Dept. of Computer Science, M.V. Muthiah Government Arts College for Women, Dindigul.	25.02.2016	Participated	-
22.	National Conference on "Recent Trends in IT Technologies"	Mangayarkarasi College of Arts & Science	27.08.2016	Presented	Attacks and Defenses Network Security
23.	Workshop on "Intellectual Property Rights"	Research Cell, Fatima College, Madurai	10.12.2016	Participated	-
24.	National Conference on "Future Research Perspectives in Computer Science and Information Technology	Arul Anandar College, Karumathur	21.02.2017 22.02.2017	Presented	A Cram on Image Compression Schemes
25.	International Multidisciplinary Conference on "Information Science, Management Research and Social Sciences	Alpha Arts and Science College, Porur, Chennai	24.02.2017	Presented	Biometric Security System Traits
26.	National Conference on " Recent Perspectives On IOT & Bigdata"	Nadar Saraswathi College, Theni	09.02.2018, 10.02.2018	Presented	Enhanced Technique For Brain Tumour Revealing Using Segmentation
25.	National Conference on " Innovative Computing Technologies"	Arulanandar College, Karumatur	22.02.2018	Presented	Cyber Security In E-Governance Using Cyber Crime Technologies
26.	International Conference on "New Horizon in IT"	Senthamarai College Of Arts & Science	24.02.2018	Presented	Recoup & Reclaim E-Waste: An Innovative Incision
27.	National Seminar on "Cyber crimes and Security Issues in Digital World"	MAdurai Kamaraj University	26.02.2018	Participated	-
28.	International Conference on "New Frontiers in Mathematics and Computing" – ICNFMC 2019	Lady Doak College, MAdurai	18.02.2019 & 19.02.2019	Presented	An Improvised Spatial-temporal algorithm for multi-target tracking
29.	E-Content Development Webinar	Government of Maharashtra's Rajaram College, Kolhapur	10.04.2020	Participated	-
30.	Webinar on "Technology for	ICT Academy, Skycampus	08.04.2020, 10.04.2020,	Participated	-

	FUTURE”		11.04.2020, 13.04.2020 – 17.04.2020		
31.	FOUR DAYS WEBINAR ON “ AN EFFECTIVE RESEARCH PAPER WRITING SKILLS”	BHAGAWAN MAHAVIR UNIVERSITY, GUJJARAT	13.04.2020 – 16.04.2020	PARTICIPATED	-
32.	4 DAYS COURSE ON “USE OF STATISTICAL TOOLS & TECHNIQUES FOR SOCIAL SCIENCE RESEARCH”	DEVANGERE UNIVERSITY, DAVANGERE.	20.04.20200 - 23.04.2020	PARTICIPATED	-
33.	INTERNATIONAL WEBINAR ON “THE IMPACT OF RESEARCH DATA AND METRICS”	SKYLINE UNIVERSITY COLLEGE, SHARJAH	21-04-2020	PARTICIPATED	-
34.	10 DAYS FREE ONLINE WORKSHOP FOR TEACHERS	UNIVERSAL TEACHERS ACADEMY, PUDUCHERRY	21.-4.2020 – 30.04.2020	PARTICIPATED `	-
35.	WEBINAR ON “THE ART OF WRITING RESEARCH PAPERS”	CHENNAI INSTITUTE OF TECHNOLOGY, CHENNAI	29.04.20200	PARTICIPATED	-
36.	INTERNATIONAL WEBINAR ON “HOW ARE WORDS ADDED TO THE DICTIONARY?”	P P SAVANI UNIVERSITY, SURAT	01.05. 2020	PARTICIPATED	-
37.	INTERNATIONAL WEBINAR ON “IELTS MADE EASY”	P P SAVANI UNIVERSITY, SURAT	03.05. 2020	PARTICIPATED	-
38.	WEBINAR ON “DOCUMENTATION USING LATEX”	ARASU COLLEGE OF ARTS & SCIENCE FOR WOMEN, KARUR	04.05. 2020	PARTICIPATED	-
39.	WEBINAR ON “HANGOUT WITH SUCCESSFUL START UPS”	CHENNAI INSTITUTE OF TECHNOLOGY, CHENNAI	05.05. 2020	PARTICIPATED	-
40.	WEBINAR ON “RESEARCH CHALLENGES IN DATA MINING”	CHENNAI INSTITUTE OF TECHNOLOGY, CHENNAI	06.05. 2020	PARTICIPATED	-
41.	WEBINAR ON “CLASSROOM ENGLISH”	ARASU WOMEN’S COLLEGE (ARTS, SCIENCE & B.ED), KARUR	08.05. 2020	PARTICIPATED	-
42.	WEBINAR ON “ SOLID WASTE MANAGEMENT”	MAHENDRA COLLEGE OF ENGINEERING, SALEM	09.05.2020	PARTICIPATED	
43.	WEBINAR ON “ESSENTIAL INFORMATION FOR EDUCATED COMMUNITY ON PROPHYLAXSIS FOR COVID-19 HIGH RISK”	CHENNAI INSTITUTE OF TECHNOLOGY, CHENNAI	09.05.2020	PARTICIPATED	-
44.	WEBINAR ON LIFE SKILL DEVELOPMENT”	IDHAYA COLLEGE FOR WOMEN, KUMBAKONAM	11.05.2020	PARTICIPATED	-
45.	WEBINAR ON “ASSESSMENT AND EVALUATION IN	G.T.N. ARTS COLLEGE (AUTONOMOUS), DINDIGUL	11.05.2020	PARTICIPATED	-

	Outcome Based Education"				
46.	Webinar Series on " Teaching Learning Tools for the Digital Era"	Sri Ramakrishna College of Arts & Sceince for Women,	11.05.2020 – 16.05.2020	Participated	-
47.	Webinar on "How the Teachers should be ready to handle post pandemic challenges"	Chennai Institute of Technology, Chennai	12.05.2020	Participated	-
48.	National Level Webinar On "Value Investing - Key to Create Long Term Wealth "	St. Andrew's College of Arts, Science and Commerce, Mumbai	13.05.2020	Participated	-
49.	Webinar on "Good Teacher to Great Teacher"	ICTACADEMY, Skycampus	14.05. 2020	Participated	-
50.	5 Days Online Workshop For Teachers	Universal Teachers Academy, Puducherry	14.05.2020 – 18.05.2020	Participated	-
51.	Online Workshop on " Data Visualization using R"	Department of Computer Science, Lady Doak College, MAdurai	15.-5.2020& 16.05.2020	Participated	-
52.	Webinar on "Introduction to Digital Transformation"	S.A. Engineering College, Chennai	23.05. 2020	Participated	-

5. Courses taught at certificate

1	SLET	Computer Science	Mother Teresa Womens University, Kodaikanal	2016
2	Certificate	"Intermediate Skills In Software Testing with Visual Studio 2013"	Microsoft Certification	2015
3	Certificate	"PROGRAMMING IN JAVA"	Microsoft Certification	2018

NAME : B. USHA
POSITION : ASSISTANT PROFESSOR
DATE OF BIRTH : 29.03.1974
UNIQUE ID : 1-1455240375

1. QUALIFICATION

S. NO.	DEGREE / DIPLOMA / CERTIFICATE	DISCIPLINE	NAME OF THE INSTITUTION	YEAR OF PASSING
1.	UG	COMPUTER SCIENCE	SHARADHA COLLEGE, TRINELVELI	1994
2.	PG	COMPUTER SCIENCE	MK UNIVERSITY, MADURAI	1998
3.	M.PHIL.	COMPUTER SCIENCE	MK UNIVERSITY, MADURAI	2006
4.	M.TECH.	COMPUTER SCIENCE	MS UNIVERSITY, MADURAI	2012

➢ WORK EXPERIENCE

2. TEACHING EXPERIENCE

S. NO.	INSTITUTION	FROM – TO
1.	MOTHER TERESA WOMENS UNIVERSITY	JUNE 2004 – NOV. 2006
2.	MANNAR COLLEGE, MADURAI	JUNE 2008 – NOV. 2009
3.	MADURA COLLEGE, MADURAI	JUNE 2010 – APR. 2012
4.	ASSISTANT PROFESSOR, FATIMA COLLEGE, MADURAI	JUNE 2012 – TILL DATE

➢ AREAS OF SPECIALIZATION

- NETWORKING
- JAVA PROGRAMMING
- MOBILE COMMUNICATION & ANDROID APPS

➢ OTHERS

1. POSITION HELD OUTSIDE

S. NO.	NAME OF THE INSTITUTION	NAME OF THE POSITION	DURATION
1.	THASSIM BEEVI COLLEGE FOR WOMEN, KILAKKARAI	QUESTION PAPER SETTER	2014 – TILL DATE
2.	LADY DOAK COLLEGE, MADURAI	QUESTION PAPER SETTER	2015 - 2016

3.	Madura College, Madurai	External Examiner	2015 - 2016
4.	Jamal Mohammed College, Trichy	Question Paper Setter	2016 - Till Date
5.	arul anandar college, karumathur	Question Paper Setter	2016-2017 – TILL DATE
5.	sankara college, kancheepuram	Question Paper Setter	2017-2018

2. Orientation/Refresher/Training Programmes/FDP Attended

S. No.	Programmes	Theme	Organized by	Date
1.	Training Programme	Out Bound Pre Placement Training	Indian Institute of Training and Development, Vadipatti	18.01.2013 & 19.01.2013
2.	FDP	Android Applications	PG Department of Computer Applications, Fatima College, Madurai	23.11.2013
3.	FDP	Digital Image Processing – Image J	UG Department of Computer Applications & IT, Fatima College, Madurai	07.03.2014
4.	Internship	Software Testing Tools	Eminent Technologies, Madurai	20.01.2015 - 24.01.2015
5.	Internship	Web Technologies Using PHP	VELS Technologies, Madurai	08.12.2015 - 11.12.2015
6.	Internship	Android Databases, Android Testing	Bluegenie Technologies, Madurai	05.12.2016 - 08.12.2016
7.	Internship	SDLC, Software Testing	Tandem Infotech, Madurai	18.12.2017 – 21.12 2017
8.	internship	internet of things	pantech solutions pvt. ltd, madurai	
9.	fdp	Effective Research and Proposal Writing	Sri Adi Chunchanagiri Women's College	May. 13, 2020
10.	Training Programme	Python 3.4.3	Spoken Tutorial Project, IIT Bombay	January 2020 Semester
11.	FDP	Python 3.4.3	Madurai Sivakasi Nadars Pioneer Meenakshi Women's College	May. 11, 2020 – May. 15, 2020
12.	FDP – One Week	IoT for Emerging Applications	Kalkatiya Institute of Technology & Science & Cloud Chip	May.10, 2020 – May.14, 2020
13.	FDP	Sky Campus Season 2 – Leading in a VUCA World	ICT Academy	Apr. 20 – Apr24, 2020
14.	FDP	Sky Campus Season 4 – The Future of Education, Employment & Entrepreneurship	ICT Academy	May.4 – May. 8,2020
15.	FDP	Sky Campus Season 5 – The Future of Skills	ICT Academy	May.11 – May. 15, 2020
16.	FDP	Sky Campus Season 6 – Future Tech 2020	ICT Academy	May. 18 – May. 22,

				2020

3. National/International Seminar, Workshop, Conference & Symposium

S. No.	Programmes	Organized by	Date	Participated / Presented	Title of the Paper
1.	National Conference on "Intelligence Computation"	Arasu Engineering College, Kumbakonam	05.02.2012	Presented	E-Learning Using Semantic Web Mining Techniques
2.	National Seminar on "contemporary progress in cyberspace"	Fatima College, Madurai	Sep. 2011	Presented	TCP Congestion Control Techniques
3.	National Conference on "Emerging Trends In Global Business"	RVS COLLEGE OF ENGINEERING, DINDIGUL.	15.09.2012	Presented	Enforcing Security In An Inter Cloud Environment Using Hierarchical Key Generation Algorithms
4.	International Conference on "Impact of Global Crisis in Indian Business"	Annai Mathammal Sheela Engineering College	14.09.2012	Presented	Emerging Trends In Business With Cloud Computing – An Analytic Approach
5.	National Seminar on "Communication Networks And Computing"	Karpagam University, Coimbatore	08.02.2013	Presented	Authentication Using Graphical Passwords Using Mobile Ad Hoc Networks
6.	UGC sponsored National Seminar on "Digital Media Processing"	Mount Carmel College, Bangalore	26.09.2013 & 27.09.2013	Presented	A Symmetric Key Algorithm For Data Security Enhancement
7.	International Conference on "Advanced Computing control Systems, Machines and Embedded Technology"	JKKN College of Engineering & Technology, Namakkal	07.03.2014 & 08.03.2014	Presented	A Survey on The Attacks Made on Graphical Password Authentication Schemes
8.	Fourth National Conference On Computer Science And Applications(NCCSA'14)	Mepco schlenk Engineering college, Sivakasi	05.03.2014	Presented	Security Challenges and Measures in Cloud Computing
9.	International Conference on Big Data Analysis And Distributed Systems	Periyar University college of Arts and Science, Pennagaram	12.09.2014	Presented	A Study on The Approaches Towards Interoperable Clouds
10.	National Seminar on "Recent trends in Web Technologies"	Madurai Sivakasi Nadar Pioneer Meenakshi Women's College, Poovanthi	20.02.2015	Presented	A research on the challenges pertaining to mobile cloud computing
11.	UGC Supported two days national level workshop on "data science best practices using amazon cloud and hadoop big data technology"	KLN College of Information Technology, Madurai.	13.08.2015 & 14.08.2015	Participated	-

12.	National conference on “application fabrics”	Madurai Sivakasi Nadar Pioneer Meenakshi Women’s College, Poovanthi	23.12.2015	Presented	Resource Management decision making in Cloud Computing using operations research
13.	National Conference on “Recent Trends in IT Technologies"	Mangayarkarasi College of Arts & Science, Madurai	27.08.2016	Presented	Priority Based Dynamic Resource Allocation in Cloud Computing – A Survey
14.	State Level Workshop on "Intellectual Property Rights"	Research cell, Fatima College, Madurai	10.12.2016	Participated	-
15.	National Conference on “Future Research Perspectives in Computer Science and Information Technology	Arul Anandar College, Karumathur	21.02.2017 & 22.02.2017	Presented	Gait Analysis Techniques – A Survey
16.	International Multidisciplinary Conference on “Information Science, Management Research and Social Sciences	Alpha Arts and Science College, Porur, Chennai	24.02.2017	Presented	A Study on Gait Biometric Approaches
17.	National Conference on “ Recent Perspectives On IOT & Bigdata”	Nadar Saraswathi College, Theni	09.02.2018, 10.02.2018	Presented	An Overview On Challenges And Security Issues In Iot
18.	National Conference on “ Innovative Computing Technologies”	Arulanandar College, Karumatur	22.02.2018	Presented	Iot And Big Data – The Amalgamation
19.	International Conference on “New Horizon in IT”	Senthamarai College Of Arts & Science	24.02.2018	Presented	Wireless Protocols And Light Weight Authentication
20.	NATIONAL WEBINAR on “An Effective Research Paper Writing Skills	Bhagwan Mahavir University	Apr.13 - Apr.16, 2020	PARTICIPATED	
21.	NATIONAL WEBINAR on “Artificial Intelligence”	Dr. M.G.R. Educational & Research Institute	Apr. 26,2020	PARTICIPATED	
22.	NATIONAL WEBINAR on “The Art of Writing Research Papers”	Chennai Institute of Technology	Apr. 29, 2020	PARTICIPATED	
23.	NATIONAL WEBINAR on “The Power of a Teacher”	ICT Academy	May. 04, 2020	PARTICIPATED	
24.	NATIONAL WEBINAR on “Good Teacher to Great Teacher”	ICT Academy	May. 14, 2020	PARTICIPATED	
25.	NATIONAL WEBINAR on “IoT based Solution to Fight COVID 19”	Chennai Institute of Technology	May 23, 2020	PARTICIPATED	
26.	NATIONAL WEBINAR on “Digital Learning - Adopted by Chance, Lets Adopt by Choice”	Chennai Institute of Technology	May.9 & May. 16, 2020	PARTICIPATED	
27.	NATIONAL WEBINAR on “Resetting Minds in	Fatima College	June.22,2020	PARTICIPATED	

	Upsetting Times"				
28.	NATIONAL WEBINAR on "Research Ethics"	Sri Meenakshi Govt. College For Women	July.30, 2020	PARTICIPATED	
29.	state level workshop on "E-content Creation"	Universal Teachers Academy	Apr.21,2020 – Apr. 30, 2020	PARTICIPATED	
30.	national online workshop on "Data Visualization using R"	Lady Doak College	May. 15 & 16, 2020	PARTICIPATED	
31.	international workshop on "Real Time Cognitive Services on Azure Cloud"	Parvathy's Arts & Science College	10, 2020 – June 12, 2020	PARTICIPATED	

4. Guest Lecture Delivered

S. No.	Title	Organization	Date
1.	Smartphone & Android – An Insight	Madurai Sivakasi Nadar Pioneer Meenakshi Women's College	30.07.2014
2.	Biometric Authentication And Its Applications	Madurai Sivakasi Nadars Poineer Meenakshi Womens College, Poovanthi	28.12.2016

5. Courses taught at certificate

1	SLET	Computer Science	Mother Teresa Womens University, Kodaikanal	2016
2	Certificate	"Intermediate Skills In Software Testing with Visual Studio 2013"	Microsoft Certification	2015
3	certificate	"programming in java"	microsoft certification	2018

NAME : P. NANCY VINCENTINA MARY
POSITION : ASSISTANT PROFESSOR
DATE OF BIRTH : 22.07.1984
UNIQUE ID :1-7416075120

1. QUALIFICATION

S. NO.	DEGREE / DIPLOMA / CERTIFICATE	DISCIPLINE	NAME OF THE INSTITUTION	YEAR OF PASSING
1.	UG	COMPUTER SCIENCE	FATIMA COLLEGE (AUTONOMOUS), MADURAI	2005
2.	PG	MCA	FATIMA COLLEGE (AUTONOMOUS), MADURAI	2008
3.	M.PHIL.	COMPUTER SCIENCE	PRIEST UNIVERSITY, THANJAVUR	2009

➢ WORK EXPERIENCE

2. TEACHING EXPERIENCE

S. NO.	INSTITUTION	FROM – TO (PERIOD)
1.	ASSISTANT PROFESSOR, FATIMA COLLEGE, MADURAI	2009 - TILL DATE

➢ AREAS OF SPECIALIZATION

- JAVA
- DATA MINING
- AI

➢ OTHERS

3. ORIENTATION/REFRESHER/TRAINING PROGRAMMES/FDP ATTENDED

S. NO.	PROGRAMME	THEME	ORGANIZED BY	DATE
1.	FDP	ANDROID APPLICATIONS	PG DEPARTMENT OF COMPUTER APPLICATIONS	23.11.2013
2.	FDP	DIGITAL IMAGE PROCESSING – IMAGE J	UG DEPARTMENT OF COMPUTER APPLICATIONS & IT	07.03.2014
3.	TEQIP SPONSORED FDP	NETWORK SECURITY TOOLS	DEPT. OF CSE, THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	SEP. 02 & 03, 2016

4.	NATIONAL LEVEL ONLINE FDP	E-CONTENT DEVELOPENT USING MULTIMEDIA TOOLS	UNIVERSAL TEACHERS ACADEMY	8.5.2020 TO 12.5.20
5.	FDP	NEW NORMAL PEDAGOGICAL TOOLS FOR ONLINE TEACHING	IQAC,FATIMA COLLEGE	11.5.2020 & 12.5.2020
6.	FDP	PYTHON 3.4.3	MADURAI SIVAKASI NADARS PIONEER MEENAKSHI WOMEN'S COLLEGE	11.5.2020 TO 15.5.2020

4. National/International/State/Regional etc..... Seminar, Workshop, Conference, Symposium etc.....

S. No	Programme & Theme	Organized By	Date	Participated/ Presented	Title Of The Paper
1.	National Level Seminar on "Indian Service Sector"	Sivakasi Nadar Pioneermeenakshi Women College, Poovanthi	Feb. 26, 2010	Presented	Data Synchronization in Mobile Computing
2.	National Level Seminar on "Contemporary Progress in Cyberspace"	Dept. of Information Technology, Fatima College, Madurai	Feb. 17, 2012	Presented	Grid Computing
3.	National Conference on "Computational Intelligence Ncci'12"	PG Dept. of Computer Applications & It	Sep. 22, 2012	Presented	Dynamic Cell Planning Problem in Mobile Communication
4.	International Seminar on "Contemporary Issues And Challenges of Indian Business in Global Scenario"	Jamal Mohamed College, Trichy	Feb. 13 & 14, 2013	Presented	Secure Electronic Transaction
5.	Workshop on "Android Application Development"	Dept. of Computer Application, Fatima College, Madurai	Nov. 23, 2013	Participated	-
6.	Workshop on "Image Processing with Image J and Research Opportunities in Digital Image Analysis"	Dept. of It, Fatima College, Madurai	Mar. 07, 2014	Participated	-
7.	Two Day International Conference on "Social Media For Service Sector"	Dept. of MCA, Fatima College, Madurai	Aug. 20 & 21, 2014	Presented	Neural Computations Underlying Dynamic Decision Making
8.	International Conference on "Managing Disaster-A strategic perspective"	Dept. of MBA & PG IT, Fatima College, Madurai	Sep. 29 & 30, 2016	Presented	Big Data Mining Using Map Reduce
9.	Workshop on "Tools And Techniques For Semantic And Image Analysis"	Dept. of IT, Madurai Sivakasi Nadars Pioneer Meenakshi Womens College, Poovanthi	Sep. 23, 2016	Participated	-
10.	One day National Seminar on "Corporate Governance and Shareholders Value"	Research Dept. of Commerce (CA), Mahendra Arts & Science College, Tiruchengode	Mar. 25, 2017	Presented	Big Data Analysis and Its Uses in E-Governance
11.	STAE LEVEL WEBINAR ON Essential Information for Educated Community on Prophylaxis for Covid-19 High Risk	Chennai Institute of Technology	May 09, 2020	Participated	-

12.	STAE LEVEL WEBINAR ON REAL LIFE APPLICATIONS OF MECHATRONICS	CHENNAI INSTITUTE OF TECHNOLOGY	MAY 09, 2020	PARTICIPATED	-
13.	STAE LEVEL WEBINAR ON INDUSTRY 4.0	CHENNAI INSTITUTE OF TECHNOLOGY	MAY 15, 2020	PARTICIPATED	-
14.	STAE LEVEL WEBINAR ON COMPUTER VISION OVERVIEW	CHENNAI INSTITUTE OF TECHNOLOGY	MAY 16, 2020	PARTICIPATED	-
15.	STAE LEVEL WEBINAR ON ENJOYABLE & ENGAGING TOOLS TO LEARN CODING	CHENNAI INSTITUTE OF TECHNOLOGY	MAY 19, 2020	PARTICIPATED	-
16.	STAE LEVEL WEBINAR ON ARTIFICIAL INTELLIGENCE	DEPT OF COMPUTER SCIENCE AND ENGINEERING OF DR.M.G.R.EDUCATIONAL AND RESEARCH INSTITUTE,DEEMED TO BE UNIVERSITY,CHENNAI	APRIL 26,2020	PARTICIPATED	-
17.	STAE LEVEL WEBINAR ON FUTURE TECH 2020-5G AS AN ENABLER IN DIGITAL TRANSFORMATION	ICT ACADEMY	MAY 18, 2020	PARTICIPATED	-
18.	STAE LEVEL WEBINAR ON POWER OF TEACHER	ICT ACADEMY	MAY 04, 2020	PARTICIPATED	-
19.	STAE LEVEL WEBINAR ON INNOVATIVE ONLINE PEDAGOGIES-TEACHING 2.0	ENTERCON	JULY 19, 2020	PARTICIPATED	-
20.	STAE LEVEL WEBINAR ON DATA VISUALIZATION USING R	DEPT OF COMPUTER SCIENCE, LADY DOAK COLLEGE, MADURAI.	MAY 15&16, 2020	PARTICIPATED	-
21.	NATIONAL CONFERENCE ON ADVANCES IN COMPUTING TECHNOLOGY	DEPT OF COMPUTER SCIENCE, BHARATH INSTITUTEOF SCIENCE AND TECHNOLOGY,CHENNAI	JAN 08, 2021	PRESENTED	SURVEY ON IoT IN MEDICAL AND HEALTH CARE

FEE

- Details of Fee, as approved by State Fee Committee, for the Institution

FEE STRUCTURE

MBA FEE DETAILS 2021 - 2022

Particulars	Semester I	*Semester II
Approved Staff Salary Account		
Tuition Fees	32,000.00	31,500.00
Special Fees Account		
Special Fees		---
Laboratory Fee	4,000.00	4,000.00
Library Fee	4,200.00	3,750.00
Non-Salary Account		
Admission Fees	500.00	
Flag Day		
Additional Facilities Account		
Internal Assessment	500.00	500.00
Seminar, Sessions & Symposium	2,000.00	2,000.00
Guest Lecture	3,500.00	3,500.00
Case Study Materials	1,700.00	1,700.00
Parents Meeting		50.00
Identity Card & File	100.00	
Catholic Student - Retreat		
Alumnae Association		1,000.00
Parent Alert	100.00	100.00
Total	**48,600.00**	**48,100.00**

*Semester II - Subject to change in fee structure.

FEE STRUCTURE

MCA FEE DETAILS 2021 - 2022

Particulars	Semester I	*Semester II
Approved Staff Salary Account		
Tuition Fees	25,000.00	25,000.00
Special Fees Account		
Special Fees		---
Laboratory Fee	4,500.00	4,500.00
Library Fee	2,150.00	2,200.00
Non-Salary Account		
Admission Fees	500.00	
Flag Day		
Additional Facilities Account		
Internal Assessment	500.00	500.00
Seminar, Sessions & Symposium	1000.00	1000.00
Guest Lecture	1500.00	1500.00
Case Study Materials	250.00	250.00
Parents Meeting	---	50.00
Identity Card & File	100.00	
Catholic Student - Retreat		
Alumnae Association		1000.00
Parent Alert	100.00	100.00
Total	**35,600.00**	**36,100.00**

*Semester II - Subject to change in fee structure.

- Time schedule for payment of Fee for the entire Programme:
  - Every Semester Students they have to pay the Fee.

- Estimated cost of Boarding and Lodging in Hostels

Hostel Capacity	**No of Rooms**	**Girls Hostel**	**Whether Hostel Facility Available?**	**Apply for site change**	**Location**	**Hostel Facility**
250	60	Y	Y	No	Within the Campus	Owned

ADMISSION

* Number of seats sanctioned with the year of approval:

S.No	Course Name	Intake approved 2018-2019	Intake Approved 2019-2020	Intake Approved 2020-2021
1.	MASTERS INBUSINESS ADMINISTRATION	60	60	90
2.	MASTERS IN COMPUTERAPPLICATIONS	60	60	60

ADMISSION OF MBA

* Number of Students admitted under various categories each year in the last three years:

Department of Management Studies												
S.No	2018- 2019				2019-2020				2020-2021			
	Sanction Strength	Admitted	Gov. Quota	Mang. Quota	Sanction Strength	Admitted	Gov. Quota	Mang. Quota	Sanction Strength	Admitted	Gov. Quota	Mang. Quota
1.	60	57	6	51	60	60	5	55	90	79	1	78

Department of Management Studies						
Year	2018-2019		2019-2020		2020-2021	
Quota	Govt. Quota	Mang. Quota	Govt. Quota	Mang. Quota	Govt. Quota	Mang. Quota
SC	–	2	–	3	–	3
ST	–	–	–	–	–	–
MBC	–	5	–	2	–	4
DNC	–	4	–	4	–	5
BC	2	32	2	42	–	60
BCM	–	3	1	2	–	3
OC (OPEN)	4	5	2	2	1	3
TOTAL	**6**	**51**	**5**	**55**	**1**	**78**
	57		**60**		**79**	

* Number of application received during last two years for admission

Department of Management Studies										
S.No	2019-2020					2020-2021				
	Sanction Strength	Received Applications	Admitted	Gov. Quota	Mang. Quota	Sanction Strength	Received Applications	Admitted	Gov. Quota	Mang. Quota
1.	60	116	60	5	55	90	167	79	1	78

ADMISSION OF MCA

* Number of Students admitted under various categories each year in the last three years:

Department of Masters In Computer Applications												
S.No	2018- 2019				2019-2020				2020-2021			
	Sanction Strength	Admitted	Gov. Quota	Mang. Quota	Sanction Strength	Admitted	Gov. Quota	Mang. Quota	Sanction Strength	Admitted	Gov. Quota	Mang. Quota
1.	60	34 + 2	2 + 2	0 +32	60	37 + 2	1+ 2	1 +35	60	31	3	28

Department of Masters In Computer Applications						
Year	2018-2019		2019-2020		2020-2021	
Quota	Govt. Quota	Mang. Quota	Govt. Quota	Mang. Quota	Govt. Quota	Mang. Quota
SC	-	2	-	1	-	1
ST		-	-	-	-	-
MBC	-	3	-	1	-	3
DNC	-	2	-	3	-	2
BC	2	23	2	25	3	21
BCM					-	1
OC (OPEN)	-	2	-	1	-	-
TOTAL						
	34		33		31	

* Number of application received during last two years for admission

Department of Masters In Computer Applications										
S.No	2019-2020					2020-2021				
	Sanction Strength	Received Applications	Admitted	Gov. Quota	Mang. Quota	Sanction Strength	Received Applications	Admitted	Gov. Quota	Mang. Quota
1.	60	41	2 + 33	1	1+33	60	68	31	3	28

ADMISSION PROCEDURE

The Candidates are requested to submit the application through online with the scanned copies of the following certificates (xth, XIIth, UG Marksheets up to Vth Semester, Community Certificate) **www.fatimacollegemdu.org**

MBA

Based on the Entrance Test Score, meritorious candidates will be called for Group discussion and Interview. Applicant must qualify any approved Common Entrance Test like CAT, CMAT, MAT, TANCET etc.

Eligibility:

A Bachelor's degree in any discipline with an aggregate of 50% marks. Students can apply with V semester Mark Statement.

MCA

Based on the score secured from any approved Common Entrance Test like MAT, TANCET, Consortium Test exam and the meritorious candidates will be called for Group Discussion and Personal Interviews. The candidates will be selected based on their overall Performance.

Eligibility:

A Bachelor's Degree in any discipline with an aggregate of 50% marks. Students should have studied Mathematics at +2/ Degree Level.

GUIDELINES

- Admission, if granted, on false information furnished by the candidate will be cancelled at any stage.
- Admission granted will be provisional till all certificates are scrutinized and accepted.
- The College will forfeit the seat offered to the selected candidate, if she fails to pay the fees within the stipulated time.

- Fees once paid shall not be refunded on or after the commencement of classes and on or after the closing date of admission to the concerned course whichever is earlier.
- The College does not accept any capitation fee or donation. Any case of attempt to secure admission through unauthorized payment will be viewed seriously, when reported with evidence and may result in the cancellation of admission.

The following Certificates in original must be submitted at the time of admission:

- Selection Intimation Card
- Secondary School Leaving Certificate
- Higher Secondary Course Certificate
- Grade / Mark Sheet for the degree courses (all semesters / upto V semester)
- Transfer Certificate
- Conduct Certificate
- Course Completion Certificate from the college last studied
- Provisional Certificate from University
- A Medical Certificate (with Blood Group) of fitness for study
- Community Certificate (Xerox)
- Baptism Certificate (RC Christian Only)
- If from other University - Eligibility Certificate

LIST OF APPLICANTS

* List of candidate whose applications have been received along with percentile/percentages core for each of the qualifying examination in separate categories for open seats. List of candidate who have applied along with percentage and percentile score for Management quota seats (merit wise)

Department Of MBA

MBA Admission 2020-2021

S.NO	GD Details	Roll No	STUDENTS NAME	Govt. / Mang. Quota	UG%	Entrance Exam	Entrance %	Religion	Community
1	5	2020MBA01	AADHI P JAYARUPINI	Mang. Quota	82%	Tancet	61.4	Hindu	BC
2	3	2020MBA02	AARTHY M	Mang. Quota	63	Consortium	28	Hindu	DNC
3	5	2020MBA03	AHIRSHA S G	Mang. Quota	68%	Nil	Nil	Christian (RC)	BC
4	3	2020MBA04	ANBUNANCY I	Mang. Quota	75	Consortium	26	Hindu	DNC
5	1	2020MBA05	ARCHANA S K	Mang. Quota	79	Tancet	74.9	Hindu	BC
6	3	2020MBA06	ARUN KARTHIGA DEVI A S	Mang. Quota	56	Mat	487	Hindu	BC
7	1	2020MBA07	BAVITHIRA J	Mang. Quota	73	Consortium	32	Hindu	BC
8	2	2020MBA08	BHAVANI C	Mang. Quota	53	Mat	369	Hindu	BC
9	5	2020MBA09	DEVI BALA J	Mang. Quota	**50%**	Mat	450	Hindu	BC
10	5	2020MBA10	FATHUMUTHU BENAZIR B	Mang. Quota	52%	Nil	Nil	Muslim	BCM
11	1	2020MBA11	GEBROLY R G	Mang. Quota	85	Mat	36	Christian (CSI)	BC
12	3	2020MBA12	GOWRIKAVIYA S	Mang. Quota	74.5	Tancet	24.75	Hindu	BC
13	8	2020MBA13	HARSHINI TONITTA V	Mang. Quota	60%	Nil	Nil	Christian (RC)	BC
14	5	2020MBA14	HASIR JUNAITHA K M	Mang. Quota	58%	Tancet	60.57	Muslim	BCM
15	Tancet	2020MBA15	ILAKKIYA M	Govt.Quota	60%	Tancet	8.33	Hindu	BC
16	10	2020MBA16	INDHU A A	Mang. Quota	69%	Nil	Nil	Hindu	BC
17	3	2020MBA17	INDU PREETHA S	Mang. Quota	60	Mat	260.5	Hindu	SC
18	4	2020MBA18	ISHWARYA S	Mang. Quota	60	Nil	Nil	Hindu	BC

19	1	2020MBA19	ISWARIYALAKSHMI V	Mang. Quota	86.25	Consortium	32	Hindu	BC
20	8	2020MBA20	JEEVITHA Y	Mang. Quota	72%	Consortium	21	Hindu	BC
21	5	2020MBA21	JERUSHAH OSCAR	Mang. Quota	**55%**	Tancet	72.53	Christian	BC
22	4	2020MBA22	JESI LUDY J	Mang. Quota	64	Consortium	31	Christian (RC)	BC
23	2	2020MBA23	JEYA KIRUUTHIKA S	Mang. Quota	63	Mat	447.5	Hindu	BC
24	1	2020MBA24	JEYA KOWSALYA G	Mang. Quota	60	Consortium	27	Hindu	BC
25	1	2020MBA25	KANIMOZHI R	Mang. Quota	61	Cat	37.35	Hindu	BC
26	2	2020MBA26	KARTHIGA DEVI V	Mang. Quota	60	Consortium	33	Hindu	BC
27	1	2020MBA27	KAVIPRIYA M	Mang. Quota	82	Tancet	71.79	Hindu	BC
28	1	2020MBA28	KIRUTHIGA V	Mang. Quota	90	Tancet	90.22	Hindu	BC
29	6	2020MBA29	KRITHIKA K	Mang. Quota	60	Tancet	9.33	Hindu	BC
30	1	2020MBA30	LISSY LOURDU ILAKIYYA E	Mang. Quota	81	Consortium	29	Christian (RC)	BC
31	2	2020MBA31	MAGITHA U	Mang. Quota	65	Consortium	23	Hindu	DNC
32	6	2020MBA32	MALAVIKA SAVITHRI M	Mang. Quota	76	Nil	Nil	Hindu	BC
33	7	2020MBA33	MANEESHA LAKSHMI J	Mang. Quota	72	Nil	Nil	Hindu	BC
34	2	2020MBA34	MANISHA M	Mang. Quota	68	Consortium	29	Hindu	BC
35	6	2020MBA35	MAREESWARI @ AISHWARYA S	Mang. Quota	55%	Tancet	21.33	Hindu	BC
36	12	2020MBA36	MARTHAL SNEHA P	Mang. Quota	59%	Mat	332.5	Christian (RC)	BC
37	1	2020MBA37	MERCILIN R	Mang. Quota	74	Tancet	53.54	Christian	BC
38	2	2020MBA38	MOHANA PRIYA S	Mang. Quota	65	Mat	492.5	Hindu	MBC
39	3	2020MBA39	MONISHA R	Mang. Quota	68	Tancet	23	Hindu	DNC
40	5	2020MBA40	NANDHINI M	Mang. Quota	56%	Nil	Nil	Hindu	BC
41	4	2020MBA41	NEHAYADAV P	Mang. Quota	62%	Consortium	33	Hindu	FC (OC)
42	7	2020MBA42	PAVITHRA J	Mang. Quota	67%	Mat	543.5	Hindu	BC
43	7	2020MBA43	PAVITHRA N	Mang. Quota	63%	Nil	Nil	Hindu	SC
44	1	2020MBA44	PAVITHRA S	Mang. Quota	70.5	Tancet	93.22	Hindu	BC
45	3	2020MBA45	POORNIMA R	Mang. Quota	60	Nil	Nil	Hindu	BC
46	1	2020MBA46	PREETHI P	Mang. Quota	52	Consortium	31	Hindu	BC
47	1	2020MBA47	PRIYA DHARSHINI M	Mang. Quota	71	Tancet	52.68	Hindu	BC
48	2	2020MBA48	PRIYADHARSHINI V	Mang. Quota	68	Consortium	29	Hindu	OC
49	1	2020MBA49	RAJADHARSHINI R	Mang. Quota	88	Tancet	19.5	Hindu	BC

50	3	2020MBA50	RAJASHREE K	Mang. Quota	75	Mat	391.5	Hindu	BC
51	4	2020MBA51	RANI P	Mang. Quota	70%	Consortium	28	Hindu	BC
52	1	2020MBA52	ROHINI K	Mang. Quota	71	Consortium	24	Hindu	BC
53	2	2020MBA53	SAARANAPOORANI@PRIYADHARSHINI S	Mang. Quota	67	Consortium	32	Hindu	OC
54	6	2020MBA54	SANKARI K	Mang. Quota	74%	Mat	446.5	Hindu	BC
55	5	2020MBA55	SANTHIYA S	Mang. Quota	53%	Consortium	32	Hindu	MBC
56	3	2020MBA56	SARANYA B	Mang. Quota	64	Tancet	55.31	Hindu	BC
57	8	2020MBA57	SELVA ESWARI R	Mang. Quota	58%	Nil	Nil	Hindu	DNC
58	2	2020MBA58	SELVAMBIKA M	Mang. Quota	85	Consortium	22	Hindu	BC
59	5	2020MBA59	SHALINI P	Mang. Quota	91%	Tancet	38	Hindu	BC
60	4	2020MBA60	SHANMUGAPRIYA V	Mang. Quota	60	Consortium	0.6	Hindu	BC
61	3	2020MBA61	SHERNITHA V	Mang. Quota	68	Mat	500.5	Hindu	BC
62	11	2020MBA62	SHIRLINE KIRUBHA P	Mang. Quota	80%	Tancet	85.51	Christian (CSI)	BC
63	1	2020MBA63	SHOBANA G	Mang. Quota	55	Tancet	20	Hindu	SC
64	7	2020MBA64	SHRUTHI PRIYADHARSHINI V H	Mang. Quota	67%	Tancet	34	Hindu	BC
65	1	2020MBA65	SINTHIYA A	Mang. Quota	77.5	Consortium	31	Hindu	BC
66	3	2020MBA66	SIVASANKARI S	Mang. Quota	61	Consortium	22	Hindu	BC
67	1	2020MBA67	SUMAIYA RIFANA A	Mang. Quota	57	Tancet	58.01	Muslim	BCM
68	2	2020MBA68	SWATHI NAGA KASTHURI G	Mang. Quota	90	Mat	536.5	Hindu	BC
69	4	2020MBA69	SWATHIPRIYA V	Mang. Quota	54%	Consortium	25	Hindu	BC
70	6	2020MBA70	SWETHA K	Mang. Quota	60%	Tancet	23.38	Hindu	MBC
71	1	2020MBA71	SWETHA S	Mang. Quota	60	Tancet	20	Hindu	BC
72	7	2020MBA72	VAISHNAVI A	Mang. Quota	78%	Nil	Nil	Hindu	BC
73	1	2020MBA73	VARSHA P	Mang. Quota	73	Tancet	37.03	Hindu	BC
74	6	2020MBA74	VEERALAKSHMI K	Mang. Quota	58%	Nil	Nil	Hindu	MBC
75	9	2020MBA75	VIGNESHWARI M	Mang. Quota	64%	Nil	Nil	Hindu	BC
76	8	2020MBA76	VIJAYA SHANTHI J B	Mang. Quota	79%	Nil	Nil	Hindu	BC
77	4	2020MBA77	VINCELET RESHMA M	Mang. Quota	65%	Consortium	30	Christian (RC)	BC
78	1	2020MBA78	VINITA VICTRIN R	Mang. Quota	71	Tancet	33.5	Christian (RC)	BC
79	6	2020MBA79	VISALI M	Mang. Quota	65%	Nil	Nil	Hindu	BC

LIST OF APPLICANTS

* List of candidate whose applications have been received along with percentile/percentages core for each of the qualifying examination in separate categories for open seats. List of candidate who have applied along with percentage and percentile score for Management quota seats (merit wise)

Department Of MCA

MCA Admission 2020-2021

S.NO	Roll No	STUDENTS NAME	Govt./ Mang. Quota	UG%	Entrance Exam	Entrance %	Religion	Community
1	2020MCA01	AKSHAYA B	Mang. Quota	71	Consortium	35	Hindu	BC
2	2020MCA02	ANTONY ZITA C	Mang. Quota	70	TANCET	61.739	Christian (RC)	MBC
3	2020MCA03	DEEPIKA J	Mang. Quota	68.8	TANCET	04.661	Hindu	BC
4	2020MCA04	FAZILAS	Mang. Quota	80	TANCET	34.420	Muslim	BC
5	2020MCA05	GOKILAVANI P	Mang. Quota	73.5	Consortium	32	Hindu	SC
6	2020MCA06	JANANI S	Mang. Quota	50.643	Consortium	23	Hindu	BC
7	2020MCA07	JERLIN M	Mang. Quota	75.3	Consortium	36	Christian (RC)	BC
8	2020MCA08	KARPAGASELVI R	Mang. Quota	68.6	Consortium	34	Hindu	BC
9	2020MCA09	KARTHIGA S	Mang. Quota	61.18	TANCET	06.021	Hindu	BC

10	2020MCA10	KAUSALYAA R	Mang. Quota	94	TANCET	54.208	Hindu	BC
11	2020MCA11	LAKSHMIPRIYA R K	Mang. Quota	71.27	Consortium	39	Hindu	BC
12	2020MCA12	MADHUBALA K	Mang. Quota	91.86	TANCET	75.102	Hindu	BC
13	2020MCA13	MADHUMITHA C	GOVT Quota	75	TANCET	75.162	Hindu	BC
14	2020MCA14	MEJALA N	Mang. Quota	63.5	Consortium	32	Christian (RC)	BC
15	2020MCA15	MURUGESWARI V	Mang. Quota	67	Consortium	34	Hindu	DNC
16	2020MCA16	NILA M	Mang. Quota	65	Consortium	65	Hindu	BC
17	2020MCA17	NIRANJANA P	Mang. Quota	60.41	Consortium	38	Hindu	BC
18	2020MCA18	PRIYADHARSINI M	Mang. Quota	68.86	Consortium	34	Hindu	MBC
19	2020MCA19	PRIYANKA V	Mang. Quota	83	TANCET	72.982	Hindu	BC
20	2020MCA20	RAMYA G	Mang. Quota	55	TANCET	43.202	Hindu	BC
21	2020MCA21	RATHINA SUWETHA E	Mang. Quota	79	Consortium	27	Hindu	DNC
22	2020MCA22	REVATHI N	GOVT Quota	67	TANCET	36.858	Hindu	BC
23	2020MCA23	RUTHRA J	Mang. Quota	62.02	Consortium	42	Hindu	BC
24	2020MCA24	SARUBHIYAA M	Mang. Quota	80.033	TANCET	59.625	Hindu	BC
25	2020MCA25	SAVITHA S	Mang. Quota	80.5	Consortium	34	Hindu	BC
26	2020MCA26	SHALINI.C	Mang. Quota	70	Consortium	31	Hindu	BC
27	2020MCA27	SHARU LAKSHMI A	Mang.	79.7	Consortium	43	Hindu	BC

			Quota					
28	2020MCA28	SHERLIN HELINA R	Mang. Quota	86.92	TANCET	61.739	Christian (RC)	MBC
29	2020MCA29	SILVIYA SAHAY L	Mang. Quota	65.41	TANCET	47.583	Christian (RC)	BC
30	2020MCA30	SIVA SRI S S	GOVT Quota	54.5	TANCET	78.464	Hindu	BC
31	2020MCA31	YUVASRI ISHWARYA S	Mang. Quota	77.S	Consortium	38	Hindu	BC

RESULTS OF ADMISSION UNDER MANAGEMENT SEATS/VACANT SEATS

❖ **Composition of selection team for admission under Management Quota with the brief profile of Members:**

1. Dr. Sr. G. Celine Sahaya Mary, M.B A., FDP., Ph.D., D. Litt.
   Principal
   Fatima College (Autonomous),
   Mary Land, Madurai.
2. Dr. S. Raju, M.B A., Ph.D. **(Director)**
   Department of Management Studies,
   Fatima College (Autonomous),
   Mary Land, Madurai.
3. Dr. D. Jeya Mala, M. C. A., M.Phil., Ph.D. **(Director)**
   PG Department of Computer Applications (MCA)
   Fatima College (Autonomous),
   Mary Land, Madurai.

❖ **List of candidate who have been offered admission:**

Department Of Management Studies

ADMISSION - 2020 – 2021

GD-1 Score Sheet - MAT & TANCET

Date : 23.06.2020

S. No	App. No	Name	UG	UG % (till V sem)	Caste	Religion	TANCET / MAT	Online Interview (50)	Entrance Score (50)	Total (100)
1	2020-MBA-989	KIRUTHIGA	B SC MATHEMATICS	90	BC	Hindu	TANCET	47	45.1	92.1
2	2020-MBA-1011	PAVITHRA	BCA	70.6	BC	Hindu	TANCET	44	47	91

3	2020-MBA-977	ARCHANA	B SC MATHEMATICS	79	BC	Hindu	TANCET	47	37	84
4	2020-MBA-980	KAVIPRIYA	B SC MATHEMATICS	82	BC	Hindu	TANCET	44	36	80
5	2020-MBA-987	HASIR JUNAITHA	banking and insurance	57.86	BC	Muslim	TANCET	45	31	76
6	2020-MBA-232	SUGANYADEVI	BA ENGLISH LIT	57	BC	Hindu	TANCET	40	35	75
7	2020-MBA-1012	BRINDASHREE	BBA	59.53	BC	Hindu	CAT	45	29	74
8	2020-MBA-985	SUMAIYA RIFANA	B COM (B &I)	56.14	BC	Muslim	TANCET	45	29	74
9	2020-MBA-329	SHOBANA	BBA	55	SC	Hindu	TANCET	39	34	73
10	2020-MBA-983	CHAN BE	BBA	66	BC	Muslim	TANCET	43	28	71
11	2020-MBA-301	MEENAMBIGAI	BE	67	BC	Hindu	TANCET	45	25.5	70.5
12	2020-MBA-90	PRIYADHARSHINI	BBA	60	BC	Hindu	TANCET	40	26	66
13	2020-MBA-999	RAJADHARSHINI	BCOM COMPUTER APPLICATION	88	BC	Hindu	TANCET	38	27	65
14	2020-MBA-169	KAMALI	BBA	90.5	BC	Hindu	TANCET	48	16	64
15	2020-MBA-1022	KANIMOZHI	BBA	53.83	BC	Hindu	CAT	46	18	64
16	2020-MBA-224	JANANI	BCOM HONOURS	72	BC	Hindu	CAT	45	17.5	62.5
17	2020-MBA-99	VARSHA	BBA	73	BC	Hindu	TANCET	42	18.5	60.5
18	2020-MBA-995	ISHWARYA	BA	60	BC	Hindu	TANCET	44	1	45
19	2020-MBA-988	SWETHA	B COM COMPUTER APPLICATION	60	BC	Hindu	TANCET	35	10	45

Department Of Management Studies

ADMISSION - 2020 – 2021

GD-1 Score Sheet - MAT & TANCET

Date : 23.06.2020

S. No	App. No	Name	UG	UG % (till V sem)	Caste	Religion	TANCET/ MAT	Online Interview (50)	Entrance Score (50)	Total (100)
1	2020-MBA-997	DIVYA LIZY	B SC MATHEMATICS	62	BC	Christian (RC)	MAT	44	28.78	72.78
2	2020-MBA-979	VINITA VICTRIN	BSC MATHEMATICS	71	BC	Christian (RC)	TANCET	40	17.5	57.5
3	2020-MBA-1014	MERCILIN	EEE	74	BC	Christian (CSI)	TANCET	44	26.5	70.5

Department Of Management Studies

ADMISSION - 2020 – 2021

GD-1 Score Sheet - MAT & TANCET

Date : 23.06.2020

S. No	App. No	Name	UG	UG % (till V sem)	Caste	Religion	Entrance	Online Interview (50)
1	2020-MBA-1010	ISWARIYALAKSHMI	BSC COMPUTER SCIENCE	86.25	BC	Hindu	Consortium	45
2	2020-MBA-243	BAVITHIRA	BCOM	73	BC	Hindu	Consortium	44
3	2020-MBA-143	JEYA KOWSALYA	BBA	60	BC	Hindu	Consortium	44
4	2020-MBA-1008	SNEHA	BBA	55	DNC	Hindu	Consortium	44
5	2020-MBA-326	SHALINI	MCA	69	BC	Hindu	Consortium	43
6	2020-MBA-1004	AISHWARYA	BA ENGLISH LIT	58	DNC	Hindu	Consortium	42
7	2020-MBA-160	PREETHI	BBA	52	BC	Hindu	Consortium	42
8	2020-MBA-1015	ROHINI	B COM	71	BC	Hindu	Consortium	42
9	2020-MBA-86	PRITHIKA	BCOM WITH COMPUTER APPLICATION	74	DNC	Hindu	Consortium	41
10	2020-MBA-984	SINTHIYA	B COM	77.5	BC	Hindu	Consortium	41
11	2020-MBA-133	SHRUTHIKIRUBA	BCOM COMPUTER APPLICATION	60	SC	Hindu	Consortium	40
12	2020-MBA-389	THALAI SELVI	BBA	69.66	BC	Hindu	Consortium	40
13	2020-MBA-1000	SUKANYA	B SC COMPUTER SCIENCE	74	BC	Hindu	MAT	39
14	2020-MBA-184	SUMAIYA. S	B Sc MICRO BIOLOGY	65.5	BC	Muslim	Consortium	39

Department Of Management Studies

ADMISSION - 2020 – 2021

GD-1 Score Sheet - MAT & TANCET

Date : 23.06.2020

S. No	App. No	Name	UG	UG % (till V sem)	Caste	Religion	Entrance	Online Interview (50)
1	2020-MBA-978	LISSY LOURDU ILAKIYYA	B SC PGDCA	81	BC	Christian(RC)	Consortium	45
2	2020-MBA-1021	GEBROLY	BSC CHEMISTRY	85	BC	Christian (CSI)	MAT	44

Department Of Management Studies

ADMISSION - 2020 – 2021

GD-2 Score Sheet - MAT & TANCET

Date : 20.07.2020

S. No	App. No	Name	UG	UG % (till V sem)	Caste	Religin	TANCET / MAT	Online Interview (50)	Entrance Score (50)	Total (100)
1	2020-MBA-109	SWATHI NAGA KASTHURI	B.Sc (Stat)	90	BC	Hindu	MAT	48	44.7	92.7
2	2020-MBA-252	MOHANA PRIYA	BA (English)	65	MBC	Hindu	MAT	47	41	88
3	2020-MBA-450	SHOBANA	B.SC Microbiology	71	DNC	Hindu	TANCET	46	40.8	86.8
4	2020-MBA-513	JEYA KIRUUTHIKA	B.COM	63	BC	Hindu	MAT	45	37.2	82.2
5	2020-MBA-493	DEEPA SHREE	B.COM	65.8	BC	Hindu	MAT	43	38.07	81.07
6	2020-MBA-592	NAGARAJAN MANEESHA	BBA	81	MBC	Hindu	TANCET	48	28.1	76.1
7	2020-MBA-992	PRIYA DHARSHINI	B.Sc (CS)	71	BC	Hindu	TANCET	46	26.3	72.3
8	2020-MBA-559	BHAVANI	B.COM	53	BC	Hindu	MAT	40	30.6	70.6
9	2020-MBA-544	SAARANAPOORANI @ PRIYA DHARSHINI	BA (Eco)	67	OC	Hindu	TANCET	45	24	69
10	2020-MBA-517	PECHIAMMAL	BBA	60	BC	Hindu	TANCET	41	18	59
11	2020-MBA-456	POOJA	B.Sc (IT)	65	BC	Hindu	TANCET	47	5.84	52.84
12	2020-MBA-625	JERUSHAH OSCAR	Bsc ITM	49	BC	Christian	TANCET	41	36.25	77.25

Department Of Management Studies

ADMISSION - 2020 – 2021

GD-2 Score Sheet - MAT & TANCET

Date : 20.07.2020

S. No	App. No	Name	UG	UG % (till V sem)	Caste	Religion	Entrance	Online Interview (50)
1	2020-MBA-564	PRIYADHARSHINI	B.COM	68	OC	Hindu	Consortium	48
2	2020-MBA-275	SELVAMBIKA	BBA	85	BC	Hindu	Consortium	46
3	2020-MBA-531	MANISHA	B.Sc (MAT)	68	BC	Hindu	Consortium	45
4	2020-MBA-428	SANTHIYA	B.COM	60	MBC	Hindu	Consortium	45
5	2020-MBA-649	YOGAPRIYA	BBA	80	BC	Hindu	Consortium	44

6	2020-MBA-561	MITHRA	BCA	74	BC	Hindu	Consortium	44
7	2020-MBA-481	KARTHIGA DEVI	B.COM	57	BC	Hindu	Consortium	44
8	2020-MBA-556	MAGITHA	BBA	65	BC	Hindu	Consortium	42
9	2020-MBA-637	GOWSALYA	B.COMCA	50	BC	Hindu	Consortium	42

Department Of Management Studies

ADMISSION - 2020 – 2021

GD-3 Score Sheet - MAT & TANCET

Date : 06.08.2020

S. No	App. No	Name	UG	UG % (till V sem)	Community	Religion	TANCET/ MAT	Online Interview (50)	Entrance Score (50)	Total (100)
1	2020-MBA-666	SHERNITHA	B.Sc IT	68	BC	Hindu	MAT	47	45.8	92.8
2	2020-MBA-869	ARUN KARTHIGA DEVI	Bachelor in dental science	56	BC	Christian	MAT	44	40.25	84.25
3	2020-MBA-716	RAJASHREE	B.E (E&I)	75	BC	Hindu	MAT	45	32.6	77.6
4	2020-MBA-668	SARANYA	BBA	64	BC	Hindu	TANCET	46	27	73
5	2020-MBA-778	INDU PREETHA	B.Com CA	60	SC	Hindu	MAT	44	22.4	66.4
6	2020-MBA-810	GOWRIKAVIYA	B.Sc IT	74.5	BC	Hindu	TANCET	48	12.8	60.8
7	2020-MBA-891	ISHWARIYA LAKSHMI	B.Sc CS	70	BC	Hindu	TANCET	47	12.5	59.5
8	2020-MBA-884	MONISHA	BBA	54	DNC	Hindu	TANCET	47	11.5	58.5
9	2020-MBA-811	SINDHU	BBA	74.5	BC	Hindu	TANCET	47	0.04	47.04

Department Of Management Studies

ADMISSION - 2020 – 2021

GD-3 Score Sheet - MAT & TANCET

Date : 06.08.2020

S. No	App. No	Name	UG	UG % (till V sem)	Community	Religion	Entrance	Online Interview (50)
1	2020-MBA-751	PREETHI	B.Com (Bkg&Ins)	57	BC	Hindu	Consortium	47
2	2020-MBA-879	NANTHANEESWARI.M	BA ENGLISH	58	DNC	Hindu	Consortium	46

3	2020-MBA-830	AARTHY	BBA	63	DNC	Hindu	Consortium	46
4	2020-MBA-839	SHANMUGAPRIYA	BBA	60	BC	Hindu	Consortium	45
5	2020-MBA-888	PRIYADHARSINI	B.Com	60	SC	Hindu	Consortium	45
6	2020-MBA-1003	NITHYA	B.Sc Home Science	75	BC	Hindu	Consortium	45
7	2020-MBA-883	POORNIMA	B.Com CA	60	BC	Hindu	Consortium	44
8	2020-MBA-818	UMA MAHESWARI	BA ENGLISH	53	DNC	Hindu	Consortium	43
9	2020-MBA-763	SIVASANKARI	B.Com CA	61	BC	Hindu	Consortium	43
10	2020-MBA-743	JENIFER	BSC FOOD SCIENCE AND NUTRITION	65	BC	Christian	Consortium	43
11	2020-MBA-856	JAINUL BURGAN	BBA	57	BC	Muslim	Consortium	43
12	2020-MBA-755	ANBUNANCY	BBA	75	DNC	Hindu	Consortium	43
13	2020-MBA-809	JUDITH FNORIDA	B.Com	50	BC	Christian	Consortium	41
14	2020-MBA-850	RAMYA P.	BBA	49	BC	Hindu	Consortium	40

Department Of Management Studies

ADMISSION - 2020 – 2021

GD-4 Score Sheet - MAT & TANCET

Date : 20.08.2020

S. No	App. No	Name	UG	UG % (till V sem)	Community	Religion	Entrance	Online Interview (50)
1	2020-MBA-945	KAVIYA	B.COM	75%	BC	Hindu	Consortium	45
2	2020-MBA-639	TAMIL THENDRAL	B.A Journalism	74%	SC	Hindu	Consortium	45
3	2020-MBA-623	VINCELET RESHMA	B.COM CA	65%	BC	Christian	Consortium	45
4	2020-MBA-993	SUSHMITHA	BCA	75%	BC	Hindu	Consortium	45
5	2020-MBA-987	SHELLSIYA	B.A English	72%	SC	Hindu	Consortium	45
6	2020-MBA-1004	SONALI	B.A Economics	70%	BC	Hindu	Consortium	45
7	2020-MBA-927	KARPAGASELVI	B.Sc IT	72%	BC	Hindu	Consortium	44
8	2020-MBA-951	NEHA YADAV	BBA	55%	OC	Hindu	Consortium	44
9	2020-MBA-636	JESI LUDY	BBA	64%	BC	Christian	Consortium	44

10	2020-MBA-982	RANI	B.Sc. Maths	70%	BC	Hindu	Consortium	44
11	2020-MBA-991	NESAPRIYA	B.A English	53%	DNC	Hindu	Consortium	44
12	2020-MBA-910	VARSHA U	B.Sc IT	65%	BC	Hindu	Consortium	42
13	2020-MBA-956	SWATHIPRIYA	B.Sc Computer Science	51%	BC	Hindu	Consortium	41
14	2020-MBA-957	MUTHU MENAKA	B.COM CA	63%	BC	Hindu	Consortium	40
15	2020-MBA-936	NANDHINI	B.A Economics	**Arrear in V- Sem**	BC	Hindu	Consortium	42

Department Of Management Studies

ADMISSION - 2020 – 2021

GD-5 Score Sheet - MAT & TANCET

Date : 28.08.2020

S. No	App. No	Name	UG	UG % (till V sem)	Community	Religion	TANCET/ MAT	Online Interview (50)	Entrance Score (50)	Total (100)
1	2020-MBA-188	SHALINI	B.COM CA	87%	BC	Hindu	TANCET	47	38	85
2	2020-MBA-625	JERUSHAH OSCAR	B.Sc ITM	**Arrear in IV- Sem**	BC	Christian	TANCET	41	36.25	77.25
3	2020-MBA-987	HASIR JUNAITHA	B.COM CA	**Arrear in II Sem**	BC	Muslim	TANCET	45	31	76
4	2020-MBA-1029	AADHI BASHINI	B.COM B&I	60%	BC	Hindu	TANCET	45	20	65
5	2020-MBA-986	AADHI P JAYARUPINI	B.Sc Maths	82%	BC	Hindu	TANCET	44	18	62
6	2020-MBA-72	DEVIBALA J	B.Sc Maths	**Arrear in I & V- Sem**	BC	Hindu	TANCET	43	11.7	54.7

Department Of Management Studies

ADMISSION - 2020 – 2021

GD-5 Score Sheet - MAT & TANCET

Date : 28.08.2020

S. No	App. No	Name	UG	UG % (till V sem)	Community	Religion	Entrance	Online Interview (50)
1	2020-MBA-428	SANTHIYA	B.COM B&I	60%	MBC	Hindu	Consortium	45
2	2020-MBA-1055	LAVANYA	B.A. English	68%	MBC	Hindu	Consortium	44
3	2020-MBA-910	VARSHA U	B.Sc IT	**Arrear in III-Sem**	BC	Hindu	Consortium	42
4	2020-MBA-936	NANDHINI	B.A Economics	**Arrear in V-Sem**	BC	Hindu	Consortium	42
5	2020-MBA-1051	AHIRSHA	B.Sc Maths	68%	BC	Christian	Consortium	42
6	2020-MBA-1043	FATHUMUTHU BENAZIR	B.Sc CS	**Arrear in IV-Sem**	BC	Muslim	Consortium	41

Department Of Management Studies

ADMISSION - 2020 – 2021

GD-6 Score Sheet - MAT & TANCET

Date : 30.09.2020

S. No	App. No	Name	UG	UG % (till V sem)	Community	Religion	TANCET/ MAT	Online Interview (50)	Entrance Score (50)	Total (100)
1	2020-MBA-1093	SANKARI	ECE	74%	BC	Hindu	MAT	45	37.16	82.16
2	2020-MBA-1101	VISALI M	BBA	65%	BC	Hindu	TANCET	44	5	49
3	2020-MBA-1103	KRITHIKA K	B.Sc IT	60%	BC	Hindu	TANCET	45	17	62

4	2020-MBA-1114	EMIMA I	B.Sc Maths	90%	MBC	Christian RC	TANCET	44	25.5	69.5
5	2020-MBA-1123	SWETHA K	B.Sc IT	61%	MBC	Hindu	MAT	44	27	71
6	2020-MBA-1126	MAREESWARI @AISHWARYA S	B.Com B& I	51%	BC	Hindu	TANCET	46	35	81

Department Of Management Studies

ADMISSION - 2020 – 2021

GD- 6 Score Sheet - MAT & TANCET

Date : 30.09.2020

S. No	App. No	Name	UG	UG % (till V sem)	Community	Religion	Entrance	Online Interview (50)
1	2020-MBA-1073	JANANI	B.Com	62%	BC	Hindu	Nil	44
2	2020-MBA-1072	DEVIKA	B.Sc Zoo	78%	BC	Hindu	Nil	45
3	2020-MBA-1092	LAVANYA	B.Sc Chemistry	80%	BC	Hindu	Nil	45
4	2020-MBA-1094	MALAVIKA SAVITHRI	BCOM	76%	BC	Hindu	Nil	45
5	2020-MBA-1109	VEERALAKSHMI K	B.Com	55%	MBC	Hindu	Nil	45
6	2020-MBA-1107	LIMSHA FERNANDO R	B.Tech	71%	MBC	Christian RC	Nil	46

Department Of Management Studies

ADMISSION - 2020 – 2021

GD- 7 Score Sheet - MAT & TANCET

Date : 09.10.2020

S. No	App. No	Name	UG	UG % (till V sem)	Community	Religion	Entrance	Online Interview (50)
1	2020-MBA-1141	PAVITHRA N	B.COM	61%	SC	Hindu	NIL	45
2	2020-MBA-1128	VAISHNAVI A	BBA	75%	BC	Hindu	NIL	44
3	2020-MBA-1138	GOUSHIKA J	B.COM	55%	BC	Christian	NIL	44
4	2020-MBA-1146	MANEESHA LAKSHMI J	B.Sc	70%	BC	Hindu	NIL	44

Department Of Management Studies

ADMISSION - 2020 – 2021

GD- 7 Score Sheet - MAT & TANCET

Date : 09.10.2020

S. No	App. No	Name	UG	UG % (till V sem)	Community	Religion	TANCET/ MAT	Online Interview (50)	Entrance Score (50)	Total (100)
1	2020-MBA-1127	PAVITHRA J	B.Sc IT	68%	BC	Hindu	MAT	45	25.5	70.5
2	2020-MBA-1147	SHRUTHI PRIYADHARSHINI V.H	B.Sc	67%	BC	Hindu	TANCET	45	32	77

Department Of Management Studies

ADMISSION - 2020 – 2021

GD- 8 Score Sheet - MAT & TANCET

Date : 19.10.2020

S. No	App. No	Name	UG	UG % (till V sem)	Community	Religion	Entrance	Online Interview (50)
1	2020-MBA-1161	HARSHINI TONITTA.V	B.Sc Maths	60%	BC	Christian	Nil	45
2	2020-MBA-1167	JEEVITHA.Y	B.COM	72%	BC	Hindu	Nil	45
3	2020-MBA-1170	VIJAYA SHANTHI J.B	B.Sc IT	79%	BC	Hindu	Nil	45
4	2020-MBA-1151	KARTHIGA JOTHI.M	B.Sc CS	70%	BC	Hindu	Nil	44
5	2020-MBA-1156	SELVA ESWARI.R	B.Sc Maths	57%	DNC	Hindu	Nil	44
6	2020-MBA-1165	SANGEETHA P.	B.COM CA	59%	BC	Hindu	Nil	44
7	2020-MBA-1169	GAUSHIKI.K	B.COM	79%	BC	Hindu	Consortium	44

Department Of Management Studies

ADMISSION - 2020 – 2021

GD- 9 Score Sheet - MAT & TANCET

Date : 28.10.2020

S. No	App. No	Name	UG	UG % (till V sem)	Community	Religion	Entrance	Online Interview (50)
1	2020-MBA-1172	VIGNESHWARI M	B.E	64%	BC	Hindu	Nil	45

Department Of Management Studies

ADMISSION - 2020 – 2021

GD- 10 Score Sheet - MAT & TANCET

Date : 11.11.2020

S. No	App. No	Name	UG	UG % (till V sem)	Community	Religion	Entrance	Online Interview (50)
1	2020-MBA-1182	INDHUA.A	B.Sc IT & M	69%	BC	Hindu	Nil	45

Department Of Management Studies

ADMISSION - 2020 – 2021

GD- 11 Score Sheet - MAT & TANCET

Date : 16.11.2020

S. No	App. No	Name	UG	UG % (till V sem)	Community	Religion	TANCET/ MAT	Online Interview (50)	Entrance Score (50)	Total (100)
1	2020-MBA-1185	SHIRLINE KIRUBHA.P	BE	80%	BC	Christian	TANCET	45	42.5	87.5

Department Of Management Studies

ADMISSION - 2020 – 2021

GD- 11 Score Sheet

Date : 16.11.2020

S. No	App. No	Name	UG	UG % (till V sem)	Community	Religion	Entrance	Online Interview (50)
1	2020-MBA-1182	INDHUA.A	B.Sc IT & M	69%	BC	Hindu	Nil	45

Department Of Management Studies

ADMISSION - 2020 – 2021

GD- 12 Score Sheet - MAT & TANCET

Date : 30.11.2020

S. No	App. No	Name	UG	UG % (till V sem)	Community	Religion	TANCET/ MAT	Online Interview (50)	Entrance Score (50)	Total (100)
1	2020-MBA-1193	MARTHAL SNEHA P	BBA	59%	BC	Christian (RC)	MAT	43	28	71

❖ List of candidate who have been offered admission:

Fatima College (Autonomous)
Department Of Management Studies
ADMISSION - 2020 - 2021
Score Sheet - MAT & TANCET

Date : 23.06.2020

S. No	App. No	Name	UG	UG % (till V sem)	Caste	Religion	TANCET/ MAT	Online Interview (50)	Entrance Score (50)	Total (100)
1	2020-MBA-997	DIVYA LUZY	B SC MATHEMATICS	62	BC	Christian (RC)	MAT	44	28.78	72.78
2	2020-MBA-979	VINITA VICTRIS	BSC MATHEMATICS	71	BC	Christian (RC)	TANCET	40	17.5	57.5
3	2020-MBA-1014	MERCILIN	BEE	74	BC	Christian (CSI)	TANCET	44	26.5	70.5

Fatima College (Autonomous)
Department Of Management Studies
ADMISSION - 2020 - 2021
Score Sheet - Consortium

Date : 23.06.2020

S. No	App. No	Name	UG	UG % (till V sem)	Caste	Religion	Entrance	Online Interview (50)
1	2020-MBA-1010	ISWARIYALAKSHMI	BSC COMPUTER	86.25	BC	Hindu	Consortium	45
2	2020-MBA-243	BAVITHIRA	BCOM	73	BC	Hindu	Consortium	44
3	2020-MBA-143	JEYA KOWSALYA	BBA	60	BC	Hindu	Consortium	44
4	2020-MBA-1008	SNEHA	BBA	55	DNC	Hindu	Consortium	44
5	2020-MBA-326	SHALINI	MCA	69	BC	Hindu	Consortium	43
6	2020-MBA-1004	AISHWARYA	BA ENGLISH LIT	58	DNC	Hindu	Consortium	42
7	2020-MBA-160	PREETHI	BBA	52	BC	Hindu	Consortium	42
8	2020-MBA-1015	ROHINI	B COM	71	BC	Hindu	Consortium	42
9	2020-MBA-86	PRITHIKA	BCOM WITH COMPUTER	74	DNC	Hindu	Consortium	41
10	2020-MBA-984	SINTHIYA	B COM	77.5	BC	Hindu	Consortium	41
11	2020-MBA-133	SHRUTHIKIRUBA	BCOM COMPUTER	60	SC	Hindu	Consortium	40
12	2020-MBA-389	THALAI SELVI	BBA	69.66	BC	Hindu	Consortium	40
13	2020-MBA-1000	SUKANYA	B SC COMPUTER	74	BC	Hindu	MAT	39
14	2020-MBA-184	SUMAIYA. S	B Sc MICRO BIOLOGY	65.5	BC	Muslim	Consortium	39

Fatima College (Autonomous)
Department Of Management Studies
ADMISSION - 2020 - 2021
Score Sheet - Consortium

Date : 23.06.2020

S. No	App. No	Name	UG	UG % (till V sem)	Caste	Religion	Entrance	Online Interview (50)
1	2020-MBA-978	LISSY LOURDU ILAKIYYA	B SC PGDCA	81	BC	Christian(RC)	Consortium	45
2	2020-MBA-1021	GEBROLY	BSC CHEMISTRY	85	BC	Christian (CSI)	MAT	44

Fatima College (Autonomous)
Department Of Management Studies
ADMISSION - 2020 - 2021
Score Sheet - Consortium

Date : 20.07.2020

S. No	App. No	Name	UG	UG % (till V sem)	Caste	Religion	Entrance	Online Interview (50)
1	2020-MBA-564	PRIYADHARSHINI	B.COM	68	OC	Hindu	Consortium	48
2	2020-MBA-275	SELVAMBIKA	BBA	85	BC	Hindu	Consortium	46
3	2020-MBA-531	MANISHA	B.Sc (MAT)	68	BC	Hindu	Consortium	45
4	2020-MBA-428	SARTHIYA	B.COM	60	MBC	Hindu	Consortium	45
5	2020-MBA-649	YOGAPRIYA	BBA	80	BC	Hindu	Consortium	44
6	2020-MBA-561	MITHRA	BCA	74	BC	Hindu	Consortium	44
7	2020-MBA-481	KARTHIGA DEVI	B.COM	57	BC	Hindu	Consortium	44
8	2020-MBA-556	MAGITHA	BBA	65	BC	Hindu	Consortium	42
9	2020-MBA-637	GOWSALYA	B.COMCA	80	BC	Hindu	Consortium	42

8 persons

11 + 8 = 19 persons

Selection List To be sent on 22nd July 2020.

Last date to pay the fees 5/8/2020

Principal

Fatima College (Autonomous)
Department Of Management Studies
ADMISSION - 2020 - 2021
Score Sheet - MAT & TANCET

Date : 20.07.2020

S. No	App. No	Name	UG	UG % (till V sem)	Caste	Religion	TANCET/ MAT	Online Interview (50)	Entrance Score (50)	Total (100)
1	2020-MBA-109	SWATHI NAGA KASTHURI	B.Sc (Bot)	90	BC	Hindu	MAT	48	44.7	92.7
2	2020-MBA-252	MOHANA PRIYA	BA (English)	65	MBC	Hindu	MAT	47	41	88
3	2020-MBA-450	SHOBANA	B.SC Microbiology	71	DNC	Hindu	TANCET	46	40.8	86.8
4	2020-MBA-513	JEYA KIRUUTHIKA	B.COM	63	BC	Hindu	MAT	45	37.2	82.2
5	2020-MBA-492	DEEPA SHREE	B.COM	65.8	BC	Hindu	MAT	43	38.07	81.07
6	2020-MBA-592	NAGARAJAN MANEESHA	BBA	81	MBC	Hindu	TANCET	48	28.1	76.1
7	2020-MBA-992	PRIYA DHARSHINI	B.Sc (CS)	71	BC	Hindu	TANCET	46	26.3	72.3
8	2020-MBA-559	BHAVANI	B.COM	53	BC	Hindu	MAT	40	30.6	70.6
9	2020-MBA-544	SAMBANAPOORANI @ PRIYA DHARSHINI	BA (Eco)	67	OC	Hindu	TANCET	45	24	69
10	2020-MBA-517	PECHIAMMAL	BBA	60	BC	Hindu	TANCET	41	18	59
11	2020-MBA-456	POOJA	B.Sc (IT)	65	BC	Hindu	TANCET	47	5.94	52.94
12	2020-MBA-625	JEBUSHAH OSCAR	Bsc ITM	49	BC	Christian	TANCET	41	36.25	77.25

11 persons

Principal

13

Fatima College (Autonomous)
Department Of Management Studies
ADMISSION - 2020 - 2021
Score Sheet - Consortium

Date : 06.08.2020

S. No	App. No	Name	UG	UG % (till V sem)	Community	Religion	Entrance	Online Interview (50)
1	2020-MBA-751	PREETHI	B.Com (Hnghlvn)	57	BC	Hindu	Consortium	47
2	2020-MBA-879	NANTHAKEESWARI.M	BA ENGLISH	58	DNC	Hindu	Consortium	46
3	2020-MBA-830	AARTHY	BBA	63	DNC	Hindu	Consortium	46
4	2020-MBA-839	SHANMUGAPRIYA	BBA	60	BC	Hindu	Consortium	45
5	2020-MBA-888	PRIYADHARSINI	B.Com	60	SC	Hindu	Consortium	45
6	2020-MBA-1003	RITHYA	B.Sc Home Science	75	BC	Hindu	Consortium	45
7	2020-MBA-883	POORNIMA	B.Com CA	60	BC	Hindu	Consortium	44
8	2020-MBA-818	UMA MAHESWARI	BA ENGLISH	53	DNC	Hindu	Consortium	43
9	2020-MBA-763	SIVASANKARI	B.Com CA	61	BC	Hindu	Consortium	43
10	2020-MBA-743	JENIFER	BSC FOOD SCIENCE AND	65	BC	Christian	Consortium	43
11	2020-MBA-856	JAIKUL BURGAN	BBA	57	BC	Muslim	Consortium	43
12	2020-MBA-735	ANBUSHACY	BBA	75	DNC	Hindu	Consortium	43
13	2020-MBA-869	JUDITH FNORIDA	B.Com	50	BC	Christian	Consortium	41 → Not Eligible
14	2020-MBA-850	RAMYA P.	BBA	49	BC	Hindu	Consortium	40 → Not Eligible

Last date - 19/8/2020.

Principal

Fatima College (Autonomous)
Department Of Management Studies
ADMISSION - 2020 - 2021
Score Sheet - MAT & TANCET

Date : 06.08.2020

S. No	App. No	Name	UG	UG % (till V sem)	Community	Religion	TANCET/ MAT	Online Interview (50)	Entrance Score (50)	Total (100)
1	2020-MBA-666	SHERINITHA	B.Sc IT	68	BC	Hindu	MAT	47	45.8	92.8
2	2020-MBA-869	ARUN KARTHIGA DEVI	Bachelor in dental	56	BC	Christian	MAT	44	40.25	84.25
3	2020-MBA-716	RAJASHREE	B.E (E&I)	75	BC	Hindu	MAT	45	32.6	77.6
4	2020-MBA-668	SARANYA	BBA	64	BC	Hindu	TANCET	46	27	73
5	2020-MBA-778	INDU PREETHA	B.Com CA	60	SC	Hindu	MAT	44	22.4	66.4
6	2020-MBA-810	GOWRISAVIYA	B.Sc IT	74.5	BC	Hindu	TANCET	48	12.8	60.8
7	2020-MBA-891	ISHWARIYA LAKSHMI	B.Sc CS	70	BC	Hindu	TANCET	47	12.5	59.5
8	2020-MBA-884	MONISHA	BBA	54	DNC	Hindu	TANCET	47	11.5	58.5
9	2020-MBA-811	SINDHU	BBA	74.5	BC	Hindu	TANCET	47	0.04	47.04

Principal

Fatima College (Autonomous)
Department Of Management Studies
ADMISSION - 2020 - 2021
Score Sheet - Consortium

IV List.

Date : 20.08.2020

S. No	App. No	Name	UG	UG % (till V sem)	Community	Religion	Entrance	Online Interview (50)
1	2020-MBA-945	KAVIYA	B.COM	75%	BC	Hindu	Consortium	45
2	2020-MBA-639	TAMIL THENDRAL	B.A Journalism	74%	SC	Hindu	Consortium	45
3	2020-MBA-623	VINCELET RESHMA	B.COM CA	65%	BC	Christian	Consortium	45
4	2020-MBA-993	SUSHMITHA	BCA	78%	BC	Hindu	Consortium	45
5	2020-MBA-987	SHELLSIYA	B.A English	72%	SC	Hindu	Consortium	45
6	2020-MBA-1004	SONALI	B.A Economics	70%	BC	Hindu	Consortium	45
7	2020-MBA-927	KANPAGASELVI	B.Sc IT	72%	BC	Hindu	Consortium	44
8	2020-MBA-951	NEHA YADAV	BBA	55%	OC	Hindu	Consortium	44
9	2020-MBA-636	JESI LUDY	BBA	64%	BC	Christian	Consortium	44
10	2020-MBA-982	RANI	B.Sc. Maths	70%	BC	Hindu	Consortium	44
11	2020-MBA-991	NESAPRIYA	B.A English	53%	DNC	Hindu	Consortium	44
12	2020-MBA-910	VARSHA U	B.Sc IT	65%	BC	Hindu	Consortium	42
13	2020-MBA-956	SWATHIPRIYA	B.Sc Computer Science	51%	BC	Hindu	Consortium	41
14	2020-MBA-957	MUTHU MENAKA	B.COM CA	63%	BC	Hindu	Consortium	40
15	2020-MBA-936	NANDHINI	B.A Economics	Arrear in V- Sem	BC	Hindu	Consortium	42

Not Eligible.

Principal

Fatima College (Autonomous)
Department Of Management Studies
ADMISSION - 2020 - 2021
Score Sheet - Consortium

Vth List

Date : 28.08.2020

S. No	App. No	Name	UG	UG % (till V sem)	Community	Religion	Entrance	Online Interview (50)
1	2020-MBA-426	SANTHIYA	B.COM BM	Arrear in II- Sem	MBC	Hindu	Consortium	45
2	2020-MBA-1055	LAVANYA	B.A English	68%	MBC	Hindu	Consortium	44
3	2020-MBA-910	VARSHA U	B.Sc IT	Arrear in III Sem	BC	Hindu	Consortium	42
4	2020-MBA-936	NANDHINI	B.A Economics	Arrear in V-Sem	BC	Hindu	Consortium	42
5	2020-MBA-1051	AHISHA	B.Sc Maths	68%	BC	Christian	Consortium	42
6	2020-MBA-1043	FATHUMUTHU BENAZIR	B.Sc CS	Arrear in IV Sem	BC	Muslim	Consortium	41

Principal

Fatima College (Autonomous)
Department Of Management Studies
ADMISSION - 2020 - 2021
Score Sheet - MAT & TANCET

Vth List

Date : 28.08.2020

S. No	App. No	Name	UG	UG % (till V sem)	Community	Religion	TANCET/ MAT	Online Interview (50)	Entrance Score (50)	Total (100)
1	2020-MBA-198	SHALINI	B.COM CA	87%	BC	Hindu	TANCET	47	38	85
2	2020-MBA-625	JERUSHAH OSCAR	B.Sc ITM	Arrear in II & IV- Sem	BC	Christian	TANCET	41	36.25	77.25
3	2020-MBA-987	HASIR JUNAITHA	B.COM CA	Arrear in II Sem	BC	Muslim	TANCET	45	31	76
4	2020-MBA-1029	AADHI BASHINI	B.COM BM	60%	BC	Hindu	TANCET	45	20	65
5	2020-MBA-986	AADHI P JAYARUPINI	B.Sc Maths	82%	BC	Hindu	TANCET	44	18	62
6	2020-MBA-72	DEVIBALA J	B.Sc Maths	Arrear in I & V- Sem	BC	Hindu	TANCET	43	11.7	54.7

t/deb for paying fee - 7/9/2020.

Principal

Fatima College (Autonomous)
Department Of Management Studies
ADMISSION - 2020 - 2021
Score Sheet - MAT & TANCET

VI List

Date : 30.09.2020

S. No	App. No	Name	UG	UG % (till V sem)	Community	Religion	TANCET/ MAT	Online Interview (50)	Entrance Score (50)	Total (100)
1	2020-MBA-1093	SANKARI	ECE	74%	BC	Hindu	MAT	45	37.16	82.16
2	2020-MBA-1101	VISALI M	BBA	65%	BC	Hindu	TANCET	44	5	49
3	2020-MBA-1103	KRITHIKA K	B.Sc IT	60%	BC	Hindu	TANCET	45	17	62
4	2020-MBA-1114	EMIMA I	B.Sc Maths	90%	MBC	Christian RC	TANCET	44	25.5	69.5
5	2020-MBA-1123	SWETHA K	B.Sc IT	61%	MBC	Hindu	MAT	44	27	71
6	2020-MBA-1126	MAREESWARI @AISHWARYA S	B.Com B& I	51%	BC	Hindu	TANCET	46	35	81

Fees to be paid on or before 07/10/2020

Principal

Fatima College (Autonomous)
Department Of Management Studies
ADMISSION - 2020 - 2021
Score Sheet

VI List

Date : 30.09.2020

S. No	App. No	Name	UG	UG % (till V sem)	Community	Religion	Entrance	Online Interview (50)
1	2020-MBA-1073	JANANI	B.Com	62%	BC	Hindu	Nil	44
2	2020-MBA-1072	DEVIKA	B.Sc Zoo	78%	BC	Hindu	Nil	45
3	2020-MBA-1092	LAVANYA	B.Sc Chemistry	80%	BC	Hindu	Nil	45
4	2020-MBA-1094	MALAVIKA SAVITHRI	BCOM	76%	BC	Hindu	Nil	45
5	2020-MBA-1109	VEERALAKSHMI K	B.Com	55%	MBC	Hindu	Nil	45
6	2020-MBA-1107	LIMSHA FERNANDO R	B.Tech	71%	MBC	Christian	Nil	46

Fees to be paid on or before 07/10/2020

Principal

Fatima College (Autonomous)
Department Of Management Studies
ADMISSION - 2020 - 2021
Score Sheet

VII List

Date : 09.10.2020

S. No	App. No	Name	UG	UG % (till V sem)	Community	Religion	Entrance	Online Interview (50)
1	2020-MBA-1141	PAVITHRA S	B.COM	61%	BC	Hindu	NIL	45
2	2020-MBA-1128	VAISHNAVI A	BBA	75%	BC	Hindu	NIL	44
3	2020-MBA-1138	GOUSHIKA J	B.COM	55%	BC	Christian	NIL	44
4	2020-MBA-1146	MANEESHA LAKSHMI J	B.Sc	70%	BC	Hindu	NIL	44

* Fees to be paid on or before 14/10/2020.

Principal

Fatima College (Autonomous)
Department Of Management Studies
ADMISSION - 2020 - 2021
Score Sheet - MAT & TANCET

VII List

Date : 09.10.2020

S. No	App. No	Name	UG	UG % (till V sem)	Community	Religion	TANCET/ MAT	Online Interview (50)	Entrance Score (50)	Total (100)
1	2020-MBA-1127	PAVITHRA J	B.Sc IT	68%	BC	Hindu	MAT	45	25.5	70.5
2	2020-MBA-1147	SHRUTHI PRIYADHARSHINI V	B.Sc	67%	BC	Hindu	TANCET	45	32	77

* Fees to be paid on or before 14/10/2020.

Principal

Fatima College (Autonomous)
Department Of Management Studies
ADMISSION - 2020 - 2021
Score Sheet

VIII List

Date : 19.10.2020

S. No	App. No	Name	UG	UG % (till V sem)	Community	Religion	Entrance	Online Interview (50)
1	2020-MBA-1161	HARSHINI TONITTA V	B.Sc Maths	66%	BC	Christian	Nil	45
2	2020-MBA-1167	JEEVITHA.Y	B.COM	72%	BC	Hindu	Nil	45
3	2020-MBA-1170	VIJAYA SHANTHI J.B	B.Sc IT	79%	BC	Hindu	Nil	45
4	2020-MBA-1151	KARTHIGA JOTHI.M	B.Sc CS	70%	BC	Hindu	Nil	44
5	2020-MBA-1156	SELVA ESWARI.R	B.Sc Maths	57%	DNC	Hindu	Nil	44
6	2020-MBA-1165	SANGEETHA P.	B.COM CA	59%	BC	Hindu	Nil	44
7	2020-MBA-1169	GAUSHIKI.K	B.COM	79%	BC	Hindu	Consortium	44

* Last date to pay the fees on or before 23/10/2020

Principal

Fatima College (Autonomous)
Department Of Management Studies
ADMISSION - 2020 - 2021
Score Sheet

IX List

Date : 28.10.2020

S. No	App. No	Name	UG	UG % (till V sem)	Community	Religion	Entrance	Online Interview (50)
1	2020-MBA-1172	VIGNESHWARI M	B.E	64%	BC	Hindu	Nil	45

* Last date for paying the fees on or before 29/10/2020.

Principal

Fatima College (Autonomous)
Department Of Management Studies
ADMISSION - 2020 - 2021
Score Sheet

X List

Date : 11.11.2020

S. No	App. No	Name	UG	UG % (till V sem)	Community	Religion	Entrance	Online Interview (50)
1	2020-MBA-1182	INDHUA.A	B.Sc IT & M	69%	BC	Hindu	Nil	45

Principal

Fatima College (Autonomous)
Department Of Management Studies
ADMISSION - 2020 - 2021
Score Sheet - MAT & TANCET

XI List

Date : 16.11.2020

S. No	App. No	Name	UG	UG % (till V sem)	Community	Religion	TANCET/ MAT	Online Interview (50)	Entrance Score (50)	Total (100)
1	2020-MBA-1185	SHIRLINE KIRUBHA.P	BE	80%	BC	Christian	TANCET	45	42.5	87.5

* Last date for paying the fees on or before 18th NOV 2020

Principal

Fatima College (Autonomous)
Department Of Management Studies
ADMISSION - 2020 - 2021
Score Sheet - MAT & TANCET

XII List

Date : 30.11.2020

S. No	App. No	Name	UG	UG % (till V sem)	Community	Religion	TANCET/ MAT	Online Interview (50)	Entrance Score (50)	Total (100)
1	2020-MBA-1193	MARTHAL SNEHA P	BBA	59%	BC	Christian (RC)	MAT	43	28	71

* Last date for paying fees on or before / Immediately 3rd December

Principal

❖ **List of the candidate who joined within the date, vacancy position in each category before operation of waiting list:**

S.NO	DATE OF ADMISSION	Roll No	STUDENTS NAME
1	09-09-2020	2020MBA01	AADHI P JAYARUPINI
2	16-08-2020	2020MBA02	AARTHY M
3	04-09-2020	2020MBA03	AHIRSHA S G
4	17-08-2020	2020MBA04	ANBUNANCY I
5	27-06-2020	2020MBA05	ARCHANA S K
6	14-08-2020	2020MBA06	ARUN KARTHIGA DEVI A S
7	06-07-2020	2020MBA07	BAVITHIRA J
8	31-07-2020	2020MBA08	BHAVANI C
9	02-09-2020	2020MBA09	DEVI BALA J
10	12-09-2020	2020MBA10	FATHUMUTHU BENAZIR B
11	08-07-2020	2020MBA11	GEBROLY R G
12	17-08-2020	2020MBA12	GOWRIKAVIYA S
13	21-10-2020	2020MBA13	HARSHINI TONITTA V
14	07-09-2020	2020MBA14	HASIR JUNAITHA K M
15	27-11-2020	2020MBA15	ILAKKIYA M
16	11-11-2020	2020MBA16	INDHU A A
17	14-08-2020	2020MBA17	INDU PREETHA S
18	27-08-2020	2020MBA18	ISHWARYA S
19	20-07-2020	2020MBA19	ISWARIYALAKSHMI V
20	27-10-2020	2020MBA20	JEEVITHA Y
21	02-09-2020	2020MBA21	JERUSHAH OSCAR
22	24-08-2020	2020MBA22	JESI LUDY J
23	31-07-2020	2020MBA23	JEYA KIRUUTHIKA S
24	30-06-2020	2020MBA24	JEYA KOWSALYA G
25	05-07-2020	2020MBA25	KANIMOZHI R
26	24-07-2020	2020MBA26	KARTHIGA DEVI V
27	08-07-2020	2020MBA27	KAVIPRIYA M
28	29-06-2020	2020MBA28	KIRUTHIGA V
29	05-10-2020	2020MBA29	KRITHIKA K
30	07-07-2020	2020MBA30	LISSY LOURDU ILAKIYYA E

31	03-08-2020	2020MBA31	MAGITHA U
32	05-10-2020	2020MBA32	MALAVIKA SAVITHRI M
33	14-10-2020	2020MBA33	MANEESHA LAKSHMI J
34	05-08-2020	2020MBA34	MANISHA M
35	05-10-2020	2020MBA35	MAREESWARI @ AISHWARYA S
36	03-12-2020	2020MBA36	MARTHAL SNEHA P
37	17-07-2020	2020MBA37	MERCILIN R
38	02-08-2020	2020MBA38	MOHANA PRIYA S
39	14-08-2020	2020MBA39	MONISHA R
40	16-09-2020	2020MBA40	NANDHINI M
41	25-08-2020	2020MBA41	NEHAYADAV P
42	17-10-2020	2020MBA42	PAVITHRA J
43	12-10-2020	2020MBA43	PAVITHRA N
44	06-07-2020	2020MBA44	PAVITHRA S
45	30-10-2020	2020MBA45	POORNIMA R
46	07-07-2020	2020MBA46	PREETHI P
47	23-07-2020	2020MBA47	PRIYA DHARSHINI M
48	01-08-2020	2020MBA48	PRIYADHARSHINI V
49	28-06-2020	2020MBA49	RAJADHARSHINI R
50	15-08-2020	2020MBA50	RAJASHREE K
51	23-08-2020	2020MBA51	RANI P
52	06-07-2020	2020MBA52	ROHINI K
53	10-09-2020	2020MBA53	SAARANAPOORANI@PRIYADHARSHINI S
54	07-10-2020	2020MBA54	SANKARI K
55	02-09-2020	2020MBA55	SANTHIYA S
56	19-08-2020	2020MBA56	SARANYA B
57	23-10-2020	2020MBA57	SELVA ESWARI R
58	24-07-2020	2020MBA58	SELVAMBIKA M
59	04-09-2020	2020MBA59	SHALINI P
60	25-08-2020	2020MBA60	SHANMUGAPRIYA V
61	16-08-2020	2020MBA61	SHERNITHA V
62	18-11-2020	2020MBA62	SHIRLINE KIRUBHA P
63	06-07-2020	2020MBA63	SHOBANA G

64	14-10-2020	2020MBA64	SHRUTHI PRIYADHARSHINI V H
65	28-09-2020	2020MBA65	SINTHIYA A
66	18-09-2020	2020MBA66	SIVASANKARI S
67	27-06-2020	2020MBA67	SUMAIYA RIFANA A
68	30-07-2020	2020MBA68	SWATHI NAGA KASTHURI G
69	21-08-2020	2020MBA69	SWATHIPRIYA V
70	05-10-2020	2020MBA70	SWETHA K
71	27-06-2020	2020MBA71	SWETHA S
72	27-10-2020	2020MBA72	VAISHNAVI A
73	20-07-2020	2020MBA73	VARSHA P
74	05-10-2020	2020MBA74	VEERALAKSHMI K
75	10-11-2020	2020MBA75	VIGNESHWARI M
76	21-10-2020	2020MBA76	VIJAYA SHANTHI J B
77	28-08-2020	2020MBA77	VINCELET RESHMA M
78	29-06-2020	2020MBA78	VINITA VICTRIN R
79	06-10-2020	2020MBA79	VISALI M

FATIMA COLLEGE (AUTONOMOUS)
MADURAI – 625 018
PG DEPARTMENT OF COMPUTER APPLICATIONS
ADMISSION - 2020 - 2021
INTERVIEW(23-06-2020)

S.NO	APP.NO	NAME	UG	UG % (Till 5thSem)	Eligibility (Maths)	TANCET (Score)	Caste	Religion	Hostel/ Day scholar	Interview Mark (50)
1.	2020-MCA-1005 / 7	KARTHIGA	BCA	61 %	Yes	Y(6.02)	BC	Hindu	D	45
2.	2020-MCA-1006	AYSHA FATHIMA	B.Sc IT	62 %	Yes	Y(81.76)	MBC	Muslim	H	40
3.	2020-MCA-1013	SRIMATHI	B.Sc CS	68 %	Yes	N	-	Hindu	D	44
4.	2020-MCA-1019	LOCHNA	B.Sc (Maths)	82 %	Yes	Y(26)	DNC	Hindu	H	40
5.	2020-MCA-1020	FAZILA	BCA	79 %	Yes	Y(34.42)	BC	Muslim	H	43
6.	2020-MCA-1023	SAKTHI MEENAKSHI	B.Com	80 %	Yes	N	MBC	Hindu	H	48
7.	2020-MCA-1024	SILVIYA SAHAY	B.Sc CS	64 %	Yes	Y(47.58)	BC	Christian	H	44
8.	2020-MCA-982	SHERLIN HELINA	B.Sc (Maths)	80 %	Yes	Y(61.73)	MBC	Christian	H	47
9.	2020-MCA-142	SHALINI	B.Sc IT	69 %	Yes	N	BC	Hindu	H	41
10.	2020-MCA-152	SANGAVI	B.Sc CS	76 %	Yes	N	BC	Hindu	H	40
11.	2020-MCA-283	SARUBHIYAA	BCA	79 %	Yes	Y(59.62)	BC	Hindu	D	46
12.	2020-MCA-284	AASHIFA	B.Sc (Maths)	79 %	Yes	N	BC	Muslim	H	44

13.	2020-MCA-298	V MURUGESWARI	BCA	62 %	Yes	N	DNC	Hindu	D	44
14.	2020-MCA-307	SAVITHA	BCA	80 %	Yes	N	BC	Hindu	D	45
15.	2020-MCA-378	PAVITHRA J R	B.Sc (Maths)	70 %	Yes	N	SC	Hindu	D	42
16.	2020-MCA-400	PRIYA	B.Sc CS	63 %	Yes	N	BC	Hindu	H	42
17.	2020-MCA-404	MADHUBALA	B.Sc (Maths)	90 %	Yes	Y(75.16)	BC	Hindu	H	48

FATIMA COLLEGE (AUTONOMOUS)
MADURAI – 625 018
PG DEPARTMENT OF COMPUTER APPLICATIONS
ADMISSION - 2020 - 2021
INTERVIEW(20.07.2020)

S.NO	APP.NO	NAME	UG	UG % (Till 5th Sem)	Eligibility (Maths)	TANCET/ CONSORTIUM	Community	Religion	Hostel/ Day scholar	TANCET (Score)	Interview Mark (50)
1.	2020-MCA-455	AARTHY	B.Sc CS	85%	YES	TANCET	BC	Hindu	D	83.9	49
2.	2020-MCA-495	YUVASRI ISHWARYA	B.Sc IT	75%	YES	CONSORTIUM	BC	Hindu	D		46
3.	2020-MCA-435	RAJA PRIYA	B.Com CA	71%	YES	CONSORTIUM	BC	Hindu	D		45
4.	2020-MCA-620	RUTHRAPRIYA	B.Sc IT	63%	YES	CONSORTIUM	BC	Hindu	D		45

5.	2020-MCA-530	NIRANJANA	B.Sc CS	65%	YES	CONSORTIUM	BC	Hindu	D		44
6.	2020-MCA-589	NAVEENA	BCA	82%	YES	TANCET	DNC	Hindu	D	78.5	43
7.	2020-MCA-622	GAYATHRI	B.Sc CS	74%	YES	TANCET	DNC	Hindu	H	9.9	43
8.	2020-MCA-584	SHEEREEN SALEEMA	BCA	77%	YES	CONSORTIUM	BC	Muslim	H		42
9.	2020-MCA-665	AZHAHU AKSHAYA	B.Sc CS	71%	YES	CONSORTIUM	MBC	Hindu	H		42
10	2020-MCA-658	DEEPIKA	B.Sc CS	71%	YES	TANCET	BC	Hindu	D	5	41
11	2020-MCA-590	AMUTHA PRIYADHARSHINI	B.Sc CS	65%	YES	CONSORTIUM	BC	Hindu	D		40
12	2020-MCA-618	UTHAYASRIDEVI	B.Sc CS	65%	YES	TANCET	BC	Hindu	H	24.8	40
13	2020-MCA-664	MEJALA	B.Sc CS	57%	YES	CONSORTIUM	BC	Christian	H		40

FATIMA COLLEGE (AUTONOMOUS)
MADURAI – 625 018
PG DEPARTMENT OF COMPUTER APPLICATIONS
ADMISSION – 2020 -2021
INTERVIEW (05-08-2020)

S.NO	APP.NO	NAME	UG	UG % (Till 5thSem)	Eligibility (Maths)	TANCET/ CONSORTIUM	Community	Religion	Hostel/ Day scholar	TANCET (Score)	Interview Mark (50)
1.	2020-MCA-899	LAKSHMI PRIYA	B.Sc CS	62%	YES	CONSORTIUM	BC	Hindu	D		48
2.	2020-MCA-748	SHAMELI	B.Sc CS	75%	YES	TANCET	BC	Hindu	D	59	45
3.	2020-MCA-752	SHARULAKSHMI	B.A English	83%	YES	CONSORTIUM	BC	Hindu	D	-	45
4.	2020-MCA-773	KARPAGASELVI	B.Sc IT	72%	YES	CONSORTIUM	BC	Hindu	D	-	44
5.	2020-MCA-1025	KANIMOZHI	BCA	72%	YES	TANCET	MBC	Hindu	D	26	43
6.	2020-MCA-764	ABIRAMI	B.Sc CS	72%	YES	CONSORTIUM	BC	Hindu	D	-	43
7.	2020-MCA-816	MAHI GAYATHRI	B.Sc Maths	69%	YES	CONSORTIUM	BC	Hindu	D		43
8.	2020-MCA-873	ARTHI	BCA	70%	YES	CONSORTIUM	SC	Hindu	H	-	43
9.	2020-MCA-667	KAUSALYAA	B.Sc IT	85%	YES	TANCET	BC	Hindu	H	54	42
10.	2020-MCA-767	PRIYADHARSHINI	B.Sc CS	71%	YES	TANCET	BC	Hindu	D	35	42
11.	2020-MCA-784	JANANI	B.Sc IT	65%	YES	CONSORTIUM	BC	Hindu	D	-	42
12.	2020-MCA-902	JEEVITHA	B.Sc CS	81%	YES	TANCET	BC	Hindu	D	13	41

13.	2020-MCA-687	DURGADEVI	B.Sc CS	54%	YES	TANCET	BC	Hindu	H	31	40
14.	2020-MCA-757	JERLIN	BCA	74%	YES	CONSORTIUM	BC	Christian	H	-	40
15.	2020-MCA-768	PRIYANKA	B.Sc CS	70%	YES	TANCET	BC	Hindu	D	73	40
16.	2020-MCA-872	KAROLIN	BCA	71%	YES	CONSORTIUM	BC	Christian	H	-	40

FATIMA COLLEGE (AUTONOMOUS)
MADURAI – 625 018
PG DEPARTMENT OF COMPUTER APPLICATIONS
ADMISSION – 2020 -2021
INTERVIEW (23-09-2020)

S.NO	APP.NO	NAME	UG	UG % (Till 5th Sem)	Eligibility (Maths)	TANCET/ CONSORTIUM	Community	Religion	Hostel/ Day scholar	TANCET (Score)	Interview Mark (50)
1.	2020-MCA-1102	M PRIYADHARSHINI	B.Sc CS	63%	YES	CONSORTIUM	MBC	Hindu	D	-	45
2.	2020-MCA-1070	AKSHAYA	B.Sc CS	69%	YES	CONSORTIUM	BC	Hindu	D	-	43
3.	2020-MCA-1061	RESHMA	B.Sc Maths	76%	YES	CONSORTIUM	BCM	Muslim	D	-	40
4.	2020-MCA-1009	ANTONY ZITA	BCA	64.3%	YES	TANCET	MBC	Christian	D	61.7	39
5.	2020-MCA-1099	VAITHEESWARI	B.Sc CS	65%	YES	CONSORTIUM	MBC	Hindu	D	-	39
6.	2020-MCA-1059	R SHOBIKA	B.Sc Maths CA	70%	YES	CONSORTIUM	BC	Hindu	D	-	37

❖ List of candidate who have been offered admission:

FATIMA COLLEGE (AUTONOMOUS)
MADURAI – 625 018
PG DEPARTMENT OF COMPUTER APPLICATIONS
ADMISSION – 2020 -2021
INTERVIEW (05-08-2020)

S.NO	APP.NO	NAME	UG	UG % (Till 5th Sem)	Eligibility (Maths)	TANCET/ CONSORTIUM	Community	Religion	Hostel/ Day scholar	TANCET (Score)	Interview Mark (50)
1.	2020-MCA-899	LAKSHMI PRIYA	B.Sc CS	62%	YES	CONSORTIUM	BC	Hindu	D		48
2.	2020-MCA-748	SHAMELI	B.Sc CS	75%	YES	TANCET	BC	Hindu	D	59	45
3.	2020-MCA-752	SHARULAKSHMI	B.A English	83%	YES	CONSORTIUM	BC	Hindu	D	-	45
4.	2020-MCA-773	KARPAGASELVI	B.Sc IT	72%	YES	CONSORTIUM	BC	Hindu	D	-	44
5.	2020-MCA-1025	KANIMOZHI	BCA	72%	YES	TANCET	MBC	Hindu	D	26	43
6.	2020-MCA-764	ABIRAMI	B.Sc CS	72%	YES	CONSORTIUM	BC	Hindu	D	-	43
7.	2020-MCA-816	MAHI GAYATHRI	B.Sc Maths	69%	YES	CONSORTIUM	BC	Hindu	D		43
8.	2020-MCA-873	ARTHI	BCA	70%	YES	CONSORTIUM	SC	Hindu	H	-	43
9.	2020-MCA-667	KAUSALYAA	B.Sc IT	85%	YES	TANCET	BC	Hindu	H	54	42
10.	2020-MCA-767	PRIYADHARSHINI	B.Sc CS	71%	YES	TANCET	BC	Hindu	D	35	42
11.	2020-MCA-784	JANANI	B.Sc IT	65%	YES	CONSORTIUM	BC	Hindu	D	-	42
12.	2020-MCA-902	JEEVITHA	B.Sc CS	81%	YES	TANCET	BC	Hindu	D	13	41
13.	2020-MCA-687	DURGADEVI	B.Sc CS	54%	YES	TANCET	BC	Hindu	H	31	40
14.	2020-MCA-757	JERLIN	BCA	74%	YES	CONSORTIUM	BC	Christian	H	-	40
15.	2020-MCA-768	PRIYANKA	B.Sc CS	70%	YES	TANCET	BC	Hindu	D	73	40
16.	2020-MCA-872	KAROLIN	BCA	71%	YES	CONSORTIUM	BC	Christian	H	-	40

PRINCIPAL

FATIMA COLLEGE (AUTONOMOUS)
MADURAI – 625 018
PG DEPARTMENT OF COMPUTER APPLICATIONS
ADMISSION – 2020 -2021
INTERVIEW (20-07-2020)

S.NO	APP.NO	NAME	UG	UG % (Till 5th Sem)	Eligibility (Maths)	TANCET/ CONSORTIUM	Community	Religion	Hostel/ Day scholar	TANCET Score	Interview Mark (50)
1.	2020-MCA-455	AARTHY	B.Sc CS	85%	YES	TANCET	BC	Hindu	D	62.6	48
2.	2020-MCA-495	YUVASRI ISHWARYA	B.Sc IT	75%	YES	CONSORTIUM	BC	Hindu	D		46
3.	2020-MCA-435	RAJA PRIYA	B.Com CA	77%	YES	CONSORTIUM	BC	Hindu	D		45
4.	2020-MCA-620	RUTHRAPRIYA	B.Sc IT	65%	YES	CONSORTIUM	BC	Hindu	D		45
5.	2020-MCA-530	NIRANJANA	B.Sc CS	65%	YES	CONSORTIUM	BC	Hindu	D		44
6.	2020-MCA-589	NAVEENA	BCA	82%	YES	TANCET	DNC	Hindu	D	30	42
7.	2020-MCA-622	GAYATHRI	B.Sc CS	74%	YES	TANCET	DNC	Hindu	H	64	42
8.	2020-MCA-584	SHEEREEN SALEEMA	BCA	77%	YES	CONSORTIUM	BC	Muslim	D		42
9.	2020-MCA-665	AZHAHU AKSHAYA	B.Sc CS	71%	YES	CONSORTIUM	MBC	Hindu	D		42
10.	2020-MCA-658	DEEPIKA	B.Sc CS	77%	YES	TANCET	BC	Hindu	D	71	42
11.	2020-MCA-590	AMUTHA PRIYADHARSHINI	B.Sc CS	65%	YES	CONSORTIUM	BC	Hindu	D		42
12.	2020-MCA-618	UTHAYASRIDEVI	B.Sc CS	65%	YES	TANCET	BC	Hindu	D	70.5	42
13.	2020-MCA-664	MEJALA	B.Sc CS	57%	YES	CONSORTIUM	BC	Christian	D		42

13 Students.

Link is sent on 22nd July

PRINCIPAL

Fees 5000 paid 5 on 22nd July
6th August 2020

FATIMA COLLEGE (AUTONOMOUS)
MADURAI – 625 018
PG DEPARTMENT OF COMPUTER APPLICATIONS
ADMISSION – 2020 -2021
INTERVIEW (27-08-2020)

S.NO	APP.NO	NAME	UG	UG % (Till 5th Sem)	Eligibility (Maths)	TANCET/ CONSORTIUM	Community	Religion	Hostel / Day scholar	TANCET (Score)	Interview Mark (50)
1.	2020-MCA-1031	REETHIKA	B.Sc CS	74%	YES	TANCET	DNC	Hindu	D	63.5	47
2.	2020-MCA-939	HEPHZIBAH	B.Sc Maths	70%	YES	TANCET	BC	Christian	H	87	46
3.	2020-MCA-10026	RUTHRA	BCA	60 %	YES	CONSORTIUM	BC	Hindu	D	-	45
4.	2020-MCA-995	MAHESH PRATHILISHA	B.Sc CS	70%	YES	CONSORTIUM	DNC	Hindu	D	-	43
5.	2020-MCA-10027	GOKILAVANI	BCA	72%	YES	CONSORTIUM	SC	Hindu	H	-	43
6.	2020-MCA-1033	PAVITHRA	B.Sc CS	79%	YES	TANCET	BC	Hindu	H	57.7	43
7.	2020-MCA-1028	RATHINA SUWETHA	B.Sc CS	78%	YES	CONSORTIUM	DNC	Hindu	H	-	42
8.	2020-MCA-997	MEENAKSHI	B.Sc Maths CA	75%	YES	TANCET	BC	Hindu	D	92	40

PRINCIPAL

FATIMA COLLEGE (AUTONOMOUS)
MADURAI – 625 018
PG DEPARTMENT OF COMPUTER APPLICATIONS
ADMISSION – 2020 -2021
INTERVIEW (05-10-2020)

S.NO	APP.NO	NAME	UG	UG % (Till 5th Sem)	Eligibility (Maths)	TANCET/ CONSORTIUM	Community	Religion	Hostel/ Day scholar	TANCET (Score)	Interview Mark (50)
1.	2020-MCA-895	RAMYA	B.Sc CA	54%	YES	TANCET	BC	Hindu	D	43	44
2.	2020-MCA-1124	S. JANANI	B.Sc ITM	65%	YES	CONSORTIUM	BC	Hindu	D	-	42
3.	2020-MCA-1130	R. PRIYADHARSHINI	B.Sc IT	81%	YES	CONSORTIUM	BC	Hindu	D	-	41

Fees 5000 rec 12/10/2020
paid on 19th Sept

PRINCIPAL

- **List of the candidate who joined within the date, vacancy position in each category before operation of waiting list:**

S.NO	DATE OF ADMISSION	Roll No	STUDENTS NAME
1.	27.10.2020	2020MCA01	AKSHAYA B
2.	30.09.2020	2020MCA02	ANTONY ZITA C
3.	27.08.2020	2020MCA03	DEEPIKA J
4.	18.07.2020	2020MCA04	FAZILA S
5.	09.09.2020	2020MCA05	GOKILAVANI P
6.	07.10.2020	2020MCA06	JANANI S
7.	27.08.2020	2020MCA07	JERLIN M
8.	17.08.2020	2020MCA08	KARPAGASELVI R
9.	03.07.2020	2020MCA09	KARTHIGA S
10.	11.08.2020	2020MCA10	KAUSALYAA R
11.	13.08.2020	2020MCA11	LAKSHMIPRIYA R K
12.	31.07.2020	2020MCA12	MADHUBALA K
13.	19.11.2020	2020MCA13	MADHUMITHA C(TANCET)
14.	13.08.2020	2020MCA14	MEJALA N
15.	03.07.2020	2020MCA15	MURUGESWARI V
16.	03.12.2020	2020MCA16	NILA M
17.	13.08.2020	2020MCA17	NIRANJANA P
18.	07.10.2020	2020MCA18	PRIYADHARSINI M
19.	12.08.2020	2020MCA19	PRIYANKA V
20.	09.10.2020	2020MCA20	RAMYA G
21.	03.09.2020	2020MCA21	RATHINA SUWETHA E
22.	19.11.2020	2020MCA22	REVATHI N(TANCET)
23.	03.09.2020	2020MCA23	RUTHRA J

24.	03.09.2020	2020MCA24	SARUBHIYAA M
25.	27.08.2020	2020MCA25	SAVITHA S
26.	03.11.2020	2020MCA26	SHALINI.C
27.	14.08.2020	2020MCA27	SHARULAKSHMI A
28.	03.07.2020	2020MCA28	SHERLIN HELINA R
29.	06.07.2020	2020MCA29	SILVIYA SAHAY L
30.	19.11.2020	2020MCA30	SIVA SRI S S(TANCET)
31.	02.09.2020	2020MCA31	YUVASRI ISHWARYA S

INFORMATION OF INFRASTRUCTURE 2020 -2021

Sr. No.	Particulars	Actual No.	Required No. as per CI	Deficiency
1.	Total Faculty(UG+PG+Diploma)	16	12	No

Administrative Area

Sr. No.	Particulars	Actual Room Area (Sq.m.)	Expected Room Area (Sq.m.)	Deficiency
1.	Board Room	40	20	No
2.	Department Offices/Cabin for Head ofDept	75	40	No
3.	Central Store	32	30	No
4.	Exam Control Office	60	30	No
5.	Housekeeping	18	10	No
6.	Maintenance	30	10	No
7.	Office All Inclusive	312	300	No
8.	Placement Office	50	30	No
9.	Principal Directors Office	36	30	No
10.	Security	10	10	No
TOTAL		663.00	510.00	

Amenities Area

Sr. No.	Particulars	Actual Room Area (Sq. m.)	Expected Room Area (Sq. m.)	Deficiency
1.	Cafeteria	396	150	No
2.	First aid cum Sick Room	25	10	No
3.	Girls Common Room	100	100	No
4.	Stationery Store	10	10	No
TOTAL		531.00	270.00	

Computational Facilities

Sr. No.	Particulars	Available	Required	Deficiency
1.	Internet Bandwidth	34	32	No
2.	Printers	21	4	No
3.	A1 size Color Printers	0	0	No
4.	Legal Application S/W	30	30	No
5.	Legal System S/W	5	4	No
6.	PCs to Student ratio	472	55	No

Library Facilities

Sr. No.	Particulars	Available	Required	Deficiency
1.	Volumes	43410	15500	No
2.	Titles	31156	1600	No
3.	Journals	65	24	No
4.	Library Management Software	1	1	No
5.	Reading Room Seating Capacity	75	68	No
6.	MultiMediaPC	50	10	No

Instructional Area-Common Facilities

Sr. No.	Particulars	Available	Required	Deficiency
1.	Computer Center	153	150	No
2.	Library & Reading Room	148	100	No
TOTAL		301.00	250.00	

Land Area Details

Sr. No.	Particulars	Available	Required	Deficiency
1.	Total Area of Land	5	0.5	No
2.	Maximum number of Pieces	1	3	No

Existing Programme / MANAGEMENT

Sr. No.	Particulars	Level	Actual Room Area (Sqm)	Expected RoomArea (Sqm)	Deficiency
1.	Classroom	PG	485	198	No
2.	Tutorial Room	PG	144	33	No
3.	Seminar Hall	UG/PG	233	132	No
TOTAL			862.00	363.00	

Existing Programme / MCA

Sr. No.	Particulars	Level	Actual Room Area (Sqm)	Expected RoomArea (Sqm)	Deficiency
1.	Classroom	PG	232	132	No
2.	Tutorial Room	PG	116	33	No
3.	Seminar Hall	UG/PG	149	132	No

4.	Computer Laboratory	UG/PG	4 2 6	6 6	**No**
TOTAL			**923.00**	**363.00**	

Other Facilities

Sr. No.	Particulars	Availability	Deficiency
1.	All Weather Approach(Motorised Road)	Yes	**No**
2.	Safety Provisions	Yes	**No**
3.	Sewage Disposal System	Yes	**No**
4.	Telephone	Yes	**No**
5.	Vehicle Parking	Yes	**No**
6.	First Aid	Yes	**No**
7.	Appointment: Student Counselor	Yes	**No**
8.	Establishment: Anti-Ragging Committee	Yes	**No**
9.	Establishment: Committee for SC/ST	Yes	**No**
10.	Establishment: Internal Complaint Committee(ICC)	Yes	**No**
11.	Estb: Grievance Redressal Committee/OMBUDSMAN	Yes	**No**
12.	Barrier free Enviroment	Yes	**No**
13.	**AICTE Approval Letters- EoA/LoA**	**Yes**	**No**

14.	Institution-Industry Cell	Yes	No
15.	Digital Payment-Financial Transactions	Yes	**No**
16.	Food Safety and Standards	Yes	**No**
17.	Insurance for Students	Yes	**No**
18.	Applied membership-National Digital Library	Yes	**No**
19.	Online Grievance Rederssal Mechanism	Yes	**No**
20.	Internal Quality Assurance Cell	Yes	**No**
21.	Fire and Safety Certificate	Yes	**No**
22.	Atleast 5 MoUs with industries	Yes	**No**
23.	Display of info submitted to AICTE on website	Yes	**No**
24.	General Insurance	Yes	**No**
25.	Backup Electric Supply	Yes	**No**
26.	Group accident policy for employees	Yes	**No**
27.	Rain Water Harvesting	Yes	**No**
28.	Implementation of student Induction Programme	Yes	**No**
29.	Waste Management and a sustainable Green Campus	Yes	**No**
30.	Institution Web Site	Yes	**No**
31.	Medical & Counseling	Yes	**No**
32.	Notice Boards	Yes	**No**
33.	**Potable Water Supply**	**Yes**	**No**

OCCUPANCY CERTIFICATE

Form D

FORM OF LICENCE UNDER SUB SECTION (1) OF SECTION (6) OF TAMILNADU PUBLIC BUILDINGS (LICENSING) ACT, 1965 (TAMILNADU ACT XIII OF 1965) REFERRED TO IN RULE 6 OF TAMILNADU PUBLIC BUILDING (LICENSING) RULES, 1966.

LICENCE

LICENCE NO. 01/2015 **FEE RS. : 16000/-**

REGISTRATION NO: K.Dis. 06739/2018/C3 **Renewal No.51 /2018**

Licence is hereby granted to **The Secretary, Fatima College (Autonomous), Maryland, Madurai-625 018,** Madurai North Taluk, Madurai District, for the purpose of Education, Library, Canteen and Auditorium and inrespect of the building specified in the statement below and subject to the conditions and for the period mentioned here under. The period of validity of the licence shall be from **28.01.2018 to 27.01.2021.**

Dated: /06/2018

Tahsildar
Madurai North
SIGNATURE OF THE
COMPETENT AUTHORITY

SECRETARY
FATIMA COLLEGE (AUTONOMOUS)
MADURAI-18

PRINCIPAL
FATIMA COLLEGE (AUTONOMOUS)
MADURAI - 625 018.

STATEMENT TO ACCOMPANY THE LICENCE

Location of the Building (Door Number, Street & Name of the Place)	Purpose for which the building is licensed to be used as a public building	Number of persons to be accommodated	Period of Validity
1	2	3	4
Administrative & Main Block	Education	2500	
Marina Block	Education	750	
Rose Mystica Library	Library	350	
Benedicta Block	Education	500	
Jubilee Hall	Auditorium	1300	
Counselling Centre	Education	20	
Students Activity Centre	Education	175	
Mother Rose Canteen	Canteen	70	
Millennium Block	Education	1200	
San Jose Block	Education	850	
Sancta Maria Block	Education	800	
S.No.192/2, 192/3, 130/3, 131/3, 132/1, 132/3 of Vilangudi 1 Bit Village, The Secretary, Fatima College (Autonomous), Maryland, Madurai-625 018, Madurai North Taluk, Madurai District.	Education, Library, Canteen and Auditorium	10640 (Ten Thousand Six Hundred and Forty Only)	From 28.01.2018 to 27.01.2021

Dated: 28/06/2018

Tahsildar
Madurai North
SIGNATURE OF THE
COMPETENT AUTHORITY

SECRETARY
FATIMA COLLEGE (AUTONOMOUS)
MADURAI-18

28/3/18

PRINCIPAL
FATIMA COLLEGE (AUTONOMOUS)
MADURAI - 625 018.

FIRE & SAFETY CERTIFICATE

TAMILNADU FIRE & RESCUE SERVICE
FORM OF FIRE & RESCUE SERVICE LICENCE
(Sec Section 13)

LICENCE No. 376 /2019 Date : 04.06.2019.

L.Dis.No.: 368 / D / 2019

Licence is hereby granted under Section 13 of the Tamilnadu Fire & Rescue Service Act 1985, for selling / storing / pressing / other items Fatima college (Autonomous) Ground Floor + First Floor (mention whichever is applicable) within jurisdiction of **MADURAI** Municipality / Panchayat / Corporation at the Premises No. 135 Street / Road vilangudi

Taluk / Town **MADURAI** District **MADURAI** subject to the conditions noted thereon and such conditions as may be prescribed.

Inspected by : **STATION OFFICER, TALLAKULAM ON** : 01.04.2019

Valid upto : 03.06.2020.

Conditions : The Fire Fighting Equipments recommended on should be installed and maintained in working condition.

04 JUN 2019

OFFICE SEAL WITH DATE:

SECRETARY
FATIMA COLLEGE (AUTONOMOUS)
MADURAI-18

DISTRICT OFFICER,
FIRE & RESCUE SERVICES,
MADURAI DISTRICT, MADURAI.

To: Secretary.
Fatima College (Autonomous)
vilangudi
Madurai. 18

PRINCIPAL
FATIMA COLLEGE (AUTONOMOUS)
MADURAI - 625 018

LIBRARY & FACILITIES

LIBRARY BOOKS

Sl NO	Programme	MCA	Number of Tiles	9353
1	Number of Volumes	14391	Number of Journals published in India	12
	Number of Journals published at Abroad	19	Number of eBook Volumes-UG	0
	Number of eBook Volumes-PG	5607	Number of eBook Volumes-Diploma	0
	Number of eBook Titles-UG	0	Number of eBook Titles-PG	5129
	Number of eBook Titles-Diploma	0		
Sl NO	**Programme**	MANAGEMENT	**Number of Tiles**	**11447**
2	Number of Volumes	18162	Number of Journals published in India	18
	Number of Journals published at Abroad	16	Number of eBook Volumes-UG	0
	Number of eBook Volumes-PG	5250	Number of eBook Volumes-Diploma	0
	Number of eBook Titles-UG	0	Number of eBook Titles-PG	5227
	Number of eBook Titles-Diploma	0		

LIBRARY FACILITIES

Sr. No.	Working hours from to	8.30 am to 5.30 pm	Reprographic Facility	Yes
1	Current Annual Budget Rs.	450000	Bar Code or RF Tab Bookhandling	Yes
	Reading Room Seating Capacity	75	Library Networking	Y
	Name of E Journal Subscriptionavailable	J GATE, DELNET, NLIST	Library Management Software	Yes
	Number of Multimedia PCs	50	Total Library Area in Sqm	148

Department of Management Studies
Fatima College (Autonomous), Madurai - 625018.
(College with Potential For Excellence & Re-Accredited with 'A' Grade by NAAC)
e-mail: mba@fatimacollegemdu.org
0452-2668366
0452-2668437

Date : 26.03.2021

To

Informatics Publishing Limited
No 194, R.V. Road, P.B. no. 400
Basavanagudi, Bangalore - 560004

Sir

Sub: Subscription J-Gate Social & Management Science – Reg.

We wish to subscribe J-Gate Social & Management Science for the period of one year March 2021 – March 2022.

We have enclosed the Demand Draft **(D.D. No: 863129 *dated. 25.03.2021*)** for the amount of **Rs.67,522/-** as subscription amount for the same.

Kindly send us the official receipts and the issues to the address given below,

The Principal
Fatima College (Autonomous),
Department of Management Studies,
Mary Land,New Vilangudi,
Madurai – 625 018.
Tamil Nadu.

Thanking You

Yours Sincerely

Sr. G. Celine Sahaya Mary

(Dr. Sr. G. Celine Sahaya Mary)
PRINCIPAL
FATIMA COLLEGE (AUTONOMOUS)
MADURAI - 625 018.

Encl: **D.D. No: 863129 *dated. 25.03.2021* Rs.67,522/-**

Dr. Sr. G. Celine Sahaya Mary, M.B.A., Ph.D., D.Litt.
Principal

FATIMA COLLEGE (Autonomous)
College with Potential for Excellence
Re-Accredited with 'A' Grade by NAAC
65th Rank in India Ranking 2018 (NIRF)
Mary Land, Madurai – 625 018.
Tamil Nadu.
PHONE: 0452-2668016, 2669015.
FAX: 0452-2668437
Email: fatimacollegemdu@gmail.com

NO. 85/UG-7/SUBS-OCT-2020 DATE: 28.10.2020.

THE NETWORK MANAGER
"DELNET"
Developing Library Network
J.N.U. Campus,
Nelson Mandela Road,
Vasant Kunj,
New Delhi 110 070.
Sir,

Sub: Renewal of annual Membership– "DELNET"(for the year January – December 2021) Demand Draft forwarding-reg.

*****

We enclose herewith Demand Draft for Rs.13570/- (Rupees: Thirteen thousand five hundred and Seventy only) towards the renewal of annual membership subscription charges for the year January – December 2021.

Mailing Address:

The Principal
Fatima College(Autonomous)
Mary Land
Madurai – 625 018.
Tamil Nadu

Kindly send us your official receipt for payment received.

Thank You

Yours Sincerely,

Dr. G. Celine Sahaya Mary

(Dr. Sr.G. Celine Sahaya Mary)
PRINCIPAL
FATIMA COLLEGE (AUTONOMOUS)
MADURAI - 625 018

Encl:

One DD for Rs : 13570/-
DD No. : 224396
Dated : 27.10.2020

No.: **Receipt No./62401/2020-21**

Dated **7-Nov-2020**

DELNET- Developing Library Network
Jawaharlal Nehru University Campus
Nelson Mandela Road, Vasant Kunj
New Delhi-110070
State Name : Delhi, Code : 07

Receipt

Received with thanks from : **FATIMA COLLEGE (AUTONOMOUS)**
DEPARTMENT OF MANAGEMENT STUDIES
MARY LAND, MADURAI-625018
(DELNET MEM NO. IM-485)

The sum of : **Indian Rupees Thirteen Thousand Five Hundred Seventy Only**

By : FATIMA COLLEGE (AUTONOMOUS); Indian Bank (India)
Cheque/DD DD 224396 7-Oct-2020 **13,570.00**

Remarks : **AMOUNT RECEIVED TOWARDS ANNUAL INSTITUTIONAL MEMBERSHIP FEES FOR THE PERIOD 20.09.2020 TO 19.09.2021**

Auth tory

****₹ 13,570.00/-**

***Subject to Realisation*

DELNET
Developing Library Network
New Delhi
www.delnet.in

Certificate of Membership

This certifies that

Fatima College (Autonomous)
Madurai

is an Institutional Member of

DELNET – Developing Library Network

and is entitled to all benefits and privileges pertaining thereto.

Membership Number *IM – 485* has been renewed and it

expires on September 19, 2021

Dr. Sangeeta Kaul
Director
DELNET, New Delhi

Date of Issue: November 7, 2020

MHRD
Ministry of Human Resource Development
Government of India

सत्यमेव जयते

INDIAN INSTITUTE OF TECHNOLOGY KHARAGPUR

National Digital Library of India

CERTIFICATE OF REGISTRATION

This is to certify that **Fatima College (Autonomous)** is registered as a **NDLI Club** under the National Digital Library of India.

Dr.Vignesh Sornamohan
Chief Strategic and Outreach Officer
National Digital Library of India Project
Indian Institute of Technology
Kharagpur

NDLI CLUB PARTNER

National Digital Library of India

- LEARN. SHARE. GROW. -

Registrant's Address:
Mary Land
Vilangudi
Madurai - 625018

Registration Number: INTN00118

Date of Registration: 28th January, 2020

Valid Upto: 27th January, 2021

LABORATORY DETAILS

SL. No.	Programme:	MCA	Department:	Masters In Computer Applications
1	Course:	MASTERS IN COMPUTER APPLICATIONS	Level:	Post Graduate
	Name of the Laboratory:	Mca Lab I,Ii,Iii	Is it Research lab for PGCourse(Y/N):	No
	Major Equipments:	Total Systems - 72 + 50 Core 2 Duo - 12 Piv - 60 + 50	Building Name	sanjose, santamaria, adminbloc
	Building Number	132/1,132/3		
SL. No.	Programme:	MANAGEMENT	Department:	Masters In Business Administration
2	Course:	MASTERS IN BUSINESS ADMINISTRATION	Level:	Post Graduate
	Name of the Laboratory:	Sj Cl	Is it Research lab for PGCourse(Y/N):	No
	Major Equipments:	70 Pcs P Iv Core 2 Duo	Building Name	sanjose
	Building Number	132/3		

Fatima College (Autonomous), Madurai-18

PG LAB - SYSTEM CONFIGURATION

Sl. No	Processor Model	RAM	Hard Disk	Hardware Components	No. of Systems
1	Intel(R) Core ™2 DUO CPU E7400 @ 2.80 GHz, 2.76 GHz	4 GB RAM	250 GB HITACHI HDD	DVD Writer, 19" LENOVO Color Monitor, Built – in Speakers, 101 Keys LENOVO Keyboard, 1 Serial Port, 1 Parallel Ports, Giga Bit Ethernet LAN Card, LENOVO Optical Mouse.	**69**
	(Working as Nodes) Windows XP Professional Service Pack 3				
2	Intel(R) Core ™2 DUO CPU E7400 @ 2.80 GHz, 2.76 GHz	4 GB RAM	250 GB HITACHI HDD	DVD Writer, 19" LENOVO Color Monitor, Built – in Speakers, 101 Keys LENOVO Keyboard, 1 Serial Port, 1 Parallel Ports, Giga Bit Ethernet LAN Card, LENOVO Optical Mouse.	**1**
(Working as Windows 2003 Server) Windows XP Professional					
3	Intel(R) Core ™2 DUO CPU E7400 @ 2.80 GHz, 2.76 GHz	4 GB RAM	250 GB HITACHI HDD	DVD Writer, 19" LENOVO Color Monitor, Built – in Speakers, 101 Keys LENOVO Keyboard, 1 Serial Port, 1 Parallel Ports, Giga Bit Ethernet LAN Card, LENOVO Optical Mouse. **(Linux Server).**	**1**

Total Number of Systems Connected by **LAN**	:	**2 Server + 69 Systems**
Printers	:	**4 Dot Matrix Printers** – Epson LX – 300 - II – Model P170B.
Scanner	:	**1 -** HP Scanner Jet- 2400 Series
Consul UPS – 20 KVA with 2 Hrs Backup	:	**2 No's**
Lab Opening and Closing Time	:	**9.00 A.M – 5.00 P.M**

Major Software Packages Available

System Software

- Windows Server 2003
- Windows XP Professional
- Red Hat Linux 9.0

Application Software

1. Adobe Photoshop 7.0
2. Corel draw12
3. Macromedia Flash 8
4. Visual Studio 6.0
5. Oracle 9i
6. MS Office 2007
7. Turbo C++
8. Adobe PageMaker 7.0
9. JAVA SDK 2.0
10. MS SQL Server 2000 & 2005
11. Tally 9.0
12. McAfee Antivirus
13. Visual studio. Net 2008 & 2005
14. SPSS Smart viewer 18
15. WampServer
16. Macromedia Dreamweaver
17. Macromedia Cloud Computing
18. Python3.4

Special Purpose facilities

COUNSELLING SESSION

DATE: 20.11.2020 **VENUE: GOOGLE MEET**

We the students of MCA department had a counselling session at 10 AM on 20.11.2020. It was held byDr.Sr. Francis Paulinesister, a good speaker delivered a valuable session through google meet.

The main moto of this session is to improve our mental health in the pandemic situation of corona and lockdown stress.

Welcome address of this session given by Mohana priya of I MBA and vote of thanks of this session given by Kausalya of I MCA.

INSPIRING SPEECH:

Sister gave a nice definition for counselling which inspired us a lot.

"COUNSELLLING IS MEANT FOR NORMAL PEOPLE, IT DOSNT MEAN THAT IT IS FOR ABNORMAL PEOPLE"

This definition helps us reduce the fear of attending the counselling session and we learnt many life lessons through her speech.

SOME OF THE QUESTIONS ASKED BY SISTER:

These questions made us to think and realize a lot

- Who needs counselling?
- Why we feel sad and worried?
- When does the problem starts?
- Why women wear bangle during their pregnancy?
- Why cesarean becomes common everywhere?

POSITIVE SENTENCE BY SISTER:

- We should not think what others will think for our own decision.
- When we balance all, we will live happy.
- Believing in yourself, you will definitely have belief in god.
- Be patient and find out your passion.

- Bring out the lions to come outside of you.
- Be balanced to be happy.

Overall we had an inspiring and informative session. Thankyou sister for giving us a great time.

SOME OF THE PICS DURINGSESSION

WELCOME ADDRESS BY

MOHANA PRIYA (IMBA)

VOTE OF THANKS BY

KAUSALYAA (IMCA)

FATIMA COLLEGE
(Autonomous)
(College with potential for excellence)
(Re-Accredited with 'A' grade by NAAC)
Madurai-625 018.
Faculty Members & Students of The Department Of BCA
Cordially invite you to the
GUEST LECTURE
ON
"A DETAILED EXPOSURE ON PROJECTS..."
RESOURCE PERSON
MS.L.SENTHIL LAKSHMI
Director
Tandem infotech
kk nagar, madurai.
22.12.2020
11.00 am to 1.00 pm.

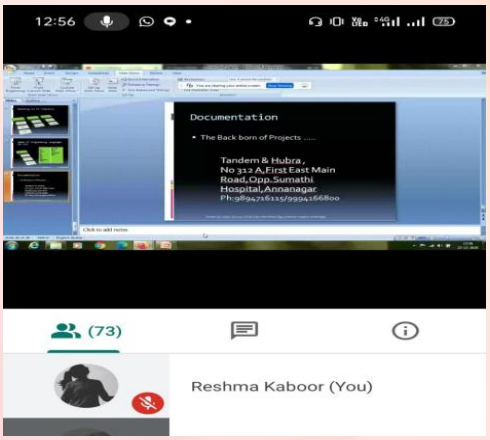
NAME : MS.L.SENTHIL LAKSHMI, DESIGINATION: DIRECTOR, TAMDEM INFOTECH, MADURAI	DATE :22.12.2020 TIME :11.00Am – 12.00pm TOPIC: A DETAILED EXPOSURE ON PROJECTS

Keypoints:

1. Project Development.
2. Smart Project Objectives.
3. Clear Deliverables about Project.
4. Communication Plan.
5. Roles and Responsibilities about Project.

Overcomes:

1. The students get idea about the project development.
2. She gives awareness and importance of software projects.
3. Learn about project exploration, ideas of creation of project by using advanced techniques.
4. She explains about project overcomes and how we face the project without bugs.
5. Finally she discuss about how we choose the project by different tasks and modules.



No of participants: III MCA

S.NO	REG NO	NAME
1.	2018MCA01	NAGA PAVITHRA .N
2.	2018MCA02	SNEHA .V
3.	2019MCA03L	ATCHAYA .S
4.	2019MCA04L	BAVATHARANI .R
5.	2019MCA05L	BHUVANESHWARI .D
6.	2019MCA06L	DHANUSHYA PRABHA .J
7.	2019MCA07L	DHEVIBHALAA .S
8.	2019MCA08L	KARPAGAVALLI .S
9.	2019MCA09L	KAVIYA .M
10.	2019MCA11L	MONIKA D
11.	2019MCA12L	NANTHINI K
12.	2019MCA13L	NIVETHA K
13.	2019MCA14L	PREETHI S
14.	2019MCA15L	RASHVI REKHA K R
15.	2019MCA16L	RAVEENA SHREE A
16.	2019MCA17L	REETHIKA R
17.	2019MCA18L	REKA T N
18.	2019MCA19L	RESHMA KABOOR A
19.	2019MCA20L	SANTHIYA RANI S
20.	2019MCA21L	SATHYAPRABHA V
21.	2019MCA22L	SHEEBA C
22.	2019MCA23L	SHENBAGAMEENA V
23.	2019MCA24L	SNEKA C
24.	2019MCA26L	SRI SIVA RANJINI RP
25.	2019MCA27L	SUDHARSHANA V
26.	2019MCA28L	SURAIYA BANU S
27.	2019MCA29L	SURIYADHARSINI V
28.	2019MCA30L	SUVETHA C
29.	2019MCA31L	THANGARANI K
30.	2019MCA32L	VARSHA P
31.	2019MCA33L	VINOBA TK

Fatima College (Autonomous)

Re-Accredited with 'A' Grade by NAAC (3rd Cycle)

College with Potential for Excellence

74th Rank in India Ranking 2020 (NIRF) by MHRD

Mary Land, Madurai -18.

Guest Lecture

On

Applications of Augment Reality

By

R.Sangeetha.,MCA.,M.Phil.,

Assistant CIT Coordinator andAssistant Professor,

Dept. Of Computer Science,

Lady Doak College,Madurai.

Date:25.11.2020

Time:2.00pm-3.00 pm

Venue:Google meet:https://meet.google.com/djs-vwjt-urn

GUEST LECTURE

NAME:MS.SANGEETHA.R	DESIGNATION: ASSISTANT CIT COORDINATOR ANDASSISTANT PROFESSOR, DEPT. OF COMPUTER SCIENCE, LADY DOAK COLLEGE,MADURAI.
TOPIC: AUGUMENTED REALITY	DATE:26.11.2020
TIME:2.00-4.00PM	VENUE:GOOGLE MEET

Date: 26.11.2020

Venue: Google Meet

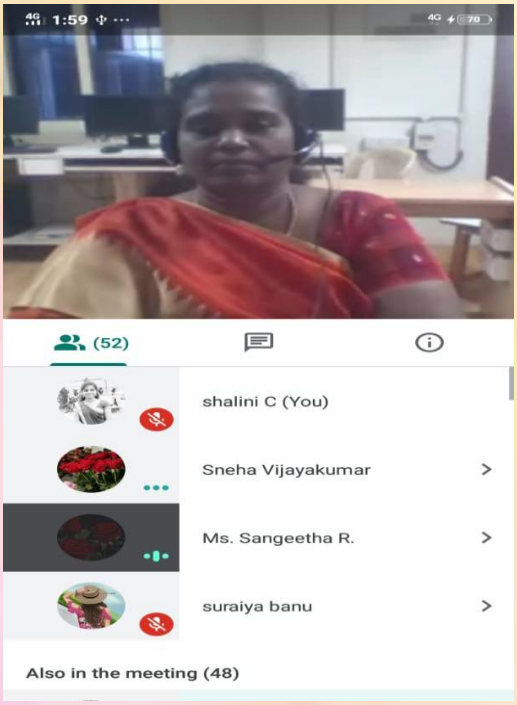
Zeal Association guest lecture was held on 26.11.2020 at Google Meet, Fatima College, Madurai. I, II and III year students of MCA participated in guest lecture. The program was started at 2.00p.m.

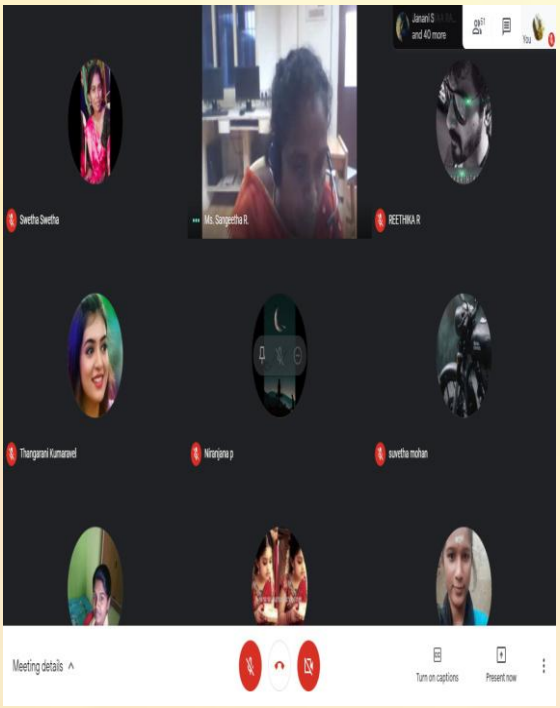
KEY POINTS HIGHLIGHTED:

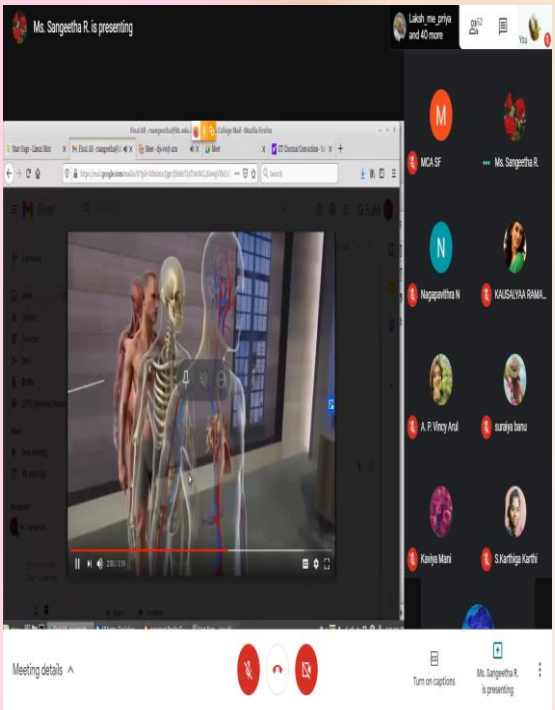
- ✔ Introduction to augmented reality
- ✔ Why augmented reality is important
- ✔ Components of AR, hardware, software
- ✔ Applications of AR
- ✔ How does AR technology work?
- ✔ Medical training
- ✔ Business, newspaper, class room education
- ✔ Design and modelling
- ✔ Future AR

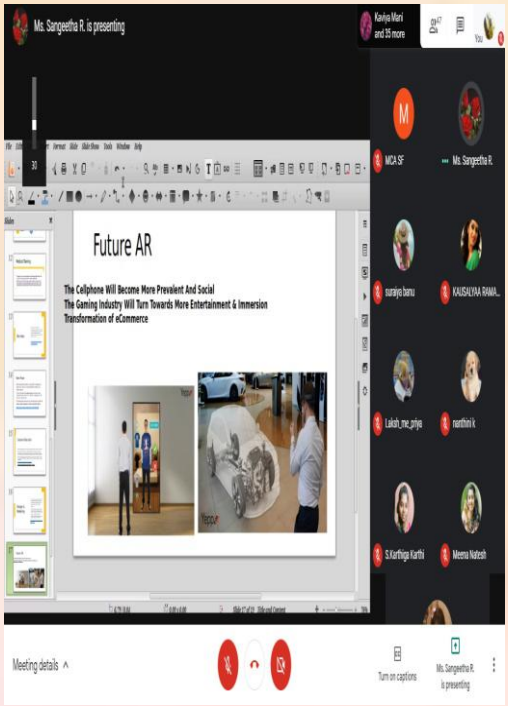
OUTCOME :

- ✔ Students learned about usage of Augmented reality
- ✔ They understood about the interoperability of Augumented reality


1:59
(52)
shalini C (You)
Sneha Vijayakumar
Ms. Sangeetha R.
suraiya banu
Also in the meeting (48)


Swetha Swetha
Ms. Sangeetha R.
REETHIKA R
Thangarani Kumaravel
Niranjana p
suvetha mohan
Meeting details
Turn on captions
Present now


Ms. Sangeetha R. is presenting
MCA SF
Ms. Sangeetha R.
Nagapavithra N
KAUSALYAA RAMA...
A.P. Vincy Arul
suraiya banu
Kaviya Mani
S.Karthiga Karthi
Meeting details
Turn on captions
Ms. Sangeetha R. is presenting


Ms. Sangeetha R. is presenting
Future AR
The Cellphone Will Become More Prevalent And Social
The Gaming Industry Will Turn Towards More Entertainment & Immersion
Transformation of eCommerce
MCA SF
Ms. Sangeetha R.
suraiya banu
KAUSALYAA RAMA...
Lakshmi_priya
nanthini k
S.Karthiga Karthi
Meena Natesh
Meeting details
Turn on captions
Ms. Sangeetha R. is presenting

NO OF PARTICIPANTS:I MCA

S.NO	REG. NO	NAME
1.	2020MCA01	AKSHAYA .B
2.	2020MCA02	ANTONY ZITA. C
3.	2020MCA03	DEEPIKA .J
4.	2020MCA05	GOKILAVANI .P
5.	2020MCA06	JANANI .S
6.	2020MCA09	KARTHIGA. S
7.	2020MCA10	KAUSALYAA . R
8.	2020MCA12	MADHUBALA .K
9.	2020MCA13	MADHUMITHA.C
10.	2020MCA15	MURUGESWARI.V
11.	2020MCA19	RAMYA.G
12.	2020MCA21	REVATHI.N
13.	2020MCA24	SAVITHA.S
14.	2020MCA25	SHALINI.C
15.	2020MCA26	SHARULAKSHMI.A
16.	2020MCA28	SILVIYA SAHAY.L
17.	2020MCA29	SIVASRI.S.

NO OF PARTICIPANTS: II MCA

S.NO	NAME	REG NO
1.	MICHAEL VINCY A	2019MCA02

NO OF PARTICIPANTS: III MCA

S.NO	REG NO	NAME
1.	2018MCA01	NAGA PAVITHRA .N
2.	2018MCA02	SNEHA .V
3.	2019MCA03L	ATCHAYA .S
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8.	2019MCA08L	KARPAGAVALLI .S
9.	2019MCA09L	KAVIYA .M
10.	2019MCA11L	MONIKA D
11.	2019MCA12L	NANTHINI K
12.	2019MCA13L	NIVETHA K
13.	2019MCA14L	PREETHI S
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16.	2019MCA17L	REETHIKA R
17.	2019MCA18L	REKA T N
18.	2019MCA19L	RESHMA KABOOR A
19.	2019MCA20L	SANTHIYA RANI S

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20.	2019MCA21L	SATHYAPRABHA V
21.	2019MCA22L	SHEEBA C
22.	2019MCA23L	SHENBAGAMEENA V
23.	2019MCA24L	SNEKA C
24.	2019MCA26L	SRI SIVA RANJINI RP
25.	2019MCA27L	SUDHARSHANA V
26.	2019MCA28L	SURAIYA BANU S
27.	2019MCA29L	SURIYADHARSINI V
28.	2019MCA30L	SUVETHA C
29.	2019MCA31L	THANGARANI K
30.	2019MCA32L	VARSHA P
31.	2019MCA33L	VINOBA TK

COMPUTING FACILITIES

- Special purpose facilities available (Conduct of online Meetings/Webinars/Workshops, etc)
    - G Suite
    - Webinarjam

Fatima College (Autonomous)

Department of Management Studies

One Week Online Workshop on

"Human Values and Ethics in Social Media – A Digital Perspective"

Date: 15.07.2020 to 21.07.2020 **Time : 3:00 pm to 4:30 pm**

Online Tool Used: Webinarjam

Report

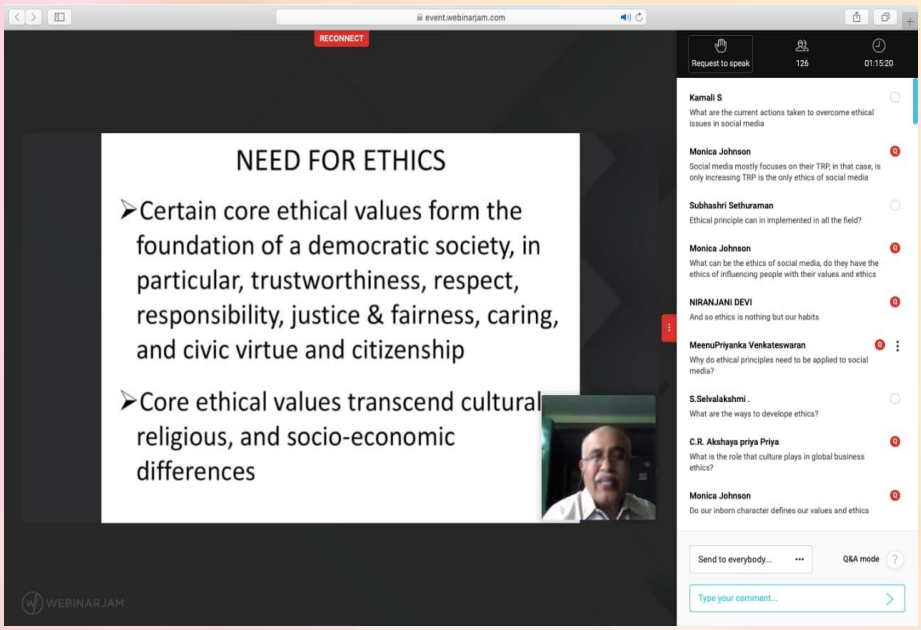
The Department of Management Studies of Fatima College (autonomous) has organized an One week Online Workshop on "Human Values and Ethics in Social Media – A Digital Perspective"

from July 15, 2020 to July 21, 2020 through the online tool Webinarjam for the MBA students and other department students of Fatima College. The Workshop was scheduled for the whole week from 3:00 pm to 4:30 pm and Participated by 42 Students from Fatima College. The Programme has scheduled with the following Guest of Honours and speakers for all the days as one person for one day. For Day 1, July 15, 2020, the chief Guest was Dr.M.William Baskaran, Professor, Centre for Gandhian Studies and Dean, School of Social Sciences, Gandhigram Rural Institute- Deemed to be Unversity, Gandhigram. Dr.William Baskaran delivered his lecture on the sub theme entitled, "Human Values and Ethics in the Era of social Media". He has quoted his points based on the Gandhian ethics and philosophy. For the Second Day (July 16, 2020), the Resource Person was Ms.Nisha Ann Jacob, Assistant Professor, Depaul Institute of Science and Technology, Angamaly South, Kerala. She has insisted her points based on "Social Media Influence on the Attitude and Behaviour of Individuals". She highlighted that the emotions and feelings put up in the form of Messages, Photographs and Videos are not the real one. Those things are always backed with Fake things. One should not trust upon those things and admire high about others and under estimate low about ownself. The Third Day (July 17, 2020) was rounded on Dr.Senthilkumaran Piramanayagam, Professor, Hospitality and Tourism, Welcome group graduate school for Hotel administration, Manipal Academy of Higher Education, Karnataka. He has enriched the audiences through the sub topic, "Self Direction by Lifelong Learning". He told about the various online courses like swayam and Moocs which are all very helpful for the young minds to develop themselves and to avoid deviations from learning through social media. The Fourth Day (July 18, 2020) has the chief guest as Dr.M.Ayisha Millath, Assistant Professor, Alagappa Institute of Management, Alagappa University, Karaikudi. She pinpointed her views on the sub topic, "Personal Responsibility in using social Media". She addressed the attendees by insisting on the advantages and disadvantages of using social media and how should the young minds face the challenging scenario of social media in future. The Fifth day (July 19, 2020) was focused on the sub theme, "Ethical issues of social Media Usage on Health Care" highlighted by the eminent speaker, Dr.K.Kannan, Chief Civil Surgeon, Department of Plastic Surgery, Government Thoothukudi Medial College, Thoothukudi. He stressed his views on the false and fake news forwarded in social media and its impact on personal health of the humans. He also insisted that too much relaying upon the information passed through social media was purely an addiction to it. The Sixth day (July 20, 2020) programme was focused on the sub topic," The Ethical Challenges and opportunities of Social Media" by the Guest of Honour, Dr.J.Aruna, Assistant Professor, Dr.SNS Rajalakshmi college of Arts and Science, Coimbatore. Dr.J.Aruna expressed her ideas by giving a detailed lecture on the positive aspects of Social media

usage in the current scenario. The Seventh Day (July 21, 2020) was presided by the chief guest, Prof.J.Ramesh Kumar, Assistant Professor, Thiagarajar School of management, Madurai on the sub theme, "Ethics and Privacy paradox in social Media". He induced the thoughts of the listeners by giving a description on how to safeguard one from the social media issues. All the days are started up with Welcome address and ended with Vote of thanks.

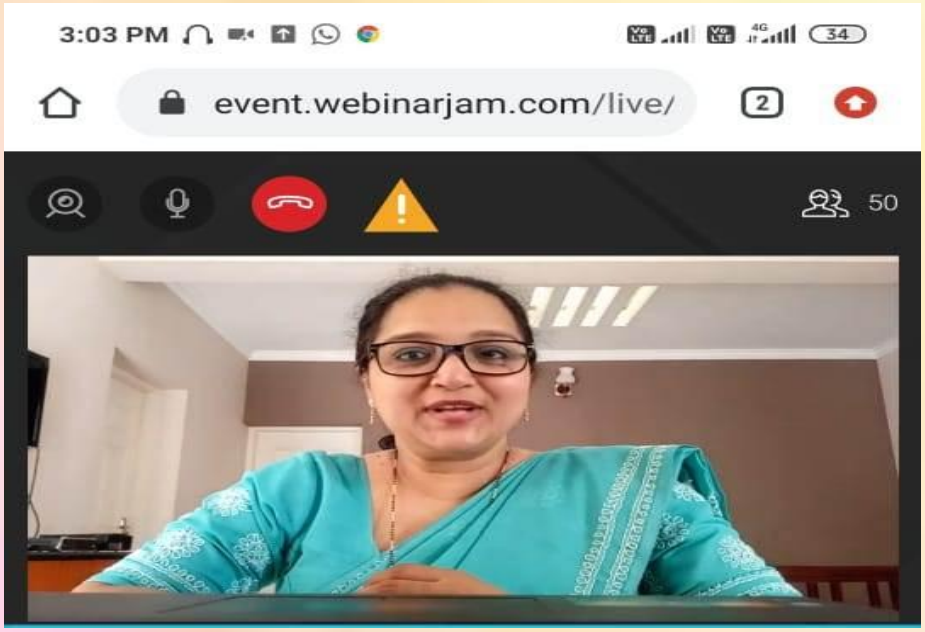
Photo Gallery

Day 1 July 15, 2020



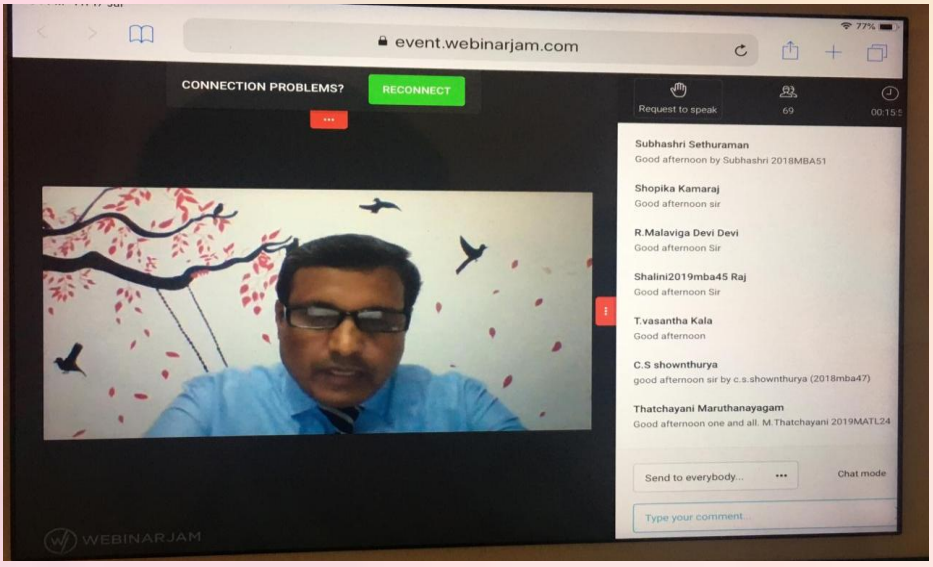
Dr.J.William Baskaran delivered his lecture

Day 2 July 16, 2020



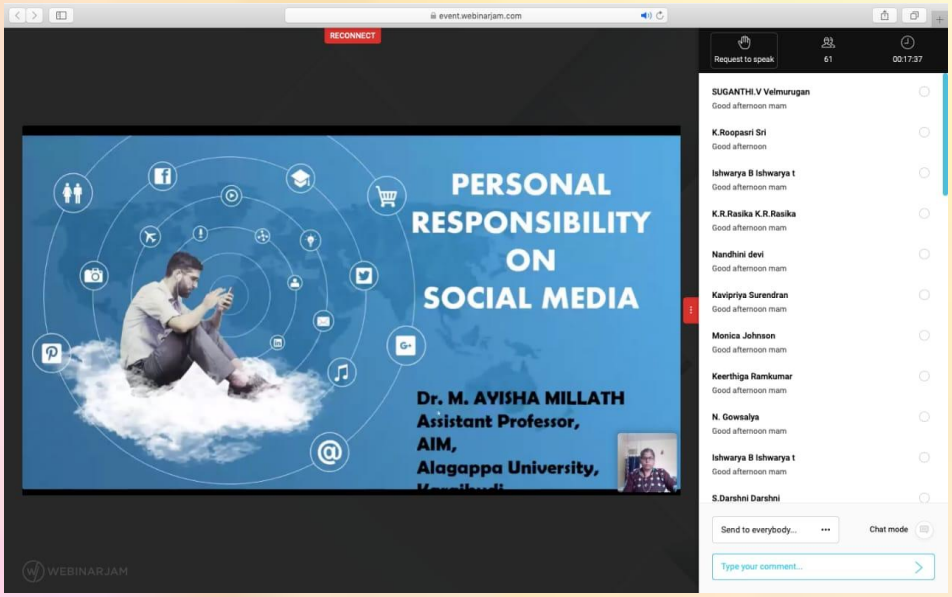
Ms.Nisha Ann Jacob delivered her lecture

Day 3 July 17, 2020



Dr.senthilkumaran Piramanayagam delivered his lecture

Day 4 July 18, 2020

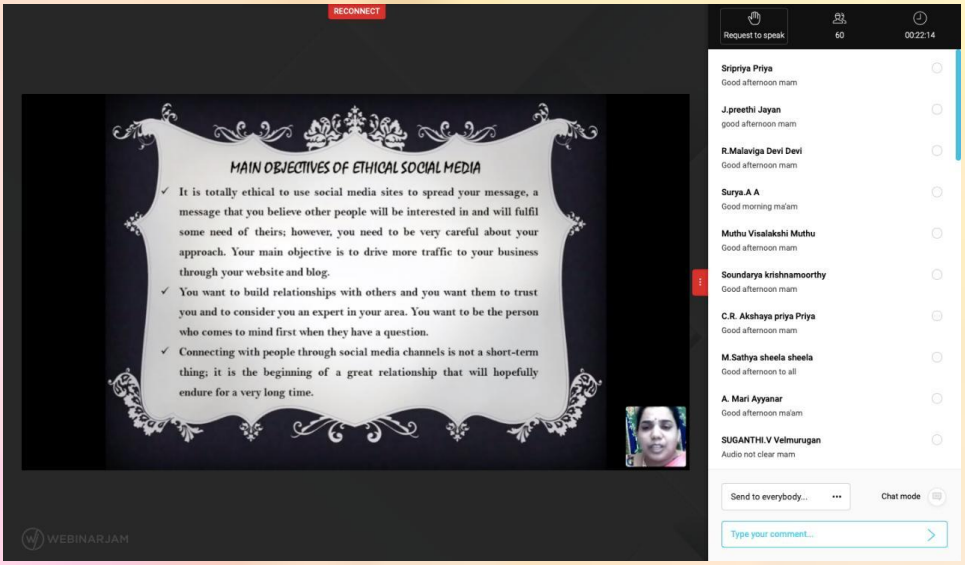


Dr.M.Ayisha Millath delivered her lecture

Day 5 July 19, 2020

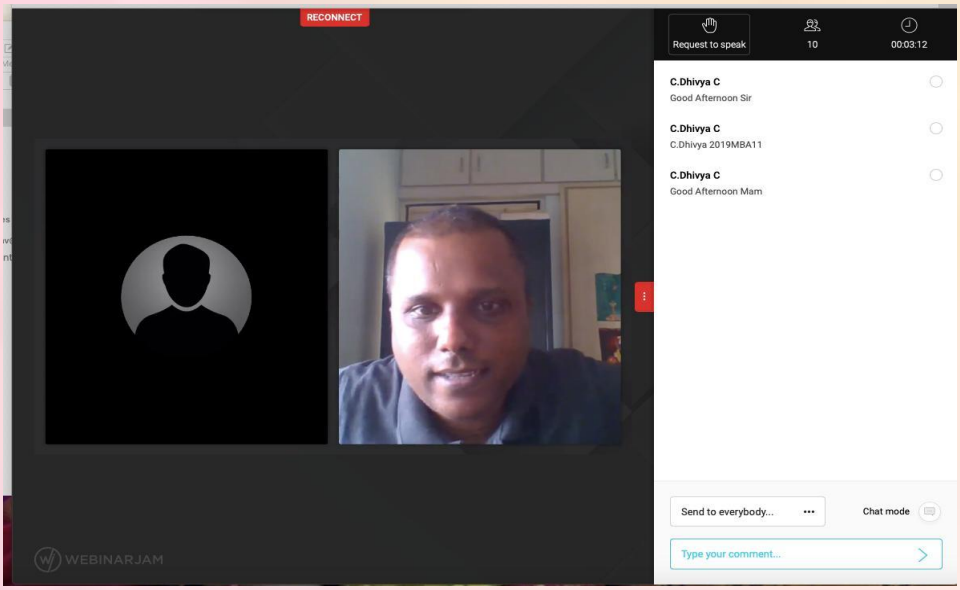
Dr.K.Kannan delivered his lecture

Day 6 July 20, 2020



Dr.J.Aruna delivered her lecture

Day 7 July 21, 2020



Prof.J.Ramesh Kumar delivered his lecture

Certificate Model

Participants Name List

Total Number of Participants is 42

II MBA Name list

S.No.	Register Number	NAME OF THE STUDENT
1.	2018MBA01	K. ALAGU KOUSALYA
2.	2018MBA03	R. ANGELIN
3.	2018MBA10	S. DIVYA BHARATHI
4.	2018MBA15	X. JASMINE
5.	2018MBA16	I. JEFFRIN
6.	2018MBA18	S. KAMALI
7.	2018MBA19	N. KARPAGAM
8.	2018MBA22	S. KAVIPRIYA
9.	2018MBA23	J. KAVITHA

10.	2018MBA30	V. MEENUPRIYANKA
11.	2018MBA44	S. SAMIKA RAJESHWARI
12.	2018MBA45	M. SANGAVI
13.	2018MBA49	G.K. SRIPRIYA
14.	2018MBA50	N. SUBASHINI
15.	2018MBA52	K. SWATHI
16.	2018MBA53	V. SWETHA
17.	2018MBA55	T. VASANTHAKALA
18.	2018MBA56	S. VENNILAA

I MBA Name list

S.No	**REGISTER NUMBER**	**NAME OF THE STUDENT**
1.	2019MBA04	C R AKSHAYA PRIYA
2.	2019MBA06	T ANANCIA
3.	2019MBA11	C DHIVYA
4.	2019MBA14	G GAYATHRI
5.	2019MBA23	G LEGA SRI
6.	2019MBA24	R MALAVIGA DEVI
7.	2019MBA28	M MUTHU VISALAKSHI
8.	2019MBA30	T R NIRANJANI DEVI
9.	2019MBA32	U.V. PRAVEENA
10.	2019MBA34	A. PRIYAMEENA
11.	2019MBA43	M. SATHYA SHEELA
12.	2019MBA44	S. SELVALAKSHMI
13.	2019MBA50	L. SUBHA LAKSHMI
14.	2019MBA51	P. SUDHA
15.	2019MBA54	A. SURYA
16.	2019MBA55	U. UMA MAHESHWARI
17.	2019MBA57	M.S. VARSHA DEVI
18.	2019MBA60	S.N. VIVEKA

Other Department students Participants name list

S.No	REGISTER NUMBER	NAME OF THE STUDENT
1.	2019MSCM10	M. GAYATHRI
2.	2019MSCM19	A. KAYALVIZHI
3.	2019MSCM38	L. SOUNDARYA MERIN CHRISTY
4.	2018MSCM12	E. LISSY LOURDU ILAKIYYA
5.	2019MSCC27	K. SUREKA
6.	2019MSCB08	V. KALPANA

LIST OF FACILITIES AVAILABLE

❖ Games and Sports Facilities

Volley ball, Throw ball, Basket ball and 200m Running Tracks are available in our campus. Fatima Indoor Stadium also available for conducting yoga.

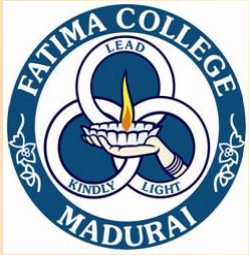
❖ Extra – Curricular Activities

MBA Department organised formal gathering among the students of I MBA and II MBA to share their views and ideas and also organised many competitions among students to improve their skills such as Presentation, Mock interview etc. Human Resources elective student gave a presentation on Do's and Don'ts of interview. Interview conducted gave a virtual environment of Interview panel. Students of II MBA understood the interview preparation. Students were educated on Do's and Don'ts of interview. Mock interview conducted gave students a interview environment.

❖ Soft Skill Development Facilities

The communication skill of the I MBA Students is assessed by the MBA Department to develop various activities and training programmes for the students. During this Academic Year Staff members from English Department, Fatima College (Autonomous), Madurai were invited and asked to give training to the students. He has sent his institute trainers to give training to the students on every Wednesday 2 to 4 pm in the college campus. The skill test has been conducted and based upon the result of the test students are grouped for training.

FATIMA COLLEGE (AUTONOMOUS)



Re-Accredited with "A" Grade by NAAC (3rd Cycle)

94th Rank in India Ranking 2019 (NIRF) by MHRD

Maryland, Madurai- 625 018, Tamil Nadu, India

NAME OF THE DEPARTMENT : MANAGEMENT STUDIES

NAME OF THE PROGRAMME : MBA

PROGRAMME CODE : MBA

ACADEMIC YEAR : 2021-2022

COLLEGE PROFILE

Fatima College (Autonomous), Mary Land, Madurai, is a Post Graduate and Research Institution for Women affiliated to Madurai Kamaraj University. It is a Catholic Minority institution established and run by St. Joseph's Society of Madurai (of the Congregation of the Sisters of St. Joseph of Lyons, France). This institution came into existence through the tireless efforts of the missionary sisters of St. Joseph of Lyons and the zeal and heroic sacrifice of Rev. Sr. Rose Benedicta, the Foundress of the College.

The College was started in St. Joseph's Campus Madurai as a Second Grade College with 63 students in 1953. It was upgraded into a Post Graduate College in 1964; Autonomous in 1990 and a Research Institute in 2004. The College now offers 21 Undergraduate Programmes, 13 Postgraduate Programmes, 2 Professional Programme, 5 M.Phil. Programmes and 6 Departments have become Research Centres. It has strength of 4134 Students, 206 Teaching Staff and 100 Non-Teaching Staff.

The comprehensive assessment by NAAC in 1999 placed Fatima College in Five Star Status of merit. The college strives to sustain excellence, quality and relevance while equipping the students to meet the demands of higher education in India. In 2004 UGC conferred on Fatima College the status of College with Potential for Excellence. In 2006 and 2013 NAAC Re-Accredited the College with 'A' Grade. The College was ranked 94th in the All India NIRF Ranking in 2019 by MHRD.

VISION

WOMEN'S EMPOWERMENT THROUGH EDUCATION

The vision of the college is to empower women by developing human capabilities through quality education based on Christian values, making them responsible citizens who can work for the advancement of the society and promote communal harmony in the multi-religious and multi-cultural reality of India eventually evolving into women of communion.

MISSION

- To enhance quality of life through the development of individuals.
- To enable women to become contributors in the economic, social and political development of India.
- To equip the students with 21st century skill-sets with a focus on problem-solving abilities
- To motivate them to work for social justice
- To give preference to the rural economically backward and first-generation learners
- To enable students to be employed in the technology oriented competitive market

MISSION OF THE DEPARTMENT

To empower Women with Quality and value based Management Education.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

A graduate of MBA Programme after five years will be

PEO 1	Our graduates will be academic, digital and information literates, creative, inquisitive, innovative and committed researchers who would be desirous for the "more" in all aspects
PEO 2	They will be efficient individual and team performers who would deliver excellent professional service exhibiting progress, flexibility, transparency, accountability and in taking up initiatives in their professional work
PEO 3	The graduates will be effective managers of all sorts of real – life and professional circumstances, making ethical decisions, pursuing excellence within the time framework and demonstrating apt leadership skills
PEO 4	They will engage locally and globally evincing social and environmental stewardship demonstrating civic responsibilities and employing right skills at the right moment.

GRADUATE ATTRIBUTES (GA)

Fatima College empowers her women graduates holistically. A Fatimite achieves all-round empowerment by acquiring Social, Professional and Ethical competencies. A graduate would sustain and nurture the following attributes:

I. SOCIAL COMPETENCE	
GA 1	Deep disciplinary expertise with a wide range of academic and digital literacy
GA 2	Hone creativity, passion for innovation and aspire excellence
GA 3	Enthusiasm towards emancipation and empowerment of humanity
GA 4	Potentials of being independent
GA 5	Intellectual competence and inquisitiveness with problem solving abilities befitting the field of research
GA 6	Effectiveness in different forms of communications to be employed in personal and professional environments through varied platforms
GA 7	Communicative competence with civic, professional and cyber dignity and decorum
GA 8	Integrity respecting the diversity and pluralism in societies, cultures and religions
GA 9	All – inclusive skill sets to interpret, analyse and solve social and environmental issues in diverse environments
GA 10	Self awareness that would enable them to recognise their uniqueness through continuous self-assessment in order to face and make changes building on their strengths and improving their weaknesses
GA 11	Finesse to co-operate exhibiting team-spirit while working in groups to achieve goals
GA 12	Dexterity in self-management to control their selves in attaining the kind of life that they dream for
GA 13	Resilience to rise up instantly from their intimidating setbacks

GA 14	Virtuosity to use their personal and intellectual autonomy in being life-long learners
GA 15	Digital learning and research attributes
GA 16	Cyber security competence reflecting compassion, care and concern towards the marginalised
GA 17	Rectitude to use digital technology reflecting civic and social responsibilities in local, national and global scenario
II. PROFESSIONAL COMPETENCE	
GA 18	Optimism, flexibility and diligence that would make them professionally competent
GA 19	Prowess to be successful entrepreuners and become employees of trans-national societies
GA 20	Excellence in Local and Global Job Markets
GA 21	Effectiveness in Time Management
GA 22	Efficiency in taking up Initiatives
GA 23	Eagerness to deliver excellent service
GA 24	Managerial Skills to Identify, Commend and tap Potentials
III. ETHICAL COMPETENCE	
GA 25	Integrity and be disciplined in bringing stability leading a systematic life promoting good human behaviour to build better society
GA 26	Honesty in words and deeds
GA 27	Transparency revealing one's own character as well as self-esteem to lead a genuine and authentic life
GA 28	Social and Environmental Stewardship

GA 29	Readiness to make ethical decisions consistently from the galore of conflicting choices paying heed to their conscience
GA 30	Right life skills at the right moment

PROGRAMME OUTCOMES (PO)

On completion (after two years) of MBA Programme, the students are able to

PO 1	Assess and synchronise the information on business environment and enhance the skills for grabbing the business opportunities
PO 2	Demonstrate the awareness on the current scenario of business and enrich the ability to connect their impacts on Global business trends
PO 3	Develop the creative and innovative techniques in management of Men, Materials, Money and Man power in an organisation along with cross cultural and diversified commonalities
PO 4	Summarize the theories and thoughts of leadership, communication, strategic decision making and motivation to make a platform in formulation of crisis management skills
PO 5	Synthesize and articulate the team development and group decision making skills along with employee empowerment through strong industrial relations

PROGRAMME SPECIFIC OUTCOMES (PSO)

On completion (after two years) of MBA Programme, the students are able to

PSO 1	Impart the students with practical knowledge about all the concepts with the objective of developing them as managers of business entities
PSO 2	Assist the students in developing their knowledge to acquire sound decision making skills, leadership traits, crisis management capability and resources utilisation optimality
PSO 3	Provide a strong foundation for analytical thinking and application of technologies in business and in its various functional areas
PSO 4	Appraise the skills of the students through internship programmes, projects and in-plant training to develop their professionalism in their career
PSO 5	Sketch out the students with expectancy in foundation courses and functional courses in their first year and with areas of specialisation by streamlining their interest towards various aspects of business in the second year

FATIMA COLLEGE (AUTONOMOUS), MADURAI-18

DEPARTMENT OF MBA

For those who joined in June 2019 onwards

PROGRAMME CODE: MBA

COURSE CODE	COURSE TITLE	HRS / WK	CREDIT	CIA Mks	EXE Mks	TOT. MKs
SEMESTER – I						
19MBA101	Management Principles and Practice	4	4	50	50	100
19MBA102	Management Accounting	4	4	50	50	100
19MBA103	Digital Management	4	4	50	50	100
19MBA104	Managerial Economics	4	4	50	50	100
19MBA105	Organizational Behaviour	4	4	50	50	100
19MBA106	Quantitative Techniques	4	4	50	50	100
19MBA107	Executive Communication	2	2	25	25	50
19MBA108	Comprehensive Viva	-	1	-	50	50
Total		**26**	**27**			**700**

COURSE CODE	COURSE TITLE	HRS / WK	CREDIT	CIA Mks	EXE Mks	TOT. MKs
SEMESTER – II						
19MBA201	Production & Operations Management	4	4	50	50	100
19MBA202	Human Resource Management	4	4	50	50	100
19MBA203	Marketing Management	4	4	50	50	100
19MBA204	Financial Management	4	4	50	50	100
19MBA205	Management Information System	4	4	50	50	100
19MBA206	Business Research	4	4	50	50	100
19MBA207	Managerial Skills	2	2	25	25	50
19MBA208	Comprehensive Viva		1	-	50	50
Total		**26**	**27**			**700**

COURSE CODE	COURSE TITLE	HRS / WK	CREDIT	CIA Mks	ESE Mks	TOT. MKs
SEMESTER – III						
19MBA301	Strategic Management	4	4	50	50	100
19MBA302	Entrepreneurship	4	4	50	50	100
Electives (any Three of the following functional area courses) 3*5 =15						
Marketing Area:						
19MBA303	Marketing Research	5	5	50	50	100
19MBA304	Advertising Management	5	5	50	50	100
19MBA305	Sales and Distribution Management	5	5	50	50	100
19MBA306	Customer Relationship Management	5	5	50	50	100
19MBA308	Brand Management	5	5	50	50	100
19MBA309	Digital Marketing	5	5	50	50	100
System Area:						
19MBA311	E-Commerce	5	5	50	50	100
19MBA312	Introduction to GUI & Visual Basic	5	5	50	50	100
19MBA313	Enterprise Resource Planning	5	5	50	50	100
19MBA314	Knowledge Management	5	5	50	50	100
Finance Area:						
19MBA322	Project Financing	5	5	50	50	100
19MBA323	Strategic Financial Management	5	5	50	50	100

COURSE CODE	COURSE TITLE	HRS / WK	CREDIT	CIA Mks	ESE Mks	TOT. MKs
19MBA324	Fundamentals of Insurance Management	5	5	50	50	100
19MBA325	Banking and Financial Institutions	5	5	50	50	100
19MBA326	Derivatives & Markets	5	5	50	50	100
HR Area:						
19MBA331	Total Quality in Human Resource	5	5	50	50	100
19MBA332	Advanced Industrial Relations	5	5	50	50	100
19MBA333	Training & Development	5	5	50	50	100
19MBA334	Labour Legislation	5	5	50	50	100
19MBA335	Strategic Human Resource Management	5	5	50	50	100
19MBA336	Career Management	5	5	50	50	100
Production and Operations Area:						
19MBA341	Total Quality Management	5	5	50	50	100
19MBA342	Materials Management	5	5	50	50	100
19MBA343	Advanced Manufacturing System	5	5	50	50	100
Hospital Management:						
19MBA351	Hospital Administration	5	5	50	50	100
19MBA352	Health Insurance	5	5	50	50	100
19MBA353	Hospital Accounting and Finance	5	5	50	50	100
International Business Management:						

COURSE CODE	COURSE TITLE	HRS / WK	CREDIT	CIA Mks	ESE Mks	TOT. MKs
19MBA321	International Financial Management	5	5	50	50	100
19MBA371	Logistics and Supply Chain Management	5	5	50	50	100
19MBA372	Import Procedures and Documentation	5	5	50	50	100
19MBA359	Live Project	3	5	50	50	100
19MBA360	Business Ethics	2	1	25	25	50
19MBA361	Summer Training / Project	-	4	50	50	100
19MBA362	Comprehensive Viva	-	1	-	50	50
Total		**28**	**34**			**800**

SEMESTER – IV						
19MBA401	International Business Management	4	4	50	50	100
Electives (any Two of the following functional area courses) 2*5 =10						
Marketing Area:						
19MBA403	Rural Marketing	5	5	50	50	100
19MBA404	Services Marketing	5	5	50	50	100
19MBA405	Consumer Behaviour	5	5	50	50	100
19MBA406	Retail Management	5	5	50	50	100
System Area:						
19MBA410	Relational Database Management System & Oracle	5	5	50	50	100
19MBA411	Internet & Java Programming	5	5	50	50	100
19MBA412	Computer Networks	5	5	50	50	100
Finance Area:						
19MBA420	Security Analysis and Portfolio Management	5	5	50	50	100
19MBA422	Management of Financial Services	5	5	50	50	100
19MBA423	Mergers & Acquisitions	5	5	50	50	100
HR Area:						
19MBA431	Industrial Psychology & Counseling	5	5	50	50	100
19MBA432	Human Resource Accounting and Audit	5	5	50	50	100
19MBA433	Management Consultancy	5	5	50	50	100

19MBA434	Disaster Management	5	5	50	50	100
19MBA435	Human Resource Information System	5	5	50	50	100
Production and Operations Area:						
19MBA440	Value Engineering & Waste Control	5	5	50	50	100
19MBA441	Production Planning & Control	5	5	50	50	100
19MBA442	Project Management	5	5	50	50	100
Hospital Management:						
19MBA450	Hospital Services Management	5	5	50	50	100
19MBA451	Quality Management in Hospital	5	5	50	50	100
19MBA452	Marketing of Hospital Services	5	5	50	50	100
International Business Management:						
19MBA402	International Marketing	5	5	50	50	100
19MBA421	Export Finance & Documentation	5	5	50	50	100
19MBA430	International Human Resource Management	5	5	50	50	100
19MBA459	Dissertation	5	5	50	50	100
19MBA460	Managerial Environment	2	1	25	25	50
19MBA461	Project Report & Viva Voce	-	6	100	100	200
19MBA462	Comprehensive Viva	-	1	-	50	50

Total		**21**	**27**	**700**

- **Summer Internship:**
  - Duration-1 month (2nd Week of May to 2nd week of June-before college reopens)
- **Project:**
  - Off class
  - Evaluation components-Report writing + Viva Voce (Internal marks-100) + External marks 100

I MBA

SEMESTER –I

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA101	Management Principles and Practice	Major Core	4	4

COURSE DESCRIPTION

This course focuses on the management principles, functions and various other elements of management. In this course the functions of managers, their roles and responsibilities along with organisational structure are insisted to make the students understand better to run a business successfully.

COURSE OBJECTIVES

To imbibe the knowledge of basic principles of management and to help the students in developing an integrated approach to management of various activities in an organisation

UNITS

UNIT I: PLANNING [12 HRS]

Definition — Managerial Skills – Functions of Management – Managerial roles – Qualities. Evolution of Management thought – Scientific Management – F.W.Taylor, Classical Organization theory – Henry Fayol, Human relation movement – Hawthorne Experiments, System approach. Planning: Nature of planning – Types of plans – Steps in planning- MBO process. Decision making – Steps involved in decision making.

UNIT II: ORGANIZING **[12 HRS]**

Meaning, Nature, and Purpose - Concept of Organization Structure – Departmentation – Types of Departmentation - Line and staff Function – Delegation and Decentralization-Factors determining the degree of delegation Staffing - Concept of staffing - Factors affecting staffing- Sources of recruitment – Selection process

UNIT III: LEADING **[12 HRS]**

Meaning –Function of leading - Leadership styles -trait theory – Behavioral theory – Ohio – Michigan studies – Managerial Grid – Contingency theories – Fiedler contingency Model – LPC Score – Path goal theory – Situation leadership of Hersey and Blanchard –Charismatic Leadership theory.

UNIT 1V: COMMUNICATION **[12 HRS]**

Meaning- Process of Communication – Methods of Communication -Barriers of Communication – Essentials of making effective communication – Steps for making communication effective.

UNIT V: CONTROLLING **[12 HRS]**

Concept of Controlling – Steps – Types of control –Essentials of effective control system- Control techniques (Operational, Financial and Inventory control techniques) – Management by Exception

SELF STUDY

Path goal theory, Essentials of making effective communication

TEXT BOOK

Koontz, Harold, Principles of Management, New Delhi: Tata Mc-Graw Hill Education Pvt. Ltd., 2004.

REFERENCE BOOKS

1. Prasad, Lallan. Management Principles and Practices. New Delhi: S. Chand & Company Ltd, 1995. Drucker, Peter, F., The Practice of Management, London: Butterworth Heinnemann, 1955.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.pdfdrive.com/principles-of-management-e34316162.html
2. https://www.researchgate.net/publication/332110813_Principles_Practices_of_Management
3. https://www.tutorialspoint.com/management_principles/management_principles_tutorial.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**PLANNING**			
1.1	Definition — Managerial Skills – Functions of Management	1	Lecture	PPT & White board
1.2	Managerial roles – Qualities	1	Flipped Learning	Online/ E-Content/ Text Books
1.3	Evolution of Management thought – Scientific Management – F.W.Taylor,	1	Lecture	Smart Board
1.4	Classical Organization theory, Henry Fayol, Human relation movement – Hawthorne Experiments,	3	Chalk & Talk	Black Board
1.5	System approach.	2	Chalk &	Black Board

			Talk	
1.6	Planning: Nature of planning	2	Discussion	Google classroom
1.7	Types of plans – Steps in planning.	2	Discussion	Black Board
1.8	MBO process	1	Discussion	Black Board
1.9	Decision making – Steps involved in decision making.	2	Lecture	PPT & White board
UNIT -2	**ORGANIZING**			
2.1	Meaning, Nature, and Purpose	1	Lecture	Green Board Charts
2.2	Concept of Organization Structure	1	Blended Learning	Online/ E-Content/ Text Books
2.3	Departmentation – Types of Departmentation	1	Discussion	Google classroom
2.4	Line and staff Function	3	Lecture	PPT & White board
2.5	Delegation and Decentralization-Factors determining the degree of delegation. Staffing	3	Lecture	Smart Board
2.6	Concept of staffing - Factors affecting staffing	3	Discussion	Black Board
2.7	Sources of recruitment.	1	Lecture	Black Board
2.8	Selection process	1	Discussion	Google classroom
UNIT -3	**LEADING**			
3.1	Meaning –Function of leading	3	Lecture	Green Board Charts

3.2	Leadership styles -trait theory	3	Chalk & Talk	Green Board
3.3	Behavioral theory – Ohio – Michigan studies	3	Lecture	PPT & White board
3.4	Managerial Grid –,Procedure Advantages and limitation	3	Lecture	Smart Board
3.5	Contingency theories – Fiedler contingency Model	2	Lecture	PPT & White board
3.6	LPC Score – Path goal theory	2	Lecture	Smart Board
3.7	Situation leadership of Hersey and Blanchard	2	Lecture	Black Board
3.8	Charismatic Leadership theory	1	Discussion	Google classroom
UNIT -4	**COMMUNICATION**			
4.1	Meaning- Process of Communication	3	Lecture	Green Board Charts
4.2	Methods of Communication	3	Chalk & Talk	Green Board
4.3	Barriers of Communication	3	Lecture	PPT & White board
4.4	Essentials of making effective communication	3	Lecture	Smart Board
4.5	Steps for making communication effective	3	Discussion	Google classroom
UNIT -5	**CONTROLLING**			
5.1	Concept of Controlling – Steps	2	Lecture	Green Board Charts
5.2	Types of control	2	Chalk & Talk	Green Board
5.3	Essentials of effective control system	3	Chalk & Talk	Green Board

5.4	Control techniques (Operational, Financial and Inventory control techniques)	2	Lecture	PPT & White board
5.5	Management by Exception	3	Discussion	Google classroom

COURSE CONTENTS & LECTURE SCHEDULE:

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Frame out the functions of management and evaluation of management thought.	K2	PSO1
CO 2	Sketch out the types of organisation structure along with delegation of authority and strategy	K2, K3	PSO2
CO 3	Asses the various types of leadership styles and theories.	K2, K4	PSO3
CO 4	Emphasis on process of communication and its types.	K2, K3, K4	PSO4
CO 5	Focus on the controlling techniques and its application in management.	K2, K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. **Staff Name: Dr. R. Suganya**

Forwarded By

HOD'S Signature

& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA102	Management Accounting	Major Core	4	4

COURSE DESCRIPTION

Students in this course will develop the essential ability of all managers to use complex accounting information as a platform for decision making. Students will build a certain sophisticated level of understanding of the language of accounting and its concepts.

COURSE OBJECTIVES

The purpose of this course is to provide knowledge of financial, cost and management accounting to enable the students to understand the financial statement and reports

UNITS

UNIT I: INTRODUCTION [12 HRS]

Meaning and definitions Management Accounting-Functions and Qualities of a Management Accountant- Financial Statements : Financial accounting Principles – Concepts and Conventions – Accounts classifications – Preparation of Journal Entry, Ledger and Trial Balance — Preparation of Trading and Profit & Loss Account, Balance Sheet, Depreciation: Definition of Depreciation –Characteristics of Depreciation-Causes of Depreciation - Methods of depreciation-Calculation of Straight Line and Written Down Value methods of Depreciation

UNIT II: FUNDAMENTAL OF COST ACCOUNTING [12 HRS]

Introduction to Cost Accounting – Basic cost concepts – Elements of cost – Classification of costs – Methods and Techniques of Costing Cost volume profit Analysis: Profit/Volume ratio – Break-Even Analysis - Graphic method of BEA - Margin of Safety

UNIT III: MARGINAL COSTING [12 HRS]

Marginal costing – Assumptions- Managerial Applications of Marginal Costing as follows: Make/Buy/Subcontract, Sell/process further, Adding/Dropping of product, product lines, Closing Down of divisions and choosing product mix, Determination of economic price of raw materials, Capital investment decisions.

UNIT IV: RATIO ANALYSIS: [12 HRS]

Meaning and Concept of Ratio Analysis - Significance of Ratio Analysis - Classification of Ratios: Liquidity, Leverage, Turnover and Profitability ratios – application of Ratio analysis in business – preparation of balance sheet from Ratios.

UNIT V: BUDGETARY CONTROL [12 HRS]

Budgeting – a systematic approach to Profit Planning - Meaning and Objectives of Budgetary Control – Requisites for a successful Budgetary Control System - Essentials of Budgetary Control – Determination of Key factor – Budgeting vs. forecasting – Classification of Budgets – Preparation of Various Budgets – Cash budget, flexible budget, sales budget, production budget and master budget. Zero-Base budgeting

SELF STUDY:

Basic cost concepts, Zero-Base budgeting

TEXT BOOK:

1. Gupta, Shashi.K, Sharma R.K, Financial Management – Theory And Practice, New Delhi, Kalyani Publishers, 2010.

REFERENCE BOOKS:

1. Maheswari, S N., Financial Accounting for Managers., New Delhi: Vikas Publishing House Pvt Ltd, 1998.
2. Maheswari, S N., Principles of Management Accounting., New Delhi: Sultan Chand & Sons, 2001.

3. Colin Drury., Management and Cost Accounting. - 6th ed., Australia: Thomson, 2004.
4. Anthony, Robert, N. and James S Reece, Accounting Principles., Delhi: All Indian Traveller Book, 2004.
5. Reddy, T S. and Hari Prasad Reddy.Y, Financial and Management Accounting, Chennai: Margham Publications, 2001.
6. Nigam, B M Lall. And Sharma, G L, Theory and Techniques of Cost Accounting. --6th ed., Bombay: Himalaya Publishing House, 2000.
7. Jain, S. P. and Narang.K.L., Cost Accounting., Ludhiana: Kalyani Publishers, 2002.,
8. Khan M, Y. and Jain P.K., Management Accounting --4th ed., New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2007.
9. Maheswari, S N., Principles of Cost Accounting., New Delhi: Sultan Chand & Sons, 2003.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.freebookcentre.net/business-books-download/Management-Accounting.html
2. https://www.icsi.edu/media/webmodules/publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf
3. https://www.researchgate.net/publication/344155211_Introduction_to_Management_Accounting

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION**			
1.1	Meaning and definitions Management Accounting- Functions and Qualities of a Management Accountant	3	Chalk & Talk	Black Board
1.2	Financial accounting Principles – Concepts and Conventions , Accounts classifications	3	Chalk & Talk	LCD
1.3	Preparation of Journal Entry, Ledger and Trial Balance	3	Lecture	PPT & White board
1.4	Preparation of Trading and Profit & Loss Account, Balance Sheet	3	Lecture	Smart Board
1.5	Definition of Depreciation – Characteristics of Depreciation- Causes of Depreciation	2	Discussion	Google classroom
1.6	Methods of depreciation- Calculation of Straight Line and Written Down Value methods of Depreciation	2	Discussion	Black Board
UNIT -2	**FUNDAMENTAL OF COST ACCOUNTING**			
2.1	Introduction to Cost Accounting	2	Lecture	Green Board Charts
2.2	Basic cost concepts	2	Chalk & Talk	Green Board

2.3	Elements of cost	3	Flipped Learning	Online/ E-Content/ Text Books /Materials / Field Visit/
2.4	Classification of costs – Methods and Techniques of Costing	2	Chalk & Talk	LCD
2.5	Cost volume profit Analysis: Profit/Volume ratio	3	PPT	LCD
2.6	Break-Even Analysis - Graphic method of BEA - Margin of Safety	3	Discussio n	Black Board
UNIT -3	**MARGINAL COSTING**			
3.1	Marginal costing – Assumptions- Managerial Applications of Marginal Costing	1	Discussio n	Google classroom
3.2	Make/Buy/Subcontract, Sell/process further, Adding/Dropping of product	3	Chalk & Talk	Black Board
3.3	Product lines, Closing Down of divisions and choosing product mix	2	Chalk & Talk	LCD
3.4	Determination of economic price of raw materials, Capital investment decisions.	3	Lecture	Smart Board
UNIT -4	**INTEGRATION**			
4.1	Meaning and Concept of Ratio Analysis - Significance of Ratio Analysis	3	Chalk & Talk	LCD
4.2	Classification of Ratios: Liquidity, Leverage, Turnover and Profitability ratios	3	PPT	LCD
4.3	Application of Ratio analysis in	1	Flipped	Online/ E-Content/

	business		Learning	Text Books /Materials
4.4	Preparation of balance sheet from Ratios.	2	Chalk & Talk	Black Board
UNIT -5	**BUDGETARY CONTROL**			
5.1	Budgeting – a systematic approach to Profit Planning	2	Chalk & Talk	Black Board
5.2	Meaning and Objectives of Budgetary Control – Requisites for a successful Budgetary Control System	2	PPT	LCD
5.3	Essentials of Budgetary Control – Determination of Key factor	2	Chalk & Talk	Black Board
5.4	Budgeting vs. forecasting – Classification of Budgets	2	PPT	LCD
5.5	Preparation of Various Budgets – Cash budget, flexible budget, sales budget, production budget and master budget. Zero-Base budgeting.	2	Discussio n	Google classroom

COURSE CONTENTS & LECTURE SCHEDULE:

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2	Average of M1+M2	MID-SEM TEST	Once in a Semester				
	5+5=10 Mks.	10 Mks	15 Mks	10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the overview of management accounting and understand the different types of depreciation.	K2	PSO1
CO 2	Demonstrate the elements of cost and compute break-even print.	K2, K3	PSO2
CO 3	Analyse the managerial application of marginal costing.	K2, K4	PSO3
CO 4	Discuss the significance of ration analysis and compute difference type's ratio.	K2, K3, K4	PSO4
CO 5	Assess the requisites for a successful budgetary control system and compute different types of budget.	K2, K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. B. Jayanthi

Forwarded By

HOD'S Signature

& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA103	Digital Management	Major Core	4	4

COURSE DESCRIPTION

This course equips the students with skills for the effective use of office automation systems. This helps the participants to construct and analyse databases.

COURSE OBJECTIVES

To familiarise the applications of MS office and e-business models

UNITS

UNIT I: INTRODUCTION [12 HRS]

Introduction to computers – Classification of Computers – Anatomy of a Digital Computer – Input Devices – Output Devices – Primary & secondary storage devices – Operating systems – Types of computer software- Introduction to Internet & WWW, Intranets – Electronic mail.

UNIT II: OFFICE AUTOMATION SOFTWARE – MS-OFFICE [12 HRS]

Basics of MS-Word, MS-Excel and MS-PowerPoint-Application of these software's for documentation and making reports, preparation of presentation, creating tables, forms and reports. Measuring with formulas & function in Excel.

UNIT III: DATABASE MANAGEMENT SYSTEM [12 HRS]

Database management system-types of data-organizing Data in a Database-Database design-Data base design phases-Data Flow approach-Advantages of Data Flow approach-Communication networks-developments in transmission-communications media-computer networks-wireless transmission.

UNIT IV: ERP **[12 HRS]**

Introduction – ERP – An overview –Benefits of ERP – ERP and related Technologies – Business Process Reengineering - Data warehousing - Data Mining – Online analytical Processing – Supply Chain Management.

UNIT V: E-BUSINESS **[12 HRS]**

Definition-Types of e-business and related industry-growth of e-business-e-business environment-market places business market-types of business models- -brokerage model-aggregator model-digital signatures-encryption-advertising model-subscription model-affiliate model- framework for analyzing e-business models.

SELF STUDY :

Basics of MS-Word, Classification of Computers.

TEXT BOOK :

1. Leon, Alexis, Fundamentals of Information Technology., New Delhi: Galgotia Publications Ltd, 1999.

REFERENCE BOOKS:

1. Leon, Alexis, Internet for Everyone, New Delhi: Vikas Publishing House Pvt Ltd, 1998.
2. Saxena, Sanjay, Ms-Office2000 for Everyone, New Delhi: Vikas Publishing House Pvt Ltd, 2005.
3. P.T.Joseph, Sanjay Mohapatra, Management Information Systems in Knowledge Economy. PHI Publications, 2009
4. Leon, Alexis, Introduction to ERP, Tata McGraw Hill Publishers, 2009
5. Colin Combe, Introduction to E-business Management and Strategy, Butterworth-Heinemann Publishers, 2010

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.researchgate.net/publication/307583503_The_Impact_of_the_Digital_World_on_Management_and_Marketing
2. https://www.dbooks.org/media-and-digital-management-3319720007/
3. https://www.pdfdrive.com/digital-business-and-e-commerce-management-strategy-implementation-and-practice-e181134696.html

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION**			
1.1	Introduction to computers, Classification of Computers	3	Chalk & Talk	Black Board
1.2	Anatomy of a Digital Computer, Input Devices & Output Devices	2	Chalk & Talk	LCD
1.3	Primary & secondary storage devices	2	Lecture	PPT & White board
1.4	Operating systems, Types of computer software	2	Lecture	Smart Board
1.5	Introduction to Internet & WWW	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/
1.6	Intranets, Electronic mail	1	Discussion	Google classroom
UNIT -2	**OFFICE AUTOMATION SOFTWARE – MS-OFFICE**			
2.1	Basics of MS-Word, MS-Excel and	2	Lecture	Green Board Charts
2.2	and MS-PowerPoint- Application of these software's for documentation and making reports,	2	Chalk & Talk	Green Board
2.3	Preparation of presentation	3	PPT	LCD
2.4	Creating tables, forms and	3	PPT	LCD

	reports.			
2.5	Measuring with formulas & function in Excel.	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/
UNIT -3	**DATABASE MANAGEMENT SYSTEM**			
3.1	Database management system-types of data-organizing Data in a Database-Database design	4	Lecture	PPT & White board
3.2	Data base design phases-Data Flow approach-Advantages of Data Flow approach-	4	Lecture	PPT & White board
3.3	Communication networks-developments in transmission-communications media-computer networks-wireless transmission.	4	Chalk & Talk	Black Board
UNIT -4	**ERP**			
4.1	Introduction – ERP – An overview	2	Discussion	Black Board
4.2	Benefits of ERP – ERP and related Technologies	2	Chalk & Talk	Black Board
4.3	Business Process Reengineering	2	Lecture	PPT & White board
4.4	Data warehousing - Data Mining	3	Lecture	PPT & White board
4.5	Online analytical Processing	1	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/
4.6	Supply Chain Management.	2	Discussion	Black

				Board
UNIT 5	**E - BUSINESS**			
5.1	Definition-Types of e-business and related industry	1	Discussion	Black Board
5.2	Growth of e-business-e-business environment	3	Chalk & Talk	Black Board
5.3	Market places business market-types of business models	2	Lecture	PPT & White board
5.4	Brokerage model-aggregator model-digital signatures	3	Lecture	PPT & White board
5.5	Encryption, advertising model, subscription model, model, framework for analyzing e-business models.	3	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/

COURSE CONTENTS & LECTURE SCHEDULE:

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2	Average of M1+M2	MID-SEM TEST	Once in a Semester				
	5+5=10 Mks.	10 Mks	15 Mks	10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

****The Average of two will be taken into account***

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Discuss the evolution, classification of computers.	K2	PSO1
CO 2	Analyse the applications of MS-Word MS-Excel and PowerPoint.	K2, K3	PSO2
CO 3	Assess the concept of database management system and	K2, K4	PSO3

	communication network.		
CO 4	Outline Enterprise resource planning and its types.	K2, K3	PSO4
CO 5	Evaluate various E-Business models.	K2, K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. M. Nagarenitha

Forwarded By

HOD'S Signature
& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA104	Managerial Economics	Major Core	4	4

COURSE DESCRIPTION

This course combines micro and macro economics and its application in businesses. It also exposes students to the fundamental economic concepts. This course also aims at providing an overview of the circular flow of National income and its concepts.

COURSE OBJECTIVES

This Course enables to impart the basic macro and macroeconomic concepts.

UNITS

UNIT I : NATURE AND SCOPE OF MANAGERIAL ECONOMICS [12 HRS]

Nature and scope of Managerial Economics – Relationship with other subjects – Role of Managerial Economist Fundamental Concepts – Incremental concept – Time Perspective – Discounting principle – Opportunity cost – Equi Marginal Principle.

UNIT II : DEMAND ANALYSIS & COST ANALYSIS [12 HRS]

Demand analysis – Meaning- Definition for Demand- Law of Demand– Determinants of Demand– Types of Demand – Elasticity of demand – Price – Income and cross elasticities Demand forecasting Methods of forecasting – Indifference curve analysis. Economies of scale- meaning – Internal Economies & External Economies of Scale

UNIT III: PRICING DECISION [12 HRS]

Introduction to Pricing - Pricing Methods - Market structure – Perfect competition – Meaning- Characteristic Feature, Pure Monopoly- Meaning- Characteristic Feature & Monopolistic competition- Meaning- Characteristic Feature

Price determination in perfect competition- Price determination in Monopoly- Price determination in Monopolistic Competition Theories of Profit – Hawley's Risk theory – Knight's Uncertainty bearing theory- Dynamic theory of profit- Schumpeter's Innovation theory – Marginal productivity theory of profit.

UNIT IV: NATIONAL INCOME [12 HRS]

Meaning & Definition of National Income, The Circular flow of National Income - Concepts of National Income, Measurement of National Income – Difficulties in the measurement of National Income- Factors determining National Income

UNIT V: MACRO ECONOMIC CONCEPTS [12 HRS]

Business Cycle- Characteristics of Business Cycle- Phases of Business Cycle –Inflation & Deflation- Characteristics of Inflation & Deflation- Types of Inflation – Effects of Inflation & Deflation- Anti Inflationary Measures.

SELF STUDY

Opportunity cost, Difficulties in the measurement of National Income- Factors determining National Income.

TEXT BOOK

Sankaran, S. Managerial Economics. Chennai: Margham Publications, 2008

REFERENCE BOOKS

Varshney, R L. and Maheswari, K L, Managerial Economics. --1st ed. New Delhi: Sultan Chand & Sons, 2006.

Subramanian, M S.Managerial Economics. --5th ed. New Delhi: Galgotia Publications Ltd, 2000.

Dwivedi, DN.Managerial Economics. --5th ed. New Delhi: Vikas Publications House Pvt Ltd, 2000.

Gupta, G S.Managerial Economics. New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2006.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. http://www.opentextbooks.org.hk/system/files/export/15/15497/pdf/Principles_of_Managerial_Economics_15497.pdf
2. https://www.tutorialspoint.com/managerial_economics/managerial_economics_tutorial.pdf
3. https://www.sxccal.edu/wp-content/uploads/2020/01/MBA-ManagerialEconomics-1stYear.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**NATURE AND SCOPE OF MANAGERIAL ECONOMICS**			
1.1	Nature and scope of Managerial Economics	1	Chalk & Talk	Black Board
1.2	Relationship with other subjects	1	Chalk & Talk	LCD
1.3	Role of Managerial Economist	2	Lecture	PPT & White board
1.4	Fundamental Concepts – Incremental concept	1	Lecture	Smart Board
1.5	Time Perspective and Discounting principle	4	Lecture	Black Board
1.6	Equi Marginal Principle.	3	Lecture	Black Board
1.7	Opportunity cost	-	Flipped Learning	Online/ E-Content/ Text Books /Materials/
UNIT -2	**DEMAND ANALYSIS & COST ANALYSIS**			
2.1	Demand analysis & Law of	1	Lecture	Green

	Demand			Board Charts
2.2	Determinants of Demand & Types of Demand	2	Chalk & Talk	Green Board
2.3	Elasticity of demand & its types like Price , Income and cross elasticities.	2	Flipped Learning	E- Content
2.4	Demand forecasting Methods of forecasting	2	Blended Learning	Online/ Field visit
2.5	Indifference curve analysis.	2	Lecture	PPT & White board
2.6	Economies of scale- meaning – Internal Economies & External Economies of Scale.	1	Lecture	Smart Board
UNIT -3	**PRICING DECISION**			
3.1	Introduction to Pricing - Pricing Methods	1	Lecture	Green Board Charts
3.2	Market structure & its types	1	Chalk & Talk	Green Board
3.3	Perfect competition – Meaning, Characteristic Feature & Price determination	2	Flipped Learning	E- Content
3.4	Pure Monopoly- – Meaning, Characteristic Feature & Price determination	1	Blended Learning	Online/ Field visit
3.5	Monopolistic competition- – Meaning, Characteristic Feature & Price determination	2	Lecture	PPT & White board
3.6	Theories of Profit- Hawley's Risk theory , Knight's Uncertainty bearing theory	2	Lecture	Black board

	,Dynamic theory of profit			Board
3.7	Schumpeter's Innovation theory & Marginal productivity theory of profit.	3	Lecture	Black Board
UNIT -4	**NATIONAL INCOME**			
4.1	National Income- Introduction	3	Blended Learning	Online/ Field visit
4.2	The Circular flow of National Income	3	Lecture	PPT & White board
4.3	Concepts of National Income	3	Lecture	Smart Board
4.4	Measurement of National Income	3	Lecture	Black Board
4.5	Difficulties in the measurement of National Income	2	Chalk & Talk	Black Board
4.6	Factors determining National Income.	2	Discussion	Black Board
UNIT -5	**MACRO ECONOMIC CONCEPTS**			
5.1	Business Cycle- Characteristics of Business Cycle	2	Lecture	Green Board Charts
5.2	Phases of Business Cycle	3	Chalk & Talk	Green Board
5.3	Inflation & Deflation- features & Types	2	Flipped Learning	E- Content
5.4	Effects of Inflation & Deflation	3	Blended Learning	Online/ Field visit
5.5	Anti Inflationary Measures	2	Lecture	PPT & White board

COURSE CONTENTS & LECTURE SCHEDULE:

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2	Average of M1+M2	MID-SEM TEST	Once in a Semester				
	5+5=10 Mks.	10 Mks	15 Mks	10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Sketch the fundamental economic concepts.	K2	PSO1
CO 2	Analyse demand and its determinants and to know the economics of scale.	K2, K3	PSO2

CO 3	Assess the pricing methods in various Market structure and to get an idea over the theories of profits.	K2, K4	PSO3
CO 4	Demonstrate the circular flow of National Income and its concept.	K2, K3, K4	PSO4
CO 5	Discuss the phase of Business cycle and analyse the effects of inflation and deflation	K2, K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Mrs. N. Asha

Forwarded By

HOD'S Signature
& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA105	Organisational Behaviour	Major Core	4	4

COURSE DESCRIPTION

This course is designed to provide students with fundamental understanding of the history and development of organisational behaviour, theories and concepts.

COURSE OBJECTIVES

This course is to provide an understanding about individual and group behavioural process in the organisational context and apply such knowledge in dealing with issues of individual interpersonal or group behaviour in organisation

UNITS

UNIT I : INTRODUCTION TO ORGANIZATIONAL BEHAVIOR [12 HRS]

OB Definition and meaning – fundamental concepts – scope – contributing disciplines –various approaches to organizational behavior - Perception – Perceptual process – Factors influencing perception - perceptual errors- Selective perception, Halo effect, Contrast effect – Projection – Stereotyping – Grouping – Figure and ground – attribution errors, closure, proximity.

UNIT II : PERSONALITY [12 HRS]

Personality determinants – Heredity, Environment, situation – Psychoanalytic Theory – Type theories- Trait theory., Major personality attributes that influences Organizational Behaviour – Locus of control, Achievement orientation – Authoritarianism – Machiavellianism – self esteem – self – monitoring – Risk taking - Different psychological types – Introvert - extrovert.

UNIT III: LEARNING & ATTITUDE [12 HRS]

Concept – Meaning – Classical conditioning – Operant conditioning – Learning theories - Social learning theories – Reinforcement., ATTITUDE – functions of attitude – barriers to change in attitude – cognitive dissonance – Attitudinal change.

UNIT IV : GROUP DYNAMICS [12 HRS]

Nature of groups- types – theories of group formation- reasons for formation of groups -group cohesiveness – factors influencing group cohesiveness– Motivation –theories - Hierarchy of needs theory – ERG theory- McClelland's theory- Two factor theory – equity theory –Vroom's valence expectancy- Porter and Lawler theory-theory X and Y.

UNIT V: CONFLICT MANAGEMENT [12 HRS]

Conflicts – functional – dysfunctional – Stages of conflicts – Intra individual conflict, Inter personal or Inter individual conflict – Inter group conflicts – Resolving conflicts – Stress – Causes – coping strategies for stress- yoga, meditation, physical exercises and relaxation techniques.

SELF STUDY:

Factors influencing perception, Coping strategies for stress- yoga, meditation, physical exercises and relaxation techniques.

TEXT BOOK:

1. Organizational Behavior -Fred Luthans, Tata Mc-Graw Hill Education Pvt Ltd., New Delhi, 9th edition.

REFERENCE BOOKS:

1. Organizational Behavior. Stephen Robbins, Prentice Hall of India Pvt Ltd, New Delhi, 1st edition.
2. Organisational Behaviour: Text and Cases, Uma Sekaran, Tata Mc-Graw Hill Education Pvt Ltd., New Delhi.
3. Organisatioal Behaviour, L .M Prasad, Sultan Chand & Sons, New Delhi.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.tutorialspoint.com/organizational_behavior/organizational_behavior_tutorial.pdf
2. http://www.tmv.edu.in/pdf/Distance_education/BCA%20Books/BCA%20VI%20SEM/BCA-629%20OB.pdf
3. https://www.geektonight.com/organisational-behaviour-notes-pdf/

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT –I	**INTRODUCTION TO ORGANIZATIONAL BEHAVIOR**			
1.1	OB Definition and meaning – fundamental concepts	1	Chalk & Talk	Black Board
1.2	Scope – contributing disciplines –various approaches to organizational behaviour	1	Chalk & Talk	LCD
1.3	Perception –Perceptual process	2	Lecture	PPT & White board
1.4	Factors influencing perception	1	Lecture	Smart Board
1.5	Perceptual errors, Selective perception, Halo effect, Contrast effect	1	Lecture	Black Board
1.6	Projection – Stereotyping – Grouping – Figure and ground	1	Discussion	Google classroom
1.7	Attribution errors, closure, proximity	2	Lecture	Black Board
UNIT -2	**PERSONALITY**			
2.1	Personality determinants –	1	Lecture	Green

	Heredity, Environment, situation			Board Charts
2.2	Psychoanalytic Theory	2	Chalk & Talk	Green Board
2.3	Type theories- Trait theory.,	2	Flipped Learning	E-Content
2.4	Major personality attributes that influences Organizational Behaviour – Locus of control, Achievement orientation	2	Blended Learning	Online/ Field visit
2.5	Authoritarianism – Machiavellianism – self esteem – self – monitoring	2	Lecture	PPT & White board
2.6	Risk taking - Different psychological types – Introvert - extrovert.	1	Lecture	Smart Board
UNIT -3	**LEARNING & ATTITUDE**			
3.1	Concept – Meaning – Classical conditioning – Operant conditioning	3	Lecture	Green Board Charts
3.2	Learning theories - Social learning theories – Reinforcement	3	Chalk & Talk	Green Board
3.3	ATTITUDE – functions of attitude – barriers to change in attitude	3	Lecture	PPT & White board
3.4	Cognitive dissonance – Attitudinal change.	3	Lecture	Smart Board
UNIT -4	**GROUP DYNAMICS**			
4.1	Nature of groups- types – theories of group formation- reasons for formation of groups	3	Blended Learning	Online/ Field visit
4.2	Group cohesiveness – factors	2	Lecture	PPT &

	influencing group cohesiveness– Motivation – theories			White board
4.3	Hierarchy of needs theory – ERG theory- McClelland's theory- Two factor theory	2	Lecture	Smart Board
4.4	Equity theory –Vroom's valence expectancy-Porter and Lawler theory-theory X and Y.	2	Lecture	Black Board
UNIT -5	**CONFLICT MANAGEMENT**			
5.1	Conflicts – functional – dysfunctional	2	Lecture	Green Board Charts
5.2	Stages of conflicts – Intra individual conflict, Inter personal or Inter individual conflict	3	Chalk & Talk	Green Board
5.3	Inter group conflicts – Resolving conflicts	2	Flipped Learning	E-Content
5.4	Stress – Causes – coping strategies for stress	3	Blended Learning	Online/ Field visit
5.5	Yoga, meditation, physical exercises and relaxation techniques	2	Lecture	PPT & White board

COURSE CONTENTS & LECTURE SCHEDULE:

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2	Average of M1+M2	MID-SEM TEST	Once in a Semester				
	5+5=10 Mks.	10 Mks	15 Mks	10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

****The Average of two will be taken into account***

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the overview of organisational behaviour and understand the different types of perception.	K2	PSO1

CO 2	Demonstrate the concept of personality and discuss the different types leadership theories.	K2,K3	PSO2
CO 3	Discuss the different type of assess the functions of attitude.	K2,K4	PSO3
CO 4	Analyze the group dynamics and discuss the different type of motivation theories.	K2,K3	PSO4
CO 5	Assess the different stages of conflicts and stress management mechanism in the organisation.	K2,K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Mrs. N. Asha

Forwarded By

HOD'S Signature
& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA106	Quantitative Techniques	Major Core	4	4

COURSE DESCRIPTION

The course introduces the application of Operations Research concepts to the Management decision-making. The course enables the learners to enrich their quantitative analytical skills.

COURSE OBJECTIVES

This course is intended to enrich the quantitative analytical skills and enable application of OR techniques in corporate decision making

UNITS

UNIT I: MATRIX [12 HRS]

Matrix: Conversion of data Statement form into matrix form – inverse of a matrix– solutions of equations by inverse method, cramer's rule, Gauss – Jordan method

UNIT II: LINEAR PROGRAMMING PROBLEM [12 HRS]

Operations Research – Definition, Characteristics, Modelling, Phases, Scope, Limitations, Importance of Operations Research in Decision-making Process. Mathematical formulation of LPP – Product mix, Portfolio mix, Media mix. Graphical solution method – Bounded & Unbounded solution, Problems with all less than, all greater than and mixed constraints, infeasible solution

UNIT III: TRANSPORTATION PROBLEM [12 HRS]

Transportation model: Getting Initial Basic Feasible Solution (IBFS) using NWCM, LCM, VAM methods – Balanced & Unbalanced problems - MODI method – Degeneracy – Looping - Unbalanced transportation problem –

Maximization TP – Alternative optimal solution – Prohibited transportation routes.

UNIT IV: ASSIGNMENT PROBLEM [12 HRS]

Assignment problem – meaning, solution methods of assignment problem – minimization a.p. – hungarian method for solving assignment problem – balanced & unbalanced a.p. – conversion of maximization a.p into minimization a.p. – multiple optimal solutions – restrictions on assignment

UNIT V: GAME THEORY [12 HRS]

Game Theory: Maximin-minimax principle – Strategy – Pure, Mixed strategies – pay – off with saddle point and without saddle points – Graphical method – Dominance Principle.

SELF STUDY

Importance of Operations Research in Decision-making Process

TEXT BOOK

1. Gupta, P K., Problems in Operations Research (methods and Solutions) / P K Gupta and Man Mohan New Delhi: Sultan Chand & Sons, 2007.

REFERENCE BOOKS:

1. Sharma, J K., Operations Research. --3rd ed., Delhi: Macmillan Company of India Ltd, 1997.
2. Doerr, Alan. Applied Discrete Structures for Computer Science. New Delhi: Galgotia Publications Ltd, 2000.
3. Taha, Hamdy A.Operations Research: on Introduction. --5th ed.New Delhi: Prentice Hall of India Pvt Ltd, 1995.
4. Hiller, Frederick, S., Operations Research / Frederick, S Hiller and Gerald J Lieberman. --8th ed.,New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2005.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://gtumbanotes.files.wordpress.com/2011/06/quantitative-techniques-for-management.pdf
2. https://www.freebookcentre.net/business-books-download/Quantitative-Techniques-For-Business.html
3. https://www.researchgate.net/publication/333686800_Applications_of_Quantitative_Techniques_in_Decision_Making_of_Business_Organisation

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**MATRIX**			
1.1	Matrix: Conversion of data Statement form into matrix form Significance	5	Lecture	LCD
1.2	Inverse of a matrix	7	Blended learning	Google classroom
1.3	Solutions of equations by inverse method, Cramer's rule	4	Lecture	Black board
1.4	Gauss – Jordan method	3	Lecture & Peer-assisted learning	Black board, Materials
UNIT -2	**LINEAR PROGRAMMING PROBLEM**			
2.1	Operations Research – Definition, Characteristics, Modelling, Phases, Scope, Limitations, Importance of Operations Research in Decision-making Process	4	Lecture	LCD
2.2	Mathematical formulation of LPP – Product mix, Portfolio mix, Media mix	3	Blended learning	White board

2.3	Graphical solution method – Bounded & Unbounded solution	5	Lecture	White board
2.4	Problems with all less than, all greater than and mixed constraints, infeasible solution	4	Lecture	Black board
UNIT -3	**TRANSPORTATION PROBLEM**			
3.1	Transportation model: Getting Initial Basic Feasible Solution (IBFS) using NWCM, LCM, VAM methods – Balanced & Unbalanced problems - –	6	Lecture	White board
3.2	MODI method – Degeneracy – Looping - Unbalanced transportation problem	4	Lecture	LCD
3.3	Maximization TP – Alternative optimal solution – Prohibited transportation routes	2	Group discussion	Materials
UNIT -4	**ASSIGNMENT PROBLEM**			
4.1	Assignment problem – meaning, solution methods of assignment problem	2	Blended learning	White board
4.2	Minimization A.P. – hungarian method for solving assignment problem – balanced & unbalanced A.P	6	Problem-based learning	Smart board
4.3	Conversion of maximization a.p into minimization A.P. – multiple optimal solutions – restrictions on assignment	4	Lecture & Demonstration	LCD, Google classroom
UNIT -5	**GAME THEORY**			
5.1	Game Theory: Maximin-	3	Lecture	LCD

	minimax principle			
5.2	Strategy – Pure, Mixed strategies – pay – off with saddle point and without saddle points	3	Demonstration	LCD
5.3	Graphical method – Dominance Principle	3	Demonstration	White board

COURSE CONTENTS & LECTURE SCHEDULE:

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Formulate business problems in matrix form	K2	PSO1
CO 2	Formulate LP model for Business decision making and compute optimal solutions	K2, K3	PSO2
CO 3	Plan optimal decisions for transportation problems	K2, K4	PSO3
CO 4	Design methods to solve assignment problems	K2, K3, K4	PSO4
CO 5	Apply strategies using game theory and analyse it for optimality criterion	K2, K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. L. Meena

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HOD'S Signature

& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA107	Executive Communication	Major Core	2	1

COURSE DESCRIPTION

The course serves to provide complete understanding of the communication skills of Executive managers. This practical course develops the required skills of managers in the workplace environment.

COURSE OBJECTIVES

The seminar course is designed to enhance the communication skills of executive managers.

UNITS

UNIT I: COMMUNICATION [5 HRS]

Importance of communication at workplace – barriers - communication network in organizations

UNIT II: NON-VERBAL COMMUNICATION [5 HRS]

Non verbal communication – misinterpretation and problems - barriers to observation, strategies for effective observation, non-verbal communication in a business context

UNIT III: ORAL COMMUNICATION [5 HRS]

Developing oral business communication skills: introduction, advantages of oral communication, oral business presentations

UNIT IV: CORPORATE COMMUNICATION [5 HRS]

Corporate communication – group discussions and interviews, attending job interviews.

UNIT V: WRITTEN COMMUNICATION [5 HRS]

Written communication: principles of business communication, types and techniques of business letters, preparation of c.v., resume and bio-data.

SELF STUDY:

Oral business presentations, principles of business communication

REFERENCE BOOKS:

1. Sharma, r c.,business correspondence and report writing / r c sharma and mohan krishna.,new delhi: tata mcgraw hill publishing company, 2002.
2. Rajendra pal.,essentials of business communication / rajendra pal, and j s korlahalli. New delhi: sultan chand & sons, 2008.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.slideshare.net/andreymiler8/executive-communication-skills-pdf
2. https://www.researchgate.net/publication/287260311_READINGS_ON_EXECUTIVE_COMMUNICATION_A_BIBLIOGRAPHY
3. https://www.manage.gov.in/studymaterial/EC.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**COMMUNICATION**			
1.1	Importance of communication at workplace – Barriers	3	Chalk & Talk	Black Board
1.2	Communication Network in Organizations	2	Chalk & Talk	LCD
UNIT -2	**NON-VERBAL COMMUNICATION**			
2.1	Non verbal communication – Misinterpretation and problems - Barriers to observation	3	Lecture	Green Board Charts
2.2	Strategies for Effective observation, Non-verbal communication in a Business Context	2	Chalk & Talk	Green Board

UNIT -3	**ORAL COMMUNICATION**			
3.1	Developing Oral Business Communication Skills: Introduction	3	Lecture	PPT & White board
3.2	Advantages of Oral Communication, Oral Business Presentations	2	Lecture	PPT & White board
UNIT -4	**4CORPORATE COMMUNICATION**			
4.1	Corporate Communication – Group Discussions And Interviews	3	Discussion	Black Board
4.2	Attending Job Interviews	2	Chalk & Talk	Black Board
UNIT -5	**WRITTEN COMMUNICATION**			
5.1	Written Communication: Principles of Business Communication, Types and techniques of business letters	2	Discussion	Black Board
5.2	Preparation of C.V., Resume and Bio-data	3	Chalk & Talk	Black Board

COURSE CONTENTS & LECTURE SCHEDULE:

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	5 Mks.	5 Mks.	5 Mks.	5 Mks.	20 Mks.	5 Mks.	25 Mks.	
K1	-	-	-	-	-	-	-	-
K2	5	-	-	-	5	-	5	20%
K3	-	5	-	-	5	-	5	20%
K4	-	-	5	-	5	-	5	20%
K5	-	-	-	5	5	-	5	20%
Non Scholastic	-	-	-	-	-	5	5	20%
Total	5	5	5	5	20	5	25	100 %

CIA	
Scholastic	20
Non Scholastic	5
	25

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
5	5	5	5	5	25	25	50

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	5 Mks
C2	-	Test (CIA 2)	1	-	5 Mks
C3	-	Assignment/Open Book Test	2	-	5 Mks
C4	-	Seminar	1	-	5 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Identify workplace communication network	K2	PSO1

CO 2	**Apply strategies for effective Non-verbal communication in business context**	**K2, K3**	**PSO2**
CO 3	**Develop oral business communication skills**	**K2, K4**	**PSO3**
CO 4	**Demonstrate corporate communication skills.**	**K2, K3, K4**	**PSO4**
CO 5	**Use principles of business communication for written communication**	**K2, K5**	**PSO5**

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. P. Shyamala

Forwarded By

HOD'S Signature
& Name

I MBA

SEMESTER –II

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA201	Production & Operations Management	Major Core	4	4

COURSE DESCRIPTION

This course examines the functional areas of production and operations management in the manufacturing industry.

COURSE OBJECTIVES

This course is aimed to provide an understanding of operation management concepts and its application in practice

UNITS

UNIT I: INTRODUCTION [12 HRS]

Meaning and Definition –Functions and Scope of Production Management– Production System - Types of production system, Continuous – characteristics – Advantages and Disadvantages, Intermittent – Characteristics – Advantages and Disadvantages- Location- Meaning , Factors influencing location - Layout –Definition, Types of Layout , Features of Good Layout , Layout techniques - Material handling – Meaning and Types of Equipments.

UNIT II: INVENTORY SCHEDULING & CONTROL [12 HRS]

Economic order Quantity –Assumptions and Cost associated with EOQ- Inventory classification – ABC Analysis – Salient features – Advantages and

disadvantages- VED – FSN – Objectives & Procedure - Just in time – concept , Elements & Implications

UNIT III: PRODUCTION SCHEDULING & CONTROL [12 HRS]

Routing – Definition , Procedure of Routing - Scheduling – Meaning , Objectives , Types of Schedules , Factors affecting Scheduling- Johnson's Algorithm – Gantt chart –Critical Path method – Program evaluation review technique –Concept – Procedure – Advantages and limitation

UNIT IV: WORK STUDY [12 HRS]

Meaning and Definition of Work Measurement – Objectives – Applications – Different techniques of Work Measurement – Time study – Meaning , Objectives - Predetermined motion study – Steps, Advantages and limitations - Analytical Estimating – Meaning , Characteristics- Work sampling concept – Procedure and Implication.

UNIT V: QUALITY CONTROL [12 HRS]

Statistical Quality control – Control charts – Mean – Range – Fraction Defective – Number of Defectives – Concept & Procedure. Emerging Trends in Production Management: TQM – Meaning, Process, Applications, ISO 9000-TPM – Definition, benefits – 5S – Meaning, Advantages - Six sigma – Meaning, Benefits - Failure mode effect analysis – Meaning.

SELF STUDY:

Scope of Production Management, ISO 9000.

TEXT BOOK:

1. Goel, B S.,Production and Operations Management: for Management andEngineering Students of Various Universities and Institutes. --1st ed., Meerut: Pragathi Prakashan, 2000.

REFERENCE BOOKS:

1. Chary, SN., Production and Operations Management. --2nd. New Delhi: Galgotia blications Ltd, 2000.

2. Buffa, Elwood, S., Modern Production/operations Management/Elwood, S Buffa and Rakesh K Sarin.--8th, New York: John Wiley and Sons, 2005.

3. Shridhara Bhat, Total Quality Management: Text and Cases., Bombay: Himalaya Publishing House, 2010.

4. Mohanty, R P., Tqm in the Service Sector / R P Mohanty and R R Lakh, Bombay: Jaico Books, 2002.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf
2. https://ddceutkal.ac.in/Syllabus/MBA-BOOK/Production-Operation-Management.pdf
3. http://www.missouricareereducation.org/doc/entrepreneur/ProdOpMngnt_InstrActivity2_IntroProdMngmnt.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**PRODUCTION AND OPERATIONS MANAGEMENT**			
1.1	Meaning and Definition,Functions of Production Management	1	Lecture	PPT & White board
1.2	Scope of Production Management	1	Flipped Learning	Online/ E-Content/ Text Books
1.3	Production System , Types of production system, Continuous, Characteristics Advantages and Disadvantages	1	Lecture	Smart Board
1.4	Intermittent, Characteristics, Advantages and Disadvantages	3	Chalk & Talk	Black Board

1.5	Location, Meaning , Factors influencing location	2	Chalk & Talk	Black Board
1.6	Layout ,Definition, Types of Layout , Features of Good Layout , Layout techniques	2	Discussion	Google classroom
1.7	Material handling, Meaning and Types of Equipments.	2	Discussion	Black Board
UNIT -2	**INVENTORY SCHEDULING & CONTROL**			
2.1	Economic order Quantity	1	Lecture	Green Board Charts
2.2	Assumptions and Cost associated with EOQ	1	Blended Learning	Online/ E-Content/ Text Books
2.3	Inventory classification , ABC Analysis , Salient features	1	Discussion	Google classroom
2.4	Advantages and disadvantages, VED	3	Lecture	PPT & White board
2.5	FSN , Objectives & Procedure	3	Lecture	Smart Board
2.6	Just in time , concept , Elements & Implications	3	Discussion	Black Board
UNIT -3	**PRODUCTION SCHEDULING & CONTROL**			
3.1	Routing , Definition , Procedure of Routing , Scheduling , Meaning and objectives	3	Lecture	Green Board Charts
3.2	Types of Schedules , Factors affecting	3	Chalk & Talk	Green Board

	Scheduling, Johnson's Algorithm			
3.3	Gantt chart ,Critical Path method	3	Lecture	PPT & White board
3.4	Program evaluation review technique ,Concept, Procedure Advantages and limitation	3	Lecture	Smart Board
UNIT -4	**WORK STUDY**			
4.1	Meaning and Definition of Work Measurement Objectives, Applications	3	Lecture	Green Board Charts
4.2	Different techniques of Work Measurement , Time study , Meaning , Objectives	3	Chalk & Talk	Green Board
4.3	Predetermined motion study, Steps, Advantages and limitations, Analytical Estimating, Meaning, Characteristics	3	Lecture	PPT & White board
4.4	Work sampling concept, Procedure and Implication.	3	Lecture	Smart Board
UNIT -5	**QUALITY CONTROL**			
5.1	Statistical Quality control, Control charts, Mean, Range Fraction Defective, Number of Defectives ,Concept & Procedure.	2	Lecture	Green Board Charts
5.2	Emerging Trends in	2	Chalk &	Green Board

	Production Management: TQM Meaning, Process, Applications		Talk	
5.3	ISO 9000-TPM, Definition, benefits	3	Chalk & Talk	Green Board
5.4	5S, Meaning, Advantages, Six sigma, Meaning,Benefits	2	Lecture	PPT
5.5	Failure mode effect analysis, Meaning.	3	Discussion	Google classroom

COURSE CONTENTS & LECTURE SCHEDULE:

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks

C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the concept of production management and discuss the different types of layout techniques.	K2	PSO1
CO 2	Compute EOQ and assess the inventory classification	K2, K3	PSO2
CO 3	Evaluate the production scheduling and control mechanism in the organisation	K2, K4	PSO3
CO 4	Discuss the techniques of work measurements and asses the work sampling procedures.	K2, K3, K4	PSO4
CO 5	Identify the quality control techniques and emerging trends in production management.	K2, K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2

CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. R. Suganya

Forwarded By

HOD'S Signature
& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MBA	19MBA202	Human Resource Management	Major Core	4	4

COURSE DESCRIPTION

This course aims on providing a overview on the concept of HRM. It exposes students to how to manage people at work. It also covers concepts like manpower planning, recruitment, selection, training and development. It also examines the emerging trends in HRM.

COURSE OBJECTIVES

This course intends to familiarize with the dimensions, components & functions of HRM

UNITS

UNIT I: PROCUREMENT [12 HRS]

Introduction: Meaning and scope of Human Resource Management – Objectives and Functions of Human Resource Management- Manpower planning – Meaning, Functions & Process

UNIT II: DEVELOPMENT [12 HRS]

Performance Appraisal: Purpose of Performance Appraisal - Process of Appraisal - Appraisal Methods –Traditional & Modern, Training & Development: Importance of Training & Development - Methods of Operative Training – On-the Job, off-the job training

UNIT III: COMPENSATION [12 HRS]

Job Evaluation Techniques: Principles of Job Evaluation - Methods of Job Evaluation. Wage &Salary Administration: Factors influencing Wage & Salary Administration - Wage & Salary Fixation, Incentives: Monetary and Non–monetary Incentives.

UNIT IV: INTEGRATION [12 HRS.]

Trade Union: Functions & Role of Trade union - Collective Bargaining: Concept and process of collective Bargaining - Collective bargaining in Indian Industry .Introduction to important acts of Indian labor laws: Factories act- workmen's compensation act- employees state insurance act and payment of bonus act

UNIT V: MAINTENANCE [12 HRS]

Grievance Handling: Causes of Grievance - Grievance handling procedure Discipline: Objective of Discipline - Indiscipline of Misconduct - Procedure for disciplinary action. Counselling: Concept & uses of counselling - Types of counselling. Emerging Trends in HRM

SELF STUDY:

Importance of Training & Development, Emerging Trends in HRM.

TEXT BOOK :

1.Khanka S.S. Human Resources Management: Text and Cases. New Delhi: Chand & Company Ltd, 2010

REFERENCE BOOKS:

1. Aswathappa, K. Human Resources Management: Text and Cases. --6th ed. New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2010

2. Biswajeet Pattanayak,Human Resource Management. New Delhi: PHI Learning Pvt.Ltd., 2009.

3. Noe, Raymond A.,Human Resource Management: Gaining a Competitive Advantage. Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2006.

4. Flippo, Edwin B., Personnel Management. 6th ed. New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2000.

5. Prasad.LM., Human Resource Management. New Delhi: Sultan Chand & Sons, 2001

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. http://www.opentextbooks.org.hk/system/files/export/32/32088/pdf/Human_Resource_Management_32088.pdf
2. https://www.researchgate.net/publication/305954894_Human_Resource_Management_Theory_and_Practice
3. https://www.slideshare.net/versatileBschool/human-resource-management-full-notes

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**HUMAN RESOURCE MANAGEMENT**			
1.1	Meaning and scope of Human Resource Management	3	Chalk & Talk	Black Board
1.2	Objectives and Functions of Human Resource Management-	3	Chalk & Talk	LCD
1.3	Manpower planning, Meaning and Functions	3	Lecture	PPT & White board

1.4	Manpower planning process	3	Lecture	Smart Board
UNIT -2	**DEVELOPMENT**			
2.1	Performance Appraisal: Meaning & Purpose	2	Lecture	Green Board Charts
2.2	Process of Appraisal	2	Chalk & Talk	Green Board
2.3	Appraisal Methods, Traditional & Modern	3	Flipped Learning	Online/ E-Content/ Text Books /Materials
2.4	Training & Development: Meaning & Importance	2	Chalk & Talk	LCD
2.5	Methods of Operative Training – On-the Job, off-the job training	3	PPT	LCD
UNIT -3	**COMPENSATION**			
3.1	Meaning & Principles of Job Evaluation	1	Discussion	Google classroom
3.2	Methods of Job Evaluation	3	Chalk & Talk	Black Board
3.3	Factors influencing Wage & Salary Administration	2	Chalk & Talk	LCD
3.4	Incentives: Monetary and Non–monetary Incentives.	3	Lecture	Smart Board
UNIT -4	**INTEGRATION**			
4.1	Trade Union: Functions & Role of Trade union	3	Chalk & Talk	LCD
4.2	Collective Bargaining: Concept and process of collective Bargaining	3	PPT	LCD

4.3	Collective bargaining in Indian Industry	1	Flipped Learning	Online/ E-Content/ Text Books /Materials
4.4	Introduction to important acts of Indian labour laws: Factories Act	2	Chalk & Talk	Black Board
4.5	Workmen's compensation act	1	Chalk & Talk	Black Board
4.6	Employees state insurance act and payment of bonus Act	2	Discussion	Google classroom
UNIT -5	**MAINTENANCE**			
5.1	Meaning and Causes of Grievance	2	Chalk & Talk	Black Board
5.2	Grievance handling procedure	2	PPT	LCD
5.3	Meaning & Objective of Discipline	2	Chalk & Talk	Black Board
5.4	Indiscipline of Misconduct and Procedure for disciplinary action	2	PPT	LCD
5.5	Concept & uses of counselling - Types of counselling	2	Discussion	Google classroom
5.6	Emerging Trends in HRM	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/

COURSE CONTENTS & LECTURE SCHEDULE:

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

****The Average of two will be taken into account***

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the concept of HRM & Manpower planning process.	K2	PSO1
CO 2	Analyse the process of performance Appraisal and discuss the various	K2, K3	PSO2

	methods of training and development		
CO 3	Evaluate the principles of Job evaluation and explain the wage and salary Administration.	K2, K4	PSO3
CO 4	Discuss trade Union and its function and analyse collective bargaining	K2, K3, K4	PSO4
CO 5	Identify the cause of grievance and procedure for disciplinary action.	K2, K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ Moderately Correlated – **2**
♦ Weakly Correlated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. B. Jayanthi

Forwarded By

HOD'S Signature
& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MBA	19MBA203	Marketing Management	Major Core	4	4

COURSE DESCRIPTION

This course describes the nature and purpose of marketing. It describes marketing mix, consumer behaviour and strategy, product planning and development. It helps the students in making better marketing management decisions.

COURSE OBJECTIVES

This course makes the students to understand marketing management concept

UNITS

UNIT I: MARKETING **[12 HRS]**

Definition- marketing in the twenty-first century -Marketing tasks – the scope of marketing- marketing concepts and tools - Company orientations toward the market place - How business and marketing is changing.

UNIT II: BUYER BEHAVIOUR **[12 HRS]**

Analyzing consumer and Buying behaviour- the major factors influencing Buyer behaviour- Buying decision process and stages-Identifying competitors-Analysing competitors- Designing competitive intelligence system - Designing competitive strategies. Levels and patterns of market segmentation - segmenting consumer and business markets

UNIT III: PRODUCT **[12 HRS]**

Positioning the Market offering through the Product Life Cycle - differentiation tools- Managing the new product development process -

Managing product line and brands- product line decisions- brand decisions- packaging and labelling

UNIT IV: PRICING AND PHYSICAL DISTRIBUTION [12 HRS]

Designing Pricing strategies-setting the price-adapting the price- work performed by marketing channels- channel design decisions -channel management decisions, channel dynamics- Retailing- wholesaling- market logistics.

UNIT V: PROMOTION [12 HRS]

Developing and managing an advertising program- Deciding on media and measuring effectiveness - sales promotion- public relations-Designing the sales force- managing the sales force- principles of personal selling.

SELF STUDY:

The Major factors influencing Buyer behaviour, Principles of personal selling.

TEXT BOOK:

1. Marketing Management (Fifteenth edition) – Philip Kotler - Prentice Hall India

REFERENCE BOOKS:

1. Kotler, Philip., Marketing Management.,1st ed, New Delhi: Prentice Hall of India Pvt Ltd, 2005.
2. Stanton, William J., Fundamentals of Marketing. 1st ed, New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2000.
3. Sherlekar, S A, Modern Marketing: A Manual of Marketing, Salesmanship and Advertising. ,2nd ed, New Delhi: Galgotia Publications Ltd, 2000.
4. Gandhi, J C., Marketing: A Managerial Introduction,New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2000

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.researchgate.net/publication/225084026_Marketing_Management

2. https://www.tutorialspoint.com/marketing_management/marketing_management_tutorial.pdf
3. http://mba.teipir.gr/files/UnderstandingMarketingManagement.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**MARKETING MANAGEMENT**			
1.1	Definition- marketing in the twenty-first century	3	Chalk & Talk	Black Board
1.2	Marketing tasks	2	Chalk & Talk	LCD
1.3	The scope of marketing	2	Lecture	PPT & White board
1.4	Marketing concepts and tools	2	Lecture	Smart Board
1.5	Company orientations toward the market place	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/
1.6	How business and marketing is changing	1	Discussion	Google classroom
UNIT -2	**BUYER BEHAVIOUR**			
2.1	Analyzing consumer and Buying behaviour	2	Lecture	Green Board Charts
2.2	The major factors influencing Buyer behaviour	2	Chalk & Talk	Green Board
2.3	Buying decision process and	3	PPT	LCD

	stages			
2.4	Identifying competitors- Analysing competitors- Designing competitive intelligence system - Designing competitive strategies	3	PPT	LCD
2.5	Levels and patterns of market segmentation - segmenting consumer and business markets	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/
UNIT -3	**PRODUCT**			
3.1	Positioning the Market offering through the Product Life Cycle	4	Lecture	PPT & White board
3.2	differentiation tools- Managing the new product development process	4	Lecture	PPT & White board
3.3	Managing product line and brands- product line decisions- brand decisions- packaging and labelling	4	Chalk & Talk	Black Board
UNIT -4	**PRICING AND PHYSICAL DISTRIBUTION**			
4.1	Designing Pricing strategies- setting the price	2	Discussion	Black Board
4.2	Adapting the price- work performed by marketing channels	2	Chalk & Talk	Black Board
4.3	Salient features of project report importance of project report	2	Lecture	PPT & White board
4.4	Channel design decisions, channel management decisions	3	Lecture	PPT & White board

4.5	Channel dynamics , Retailing, wholesaling ,market logistics	1	Flipped Learning	Online/ Text Books /Materials
UNIT -5	**PROMOTION**			
5.1	Developing and managing an advertising program	1	Discussion	Black Board
5.2	Deciding on media and measuring effectiveness	3	Chalk & Talk	Black Board
5.3	Sales promotion- public relations	2	Lecture	PPT & White board
5.4	Designing the sales force	3	Lecture	PPT & White board
5.5	Managing the sales force- principles of personal selling.	3	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/

COURSE CONTENTS & LECTURE SCHEDULE:

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

****The Average of two will be taken into account***

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline marketing management concept and current trends	K2	PSO1

CO 2	Assess consumer behaviour and identify competitors	K2, K3	PSO2
CO 3	Analyse product life cycle and strategies relevant to them	K2, K4	PSO3
CO 4	Discuss pricing and distribution strategies	K2, K3	PSO4
CO 5	Design and Manage advertising programme	K2, K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ Moderately Correlated – **2**
♦ Weakly Correlated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. M. Nagarenitha

Forwarded By

HOD'S Signature
& Name

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDIT S
MBA	19MBA204	Financial Management	Major Core	4	4

COURSE DESCRIPTION

This course emphasis on the functions of finance, sources of finance and the importance of finance department in an enterprise. This course also illustrates the financial decisions, investment decisions and dividend decisions and their impact in the business environment.

COURSE OBJECTIVES

To enhance the students with management of financial resources in an organisation and to sketch out the various techniques used to analyse financial soundness of the organisation

UNITS

UNIT I: INTRODUCTION [12 HRS]

Introduction to Financial Management – Meaning – Definition, Objectives & Scope of financial management –Importance – financial decisions – Factors influencing financial decisions –Sources of financing – Short term & Long term. Financial Analysis: Fund flow analysis – Cash flow analysis - Meaning, use and significance of Cash flow and Fund flow statements – Preparation of cash flow and fund flow statements.

UNIT II: SHORT TERM FINANCING DECISION [12 HRS]

Working Capital Management: Introduction –Classification of working capital – Importance of working capital –Factors requiring consideration

while estimating WC –Working capital cycle - Cash Management techniques –Dimensions of Receivables management.

UNIT III: LONG TERM FINANCING & INVESTMENTS DECISIONS [12 HRS]

Advertising Media Planning – Concept, Factors determining frequency levels, Media Selection considerations, Media weight theories, computers & models, Media selection - Classification – Introduction, Classification of Media.

UNIT IV: DIVIDEND DECISIONS [12 HRS]

Dividend Theories – Theory of irrelevance – Residual approach and Modigliani & Miller Approach (MM model) Theory of Relevance: Walter's approach and Gordon's approach. Determinants of dividend decisions – Types of dividend policy: Regular, Stable and irregular dividend policy

UNIT V: FINANCIAL CONCEPTS – TAXATION [12 HRS]

Taxation – types – direct tax – indirect tax – central excise, customs, GST, corporate tax, VAT, service tax, income tax, and CGT – meaning and procedure for calculation – theory only and problems are not included.

SELF STUDY:

Importance of working capital, Factors influencing financial decisions

TEXT BOOK:

1. Gupta, Shashi K., Financial Management: Theory and Practice. --4th ed. Kolkata: Kalyani Publishers, 2000

REFERENCE BOOKS:

1. Pandey, I M., Financial Management. --9th ed. , New Delhi: Vikas Publishing House Pvt Ltd, 1978.
2. Prasanna Chandra, Financial Management: Theory and Practice. --7th ed. New Delhi: Tata Mcgraw Hill Publishing Company, 2008.
3. Khan, M Y, Financial Management. --2nd ed. New Delhi: Tata Mc-Graw Hill Education Pvt. Ltd., 2000.
4. Van Horne, James, C.,Financial Management and Policy. --12th ed. Australia: Pearson Education, 2002.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://icmai.in/upload/Students/Syllabus-2008/StudyMaterialFinal/P-12.pdf
2. https://gurukpo.com/Content/MBA/Financial_Management.pdf
3. http://docshare02.docshare.tips/files/13755/137553531.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION**			
1.1	Introduction to Financial Management – Meaning – Definition	1	Chalk & Talk	Black Board
1.2	Objectives & Scope of financial management	1	Chalk & Talk	LCD
1.3	Importance, financial decisions Factors influencing financial decisions	2	Lecture	PPT & White board
1.4	Sources of financing - Short term & Long term. Financial Analysis: Fund flow analysis	1	Lecture	Smart Board
1.5	Cash flow analysis, Meaning, use and significance of Cash flow and Fund flow statements	4	Lecture	Black Board
1.6	Preparation of cash flow and fund flow statements.	3	Lecture	Black Board
UNIT -2	**SHORT TERM FINANCING DECISIONS**			
2.1	Working Capital Management: Introduction	1	Lecture	Green Board

				Charts
2.2	Classification of working capital	2	Chalk & Talk	Green Board
2.3	Importance of working capital	2	Flipped Learning	E-Content
2.4	Factors requiring consideration while estimating WC	2	Blended Learning	Online/ Field visit
2.5	Working capital cycle	2	Lecture	PPT & White board
2.6	Cash Management techniques	1	Lecture	Smart Board
2.7	Dimensions of Receivables management	1	Lecture	Black Board
UNIT -3	**LONG TERM FINANCING AND INVESTMENTS DECISIONS**			
3.1	Importance and Forms of capital structure	1	Lecture	Green Board
3.2	Theories of capital structure, Net Income approach, Net operating Income approach, the Traditional approach & MM approach	1	Chalk & Talk	Green Board
3.3	Factors determining capital structure. Capital Gearing, Changes in Capitalization, Meaning and Types of Leverages	2	Flipped Learning	E-Content
3.4	Significance of financial & Operating leverage, Principles of capital investment ,Importance of capital budgeting, Administrative frame work	1	Blended Learning	Online/ Field visit

3.5	Methods of evaluation, Traditional Methods and Discounted Cash flow Methods, Payback period method, Rate of return method	2	Lecture	PPT & White board
3.6	Net Present Value (NPV), Internal Rate of Return (IRR) & Profitability Index (PI) Method , NPV Vs IRR Meaning and	2	Lecture	Black board Board
3.7	Significance of Cost of Capital, Determination of Cost of Capital, Computation of cost of Capital: Cost of debt, preference capital, equity share capital, retained earnings & weighted Average cost of capital.	3	Lecture	Black Board
UNIT -4	**DIVIDEND DECISIONS**			
4.1	Dividend Theories , Theory of irrelevance, Residual approach and Modigliani & Miller Approach (MM model)	3	Blended Learning	Online/ Field visit
4.2	Theory of Relevance: Walter's approach and Gordon's approach.	3	Lecture	PPT & White board
4.3	Determinants of dividend decisions	3	Lecture	Smart Board
4.4	Types of dividend policy: Regular, Stable and irregular dividend policy	3	Lecture	Black Board
UNIT -5	**FINANCIAL CONCEPTS - TAXATION**			
5.1	Taxation , types, meaning and procedure for calculation	2	Lecture	Green Board

5.2	Direct tax	3	Chalk & Talk	Green Board
5.3	Indirect tax	2	Flipped Learning	E-Content
5.4	Central excise, customs corporate tax, VAT, service tax, income tax, and CGT	3	Blended Learning	Online/ Field visit
5.5	GST, theory only and problems are not included.	2	Lecture	PPT & White board

COURSE CONTENTS & LECTURE SCHEDULE:

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Introduce financial management and preparation of fund flow and cash flow statements.	K2	PSO1
CO 2	Outline the short term financing decisions in an organisation.	K2, K3	PSO2
CO 3	Emphasize on long term investment and financial decisions in an organisation.	K2, K4	PSO3
CO 4	Enhance the students with determination of dividend decisions and policies in declaration of dividends in an organisation	K2, K3, K4	PSO4
CO 5	Sketch out the concept of taxation and its types.	K2, K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ Moderately Correlated – **2**
♦ Weakly Correlated –**1**

COURSE DESIGNER:

1. Staff Name: Mrs. N. Asha

Forwarded By

HOD'S Signature

& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA205	Management Information System	Major Core	4	4

COURSE DESCRIPTION

The course emphasizes the application of systems in various business operations. The types of MIS and its various areas of business applications are focused in this course. The business analytics and its impact on various business operations are also insisted in this course.

COURSE OBJECTIVES

To expose the students with various types of information system and its applications in management functions in an organisation

UNITS

UNIT I: INTRODUCTION [12 HRS]

Introduction: MIS – Definition – Management information System (MIS) – Characteristics, Role of MIS –Information systems architecture¬¬¬—Why MIS is important—-Functions of MIS—Sources of information system—Need for efficient information system-Applications of information system. Challenges in building and using information system-constraints in MIS operation-Pre-requisites for effective MIS.

UNIT II: MIS - TYPES [12 HRS]

Impact of MIS overview of Information system-- Types of MIS system: Operation support system: Transaction processing system – Process control system – Enterprise collaboration system. Management support system: Management Information system – Decision support system- Executive

Information system – Expert system – Knowledge Management system – Strategic information system – Integrated information system.

UNIT III: FUNCTIONAL INFORMATION SYSTEM [12 HRS]

Marketing Information system: Interactive marketing – Sales force automation – Sales & product management – Advertisings and promotion – Marketing research and forecasting. Human Resource Information System: Payroll – Staffing – Training & Development – Compensation analysis – HRM & Internet. Accounting Information: Online accounting system – Order processing – Inventory control – Accounts receivables – Accounts payables – General ledger. Financial Information system: Cash management – Online investment management – Capital Budget – financial forecasting & Planning.

UNIT IV: STRATEGIC INFORMATION SYSTEM [12 HRS]

Strategic Information System: Introduction-Components of Strategic Information System-Screening system-Intelligence Data system-Business Intelligent system.

UNIT V: RECENT TRENDS [12 HRS]

Ethical and social Issues in managing information system. Computer frauds: internal-Input, processor, computer Instructions, stored data, output. External Sources: Internet frauds, Hacking Computer Virus— Measure against Computer Frauds-Prevention of computer frauds – Business analytics, - Application in functional areas of business – Types of analytics

SELF STUDY:

Types of analytics, Business Intelligent system.

TEXT BOOK:

1. L M Prasad, Management Information System. New Delhi: Sultan Chand and Sons.,2012.

REFERENCE BOOKS:

1. Jawadekar, W S,. Management Information System. New Delhi: Tata Mc-Graw Hill Education Pvt. Ltd., 1998.

2. Banerjee, Utpal K, Management Information System: A New Framework. --2nd ed., New Delhi: Vikas Publications House Pvt Ltd, 1995.
3. Leon, Alexis., ERP Demystified, New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2000.
4. Obrien, James A, and Management Information System: Managing Information Technology in the Internetworked Enterprise. --4th ed. New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2000.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.sigc.edu/department/mba/studymet/ManagmentInformationSystem.pdf
2. https://www.tutorialspoint.com/management_information_system/mis_tutorial.pdf
3. https://www.managementstudyguide.com/financial-management.htm

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION**			
1.1	Definition – Management information System (MIS) – Characteristics	1	Chalk & Talk	Black Board
1.2	Role of MIS –Information systems architecture	1	Chalk & Talk	LCD
1.3	Why MIS is important	2	Lecture	White board
1.4	Functions of MIS	1	Lecture	Smart Board
1.5	Sources of information system—Need for efficient information system	1	Lecture	Black Board

1.6	Applications of information system	1	Discussion	Google classroom
1.7	Challenges in building and using information system	2	Lecture	Black Board
1.8	Constraints in MIS operation	1	Discussion	Black Board
1.7	Pre-requisites for effective MIS.	2	Lecture	PPT & White board
UNIT -2	**MIS - TYPES**			
2.1	Impact of MIS overview of Information system	1	Lecture	Green Board Charts
2.2	Types of MIS system	2	Chalk & Talk	Green Board
2.3	Operation support system: Transaction processing system	2	Flipped Learning	E-Content
2.4	Process control system – Enterprise collaboration system. Management support system	2	Blended Learning	Online/ Field visit
2.5	Management Information system – Decision support system	2	Lecture	PPT & White board
2.6	Executive Information system – Expert system – Knowledge Management system	1	Lecture	Smart Board
2.7	Strategic information system.	1	Lecture	Black Board
2.8	Integrated information system.	1	Discussion	Google classroom

UNIT -3	**FUNCTIONAL INFORMATION SYSTEM**			
3.1	Marketing Information system: Interactive marketing	1	Lecture	Green Board Charts
3.2	Sales force automation – Sales & product management	1	Chalk & Talk	Green Board
3.3	Advertisings and promotion – Marketing research and forecasting.	2	Flipped Learning	E-Content
3.4	Human Resource Information System: Payroll – Staffing – Training & Development – Compensation analysis – HRM & Internet.	1	Blended Learning	Online/ Field visit
3.5	Accounting Information: Online accounting system – Order processing.	2	Lecture	PPT & White board
3.6	Inventory control – Accounts receivables – Accounts payables – General ledger.	2	Lecture	Smart Board
3.7	Financial Information system: Cash management – Online investment management	2	Lecture	Black Board
3.8	Capital Budget – financial forecasting & Planning	1	Discussion	Google classroom
UNIT -4	**STRATEGIC INFORMATION SYSTEM**			
4.1	Strategic Information System: Introduction	3	Blended Learning	Online/ Field visit
4.2	Components of Strategic Information System	2	Lecture	PPT & White board

4.3	Screening system	2	Lecture	Smart Board
4.4	Intelligence Data system	2	Lecture	Black Board
4.5	Business Intelligent system	3	Discussion	Google classroom
UNIT -5	**RECENT TRENDS**			
5.1	Ethical and social Issues in managing information system.	2	Lecture	Green Board Charts
5.2	Computer frauds: internal- Input, processor, computer Instructions, stored data, output.	3	Chalk & Talk	Green Board
5.3	External Sources: Internet frauds	2	Flipped Learning	E-Content
5.4	Hacking Computer Virus— Measure against Computer Frauds-	3	Blended Learning	Online/ Field visit
5.5	Prevention of computer frauds – Business analytics, - Application in functional areas of business – Types of analytics	2	Lecture	PPT & White board

COURSE CONTENTS & LECTURE SCHEDULE:

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2	Average of M1+M2	MID-SEM TEST	Once in a Semester				
	5+5=10 Mks.	10 Mks	15 Mks	10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

****The Average of two will be taken into account***

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Emphasize on impact and role of MIS inn an organisation	K2	PSO1
CO 2	Outline the application of information system in business operations	K2,K3	PSO2

CO 3	Focus on decision support system in management decisions	K2,K4	PSO3
CO 4	Highlight the application of strategic Information system in an organisation	K2,K3	PSO4
CO 5	Introduce business analytics and its types	K2,K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ Moderately Correlated – **2**
♦ Weakly Correlated –**1**

COURSE DESIGNER:

1. Staff Name: Mrs. N. Asha

Forwarded By

HOD'S Signature & Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MBA	19MBA206	Business Research	Major Core	4	4

COURSE DESCRIPTION

The course is designed to enable the managers to pursue independent research in the context of organisation. The course sharpens the research competencies and analytical skills of learners.

COURSE OBJECTIVES

This course aspires to sharpen the research and analytical skills in Business context

UNITS

UNIT I: INTRODUCTION TO RESEARCH METHODOLOGY [12 HRS]

Meaning of Research – objectives of research – Motivation in research – Significance - Types of research: Descriptive vs. Analytical, Applied vs. Fundamental, Quantitative vs. Qualitative, Conceptual vs. Empirical, Other types - Research Process.

UNIT II: SAMPLING METHODS AND TECHNIQUES [12 HRS]

Sampling fundamentals – Need for sampling – Fundamental definitions. Sampling design – Steps in sampling design – Different types of sampling design: Non-probability & Probability sampling, Unrestricted & Restricted sampling – Criteria of selecting a sampling procedure

UNIT III: DATA COLLECTION [12 HRS]

Introduction to data collection - Primary data: Observation method – Types, Interview method – Types, Merits & Demerits, Questionnaire – Merits & Demerits, Main aspects of a questionnaire, Essentials of a good questionnaire, Schedules – Difference between Questionnaire & Schedules, Other types, Collection of secondary data – Characteristics, Selection of

appropriate method - Case study method – Characteristics, Evolution & scope, Assumptions, Major phases, Advantages & Limitations.

UNIT IV: PROCESSING AND ANALYSIS OF DATA [12 HRS]

Classification – Coding – Tabulation – Statistical – Analysis of data – Statistical tools in analysis of data - Percentage Analysis-Measures of central tendency-Arithmetic mean - Weighted arithmetic mean – Median – Mode – Correlation – Regression – Hypothesis testing – Meaning, Characteristics, Basic concepts, Procedure for testing hypothesis – t-Test – Chi-square test – F-test.

UNIT V: INTERPRETATION AND REPORT WRITING [12 HRS]

Interpretation – Meaning – Technique of interpretation – Precautions in interpretation. Report writing and Presentation – Significance – Steps – Layout of research report – Types of reports – Mechanics and Precautions in writing a research report

SELF STUDY:

Criteria of selecting a sampling procedure, Essentials of a good questionnaire

TEXT BOOK:

1. Kothari, C R., Research Methodology Methods and Techniques., New Delhi: New Age International Pvt Ltd, 2010.

REFERENCE BOOKS:

1. Ravichandran, K., Introd. to Research Methods in Social Sciences / K Ravichandran and S Nakkiran., New Delhi: Abhijeet Publications, 2008.
2. Cooper, Donald R., Business Research Methods / Donald R Cooper and Pamela S Schindler. --9th ed., New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2006.
3. Ghosh, B N., Scientific Method and Social Research. New Delhi: Sterling Publishers Private Limited, 2000.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.researchgate.net/publication/329949764_Introduction_to_Business_Research
2. http://sdeuoc.ac.in/sites/default/files/sde_videos/V%20Sem.%20-%20Business%20Research%20Methods.pdf
3. https://iaear.weebly.com/uploads/2/6/2/5/26257106/research_methods_entiree_book_umasekaram-pdf-130527124352-phpapp02.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION TO RESEARCH METHODOLOGY**			
1.1	Meaning of Research objectives of research Motivation in research Significance	5	Lecture	LCD
1.2	Types of research: Descriptive vs. Analytical, Applied vs. Fundamental, Quantitative vs. Qualitative, Conceptual vs. Empirical, Other types Research Process	7	Blended learning	Google classroom
UNIT -2	**SAMPLING METHODS AND TECHNIQUES**			
2.1	Sampling fundamentals , Need for sampling , Fundamental definitions	4	Lecture	LCD
2.2	Sampling design Steps in	3	Blended	

	sampling design		learning	White board
2.3	Different types of sampling design: Non-probability & Probability sampling, Unrestricted & Restricted sampling ,Criteria of selecting a sampling procedure	5	Lecture	White board
UNIT -3	**DATA COLLECTION**			
3.1	Introduction to data collection - Primary data: Observation method – Types, Interview method , Types, Merits & Demerits, Questionnaire ,Merits & Demerits, Main aspects of a questionnaire, Essentials of a good questionnaire, Schedules . Difference between Questionnaire & Schedules	6	Lecture	White board
3.2	Collection of secondary data Characteristics, Selection of appropriate method	4	Lecture	LCD
3.3	Other types, Case study method , Characteristics, Evolution & scope, Assumptions, Major phases, Advantages & Limitations	2	Group discussion	Materials

UNIT -4	**PROCESSING AND ANALYSIS OF DATA**			
4.1	Classification , Coding , Tabulation	2	Blended learning	White board
4.2	Statistical Analysis of data ,Statistical tools in analysis of data , Percentage Analysis-Measures of central tendency, Arithmetic mean Weighted arithmetic mean Median , Mode ,Correlation	6	Problem-based learning	Smart board
4.3	Regression, Hypothesis testing – Meaning, Characteristics, Basic concepts, Procedure for testing hypothesis – t-Test – Chi-square test – F-test	4	Lecture & Demonstration	LCD, Google classroom
UNIT -5	**INTERPRETATION AND REPORT WRITING**			
5.1	Interpretation , Meaning , Technique of interpretation , Precautions in interpretation	3	Lecture	LCD
5.2	Report writing and Presentation , Significance , Steps , Layout of research report	3	Demonstration	LCD
5.3	Types of reports , Mechanics and Precautions in writing a research report	3	Demonstration	White board

COURSE CONTENTS & LECTURE SCHEDULE:

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

****The Average of two will be taken into account***

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline research types and process	K2	PSO1
CO 2	Apply suitable sampling methods and techniques for research study	K2, K3	PSO2
CO 3	Use effective data collection methods	K2, K4	PSO3
CO 4	Apply appropriate Statistical tools and analyse the results	K2, K3, K5	PSO4

CO 5	Evaluate the research results and Create research report	K2, K3, K4, K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ Moderately Correlated – **2**
♦ Weakly Correlated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. L. Meena

Forwarded By

HOD'S Signature & Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MBA	19MBA207	Managerial Skills	Major Core	2	1

COURSE DESCRIPTION

This course guides students in self analysis and assessment of others. It helps them in interpersonal effectiveness, team building and assertiveness.

COURSE OBJECTIVES

The course is designed to inculcate effective interpersonal relationship that helps the students to work as a team

UNITS

UNIT I: SELF-INTROSPECTION SKILLS [5 HRS]

Self-observation – Stages of introspection: Observation stage, Questioning stage & Framing conditions of mental processes. SWOT analysis

UNIT II: TEAM SKILLS [5HRS]

Managing interpersonal feedback – Empathizing – Conflict resolution – Communication – Delegating tasks

UNIT III: DECISION-MAKING SKILLS [5HRS]

Decision making styles: Intuitive and Rational decision-making – Handling problems in decision-making process

UNIT IV: ASSERTIVENESS [5 HRS]

Behavioural choices – Direct aggression, indirect aggression, Submissive and Assertive. Characteristics of assertiveness.

UNIT V: CREATIVE THINKING [5 HRS]

Boosting up creative thinking – Management games

SELF STUDY:

SWOT analysis, Communication.

REFERENCE BOOKS:

1. McGrath S J, E H. Basic Managerial Skills for All. --6th ed. New Delhi: Prentice Hall of India Pvt Ltd, 2007.
2. Mainiero, Lisa A., Developing Managerial Skills in Organizational Behaviour: Exercises, Cases and Readings. --2nd ed. New Delhi: Prentice Hall of India Pvt Ltd, 1999.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.researchgate.net/publication/263421616_The_development_of_managerial_skills_in_MBA_programs_A_reconsideration_of_learning_goals_and_assessment_procedures
2. https://www.academia.edu/4358901/managerial_skill_development_pdf?auto=download
3. http://www.ebookbou.edu.bd/Books/Text/SARD/DYDW/module07.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**SELF-INTROSPECTION SKILLS**			
1.1	Self-observation	1	Chalk & Talk	Black Board
1.2	Stages of introspection: Observation stage	1	Chalk & Talk	LCD
1.3	Questioning stage	1	Lecture	PPT & White board
1.4	Framing conditions of mental processes.	1	Lecture	Smart Board
1.5	SWOT analysis	1	Flipped Learning	Online/ E-Content/ Text Books /Materials/

UNIT -2	**TEAM SKILLS**			
2.1	Managing interpersonal feedback	1	Lecture	Green Board Charts
2.2	Empathizing	1	Chalk & Talk	Green Board
2.3	Conflict resolution	1	PPT	LCD
2.4	Communication	1	PPT	LCD
2.5	Delegating tasks	1	Flipped Learning	Online/ E-Content/ Text Books /Materials/
UNIT -3	**DECISION-MAKING SKILLS**			
3.1	Decision making styles	1	Lecture	PPT & White board
3.2	Intuitive and Rational decision-making	2	Lecture	PPT & White board
3.3	Handling problems in decision-making process	2	Chalk & Talk	Black Board
UNIT -4	**ASSERTIVENESS**			
4.1	Behavioural choices	1	Discussion	Black Board
4.2	Direct aggression	1	Chalk & Talk	Black Board
4.3	Indirect aggression	1	Lecture	PPT & White board
4.4	Submissive and Assertive	1	Lecture	PPT & White board
4.5	Characteristics of assertiveness	1	Flipped Learning	Online/ E-Content/ Text Books /Materials/

				Field Visit/
UNIT -5	**CREATIVE THINKING**			
5.1	Boosting up creative thinking	2	Discussio n	Black Board
5.2	Management games	3	Chalk & Talk	Black Board

COURSE CONTENTS & LECTURE SCHEDULE:

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	5 Mks.	5 Mks.	5 Mks.	5 Mks.	20 Mks.	5 Mks.	25 Mks.	
K1	-	-	-	-	-	-	-	-
K2	5	-	-	-	5	-	5	20%
K3	-	5	-	-	5	-	5	20%
K4	-	-	5	-	5	-	5	20%
K5	-	-	-	5	5	-	5	20%
Non Scholastic	-	-	-	-	-	5	5	20%
Total	5	5	5	5	20	5	25	100 %

CIA	
Scholastic	**20**
Non Scholastic	**5**
	25

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
5	5	5	5	5	25	25	50

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	5 Mks
C2	-	Test (CIA 2)	1	-	5 Mks
C3	-	Assignment/Open Book Test	2	-	5 Mks
C4	-	Seminar	1	-	5 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Demonstrate self introduction	K2	PSO1
CO 2	Assessment self and others	K2, K3	PSO2
CO 3	Plan interpersonal effectiveness	K2, K4	PSO3
CO 4	Analyse and practice assertiveness	K2, K3, K5	PSO4
CO 5	Design team development plan.	K2, K3, K4, K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ Moderately Correlated – **2**
♦ Weakly Correlated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. P. Shyamala

Forwarded By

HOD'S Signature

& Name

II MBA

SEMESTER –III

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MBA	19MBA301	Strategic Management	Major Core	4	4

COURSE DESCRIPTION

The primary concern of this course is to introduce a strategic orientation among the participants in formulating and implementing strategies at corporate level.

COURSE OBJECTIVES

This Course is aimed at providing insight on strategies in all functional areas.

UNITS

UNIT –I STRATEGIC MANAGEMENT (12 HRS.)

Introduction – definition – Levels of strategic management – Core competence – strategic management process – Limitations and misgivings – Principles of good strategy.

UNIT –II ENVIRONMENTAL ASSESSMENT (12 HRS.)

Environmental analysis – importance, types of environments – environmental factors – methods of scanning, Resource profile – SAP analysis — analysis of management concern – SWOT analysis - value chain approach.

UNIT –III STRATEGIES (12 HRS.)

Strategic formulation – strategic options – 17 grand strategies – choice of strategy, portfolio analysis – BCG growth share matrix – GE multifactor portfolio matrix – ANSOFF's products – market matrix – competitive analysis - 7 s framework.

International operations – globalization of business – complexity of international environmental analysis

UNIT –IV STRATEGIC IMPLEMENTATION (12 HRS.)

Activating strategy – structural implementation- functional implementation – behavioural implementation – procedural implementation

UNIT –V STRATEGIC CONTROL (12 HRS.)

Process – operational control – Types of operational control Management of Change - Barriers to change – Change requirements – Implementation of strategic change

SELF STUDY:

7 s Framework

TEXT BOOK :

1. Kazmi, Azhar., Kazmi Adela., Strategic Management.-4th , Chennai;Mc-Graw Hill Education(India) Private Limited., 2018

REFERENCE BOOKS :

1. Kazmi, Azhar., Strategic Management and Business Policy. –4th ed., New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2017
2. Pearce Ii, John A.,Richard B. Robinson and Amita Mital., Strategic Management. --12th ed., New Delhi, Mcraw Hill Pvt., 2016
3. Kesho PrasadStrategic Management Text and Cases., PHI Learning Private Limited., 2015
4. Francis Cherunilam, Strategic Management – 3rd revised ed., Mumbai, Himalaya Publishing House Pvt. Ltd., 2014

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.researchgate.net/publication/272352897_Strategic_Management
2. https://ebooks.lpude.in/commerce/mcom/term_4/DCOM506_DMGT502_STRATEGIC_MANAGEMENT.pd

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**STRATEGIC MANAGEMENT**			
1.1	Introduction – Definition	3	Chalk & Talk	Black Board
1.2	Levels of Strategic management	2	Chalk & Talk	LCD
1.3	Core competence	2	Lecture	PPT & White board
1.4	Strategic management process	2	Lecture	Smart Board
1.5	Limitations and misgivings	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/
1.6	Principles of good strategy	1	Discussion	Google classroom
UNIT -2	**ENVIRONMENTAL ASSESSMENT**			

2.1	Environmental analysis – importance	2	Lecture	Green Board Charts
2.2	Types of environments	2	Chalk & Talk	Green Board
2.3	Environmental factors, Methods of scanning	3	PPT	LCD
2.4	Resource profile – SAP analysis, Analysis of management concern	3	PPT	LCD
2.5	SWOT analysis, Value chain approach	2	Flipped Learning	Online/ E-Content
UNIT -3	**STRATEGIES**			
3.1	Strategic formulation – strategic options – 17 grand strategies – choice of strategy	4	Lecture	PPT & White board
3.2	Portfolio analysis – BCG growth share matrix – GE multifactor portfolio matrix – ANSOFF's products	4	Lecture	PPT & White board
3.3	Market matrix – Competitive analysis - 7 s Framework, International operations – globalization of business – complexity of international environmental analysis	4	Chalk & Talk, Flipped Learning	Black Board
UNIT -4	**STRATEGIC IMPLEMENTATION**			
4.1	Activating strategy	2	Discussion	Black Board
4.2	Structural implementation	3	Chalk & Talk	Black Board
4.3	Functional implementation	2	Lecture	PPT & White board
4.4	Behavioural implementation	3	Lecture	PPT & White

				board
4.5	Procedural implementation	2	Flipped Learning	Online/ E-Content/ Text Books
UNIT -5	**STRATEGIC CONTROL**			
5.1	Process	2	Discussion	Black Board
5.2	Operational control, Types of operational control	3	Chalk & Talk	Black Board
5.3	Management of Change, Barriers to change	3	Lecture	PPT & White board
5.4	Change requirements	2	Lecture	PPT & White board
5.5	Implementation of strategic change	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%

K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks

C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

****The Average of two will be taken into account***

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Provide framework on strategic management.	K2	PSO1
CO 2	Analyse the environment for suitable strategies.	K3	PSO2
CO 3	Explain various strategies that corporate can adapt.	K4	PSO3
CO 4	Identify the process of implementing a strategy	K4	PSO4
CO 5	Assess the strategic Control process and suggest suitable ways for effective implementation of strategies	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2

CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ Moderately Correlated – **2**
♦ Weakly Correlated –**1**

COURSE DESIGNER:

1. **Staff Name: Dr. M. Nagarenitha**

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& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA302	Entrepreneurship	Major Core	4	4

COURSE DESCRIPTION

The course explores the basic concepts of entrepreneurship. It provides an idea about the idea generation and the various Appraisals.

COURSE OBJECTIVES

This course is aimed at inculcating entrepreneurial skills and motivates the students to start their own Ventures.

UNITS

UNIT –I ENTREPRENEUR & ENTREPRENEURSHIP (12 HRS.)

Definition & concept – characteristics of an entrepreneur – types of entrepreneurs Entrepreneurial traits – role of an entrepreneur in economic development – intrapreneur – definition and concept.

UNIT –II ENTREPRENEURIAL DEVELOPMENT PROGRAMME (12 HRS.)

Meaning – Need and objective of EDP- Phases of EDP- Course content and curriculum of EDPs – Problems faced by EDPs- EDP Institutions in guiding entrepreneurs.

UNIT –III WOMEN ENTREPRENEURSHIP (12 HRS.)

Characteristics – profile – problems of women entrepreneurs –institutional support for promoting women entrepreneurship.

UNIT –IV BUSINESS OPPORTUNITY IDENTIFICATION (12 HRS.)

Sources of BOI – features and importance of project report –Project appraisal- market appraisal – technical Appraisal – financial appraisal

UNIT –V INSTITUTIONAL SUPPORT FOR SSI (12 HRS.)

LIC – SIDC – SIDBI – SIDCO – SFC - EXIM– IDBI – IRBI – ICICI – IFCI – Commercial Banks. Incentive schemes & concession provided to small scale industries

SELF STUDY:

Preparation of a Specimen of Project Proposal

TEXT BOOK :

1. S.S.Khanka , Entrepreneurship Development, S. Chand publishing, 2006

REFERENCE BOOKS :

1. Desai, Vasant., Dynamics of Entrepreneurial Development and Management., Mumbai: Himalaya Publishing House, 2003.
2. Saravanavel, P, Entrepreneurial Development: Principles, Policies and Programmes. --2nd ed. New Delhi: Galgotia Publications Ltd, 2000.
3. Hisrich, Robert D. Entrepreneurship / Robert D Hisrich, Michael P Peters and Dean A Shepherd. --6th ed. New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2005.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. http://www.ddegjust.ac.in/studymaterial/mba/cp-401.pdf
2. https://www.cmu.edu/swartz-center-for-entrepreneurship/education-and-resources/project-olympus/pdf/entrepreneurship-101.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids

UNIT -1	**ENTREPRENEUR & ENTREPRENEURSHIP**			
1.1	Definition & concept	3	Chalk & Talk	Black Board
1.2	Characteristics of an entrepreneur	2	Chalk & Talk	LCD
1.3	Types of entrepreneurs	2	Lecture	PPT & White board
1.4	Entrepreneurial traits	2	Lecture	Smart Board
1.5	Role of an entrepreneur	2	Flipped Learning	Online/ E-Content/ Text Books /Materials
1.6	Intrapreneur – definition and concept.	1	Discussion	Google classroom
UNIT -2	**ENTREPRENEURIAL DEVELOPMENT PROGRAMME**			
2.1	Meaning – steps – EDP training programmes	2	Lecture	Green Board Charts
2.2	Need and objective Phases of EDP	2	Chalk & Talk	Green Board
2.3	Course content and curriculum of EDPs	3	PPT	LCD
2.4	Problems faced by EDPs	2	PPT	LCD
2.5	EDP Institutions in guiding entrepreneurs.	3	Flipped Learning	Online/ E-Content/ Text Books /Materials/
UNIT -3	**WOMEN ENTREPRENEURSHIP**			
3.1	Characteristics – profile of	4	Lecture	PPT & White

	women entrepreneurs			board
3.2	Problems of women entrepreneurs	4	Lecture	PPT & White board
3.3	Government & institutional support for promoting women entrepreneurship.	4	Chalk & Talk	Black Board
UNIT -4	**BUSINESS OPPORTUNITY**			
4.1	BOI stages	2	Discussion	Black Board
4.2	Sources of BOI	2	Chalk & Talk	Black Board
4.3	salient features & importance of project report	2	Lecture	PPT & White board
4.4	Market appraisal , technical Appraisal	3	Lecture	PPT & White board
4.5	Financial appraisal	2	Flipped Learning	Online/ E-Content/ Text Books /Materials
4.6	Preparation of a Specimen of Project Proposal	1	Discussion	Black Board
UNIT -5	**INSTITUTIONAL SUPPORT FOR SSI**			
5.1	Setting up of small scale industries	1	Discussion	Black Board
5.2	Role of institutions in promoting LIC – SIDC – SIDBI – SIDCO – SFC - EXIM– IDBI – IRBI – ICICI – IFCI	3	Chalk & Talk	Black Board

5.3	Commercial Banks	2	Lecture	PPT & White board
5.4	Incentives schemes	3	Lecture	PPT & White board
5.5	Concession provided to small scale industries	3	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2	Average of M1+M2	MID-SEM TEST	Once in a Semester				
	5+5=10 Mks.	10 Mks	15 Mks	10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the entrepreneurial framework and explore their personality traits	K2	PSO1
CO 2	Explain the EDP Training Programmes and institutions.	K3	PSO2
CO 3	Identify the problems of women entrepreneur and face the challenges with Governmental support.	K4	PSO3
CO 4	Analyze and formulate a business plan.	K4	PSO4
CO 5	Assess the financial institutions and a roadmap to utilize the various incentives schemes.	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2

CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ Moderately Correlated – **2**
♦ Weakly Correlated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. B. Jayanthi

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& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA303	Marketing Research	Major Elective	5	5

COURSE DESCRIPTION

This course deals with planning relevant data collection analysis and communication of such results. It deals with monitoring marketing performance and improves understanding.

COURSE OBJECTIVES

This course introduces marketing research techniques to the students and makes them to realise the importance of marketing research.

UNITS

UNIT –I MARKETING RESEARCH (12 HRS.)

Introduction & Uses: Scientific method and the research process: Limitations of marketing research

UNIT –II MARKETING RESEARCH PROCESS (12 HRS.)

Research objectives and information needs, Types of research, Search for secondary data.

UNIT –III METHODS OF COLLECTING DATA (12 HRS.)

Sampling & sampling methods specific to marketing problems, Data collection and the field – force, scaling techniques

UNIT –IV DATA PROCESSING (12 HRS.)

Preparation of tabulation of collected data, Research presentation and its evaluation

UNIT –V APPLICATION OF MARKETING RESEARCH (12 HRS.)

Identifying marketing segments, Product research, Advertising research, Market and sales analysis research, Integrated marketing communication and research

SELF STUDY:

Search for secondary data

TEXT BOOK :

1. Boyd Jr, Harper W. Marketing Research: Text and Cases / Harper W Boyd Jr, Ralph Westfall and Stanley Stasch. -7th Ed. New Delhi: All Indian Traveller Book, 2004.

REFERENCE BOOKS :

1. Beri, GC. Marketing Research. –5th ed. New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2013.
2. Green, Paul, E. Research for Marketing Decisions. --5th Ed. New Delhi: Prentice Hall of India Pvt Ltd, 2002.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.uww.edu/Documents/acadaff/AssessmentDay/BasicMarketingResearchVol1.pdf
2. http://web.ftvs.cuni.cz/hendl/metodologie/marketing-research-an-introduction.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**MARKETING RESEARCH**			
1.1	Introduction	3	Chalk & Talk	Black Board
1.2	Uses	2	Discussion	Black Board
1.3	Scientific method and the research process	5	Lecture	PPT & White board
1.4	Limitations of marketing research	2	Lecture	Smart Board
UNIT -2	**MARKETING RESEARCH PROCESS**			
2.1	Research objectives	3	Lecture	Green Board Charts
2.2	Information needs	2	Chalk & Talk	Green Board
2.3	Types of research	4	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/
2.4	Search for secondary data.	3	Blended	Online/ E-Content/

			Learning	Text Books /Materials/ Field Visit/
UNIT -3	**METHODS OF COLLECTING DATA**			
3.1	Sampling	3	Chalk & Talk	Black Board
3.2	Sampling methods specific to marketing problems	3	Chalk & Talk	LCD
3.3	Data collection and the field – force,	4	Lecture	PPT & White board
3.4	Scaling techniques	2	Lecture	Smart Board
UNIT -4	**DATA PROCESSING**			
4.1	Preparation of tabulation of collected data	6	Lecture	Green Board Charts
4.2	Research presentation and its evaluation	6	Chalk & Talk	Green Board
UNIT -5	**APPLICATION OF MARKETING RESEARCH**			
5.1	Identifying marketing segments	1	Discussion	Black Board
5.2	Product research	3	Chalk & Talk	Black Board
5.3	Advertising research	2	Lecture	PPT & White board
5.4	Market and sales analysis research	3	Lecture	PPT & White board
5.5	Integrated marketing communication and research	3	Flipped Learning	Online/ E-Content/ Text Books

				/Materials/ Field Visit/

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the importance research	K2	PSO1

	process		
CO 2	Study the importance of research and information	K2	PSO2
CO 3	Understand the process and methods of Data collection.	K2, K3	PSO3
CO 4	Explain Data presentation interpretation and evaluation.	K4	PSO4
CO 5	Assess the application of marketing research in different forms.	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ Moderately Correlated – **2**
♦ Weakly Correlated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. M. Nagarenitha

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HOD'S Signature

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA304	Advertising Management	Major Elective	5	5

COURSE DESCRIPTION

This course introduces integrated communication – advertising public relations – process and practices.

COURSE OBJECTIVES

This course prepare the students to design advertisement programme for an organisation

UNITS

UNIT –I INTRODUCTION (12 HRS.)

Introduction, Objectives, Activities included – excluded - Communication & Advertising Objectives - Behavioral principles of Advertising -Communication Models- psychological principles of Advertising - Economic Effects of advertising – Ethics in Advertising.

UNIT –II ADVERTISING APPEAL (12 HRS.)

Advertising Appeal – Issues of Motivation, Appeals, Use of Personalities, Humor - Advertising Budget - Objectives, Sales generating effects, Marginal Analysis - Budgetary process, Budget period, Flexibility, Factors influencing budget allocation, Budget Approaches for appropriation.

UNIT –III MEDIA PLANNING (12 HRS.)

Advertising Media Planning – Concept, Factors determining frequency levels, Media Selection considerations, Media weight theories, computers & models, Media selection - Classification – Introduction, Classification of Media.

UNIT –IV LAYOUT OF ADVERTISEMENT (12 HRS.)

Creative strategy - Planning and Development – advertising creativity – the creative individual- creative process- creative strategy development.-copy writing- copy structure-characteristic of effective copy-advertisement layout - layout procedure- principles of effective layout.

UNIT –V ADVERTISING EFFECTIVENESS (12 HRS.)

Advertising Research -Evaluating Advertising Effectiveness- reasons for testing advertising-measuring effectiveness of advertising – pretesting - theme testing – copy research - post testing.

SELF STUDY:

Ethics in Advertising

TEXT BOOK :

1. Advertising Management – An Indian Perspective P.K. Agarwal, Pragati Prakashan Publication, 2019 , Chapters: 10,11,12,13,14,16,17,18,19,21,22

REFERENCE BOOKS :

1. Advertising Management – V Edition - Rajeev Batra, John G. Myers, David A. Aaker Prentice Hall of India Pvt. Ltd., New Delhi.,2013
2. Advertising Management concepts and cases – Manendra Mohan, 1st ed., Tata McGraw- Hill publishing Company Limited, 2017
3. Advertising Management –Rathor, Himalaya Publishing House.,2013

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. http://www.eiilmuniversity.co.in/downloads/Advertising-Management.pdf

2. http://www.cbsmohali.org/course_material/third_semester/Advertising%20Management%20MBA%20902.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION**			
1.1	Introduction, Objectives, Activities included – excluded	3	Chalk & Talk	Black Board
1.2	Communication & Advertising Objectives	2	Chalk & Talk	LCD
1.3	Communication Models, Advertising psychology principles of learning	2	Lecture	PPT & White board
1.4	Economic criticisms, Advertising, cost, & demand	2	Lecture	Smart Board
1.5	Consumerism, Cultural values & Ethics in Advertising	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/
1.6	Advertising in India	1	Discussion	Google classroom
UNIT -2	**ADVERTISING APPEAL**			
2.1	Advertising Appeal – Issues of Motivation, Appeals, Use of Personalities, Humor	2	Lecture	Green Board Charts
2.2	Advertising Budget - Objectives, Sales generating effects, Marginal Analysis -	2	Chalk & Talk	Green Board
2.3	Budgetary process, Budget period, Flexibility,	3	PPT	LCD
2.4	Factors influencing budget	3	PPT	LCD

	allocation			
2.5	Budget Approaches for appropriation.	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/
UNIT -3	**MEDIA PLANNING**			
3.1	Advertising Media Planning – Concept, Factors determining frequency levels,	4	Lecture	PPT & White board
3.2	Media Selection considerations, Media weight theories, computers & models, Media selection -	4	Lecture	PPT & White board
3.3	Classification – Introduction, Classification of Media.	4	Chalk & Talk	Black Board
UNIT -4	**LAYOUT OF ADVERTISEMENT**			
4.1	Creative strategy - Planning and Development – advertising creativity	2	Discussion	Black Board
4.2	The creative individual- creative process- creative strategy development.-	2	Chalk & Talk	Black Board
4.3	Copy writing- copy structure	2	Lecture	PPT & White board
4.4	Characteristic of effective copy	3	Lecture	PPT & White board
4.5	Advertisement layout - layout procedure	2	Flipped Learning	Online/ E-Content/ Text Books
4.6	Principles of effective layout	1	Discussion	Black

				Board
UNIT -5	**ADVERTISING EFFECTIVENESS**			
5.1	Advertising Research - Evaluating Advertising Effectiveness	1	Discussion	Black Board
5.2	Reasons for testing advertising-measuring effectiveness of advertising	3	Chalk & Talk	Black Board
5.3	Pretesting - theme testing	2	Lecture	PPT & White board
5.4	Copy research	3	Lecture	PPT & White board
5.5	Post testing.	3	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

****The Average of two will be taken into account***

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the need for advertisement and current scenario in advertising.	K2	PSO1
CO 2	Explain the role of advertising agencies.	K2	PSO2

CO 3	Create advertisement for a product.	K3	PSO3
CO 4	Assess the various media for advertising.	K4	PSO4
CO 5	Compile research and advertising effectively.	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ Moderately Correlated – **2**
♦ Weakly Correlated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. M. Nagarenitha

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PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA305	Sales And Distribution Management	Major Elective	5	5

COURSE DESCRIPTION

This course introduces the participants to sales and distribution practices. It exposes the participants to the tools and strategies necessary for designing, motivating and evaluating sales and distribution systems.

COURSE OBJECTIVES

This course enables students to understand the concept of sales and Distribution system.

UNITS

UNIT –I SALES MANAGEMENT (12 HRS.)

Evolution of the sales Department- Objectives of Sales Management- Sales Management and Financial results-Sales executives as Coordinator - Organization and coordination-Planning and coordination- Coordination with the other elements in the Marketing Program-Coordination with the distribution network-Coordination and Implementation of overall Marketing strategy-Sales Management and Control-Sales control-Informal and Formal Sales Control and organization.

UNIT –II SALESMANSHIP (12 HRS.)

Theories of selling-AIDAS theory of selling-Right set of Circumstance theory of selling- Buying Formula theory of selling –Behavioural Equation theory – prospective steps in prospecting- Sales Resistance- Closing sales.

UNIT –III PERSONAL SELLING (12 HRS.)

Objectives-personal selling in the marketing mix-Role of personal selling in pricing strategy-Role of personal selling in Distribution strategy –Role of personal selling in promotional strategy

UNIT –IV SALES FORCE MANAGEMENT (12 HRS.)

Recruitment-Selecting Sales personal-Planning Sales training programs-Executives and evaluating Sales training program - Motivating Sales personal – Controlling sales personal

UNIT –V DISTRIBUTION MANAGEMENT (12 HRS.)

Marketing channels and the physical Distribution approach – Factors affecting the selection of Distribution channel. Transportation and physical distribution systems- Warehousing, order processing. Inventory Decisions EOQ, ABC Analysis, and Forecasting as an aid to distribution

SELF STUDY:

Transportation and physical distribution systems

TEXT BOOK :

1. Still, Richard R.,Sales Management: Decisions, Strategies and Cases / Richard R Still, Edward W Cundiff and Norman A P Govoni. --5th ed.,Pearson Education Inc.,Delhi., 2013

REFERENCE BOOKS :

1. Johnson, Eugene M., Sales Management: Concepts, Practices and Cases / Eugene M Johnson, David L Kurtz and Eberhard E Scheuing.,New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 1994.
2. Futrell, Charles M.,Sales Management: Teamwork, Leadership, and Technology. --6th ed.,New York: Holt Rinehart and Winston Inc, 2001.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. http://www.stet.edu.in/SSR_Report/Study%20Material/PDF//MBA/6-2.pdf
2. http://www.mgcub.ac.in/pdf/material/20200408021448bb3f8e0efa.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**SALES MANAGEMENT**			
1.1	Evolution of the sales Department- Objectives of Sales Management	3	Chalk & Talk	Black Board
1.2	Sales Management and Financial results	2	Chalk & Talk	LCD
1.3	Sales executives as Coordinator - Organization and coordination	2	Lecture	PPT & White board
1.4	Planning and coordination-Coordination with the other elements in the Marketing Program	2	Lecture	Smart Board
1.5	Coordination with the distribution network-Coordination and Implementation of overall Marketing strategy	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/
1.6	Sales Management and Control-Sales control-Informal and Formal Sales Control and organization.	1	Discussion	Google classroom
UNIT -2	**SALESMANSHIP**			
2.1	Theories of selling-AIDAS theory of selling	2	Lecture	Green Board Charts

2.2	Right set of Circumstance theory of selling	2	Chalk & Talk	Green Board
2.3	Buying Formula theory of selling	3	PPT	LCD
2.4	Behavioural Equation theory	3	PPT	LCD
2.5	Prospective steps in prospecting, Sales Resistance-Closing sales	2	Flipped Learning	Online/ E-Content
UNIT -3	**PERSONAL SELLING**			
3.1	Objectives-personal selling in the marketing mix	4	Lecture	PPT & White board
3.2	Role of personal selling in pricing strategy-Role of personal selling in Distribution strategy	4	Lecture	PPT & White board
3.3	Role of personal selling in promotional strategy	4	Chalk & Talk	Black Board
UNIT -4	**SALES FORCE MANAGEMENT**			
4.1	Recruitment	2	Discussion	Black Board
4.2	Selecting Sales personal	2	Chalk & Talk	Black Board
4.3	Planning Sales training programs	2	Lecture	PPT & White board
4.4	Executives and evaluating Sales training program	3	Lecture	PPT & White board
4.5	Motivating Sales personal	2	Flipped Learning	Online/ E-Content
4.6	Controlling sales personal	1	Discussion	Black

				Board
UNIT -5	**DISTRIBUTION MANAGEMENT**			
5.1	Marketing channels and the physical Distribution approach	1	Discussion	Black Board
5.2	Factors affecting the selection of Distribution channel	3	Chalk & Talk	Black Board
5.3	Transportation and physical distribution systems	2	Lecture	PPT & White board
5.4	Warehousing, order processing.	3	Lecture	PPT & White board
5.5	Inventory Decisions EOQ, ABC Analysis, and Forecasting as an aid to distribution	3	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the Concept of selling and sales management.	K2	PSO1
CO 2	Explain the theories on salesmanship and personal selling.	K2	PSO2

CO 3	Assess the role of personal selling in distribution and promotional strategy.	K3	PSO3
CO 4	Discuss sales force management and training programme.	K4	PSO4
CO 5	Analyse channel of distribution and various distribution systems.	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ Moderately Correlated – **2**
♦ Weakly Correlated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. M. Nagarenitha

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HOD'S Signature & Name

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA306	Customer Relationship Management	Major Elective	5	5

COURSE DESCRIPTION

This course plans to impart a sound introduction and components involved in CRM.

COURSE OBJECTIVES

This course helps the students to understand the CRM as a business strategy.

UNITS

UNIT –I INTRODUCTION (12 HRS.)

Significance of customer relationship management – why organizations lose their customers – strategies for building relationship – modules in CRM – customer service and support applications – CRM applications and objectives- key requirements for CRM – marketing dynamics relating to CRM – CRM channels of customer interactions. Electronic CRM, Enterprise CRM, Partner relationship management, collaborative CRM, Supplier Relationship management, Mobile CRM, X-CRM, Operational – Analytical CRM

UNIT–II BUILDING CUSTOMER RELATIONSHIP MANAGEMENT (12 HRS.)

Customer Acquisition -input fort Acquisition – Requisites for Effective acquisition- attention on Adoption process – customer interaction management (CIM) – Routes to CIM- customer retention – stages of retention in the customer life cycle – sequences in retention process – perceptual gaps and relation – retention centred organization – recovery of lapsed customer – customer's defect- strategies to prevent defection and recover lapsed customers.

UNIT –III CRM PROCESS (12 HRS.)

Introduction and objectives of a CRM process – CRM business transformation – CRM: A comparison with CMM Levels.

UNIT –IV CRM IMPLEMENTATION (12 HRS.)

Choosing the right CRM solution – the warning of implementation – implementation CRM: A step-by-step process- best practices – scope

UNIT –V AN INSIGHT INTO E-CRM (12 HRS.)

Evolution to eCRM – CRM and eCRM: the difference – need to adopt eCRM – basic requirement of eCRM – three dimensions in eCRM – key eCRM features- CRM architecture – Customer interaction – method –problems with eCRM solutions – eCRM tools- portals.

SELF STUDY:

CRM business transformation

TEXT BOOK :

1. Mohamed, H Peeru, Customer Relationship Management: A Step-By-step Approach, New Delhi: Vikas Publishing House Pvt Ltd, 2013.

REFERENCE BOOKS :

1. James G. Barnes, Secrets of Customer Relationship Management: It's all about how you make them feel, McGraw Hill., 2006.
2. Stanley A. Brown and Moosha Culcz, Performance Driven CRM: How to make your CRM vision a reality, Wiley publications, 2006.
3. Cartwright, Roger I., Mastering Customer Relations, Chennai: Macmillan, 2000.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.onebusiness.ca/sites/default/files/MEDI_Booklet_Customer_Relationship_Management_Accessible_E.pdf
2. https://ebooks.lpude.in/management/bba/term_6/DMGT308_CUSTOMER_RELATIONSHIP_MANAGEMENT.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION**			
1.1	Significance of customer relationship management	3	Chalk & Talk	Black Board
1.2	why organizations lose their customers – strategies for building relationship	2	Chalk & Talk	LCD
1.3	modules in CRM – customer service and support applications	2	Lecture	PPT & White board
1.4	CRM applications and objectives- key requirements for CRM	2	Lecture	Smart Board
1.5	Marketing dynamics relating to CRM – CRM channels of customer interactions	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/
1.6	Electronic CRM, Enterprise CRM, Partner relationship management, collaborative CRM, Supplier Relationship management, Mobile CRM, X-CRM, Operational – Analytical CRM	1	Discussion	Google classroom
UNIT -2	**BUILDING CUSTOMER RELATIONSHIP MANAGEMENT**			
2.1	Customer Acquisition -input fort Acquisition – Requisites for Effective acquisition- attention on Adoption process	2	Lecture	Green Board Charts

2.2	Customer interaction management (CIM) – Routes to CIM	2	Chalk & Talk	Green Board
2.3	Customer retention – stages of retention in the customer life cycle – sequences in retention process –	3	PPT	LCD
2.4	Perceptual gaps and relation – retention centred organization	3	PPT	LCD
2.5	Recovery of lapsed customer – customer's defect- strategies to prevent defection and recover lapsed customers.	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/
UNIT -3	**CRM PROCESS**			
3.1	Introduction and objectives of a CRM process	4	Lecture	PPT & White board
3.2	CRM business transformation	4	Lecture	PPT & White board
3.3	CRM: A comparison with CMM Levels.	4	Chalk & Talk	Black Board
UNIT -4	**CRM IMPLEMENTATION**			
4.1	Choosing the right CRM solution	2	Discussion	Black Board
4.2	The warning of implementation	3	Chalk & Talk	Black Board
4.3	Implementation CRM: A step-by-step process	3	Lecture	PPT & White board
4.4	Best practices	3	Lecture	PPT & White board

4.5	Scope	1	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/
UNIT -5	**AN INSIGHT INTO E-CRM**			
5.1	Evolution to E-CRM	1	Discussion	Black Board
5.2	CRM and eCRM: the difference – need to adopt Ecrm	3	Chalk & Talk	Black Board
5.3	Basic requirement of eCRM – three dimensions in eCRM	2	Lecture	PPT & White board
5.4	Key eCRM features- CRM architecture	3	Lecture	PPT & White board
5.5	Customer interaction – method –problems with eCRM solutions – eCRM tools- portals.	3	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Assess the need for and different mode of CRM.	K2	PSO1
CO 2	Identify various aspects related to CRM.	K2	PSO2
CO 3	Explain customer relationship	K3	PSO3

	Management process.		
CO 4	Analyze the implication of CRM.	K4	PSO4
CO 5	Compile E-CRM with traditional CRM.	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. M. Nagarenitha

Forwarded By

HOD'S Signature
& Name

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA308	Brand Management	Major Elective	5	5

COURSE DESCRIPTION

This course provides students with insights into how profitable brand strategies can be created and the implications for brand management professionals.

COURSE OBJECTIVES

This Course provides and insight to the concept of brand and brand management.

UNITS

UNIT I : INTRODUCTION **[12 HRS]**

Brand – Brand identify – Brand Image – brand Personality – Brand Loyalty and the connected issues. Brand Positioning – Repositioning – Brand Equity: Conceptualization and measurement.

UNIT II : PRODUCT **[12 HRS]**

Life Cycle as a strategic tool – New product development process- New product Development Team – achieving cross functional integration

UNIT III : PRODUCT ELEMENT DECISION **[12 HRS]**

Introduction – package design – Test marketing – product launch strategies- Product Market strategies for Indian Brands

UNIT IV : BRAND PORTFOLIO MANAGEMENT **[12 HRS]**

Brand extension – Line extensions – Brand harvesting strategies – Brand building strategies.

UNIT V:BRAND VALUATION **[12 HRS]**

Brand audit – Brand management plan – Role of product managers, Brand managers – Organizing the Brand Management systems.

SELF STUDY:

Marketing Strategies for Indian Brands

TEXT BOOK :

1. Gupta, S L. Brand Management: Text & Cases (an Indian Perspective)., Mumbai: Himalaya Publishing House, 2005.

REFERENCE BOOKS :

1. Verma, Harsh. Brand Management. New Delhi: Excel Books, 2002.
2. Moorthi, Y L R,.Brand Managment:The Indian Context.New Delhi: Vikas Publishing House Pvt Ltd, 2010.
3. Aaker, David A. Brand Leadership. New York: Charles Scribner`s Sons, 2000.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://ebooks.lpude.in/management/mba/term_4/DMGT508_PRODUCT_AND_BRAND_MANAGEMENT.pdf
2. http://brandabout.ir/wp-content/uploads/Keller_Strategic_Brand_ManagementBookFi.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION**			
1.1	Brand – Brand identify	3	Chalk & Talk	Black Board
1.2	Brand Image – brand Personality	2	Chalk & Talk	LCD
1.3	Brand Loyalty and the connected issues.	2	Lecture	PPT & White board
1.4	Brand Positioning – Repositioning	2	Lecture	Smart Board
1.5	Brand Equity: Conceptualization and measurement.	3	Flipped Learning	Online/ E-Content/ Text Books /Materials/
UNIT -2	**PRODUCT**			
2.1	Life Cycle as a strategic tool	3	Lecture	Green Board Charts
2.2	New product development process	3	Chalk & Talk	Green Board
2.3	New product Development Team	3	PPT	LCD
2.4	Achieving cross functional integration	3	PPT	LCD

UNIT -3	**PRODUCT ELEMENT DECISION**			
3.1	Introduction – package design	4	Lecture	PPT & White board
3.2	Test marketing – product launch strategies	4	Lecture	PPT & White board
3.3	Product Market strategies for Indian Brands	4	Chalk & Talk	Black Board
UNIT -4	**BRAND PORTFOLIO MANAGEMENT**			
4.1	Brand extension	3	Discussion	Black Board
4.2	Line extensions	3	Chalk & Talk	Black Board
4.3	Brand harvesting strategies	3	Lecture	PPT & White board
4.4	Brand building strategies.	3	Lecture	PPT & White board
UNIT -5	**BRAND VALUATION**			
5.1	Brand audit	3	Discussion	Black Board
5.2	Brand management plan	3	Chalk & Talk	Black Board
5.3	Role of product managers, Brand managers	3	Lecture	PPT & White board
5.4	Organizing the Brand Management systems	3	Lecture	PPT & White board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Revise branding, positioning and connected issues.	K2	PSO1
CO 2	Compile new product development with branding.	K2	PSO2

CO 3	Discuss product launch strategies.	K3	PSO3
CO 4	Analyze the role of brand in Portfolio Management.	K4	PSO4
CO 5	Explain brand management plan and systems.	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – 3 ♦ ModeratelyCorrelated – 2
♦ WeaklyCorrelated –1

COURSE DESIGNER:

1. Staff Name: Dr. M. Nagarenitha

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HOD'S Signature & Name

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA309	Digital Marketing	Major Elective	5	5

COURSE DESCRIPTION

This course enables the students to learn and master the complete landscape of online marketing and associated channels.

COURSE OBJECTIVES

This course makes the students integrate recent technology in marketing.

UNITS

UNIT I : FUNDAMENTALS OF DIGITAL MARKETING [12 HRS]

Introduction – Past, present and future scenario of digital marketing – fundamentals of digital marketing

UNIT II : CONSUMER BEHAVIOR [12 HRS]

Introduction – consumers in 21st century - Online consumer behaviour: Hoffman's model – consumer buying process – environmental factors influencing customer choice – types of consumer buying behaviour- online consumer behavioural pattern – online behavioural targeting – web marketing

UNIT III : MARKETING STRATEGY [12 HRS]

E-Marketing research – Segmentation – Targeting – Differentiation and positioning strategies for digital marketing

UNIT IV : DIGITAL MARKETING MIX PLANNING [12 HRS]

Product decisions – pricing decisions – promotion decisions – internet for distribution

UNIT V: LEGAL AND ETHICAL ISSUES [12 HRS]

Overview – ethics and ethical codes- problem of self regulation – Privacy – Digital property: patents, copyright, trademarks, licenses, trade secrets and data ownership – electronic payment system - emerging issues

SELF STUDY:

Web marketing

TEXT BOOK :

1. e-Marketing – Judy Strauss and Raymond Frost – Prentice Hall of India,

REFERENCE BOOKS :

1. e- Marketing – Prof. Vinod V.Sople- Dreamtech publications
2. Understanding Digital marketing- Damian Ryan and Calvin Jones – Kogan Page India Pvt Ltd
3. e- Marketing – Malcolm McDonald and Hugh Wilson – Pearson.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf
2. https://netmining.com/wp-content/uploads/2015/09/Netmining-Marketing-Big-Book.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**FUNDAMENTALS OF DIGITAL MARKETING**			
1.1	Introduction	4	Chalk & Talk	Black Board
1.2	Past, present and future scenario of digital marketing	4	Chalk & Talk	LCD
1.3	Fundamentals of digital marketing	4	Lecture	PPT & White board
UNIT -2	**CONSUMER BEHAVIOUR**			
2.1	Introduction – consumers in 21st century	2	Lecture	Green Board Charts
2.2	Online consumer behaviour	2	Chalk & Talk	Green Board
2.3	Hoffman's model	3	PPT	LCD
2.4	Consumer buying process – environmental factors influencing customer choice	3	PPT	LCD
2.5	Types of consumer buying behaviour- online consumer behavioural pattern – online behavioural targeting – web marketing	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/
UNIT -3	**MARKETING STRATEGY**			
3.1	E-Marketing research	4	Lecture	PPT & White board

3.2	Segmentation – Targeting	4	Lecture	PPT & White board
3.3	Differentiation and positioning strategies for digital marketing	4	Chalk & Talk	Black Board
UNIT -4	**DIGITAL MARKETING MIX PLANNING**			
4.1	Product decisions	3	Discussion	Black Board
4.2	Pricing decisions	3	Chalk & Talk	Black Board
4.3	Promotion decisions	3	Lecture	PPT & White board
4.4	Internet for distribution	3	Lecture	PPT & White board
UNIT -5	**LEGAL AND ETHICAL ISSUES**			
5.1	Overview – ethics and ethical codes	1	Discussion	Black Board
5.2	Problem of self regulation – Privacy – Digital property: patents, copyright, trademarks, licenses,	3	Chalk & Talk	Black Board
5.3	Trade secrets and data ownership	2	Lecture	PPT & White board
5.4	Electronic payment system	3	Lecture	PPT & White board
5.5	Emerging issues	3	Flipped Learning	Online/ E-Content/ Text Books /Materials

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Explain the evolution of digital marketing.	K2	PSO1
CO 2	Revise consumer buying behaviour	K2	PSO2

	and process.		
CO 3	Analyse segmentation, Targeting and positioning in digital marketing.	K3	PSO3
CO 4	Assess digital marketing mix.	K4	PSO4
CO 5	Discuss relevant issues related to digital marketing.	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. M. Nagarenitha

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HOD'S Signature
& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA311	E – Commerce	Major Elective	5	5

COURSE DESCRIPTION

This course illustrates the electronic way of commerce and trade in the business world. The various models of e-commerce, e-payment modes and the safety approached in transactions are also included in this course for the better understanding of the students.

COURSE OBJECTIVES

To enable the students to know the electronic way of business and trade and to get in depth

UNITS

UNIT I: e-COMMERCE **[12 HRS]**

Environment & opportunities – background – E-Com environment – electronic market place technologies – applications – impact on market and society – impact on business environment – challenges – evolution – Indian scenario – international scenario.

UNIT II: MODELS **[12 HRS]**

overview – Electronic data interchange – Electronic commerce with www/internet – types of digital channels – merits and demerits – business to consumer – business to business – peer to peer – consumer to consumer – mobile commerce.

UNIT III: SAFETY APPROACHES **[12 HRS]**

Overview – Secure transport protocols – secure transactions – Secure Electronic payment Protocol (SEPP) – SET certificates for authentication – security on web servers & enterprise networks – conclusion.

UNIT IV: e-CASH [12 HRS]

Internet monetary payment & security requirements – payment & purchase order process – online Electronic cash – settlement system – mechanism of transaction – processing cycle for online payment – regulatory acts and laws.

UNIT V: SECURITY & APPLICATIONS [12 HRS]

Need for computer security – specific intruder approaches – security strategies – security tools – Encryption – Enterprise networking and access to the internet – Antivirus programs – security teams. Advertising on the Internet, Electronic Publishing – EP, Web based electronic publishing

SELF STUDY:

Electronic market place technologies.

TEXT BOOK :

1. Janice Reynolds **,** The Complete E-Commerce Book**,** Europe, McGraw-Hill Education, 2015

REFERENCE BOOKS :

1. Minoli, Daniel, Web Commerce Technology Handbook., New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2015.
2. Kamlesh K Bajaj, E-Commerce / Kamlesh K Bajaj, and Nag Debjani. -- 2nd ed. New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2005.
3. Murthy, C S V,Enterprise Resource Planning:Text and Case Studies.,Mumbai: Himalaya Publishing House, 2008

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://irpcdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf
2. https://www.geektonight.com/e-commerce-notes/

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**e-COMMERCE**			
1.1	Environment & opportunities – background	1	Chalk & Talk	Black Board
1.2	E-Com environment	2	Chalk & Talk	LCD
1.3	Electronic market place technologies – applications	2	Lecture	PPT & White board
1.4	Impact on market and society	1	Lecture	Smart Board
1.5	Impact on business environment	2	Lecture	Black Board
1.6	Challenges	2	Discussion	Google classroom
1.7	Evolution – Indian scenario – international scenario	2	Lecture	Black Board
UNIT -2	**MODELS**			
2.1	Overview	1	Lecture	Green Board Charts
2.2	Electronic data interchange	2	Chalk & Talk	Green Board
2.3	Electronic commerce with www/internet	2	Flipped Learning	E-Content

2.4	Types of digital channels – merits and demerits	2	Blended Learning	Online/ Field visit
2.5	Business to consumer	2	Lecture	PPT & White board
2.6	Business to business -	1	Lecture	Smart Board
2.7	Peer to peer – consumer to consumer	1	Lecture	Black Board
2.8	Mobile commerce	1	Discussion	Google classroom
UNIT -3	**SAFETY APPROACHES**			
3.1	Overview – Secure transport protocols – secure transactions –	3	Lecture	Green Board Charts
3.2	Secure Electronic payment Protocol (SEPP) –	3	Chalk & Talk	Green Board
3.3	SET certificates for authentication –	3	Flipped Learning	E-Content
3.4	Security on web servers & enterprise networks – conclusion	3	Blended Learning	Online/ Field visit
UNIT -4	**e-CASH**			
4.1	Internet monetary payment & security requirements –.	3	Blended Learning	Online/ Field visit
4.2	Payment & purchase order process –	2	Lecture	PPT & White board
4.3	Online Electronic cash – settlement system –	2	Lecture	Smart Board

4.4	Mechanism of transaction – processing cycle for online payment	2	Lecture	Black Board
4.5	Regulatory acts and laws	3	Discussion	Google classroom
UNIT -5	**SECURITY & APPLICATIONS**			
5.1	Need for computer security	2	Lecture	Green Board Charts
5.2	Specific intruder approaches – security strategies –	3	Chalk & Talk	Green Board
5.3	Security tools –	2	Flipped Learning	E-Content
5.4	Encryption – Enterprise networking and access to the internet – Antivirus programs – security teams.	3	Blended Learning	Online/ Field visit
5.5	Advertising on the Internet, Electronic Publishing – EP, Web based electronic publishing	2	Lecture	PPT & White board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

****The Average of two will be taken into account***

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Create an idea about e-market and its opportunities.	K2	PSO1
CO 2	Give a frame work of various modes of e-commerce.	K2	PSO2

CO 3	Emphasize the securities and safety measures for online transactions.	K3	PSO3
CO 4	Sketch out the mode of purchase and cash payments.	K4	PSO4
CO 5	Insist on upcoming trends in e-commerce.	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Mrs. N. Asha

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HOD'S Signature & Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA312	Introduction To GUI & Visual Basic	Major Elective	5	5

COURSE DESCRIPTION

This course aims to introduce the students about graphical user interface and its applications in business. The SQL, programming and its concepts are also focused in this course for the knowledge of the students in recent developments in software and systems technology.

COURSE OBJECTIVES

To provide sound knowledge on visual Basic concepts and its application in business

UNITS

UNIT I: GUI **[12 HRS]**

Introduction – Front end tools – Applications – Criteria of choosing front end tool – Introducing visual basic – Adding code & using events – user interface and interactions – WIMP – concepts and importance.

UNIT II: INTRINSIC VISUAL BASIC CONTROLS **[12 HRS]**

Meaning – applications of Intrinsic Visual basic controls – working with strings – control properties – object, value and property – control methods – control events – widgets and descriptions

UNIT III: CONTROL STATEMENTS **[12 HRS]**

Working with numbers – Using control statements – if – loop – for – while – switch – format and algorithm – blocks – call – return statements

Unit IV: VB applications **[12 HRS]**

Using Dialog boxes – Using menus in VB applications – design – automations – security concerns – development – performance and other

issues – creating application – managing macros – importance and applications

UNIT V: FILES & DATA BASE [12 HRS]

Using Files & Data base – creating database application – connecting data control to database – database access – ADO.NET object model – data provider – concepts – data set – components

SELF STUDY:

Using menus in VB applications.

REFERENCES:

TEXT BOOK :

1. Gottfried, Byron, S, Visual Basic, New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2001.

REFERENCE BOOKS :

1. Kent, Jeff, Visual Basic 2005 Demystified.,New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2006.
2. VB.NET Language in a Nutshell, Steven Roman, 1st Edition, O'Reilly Media, 2016.
3. Beginning Visual Basic 2015, Bryan Newsome , 1st Edition, Wrox , 2016

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf
2. https://netmining.com/wp-content/uploads/2015/09/Netmining-Marketing-Big-Book.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**GUI**			
1.1	Introduction	1	Chalk & Talk	Black Board
1.2	Front end tools – Applications	1	Chalk & Talk	LCD
1.3	Criteria of choosing front end tool – Introducing visual basic	2	Lecture	PPT & White board
1.4	Adding code & using events –	1	Lecture	Smart Board
1.5	User interface and interactions	4	Lecture	Black Board
1.6	WIMP – concepts and importance	3	Lecture	Black Board
UNIT -2	**INTRINSIC VISUAL BASIC CONTROLS**			
2.1	Meaning – applications of Intrinsic Visual basic controls	1	Lecture	Green Board Charts
2.2	Working with strings	2	Chalk & Talk	Green Board
2.3	Control properties	2	Flipped Learning	E-Content
2.4	Object, value and property	2	Blended Learning	Online/ Field visit
2.5	Control methods	2	Lecture	PPT & White

				board
2.6	Control events	1	Lecture	Smart Board
2.7	Widgets and descriptions	2	Lecture	Black Board
UNIT -3 CONTROL STATEMENTS				
3.1	Working with numbers	2	Lecture	Green Board Charts
3.2	Using control statements	2	Chalk & Talk	Green Board
3.3	If – loop – for – while – switch – format and algorithm –	3	Flipped Learning	E-Content
3.4	Blocks	3	Blended Learning	Online/ Field visit
3.5	Call – return statements	2	Lecture	PPT & White board
UNIT -4 VB APPLICATIONS				
4.1	Using Dialog boxes	3	Blended Learning	Online/ Field visit
4.2	Using menus in VB applications – design – automations	3	Lecture	PPT & White board
4.3	Security concerns – development – performance and other issues	3	Lecture	Smart Board
4.4	Creating application – managing macros – importance and applications	3	Lecture	Black Board

UNIT -5 FILES & DATA BASE				
5.1	Using Files & Data base	2	Lecture	Green Board Charts
5.2	Creating database application	3	Chalk & Talk	Green Board
5.3	Connecting data control to database – database access	2	Flipped Learning	E-Content
5.4	ADO.NET object model – data provider – concepts	3	Blended Learning	Online/ Field visit
5.5	Data set – components	2	Lecture	PPT & White board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Insists on applications of Front end tools	K2	PSO1
CO 2	Provide knowledge about working with strings.	K2	PSO2
CO 3	Give views on usage of control statements	K3	PSO3
CO 4	Provide information about VB menus.	K4	PSO4
CO 5	Explain the usage of files and database.	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Mrs. N. Asha

Forwarded By

HOD'S Signature
& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA313	Enterprise Resource Planning	Major Elective	5	5

COURSE DESCRIPTION

This practical course gives knowledge about the applications of enterprise resource planning in various functions of an organisation. This course insists on the various technologies such as SAP, e-payment, e-HRM, OLAP.

COURSE OBJECTIVES

To enable the students to gain in depth knowledge on recent developments in Enterprise Resource Planning and its concepts.

UNITS

UNIT I: INTRODUCTION OF ERP [12 HRS]

Introduction – ERP – An overview – Enterprise – An overview Benefits of ERP – ERP and related Technologies – Business Process Reengineering - Data warehousing - Data Mining – Online analytical Processing – Supply Chain Management.

UNIT II: ERP - A MANUFACTURING PERSPECTIVE [12 HRS]

Introduction – Master Production Schedule – Bill of material – Capacity requirement Planning – Loading / Scheduling – Engineering change Management – JIT / Repetitive manufacturing.

UNIT III: ERP MODULES - FINANCE [12 HRS]

Introduction – Day Books (Cash / Bank / Purchase / Sales) – Ledger – Accounts receivable – Accounts Payable – Budget – Costing methods. Production: Supplier selection and monitoring – purchase ordering system – inventory Management system – Quotation – Order processing – Distribution.Human Resources: Pay roll – Incentive schemes – ESI/PF, Career Planning.

UNIT IV: ERP MARKET **[12 HRS]**

Introduction – SAP AG – Baan Company –People soft company – Oracle corporation – System software Associates, Inc (SSA)

UNIT V: ERP IMPLEMENTATION **[12 HRS]**

Life cycle – Introduction – Pre-evaluation screening – package evaluation – Project Planning – Gap analysis – Reengineering Configuration – Implementation Team training – testing – Going live – End user training – Post implementation. Implementation Issues – Organizing the Implementation – Vendors, consultants and users – cultural related issues - Project monitoring – Continuous improvements system – Future Direction in ERP.

SELF STUDY:

Future Direction in ERP.

TEXT BOOK :

1. Leon, Alexis.,Enterprise Resource Planning, New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2010.

REFERENCE BOOKS :

1. Garg, Vinod KumarVenkitakirshnan, N., Enterprise Resource Planning: Concepts and Practice.,New Delhi: Prentice Hall of India Pvt Ltd, 2011.
2. Murthy, C S V,Enterprise Resource Planning:Text and Case Studies.,Mumbai: Himalaya Publishing House, 2008.
3. ERP Demystified, Allen, Tata mcgraw hill, newdelhi, 2011

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. http://www.fitrix.com/wp-content/uploads/Whitepaper_What_Is_ERP.pdf
2. https://www.zapmeta.co.in/ws?q=enterprise%20resource%20plan&asid=zm_in_gb_1_gc1_01&mt=b&nw=g&de=c&ap=&ac=1854&cid=1755987730&aid=68613435277&kid=kwd-296606389121&locale=en_IN&gclid=EAIaIQobChMImryuiNvA7gIVSg4rCh0AqwjnEAMYASAAEgKpn_D_BwE

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION OF ERP**			
1.1	Introduction – ERP – An overview	1	Chalk & Talk	Black Board
1.2	Enterprise – An overview	1	Chalk & Talk	LCD
1.3	Benefits of ERP	2	Lecture	PPT & White board
1.4	ERP and related Technologies – Business Process Reengineering	1	Lecture	Smart Board
1.5	Data warehousing - Data Mining	4	Lecture	Black Board
1.6	Online analytical Processing – Supply Chain Management	3	Lecture	Black Board
UNIT -2	**ERP - A MANUFACTURING PERSPECTIVE**			
2.1	Introduction – Master Production Schedule	2	Lecture	Green Board Charts
2.2	Bill of material	2	Chalk & Talk	Green Board
2.3	Capacity requirement Planning	2	Flipped Learning	E-Content
2.4	Loading / Scheduling	2	Blended Learning	Online and Field

				visit
2.5	Engineering change Management	2	Lecture	PPT & White board
2.6	JIT	1	Lecture	Smart Board
2.7	Repetitive manufacturing	1	Lecture	Black Board
UNIT -3 ERP MODULES - FINANCE				
3.1	Introduction – Day Books (Cash / Bank / Purchase / Sales)	1	Lecture	Green Board Charts
3.2	Ledger – Accounts receivable – Accounts Payable	1	Chalk & Talk	Green Board
3.3	Budget – Costing methods	2	Flipped Learning	E-Content
3.4	Production: Supplier selection and monitoring	1	Blended Learning	Online/ Field visit
3.5	Purchase ordering system – inventory Management system – Quotation – Order processing	2	Lecture	PPT & White board
3.6	Distribution - Human Resources: Pay roll – Incentive schemes – ESI/PF	2	Lecture	Black board Board
3.7	Career Planning.	3	Lecture	Black Board
UNIT -4 ERP MARKET				
4.1	Introduction – SAP AG	3	Blended Learning	Field visit
4.2	Baan Company	3	Lecture	White

				board
4.3	People soft company – Oracle corporation	3	Lecture	Smart Board
4.4	System software Associates, Inc (SSA)	3	Lecture	Black Board
UNIT -5 ERP IMPLEMENTATION				
5.1	Life cycle – Introduction – Pre-evaluation screening – package evaluation	2	Lecture	Green Board Charts
5.2	Project Planning – Gap analysis	3	Chalk & Talk	Green Board
5.3	Reengineering Configuration – Implementation Team training – testing – Going live – End user training	2	Flipped Learning	E-Content
5.4	Post implementation. Implementation Issues – Organizing the Implementation	3	Blended Learning	Online/ Field visit
5.5	Vendors, consultants and users – cultural related issues - Project monitoring – Continuous improvements system – Future Direction in ERP	2	Lecture	PPT & White board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Frame an outline of ERP and its related technologies.	K2	PSO1

CO 2	Outline the Manufacturing module of ERP.	K2	PSO2
CO 3	Explain the finance and production module of ERP.	K3	PSO3
CO 4	Insist on the Frame work and the market of ERP along with its leading.	K4	PSO4
CO 5	Brief out the ways of ERP implementation and its Process.	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Mrs. N. Asha

Forwarded By

HOD'S Signature & Name

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA314	Knowledge Management	Major Elective	5	5

COURSE DESCRIPTION

This course explores the concepts in knowledge database, knowledge architecture and its subsequent implications in business. This course also insists the development of knowledge base in the organisation for is better focus on the functions of the organisation.

COURSE OBJECTIVES

To focus on the linkages of strategy and information technology to manage knowledge management in a rapid change environment.

UNITS

UNIT I: EMERGING BUSINESS **[12 HRS]**

Introduction-Emerging Business environment-KM imperatives-Demystifying KM-Components of strategic capabilities-Portfolio of approaches -Benefits of KM .

UNIT II: KNOWLEDGE **[12 HRS]**

Type of Knowledge- Knowledge Management process-Managing KM-Impact of Knowledge Management on organization design- Challenges in KM

UNIT III: ANALYSING **[12 HRS]**

Vision, Mission and Level of KM-Analysing Industry Environment-Sources of Competitive Advantage-Process of KM and strategy formulation-Implementation Issues

UNIT IV: ARCHITECTURE **[12 HRS]**

Knowledge architecture - System, Technology and people Issues in KM-Anatomy of KM-Global dimensions of KM-HR Deployment-Communities of Practice (CoP) and KM-Pitfalls of KM.

UNIT V: SUCCESS FACTORS **[12 HRS]**

Critical success factors in KM-Working social networking-Resources of KM-Digital hub-Impact of information technologies-KM: The Indian Experience.

SELF STUDY:

Global dimensions of KM.

TEXT BOOK :

1. Archana Shula, R.Srinivasan,Designing KM Architecture-,Response Book Publishers, Mumbai , first edition, 2015.

REFERENCE BOOKS :

1. Michael ED.Koening, T.Kanti Srikantaiah ,KM Lessons Learned- -John Wley And Sons Inc., 2010
2. Thomas H.Daveport ,Leveraging HR & KM in changing Economy-Berrett Koehler publishers,2013
3. Todd.R.Groff, Thomas.P.Jones ,Introduction to KM- -Butterworth Publications 2010

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.johngirard.net/km/
2. http://www.cs.unibo.it/~gaspari/www/teaching/slides_KM1a.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**EMERGING BUSINESS**			
1.1	Introduction-Emerging Business environment	1	Chalk & Talk	Black Board
1.2	KM imperatives	3	Chalk & Talk	LCD
1.3	Demystifying KM	2	Lecture	PPT & White board
1.4	Components of strategic capabilities-Portfolio of approaches	3	Lecture	Smart Board
1.5	Benefits of KM	3	Lecture	Black Board
UNIT -2	**KNOWLEDGE**			
2.1	Type of Knowledge-	1	Lecture	Green Board Charts
2.2	Knowledge Management process	2	Chalk & Talk	Green Board
2.3	Managing KM	3	Flipped Learning	E-Content
2.4	Impact of Knowledge Management on organization design	3	Blended Learning	Online/ Field visit
2.5	Challenges in KM	3	Lecture	PPT & White board

UNIT -3 ANALYSING				
3.1	Vision	1	Lecture	Green Board Charts
3.2	Mission and Level of KM	1	Chalk & Talk	Green Board
3.3	Analysing Industry Environment	2	Flipped Learning	E-Content
3.4	Sources of Competitive Advantage	2	Blended Learning	Online/ Field visit
3.5	Process of KM and strategy formulation	3	Lecture	PPT & White board
3.6	Implementation Issues	3	Lecture	Smart Board
UNIT -4 ARCHITECTURE				
4.1	Knowledge architecture	3	Blended Learning	Online/ Field visit
4.2	System, Technology and people Issues in KM	2	Lecture	PPT & White board
4.3	Anatomy of KM	2	Lecture	Smart Board
4.4	Global dimensions of KM-HR Deployment-Communities of Practice (CoP) and KM	2	Lecture	Black Board
4.5	Pitfalls of KM	3	Discussion	Google classroom
UNIT -5 SUCCESS FACTORS				
5.1	Critical success factors in KM	2	Lecture	Green

				Board Charts
5.2	Working social networking	3	Chalk & Talk	Green Board
5.3	Resources of KM	2	Flipped Learning	E-Content
5.4	Digital hub-Impact of information technologies	3	Blended Learning	Online/ Field visit
5.5	KM: The Indian Experience	2	Lecture	PPT & White board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Introduce the knowledge management components and its benefits.	K2	PSO1
CO 2	Give an outline of Knowledge Management process and challenges.	K2	PSO2
CO 3	Emphasize on Industrial environment and its issues.	K3	PSO3
CO 4	Brief out the anatomy of Knowledge Management.	K4	PSO4
CO 5	State the critical success factors in Knowledge Management.	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Mrs. N. Asha

Forwarded By

HOD'S Signature

& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA322	Project Financing	Major Elective	5	5

COURSE DESCRIPTION

The course on Project Financing enables the project idea conception, project appraisal, and evaluating competencies of learners. The course provides knowledge on project risk evaluation techniques.

COURSE OBJECTIVES

This course is aimed at developing project ideas and infusing project appraisal, implementation & evaluating skills among the students

UNITS

UNIT I : INTRODUCTION [12 HRS]

Capital Investment – Importance & difficulties – Phases of capital Budgeting – Facets of Project analysis – Generation of Ideas – Environment and corporate Appraisal – Scouting for Project Ideas – Project classification – Project identification – Criteria for selecting particular Project – Steps in Project formulation – Project Implementation and Evaluation.

UNIT II : CONTENTS OF PROJECT REPORT [12 HRS]

Narrative Part – Financial Estimates and Projections – Cost of Project – Means of Finance – Cost of Production – Working capital requirements and its financing – Profitability Projections – Projected Cash Flow Statement – Projected Balance Sheet.

UNIT III: PROJECT APPRAISAL BY FINANCIAL INSTITUTIONS [12 HRS]

Institutional Framework – Role of National and State level Financial Institutions & Banks, Institutional policies and procedures – Market potential, Technical feasibility – Managerial capability – Promoters

background and their financial strength – Financial Appraisal, Economic Appraisal and Government Priorities etc.

UNIT IV : USE OF TECHNIQUES IN SELECTION [12 HRS]

Project Cash Flows – Elements of cash flow stream – Basic Principles of cash flow estimation – Risk Analysis – Sources and perspectives of Risk – Break Even Analysis – Sensitivity Analysis – Hillier Model – Managing risk – Project selection under Risk – Social Cost Benefit Analysis - UNIDO Approach – Little–Mirrless Approach.

UNIT V: FINANCING OF PROJECTS [12 HRS]

Financing of Modernization & Balancing Equipments – Bills discounting scheme – suppliers line of credit – Equipment Leasing – Various grants by Governments – Financing through Equity and preference capital – Internal accruals – Term Loans – Debentures – working Capital advance – Venture Capital – Raising Capital in International markets.

SELF STUDY:

Role of National and State level Financial Institutions & Banks

TEXT BOOK :

1. Prasanna Chandra, Projects:planning, Analysis, Selection, Financing, Implementation & Review. --8th ed., New Delhi: Tata Mc Graw -Hill Publishing Company Ltd, 2014.

REFERENCE BOOKS :

1. Desai, Vasant., Project Management: Prospects, Analysis, Finance, Management, Monitoring & Control, --4th ed., Mumbai: Himalaya Publishing House, 2018.
2. Gopalakrishnana, P and Ramamoorthy, V. E, Textbook of Project Management, London, England: Macmillan Publishers India, 2014.
3. Machiraju, HR, Introduction to Project Finance: An Analytical Perspective, New Delhi: Vikas Publishing House Pvt Ltd, 2001.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. http://www.untag-smd.ac.id/files/Perpustakaan_Digital_1/FINANCE%20Project%20Finance%20in%20Theory%20and%20Practice.pdf
2. http://alsf.afdb.org/sites/default/files/resources/Understanding%20Power%20Project%20Financing%20.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION**			
1.1	Capital Investment – Importance & difficulties	1	Lecture	LCD
1.2	Phases of capital Budgeting	1	Group Discussion	-
1.3	Facets of Project analysis	2	Blended learning	Google classroom
1.4	Generation of Ideas – Environment and corporate Appraisal	1	Problem-based learning	Smart Board
1.5	Scouting for Project Ideas – Project classification	1	Lecture	Black Board
1.6	Project identification – Criteria for selecting particular Project	1	Peer-assisted learning	White Board
1.7	Steps in Project formulation	3	Chalk & talk	Black Board
1.8	Project Implementation and Evaluation	2	Demonstration	LCD

UNIT -2	**CONTENTS OF PROJECT REPORT**			
2.1	Narrative Part	1	Lecture	LCD
2.2	Financial Estimates and Projections – Cost of Project	2	Chalk & Talk	Black Board
2.3	Means of Finance – Cost of Production	3	Group discussion	-
2.4	Working capital requirements and its financing	3	Lecture	LCD
2.5	Profitability Projections – Projected Cash Flow Statement – Projected Balance Sheet	3	Blended Learning	Online learning, Text books
UNIT -3	**PROJECT APPRAISAL BY FINANCIAL INSTITUTIONS**			
3.1	Institutional Framework	2	Case study analysis	Mobile learning
3.2	Role of National and State level Financial Institutions & Banks	2	Group Discussion	-
3.3	Institutional policies and procedures, Market potential , Technical feasibility	2	Lecture	LCD
3.4	Managerial capability, Promoters background and their financial strength	3	Problem-based learning	Smart board
3.5	Financial Appraisal, Economic Appraisal and Government Priorities etc.	3	Blended learning	White board

UNIT -4	**USE OF TECHNIQUES IN SELECTION**			
4.1	Project Cash Flows – Elements of cash flow stream – Basic Principles of cash flow estimation	2	Lecture	LCD
4.2	Risk Analysis – Sources and perspectives of Risk	2	Case study analysis	Online learning
4.3	Break Even Analysis – Sensitivity Analysis – Hillier Model	3	Problem-based learning	Online learning
4.4	Managing risk – Project selection under Risk	2	Lecture	LCD
4.5	Social Cost Benefit Analysis - UNIDO Approach – Little–Mirrless Approach.	3	Group Discussion	-
UNIT -5	**FINANCING OF PROJECTS**			
5.1	Financing of Modernization & Balancing Equipments, Bills discounting scheme	3	Blended learning	Materials
5.2	Suppliers line of credit – Equipment Leasing	3	Lecture	LCD
5.3	Various grants by Governments – Financing through Equity and preference capital – Internal accruals – Term Loans – Debentures – working Capital advance – Venture Capital	4	Blended learning	Google classroom
5.4	Raising Capital in International markets	2	Case study analysis	Online learning

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

****The Average of two will be taken into account***

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Explore project ideas & assess project identification criteria	K2	PSO1
CO 2	Design project report and evaluate financial estimates and projections	K2, K3	PSO2

CO 3	Plan appraisal of projects by various financial institutions	K3	PSO3
CO 4	Compute project evaluation using techniques and analyse project risks	K4	PSO4
CO 5	Predict sources of raising finance for projects	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. L. Meena

Forwarded By

HOD'S Signature & Name

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA323	Strategic Financial Management	Major Elective	5	5

COURSE DESCRIPTION

The course inculcates the strategic approach to financial management and develops the diagnostic skills of learners on valuation of firm.

COURSE OBJECTIVES

This Course intends to develop Strategic approach to financial management and inculcate ethical aspects of Strategic Financial Management.

UNITS

UNIT I: INTRODUCTION [12 HRS]

Strategy and strategist- Nine S model – Strategic Financial Management vs. Financial management – Strategic financial objectives- Conceptual framework of strategic financial management – Balance Score Card Approach.

UNIT II : FINANCIAL MODELS [12 HRS]

Financial Planning and forecasting – Simple optimization model – Simulation model – Model development – Conditions for the successful use of the models.

UNIT III : VALUATION [12 HRS]

Basics of valuation- Equity valuation vs. Firm valuation – Equity valuation models – Different approaches- Applicability and limitations of Discounted Cash-flow – Inflation and asset revaluation – Management Decisions – Corporate Strategy and Firm value.

UNIT IV : CORPORATE RESTRUCTURING [12 HRS]

Scope – Symptoms – Mechanics – Costs and benefits – Restructuring plan – Stages –Acquisitions – Takeovers – Mergers and Joint ventures – Leveraged

Buy Out (LBO) –Classification of acquisitions – Motives – Valuing synergy – Valuation methods – Legal aspects – Takeover code – Strategic cost management – Costing Migration – Activity Based Costing (ABC) – Activity Cost Management – Resource Consumption Model – Target Costing – Life Cycle Costing – Kaizen Costing.

UNIT V: ETHICAL ASPECTS IN SFM [12 HRS]

Financial Engineering – Holistic Approach – Tool kit – Process engineering – Financial Metrics – Ethical aspects of strategic financial management – Economic combinations – Assessment of ethical financial performance – Accounting disclosures – Corporate Governance.

SELF STUDY:

Management Decisions – Corporate Strategy and Firm value

TEXT BOOK :

1. Jakhotiya, G P., Strategic Financial Management, New Delhi: Vikas Publishing House Pvt Ltd, 2011.

REFERENCE BOOKS :

1. Damodaran, Aswath.,Corporate Finance: Theory and Practice, Singapore: John Wiley & Sons Pvt. Ltd, 2014.
2. Bishop.E.B, Pedley Smith.S, Ogilvie.J and Parkinson.C, Strategic financial management- CIMA Materials, Viva Edition, Mumbai,2017.
3. Prasanna Chandra, Financial Management: Theory and Practice. –9th ed., New Delhi: Tata Mcgraw Hill Publishing Company, 2015.
4. Thomas walther, Hentry Johansson, John Dunleavy, Elizabeth Hjelm, “Reinventing the CFO: Moving from Financial Management to Strategic Management”, Coopers & Lybrand, McGraw – Hill, Newyork.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.icsi.edu/media/webmodules/Financial%20and%20Strategic%20Management.pdf
2. https://mastermindsindia.com/SFM%20SM.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION**			
1.1	Strategy and strategist- Nine S model	3	Lecture	LCD
1.2	Strategic Financial Management vs. Financial management – Strategic financial objectives	4	Blended learning	Google classroom
1.3	Conceptual framework of strategic financial management – Balance Score Card Approach.	5	Lecture	White board
UNIT -2	**FINANCIAL MODELS**			
2.1	Financial Planning and forecasting	4	Problem-based learning	Online learning
2.2	Simple optimization model – Simulation model	5	Blended learning	White board
2.3	Model development – Conditions for the successful use of the models.	3	Group Discussion	-
UNIT -3	**VALUATION**			
3.1	Basics of valuation- Equity valuation vs. Firm valuation	2	Lecture	LCD
3.2	Equity valuation models – Different approaches	4	Lecture	LCD
3.3	Applicability and limitations	4	Problem-based	Smart

	of Discounted Cash-flow – Inflation and asset revaluation		learning	board
3.4	Management Decisions	1	Case study analysis	Online learning
3.5	Corporate Strategy and Firm value	1	Peer-assisted learning	White Board
UNIT -4 CORPORATE RESTRUCTURING				
4.1	Scope – Symptoms – Mechanics – Costs and benefits – Restructuring plan – Stages	2	Blended learning	White board
4.2	Acquisitions – Takeovers	1	Problem-based learning	Smart board
4.3	Mergers and Joint ventures	1	Lecture	LCD
4.4	Leveraged Buy Out (LBO) – Classification of acquisitions – Motives	1	Blended learning	White board
4.5	Valuing synergy – Valuation methods	2	Case study analysis	Mobile learning
4.6	Legal aspects – Takeover code	1	Lecture	LCD
4.7	Strategic cost management – Costing Migration	1	Blended learning	White board
4.8	Activity Based Costing (ABC) – Activity Cost Management – Resource Consumption Model	2	Problem-based learning	Smart board
4.9	Target Costing – Life Cycle Costing – Kaizen Costing	1	Lecture	LCD

UNIT -5	ETHICAL ASPECTS IN SFM			
5.1	Financial Engineering – Holistic Approach – Tool kit	3	Lecture	LCD
5.2	Process engineering – Financial Metrics	3	Demonstration	LCD
5.3	Ethical aspects of strategic financial management – Economic combinations	3	Blended learning	White board
5.4	Assessment of ethical financial performance – Accounting disclosures – Corporate Governance	3	Group discussion	-

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline SFM model and identify conceptual framework	K2	PSO1
CO 2	Explain financial models and apply models successfully	K2, K3	PSO2
CO 3	Use equity and firm valuation models and formulate management decisions	K3	PSO3
CO 4	Apply corporate restructuring methods and strategic cost management techniques	K4	PSO4
CO 5	Plan for financial innovations and asses ethical financial performance	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. L. Meena

Forwarded By

HOD'S Signature
& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA324	Fundamentals Of Insurance Management	Major Elective	5	5

COURSE DESCRIPTION

The course enables the learners to acquaint understanding on Insurance policies and familiarise the mechanism of Insurance services. The course hones up the skills of managers to compute insurance premiums and bonuses.

COURSE OBJECTIVES

This course seeks to develop knowledge on insurance mechanism of various policies

UNITS

UNIT I : LIFE INSURANCE [12 HRS]

Definition – History – Concept of Risk – Mechanism of Insurance – Business of Insurance – Role of Insurance in Economic Development. Principles – Utmost Good faith – Material Fact – Fundamentals of agency law – Agents – Insurance Documents.

UNIT II : PLANS OF LIFE INSURANCE [12 HRS]

Term insurance – Pure Endowment –Whole life insurance – Endowment – Assurance – Annuities – Unit linked policies – Rider option & guarantee – Group insurance policies – Insurance companies in India.

UNIT III : PREMIUMS & BONUSES [12 HRS]

Basics of determining Premium – Extra Premium – Rider premium – Computation of Benefit – Underwriting.

UNIT IV : GENERAL INSURANCE [12 HRS]

General Insurance Business Act 1972 – History of General Insurance – Insurance forms – Proposals – Cover notes – Personal Accident Insurance – Health Insurance – Rural Insurance.

UNIT V: OTHER TYPES OF GENERAL INSURANCE [12 HRS]

Scope of standard policies – Fire – Marine – Motor – Aviation Engineering – Agricultural Insurance – Special Classes of Insurance – Oil and Energy – Satellite Insurance.

SELF STUDY:

Special Classes of Insurance – Oil and Energy – Satellite Insurance

TEXT BOOKS :

1. Gupta, PK., Insurance and Risk Management. –2nd ed., Mumbai: Himalaya Publishing House, 2017.
2. Ganguly, Anand, Insurance Management, New Delhi: New Age International Pvt. Ltd, 2007.

REFERENCE BOOKS :

1. IC O2 (Practices of life insurance)
2. IC 30 (Principles & Practice of life insurance)
3. IC 11 (Practice of General Insurance)
4. IC 81 (Mathematical Basis of life insurance)
5. IC 82 (Statistics)
6. IC 34 (General Insurance)
7. Study guide – Insurance Institute of India, Mumbai
8. Neelam, Gulati, C., Principles of Insurance Management, New Delhi: Excel Books, 2012.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://d3epuodzu3wuis.cloudfront.net/R014.pdf
2. http://www.himpub.com/documents/Chapter1906.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**LIFE INSURANCE**			
1.1	Definition – History – Concept of Risk	2	Problem-based learning	Smart Board
1.2	Mechanism of Insurance – Business of Insurance – Role of Insurance in Economic Development	3	Lecture	LCD
1.3	Principles – Utmost Good faith – Material Fact	3	Lecture	PPT
1.4	Fundamentals of agency law – Agents – Insurance Documents	4	Problem-based learning	Smart board
UNIT -2	**PLANS OF LIFE INSURANCE**			
2.1	Term insurance – Pure Endowment –Whole life insurance	3	Lecture	LCD
2.2	Endowment – Assurance – Annuities – Unit linked policies	3	Case study analysis	Mobile learning
2.3	Rider option & guarantee	3	Demonstration	LCD
2.4	Group insurance policies – Insurance companies in India	3	Blended Learning	Google classroom

UNIT -3	**PREMIUMS & BONUSES**			
3.1	Basics of determining Premium	3	Lecture	LCD
3.2	Extra Premium – Rider premium	3	Blended Learning	Online learning
3.3	Computation of Benefit	3	Demonstration	LCD
3.4	Underwriting	3	Problem-based learning	Smart board
UNIT -4	**GENERAL INSURANCE**			
4.1	General Insurance Business Act 1972	2	Lecture	LCD
4.2	History of General Insurance – Insurance forms	3	Case study analysis	Online learning
4.3	Proposals – Cover notes	2	Blended learning	Materials
4.4	Personal Accident Insurance – Health Insurance – Rural Insurance	5	Blended learning	Google classroom
UNIT -5	**OTHER TYPES OF GENERAL INSURANCE**			
5.1	Scope of standard policies	2	Lecture	LCD
5.2	Fire – Marine – Motor – Aviation Engineering – Agricultural Insurance	4	Demonstration	LCD
5.3	Special Classes of Insurance – Oil and Energy – Satellite Insurance	6	Blended learning	Google classroom

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

****The Average of two will be taken into account***

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the concepts of risk in 'Life insurance' and explain the fundamentals of agency law and explain the fundamentals of agency law	K2	PSO1

CO 2	Explain life insurance plans and identify insurance companies in India	K2, K3	PSO2
CO 3	Compute Premiums and Bonuses for insurance policies	K3	PSO3
CO 4	Evaluate general insurance Business and its forms	K4	PSO4
CO 5	Assess other types of general insurance	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. L. Meena

Forwarded By

HOD'S Signature & Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA325	Banking And Financial Institutions	Major Elective	5	5

COURSE DESCRIPTION

The course offers a comprehensive outlook on the financial institutions and in particular develops the profound knowledge on operations of banks.

COURSE OBJECTIVES

This course aims to enhance the ability of students to explicate the operations and latest technology of financial institutions and banks

UNITS

UNIT I : INTRODUCTION [12 HRS]

Indian Financial system – Structure – overview of financial institutions – Unique economic functions – Classification of Financial institutions – Banking & Non-banking, Intermediaries & Non-intermediaries. Indian Banking system – Public and private sector banks – Indian banks' operations in abroad – Local area banks – Scheduled, Non-Scheduled banks – Banking system after Nationalization.

UNIT II : DEVELOPMENT FINANCIAL INSTITUTIONS (DFI) [12 HRS]

Evolution of DFIs – Changing role – Policy measures – IFCI, IDBI, IIBIL, SIDBI, IDFC, EXIM Bank of India, NABARD, ICICI, SIDCs and SFCs.

UNIT III : RISK MANAGEMENT IN FINANCIAL INSTITUTIONS [12 HRS]

Various types of risks incurred by Financial institutions – Credit risk – Liquidity risk – Interest rate risk – Country / Sovereign risk – Technology & operational risk – Insolvency risk – Other risks and interaction among risks.

UNIT IV : BANKING OPERATIONS AND REGULATIONS [12 HRS]

Banker-customer relationship – NPAs – Impact – Consequences - Identification – Early warning signals – Innovative banking services – Retail banking – Retail lending schemes – Liability focused segment – RBI – Legal framework – Main functions – Functions of various departments - Banking regulations – CRR – SLR – CRAR – Income Recognition norms – RBI's Model policy on bank deposits .

UNIT V: TECHNOLOGY IN BANKS [12 HRS]

Internet banking – Payment & settlement system – New age clearing – credit card operations – EFT – ECS – MICR – CBS – Cheque truncation – New Age payment – National Gateways – RTGS – National financial switch – SFMS – New Age payment – International gateways – SWIFT – Latest in banking – Autonomy package for banks – Tax matters – 12 hour banking – Dematerialization – Mutual fund – Insurance business by banks.

SELF STUDY:

Insurance business by banks.

TEXT BOOKS :

1. Saunders Anthony and Marcia Millon Cornett, Financial Markets and Institutions: An Introduction to the Risk Management Approach,--3rd ed., New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2007.
2. Saravanavel, P, Modern Banking in India and Abroad. ,New Delhi: Galgotia Publications Ltd, 2000.

REFERENCE BOOKS :

1. Bharati, V Pathak, Indian Financial System, --5th ed., Singapore: Pearson Education, Inc, 2014.
2. Vijaragavan Iyengar, G., Introduction to Banking, New Delhi: Excel Books, 2008.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. http://jnujprdistance.com/assets/lms/LMS%20JNU/Dual%20Degree%20Courses/PGDBA%20+%20MBA/Sem%20IV/Finance/Financial%20Institution%20&%20Services/Financial%20Institution%20&%20Services.pdf
2. https://www.researchgate.net/publication/48990170_Finance_and_financial_institutions

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION**			
1.1	Indian Financial system – Structure – overview of financial institutions	2	Lecture	LCD
1.2	Unique economic functions – Classification of Financial institutions – Banking & Non-banking, Intermediaries & Non-intermediaries	2	Blended Learning	Online learning
1.3	Indian Banking system – Public and private sector banks – Indian banks' operations in abroad	4	Peer-assisted learning	White Board
1.4	Local area banks – Scheduled, Non-Scheduled banks – Banking system after Nationalization	4	Blended learning	Google classroom

UNIT -2	**DEVELOPMENT FINANCIAL INSTITUTIONS (DFI)**			
2.1	Evolution of DFIs – Changing role – Policy measures	4	Lecture	LCD
2.2	IFCI, IDBI, IIBIL, SIDBI, IDFC, EXIM Bank of India, NABARD, ICICI, SIDCs and SFCs	8	Blended learning	Google classroom
UNIT -3	**RISK MANAGEMENT IN FINANCIAL INSTITUTIONS**			
3.1	Various types of risks incurred by Financial institutions – Credit risk – Liquidity risk	4	Lecture	LCD
3.2	Interest rate risk – Country / Sovereign risk – Technology & operational risk	4	Blended learning	Google classroom
3.3	Insolvency risk – Other risks and interaction among risks	4	Demonstration	Online learning
UNIT -4	**BANKING OPERATIONS AND REGULATIONS**			
4.1	Banker-customer relationship	1	Lecture	LCD
4.2	NPAs – Impact – Consequences - Identification – Early warning signals –	2	Problem-based learning	Smart Board
4.3	Innovative banking services – Retail banking – Retail lending schemes – Liability focused segment	3	Lecture	White Board

4.4	RBI – Legal framework – Main functions – Functions of various departments -	2	Peer-assisted learning	White Board
4.5	Banking regulations – CRR – SLR – CRAR – Income Recognition norms	3	Blended learning	Google classroom
4.6	RBI's Model policy on bank deposits	1	Group Discussion	-
UNIT -5 TECHNOLOGY IN BANKS				
5.1	Internet banking – Payment & settlement system – New age clearing	2	Lecture	LCD
5.2	Credit card operations – EFT – ECS – MICR – CBS – Cheque truncation – New Age payment – National Gateways – RTGS – National financial switch – SFMS – New Age payment – International gateways – SWIFT	6	Demonstration	LCD
5.3	Latest in banking – Autonomy package for banks – Tax matters – 12 hour banking – Dematerialization – Mutual fund	3	Blended learning	Google classroom
5.4	Insurance business by banks	1	Peer-assisted learning	White Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

****The Average of two will be taken into account***

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the structure, functions & operations of Indian financial and banking system	K2	PSO1

CO 2	Explain the role and policy measures of Development Financial Institutions	K2, K3	PSO2
CO 3	Analyse risk management in FIs and assess the interaction among various risks	K3	PSO3
CO 4	Discuss NPA management RBI functions and norms	K4	PSO4
CO 5	Evaluate latest technology in banks in Payment & Settlement system.	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. L. Meena

Forwarded By

HOD'S Signature & Name

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA326	Derivatives & Markets	Major Elective	5	5

COURSE DESCRIPTION

The course presents a framework of various derivative and commodity products in the market. The course attempts to enhance the assessment expertise of managers on trading mechanism of derivative and commodity market.

COURSE OBJECTIVES

This course seeks to acquaint students with instruments and rules of Derivative and Commodity markets.

UNITS

UNIT I: INTRODUCTION [12 HRS]

Derivatives – Meaning – History & Evolution of derivatives - Functions of derivative markets – Risks associated with derivatives – Commonly used derivative products

UNIT II: DERIVATIVE RULES & BY-LAWS [12 HRS]

Definition – Eligibility criteria for derivative exchange – Trading system – trading members – trading parameters – code of conduct for trading members – clearing mechanism for derivatives segment – margins & exposure limits – clearing bank

UNIT III: STOCK INDEX FUTURES [12 HRS]

Concept of stock index – Stock index futures as a Portfolio Management tool – Speculation and Stock index futures – Stock index futures trading in Indian Market

UNIT IV: INTEREST RATE FUTURES [12 HRS]

Meaning - Types of interest rates – Underlying markets – Treasury bill futures – Euro-dollar futures – Treasury bonds & treasury notes

UNIT V: COMMODITY FUTURES [12 HRS]

Commodity futures trading in India – Multi-commodity exchanges – Commodity futures contracts – Trading mechanism – Role of commodity futures market

SELF STUDY:

Types of interest rates.

TEXT BOOKS :

1. Gupta, S. L., Financial Derivatives – Theory, Concepts & Problems, New Delhi: Prentice Hall of India Pvt. Ltd., 2017.
2. Kevin, S, Commodity and financial derivatives, 2nd ed., PHI learning private limited, Delhi, 2014.

REFERENCE BOOKS :

1. A.N.Sridhar, Futures & Options – Equities – Trading Strategies & Skills, 4th edition, Shroff Publishers & Distributors Pvt. Ltd., Mumbai, 2011.
2. D.C.Patwari, Options and Futures in an Indian Perspective, 4th ed., Jaico Publishing House, Mumbai, 2006.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.bseindia.com/downloads/Training/file/BCDE.pdf
2. https://fac.ksu.edu.sa/sites/default/files/derivatives_markets_3e_0.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION**			
1.1	Derivatives – Meaning – History & Evolution of derivatives	4	Lecture	LCD
1.2	Functions of derivative markets – Risks associated with derivatives	4	Lecture	LCD
1.3	Commonly used derivative products	4	Discussion	Google classroom
UNIT -2	**DERIVATIVE RULES & BY-LAWS**			
2.1	Definition – Eligibility criteria for derivative exchange	3	Lecture	LCD
2.2	Trading system – trading members – trading parameters – code of conduct for trading members	4	Blended Learning	Google classroom
2.3	Clearing mechanism for derivatives segment – margins & exposure limits – clearing bank	5	Peer-assisted learning	Online learning
UNIT -3	**STOCK INDEX FUTURES**			
3.1	Concept of stock index – Stock index futures as a Portfolio Management tool	3	Lecture	LCD

3.2	Speculation and Stock index futures	5	Case study analysis	Materials
3.3	Stock index futures trading in Indian Market	4	Demonstration	Online learning
UNIT -4	**INTEREST RATE FUTURES**			
4.1	Meaning - Types of interest rates	2	Lecture	White Board
4.2	Underlying markets – Treasury bill futures	5	Group Discussion	Materials
4.3	Euro-dollar futures – Treasury bonds & treasury notes	5	Blended learning	Online learning
UNIT -5	**COMMODITY FUTURES**			
5.1	Commodity futures trading in India – Multi-commodity exchanges —	3	Lecture	White Board
5.2	Commodity futures contracts	4	Peer-assisted learning	Materials
5.3	Trading mechanism – Role of commodity futures market	5	Demonstration	Online learning

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

****The Average of two will be taken into account***

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Identify derivative products and explain risks associates with derivatives	K2	PSO1
CO 2	Outline the rules and bye-laws for derivatives market	K2, K3	PSO2

CO 3	Explain the concept of Stock index futures	K3	PSO3
CO 4	Assess types of interest rate futures	K4	PSO4
CO 5	Evaluate commodity futures	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. L. Meena

Forwarded By

HOD'S Signature & Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA331	Total Quality In Human Resource	Major Elective	5	5

COURSE DESCRIPTION

This course focuses on imparting knowledge about the role of TQM in HRM. It also helps to assess the various dimensions of performance to integrate implication plan for managing HR.

COURSE OBJECTIVES

This course aims at imparting TQM concepts and developing the HR for implication.

UNITS

UNIT I : TOTAL QUALITY MANAGEMENT [12 HRS]

Meaning, Significance – Role of Total Quality in Human Resources Management

UNIT II : CUSTOMER SATISFACTION [12 HRS]

Strategy Dimensions – Business Strategy Planning and management – Total Quality Human Resource Strategy, Planning and Management.

UNIT III : CONTINUOUS IMPROVEMENT [12 HRS]

Process Dimensions – Business Processes, Planning and Management – Total Quality Human Resource Processes, Planning and Management.

UNIT IV : PROJECT DIMENSIONS [12 HRS]

Total Quality Human Resource Projects, Planning and Management.

UNIT V: PERFORMANCE DIMENSIONS [12 HRS]

Total Quality Human Resource Performance Planning and Management- Total Quality in Human Resource Management – Integrated Implementation

Plan for Managing Human Resources – International Implementation of Total Quality in Human Resource Practices.

SELF STUDY:

Integrated Implementation Plan for Managing Human Resources

TEXT BOOKS :

1. Cole, W E.,TQM: Creating a Continuously Improving Organisation., New Delhi: Infinity Books, 2010.
2. Ho, Samuel K.,TQM: An Integrated Approach., New Delhi: Kogan Page India Pvt.Ltd, 2009.

REFERENCE BOOKS :

1. Haberer, Joann, B.,TQM: 50 Ways to Make It Work for You / Joann, B Haberer and Marylov Wendel Webb., New Delhi: Viva Books Limited, 2004.
2. Ho, Samuel K.,TQM: An Integrated Approach.,New Delhi: Kogan Page India Pvt.Ltd, 2002.
3. Mohanty, RP.,TQM: in the Service Sector.,Mumbai: Jaico Publishing House, 2002.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.longdom.org/articles/human-resource-management-and-total-quality-management--animportant-aspect-in-the-bank.pdf
2. https://www.sciencedirect.com/science/article/pii/S1877042814020047/pdf?md5=709c25a8ea92111c28403e12335db8f0&pid=1-s2.0-S1877042814020047-main.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**TOTAL QUALITY MANAGEMENT**			
1.1	Total Quality Management	3	Chalk & Talk	Black Board
1.2	Meaning & Introduction	3	Chalk & Talk	LCD
1.3	Significance in TQM in HR	3	Lecture	PPT & White board
1.4	Role of Total Quality in Human Resources Management	3	Lecture	Smart Board
UNIT -2	**CUSTOMER SATISFACTION**			
2.1	Customer Satisfaction	4	Lecture	Green Board Charts
2.2	Strategy Dimensions, Business Strategy Planning and management	4	Chalk & Talk	Green Board
2.3	Total Quality Human Resource Strategy, Planning and Management	4	PPT	LCD
UNIT -3	**CONTINUOUS IMPROVEMENT**			
3.1	Continuous Improvement	3	Lecture	PPT & White board
3.2	Process Dimensions, Business Processes, Planning and Management	3	Lecture	PPT & White board

3.3	Total Quality Human Resource Processes	3	Chalk & Talk	Black Board
3.4	Planning and Management of TQHR processes	3	Chalk & Talk	Black Board
UNIT -4	**PROJECT DIMENSIONS**			
4.1	Project Dimensions	2	Discussion	Black Board
4.2	Total Quality Human Resource Projects	3	Chalk & Talk	Black Board
4.3	Total Quality Human Resource Planning	3	Lecture	PPT & White board
4.4	Total Quality Human Resource Management	4	Lecture	PPT & White board
UNIT -5	**PERFORMANCE DIMENSIONS**			
5.1	Performance Dimensions	2	Discussion	Black Board
5.2	Total Quality Human Resource Performance Planning and Management	2	Chalk & Talk	Black Board
5.3	Total Quality in Human Resource Management	2	Lecture	PPT & White board
5.4	Integrated Implementation Plan for Managing Human Resources	3	Lecture	PPT & White board
5.5	International Implementation of Total Quality in Human Resource Practices	3	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the significance of total quality management and analysing role of TQM in HRM.	K2	PSO1

CO 2	Explain customer satisfaction strategy dimension and asses the various TQ HR strategy planning.	K2, K3	PSO2
CO 3	Demonstrate the continuous improvement process dimension	K3	PSO3
CO 4	Analyse project dimension and assess TQHR projects, planning & Management	K4	PSO4
CO 5	Assess various dimension of performance to integrate implication plan for managing HR	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. B. Jayanthi

Forwarded By

HOD'S Signature & Name

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA332	Advanced Industrial Relations	Major Elective	5	5

COURSE DESCRIPTION

This course intends to explore the industrial relations in public sector. The course aims to equip students with grievance and conflict resolutions measures.

COURSE OBJECTIVES

This course aims at familiarising the concepts of industrial relations to the students

UNITS

UNIT I : INDUSTRIAL RELATION [12 HRS]

Industrial relations: concept, history and environment – Profile of industrial worker – industrial relations in the public sector – future of IR in India.

UNIT II : TRADE UNION AND COLLECTIVE BARGAINING [12 HRS]

Trade Union: concept and functions – trade union movement in India – problems of the trade union – trade union act, 1926. Collective bargaining: concept, process, type and recent trends in India.

UNIT III : INDUSTRIAL PEACE [12 HRS]

Grievance: causes and machinery – discipline: indiscipline, cause, kinds of punishment, judicial approach to discipline (Industrial employment standing orders act 1946), domestic enquiry. Industrial conflict: causes, measures of conflict resolution.

UNIT IV : WORKERS PARTICIPATION IN MANAGEMENT [12 HRS]

Workers participation in management: growth, WPM in India-works committee, joint management council, workers directors, workers

participation scheme new scheme on workers participation, workers shareholders, quality of work like-workers education in India.

UNIT V: SOCIAL SECURITY AND LABOR WELFARE [12 HRS]

Social security measures – legislations relating to social security: maternity benefit act, ESI act, Provident Fund and miscellaneous act, payment of gratuity act, workmen's compensation act. ILO: role and functions of ILO – India and ILO

SELF STUDY:

Collective bargaining concepts and process

TEXT BOOKS :

1. Monappa, Arun.,Industrial Relations.,New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2012
2. Srinivasan, S C.,Industrial Relations.,New Delhi: Vikas Publishing House Pvt Ltd, 2011.

REFERENCE BOOKS :

1. Srivastava, Suresh C.,Industrial Relations and Labour Laws. --3rd ed.,New Delhi: Vikas Publications House Pvt Ltd, 1995.
2. Sivarethinamohan, R.,Industrial Relations and Labour Welfare: Text and Cases.,New Delhi: PHI Learning Pvt.Ltd., 2010.
3. Singh, B D.,Industrial Relations: Emerging Paradigms.,New Delhi: Excel Books, 2004.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://bowenstaff.bowen.edu.ng/lectureslides/1586159541.pdf
2. https://www.nust.na/sites/default/files/documents/IR_Vacation_School%2C_March_2016.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INDUSTRIAL RELATION**			
1.1	Industrial relations: concept	2	Chalk & Talk	Black Board
1.2	History and environment	3	Chalk & Talk	LCD
1.3	Profile of industrial worker	2	Lecture	PPT & White board
1.4	Industrial relations in the public sector	3	Lecture	Smart Board
1.5	Future of IR in India.	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/
UNIT -2	**TRADE UNION AND COLLECTIVE BARGAINING**			
2.1	Trade Union: concept and functions	1	Lecture	Green Board Charts
2.2	Trade union movement in India	2	Chalk & Talk	Green Board
2.3	Problems of the trade union and trade union act, 1926.	3	PPT	LCD
2.4	Collective bargaining: concept and type	2	PPT	LCD
2.5	Process Collective bargaining	2	Chalk &	Black

			Talk	Board
2.6	Recent trends in Collective bargaining in India.	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/
UNIT -3	**INDUSTRIAL PEACE**			
3.1	Grievance: causes and machinery	2	Lecture	PPT & White board
3.2	Discipline: indiscipline, cause, kinds of punishment	3	Lecture	PPT & White board
3.3	Judicial approach to discipline (Industrial employment standing orders act 1946)	2	Chalk & Talk	Black Board
3.4	Domestic enquiry.	2	Chalk & Talk	Black Board
3.5	Industrial conflict: causes, measures of conflict resolution.	3	Chalk & Talk	Black Board
UNIT -4	**WORKERS PARTICIPATION IN MANAGEMENT**			
4.1	Growth in Workers participation in management	3	Discussion	Black Board
4.2	WPM in India-works committee, joint management council, workers directors,	3	Chalk & Talk	Black Board
4.3	New scheme on workers participation, workers shareholders, quality of work like	3	Lecture	PPT & White board
4.4	Workers education in India.	3	Lecture	PPT &

				White board
UNIT -5	**SOCIAL SECURITY AND LABOR WELFARE**			
5.1	Social security measures	2	Discussion	Black Board
5.2	Legislations relating to social security- maternity benefit act and ESI Act	2	Chalk & Talk	Black Board
5.3	Provident Fund and miscellaneous Act	2	Lecture	PPT & White board
5.4	Payment of gratuity act and workmen's compensation Act	3	Lecture	PPT & White board
5.5	ILO: role and functions of ILO and India and ILO	3	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the concepts of IR and explore IR in the public sector	K2	PSO1
CO 2	Explain the concepts of trade union and collective bargaining	K2, K3	PSO2

CO 3	Identify the courses of grievances, conflicts and to discuss the conflict resolution measures.	K3	PSO3
CO 4	To discuss the workers participation in management and to know the level of workers education in India	K4	PSO4
CO 5	Analyse various legislations relating to social security and the functions of ILO	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. B. Jayanthi

Forwarded By

HOD'S Signature & Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA333	Training & Development	Major Elective	5	5

COURSE DESCRIPTION

This course aims to teach HR students the skills to design, develop and implement a training program. This course also gives a wider knowledge about OD strategies and its implementation.

COURSE OBJECTIVES

This course intends to knowledge about various methods practiced in an organisation.

UNITS

UNIT I : INTRODUCTION TO TRAINING & DEVELOPMENT [12 HRS]

Training objective s – importance – training principles – training and development plan – setting up of training programme.

UNIT II : ON-THE-JOB TRAINING [12 HRS]

On-The –Job Training Technique – Features – advantages & disadvantages – on –the job coaching, conference, career planning & guidance, critical incident, committee assignment, job rotation and assistant to position/under study.

UNIT III : OFF-THE-JOB TRAINING [12 HRS]

Off – The – Job Training Technique – features – applications – lecture method – Conferences – group discussion –seminar – programmed instruction – sensitivity – case studies – role play – simulation s- special broadening assignment – multiple management or junior boards – syndicate – sabbaticals. Evaluation process - significance – different evaluation technique.

UNIT IV: ORGANISATION DEVELOPMENT [12 HRS]

Concept – nature – origin – unique characteristics –OD Process – diagnosis – action – program management – OD Interventions - classifications – team intervention – inter group – comprehensive – Structural.

UNIT V: OD IMPLEMENTATION [12 HRS]

OD training T-group – behaviour modeling – life and career planning. OD strategies – action research requirements for successful OD implementation.

SELF STUDY:

Behaviour Modelling

TEXT BOOKS :

1. Bhatia, S K. Training and Development: Concepts and Practices. Emerging developments, Challenges and Strategies in HRD.,New Delhi: Deep & Deep Publications, 2007.
2. B.Janakiram Training And Development: Indian Text edition , 2007, Biztantra

REFERENCE BOOKS :

1. Bhatia, S K. Training and Development: Country Experiences / edited by K B S Kumar.
2. Hyderabad: ICFAI University Press, 2007.
3. Bhatia, S K. Training and Development: Trends and Experiences., Hyderabad: Institute of Chartered Financial Ananlysis of India, 2004.
4. Bramley Peter, Training Essentials: Evaluating Training, India: Universities Press Ltd, 2000.
5. Deb, Tapomoy, Training & Development: Concepts & Applications., New Delhi: Ane Books Pvt. Ltd., 2006.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.shrm.org/certification/for-organizations/academic-alignment/faculty-resources/Documents/09-0171%20Gusdorf_T%20and%20D%20FINAL.pdf
2. https://ebooks.lpude.in/management/mba/term_4/DMGT518_TRAINING_AND_DEVELOPMENT_SYSTEM.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION TO TRAINING & DEVELOPMENT**			
1.1	Training objectives and importance	3	Chalk & Talk	Black Board
1.2	Training principles	3	Chalk & Talk	LCD
1.3	Training and development plan	3	Lecture	PPT & White board
1.4	Setting up of training programme	3	Lecture	Smart Board
UNIT -2	**ON-THE-JOB TRAINING**			
2.1	On-The –Job Training - Features , advantages & disadvantages	4	Lecture	Green Board Charts
2.2	On-The –Job Training Techniques- coaching, conference, career planning & guidance, critical incident	4	Chalk & Talk	Green Board
2.3	Committee assignment, job rotation and assistant to position/under study.	4	PPT	LCD
UNIT -3	**OFF -THE-JOB TRAINING**			
3.1	Off– The – Job Training – features & applications	3	Lecture	PPT & White board
3.2	Off– The – Job Training	3	Lecture	PPT &

	Techniques - lecture method, Conferences ,group discussion, seminar , programmed instruction			White board
3.3	Sensitivity , case studies ,role play , simulation s, special broadening assignment , multiple management or junior boards, syndicate , sabbaticals.	3	Chalk & Talk	Black Board
3.4	EVALUATION- significance – different evaluation technique.	3	Chalk & Talk	Black Board
UNIT -4	**ORGANISATION DEVELOPMENT**			
4.1	Concept of OD	2	Discussion	Black Board
4.2	Nature ,origin & unique characteristics of OD	3	Chalk & Talk	Black Board
4.3	OD Process – diagnosis, action, program management	3	Lecture	PPT & White board
4.4	OD Interventions - classifications ,team intervention , inter group , comprehensive, Structural.	4	Lecture	PPT & White board
UNIT -5	**OD IMPLEMENTATION**			
5.1	OD training	2	Discussion	Black Board
5.2	T-group & behaviour modeling	2	Chalk & Talk	Black Board
5.3	Life and career planning	2	Lecture	PPT & White board
5.4	OD strategies	3	Lecture	PPT & White

				board
5.5	Action research requirements for successful OD implementation & its Evaluation	3	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the principles of training & development	K2	PSO1
CO 2	Explain the techniques of on the job training	K2, K3	PSO2
CO 3	Identify the various techniques of the job	K3	PSO3
CO 4	Analyse the process and intervention of OD	K4	PSO4
CO 5	Assess the OD strategies and the action research requirements for OD implication	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. B. Jayanthi

Forwarded By

HOD'S Signature
& Name

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA334	Labour Legislation	Major Elective	5	5

COURSE DESCRIPTION

This course focuses at providing a wide knowledge to students about the various Acts in relation with Labour Legislation. It also exposes students to identify the provisions in the Industrial Disputes Act.It helps the students to get an idea about the relationship between management and Indian Labour legislation.

COURSE OBJECTIVES

This courses seek the develop knowledge about Indian legal environment relevant to labour legislation.

UNITS

UNIT I :INTRODUCTION TO LABOUR LEGISLATION [12 HRS]

Introduction: Concept of labour legislation. Need for labour legislation, Principles of labour legislation. Labour administration in India – Administrative agencies – role of labour welfare officer – The ILO and India.

UNIT II: FACTORIES ACT [12 HRS]

Factories Act 1948. Mines Act 1952, Plantations Act 1951, Motor Transport workers Act 1961, Tamil Nadu Shops and commercial establishment Act 1958

UNIT III: PAYMENT OF WAGES ACT [12 HRS]

Payment of wages Act 1936, Minimum wages 1948. Payment of bonus Act 1965, Equal remuneration Act 1976

UNIT IV : WORKMENS COMPENSATION ACT [12 HRS]

Workmen's compensation Act 1923, Payment of Gratuity Act 1972, Maternity benefit Act 1961, Employees State Insurance Act 1948, Employees P.F. and Miscellaneous provisions Act 1976

UNIT V: INDUSTRIAL DISPUTES [12 HRS]

Industrial Disputes Act 1947, Trade Unions Act 1926. Industrial Employment (Standing Order Act) 1946, Apprentices Act 1961, Employment Exchanges (Compulsory Notification of Vacancies) Act 1959

SELF STUDY:

Labour administration in India

TEXT BOOKS :

1. Ajay Garg,,Labour Laws.,New Delhi: V.K.Puri, 2005.
2. Singh, B D.,Labour Laws for Managers. New Delhi: Excel Books, 2007.

REFERENCE BOOKS :

1. Srivastava, Suresh C., Industrial Relations and Labour Laws. --3rd ed.,New Delhi: Vikas Publications House Pvt Ltd, 1995.
2. Srivastava, S C.,Industrial Relations and Labour Laws. --5th ed., New Delhi: Vikas Publishing House Pvt Ltd, 1982.
3. Sivarethinamohan, R.Industrial Relations and Labour Welfare: Text and Cases., New Delhi: PHI Learning Pvt.Ltd., 2010.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://ncib.in/pdf/ncib_pdf/Labour%20Act.pdf
2. http://14.139.60.114:8080/jspui/bitstream/123456789/738/16/Labour%20Law.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION TO LABOUR LEGISLATION**			
1.1	Concept of labour legislation.	2	Chalk & Talk	Black Board
1.2	Need & Principles of labour legislation	2	Chalk & Talk	LCD
1.3	Constitutional framework of labour legislation in India	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/
1.4	Labour administration in India	2	Lecture	Smart Board
1.5	Administrative agencies	2	Lecture	Black Board
1.6	Role of labour welfare officer	1	Discussion	Google classroom
1.7	The ILO and India.	1	Flipped Learning	Online/ E-Content/ Text Books /Materials/
UNIT -2	**FACTORIES ACT**			
2.1	Factories Act 1948	2	Lecture	Green Board Charts
2.2	Mines Act 1952 & Plantations Act 1951	3	Chalk & Talk	Green Board

2.3	Motor Transport workers Act 1961	3	PPT	LCD
2.4	Tamil Nadu Shops and commercial establishment Act 1958.	4	PPT	LCD
UNIT -3	**PAYMENT OF WAGES ACT**			
3.1	Payment of wages Act 1936	3	Lecture	PPT & White board
3.2	Minimum wages 1948.	3	Lecture	PPT & White board
3.3	Payment of bonus Act 1965	3	Chalk & Talk	Black Board
3.4	Equal remuneration Act 1976	3	Chalk & Talk	Black Board
UNIT -4	**WORKMENS COMPENSATION ACT**			
4.1	Workmen's compensation Act 1923	3	Discussion	Black Board
4.2	Payment of Gratuity Act 1972	2	Chalk & Talk	Black Board
4.3	Maternity benefit Act 1961	2	Lecture	PPT & White board
4.4	Employees State Insurance Act 1948	3	Lecture	PPT & White board
4.5	Employees P.F. and Miscellaneous provisions Act 1976	2	Chalk & Talk	Black Board

UNIT -5 INDUSTRIAL DISPUTES				
5.1	Industrial Disputes Act 1947	3	Discussion	Black Board
5.2	Trade Unions Act 1926	3	Chalk & Talk	Black Board
5.3	Industrial Employment (Standing Order Act) 1946	3	Lecture	PPT & White board
5.4	Apprentices Act 1961, Employment Exchanges (Compulsory Notification of Vacancies) Act 1959	3	Lecture	PPT & White board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Discuss the concept and principles of legislation and the role of Labour welfare officer	K2	PSO1
CO 2	Explain the various Act relevant to labour legislation	K2, K3	PSO2
CO 3	Discuss some of the relevant Act in relation with Labour Legislation	K3	PSO3
CO 4	Create an idea about the acts that are relevant to Laws	K4	PSO4
CO 5	To identify the provisions in the Industrial disputes Act	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. B. Jayanthi

Forwarded By

HOD'S Signature
& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA335	Strategic Human Resource Management	Major Elective	5	5

COURSE DESCRIPTION

This course enhances students understanding the various approaches of SHRM. It helps the students to analyse the strategic linkage of performance management and helps to assess the contribution of SHRM to organisational success.

COURSE OBJECTIVES

This course is intends at enhancing students understanding of strategic aspects of HRM.

UNITS

UNIT I : INTRODUCTION [12 HRS]

Definition – Components – Objectives – Difference between SHRM & traditional HRM — Theoretical perspectives of SHRM – SHRM approaches - Aligning HR strategy with business strategy.

UNIT II : FUNCTIONAL STRATEGIES [12 HRS]

Business strategy and HRP – Prospects of HRP – Objectives of HRP – HRP Horizons. Recruitment & Selection: New approaches to Recruitment - Executive Selection.

UNIT III : T&D AND CAREER MANAGEMENT [12 HRS]

HRM approaches to Training and Development – Linkage between Business Strategy & Training - Special forms of T& D – New Developments in T& D. Career Management: Career Management Systems – SHRM Approaches to Career Management.

UNIT IV : PERFORMANCE MANAGEMENT & COMPENSATION [12 HRS]

Effective performance system - Strategic linkage of Performance Management – Performance Management aligned to Corporate Strategy. Compensation & Reward Management: Determinants – Approaches – New Developments – Total compensation & rewards strategy.

UNIT V: SHRM AND ORGANIZATIONAL EFFECTIVENESS [12 HRS]

Strategic Contribution of HRM to Organisational Success – issues in implementing SHRM Success – Managing HR function in the future

SELF STUDY:

Strategic Contribution of HRM to Organisational Success

TEXT BOOKS :

1. Greer, Charles R.,Strategic Human Resource Management: A General Managerial Approach. --2nd ed.,Singapore: Pearson Education, Inc, 2010.
2. Anuradha, Sharma,Strategic Human Resource Management:An Indian Perspective / Sharma, Anuradha and Khandekar Aradhana.,New Delhi: Sage Publications, 2006.

REFERENCE BOOKS :

1. Mello, Jeffrey A.,Strategic Human Resource Management. --2nd ed.,Australia: Thomson, 2006.
2. Regis, Richard.,Strategic Human Resource Management and Development.,New Delhi: Excel Books, 2008.
3. Tanuja Agarwala,Strategic Human Resource Management. ,New Delhi: Oxford University Press, 2007.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.rcemorissa.org/images/SHRM-_S_Paikaray_.pdf
2. https://www.shrm.org/hr-today/trends-and-forecasting/special-reports-and-expert-views/Documents/HR-Strategy-Globalization.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION**			
1.1	Definition , Components & Objectives of SHRM	3	Chalk & Talk	Black Board
1.2	Différences between SHRM & traditional HRM	3	Chalk & Talk	LCD
1.3	Theoretical perspectives of SHRM – SHRM approaches	3	Lecture	PPT & White board
1.4	Aligning HR strategy with business strategy	3	Lecture	Smart Board
UNIT -2	**FUNCTIONAL STRATEGIES**			
2.1	Business strategy and HRP	1	Lecture	Green Board Charts
2.2	Prospects of HRP – Objectives of HRP	2	Chalk & Talk	Green Board
2.3	HRP Horizons	3	PPT	LCD
2.4	Recruitment & Selection	3	PPT	LCD
2.5	New approaches to Recruitment - Executive Selection.	3	Chalk & Talk	Black Board
UNIT -3	**T&D AND CAREER MANAGEMENT**			
3.1	HRM approaches to Training and Development	2	Lecture	PPT & White board

3.2	Linkage between Business Strategy & Training	2	Lecture	PPT & White board
3.3	Special forms of T& D – New Developments in T& D	2	Chalk & Talk	Black Board
3.4	Career Management Systems	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/
3.5	SHRM Approaches to Career Management.	2	Chalk & Talk	Black Board
UNIT -4	**PERFORMANCE MANAGEMENT & COMPENSATION**			
4.1	Effective performance system	1	Discussion	Black Board
4.2	Strategic linkage of Performance Management	2	Chalk & Talk	Black Board
4.3	Performance Management aligned to Corporate Strategy.	3	Lecture	PPT & White board
4.4	Compensation & Reward Management: Determinants	2	Lecture	PPT & White board
4.5	Approaches &New Developments	2	Chalk & Talk	Black Board
4.6	Total compensation & rewards strategy.	2	Discussion	Black Board
UNIT -5	**SHRM AND ORGANIZATIONAL EFFECTIVENESS**			
5.1	Strategic Contribution of HRM to Organisational Success	4	Flipped Learning	Online/ E-Content/ Text Books

				/Materials/ Field Visit/
5.2	Issues in implementing SHRM Success	4	Chalk & Talk	Black Board
5.3	Managing HR function in the future	4	Lecture	PPT & White board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the concepts and components of SHRM	K2	PSO1
CO 2	Discuss the functional strategies of HRP, Recruitment and selection	K2, K3	PSO2
CO 3	Demonstrate the linkage between business strategy & training	K3	PSO3
CO 4	Identify / Analyze the strategic linkage of performance Management compensation & rewards strategy	K4	PSO4
CO 5	Assess the strategic contribution of HRM to organisational	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. B. Jayanthi

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HOD'S Signature
& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MBA	19MBA336	Career Management	Major Elective	5	5

COURSE DESCRIPTION

This course explores the impact of changing environment in career development. It helps to evaluate the changing career dynamic and its impact.

COURSE OBJECTIVES

This course aims at imparting insights in to career Management.

UNITS

UNIT I: INTRODUCTION **[12 HRS]**

Introduction- Career Developing in a changing Environment-Components of Career Development- Concept of career Anchor-Models of Career Development-Benefits.

UNIT II: CAREER PROGRESSION & COMPETENCY MANAGEMENT **[12 HRS]**

Career Progression-Setting the Baseline for Competency Management-Self-assessment, career awareness, Goal setting, skill development and career management-Compensation and associated Behaviour- Skill set for specific job roles-Developing new capabilities.

UNIT III : CAREER PLAN & TALENT MANAGEMENT **[12 HRS]**

Career Paths-career Transition-Changing Landscape for new employees-Talent Management-On boarding new employees –orientation-Developing new employees.

UNIT IV : CAREER DYNAMICS **[12 HRS]**

Assessing levels of expertise -Employee succession plan-Changing career dynamics and its impact on growing capability-Mentoring for employee development-Dual ladder for career development.

UNIT V: CAREER DEVELOPMENT PLAN [12 HRS]

Career Development Plan -Collaborative plan-Experiential plan-Measuring success of career development programs-career development and business strategy.

SELF STUDY:

Changing career dynamics and its impact on growing capability

TEXT BOOKS :

1. Mary Ann Bopp, "Agile Career Development" –IBM Press,2009
2. Sharon.L.Hanna,"Career development by design", Deep and Deep Publications Pvt. Ltd, New Delhi, 2010.

REFERENCE BOOKS :

1. Willam J.Rothwell, "Career Planning and Succession Planing", Prentice Hall International (UK) Ltd, 2009.
2. Devi Vallabhaneri,"A Manager's Career Development Tool", Wiley; 1 edition 2009.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.researchgate.net/publication/19176960_Career_management_An_active_process
2. https://web.iima.ac.in/assets/snippets/workingpaperpdf/2004-05-06sunilm.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION**			
1.1	Introduction to Career Developing in a changing Environment	3	Chalk & Talk	Black Board
1.2	Components of Career Development	3	Chalk & Talk	LCD
1.3	Concept of career Anchor	3	Lecture	PPT & White board
1.4	Models of Career Development &its Benefits	3	Lecture	Smart Board
UNIT -2	**CAREER PROGRESSION & COMPETENCY MANAGEMENT**			
2.1	Career Progression	2	Lecture	Green Board Charts
2.2	Setting the Baseline for Competency Management	3	Chalk & Talk	Green Board
2.3	Self-assessment, career awareness, Goal setting, skill development and career management	3	PPT	LCD
2.4	Compensation and associated Behaviour- Skill set for specific job roles	2	PPT	LCD
2.5	Developing new capabilities.	2	Flipped Learning	Online/ E-Content

UNIT -3	**CAREER PLAN & TALENT MANAGEMENT**			
3.1	Career Paths & career Transition	2	Lecture	PPT & White board
3.2	Changing Landscape for new employees	3	Lecture	PPT & White board
3.3	Talent Management	3	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/
3.4	On boarding new employees	2	Chalk & Talk	Black Board
3.5	Orientation & Developing new employees	2	Chalk & Talk	Black Board
UNIT -4	**CAREER DYNAMICS**			
4.1	Assessing levels of expertise	2	Discussion	Black Board
4.2	Employee succession plan	2	Chalk & Talk	Black Board
4.3	Changing career dynamics and its impact on growing capability	3	Lecture	PPT & White board
4.4	Mentoring for employee development	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/
4.5	Dual ladder for career development.	3	Chalk & Talk	Black Board

UNIT -5	CAREER DEVELOPMENT PLAN			
5.1	Career Development Plan	3	Discussion	Black Board
5.2	Collaborative plan & Experiential plan	3	Chalk & Talk	Black Board
5.3	Measuring success of career development programs	3	Lecture	PPT & White board
5.4	Career development and business strategy	3	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the concepts & Components of career development	K2	PSO1
CO 2	Analyse the career progression and the baseline for competency management	K2, K3	PSO2
CO 3	Assess the career paths and talent management	K3	PSO3
CO 4	Evaluating the changing career dynamic and its impact	K4	PSO4
CO 5	Discuss the various career development plan	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. B. Jayanthi

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HOD'S Signature
& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA341	Total Quality Management	Major Elective	5	5

COURSE DESCRIPTION

This course is designed with an objective to familiarise the students with key aspects of total quality management and its application in real world scenarios.

COURSE OBJECTIVES

This course is enable the students understanding the application of Total Quality Management in Production.

UNITS

UNIT I : INTRODUCTION TO TQM [12 HRS]

Meaning– Concepts of TQM – Quality and Business Performance – Service Quality Vs Product Quality – Altitude and involvement of Top management – Communication – Culture – Management systems.

UNIT II : strategic quality planning [12 HRS]

Information analysis and Information Technology – Strategic quality planning – Human Resources Development and Management

UNIT III : statistical quality control [12 HRS]

Management of Process Quality – History of Quality of Control – Product Inspection and Process control – Statistical quality control – Problem analysis – Pareto analysis – Human side of process control.

UNIT IV : customer satisfaction and service quality [12 HRS]

Customer focus and satisfaction – quality focus – getting employee involvement – Measure of satisfaction – service quality – customer pretensions – profitability – Bench marking – essence of Bench marking

- Benefits of strategic Bench marking process – Pitfalls in bench marking.

UNIT V: reengineering [12 HRS]

Organizing for TQM – Systems Approach – The people Dimension – small groups and employment teams for TQM – measuring productivity – white collar Productivity – Activity analysis – Reengineering – The costs of Quality –Activity based Costing- ISO 9000 – Universal standards of Quality – ISO around the world – Benefits of ISO certification – Process of getting ISO Certification – cost of certification – Implementation.

SELF STUDY:

Process of getting ISO Certification

TEXT BOOK :

1. **Beyond Total Quality Management(TMH) – Geg Bounds-Lyle Yourks, Meledams, G. Ranney , 2013**

REFERENCE BOOKS :

1. **The Total Quality Imperative (TMH) – A Business Week Guide**
2. **Global Management of Quality Assurance System (TMH) – Walter Willbon, T.C. Edwinchang.**
3. **Total Quality Management – Text, Cases & readings – Joel .E. Ross (Deep & Deep Publicaitons), 2009**

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. **https://cdn.ymaws.com/www.value-eng.org/resource/collection/AA7B1D56-593E-439C-8594-A4056B35BB70/1968_April.pdf**
2. **https://apps.dtic.mil/sti/pdfs/ADA464089.pdf**

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	Introduction TO TQM			
1.1	Meaning– Concepts of TQM	2	Lecture	PPT & White board
1.2	Quality and Business Performance	2	Lecture	Smart Board
1.3	Service Quality Vs Product Quality	3	Chalk & Talk	Black Board
1.4	Altitude and involvement of Top management	3	Chalk & Talk	Black Board
1.5	Communication, Culture and Management systems	2	Discussion	Google classroom
UNIT -2	STRATEGIC QUALITY PLANNING			
2.1	Information analysis and Information Technology	4	Lecture	Green Board
2.2	Strategic quality planning	4	Flipped Learning	Online/ E-Content
2.3	Human Resources Development and	4	Discussion	Google classroom

	Management			
UNIT -3	**STATISTICAL QUALITY CONTROL**			
3.1	**Management of Process Quality and History of Quality of Control.**	**3**	**Lecture**	**Green Board Charts**
3.2	**Product Inspection, Process control, and Statistical quality control**	**3**	**Chalk &Talk**	**Green Board**
3.3	**Problem analysis and Pareto analysis**	**3**	**Lecture**	**PPT & White board**
3.4	**Human side of process control.**	**3**	**Lecture**	**Smart Board**
UNIT -4	**CUSTOMER SATISFACTION AND SERVICE QUALITY**			
4.1	**Customer focus and satisfaction, quality focus and getting employee involvement.**	**3**	**Lecture**	**Green Board Charts**
4.2	**Measure of satisfaction, service quality, customer pretensions and profitability**	**3**	**Chalk & Talk**	**Green Board**
4.3	**Bench marking and essence of Bench marking**	**3**	**Lecture**	**PPT & White board**
4.4	**Benefits of strategic Bench marking process and Pitfalls**	**3**	**Lecture**	**Smart Board**

	in bench marking			
UNIT -5 REENGINEERING				
5.1	**Organizing for TQM, Systems Approach and The people Dimension**	**2**	**Lecture**	**Green Board Charts**
5.2	**Small groups and employment teams for TQM, measuring productivity and white collar Productivity**	**2**	**Chalk & Talk**	**Green Board**
5.3	**Activity analysis, Reengineering, The costs of Quality and Activity based Costing**	**3**	**Chalk & Talk**	**Green Board**
5.4	**ISO 9000, Universal standards of Quality, ISO around the world and Benefits of ISO certification**	**2**	**Lecture**	**PPT & White board**
5.5	**Process of getting ISO Certification, cost of certification and Implementation**	**3**	**Lecture**	**Smart Board**

Levels	**C1**	**C2**	**C3**	**C4**	**Total Scholastic**	**Non Scholastic**	**CIA Total**	**% of**

					Marks	Marks C5		Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, K3-Apply, K4-Analyse, K5-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the overview of TQM and identify the different components of quality.	K2	PSO1
CO 2	Discuss the role of functional department in TQM.	K2, K3	PSO2
CO 3	Assess and manage the process quality in the organisation.	K3	PSO3
CO 4	Identify the role and importance of quality in customer satisfaction.	K4	PSO4
CO 5	Demonstrate the ISO certification	K5	PSO5

	procedures in the organisation		

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ **Strongly Correlated – 3** ♦ **ModeratelyCorrelated – 2**

♦ **WeaklyCorrelated –1**

COURSE DESIGNER:

1. Staff Name: Dr. R. Suganya

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HOD'S Signature
& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA342	Materials Management	Major Elective	5	5

COURSE DESCRIPTION

The course introduces students to the basic concepts of material management. There will be a focus on appropriate theory and the course will aim to provide opportunities for the practical implementation of the main concept covered.

COURSE OBJECTIVES

This Course enables the students to understand the concept of material management and latest techniques.

UNITS

UNIT I : INTRODUCTION TO MATERIALS MANAGEMENT [12 HRS]

Introduction to Integrated Materials Management – Organization for Materials Management, Material Planning. Budgeting, Application of forecasting techniques, exponential smoothing, Time series analysis in materials management – Purchase policies, Purchase procedures.

UNIT II : SOURCES OF MATERIAL MANAGEMENT [12 HRS]

Development of source, Import substitution, vendor rating, Price trends – make or buy decisions, Capital equipment purchases, International buying and import procedure, Legal aspects of purchase. DGS&D organization, polices and procedure, purchase ethics, Value analysis codification and standardization.

UNIT III : INVENTORY CONTROL [12 HRS]

Introduction to Inventory Control, Inventory Costs, Selective Control (ABC analysis , VED analysis, etc.) Inventory modes – EOQ Model – Modification of EOQ under different conditions. (Price discounts, working capital restrictions, space restrictions, no. of orders restrictions). Dynamic inventory modes, Q-System, P-systems, 2 bin system.

UNIT IV : SAFETY STOCK [12 HRS]

Concept of safety stock, Determination of safety stock for variation in consumption during lead time, variation in lead time. Determination of service level based on cost optimization. Application of simulation in, inventory control- Spare planning and control.

UNIT - V : STORAGE MANAGEMENT [12 HRS]

Storage and preservation, stores accounting, Verification, Valuation, disposal of surplus and scrap material. Performance evaluation of materials management-Material Sourcing.

SELF STUDY:

Performance evaluation of materials management

TEXT BOOK :

1. Materials Management a supply chain perspective : text and cases- Chitale A. K. & Gupta R. C.

REFERENCE BOOKS :

1. Materials Management: An Integrated Approach –P.Gopalakrishnan &M.Sundaresan –PHI Publisher .
2. Purchasing and Material'S Management -Jeet Patidar – S.Chand .
3. Latest Techniques like MRP I & MRP II, JIT Concepts, Kanban.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://perso.crans.org/fortineau/ressources_maxnce_nouchet/Introduction%20to%20Materials%20Management.pdf
2. http://www.ddegjust.ac.in/2017/Uploads/11/POM-325.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION TO MATERIALS MANAGENT**			
1.1	Introduction to Integrated Materials Management	2	Lecture	PPT & White board
1.2	Organization for Materials Management, Material Planning.	3	Lecture	Smart Board
1.3	Budgeting, Application of forecasting techniques, exponential smoothing, Time series analysis in materials management	4	Chalk & Talk	Black Board
1.4	Purchase policies, Purchase procedures.	3	Chalk & Talk	Black Board
UNIT -2	**SOURCES OF MATERIAL MANAGEMENT**			
2.1	Development of source	1	Lecture	Green Board Charts
2.2	Import substitution, vendor rating, Price trends	1	Flipped Learning	Online/ E-Content
2.3	Make or buy decisions, Capital equipment purchases,	1	Discussion	Google classroom
2.4	International buying and import procedure, Legal aspects of purchase.	3	Lecture	PPT & White board
2.5	DGS&D organization, polices and procedure,	3	Lecture	Smart Board

2.6	Purchase ethics, Value analysis codification and standardization.	3	Discussion	Black Board
UNIT -3	**INVENTORY CONTROL**			
3.1	Introduction to Inventory Control, Inventory Costs, Selective Control (ABC analysis, VED analysis, etc.)	3	Lecture	Green Board Charts
3.2	Inventory modes – EOQ Model – Modification of EOQ under different conditions.	3	Chalk &Talk	Green Board
3.3	Dynamic inventory modes, Q-System	3	Lecture	PPT & White board
3.4	P-systems, 2 bin system.	3	Lecture	Smart Board
UNIT -4	**SAFETY STOCK**			
4.1	Concept of safety stock, Determination of safety stock for variation in consumption during lead time	3	Lecture	Green Board Charts
4.2	Variation in lead time.	3	Chalk & Talk	Green Board
4.3	Determination of service level based on cost optimization.	3	Lecture	PPT & White board
4.4	Application of simulation in, inventory control- Spare planning and control.	3	Lecture	Smart Board
UNIT -5	**STORAGE MANAGEMENT**			
5.1	Storage and preservation	2	Lecture	Green Board Charts

5.2	Stores accounting, Verification, Valuation	2	Chalk & Talk	Green Board
5.3	Disposal of surplus and scrap material	3	Chalk & Talk	Green Board
5.4	Performance evaluation of materials management	2	Lecture	PPT & White board
5.5	Material Sourcing.	3	Lecture	Smart Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the overview of material management and analyse the different type of techniques	K2	PSO1
CO 2	Assess the price trends and identify the purchase policies in material management	K2, K3	PSO2
CO 3	Discuss the different inventory calculation techniques and compute EOQ	K3	PSO3
CO 4	Identify the different level of stock and analyse cost optimization	K4	PSO4
CO 5	Explain the concept of storage and preservation	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. R. Suganya

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& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA343	Advanced Manufacturing Systems	Major Elective	5	5

COURSE DESCRIPTION

The students will have the opportunity to learn advanced manufacturing system being used in the business environment which enables students to make better management decisions.

COURSE OBJECTIVES

This Course enables the students to understand the concept of material management and latest techniques.

UNITS

UNIT I : INTRODUCTION TO COMPUTER AIDED DESIGNING [12 HRS]

Computer aided designing - computer aided manufacturing computer integrated manufacturing.

UNIT II : AUTOMATION AND ROBOTICS [12 HRS]

Automotive transfer lines - few line and assembly systems, dynamic job shops.

Flexible manufacturing system and Robotics.

UNIT III : SYSTEM DESIGN AND NETWORKING [12 HRS]

System design issue – material handling system – networking technique – drawing network – critical path resource scheduling float-networking simulation. Project completion probability – project budgeting.

UNIT IV : INTEGRATED SYSTEM [12 HRS]

Requirement of an integrated approval and the role of production manager in the total organization- Computer – integrated manufacturing – Lean Manufacturing – CIMOSA – Integrated Manufacturing database.

UNIT V: EMERGING TRENDS IN MANUFACTURING SYSTEM [12 HRS]

Capacity utilization and its effect on manufacturing cost. The need for cost reduction – value engineering war on waste management. Inventory management -MRP I & II

SELF STUDY:

Value engineering war on waste management.

TEXT BOOKS :

1. Automation , Production Systems and Computer Integrated Manufacturing –Mikell P.Groover –Pearson.

REFERENCE BOOKS :

1. Advanced Manufacturing and Automation –K.Wang ;Y.Wang;J.O.Standhagen ;T Yu-WIT Press.
2. Managing Advanced Manufacturing Systems – Brain Trought
3. CAD CAM CIM – P. Radhakrishanan & s. Subramanian

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.springer.com/gp/book/9783211828083
2. https://www.researchgate.net/publication/229424338_Design_of_Advanced_Manufacturing_Systems_Models_for_Capacity_Planning_in_Advanced_Manufacturing_Systems

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION TO COMPUTER AIDED DESIGNING**			
1.1	Computer aided designing	4	Lecture	PPT & White board
1.2	Computer aided manufacturing	4	Lecture	Smart Board
1.3	Computer integrated manufacturing.	4	Chalk & Talk	Black Board
UNIT -2	**AUTOMATION AND ROBOTICS**			
2.1	Automotive transfer lines	3	Lecture	Green Board Charts
2.2	Few line and assembly systems	3	Flipped Learning	Online/ E-Content/ Text Books
2.3	Dynamic job shops	3	Discussion	Google classroom
2.4	Flexible manufacturing system and Robotics.	3	Lecture	PPT & White board
UNIT -3	**SYSTEM DESIGN AND NETWORKING**			
3.1	System design issue and material handling system	3	Lecture	Green Board
3.2	Networking technique and	3	Chalk	Green

	drawing network.		&Talk	Board
3.3	Critical path resource scheduling float and networking simulation.	3	Lecture	PPT & White board
3.4	Project completion probability and project budgeting	3	Lecture	Smart Board
UNIT -4	**INTEGRATED SYSTEM**			
4.1	Requirement of an integrated approval and the role of production manager in the total organization	3	Lecture	Green Board Charts
4.2	Computer – integrated manufacturing	3	Chalk & Talk	Green Board
4.3	Lean Manufacturing – CIMOSA	3	Lecture	PPT & White board
4.4	Integrated Manufacturing database.	3	Lecture	Smart Board
UNIT -5	**EMERGING TRENDS IN MANUFACTURING SYSTEM**			
5.1	Capacity utilization and its effect on manufacturing cost.	2	Lecture	Green Board
5.2	The need for cost reduction	2	Chalk & Talk	Green Board
5.3	Value engineering war on waste management.	3	Chalk & Talk	Green Board
5.4	Inventory management	2	Lecture	PPT & White board
5.5	MRP I & II	3	Lecture	Smart Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Familiarising the computer aided designing and manufacturing	K2	PSO1

CO 2	Identify the flexible manufacturing system and robotics in organisation	K2, K3	PSO2
CO 3	Assess the different type of networking techniques and project budgeting	K3	PSO3
CO 4	Discuss the concept of capacity utilization and its effect on manufacturing	K4	PSO4
CO 5	Analyse the need for cost reduction and discuss the different inventory management techniques	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. R. Suganya

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PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA351	Hospital Administration	Major Elective	5	5

COURSE DESCRIPTION

This is an introductory course in Hospital Administration with emphasis to cover key activities related to hospital operation.

COURSE OBJECTIVES

This course is aimed at imparting the application of management in hospital.

UNITS

UNIT I : SERVICES [12 HRS]

Services, Classification of Service Organizations, Characteristics, Challenges

UNIT II : HEALTH [12 HRS]

History of Medicine, Healthcare Revolution, Health, Dimensions of Health, Indicators of Health, Types of Healthcare Organizations, Composition of Health Sector, Types of Care, Pyramidal Structure of Health Services, Regional Planning

UNIT III : HOSPITAL ORGANISATION [12 HRS]

Hospitals, Types of Hospitals and Role of Hospital in Healthcare, Complexity of Hospital Organization

UNIT IV: HOSPITAL MANAGEMENT: LEVELS AND ROLES [12 HRS]

Governing Board, Executive Board and Advisory Board - CEO, Medical Administration, Nursing Administration and Hospital Administration - Middle Level Mangers in Hospital and their Responsibilities Structuring Hospital Organization

UNIT V: CURRENT ISSUES IN HEALTHCARE [12 HRS]

Accreditation – Tele health - Health Tourism - Health Insurance and Managed Care-Hospital Wastes Management

SELF STUDY:

Hospital Wastes Management

TEXT BOOK :

1. J.E. Park and K. Park, Textbook of Preventive and Social Medicine (M/S Banarsidas Bhanot Publishers, Jabalpur)

REFERENCE BOOKS :

1. Syed Amin Tabish, Hospital and Health Services Administration Principles and Practice (Oxford University Press, New Delhi)
2. B.M. Sakharkar, Principles of Hospital Administration and Planning (Jaypee Brothers Medical Publishers Pvt. Ltd., New Delhi)
3. C.M. Francis and et al., Hospital Administration (Jaypee Brothers Medical Publishers Pvt. Ltd., New Delhi)

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://collections.nlm.nih.gov/ext/dw/60120540R/PDF/60120540R.pdf
2. https://jssustorage.blob.core.windows.net/jssuudstorage/udpdocs/MBA%20Hospital%20Admistration.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**SERVICES**			
1.1	Meaning of Services	3	Lecture	PPT & White board
1.2	Classification of Service Organizations	3	Lecture	Smart Board
1.3	Characteristics of service organisation	3	Chalk & Talk	Black Board
1.4	Challenges of service organisation	3	Chalk & Talk	Black Board
UNIT -2	**HEALTH**			
2.1	History of Medicine	1	Lecture	Green Board Charts
2.2	Healthcare Revolution,	1	Flipped Learning	Online/ E-Content/ Text Books
2.3	Dimensions of Health and Indicators of Health	1	Discussion	Google classroom
2.4	Types of Healthcare Organizations	3	Lecture	PPT & White board
2.5	Composition of Health Sector and types of Care	3	Lecture	Smart Board

2.6	Pyramidal Structure of Health Services and Regional Planning	3	Discussion	Black Board
UNIT -3	**HOSPITAL ORGANISATION**			
3.1	Meaning and Types of Hospitals	4	Lecture	Green Board Charts
3.2	Role of Hospital in Healthcare	4	Chalk & Talk	Green Board
3.3	Complexity of Hospital Organization	4	Lecture	PPT & White board
UNIT -4	**HOSPITAL MANAGEMENT: LEVELS AND ROLES**			
4.1	Governing Board, Executive Board and Advisory Board	3	Lecture	Green Board Charts
4.2	CEO, Medical Administration	3	Chalk & Talk	Green Board
4.3	Nursing Administration and Hospital Administration	3	Lecture	PPT & White board
4.4	Middle Level Mangers in Hospital and their Responsibilities Structuring Hospital Organization	3	Lecture	Smart Board
UNIT -5	**CURRENT ISSUES IN HEALTHCARE**			
5.1	Accreditation	2	Lecture	Green Board Charts
5.2	Tele health	2	Chalk &	Green

			Talk	Board
5.3	Health Tourism	3	Chalk & Talk	Green Board
5.4	Health Insurance and Managed Care	2	Lecture	PPT & White board
5.5	Hospital Wastes Management	3	Lecture	Smart Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the overview of service industry and analysing characteristics and challenges	K2	PSO1
CO 2	Demonstrate the healthcare revolution assess various type of health care organisations	K2, K3	PSO2
CO 3	Explain the different type of Hospitals and analysing role of Hospital in health care	K3	PSO3
CO 4	Identify the different levels and roles in hospital management	K4	PSO4
CO 5	Discuss the current issues and best practices in health care	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. R. Suganya

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HOD'S Signature
& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA352	Health Insurance	Major Elective	5	5

COURSE DESCRIPTION

The course introduces students to the basic concepts of Health Insurance. It involves understanding all aspects of health insurance package and premium schedule.

COURSE OBJECTIVES

This course focused on familiarising the principles and practice of health insurance and its application in Indian scenario.

UNITS

UNIT I : INTRODUCTION TO HEALTH INSURANCE [12 HRS]

Concept of Health Insurance - Types, origin, evolution and importance of Private Health Insurance, Community Health Insurance (CHI), Employer Based Insurance, Health Micro Insurance (MHI), National Health Insurance, Social Health Insurance.

Health Insurance in Indian Context: Advantages, Perceived Disadvantages and Problems with Mediclaim Policies

UNIT II : HEALTH INSURANCE, MARKET FAILURE AND RISKS [12 HRS]

Fundamental Concept of Social Security, Risk and Insurance, Demand and Supply for Health Insurance, Economics of Scale, Welfare Loss from Health Insurance, Actuarially Fair Premium, Expected Loss, Load Factors - Market Failure and Role of Government

UNIT III : PACKAGE AND PREMIUM [12 HRS]

Designing Benefit Package - Issues: Financial Resources, Existing Infrastructure, Quality Care, Priority, Utilization, Pattern of Disease and Injury, Level of Health Services, Estimating Maximum Demand -Costing the Benefit Package - Premium Setting: Calculation and Determining Premium

UNIT IV : PROVIDER PAYMENT MECHANISM [12 HRS]

Fee for Services, Cash Payment, Daily Charge, Bonus Payment, Flat Rate Payment, Capitation, Salary, Global Budget - Comparison of Different Payment Systems

UNIT V: TPA [12 HRS]

Objectives of TPA - Problems Faced by Hospitals - Scope for Improvement

SELF STUDY:

Premium Setting: Calculation and Determining Premium

TEXT BOOK :

1. Health Insurance – A Guide to Billing and reimbursement – Michelle A.Green –Cengage Learning.

REFERENCE BOOKS :

1. Peter R. Kongstrvedt (ed), The Managed Health Care Handbook (Aspen Publication, Maryland, USA, 1989)
2. L.M. Harpster and M.S. Veach, Risk Management Handbook for Healthcare Facilities (American Hospital Association, USA, 1990)
3. Health Insurance and Managed care – Fourth Edition – Peter R.Knogstvedt – Navigate.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.bls.gov/ncs/ebs/sp/healthterms.pdf
2. https://www.hfgproject.org/wp-content/uploads/2015/02/Health-Insurance-Handbook-How-to-Make-it-Work.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION TO HEALTH INSURANCE**			
1.1	Concept of Health Insurance	1	Lecture	PPT & White board
1.2	Types, origin, evolution and importance of Private Health Insurance	1	Lecture	Smart Board
1.3	Community Health Insurance (CHI), Employer Based Insurance	3	Chalk & Talk	Black Board
1.4	Health Micro Insurance (MHI), National Health Insurance, Social Health Insurance.	3	Chalk & Talk	Black Board
1.5	Health Insurance in Indian Context	2	Discussion	Google classroom
1.6	Advantages, Perceived Disadvantages and Problems with Mediclaim Policies	2	Discussion	Black Board
UNIT -2	**HEALTH INSURANCE, MARKET FAILURE AND RISKS**			
2.1	Fundamental Concept of Social Security	1	Lecture	Green Board
2.2	Risk and Insurance ,Demand and Supply for Health Insurance	1	Flipped Learning	Online/ E-Content
2.3	Economics of Scale	1	Discussion	Google classroom

2.4	Welfare Loss from Health Insurance, Actuarially Fair Premium	3	Lecture	PPT & White board
2.5	Expected Loss and Load Factors	3	Lecture	Smart Board
2.6	Market Failure and Role of Government	3	Discussion	Black Board
UNIT -3	**PACKAGE AND PREMIUM**			
3.1	Designing Benefit Package – Issues, Financial Resources, Existing Infrastructure	3	Lecture	Green Board Charts
3.2	Quality Care, Priority, Utilization, Pattern of Disease and Injury	3	Chalk & Talk	Green Board
3.3	Level of Health Services, Estimating Maximum Demand	3	Lecture	PPT & White board
3.4	Costing the Benefit Package - Premium Setting: Calculation and Determining Premium	3	Lecture	Smart Board
UNIT -4	**PROVIDER PAYMENT MECHANISM**			
4.1	Fee for Services, Cash Payment	3	Lecture	Green Board Charts
4.2	Daily Charge, Bonus Payment, Flat Rate Payment	3	Chalk & Talk	Green Board
4.3	Capitation, Salary, Global Budget	3	Lecture	PPT & White board
4.4	Comparison of Different Payment Systems	3	Lecture	Smart Board

UNIT -5 TPA				
5.1	Objectives of TPA	4	Lecture	Green Board Charts
5.2	Problems Faced by Hospitals	4	Chalk &Talk	Green Board
5.3	Scope for Improvement	4	Chalk & Talk	Green Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the concept of health insurance and discuss the different types of Health insurance in India	K2	PSO1
CO 2	Assess the demand and supply of health Insurance	K2, K3	PSO2
CO 3	Compute the health Insurance premium and designing benefit package	K3	PSO3
CO 4	Identify the provider payment mechanism and comparison of different payments systems	K4	PSO4
CO 5	Explain the concept of TPA and communicate the problems faced by hospitals.	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. R. Suganya

Forwarded By

HOD'S Signature
& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA353	Hospital Accounting And Finance	Major Elective	5	5

COURSE DESCRIPTION

This course explains accounting tools and techniques, which can be used to help firms maximizes value improving decision relating to budgeting and costing.

COURSE OBJECTIVES

This course developed understanding the principles and practice of accounting in hospital and application of finance in hospital.

UNITS

UNIT I : HOSPITAL ACCOUNTING [12 HRS]

Accounting Chart for Hospitals, Payroll and Executive Remuneration, Asset Accounting and Depreciation of Hospital Equipment, Importance of Reserves and Provisions, Daily Cash Management, Departmentalised Accounting, Internal Auditing, Trust Funds, Investment Accounting, Financial Statements for Hospitals.

UNIT II : FUND RAISING [12 HRS]

Art of Fund raising, Analyzing Donor Markets, Organizing for Fundraising, Fundraising Goals and Strategies, Fundraising Tactics, Evaluating Fundraising Effectiveness.

UNIT III : BUDGETING AND COSTING [12 HRS]

Budgetary Control: Activity /Zero Based Budgeting, Problems of Budgeting in Hospitals and Overcoming Problems - Costing: Cost Centres in Hospitals,

Cost Volume Profit Analysis, Hospital Rate Setting / Pricing Decision, Cost Containment.

UNIT IV : FINANCIAL DECISIONS [12 HRS]

Financial Performance of Hospital, Financial Planning- Long Term and Short Term, Financing Healthcare Services, Need of Fund for Modernization and Expansion, Financial Information System and Reporting, Investment Management.

UNIT V:NATIONAL HEALTH ACCOUNTS [12 HRS]

Equity: Concept of Equity in Health, Equal Expenditure on Equal Needs, Equity in Financing, Measuring and Improving Efficiency in Healthcare: Concept of Economic Efficiency, Provider Payment Mechanisms: Capitation, Fee for Service, Global Budget

National Health Accounts (NHA): Precious Tool for Policy Makers: Healthcare Expenditure as a Proportion of GDP, Expenditure by Various Sources of Funds, Expenditure for Various Types of Services, Projection of Expenditure in Future, NHA in Indian context.

SELF STUDY:

NHA in Indian context

TEXT BOOK :

1. Sherman Folland, Allen C. Goodman and Miron Stano The Economics of Health and Health Care (Prentice-Hall Inc, New Jersey)

REFERENCE BOOKS :

1. L. Vann Seawell, Principles of Hospital Accounting (Physicians' Record Company, Berwyn)
2. VHAI, An Accounting Guide for Voluntary Hospitals in India (The Voluntary Health Association of India, New Delhi)
3. Steven F. Kukla, Cost Accounting and Financial Analysis for the Hospital Administrator (American Hospital Publishing Inc., AHA)
4. William O. Cleverley, Essentials of Healthcare Financing (An Aspen Publication, New Jersey)

5. Michael Drummond and et al, Methods for the Economic Evaluation of Health Care Programme (Oxford University Press, Second Edition)

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. http://www.kumc.edu/Documents/anesthesiology/Accounting%20Glossary%20for%20ASA%20-%20Powers-Sep2018.pdf
2. file:///C:/Users/USER/Downloads/A%20Primer%20on%20Hospital%20Accounting%20and%20Finance%252c%205th%20Edition.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**HOSPITAL ACCOUNTING**			
1.1	Accounting Chart for Hospitals, Payroll and Executive Remuneration	1	Lecture	PPT & White board
1.2	Asset Accounting and Depreciation of Hospital Equipments	1	Lecture	Smart Board
1.3	Importance of Reserves and Provisions, Daily Cash Management,	3	Chalk & Talk	Black Board
1.4	Departmentalised Accounting and Internal Auditing	3	Chalk & Talk	Black Board
1.5	Trust Funds and Investment Accounting	2	Discussion	Google classroom

1.6	Financial Statements for Hospitals	2	Discussion	Black Board
UNIT -2	**FUND RAISING**			
2.1	Art of Fund raising	1	Lecture	Green Board Charts
2.2	Analyzing Donor Markets	1	Flipped Learning	Online/ E-Content
2.3	Organizing for Fundraising	1	Discussion	Google classroom
2.4	Fundraising Goals and Strategies	3	Lecture	PPT & White board
2.5	Fundraising Tactics	3	Lecture	Smart Board
2.6	Evaluating Fundraising Effectiveness.	3	Discussion	Black Board
UNIT -3	**BUDGETING AND COSTING**			
3.1	Budgetary Control: Activity /Zero Based Budgeting.	3	Lecture	Green Board Charts
3.2	Problems of Budgeting in Hospitals and Overcoming Problems.	3	Chalk & Talk	Green Board
3.3	Costing: Cost Centres in Hospitals and Cost Volume Profit Analysis.	3	Lecture	PPT & White board
3.4	Hospital Rate Setting / Pricing Decision, Cost Containment.	3	Lecture	Smart Board
UNIT -4	**FINANCIAL DECISION**			

4.1	Financial Performance of Hospital, Financial Planning-Long Term and Short Term.	3	Lecture	Green Board Charts
4.2	Financing Healthcare Services	3	Chalk & Talk	Green Board
4.3	Need of Fund for Modernization and Expansion.	3	Lecture	PPT & White board
4.4	Financial Information System and Reporting, Investment Management.	3	Lecture	Smart Board
UNIT -5	**NATIONAL HEALTH ACCOUNTS**			
5.1	Equity: Concept of Equity in Health, Equal Expenditure on Equal Needs, Equity in Financing, Measuring and Improving Efficiency in Healthcare.	2	Lecture	Green Board Charts
5.2	Concept of Economic Efficiency, Provider Payment Mechanisms: Capitation, Fee for Service, Global Budget.	2	Chalk &Talk	Green Board
5.3	National Health Accounts (NHA): Precious Tool for Policy Makers: Healthcare Expenditure as a Proportion of GDP.	3	Chalk & Talk	Green Board
5.4	Expenditure by Various Sources of Funds and Expenditure for Various Types of Services.	2	Lecture	PPT & White board
5.5	Projection of Expenditure in Future, NHA in Indian context.	3	Lecture	Smart Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**

✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

****The Average of two will be taken into account***

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED

CO 1	Outline the overview of Hospital Accounting and demonstrate the accounting chart for hospitals	K2	PSO1
CO 2	Explain the concept of fundraising and evaluate fundraising tactics	K2, K3	PSO2
CO 3	Prepare different types of Budget and compute cost sheet for hospitals	K3	PSO3
CO 4	Assess the financial performance of hospital and plan (Financial decisions) investment Management	K4	PSO4
CO 5	Discuss the concept of equity and evaluate the NHA in India context.	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. R. Suganya

Forwarded By

HOD'S Signature & Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA321	International Financial Management	Major Elective	5	5

COURSE DESCRIPTION

This course describes the challenges and trends in international finance function, the implications of currency market, foreign exchange market and derivative market in the business environment.

COURSE OBJECTIVES

To understand various concepts of international financial management and market scenario of currency.

UNITS

UNIT I: INTERNATIONAL FINANCIAL SYSTEM [12 HRS]

The International Financial System – Relationship with Domestic financial management – The Emerging Challenges and recent changes in Global financial markets – Gains from International Capital Flows – Foreign Direct Investments (FDI)

UNIT II: FOREX [12 HRS]

Foreign exchange market and its Structure – Mechanism of Spot and Forward exchange markets.Principles of Balance of Payment accounting – Components of BOP. Determining Credit and Debit entries – Implications of BOP accounting- Coping with current account deficit

UNIT III: FINANCIAL DERIVATIVES [12 HRS]

Various aspects of Forward Exchange Market – Currency Future – Link between Futures and Forwards market. Currency Options – Various facets of Option contract and Market differences between forwards Futures and Options – Swaps. Foreign Exchange Exposure and Risk– Its Nature and Classification – Accounting treatment of Transaction and Translation Exposure– Operating Exposure Exchange rates. Introduction – Hedging via Forward Market via Future Market via Currency Options via Currency Futures – Hedging with money Market – Internal Hedging Strategies.

UNIT IV: PARITY CONDITIONS [12 HRS]

Arbitrage and Law of One Price – Interest Rate Parity Condition – Fisher and international fisher effects – concepts – calculations – criteria – applications – impact – differences – market implications

UNIT V: IMS AND EMS [12 HRS]

Recent trends – Brief summary of Bretton Woods System: Reasons for collapse – Functioning of Floating Exchange Rates – Recent trends. International Monetary Fund – Exchange Rate Agreements. Sources of External Funds: International Money Market – External Commercial Borrowings – Euro Issues – ADR – GDR. International Cash Management – International Asset Management – Transfer Pricing – Multinational and Transnational Companies Banking Operations.

SELF STUDY:

External Commercial Borrowings

TEXT BOOK :

1. Prakash G Apte, . International Financial Management. --4th ed. New Delhi: Tata Mc Graw -Hill Publishing Company Ltd, 2013

REFERENCE BOOKS :

1. Jain, P K. International Financial Management / P K Jain, Josette Peyrard and Surendra S Yadav. New Delhi: Macmillan Publishers India Ltd, 2015.
2. Shapiro, Alan C.,Multinational Financial Management. --4th ed. ,New Delhi: Prentice Hall of India Pvt Ltd, 2012.
3. Machiraju, H R.International Financial Markets and and India. New Delhi: Wheeler`s Publishing, 2014.
4. Jeevanandam, C.Foreign Exchange and Risk Management. New Delhi: Sultan Chand & Sons, 2015.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. http://www.ddegjust.ac.in/studymaterial/mba/fm-406.pdf
2. http://ejf.wdfiles.com/local--files/finman9/International%20Financial%20Management%20Jeff%20Madura.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTERNATIONAL FINANCIAL SYSTEM**			
1.1	The International Financial System –	2	Chalk & Talk	Black Board
1.2	Relationship with Domestic financial management –	1	Chalk & Talk	LCD
1.3	The Emerging Challenges and recent changes in Global financial markets –	2	Lecture	PPT & White board

1.4	Gains from International Capital Flows –	3	Lecture	Smart Board
1.5	Foreign Direct Investments (FDI)	4	Lecture	Black Board
UNIT -2	**FOREX**			
2.1	Foreign exchange market and its Structure	1	Lecture	Green Board Charts
2.2	Mechanism of Spot and Forward exchange markets.	2	Chalk & Talk	Green Board
2.3	Principles of Balance of Payment accounting	3	Flipped Learning	E-Content
2.4	Components of BOP. Determining Credit and Debit entries	3	Blended Learning	Online/ Field visit
2.5	Implications of BOP accounting	1	Lecture	PPT & White board
2.6	Coping with current account deficit	2	Flipped Learning	E-Content
UNIT -3	**FINANCIAL DERIVATIVES**			
3.1	Various aspects of Forward Exchange Market – Currency Future	1	Lecture	Green Board Charts
3.2	Link between Futures and Forwards market. Currency Options	1	Chalk & Talk	Green Board
3.3	Various facets of Option	2		E-

	contract and Market differences between forwards Futures and Options		Flipped Learning	Content
3.4	Swaps. Foreign Exchange Exposure and Risk– Its Nature and Classification	2	Blended Learning	Online/ Field visit
3.5	Accounting treatment of Transaction and Translation Exposure	1	Lecture	PPT & White board
3.6	Operating Exposure Exchange rates. Introduction	2	Lecture	Smart Board
3.7	Hedging via Forward Market via Future Market via Currency Options via Currency Futures	2	Lecture	PPT & White board
3.8	Hedging with money Market – Internal Hedging Strategies	1	Lecture	Smart Board
UNIT -4	**PARITY CONDITIONS**			
4.1	Arbitrage and Law of One Price	3	Blended Learning	Online/ Field visit
4.2	Interest Rate Parity Condition	2	Lecture	PPT & White board
4.3	Fisher and international fisher effects – concepts	2	Lecture	Smart Board
4.4	Calculations – criteria – applications – impact	2	Lecture	Black Board
4.5	Differences – market implications	3	Discussion	Google classroom
UNIT -5	**IMS AND EMS**			
5.1	Recent trends – Brief summary	2	Lecture	Green

	of Bretton Woods System: Reasons for collapse			Board Charts
5.2	Functioning of Floating Exchange Rates – Recent trends. International Monetary Fund	1	Chalk & Talk	Green Board
5.3	Exchange Rate Agreements. Sources of External Funds	2	Flipped Learning	E-Content
5.4	International Money Market	1	Blended Learning	Online/ Field visit
5.5	External Commercial Borrowings – Euro Issues – ADR – GDR	2	Lecture	PPT & White board
5.6	International Cash Management	1	Chalk & Talk	Green Board
5.7	International Asset Management	1	Flipped Learning	E-Content
5.8	Transfer Pricing	1	Blended Learning	Online/ Field visit
5.9	Multinational and Transnational Companies Banking Operations.	1	Lecture	PPT & White board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2	Average of M1+M2	MID-SEM TEST	Once in a Semester				

	5+5=10 Mks.	10 Mks	15 Mks	10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

****The Average of two will be taken into account***

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Brief out the recent changes and global financial market	K2	PSO1
CO 2	Conceptualise the forex applications and balance of payments	K2, K3	PSO2
CO 3	Give an idea about various types of currency transactions in forex market	K3	PSO3
CO 4	Insists on party conditions in international finance	K4	PSO4

CO 5	Explain the function of international and European Monetary system	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Mrs. N. Asha

Forwarded By

HOD'S Signature
& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA371	Logistics & Supply Chain Management	Major Elective	5	5

COURSE DESCRIPTION

This course emphasizes and the logistics management and supply chain management in an organisation. The basic concepts such as inventory management, distribution management and supply chain relationships are also discussed in this course.

COURSE OBJECTIVES

To make the students into a good knowledge on logistics and supply chain management and link out the practices with the organisation and business needs.

UNITS

UNIT I :LOGISTICS MANAGEMENT [12 HRS]

Logistics Management: Origin and Definition – Types of Logistics – Logistics Management – Ware House Management – Automation and Outsourcing - Customer Service and Logistics Management – A Perspective - Concepts in Logistics and Physical Distribution - Distribution and Inventory

UNIT II: INVENTORY AND DISTRIBUTION MANAGEMENT [12 HRS]

Types of Inventory Control - Demand Forecasting - Warehousing and Stores Management – Routing - Transportation Management - Some Commercial Aspects in Distribution Management – Codification - Distribution Channel Management - Distribution Resource Planning (DRP) - Logistics in 21st Century

UNIT III: SUPPLY CHAIN MANAGEMENT [12 HRS]

Supply Chain Management: Introduction and Development- Nature and Concept - Importance of Supply Chain - Value Chain - Components of Supply Chain - The Need for Supply Chain - Understanding the Supply Chain Management - Participants in Supply Chain – Global Applications

UNIT IV : SUPPLY CHAIN RELATIONSHIPS [12 HRS]

Aligning the Supply Chain with Business Strategy - SCOR Model – Outsourcing and 3PLs – Fourth Party Logistics – Bull Whip Effect and Supply Chain – Supply Chain Relationships – Conflict Resolution Strategies - Certifications

UNIT V: VALUES OF SUPPLY CHAIN [12 HRS]

Role of a Manager in Supply Chain - Supply Chain Performance Drivers - Key Enablers in Supply Chain Improvement - Inter-relation between Enablers and Levels of Supply Chain Improvement-Systems and Values of Supply Chain

SELF STUDY:

Values of Supply Chain

TEXT BOOK :

1. D K Agrawal, Textbook of Logistics and Supply Chain Management, MacMillan 2003, 1st Edition

REFERENCE BOOKS :

1. G Raghuram & N Rangaraj, Logistics and Supply Chain Management - Cases and Concepts. Mac Millan.
2. Martin Christopher, Logistics & Supply Chain Management: Creating Value-Adding Networks, FT Press.
3. Janat Shah, Supply Chain Management: Text and Cases, 1st Edition, Pearson.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://courses.edx.org/asset-v1:MITx+CTL.SC1x_1+2T2015+type@asset+block/w1l1_IntroSCM_ANNOTATED_v4.pdf
2. https://www.icesi.edu.co/blogs/supplychain0714/files/2014/07/Martin_Christopher_Logistics_and_Supply_Chain_Management_4th_Edition____2011-1.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**LOGISTICS MANAGEMENT**			
1.1	Logistics Management: Origin and Definition	2	Chalk & Talk	Black Board
1.2	Types of Logistics – Logistics Management	2	Chalk & Talk	LCD
1.3	Ware House Management – Automation and Outsourcing	2	Lecture	PPT & White board
1.4	Customer Service and Logistics Management – A Perspective	3	Lecture	Smart Board
1.5	Concepts in Logistics and Physical Distribution - Distribution and Inventory	3	Lecture	Black Board
UNIT -2	**INVENTORY AND DISTRIBUTION MANAGEMENT**			
2.1	Types of Inventory Control	1	Lecture	Green Board Charts
2.2	Demand Forecasting - Warehousing and Stores Management	2	Chalk & Talk	Green Board
2.3	Routing - Transportation Management - Some Commercial Aspects in Distribution Management	3	Flipped Learning	E-Content

2.4	Codification - Distribution Channel Management	3	Blended Learning	Green Board
2.5	Distribution Resource Planning (DRP)	1	Lecture	PPT & White board
2.6	Logistics in 21st Century	2	Flipped Learning	E-Content
UNIT -3	**SUPPLY CHAIN MANAGEMENT**			
3.1	Supply Chain Management: Introduction and Development	1	Lecture	Green Board Charts
3.2	Nature and Concept - Importance of Supply Chain	1	Chalk & Talk	Green Board
3.3	Value Chain - Components of Supply Chain - The Need for Supply Chain	2	Flipped Learning	E-Content
3.4	Understanding the Supply Chain Management	2	Blended Learning	Online/ Field visit
3.5	Participants in Supply Chain	3	Lecture	PPT & White board
3.6	Global Applications	3	Lecture	Smart Board
UNIT -4	**SUPPLY CHAIN RELATIONSHIPS**			
4.1	Aligning the Supply Chain with Business Strategy	3	Blended Learning	Online/ Field visit
4.2	SCOR Model –Outsourcing and 3PLs – Fourth Party Logistics	2	Lecture	PPT & White board
4.3	Bull Whip Effect and Supply	2	Lecture	Smart

	Chain			Board
4.4	Supply Chain Relationships	2	Lecture	Black Board
4.5	Conflict Resolution Strategies – Certifications	3	Discussion	Google classroom
UNIT -5	**VALUES OF SUPPLY CHAIN**			
5.1	Role of a Manager in Supply Chain	2	Lecture	Green Board Charts
5.2	Supply Chain Performance Drivers	3	Chalk & Talk	Green Board
5.3	Key Enablers in Supply Chain Improvement	3	Flipped Learning	E-Content
5.4	Inter-relation between Enablers and Levels of Supply Chain Improvement	2	Blended Learning	Online/ Field visit
5.5	Systems and Values of Supply Chain	2	Lecture	PPT & White board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Introduce various types of logistics and concepts.	K2	PSO1
CO 2	Focus on inventory control and distribution resource planning in an organisation	K2, K3	PSO2

CO 3	Insist an importance of supply chain management and its global business applications	K3	PSO3
CO 4	Assess the importance of supply chain relationships and conflicts resolution strategies	K4	PSO4
CO 5	Emphasis the role of manager in supply chain along with its values	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Mrs. N. Asha

Forwarded By

HOD'S Signature & Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA372	Import Procedures And Documentation	Major Elective	5	5

COURSE DESCRIPTION

The course illustrates the import requisites, importance, preliminary arrangements and importers documents in the present scenario. The import incentives along with various supportive documents are also emphasised by this course for the better understanding of the students.

COURSE OBJECTIVES

This course is aimed at imparting the application of management in hospital

UNITS

UNIT I : PRELIMINARIES **[12 HRS]**

Meaning and Definition of Import – Pre-requisites and preliminaries for starting import business- Ministry of Commerce, DGFT and Custom Authorities, Liberalization of Imports – Negative List for Imports – Categories of Importers – Special Schemes for Importers

UNIT II : PROCEDURE **[12 HRS]**

Steps in Import Procedure – Legal Dimensions of Import Procedure – Customs Formalities for Imports – Warehousing of Imported goods – Exchange Control Provisions for Imports – Retirement of Export Documents.

UNIT III : DOCUMENTATION **[12 HRS]**

Import Documents – Transport Documents – Bill to Entry – Certificate of Inspection – Certificate of Measurements – Freight Declaration - Import License- Purchase order/Letter of Credit- other documents.

UNIT IV :IMPORT INCENTIVES [12 HRS]

Introduction - Preferential Rates - DEPB - Duty Drawback- DFRC- DFIA- Deemed Exports- Agri Export Zones- Served from India- Manufacture under Bond- Export Promotion Capital Goods Scheme (EPCG)

UNIT V:PAYMENTS [12 HRS]

Methods of Payment in Import trade- Import of Personal Baggage - Import of Gifts - Import of Gold And Silver by NRI - Custom Clearance of Imported Goods - Import of Drugs And Medicine - Import of Scrap And Waste Products - Import Laptops And Computers - Import Dos And Don'ts

SELF STUDY:

Export Promotion Capital Goods Scheme (EPCG)

TEXT BOOK :

1. Handbook of Import-Export Procedures – Ministry of Commerce, -, Government of India, New Delhi 2015

REFERENCE BOOKS :

1. Export: What, Where and How, Paras Ram, Anupam Publishers, Delhi 2018
2. Import – Do it Yourself, M. I. Mahajan, Snow White Publications, New Delhi 2015
3. Export Marketing, TAS Balagopal , Himalaya Publishing House New delhi, 2014

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.toppr.com/guides/business-studies/international-business/import-procedures-and-documentations/
2. http://www.danangtimes.vn/Portals/0/Docs/14784517-14_Export%20-%20Import%20procedures.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**PRELIMINARIES**			
1.1	Meaning and Definition of Import – Pre-requisites and preliminaries for starting import business	2	Chalk & Talk	Black Board
1.2	Ministry of Commerce, DGFT and Custom Authorities	2	Chalk & Talk	LCD
1.3	Liberalization of Imports	2	Lecture	PPT & White board
1.4	Negative List for Imports – Categories of Importers	3	Lecture	Smart Board
1.5	Special Schemes for Importers	3	Lecture	Black Board
UNIT -2	**PROCEDURE**			
2.1	Steps in Import Procedure	1	Lecture	Green Board Charts
2.2	Legal Dimensions of Import Procedure	2	Chalk & Talk	Green Board
2.3	Customs Formalities for Imports	3	Flipped Learning	E-Content
2.4	Warehousing of Imported goods	3	Blended Learning	Online/ Field visit
2.5	Exchange Control Provisions	1	Lecture	PPT &

	for Imports			White board
2.6	Retirement of Export Documents	2	Flipped Learning	E-Content
UNIT -3	**DOCUMENTATION**			
3.1	Import Documents	1	Lecture	Green Board Charts
3.2	Transport Documents	1	Chalk & Talk	Green Board
3.3	Bill to Entry – Certificate of Inspection – Certificate of Measurements	2	Flipped Learning	E-Content
3.4	Freight Declaration - Import License	2	Blended Learning	Online/ Field visit
3.5	Purchase order/Letter of Credit	3	Lecture	PPT & White board
3.6	Other documents	3	Lecture	Smart Board
UNIT -4	**IMPORT INCENTIVES**			
4.1	Introduction - Preferential Rates	3	Blended Learning	Online/ Field visit
4.2	DEPB - Duty Drawback- DFRC	2	Lecture	PPT & White board
4.3	DFIA- Deemed Exports- Agri Export Zones	2	Lecture	Smart Board
4.4	Served from India- Manufacture under Bond	2	Lecture	Black Board

4.5	Export Promotion Capital Goods Scheme (EPCG)	3	Discussion	Google classroom
UNIT -5 PAYMENTS				
5.1	Methods of Payment in Import trade- Import of Personal Baggage	2	Lecture	Green Board Charts
5.2	Import of Gifts - Import of Gold And Silver by NRI	3	Chalk & Talk	Green Board
5.3	Custom Clearance of Imported Goods - Import of Drugs And Medicine	3	Flipped Learning	E-Content
5.4	Import of Scrap And Waste Products - Import Laptops And Computers	2	Blended Learning	Online/ Field visit
5.5	Import Dos And Don'ts	2	Lecture	PPT & White board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

****The Average of two will be taken into account***

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the overview of preliminaries and pre-requisites for starting import business	K2	PSO1
CO 2	Demonstrate the import procedures and Custom formalities	K2, K3	PSO2

CO 3	Prepare import documents	K3	PSO3
CO 4	Analyze the incentives available for importing	K4	PSO4
CO 5	Evaluate payment methods for various imports	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	**3**	**2**	**2**	**2**	**2**
CO2	**2**	**3**	**2**	**2**	**2**
CO3	**2**	**2**	**3**	**2**	**2**
CO4	**2**	**2**	**2**	**3**	**2**
CO5	**2**	**2**	**2**	**2**	**3**

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Mrs. N. Asha

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& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA360	Business Ethics	Major Core	5	5

COURSE DESCRIPTION

This practical course ensures the ethical codes in business and its application in environment. This course also emphasizes the work values, cross cultural differences, global business ethics and the corporate social responsibility of the business enterprises.

COURSE OBJECTIVES

To provide opportunities for understanding basics concepts and ethical practices in business world and develop the skills to manage the issues.

UNITS

UNIT I: INTRODUCTION [5HRS]

Ethics – Definition of Business Ethics – Approaches – Ethics and Management

UNIT II: ETHICS AND BUSINESS [5HRS]

Business decision making – ethics, economics and law – ethics and law - morality, ethics and ethical theory

UNIT III: ETHICS AND CORPORATION [5HRS]

Corporate Social Responsibility – Corporate governance – Corporate ethics program

UNIT IV: ETHICAL VALUES [5HRS]

Values at work – Type of work vales – values conflict at workplace – whistle blowing – work valued system and management education – corporate ethical dilemmas.

UNIT V: CROSS – CULTURAL VALUES [5HRS]

Globalization and business changes – values for global managers – values west can learn from cast – values east can learn from the west – unethical practices and global initiatives.

SELF STUDY:

Unethical practices and global initiatives

TEXT BOOK :

1. Boatright, John R.,Ethics and the Conduct of Business. --4th ed.,Delhi: Pearson Education, 2003.

REFERENCE BOOKS :

1. Case Histories in Business Ethics Chris Megone; Simon J. Robinson, 3rd edition, Delhi, Routledge, 2002
2. Ethics and Corporate Social Responsibility: Why Giants Fall, Ronald R. Sims, 3rd edition, Delhi, Praeger, 2003

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://oraprdnt.uqtr.uquebec.ca/pls/public/docs/GSC1730/O0000737491_BusinessEthics_OP.pdf
2. https://www.zapmeta.co.in/ws?q=business%20laws%20and%20ethics&asid=zm_in_010_004&abt=1&mt=b&nw=g&de=c&ap=&kid=kwd-13966423721&aid=14456535259&ac=73&cid=206484379&aid=14456535259&kid=kwd-13966423721&locale=en_IN&gclid=EAIaIQobChMI1K2uxeTA7gIVQSQrCh3lcQxdEAMYASAAEgJ4sPD_BwE

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION**			
1.1	Ethics – Definition of Business Ethics	2	Flipped Learning	E-Content
1.2	Approaches	2	Blended Learning	Online/ Field visit
1.3	Ethics and Management	1	Lecture	PPT & White board
UNIT -2	**ETHICS AND BUSINESS**			
2.1	Business decision making	1	Flipped Learning	E-Content
2.2	Ethics, economics and law	2	Blended Learning	Online/ Field visit
2.3	Ethics and law - morality, ethics and ethical theory	2	Lecture	PPT & White board
UNIT -3	**ETHICS AND CORPORATION**			
3.1	Corporate Social Responsibility	1	Lecture	Green Board Charts

3.2	Corporate governance	2	Flipped Learning	E-Content
3.3	Corporate ethics program	2	Blended Learning	Online/ Field visit
UNIT -4	**ETHICAL VALUES**			
4.1	Values at work – Type of work vales	1	Blended Learning	Online/ Field visit
4.2	Values conflict at workplace	1	Lecture	PPT & White board
4.3	Whistle blowing	1	Lecture	Smart Board
4.4	Work valued system and management education	1	Discussion	Google classroom
4.5	Corporate ethical dilemmas	1	Discussion	Google classroom
UNIT -5	**CROSS-CULTURAL VALUES**			
5.1	Globalization and business changes	1	Lecture	Green Board Charts
5.2	Values for global managers	1	Chalk & Talk	Green Board
5.3	Values west can learn from cast	1	Flipped Learning	E-Content
5.4	Values east can learn from the west	1	Blended Learning	Online/ Field visit
5.5	Unethical practices and global initiatives	1	Lecture	PPT & White board

COURSE CONTENTS & LECTURE SCHEDULE:

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	5 Mks.	5 Mks.	5 Mks.	5 Mks.	20 Mks.	5 Mks.	25 Mks.	
K1	-	-	-	-	-	-	-	-
K2	5	-	-	-	5	-	5	20%
K3	-	5	-	-	5	-	5	20%
K4	-	-	5	-	5	-	5	20%
K5	-	-	-	5	5	-	5	20%
Non Scholastic	-	-	-	-	-	5	5	20%
Total	5	5	5	5	20	5	25	100 %

CIA	
Scholastic	20
Non Scholastic	5
	25

- ✓ All the course outcomes are to be assessed in the various CIA components.
- ✓ The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
5	5	5	5	5	25	25	50

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	5 Mks
C2	-	Test (CIA 2)	1	-	5 Mks
C3	-	Assignment/Open Book Test	2	-	5 Mks
C4	-	Seminar	1	-	5 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Know about the concept of business ethics	K2	PSO1
CO 2	outline the ethics and law in the	K2, K3	PSO2

	business environment		
CO 3	Insist on the ethics and corporate social responsibility of companies	K3	PSO3
CO 4	Give knowledge work values are its types	K4	PSO4
CO 5	Emphasize on values of cross culture and global business environment	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Mrs. N. Asha

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II MBA

SEMESTER –IV

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MBA	19MBA401	International Business Management	MAJOR CORE	4	4

COURSE DESCRIPTION

This course focuses on broad business administration skills. It combines International business strategies and culture.

COURSE OBJECTIVES

This course equip the students with the knowledge of International Business.

UNITS

UNITS I: INTRODUCTION [12 HRS]

The perspectives relevance of globalization – International/ Global marketing- International orientation – Internationalisation Stages – Drivers and Restrainers of globalization – Restraining Forces- International Business Decision – Types of International Business – Supply chain and value chain management – Make or buy – Global sourcing Partnering / Relationship Marketing – Global Networking of operation – Location strategy – International Logistics.

UNIT II: INTERNATIONAL TRADING [12 HRS]

Protectionism – Tariff Barriers – Non tariff Barriers- Commodity agreement – Cartels – State trading – trade blocs – European Union – South- south cooperation – SAARC – SAPTA- Indo- Lanka free trade agreement.

International Monetary Fund – Financing facilities and policies – World Bank – An evaluation of IMF World bank - Asian Development bank – UNCTAD – International Trade Centre.

UNITS III: MNC'S AND MARKETING STRATEGIES [12 HRS]

Definition and meaning – Transnationality index and network spread index – MNC Organizational models – Dominance of MNCs and international trade – Multinationals in India. Market entry strategies – Exporting – Licensing and Franchising – Contract manufacturing – Management contracting – Turn key contracts –Fully owned manufacturing facilities – Assembly operations – Joint venture – Third country location – Mergers and acquisitions – Strategic alliance – Counter trade.

UNIT IV: GLOBALISATION AND INDIA IN GLOBAL SETTING [12 HRS]

Globalisation and economic implications – globalisation of business – Implications and impact – Policy options, India in global setting – India as - An Emerging market – India in global trade – Liberalisation and integration with the global economy

UNIT V: ISSUES IN INTERNATIONAL BUSINESS [12 HRS]

Globalisation of Indian business – Obstacles to globalization- Factors favouring globalization- Globalisation strategies – conclusion, some social issues in international business – Business ethics- Social responsibility of Business – Responsibilities to different sectors – Environmental issues – Labour issues.

SELF STUDY:

Globalisation of Indian business – Obstacles to globalization- Factors favouring globalization

TEXT BOOK :

1. Francis Cherunilam, International Business Text and Cases, 5th ed., New Delhi: Prentice Hall of India Pvt.Ltd., 2016.

REFERENCE BOOKS:

1. Justin Paul, International Business, 6th ed., New Delhi: Prentice-Hall of India Pvt. Ltd., 2014.

2. John D. Daniels, Lee H. Radebaugh, International Business Environments and Operation, 12th ed., New Delhi: Pearson (Singapore) Pte. Ltd., Indian Branch, 2011
3. Charles W.L. Hill University of Washington, International Business, 6th ed., New Delhi: Tata McCraw- Hill Publishing Company Ltd., 2013

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. http://jnujprdistance.com/assets/lms/LMS%20JNU/MBA/MBA%20-%20Marketing%20Management/Sem%20IV/International%20Business%20Management/International%20Business%20Management.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION**			
1.1	The perspectives relevance of globalization	3	Chalk & Talk	Black Board
1.2	International/ Global marketing- International orientation – Internationalisation Stages	2	Chalk & Talk	LCD
1.3	Drivers and Restrainers of globalization – Restraining Forces	2	Lecture	PPT & White board
1.4	International Business Decision – Types of International Business	2	Lecture	Smart Board
1.5	Supply chain and value chain management – Make or buy – Global sourcing	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/

1.6	Partnering / Relationship Marketing – Global Networking of operation – Location strategy – International Logistics.	1	Discussion	Google classroom
UNIT -2	**INTERNATIONAL TRADING**			
2.1	Protectionism – Tariff Barriers – Non tariff Barriers- Commodity agreement	2	Lecture	Green Board Charts
2.2	Cartels – State trading – trade blocs – European Union – South- south cooperation	2	Chalk & Talk	Green Board
2.3	SAARC – SAPTA- Indo- Lanka free trade agreement	3	PPT	LCD
2.4	International Monetary Fund – Financing facilities and policies – World Bank – An evaluation of IMF World bank	3	PPT	LCD
2.5	Asian Development bank – UNCTAD – International Trade Centre.	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/
UNIT -3	**MNC'S AND MARKETING STRATEGIES**			
3.1	Definition and meaning – Transnationality index and network spread index	4	Lecture	PPT & White board
3.2	MNC Organizational models – Dominance of MNCs and international trade – Multinationals in India.	4	Lecture	PPT & White board
3.3	Market entry strategies – Exporting – Licensing and Franchising – Contract manufacturing – Management	4	Chalk & Talk	Black Board

	contracting – Turn key contracts –Fully owned manufacturing facilities – Assembly operations – Joint venture – Third country location – Mergers and acquisitions – Strategic alliance – Counter trade.			
UNIT -4	**GLOBALISATION AND INDIA IN GLOBAL SETTING**			
4.1	Globalisation and economic implications – globalisation of business	2	Discussion	Black Board
4.2	Implications and impact – Policy options, India in global setting	2	Chalk & Talk	Black Board
4.3	India as - An Emerging market	2	Lecture	PPT & White board
4.4	India in global trade	3	Lecture	PPT & White board
4.5	Liberalisation and integration with the global economy	3	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/
UNIT -5	**ISSUES IN INTERNATIONAL BUSINESS**			
5.1	Globalisation of Indian business	1	Discussion	Black Board
5.2	Obstacles to globalization	3	Chalk & Talk	Black Board
5.3	Factors favouring globalization- Globalisation strategies – conclusion	2	Lecture	PPT & White board
5.4	some social issues in international business –	3	Lecture	PPT & White

	Business ethics- Social responsibility of Business			board
5.5	Responsibilities to different sectors – Environmental issues – Labour issues.	3	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5

	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Explain the need and relevance of International Business.	K2	PSO1
CO 2	Assess tariff barriers and role of various institutions in International Business	K3	PSO2
CO 3	Analyse multinational companies and various market entry strategies	K4	PSO3
CO 4	Compare globalization and Indian business settings	K4	PSO4
CO 5	Discuss issues in International Business.	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. **Staff Name: Dr. M. Nagarenitha**

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PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MBA	19MBA403	Rural Marketing	Major Core	4	4

COURSE DESCRIPTION

This course familiarises the students with conceptual understanding of rural marketing and development practices in Indian context.

COURSE OBJECTIVES

To enable students to understand the opportunities in rural marketing.

UNITS

UNIT I : INTRODUCTION **[12 HRS]**

Rural Marketing – Definition – Characteristics, scope and importance of Rural Market – Rural Vs Urban Marketing.

UNIT II : CONSUMER BEHAVIOUR **[12 HRS]**

Rural Market Environment – Rural demand – Challenges in Rural Marketing – Consumer Behaviour in Rural Market.

UNIT III : SEGMENTATION **[12 HRS]**

Rural Market segmentation – Product strategies – Role of New Products – Packaging for Rural Markets – Role of Pricing in Rural Marketing.

UNIT IV : MARKETING IN RURAL MARKET **[12 HRS]**

Channel Management: Methods and Problems in Physical Distribution – Storage and Warehousing – function of Central & State Warehousing Corporation – Co-operative Marketing – Retailing – Marketing

communication: Methods, Constraints, Message delivery, Media selection, Personal selling, and Opinion leaders.

UNIT V: RECENT TRENDS [12 HRS]

Marketing of agricultural inputs, agricultural produce, Consumer products, Consumer durables, Marketing of Rural / Cottage industry / artisan products Indian companies specializing in rural Marketing – Trends in rural marketing

SELF STUDY:

Challenges in Rural Marketing

TEXT BOOK :

1. Gopaalswamy T.P. Rural Marketing – Environment, Problems and strategies,3rd ed., Vikas Publishing.,2014

REFERENCE BOOKS :

1. Ramkishen Y., New perspectives in Rural Agricultural Marketing 2nd Ed., Jaico Publishing House., Mumbai., 2007
2. Dogra Balram, Ghuman karminder., Rural marketing Concepts and Practices., TATA Mc Graw Hill Education pvt. Ltd.,NewDelhi, 2011
3. Krishnamacharyulu C.S.G., Lalitha Ramakrishnan, Cases in Rural marketing: An Integrated Approach, Dorling Kindersley Pvt. Ltd., New Delhi, 2009
4. Krishnamoorthy R., Intoduction to Rural marketing, 2nd Himalaya Publishing House Pvt. Ltd.,Mumbai, 2009
5. Kashyap Pradeep, Rural Marketing, 3rd Ed., Pearson India Education Services Pvt. Ltd., Chennai, 2016

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. http://www.ddegjust.ac.in/studymaterial/mba/mm-310.pdf
2. https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_RM_NOTES_2.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION**			
1.1	Rural Marketing	3	Chalk & Talk	Black Board
1.2	Definition – Characteristics,	3	Chalk & Talk	LCD
1.3	Scope and importance of Rural Market	3	Lecture	PPT & White board
1.4	Rural Vs Urban Marketing.	3	Lecture	Smart Board
UNIT -2	**CONSUMER BEHAVIOUR**			
2.1	Rural Market Environment	3	Lecture	Green Board Charts
2.2	Rural demand	3	Chalk & Talk	Green Board
2.3	Challenges in Rural Marketing	3	PPT	LCD
2.4	Consumer Behaviour in Rural Market.	3	PPT	LCD
UNIT -3	**SEGMENTATION**			
3.1	Rural Market segmentation	4	Lecture	PPT & White board

3.2	Product strategies , Role of New Products	4	Lecture	PPT & White board
3.3	Packaging for Rural Markets – Role of Pricing in Rural Marketing	4	Chalk & Talk	Black Board
UNIT -4	**MARKETING IN RURAL MARKET**			
4.1	Channel Management: Methods and Problems in Physical Distribution	2	Discussion	Black Board
4.2	Storage and Warehousing – function of Central & State Warehousing Corporation	2	Chalk & Talk	Black Board
4.3	Co-operative Marketing – Retailing	2	Lecture	PPT & White board
4.4	Marketing communication: Methods, Constraints	3	Lecture	PPT & White board
4.5	Message delivery, Media selection	1	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/
4.6	Personal selling, and Opinion leaders	1	Discussion	Black Board
UNIT -5	**RECENT TRENDS**			
5.1	Marketing of agricultural inputs, agricultural produce	1	Discussion	Black Board
5.2	Consumer products, Consumer durables	3	Chalk & Talk	Black Board
5.3	Marketing of Rural / Cottage industry / artisan products	2	Lecture	White board

5.4	Indian companies specializing in rural Marketing	3	Lecture	PPT & White board
5.5	Trends in rural marketing	3	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Discuss the characteristics of rural market.	K2	PSO1
CO 2	Analyse the challenges in rural marketing and rural market consumer behaviour.	K3	PSO2
CO 3	Assess rural marketing mix	K4	PSO3
CO 4	Explain channel management and communication in rural market.	K4	PSO4
CO 5	Outline industrial setup in rural market and recent trends	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. M. Nagarenitha

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HOD'S Signature
& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MBA	19MBA404	Services Marketing	Major Elective	5	5

COURSE DESCRIPTION

This course of examines the important issues faced by the service providers and the successful implementation of a customer focus in service based businesses.

COURSE OBJECTIVES

To enable the students to apply marketing concept in various service industries.

UNITS

UNIT I :EVOLUTION AND CHARACTERISTICS [12 HRS]

Introduction of services marketing: Evolution of the service sector, characteristic of services, marketing implication, service classification and service marketing mix. Consumer behaviour and services: understanding the service consumers, information search and evolution of attributes of dissatisfaction, service perception and implication for marketers. Segmentation targeting and positioning of services: segmentation of the market for services, positioning through the value-chain, positioning alternatives.

UNIT II : SERVICE AND PRICING [12 HRS]

Product: concepts of the service product, core tangibles and augmented product, understanding, supporting and facilitation services, developing the service product.

Pricing: understand cost components of price, pricing techniques and strategic, price bundling as a concept, consumer expectations and the pricing decision**.**

UNIT III :PROMOTION AND PHYSICAL DISTRIBUTION [12 HRS]

Key issues in services promotion, word-of-mouth, public relations and image management, promotional tools and campaign planning.

Physical Distribution and customer service: distribution and customer service, channels for services, role of intermediaries, location decisions and franchising.

UNIT IV :PEOPLE, PROCESS AND PHYSICAL EVIDENCE [12 HRS]

People: understanding the role of the fifth P and marketing implications, internal marketing, investing in people for strategic service advantage.

Process: Role and structure of service process, managing demand and capacity, understanding patterns of demand for services, demand management strategies.

Physical evidence: Scope, types of physical evidence and their marketing implication, managing physical evidence strategic advantage.

UNIT V: SERVICE QUALITY [12 HRS]

Issues and concepts of service quality, dimensions of service quality, dimensions service quality, servqual model and managing service quality - Service strategies: identification of critical success factors for developing effective service strategies.

SELF STUDY

Identification of critical success factors for developing effective service strategies.

TEXT BOOK :

1. RaviShanker: Services marketing: The Indian Perspective, Excel Book, New Delhi, 2013.
2. Payne, Essence of Services Marketing, Prentice Hall of India, New Delhi, 2002.

REFERENCE BOOKS:

1. Valarie A. Zeithamal & Mary Jo Bitner, Services Marketing 6th editon, Tata Mc Graw Hill, 2013
2. Harsh Verma.V., Services marketing Text And Cases, 2nd Ed., Dorling Kindersley India Pvt. Ltd., 2012
3. Dr.Shajahan.S., Services Marketing (Concepts, Practices & Cases from Indian Environment), Himalaya Publing House, 2011
4. Rajendra Nargundhkar, Services Marketing text and Cases, 3rd Ed., Tata McGraw Hill Education Pvt. Ltd., NewDelhi, 2011
5. Gupta .S.L., Marketing of Services Text and Cases, International Book House Pvt. Ltd., 2012.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. http://sdeuoc.ac.in/sites/default/files/sde_videos/SLM-MCom-SERVICE%20MARKETING.pdf
2. https://ebs.online.hw.ac.uk/EBS/media/EBS/PDFs/Services-Marketing-Course-Taster.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**EVOLUTION AND CHARACTERISTICS**			
1.1	Introduction of services marketing: Evolution of the service sector, characteristic of services	3	Chalk & Talk	Black Board
1.2	Marketing implication, service classification and service marketing mix	2	Chalk & Talk	LCD
1.3	Consumer behaviour and services: understanding the service consumers, information search and	2	Lecture	PPT & White board

	evolution of attributes of dissatisfaction,			
1.4	Service perception and implication for marketers	2	Lecture	Smart Board
1.5	Segmentation targeting and positioning of services: segmentation of the market for services	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/
1.6	Positioning through the value-chain, positioning alternatives.	1	Discussion	Google classroom
UNIT -2	**SERVICE AND PRICING**			
2.1	Product: concepts of the service product, core tangibles and augmented product	3	Lecture	Green Board Charts
2.2	Understanding, supporting and facilitation services, developing the service product.	3	Chalk & Talk	Green Board
2.3	Pricing: understand cost components of price, pricing techniques and strategic	3	PPT	LCD
2.4	Price bundling as a concept, consumer expectations and the pricing decision	3	PPT	LCD
UNIT -3	**PROMOTION**			
3.1	Key issues in services promotion, word-of-mouth, public relations and image management	4	Lecture	PPT & White board
3.2	Promotional tools and campaign planning	4	Lecture	PPT & White board

3.3	Distribution and customer service: distribution and customer service, channels for services, role of intermediaries, location decisions and franchising	4	Chalk & Talk	Black Board
UNIT -4	**UNDERSTANDING PATTERNS OF DEMAND**			
4.1	People: understanding the role of the fifth P and marketing implications, internal marketing, investing in people for strategic service advantage	4	Discussion	Black Board
4.2	Process: Role and structure of service process, managing demand and capacity, understanding patterns of demand for services, demand management strategies.	4	Chalk & Talk	Black Board
4.3	Physical evidence: Physical evidence and service scope, types of physical evidence and their marketing implication, managing physical evidence strategic advantage	4	Lecture	PPT & White board
UNIT -5	**SERVICE QUALITY**			
5.1	Issues and concepts of service quality	3	Discussion	Black Board
5.2	Dimensions of service quality	3	Chalk & Talk	Black Board
5.3	Servqual model and managing service quality	3	Lecture	PPT & White board
5.4	Service strategies: identification of critical success factors for developing effective service strategies	3	Lecture	PPT & White board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

****The Average of two will be taken into account***

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Discuss evolution of service	K2	PSO1

	marketing, consumer behaviour and segmentation, targeting and positioning		
CO 2	Explain product and pricing in service industries	K2	PSO2
CO 3	Analyse promotion and distribution in service industries	K2, K3	PSO3
CO 4	Compile the concepts of people, process and physical evidences in service marketing	K4	PSO4
CO 5	Apply service quality and strategies in various industries	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. M. Nagarenitha

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HOD'S Signature
& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA405	Consumer Behaviour	Major Elective	5	5

COURSE DESCRIPTION

This course applies knowledge from the field of psychology, sociology, anthropology and economics to describe and understand how consumers are likely to behave in many different consumption situations.

COURSE OBJECTIVES

To identify factors influencing consumer behaviour and its applications.

UNITS

UNIT I: INTRODUCTION **[12 HRS]**

The Diversity of consumer behaviour – Definition – Importance – The consumer movement – The Role of Consumer Research

UNIT II: LIFE STYLE **[12 HRS]**

Social – Measurement of social class – Social stratification – life style profile – Selected

Consumer Behaviour – Applications of social class

UNIT III: CULTURE **[12 HRS]**

Characteristics – Measurement of culture – cross culture - Sub cultural influences on Consumer Behavior.

UNIT IV: DECISION MAKING [12 HRS]

Process, Personal influence & Opinion leadership process – Diffusion of innovations – Consumer decision Making model.

UNIT V: CONSUMER PROTECTION [12 HRS]

Attitudes & Believes of the Consumer – Consumer Protection.

SELF STUDY:

Cross culture - Sub cultural influences on Consumer Behaviour

TEXT BOOK:

1. Schiffman, Leon G.,lesllie lazar karuk, Consumer Behavior, 10th ed, New Delhi: Prentice Hall of India Pvt Ltd, 2011.

REFERENCE BOOKS:

1. Blackwell, Consumer Behaviour / Blackwell, Miniard and Engel. Australia: Thomson, 2006.
2. Nair, Suja R., Consumer Behaviour in Indian Perspective, Text and Cases, Himalaya Publishing House,Mumbai, 2014.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. http://www.sjput.in/pdf/markiii_cb.pdf
2. https://ebs.online.hw.ac.uk/EBS/media/EBS/PDFs/Consumer-Behaviour-Course-Taster.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION**			
1.1	The Diversity of consumer behaviour	3	Chalk & Talk	Black Board
1.2	Definition	2	Chalk &	LCD

			Talk	
1.3	Importance	2	Lecture	PPT & White board
1.4	The consumer movement	2	Lecture	Smart Board
1.5	The Role of Consumer Research	3	Flipped Learning	Online/ E-Content/ Text Books /Materials/
UNIT -2	**LIFE STYLE**			
2.1	Social – Measurement of social class	2	Lecture	Green Board Charts
2.2	Social stratification	2	Chalk & Talk	Green Board
2.3	Life style profile	3	PPT	LCD
2.4	Selected Consumer Behaviour	3	PPT	LCD
2.5	Applications of social class	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/
UNIT -3	**CULTURE**			
3.1	Characteristics	4	Lecture	PPT & White board
3.2	Measurement of culture – cross culture	4	Lecture	PPT & White board

3.3	Sub cultural influences on Consumer Behavior	4	Chalk & Talk	Black Board
UNIT -4	**DECISION MAKING**			
4.1	Process	4	Discussion	Black Board
4.2	Personal influence & Opinion leadership process	4	Chalk & Talk	Black Board
4.3	Diffusion of innovations – Consumer decision Making model	4	Lecture	PPT & White board
UNIT -5	**CONSUMER PROTECTION**			
5.1	Attitudes & Believes of the Consumer	6	Discussion	Black Board
5.2	Consumer Protection	6	Chalk & Talk	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%

Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks

C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

****The Average of two will be taken into account***

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Explain the need for studying consumer behaviour and consumer research	K2	PSO1
CO 2	Discuss the role of social factors in consumer behaviour	K2	PSO2
CO 3	Analyse the role of culture in understanding consumers	K3	PSO3
CO 4	Outline consumer decision process and models	K4	PSO4
CO 5	Compile the influence of attitude and belief in consumer behaviour	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5

CO1	**3**	**2**	**2**	**2**	**2**
CO2	**2**	**3**	**2**	**2**	**2**
CO3	**2**	**2**	**3**	**2**	**2**
CO4	**2**	**2**	**2**	**3**	**2**
CO5	**2**	**2**	**2**	**2**	**3**

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. M. Nagarenitha

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& Name

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA406	Retail Management	Major Elective	5	5

COURSE DESCRIPTION

This course develops an in-depth understanding of retail and services management as well as non-store retailing.

COURSE OBJECTIVES

To enable the students to gain knowledge on retailing.

UNITS

UNIT I : INTRODUCTION **[12 HRS]**

Meaning, definition – Retailer – Channels of Distribution – Evolution of Retailing – Functions of Retailing

UNIT II :TRENDS IN THE INDUSTRY **[12 HRS]**

Industry overview – National and International perspective – Economic significance of Retailing – Trends and opportunities in Retail Industry

UNIT III :CLASSIFICATION [12 HRS]

Retail formats – convenience stores – specialty – Supermarket – Discount stores – Super stores – Department stores – Hyper – Ware house stores / Club – Mall – Director catalogue retailing – web stores.

UNIT IV :MANAGEMENT [12 HRS]

Elements of retail operations – Store administration and Management of premises – Managing Inventory, Display, Receipts – Customer service, promotions and events.

UNIT V: STRAEGIES [12 HRS]

Retail Marketing strategy – Building a sustainable competitive advantage – Growth strategies – Strategic Retail planning process.

SELF STUDY :

Department stores – Hyper – Ware house stores / Club – Mall

TEXT BOOK:

1. Gibson G Vedamani, Retail Management, 3rd ed, Bombay: Jaico Publishing House, 2012

REFERENCE BOOKS :

1. Levy, Michael, Retailing Management / Michael Levy and Barton A Weitz.,8th Ed., New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2015.
2. Dion, Jim., Start and Run A Retail Business / Jim Dion and Ted Topping, Bombay: Jaico Publishing House, 2007.
3. Swapna Pradhan, Retailing Management: Text and Cases, 5th ed,New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2017.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. http://sim.edu.in/wp-content/uploads/2018/02/RETAIL-MANAGEMENT-Notes.pdf

2. http://newhorizonindia.edu/nhc_kasturinagar/wp-content/uploads/2020/06/VI-SEM-BBA-Retaail-Mgt.-notes.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION**			
1.1	Meaning, definition	3	Chalk & Talk	Black Board
1.2	Retailer – Channels of Distribution	3	Chalk & Talk	LCD
1.3	Evolution of Retailing	3	Lecture	PPT & White board
1.4	Functions of Retailing	3	Lecture	Smart Board
UNIT -2	**TRENDS IN THE INDUSTRY**			
2.1	Industry overview	3	Lecture	Green Board Charts
2.2	National and International perspective	3	Chalk & Talk	Green Board
2.3	Economic significance of Retailing	3	PPT	LCD
2.4	Trends and opportunities in Retail Industry	3	PPT	LCD
UNIT -3	**CLASSIFICATION**			
3.1	Retail formats – convenience stores – specialty – Supermarket	4	Lecture	PPT & White board

3.2	Discount stores – Super stores – Department stores – Hyper – Ware house stores / Club	4	Lecture	PPT & White board
3.3	Mall – Director catalogue retailing – web stores	4	Chalk & Talk	Black Board
UNIT -4	**MANAGEMENT**			
4.1	Elements of retail operations	3	Discussion	Black Board
4.2	Store administration and Management of premises	3	Chalk & Talk	Black Board
4.3	Managing Inventory, Display, Receipts	3	Lecture	PPT & White board
4.4	Customer service, promotions and events.	3	Lecture	PPT & White board
UNIT -5	**STRATEGIES**			
5.1	Retail Marketing strategy	3	Discussion	Black Board
5.2	Building a sustainable competitive advantage	3	Chalk & Talk	Black Board
5.3	Growth strategies	3	Lecture	PPT & White board
5.4	Strategic Retail planning process	3	Lecture	PPT & White board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment

	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC	NON - SCHOLASTIC	MARKS

C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

****The Average of two will be taken into account***

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline channels of Distribution and evolution of retailing	K2	PSO1
CO 2	Discuss trends and opportunities in retailing	K2	PSO2
CO 3	Analyse various retail formats	K3	PSO3

CO 4	Assess the role of Inventory display in retailing	K4	PSO4
CO 5	Explain retailing ad a sustainable competitive strategy	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. M. Nagarenitha

Forwarded By

HOD'S Signature & Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA410	Relational Database Management System & Oracle	Major Elective	5	5

COURSE DESCRIPTION

This course aims on the data base and its concepts along with its applications in business. This course also emphasizes the recent

developments in RDBMS and Oracle to make the students to run a business in an effective manner.

COURSE OBJECTIVES

To provide in depth knowledge about the applications of retinal database management system and oracle.

UNITS

UNIT I: INTRODUCTION [12 HRS]

Introduction: The evolution – modeling the real world – An alternative view of modeling – The conventional technique – the data base management system – A data base system. Introduction: the schema and sub schema – manipulative capabilities – guidelines for use – different user interfaces. Relational Model: Concepts of the relations Model – The relational algebra – The relational calculus – DSL ALPHA.

UNIT II: DATA MANIPULATION [12 HRS]

Normalization: Introduction – functional dependence – Multi valued dependency – candidate and primary key – normalization. A DBMS based on the relational Model: Introduction – The mapping operation – data manipulation facilities – d ata definition facilities – data control facilities.

UNIT III: ORACLE [12 HRS]

ORACLE: The right tool for many jobs – what a relational database Management System Does – The database Administration – The end user – The system Developer – How oracle organizes Data – How oracle Accessed Data – The oracle Environment – database Management Tools – Data Access and Manipulation Tools – programming Tools – Connectivity Tools – Oracle gives you Security and Control – Oracle performs competitively – Oracle supports Applications Development – Oracle use the SQL command set – Interfacing with oracle SQL and SQL *Plus – Loading the oracle protected mode executive – Logging on to oracle with SQL*Plus – Changing the “Super user” password – Granting user privileges – Dropping users and Altering

Privileges – A SQL printer – Types of SQL statement s- Anatomy of a SQL command – SQL*Plus data types

UNIT IV : DATABASE MANAGEMENT [12 HRS]

Designing a Database, Crating tables, and adding Data – Structuring a Relational Database – A sample Database – Understanding Table Components – Naming a Table – Assigning Storage Data types – Crating a Table in SQL*Plus – Creating table - Other Tables – Creating synonyms – Documenting Table structures – Changing table structure – Renaming a table – Altering a table – Dropping a table – Manipulating the date in a table – Inserting data into a table – SQL * Forms

UNIT V: SQL [12 HRS]

Understanding SQL*Forms – A new concept in Applications Development – Engineering SQL*Forms – Customizing with the Full screen Editor programming with Triggers – Generating a Form – Running a Form – Entering the query – Formatting your Report Reviewing the Group settings – Report menu – Parameter settings – Using SQL*Menu – Understanding SQL*Menu – Managing menu security – Managing libraries and Applications – Maintains Database Security – An Employee Database Application – Establishing User system – Level Privileges – Establishing User object – Legal Privileges Auditing.

SELF STUDY:

SQL printer

TEXT BOOK:

1. Mehta, Subhash.,DBMS: Data Base Management Systems.,New Delhi: Wheeler`s Publishing, 2014.

REFERENCE BOOKS:

1. Loney, Kevin.,Oracle 8 DBA Handbook. ,New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2010.
2. Corey, Michael(et al.).,Oracle 8 Data Warehousing.,New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2015.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://docs.oracle.com/cd/E11882_01/server.112/e40540.pdf
2. http://www.rjspm.com/PDF/BCA-428%20Oracle.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION**			
1.1	Introduction: The evolution – modeling the real world	1	Chalk & Talk	Black Board
1.2	An alternative view of modeling – The conventional technique	2	Chalk & Talk	LCD
1.3	The data base management system – A data base system. Introduction: the schema and sub schema	2	Lecture	PPT & White board
1.4	Manipulative capabilities – guidelines for use	1	Lecture	Smart Board
1.5	Different user interfaces. Relational Model: Concepts of the relations Model	2	Lecture	Black Board
1.6	The relational algebra	2	Discussion	Google classroom
1.7	The relational calculus – DSL ALPHA	2	Lecture	Black Board
UNIT -2	**DATA MANIPULATION**			
2.1	Normalization: Introduction – functional dependence	1	Lecture	Green Board Charts
2.2	Multi valued dependency – candidate and primary key	2	Chalk & Talk	Green Board
2.3	Normalization. A DBMS based	2		E-

	on the relational Model: Introduction		Flipped Learning	Content
2.4	The mapping operation	2	Blended Learning	Online/ Field visit
2.5	Data manipulation facilities	2	Lecture	PPT & White board
2.6	Data definition facilities	1	Lecture	Smart Board
2.7	Data control facilities	2	Lecture	Black Board
UNIT -3	**ORACLE**			
3.1	ORACLE: The right tool for many jobs – what a relational database Management System Does	3	Lecture	Green Board Charts
3.2	The database Administration – The end user – The system Developer – How oracle organizes Data – How oracle Accessed Data	3	Chalk & Talk	Green Board
3.3	The oracle Environment – database Management Tools – Data Access and Manipulation Tools – programming Tools – Connectivity Tools – Oracle gives you Security and Control – Oracle performs competitively – Oracle supports Applications Development – Oracle use the SQL command set	3	Flipped Learning	E-Content
3.4	Interfacing with oracle SQL and	1	Blended	Online/

	SQL *Plus – Loading the oracle protected mode executive – Logging on to oracle with SQL*Plus – Changing the "Super user" password – Granting user privileges – Dropping users and Altering Privileges		Learning	Field visit
3.5	A SQL printer – Types of SQL statement s- Anatomy of a SQL command – SQL*Plus data types	2	Chalk & Talk	Green Board
UNIT -4	**DATABASE MANAGEMENT**			
4.1	Designing a Database, Crating tables, and adding Data – Structuring a Relational Database	3	Blended Learning	Online/ Field visit
4.2	A sample Database – Understanding Table Components – Naming a Table – Assigning Storage Data types – Crating a Table in SQL*Plus – Creating table - Other Tables	2	Lecture	PPT & White board
4.3	Creating synonyms – Documenting Table structures – Changing table structure – Renaming a table – Altering a table – Dropping a table	2	Lecture	Smart Board
4.4	Manipulating the date in a table – Inserting data into a table	2	Lecture	Black Board
4.5	SQL * Forms	3	Discussion	Google classroom

UNIT -5	**SQL**			
5.1	Understanding SQL*Forms – A new concept in Applications Development – Engineering SQL*Forms	2	Lecture	Green Board Charts
5.2	Customizing with the Full screen Editor programming with Triggers – Generating a Form – Running a Form – Entering the query	3	Chalk & Talk	Green Board
5.3	Formatting your Report Reviewing the Group settings – Report menu – Parameter settings	2	Flipped Learning	E-Content
5.4	Using SQL*Menu – Understanding SQL*Menu – Managing menu security	3	Blended Learning	Online/ Field visit
5.5	Managing libraries and Applications – Maintains Database Security – An Employee Database Application – Establishing User system – Level Privileges – Establishing User object – Legal Privileges Auditing	2	Lecture	PPT & White board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the evolution of database management system	K2	PSO1

CO 2	Give a frame work a relational model of DBMS and its data control facilities	K2	PSO2
CO 3	Analyze ORACLE environment and SQL commands	K3	PSO3
CO 4	Identify ways of designing database and format models for its applications in business.	K4	PSO4
CO 5	Knowledge about SQL and its applications	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Mrs. N. Asha

Forwarded By

& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA411	Internet And Java Programming	Major Elective	5	5

COURSE DESCRIPTION

In order to cope up with the recent developments and designing an e-business, this course is framed for the students. It also focuses on the concepts and areas of internet and Java programming.

COURSE OBJECTIVES

To enable the students to understand the basics of internet and java programming.

UNITS

UNIT I: INTRODUCTION [12 HRS]

Internet – About Browsers – URL's Web Designing – parts of URL – URL technology – anatomy of URL – Usage of URL – URL Language – applications – Types – latest technologies – avoidances – long URL

UNIT II: VARIABLES [12 HRS]

Data Types – Variables – Arrays – Operators – Control Statements – Introduction to classes – Constructors – Finalizer – Methods and Classes – Inheritance. - Variable Declaration -Variable Initialization - Types of variables - Data Types in Java - Type Conversion & Type Casting

UNIT III: PACKAGE AND INTERFACE [12 HRS]

Package and Interfaces – Exception Handing – Threads and Synchronization – String Handing – Java I/D Classes and Interfaces – types of packages – built – in – user defined – creating package – syntax – sub packages.

UNIT IV: AWT **[12 HRS]**

Introduction to Applets – life cycle – class – parameters - Event handing – Introducing AWT: working with Windows, Graphics and Text – AWT Controls – Layout Managers and Menus – web programming

UNIT V: NETWORKING **[12 HRS]**

Introduction to Networking – Java and Net – TCP/IP – Introduction JDBC.- basics of networking – types – end to end encryption – wireless networking

SELF STUDY:

AWT Controls

TEXT BOOK:

1. Alagarsamy, K.,JAVA in a Single Touch Feel It Hot. --1st ed. ,New Delhi: Galgotia Publications Ltd, 2013.

REFERENCE BOOKS :

1. Heller, Philip.,Java 2 Developer's Handbook.,New Delhi: Bpb Publications, 2014.
2. Naughton, Patrick, Java 2: The Complete Reference. 3rd ed., New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2015.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.iitk.ac.in/esc101/share/downloads/javanotes5.pdf
2. https://www.cs.cmu.edu/afs/cs.cmu.edu/user/gchen/www/download/java/LearnJava.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids

UNIT -1	**INTRODUCTION**			
1.1	Internet – About Browsers –	1	Chalk & Talk	Black Board
1.2	URL's Web Designing – parts of URL – URL technology –	2	Chalk & Talk	LCD
1.3	Anatomy of URL –	2	Lecture	PPT & White board
1.4	Usage of URL –	1	Lecture	Smart Board
1.5	URL Language – applications –	2	Lecture	Black Board
1.6	Types – latest technologies –	2	Discussion	Google classroom
1.7	Avoidances – long URL	2	Lecture	Black Board
UNIT -2	**VARIABLES**			
2.1	Data Types – Variables – Arrays – Operators	1	Lecture	Green Board Charts
2.2	Control Statements – Introduction to classes – Constructors – Finalizer – Methods and Classes	2	Chalk & Talk	Green Board
2.3	Inheritance. - Variable Declaration	2	Flipped Learning	E-Content
2.4	Variable Initialization - Types of variables	2	Blended Learning	Online/ Field visit
2.5	Data Types in Java	2	Lecture	PPT &

				White board
2.6	Type Conversion & Type Casting	3	Lecture	Smart Board
UNIT -3	**PACKAGE AND INTERFACE**			
3.1	Package and Interfaces – Exception Handing	3	Lecture	Green Board Charts
3.2	Threads and Synchronization	3	Chalk & Talk	Green Board
3.3	String Handing – Java I/D Classes and Interfaces	3	Flipped Learning	E-Content
3.4	Types of packages – built – in – user defined – creating package – syntax – sub packages	3	Blended Learning	Online/ Field visit
UNIT -4	**AWT**			
4.1	Introduction to Applets	3	Blended Learning	Online/ Field visit
4.2	Life cycle – class – parameters - Event handing – Introducing AWT	2	Lecture	PPT & White board
4.3	Working with Windows, Graphics and Text	2	Lecture	Smart Board
4.4	AWT Controls – Layout Managers and Menus	2	Lecture	Black Board
4.5	Web programming	3	Discussion	Google classroom
UNIT -5	**NETWORKING**			
5.1	Introduction to Networking –	2	Lecture	Green

	Java and Net			Board Charts
5.2	TCP/IP – Introduction	3	Chalk & Talk	Green Board
5.3	JDBC.- basics of networking	2	Flipped Learning	E-Content
5.4	Types	3	Blended Learning	Online/ Field visit
5.5	End to end encryption – wireless networking	2	Lecture	PPT & White board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %

Total	**-**	**10**	**10**	**15**	**10**	**5**	**50**	**100 %**

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				**NON - SCHOLASTIC**	**MARKS**		
C1	**C2**	**C3**	**C4**	**C5**	**CIA**	**ESE**	**Total**
10	**15**	**10**	**10**	**5**	**50**	**50**	**100**

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks

C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

****The Average of two will be taken into account***

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Introduce the browsers and URL in web designing	K2	PSO1
CO 2	Enable to know various types of data and inheritance	K2	PSO2
CO 3	Framework of various packages and interfaces along with exception banding	K3	PSO3
CO 4	Insist on working with windows graphics and texts	K4	PSO4
CO 5	Introduce networking and IDBC	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Mrs. N. Asha

Forwarded By

HOD'S Signature & Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA412	Computer Networks	Major Elective	5	5

COURSE DESCRIPTION

This course examines the concepts and features of computer networks in the present scenario. It involves the various types of networking and its impact in the business.

COURSE OBJECTIVES

To provide information about the concepts of computer networks and their inferences in the business environment.

UNITS

UNIT I: INTRODUCTION [12 HRS]

Introduction: Computer Networks – Applications of Networks, Line Configuration in Computer Networks, Types of Network topology, OSI reference Model.

UNIT II: TRANSMISSION MEDIA [12 HRS]

Meaning – Factors to be considered while selecting a Transmission Medium – Transmission modes – Types of Transmission Media - Guided Transmission media – Coaxial – Fibre optics – Twisted – Unguided Transmission Media – Radio transmission – Microwave transmission – Error Detection and correction.

UNIT III: DATA COMMUNICATION [12 HRS]

Data Communications – Meaning, Types, Components Transmission – Synchronous and Asynchronous Transmission - Transmission modes in computer networks – Simplex, Half duplex and Full duplex modes.

UNIT IV: COMMUNCATION NETWORKS [12 HRS]

Types of Communication networks: Introduction to LAN – Characteristics, Applications, Advantages & Disadvantages, Common types. MAN – Characteristics, Advantages & Disadvantages, working, Types. WAN – Characteristics, Advantages & Disadvantages, and Types.

UNIT V: INTERNETWORK & WIRELESS NETWORK [12 HRS]

Inter Network – Meaning, Units of Internetworking. Internetwork addressing – Kinds – Challenges to Internetworking – Different types of internet connections. Wireless network – Meaning, Categories – Wireless Device Roles & its connections – Wireless devices in networks.

SELF STUDY :

Communication networks

TEXT BOOK:

1. Tanenbaum, Andrew S., Computer Networks. --3rd ed., New Delhi: Prentice Hall of India Pvt Ltd, 2000.

REFERENCE BOOKS :

1. Sarma, C R.,Computer Networks: A Pragmatic Approach., Bombay: Jaico Publishing House, 2005.

2. Rajesh, R S.,Computer Networks: Fundamentals and Applications / R S Rajesh, K S Easwarakumar and R Balasubramanian. , New Delhi: Vikas Publishing House Ltd, 2002.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. http://intronetworks.cs.luc.edu/current2/ComputerNetworks.pdf
2. http://www.svecw.edu.in/Docs%5CCSECNLNotes2013.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION**			
1.1	Introduction: Computer Networks –	3	Chalk & Talk	Black Board
1.2	Applications of Networks,	2	Chalk & Talk	LCD
1.3	Line Configuration in Computer Networks,	2	Lecture	PPT & White board
1.4	Types of Network topology,	3	Lecture	Smart Board
1.5	OSI reference Model	2	Lecture	Black Board
UNIT -2	**TRANSMISSION MEDIA**			
2.1	Meaning – Factors to be considered while selecting a Transmission Medium	2	Lecture	Green Board Charts
2.2	Transmission modes – Types of Transmission Media	2	Chalk & Talk	Green Board
2.3	Guided Transmission media – Coaxial – Fibre optics – Twisted	2	Flipped Learning	E-Content
2.4	Unguided Transmission Media – Radio transmission	2	Blended Learning	Online/ Field visit
2.5	Microwave transmission	2	Lecture	White board

2.6	Error Detection and correction	2	Lecture	Smart Board
UNIT -3	**DATA COMMUNICATION**			
3.1	Data Communications – Meaning, Types, Components.	3	Lecture	Green Board Charts
3.2	Transmission – Synchronous and Asynchronous Transmission	3	Chalk & Talk	Green Board
3.3	Transmission modes in computer networks – Simplex	3	Flipped Learning	E-Content
3.4	Half duplex and Full duplex modes.	3	Blended Learning	Online/ Field visit
UNIT -4	**COMMUNICATION NETWORKS**			
4.1	Types of Communication networks: Introduction to LAN – Characteristics	3	Blended Learning	Online/ Field visit
4.2	Applications, Advantages & Disadvantages, Common types.	2	Lecture	PPT & White board
4.3	MAN – Characteristics, Advantages & Disadvantages, working	2	Lecture	Smart Board
4.4	Types. WAN – Characteristics	2	Lecture	Black Board
4.5	Advantages & Disadvantages, and Types	3	Discussion	Google classroom

UNIT -5	INTERNETWORK & WIRELESS NETWORK			
5.1	Inter Network – Meaning	2	Lecture	Green Board Charts
5.2	Units of Internetworking. Internetwork addressing – Kinds – Challenges to Internetworking	3	Chalk & Talk	Green Board
5.3	Different types of internet connections. Wireless network – Meaning	2	Flipped Learning	E-Content
5.4	Categories – Wireless Device Roles & its connections	3	Blended Learning	Online/ Field visit
5.5	Wireless devices in networks	2	Lecture	PPT & White board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

****The Average of two will be taken into account***

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Introduce the network types, applications and models	K2	PSO1
CO 2	Outline the path of transmission of various types of signals and error detections and correction	K2	PSO2

CO 3	Give importance about data communications and channels	K3	PSO3
CO 4	Analyze the various types of communication networks	K4	PSO4
CO 5	Provide knowledge about internetwork and wireless network	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Mrs. N. Asha

Forwarded By

HOD'S Signature & Name

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA420	Security Analysis & Portfolio Management	Major Elective	5	5

COURSE DESCRIPTION

The course is intended to provide an in-depth theoretical knowledge on stock market. It augments the learning managers to build portfolio and analyse its performance.

COURSE OBJECTIVES

This course intends to inculcate skills to construct portfolio and evaluate from investors' view point.

UNITS

UNIT I : INTRODUCTION **[12 HRS]**

Investment: Objectives – Nature and Scope of Investment Management – Investment forms and Process. Introduction to Securities – Market for Securities – New Issues Market and Secondary Market – Regulations – SEBI guidelines.

UNIT II : SECURITY VALUATION **[12 HRS]**

Risk and Return – Concept of risk – Systematic and Unsystematic Risk – Management of Risk – Security Valuation – Share Valuation – Concept of Present Value – Share Valuation Models – Regression Analysis – Preference Share Valuation - Bond Valuation models – Yield–To–Maturity.

UNIT III : INVESTMENT ANALYSIS **[12 HRS]**

Fundamental Analysis – Meaning – Economy – Industry – Company – Forms of Market Efficiency – Efficient Market Theory – Random Walk Hypothesis – Technical Analysis – Assumptions – Dow theory – Elliot wave theory – Mathematical indicators.

UNIT IV: PORTFOLIO ANALYSIS AND SELECTION [12 HRS]

Risk and investor preferences – Risk–return calculation of portfolios with more than two securities market with theory – Efficient frontier – Sharpe index – Capital asset pricing model (CAPM) – Significance of beta in the portfolio.

UNIT V: PORTFOLIO EVALUATION [12 HRS]

Managed portfolios – Performance need for evaluation measurements – Evaluation of portfolio performance – Evaluation techniques – Treynor's performance measure for portfolios

SELF STUDY:

Types of Fundamental analysis

TEXT BOOKS:

1. Fisher, Donald E. and Jordan, Security Analysis and Portfolio Management. --6th ed. New Delhi: Prentice Hall of India Pvt Ltd, 2000.
2. Bhalla, V K., Fundamentals of Investment Management, 3rd ed., Delhi: S. Chand & Company, 2013.

REFERENCE BOOKS :

1. Avadhani, V A, Investment and Securities Markets in India, 10th ed., Mumbai: Himalaya Publishing House, 2017.
2. Singh, Preeti, Investment Management: Security Analysis and Portfolio Management. Mumbai: Himalaya Publishing House, 2012.
3. Kevin S, Portfolio Management, 2nd ed., New Delhi: Prentice Hall of India Pvt Ltd, 2015.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. http://www.ddegjust.ac.in/studymaterial/mba/fm-304.pdf

2. http://www.stet.edu.in/SSR_Report/Study%20Material/PDF/MBA/6-3.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION**			
1.1	Investment: Objectives – Nature and Scope of Investment Management – Investment forms and Process	3	Lecture	White Board
1.2	Introduction to Securities – Market for Securities – New Issues Market and Secondary Market	5	Lecture	LCD
1.3	Regulations – SEBI guidelines	4	Blended learning	White board
UNIT -2	**SECURITY VALUATION**			
2.1	Risk and Return – Concept of risk – Systematic and Unsystematic Risk – Management of Risk	2	Lecture	LCD
2.2	Security Valuation – Share Valuation – Concept of Present Value – Share Valuation Models – Regression Analysis	5	Demonstration	Online Learning
2.3	Preference Share Valuation - Bond Valuation models – Yield–To–Maturity	5	Blended Learning	Google classroom
UNIT -3	**INVESTMENT ANALYSIS**			
3.1	Fundamental Analysis – Meaning – Economy –	1	Lecture	LCD

	Industry – Company —			
3.2	Forms of Market Efficiency – Efficient Market Theory – Random Walk Hypothesis	5	Problem-based learning	Smart Board
3.3	Technical Analysis – Assumptions – Dow theory – Elliot wave theory – Mathematical indicators	6	Blended Learning	Online learning
UNIT -4	**PORTFOLIO ANALYSIS AND SELECTION**			
4.1	Risk and investor preferences – Risk–return calculation of portfolios with more than two securities market with theory	4	Lecture	White Board
4.2	Efficient frontier – Sharpe index	4	Case study analysis	Materials
4.3	Capital asset pricing model (CAPM) – Significance of beta in the portfolio	4	Demonstration	White Board
UNIT -5	**PORTFOLIO EVALUATION**			
5.1	Managed portfolios – Performance need for evaluation measurements	3	Lecture	LCD
5.2	Evaluation of portfolio performance	4	Blended learning	Google classroom
5.3	Evaluation techniques – Treynor's performance measure for portfolios	5	Demonstration	LCD

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

****The Average of two will be taken into account***

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the concept of Investment Management and Securities market	K2	PSO1
CO 2	Assess the risk and return of individual securities	K2	PSO2

CO 3	Apply Fundamentals and Technical analysis to Portfolio	K3	PSO3
CO 4	Assess the risk and return of Portfolio	K4	PSO4
CO 5	Use portfolio evaluation techniques	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. L. Meena

Forwarded By

HOD'S Signature & Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA422	Management Of Financial Services	Major Elective	5	5

COURSE DESCRIPTION

The course focuses on providing knowledge on financial services industry. The course is designed to analyse the practices of different financial services in the market.

COURSE OBJECTIVES

This course is aimed at enhancing knowledge on financial services from corporate perspective.

UNITS

UNIT I: INTRODUCTION [12 HRS]

An Overview Of Financial Services Industry – Trends In Financial Services – Nature And Scope Of Financial Services. Innovative Financial Instruments – Challenges Facing The Financial Services Sector – Present Scenario. NBFCs – Prudential Norms.

UNIT II: LEASING & HIRE PURCHASE [12 HRS]

Meaning – Tax Aspects Evaluation – Accounting – Qualitative Factors – Structuring – Funding.

UNIT III: VENTURE CAPITAL [12 HRS]

Concepts And Characteristics – Origin And Growth – Financial Agencies Involved – Finance Of Venture Capital Firms – Venture Capital Schemes –

Trends In Venture Capital Financing Guidelines – Credit Rating – Concepts – Objectives – Types – Credit Rating Agencies – Methodology For Credit Rating – Stock Broking – Framework Of Operations – Trading & Settlement Procedures.

UNIT IV : MUTUAL FUNDS **[12 HRS]**

Meaning – Types / Classification Of Funds – Importance Of Mutual Funds – Organisation And Operation Of The Fund – Investors Rights – General Guidelines – Selection Of A Fund – Reasons For The Slow Growth – UTI a case – Future of mutual funds.

UNIT V: OTHER FINANCIAL SERVICES **[12 HRS]**

Concept and Forms of Factoring – Factoring Vs Bills Discounting - Functions of a Factor – Evaluation of Factoring – Depository System – Securitisation of Debt – Merchant Banking – Consumer Finance and Inter-Corporate Loan / Deposits – International Financial centres - Insurance services – Cash Management Services – Credit cards.

SELF-STUDY

Credit cards

TEXT BOOK:

1. Khan, M Y., Financial Services. --9th ed., New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2017.

REFERENCE BOOKS :

1. Gordon, E and Natarajan, K., Financial Markets and Services, --11th Revised ed., Mumbai: Himalaya Publishing House, 2016.
2. Desai, Vasant., Indian Financial System: Financial System, Markets, Institutions, Instruments, Services. – 5th ed., New Delhi: Galgotia Publications Ltd, 2017.
3. Bhalla, V K, Management of Financial Services, 3rd Revised & enlarged ed., New Delhi: Anmol Publications Pvt Ltd, 2008.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.freebookcentre.net/business-books-download/Management-of-Financial-Services.html

2. https://www.wittenborg.eu/sites/default/files/wittenborg/pdf/downloads/200_Individual%20Programme%20Curriculum%20Information%20Factsheets/205_Wittenborg_University_Bachelor_IBA_Financial_Services_Management.pdf.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION**			
1.1	An Overview Of Financial Services Industry – Trends In Financial Services – Nature And Scope Of Financial Services	3	Lecture	LCD
1.2	Innovative Financial Instruments	3	Group Discussion	-
1.3	Challenges Facing The Financial Services Sector – Present Scenario	4	Blended learning	Google classroom
1.4	NBFCs – Prudential Norms	2	Demonstration	LCD
UNIT -2	**LEASING & HIRE-PURCHASE**			
2.1	Meaning – Tax Aspects - Evaluation – Accounting	4	Lecture	LCD
2.2	Qualitative Factors	4	Lecture	LCD
2.3	Structuring – Funding	4	Blended Learning	Online learning
UNIT -3	**VENTURE CAPITAL**			
3.1	Concepts And	3	Lecture	LCD

	Characteristics – Origin And Growth – Financial Agencies Involved – Finance Of Venture Capital Firms			
3.2	Venture Capital Schemes – Trends In Venture Capital Financing Guidelines	3	Lecture	LCD
3.3	Credit Rating – Concepts – Objectives – Types – Credit Rating Agencies – Methodology For Credit Rating	3	Blended learning	Online learning
3.4	Stock Broking – Framework Of Operations – Trading & Settlement Procedures	3	Demonstration	LCD
UNIT -4	**MUTUAL FUNDS**			
4.1	Meaning – Types / Classification Of Funds – Importance Of Mutual Funds	3	Lecture	White Board
4.2	Organisation And Operation Of The Fund – Investors Rights – General Guidelines	4	Demonstration	Online learning
4.3	Selection Of A Fund – Reasons For The Slow Growth	3	Case study learning	Materials
4.4	UTI a case – Future of mutual funds	2	Group Discussion	Materials
UNIT -5	**OTHER FINANCIAL SERVICES**			
5.1	Concept and Forms of Factoring – Factoring Vs	3	Lecture	LCD

	Bills Discounting - Functions of a Factor – Evaluation of Factoring			
5.2	Depository System – Securitisation of Debt – Merchant Banking	3	Blended Learning	Online learning
5.3	Consumer Finance and Inter-Corporate Loan / Deposits – International Financial centres	2	Demonstration	LCD
5.4	Insurance services – Cash Management Services	3	Lecture	LCD
5.5	Credit cards	1	Peer-assisted learning	Materials

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non	-	-	-	-	-	5	5	10 %

Scholastic								
Total	**-**	**10**	**10**	**15**	**10**	**5**	**50**	**100 %**

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				**NON - SCHOLASTIC**	**MARKS**		
C1	**C2**	**C3**	**C4**	**C5**	**CIA**	**ESE**	**Total**
10	**15**	**10**	**10**	**5**	**50**	**50**	**100**

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks

C5 - Attendance 1 - 5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Explain the industry framework of financial services and create innovative financial instruments	K2	PSO1
CO 2	Evaluate leasing & hire purchase quantitatively and qualitatively	K2	PSO2
CO 3	Outline the venture capital firms, credit rating agencies & methodology, and stock broking procedures	K3	PSO3
CO 4	Evaluate mutual fund industry	K4	PSO4
CO 5	Analyse factoring services, depository system and International Financial Centres	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. L. Meena

Forwarded By

HOD'S Signature
& Name

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA423	Mergers & Acquisitions	Major Elective	5	5

COURSE DESCRIPTION

This course hones up the dexterity of the managers on the strategic approach to mergers and acquisitions. It also widens the analytical skills of learners on valuation of mergers.

COURSE OBJECTIVES

This course aims to improve the mastery of mechanism, valuation and challenges in M&A.

UNITS

UNIT I : INTRODUCTION **[12 HRS]**

Mergers- in the nature of acquisitions and amalgamations. types of merger – motives behind mergers – theories of mergers – operating, financial and managerial synergy of mergers – value creation in horizontal, vertical and conglomerate mergers – internal and external change forces contributing to M & A activities M & A – A strategic perspective- industry life cycle and product life cycle analysis in M&A decision, strategic approaches to M&A- SWOT analysis, BCG matrix, Porter's Five forces model.

UNIT II : CORPORATE RESTRUCTURING [12 HRS]

Different methods of restructuring – Merger Process – Dynamics of M&A process – Identification of targets negotiation – Closing the deal – Five-stage model – Due diligence – Process of merger integration – Organizational and human aspects – Managerial challenges of M & A

UNIT III : VALUATION & FINANCING [12 HRS]

Valuation approaches – Discounted cash flow valuation – Relative valuation – Valuing operating and financial synergy – Valuing corporate control – Valuing of LBO Methods of financing mergers – Cash offer – Share exchange ratio – Mergers as a capital budgeting decision.

UNIT IV : TAKEOVERS [12 HRS]

Types – Hostile takeover approaches – Take-over defences – Financial defensive measures – Coercive offers and defence – Anti-takeover Amendments – Poison pill defence.

UNIT V: AMALGAMATION [12 HRS]

Accounting for amalgamation – Pooling of interest method – Purchase method – Procedure laid down under Indian companies act of 1956 – Legal and regulatory framework of M & A – Provisions of Company's Act 1956 – Indian Income Tax Act 1961 – SEBI takeover code – Provisions of Competition Act.

SELF STUDY:

Types of Take-overs

TEXT BOOKS:

1. Rabi Narayan Kar and Minakshi, Mergers, Acquisitions & Corporate restructuring Strategies and Practices, -- 3rd ed., Mumbai: International Book House, 2017.
2. Fred Weston, Kwang S Chung, Susan E Hoag, Mergers, Restructuring And Corporate Control, – 1st ed., London, England: Pearson Education, 2015

REFERENCE BOOKS

1. Vadapalli, Ravindhar, Mergers acquisitions and Business valuation, New Delhi: Excel books, 2007.

2. Damodaran, Ashwath, Corporate Finance – Theory And Practice, – 2nd ed., John Wiley & Sons, 2003.
3. Shukla, M. C, Grewal, T. S, & Gupta, S. C, Advanced Accounts Vol II, –19th ed., S.Chand & Sons, 2007.
4. Kapoor, G. K and Dhamija, Sanjay, Company Law & Practice, – 23rd ed., Taxmann, 2018.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. http://www.simonfoucher.com/MBA/FINA%20695E%20-%20Mergers%20Acquisitions/Mergers,%20Acquisitions,%20and%20Corporate%20Restructurings%20%206th.pdf
2. http://www.himpub.com/documents/Chapter740.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION**			
1.1	Mergers- in the nature of acquisitions and amalgamations. types of merger – motives behind mergers – theories of mergers – operating, financial and managerial synergy of mergers	4	Chalk & Talk	Black Board

1.2	Value creation in horizontal, vertical and conglomerate mergers – internal and external change forces contributing to M & A activities	4	Chalk & Talk	LCD
1.3	M & A - A strategic perspective- industry life cycle and product life cycle analysis in M&A decision, strategic approaches to M&A- SWOT analysis, BCG matrix, Porter's Five forces model	4	Lecture	PPT & White board
UNIT -2 CORPORATE RESTRUCTURING				
2.1	Different methods of restructuring – Merger Process – Dynamics of M&A process – Identification of targets negotiation – Closing the deal	5	Lecture	White Board
2.2	Five-stage model – Due diligence – Process of merger integration	3	Blended learning	Online learning
2.3	Organizational and human aspects – Managerial challenges of M & A	4	Group Discussion	Materials
UNIT -3 VALUATION & FINANCING				
3.1	Valuation approaches – Discounted cash flow valuation – Relative valuation —	4	Lecture	LCD

3.2	Valuing operating and financial synergy – Valuing corporate control	4	Blended learning	Google classroom
3.3	Valuing of LBO Methods of financing mergers – Cash offer – Share exchange ratio – Mergers as a capital budgeting decision	4	Demonstration	Online learning
UNIT -4	**TAKEOVERS**			
4.1	Types	2	Peer-assisted learning	Materials
4.2	Hostile takeover approaches – Take-over defences	5	Lecture	LCD
4.3	Financial defensive measures – Coercive offers and defence – Anti-takeover Amendments – Poison pill defence	5	Blended learning	Google classroom
UNIT -5	**AMALGAMATION**			
5.1	Accounting for amalgamation – Pooling of interest method – Purchase method	4	Lecture	White Board
5.2	Procedure laid down under Indian companies act of 1956 – Legal and regulatory framework of M & A	4	Blended learning	Online learning
5.3	Provisions of Company's Act 1956 – Indian Income Tax Act 1961 – SEBI takeover code – Provisions of Competition Act	4	Group Discussion	Materials

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5

	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

****The Average of two will be taken into account***

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Plan for mergers and discuss the strategic approach to M&A	K2	PSO1
CO 2	Formulate corporate restructuring deal	K2	PSO2
CO 3	Evaluate valuation approaches and methods of financing mergers	K3	PSO3
CO 4	Analyze take over approaches and amendments	K4	PSO4
CO 5	Apply accounting methods and analyse Legal and Regulatory Provisions	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. L. Meena

Forwarded By

HOD'S Signature & Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA431	Industrial Psychology And Counselling	Major Elective	5	5

COURSE DESCRIPTION

This course focuses on inculcating knowledge about work psychology and the various approaches of work psychology like psychoanalytic, trait, behavioural, phenomenological, social and cognitive. It helps the student to develop the counselling skills.

COURSE OBJECTIVES

This Course intends at inculcating / imparting knowledge about application of psychology in industry.

UNITS

UNIT I : INDUSTRIAL PSYCHOLOGY [12 HRS]

Meaning and scope of Industrial Psychology – Fatigue, Monotony, Boredom effects and remedial measures – Human Engineering in Industry.

UNIT II : WORK PSYCHOLOGY [12 HRS]

The psychoanalytic, trait, behaviourist, phenomenological social and cognitive approaches- Career choice and development for executives – Women at work and ethnic groups at work

UNIT III :EMPLOYEE COUNSELING [12 HRS]

Definition, goals – Types of employee counselling – directive and non-directive, eclectic counselling, individual and group counselling – Counselling process – counselling interview.

UNIT IV: AREAS IN COUNSELING [12 HRS]

Counselling families, counselling with parents, pre-marital counselling ,marriage counselling, counselling women, counselling Drug addicts. Counselling and relaxation techniques

UNIT V: EMPLOYEE COUNSELOR [12 HRS]

Qualities of a counsellor – role & functions of employee counsellor – Role of a manager as a counsellor, mentor and coach

SELF STUDY:

Human Engineering in different Industries

TEXT BOOK:

1. Ghosh, P k.,Industrial Psychology. --4th ed., Mumbai: Himalaya Publishing House, 2000.
2. Jayaprakash Reddy, R.,Industrial Psychology. ,New Delhi: A.P.H.Publishing Corporation, 2004.

REFERENCE BOOK

1. Ghosh, P k.,Industrial Psychology. --4th ed.,Bombay: Himalaya Publishing House, 1993.
2. Welfel, Elizabeth Reynolds.,The Counselling Process:A Multi Theoritical Integrative Approach / Elizabeth Reynolds Welfel and Lewis E Patterson. --6th ed. ,Australia: Thomson, 2005.

3. Rao, Narayana., Counselling and Guidance. --2nd ed.,New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 1991.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. http://www.maorhan.com/wpcontent/uploads/2014/11/Handbook_of_Industrial_Work_and_Organizational_Psychology_Vol_2_2005.pdf
2. http://egyankosh.ac.in/bitstream/123456789/23907/1/Unit-1.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INDUSTRIAL PSYCHOLOGY**			
1.1	Meaning and scope of Industrial Psychology	3	Chalk & Talk	Black Board
1.2	Fatigue & Monotony	3	Chalk & Talk	LCD
1.3	Boredom effects and remedial measures	3	Lecture	PPT & White board
1.4	Human Engineering in Industry	3	Lecture	Smart Board
UNIT -2	**WORK PSYCHOLOGY**			
2.1	The psychoanalytic approaches	1	Lecture	Green Board Charts

2.2	Trait & behaviourist approaches	2	Chalk & Talk	Green Board
2.3	Phenomenological & social approaches	3	PPT	LCD
2.4	Cognitive approaches	2	PPT	LCD
2.5	Career choice and development for executives	2	Chalk & Talk	Black Board
2.6	Women at work and ethnic groups at work	2	Flipped Learning	Online/ E-Content/ Text Books
UNIT -3	**EMPLOYEE COUNSELLING**			
3.1	Definition & goals	2	Lecture	PPT & White board
3.2	Types of employee counselling - directive and non directive	2	Lecture	PPT & White board
3.3	Eclectic counselling	2	Chalk & Talk	Black Board
3.4	Individual and group counselling	2	Chalk & Talk	Black Board
3.5	Counselling process	2	Chalk & Talk	Black Board
3.6	Counselling interview	2	Lecture	PPT & White board
UNIT -4	**AREAS IN COUNSELLING**			
4.1	Counselling families	1	Discussion	Black Board
4.2	Counselling with parents	2	Chalk & Talk	Black Board

4.3	Pre-marital counselling & marriage counselling	3	Lecture	PPT & White board
4.4	Counselling women & counselling Drug addicts	3	Lecture	PPT & White board
4.5	Counselling and relaxation techniques	3	Chalk & Talk	Black Board
UNIT -5 EMPLOYEE COUNSELLOR				
5.1	Qualities of a counsellor	3	Discussion	Black Board
5.2	Role & functions of employee counsellor	3	Chalk & Talk	Black Board
5.3	Role of a manager as a counsellor	3	Lecture	PPT & White board
5.4	Mentor and coach	3	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2	Average of M1+M2	MID-SEM TEST	Once in a Semester				
	5+5=10 Mks.	10 Mks	15 Mks	10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-

K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the concepts of industrial psychology	K2	PSO1
CO 2	Analyze work psychology and career choice and development for executives	K2	PSO2
CO 3	Discuss the types of employee counselling and its process	K3	PSO3
CO 4	Evaluate the special areas in counselling	K4	PSO4

CO 5	Explain the role & functions of employee counsellor	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. B. Jayanthi

Forwarded By

HOD'S Signature
& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA432	Human Resource Accounting & Audit	Major Elective	5	5

COURSE DESCRIPTION

This course aims at providing an overview about the concepts of HRA. This course explores the various methods and instruments of HR Audit.

COURSE OBJECTIVES

This course aims at inculcating knowledge about Human Resource Accounting and Human resource development Audit.

UNITS

UNIT I: HUMAN RESOURCE ACCOUNTING [12 HRS]

Concept and postulates, Basic Accounting knowledge – Accounting as an Information System for managerial control

UNIT II: BASIC CONCEPTS OF HRA [12 HRS]

The basic conceptual approaches to Human Resource Accounting – Methods and Techniques

Implementation in the Indian context – practical difficulties involved.

UNIT III: HUMAN RESOURCE AUDIT [12 HRS]

Introduction – Basic concepts – components – Element of good HRD.

UNIT IV: HRD COMPONENTS [12 HRS]

HRD strategies and its styles – styles and its styles - culture –OCTAPACE of Culture- structures- structural alternatives- systems- subsystems. Auditing the strategies, styles, culture, structures and systems.

UNIT V: HRD METHODOLOGY [12 HRS]

HRD audit methodology and Instruments - questionnaire – Writing the HRD audit report for Business Improvement – The Indian Experience. HRD Scorecard

SELF STUDY:

HR Scorecard and its usage in companies

TEXT BOOK:

1. Gupta, Raj Kumar.,Human Resource Accounting: Managerial Implications.,Delhi: Anmol Publications Pvt. Limited, 2003
2. Rao, T V.,HRD Audit: Evaluating the Human Resource Function for Business Improvement., New Delhi: Sage Publications, 2009.

REFERENCE BOOKS:

1. Human Resource Accounting and Auditing , Nisamudheen T, Mufliha S, Laxmi Book Publication, 2016
2. Human Resource Accounting, Malayendu saha , Discovery publishing pvt ltd

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.yumpu.com/en/document/view/8831877/dba-1746-human-resources-accounting-and-auditpdf-centre-for-
2. https://www.ihmnotes.in/assets/Docs/Ignou/TS-07/unit-4,HUMAN%20RESOURCE%20AUDIT.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**HUMAN RESOURCE ACCOUNTING**			
1.1	Concept and postulates	4	Chalk & Talk	Black Board
1.2	Basic Accounting knowledge	4	Chalk & Talk	LCD
1.3	Accounting as an Information System for managerial control	4	Lecture	PPT & White board
UNIT -2	**BASIC CONCEPTS OF HRA**			
2.1	The basic conceptual approaches to Human Resource Accounting	3	Lecture	Green Board Charts
2.2	Methods and Techniques	3	Chalk & Talk	Green Board
2.3	Implementation in the Indian context	3	PPT	LCD
2.4	Practical difficulties involved	3	PPT	LCD
UNIT -3	**HUMAN RESOURCE AUDIT**			
3.1	Introduction to HRA	3	Lecture	PPT & White board
3.2	Basic concepts of HRA	3	Lecture	PPT & White board

3.3	Components of HRD	3	Chalk & Talk	Black Board
3.4	Element of good HRD.	3	Chalk & Talk	Black Board
UNIT -4 HRD COMPONENTS				
4.1	HRD strategies and its styles	1	Discussion	Black Board
4.2	Styles and its types	2	Chalk & Talk	Black Board
4.3	Culture –OCTAPACE of Culture	2	Lecture	PPT & White board
4.4	Structures & structural alternatives	2	Lecture	PPT & White board
4.5	Systems & subsystems	2	Chalk & Talk	Black Board
4.6	Auditing the strategies , styles, culture, structures and systems.	3	Discussion	Black Board
UNIT -5 HRD METHODOLOGY				
5.1	HRD audit methodology and Instruments	2	Discussion	Black Board
5.2	Questionnaire	2	Chalk & Talk	Black Board
5.3	Writing the HRD audit report for Business Improvement	2	Lecture	PPT & White board
5.4	The Indian Experience	3	Lecture	PPT & White board
5.5	HRD Scorecard	3		Online/ E-

			Flipped Learning	Content/ Text Books /Materials/ Field Visit/

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the concepts of HRA	K2	PSO1
CO 2	Analyse the various methods of HRA	K2, K3	PSO2
CO 3	Discuss concepts & Components of HR Audit	K3	PSO3
CO 4	Explain HRD strategies, style, structure & systems	K4	PSO4
CO 5	Evaluate HRD Audit methodology	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. B. Jayanthi

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& Name

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA433	Management Consultancy	Major Elective	5	5

COURSE DESCRIPTION

This course focuses on providing an outline about concepts of consulting and its models. It also helps to explore the tools and methodology of consulting.

COURSE OBJECTIVES

This course seeks to enhance knowledge about general perspective of management consultancy.

UNITS

UNIT I : CONCEPTSOF CONSULTING [12 HRS]

Consulting Industry – Types of Firms – Structure of a changing Industry, Consultants: Types, skills and values – consulting teams. Consulting as a profession: Professional Consulting – Consulting models

UNIT II : MARKETING OF CONSULTING SERVICES [12 HRS]

Marketing of Consulting Services: Understanding buyer values and needs – Marketing client expectation and strategy of the firm – advertising and relationship management – preparation of proposal.

UNIT III : CONSULTING TOOLS AND METHODOLOGY [12 HRS]

Consulting tools and methodology: Getting to know the client – difference method of gathering data – Interviewing issue – internal consulting. Analyzing and framing problems: Finding the problem / issue patterns –

incorporating clients strength – reviewing with client – continue the engagement forward.

UNIT IV : MANAGING FIRMS [12 HRS]

Strategy of the consulting firms – goals and People's Success factors – Leadership skills needed to maintain a best performance. Developing winning culture – Aligning success factors - Managing Conflict between Client and consultants – managing ethical and consulting practice challenges Knowledge creation to establish competitive advantage - Sharing the knowledge with in the firm – Problems in sharing knowledge.

UNIT V: CONSULTANCY ASSIGNMENT & CLIENT PRESENTATION

[12 HRS]

Consultant Assignment : Preparation of Presentation - Finalize work with clients the engagement – Practice before client presentation – complete the written papers and presentation. Client presentation : Client feedback and presentation. Creating and managing future consulting opportunities.

SELF STUDY :

Relationship Management

TEXT BOOK:

1. Handbook of Management Consulting the Contemporary Consultant: Insights from World Experts / edited by Larry Greiner and Flemming Poulfelt.,New Delhi: Cengage Learning India Pvt. Ltd., 2008.

REFERENCE BOOK:

1. Block, Peter.,Flawless Consulting: A Guide to Getting Your Expertise Used. --3rd ed., San Francisco: Pfeiffer, 2011.
2. Management consulting, in India , editied by U.K.Srivastava and Pramila Srivastava , Sage Publisher , 2011

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.ucd.ie/t4cms/UCDCareers-ManagementConsultancy.pdf

2. https://imc-armenia.org/wp-content/uploads/2016/01/Management-Consulting.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**CONCEPTS OF CONSULTING**			
1.1	Consulting Industry	3	Chalk & Talk	Black Board
1.2	Types of Firms	2	Chalk & Talk	LCD
1.3	Structure of a changing Industry	2	Lecture	PPT & White board
1.4	Consultants and its types, skills and values of consulting teams.	2	Lecture	Smart Board
1.5	Professional Consulting	3	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/
UNIT -2	**MARKETING OF CONSULTING SERVICES**			
2.1	Understanding buyer values and needs	3	Lecture	Green Board Charts
2.2	Marketing client expectation and strategy of the firm	3	Chalk & Talk	Green Board
2.3	Advertising and relationship management	3	PPT	LCD
2.4	Preparation of proposal.	3		Online/ E-

			Flipped Learning	Content/ Text Books /Materials
UNIT -3	**CONSULTING TOOLS AND METHODOLOGY**			
3.1	Getting to know the client	2	Lecture	PPT & White board
3.2	Method of gathering data	2	Lecture	PPT & White board
3.3	Interviewing issue & internal consulting	2	Chalk & Talk	Black Board
3.4	Analyzing and framing problems: Finding the problem / issue patterns	2	Chalk & Talk	Black Board
3.5	Incorporating clients strength	2	Chalk & Talk	Black Board
3.6	Reviewing with client & continue the engagement forward	2	Lecture	PPT & White board
UNIT -4	**MANAGING FIRMS**			
4.1	Strategy of the consulting firms	1	Discussion	Black Board
4.2	People's Success factors	1	Chalk & Talk	Black Board
4.3	Leadership skills needed to maintain a best performance.	2	Lecture	PPT & White board
4.4	Developing winning culture & Aligning success factors.	2	Lecture	PPT & White board
4.5	Managing Conflict between Client and consultants –	3	Chalk & Talk	Black Board

	managing ethical and consulting practice challenges.			
4.6	Knowledge creation to establish competitive advantage. Sharing the knowledge with in the firm. Problems in sharing knowledge.	3	Discussion	Black Board
UNIT -5	**CONSULTANCY ASSIGNMENT & CLIENT PRESENTATION**			
5.1	Preparation of Presentation & Finalize work with clients the engagement	2	Discussion	Black Board
5.2	Practice before client presentation	2	Chalk & Talk	Black Board
5.3	Complete the written papers and presentation	2	Lecture	PPT & White board
5.4	Client presentation - Client feedback and presentation.	3	Lecture	PPT & White board
5.5	Creating and managing future consulting opportunities.	3	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the concepts of consulting & its models	K2	PSO1
CO 2	Understand the steps in marketing	K2, K3	PSO2

	of consulting service		
CO 3	Analyse the tools & methodology of consulting	K3	PSO3
CO 4	Assess the strategy of the consulting firms in managing conflicts	K4	PSO4
CO 5	Identifying the consultancy assignment & client presentation in managing future consulting opportunities.	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. B. Jayanthi

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PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA434	Disaster Management	Major Elective	5	5

COURSE DESCRIPTION

This course helps the students to explore and inculcating skills to manage disaster and crisis.

COURSE OBJECTIVES

To course aims at inculcating skills for students to manage disaster & crisis.

UNITS

UNIT- I OVERVIEW OF NATURAL DISASTER MANAGEMENT [12 HRS]

Natural Disaster Management - Drought-Earth quake-flood-Land slide-Tsunami-case studies.

UNIT- II SKILL DEVELOPMENT FOR DISASTER MANAGEMENT [12 HRS]

Skill Development for Disaster management - Team building- types of team building –team behaviour-problem solving-conflict management-characteristics, positive thinking

UNIT-III STEPS IN PROJECT RESCUE [12 HRS]

Project Rescue - Decision making-cross functional; interdependence – constraint management.

UNIT-IV LEADER'S ROLE IN EMOTIONAL INTELLIGENCE [12 HRS]

Leader's Role - Emotional-practical-logical-rational-emotional intelligence-testing EQ.

UNIT-V ETHICS AND SOCIAL RESPOSIBILITY [12 HRS]

Ethics and social responsibility - Tough job-activity-high performing time-corporate social responsibility-role of government, NGO, corporates-case studies

SELF STUDY:

Ethics and social responsibility

TEXT BOOKS:

1. Sundar, I.,Disaster Management / I Sundar and T Sezhiyan. ,New Delhi: Sarup &sons, 2007.
2. Singh, B K.,Disaster Management. ,Delhi: Adhyayan Publishers & Distributors, 2008

REFERENCE BOOKS :

1. Pawar, M C.,Disaster Management., 2008.
2. Thakral, K K., Disaster Management: Relevent Issues and Challenges. ,New Delhi: Cyber Tech Publications, 2007.
3. Murthy, D B N., Disaster Management: Text and Case Studies. ,New Delhi: Deep & Deep Publications, 2007.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://elaw.org/system/files/Chapter%208%20Disaster%20Management.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**OVERVIEW OF NATURAL DISASTER MANAGEMENT**			
1.1	Natural Disaster Management	3	Chalk & Talk	Black Board
1.2	Drought	2	Chalk & Talk	LCD
1.3	Earth quake	2	Lecture	PPT & White board
1.4	Flood	2	Lecture	Smart Board
1.5	Land slide	1	Lecture	Black Board
1.6	Tsunami and case studies	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/
UNIT -2	**SKILL DEVELOPMENT OF DISASTER MANAGEMENT**			
2.1	Skill Development for Disaster management	2	Lecture	Green Board Charts
2.2	Team building & its types of team building	3	Chalk & Talk	Green Board
2.3	Team behaviour & problem solving	3	PPT	LCD
2.4	Conflict management & its	2	PPT	LCD

	characteristics			
2.5	Positive thinking	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/
UNIT -3	**STEPS IN PROJECT RESCUE**			
3.1	Project Rescue	3	Lecture	PPT & White board
3.2	Decision making-cross functional	3	Lecture	PPT & White board
3.3	Interdependence	3	Chalk & Talk	Black Board
3.4	Constraint management	3	Chalk & Talk	Black Board
UNIT -4	**LEADER'S ROLE IN EMOTIONAL INTELLIGENCE**			
4.1	Leader's Role	2	Discussion	Black Board
4.2	Emotional testing	3	Chalk & Talk	Black Board
4.3	Practical ,logical &rational testing	3	Lecture	PPT & White board
4.4	Emotional intelligence-testing	2	Lecture	PPT & White board
4.5	EQ	2	Flipped Learning	Online/ E-Content/ Text Books
UNIT -5	**ETHICS AND SOCIAL RESPONSIBILITY**			

5.1	Ethics and social responsibility	2	Discussion	Black Board
5.2	Tough job-activity & high performing time	3	Chalk & Talk	Black Board
5.3	Corporate social responsibility	2	Lecture	PPT & White board
5.4	Role of government, NGO, corporates	3	Lecture	PPT & White board
5.5	Case studies.	2	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline an overview of Natural Disaster Management	K2	PSO1
CO 2	Assess the skill development for disaster Management	K2, K3	PSO2

CO 3	Discuss the steps in project rescue	K3	PSO3
CO 4	Analyze the Leader's Role in emotional intelligence	K4	PSO4
CO 5	Examine the ethics and social responsibility	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	**3**	**2**	**2**	**2**	**2**
CO2	**2**	**3**	**2**	**2**	**2**
CO3	**2**	**2**	**3**	**2**	**2**
CO4	**2**	**2**	**2**	**3**	**2**
CO5	**2**	**2**	**2**	**2**	**3**

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. B. Jayanthi

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PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA435	Human Resource Information System	Major Elective	5	5

COURSE DESCRIPTION

This course focuses at enhancing the knowledge on integration of HR and information technology. It helps the students to integrate information system with functional areas of HR.

COURSE OBJECTIVES

This course aims at imparting students knowledge on the integration of HR principles and information technology.

UNITS

UNIT I : INTERFACE BETWEEN HR & IT [12 HRS]

Introduction-Interface between HR & IT- Data, Information, and Database-HRIS Model-Benefits-HRIS needs-Planning and Analysis-Components using System Development Life cycle.

UNIT II : LOGICAL PROCESS MODELLING [12 HRS]

Logical design-Logical process Modeling-Data flow diagram-Physical design-System feasibility- HRIS Cost Benefit Analysis-Estimating Sources and time-Methods.

UNIT III : ISSUES OF HRIS [12 HRS]

HRIS implementation issues- Models of Change Process-System failure-Organisation and Individual issues-

UNIT IV : FUNCTIONAL AREAS OF HR. [12 HRS]

HRIS and Functional Areas of HR-Job analysis and HR Planning-Recruitment and Selection technology-Training and development-Strategic Implementation.

UNIT V: PERFORMANCE MANAGEMENT [12 HRS]

Performance Management-Compensation-HR progress in Global organization-Role of HR in Information Security

SELF STUDY

Role of HR in Information Security.

TEXT BOOK:

1. Michael J.Kavanagh and Mahan Thite, HRIS, Sage Publications,2008

REFERENCE BOOKS:

1. J. Allen Doran ,HRM System-A Practical Approach, Carswell Legal Pubns; 2 edition 1, 1999
2. P.K. Gupta Susheel Chbabra, HRIS, Himalaya Publishers,2008

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://nscpolteksby.ac.id/ebook/files/Ebook/Business%20Administration/ARMSTRONGS%20HANDBOOK%20OF%20HUMAN%20RESOURCE%20MANAGEMENT%20PRACTICE/62%20-%20HR%20Information%20Systems.pdf
2. https://nscpolteksby.ac.id/ebook/files/Ebook/Business%20Administration/ARMSTRONGS%20HANDBOOK%20OF%20HUMAN%20RESOURCE%20MANAGEMENT%20PRACTICE/62%20-%20HR%20Information%20Systems.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTERFACE BETWEEN HR & IT**			
1.1	Introduction to HRIS	3	Chalk & Talk	Black Board
1.2	Interface between HR & IT.	2	Chalk & Talk	LCD
1.3	Data, Information, and Database-	2	Lecture	PPT & White board
1.4	HRIS Model-Benefits	2	Lecture	Smart Board
1.5	HRIS needs	1	Lecture	Black Board
1.6	Planning and Analysis	1	Discussion	Google classroom
1.7	Components using System Development Life cycle	1	Flipped Learning	Online/ E-Content/ Text Books /Materials/
UNIT -2	**LOGICAL PROCESS MODELLING**			
2.1	Logical design	1	Lecture	Green Board
2.2	Logical process Modeling	2	Chalk & Talk	Green Board
2.3	Data flow diagram-Physical design & System feasibility	3	PPT	LCD
2.4	HRIS Cost Benefit Analysis	3	PPT	LCD

2.5	Methods of Estimating Sources and time	3	Chalk & Talk	Black Board
UNIT -3 ISSUES OF HRIS				
3.1	HRIS implementation issues	3	Lecture	PPT & White board
3.2	Models of Change Process	3	Lecture	PPT & White board
3.3	System failure	3	Chalk & Talk	Black Board
3.4	Organisation and Individual issues	3	Chalk & Talk	Black Board
UNIT -4 FUNCTIONAL AREAS OF HR				
4.1	HRIS and Functional Areas of HR	2	Discussion	Black Board
4.2	Job analysis.	2	Chalk & Talk	Black Board
4.3	HR Planning-Recruitment and Selection technology	3	Lecture	PPT & White board
4.4	Training and development	3	Lecture	PPT & White board
4.5	Strategic Implementation	2	Discussion	Black Board
UNIT -5 PERFORMANCE MANAGEMENT				
5.1	Performance Management	3	Discussion	Black Board
5.2	Compensation	3	Chalk & Talk	Black Board

5.3	HR progress in Global organization	3	Lecture	PPT & White board
5.4	Role of HR in Information Security	3	Flipped Learning	Online/ E-Content/ Text Books /Materials/ Field Visit/

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline information about interface between HR & IT.	K2	PSO1
CO 2	Discuss the logical process modelling.	K2, K3	PSO2
CO 3	Analyse the various issues of HRIs	K3	PSO3
CO 4	Asses HRIs & Functional Areas of HR.	K4	PSO4
CO 5	Evaluate performance and compensating management in organisation	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. B. Jayanthi

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HOD'S Signature
& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA440	Value Engineering & Waste Control	Major Elective	5	5

COURSE DESCRIPTION

This course makes the students to learn the basics of value engineering and its importance. The course deals with uses of value engineering and reducing waste.

COURSE OBJECTIVES

This course is created to understanding the various value engineering technique and management of waste control.

UNITS

UNIT I : Introduction to value engineering [12 HRS]

Background and significance of value engineering, effects of changing technological, commercial and government factors – VE as a new discipline – general operation and costs – relations of VE to other operations.

The principle of value engineering problem recognition and definition; the role of creativity – the criteria for comparison – the element of choice.

UNIT II : FUNCTIONS OF VALUE ENGINEERING
[12 HRS]

The meaning and analysis of function – the general concept – meaning of use esteem and exchange value – the anatomy of functions – basic Vs. secondary Vs. unnecessary functions – using and evaluating functions.

The role of management in value engineering an integral part of the VE programme – responsibility – organization of management – budget auditing merit recognition.

UNIT III :THE TECHNIQUES OF VALUE ENGINEERING
[12 HRS]

Value engineering techniques – selecting products and operations for VE action, how to time the VE programme – determining and weighing the functions assigning money equitations – developing alternative in decision making measuring – benefits –reporting results – follow –up.

Value and decision – decision process – theory of the decision – matrix (linear programming) – concept of utility make or buy.

Scheduling of value engineering activity man's system – Gantt charts – PERT charts and techniques – net work logic critical path method (CPM) use of control charts.

UNIT IV: ORGANISATION OF VALUE ENGINEERING
[12 HRS]

Organisation and staffing for value, engineering; general organisation concept – relation of Organisation to expected VE actions – centralization Vs. decentralization – level of VE in the organization – small plant VE activity – size and skills of VE staff.

Training for value engineering – objectives- initial programme – management orientation agenda – detail

training of value engineers – introduction of peripheral personal –conducting training – programme costs.

UNIT-V: EMERGING TRENDS IN VALUE ENGINEERING [12 HRS]

Value engineering at work- variety reduction – case studies with costs of VE efforts improving function quality performance, indirect labour costs – material cost – capital cost.

Value analysis – implications on cost and quality.

SELF STUDY:

Value analysis – Implications on cost and quality

TEXT BOOK :

1. **Value analysis in design – C. Flower – van nostrand reinlhold inc.**

REFERENCE BOOKS :

1. **Reengineering for sustainable industrial production – Camarinha – matos.**
2. **Manufacturing excellence in goal market – W. Evershein**
3. **Productivity Management - John heap – cassell.**

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. **http://www.ddegjust.ac.in/2017/Uploads/11/POM-324.pdf**

2. https://www.saijmcoe.org/?gclid=EAIaIQobChMI7PKO_uDA7gIVGiUrCh01FwhxEAMYASAAEgL1O_D_BwE

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	INTRODUCTION TO VALUE ENGINEERING			
1.1	Background and significance of value engineering	1	Lecture	PPT &White board
1.2	Effects of changing technological, commercial and government factors	1	Lecture	Smart Board
1.3	VE as a new discipline – general operation and costs – relations of VE to other operation	3	Chalk &Talk	Black Board
1.4	The principle of value engineering problem recognition and definition	3	Chalk & Talk	Black Board
1.5	The role of creativity	2	Discussion	Google classroom

1.6	The criteria for comparison and the element of choice.	2	Discussion	Black Board
UNIT -2 FUNCTIONS OF VALUE ENGINEERING				
2.1	The meaning and analysis of function and the general concept.	1	Lecture	Green Board
2.2	Meaning of use esteem and exchange value	1	Flipped Learning	E-Content
2.3	The anatomy of functions	1	Discussion	Google classroom
2.4	Basic Vs. secondary Vs. unnecessary functions and using and evaluating functions	3	Lecture	PPT & White board
2.5	The role of management in value engineering an integral part of the VE programme	3	Lecture	Smart Board
2.6	Responsibility, organization of management and budget auditing merit recognition.	3	Discussion	Black Board

UNIT -3 THE TECHNIQUES OF VALUE ENGINEERING				
3.1	Value engineering techniques , selecting products and operations for VE action, how to time the VE programme	3	Lecture	Green Board Charts
3.2	Determining and weighing the functions assigning money equitations, developing alternative in decision making measuring, benefits, reporting results and follow –up.	3	Chalk &Talk	Green Board
3.3	Value and decision, decision process, theory of the decision, matrix (linear programming), concept of utility make or buy.	3	Lecture	PPT & White board
3.4	Scheduling of value engineering activity man's system, Gantt charts, PERT	3	Lecture	Smart Board

	charts and techniques , net work logic critical path method (CPM) use of control charts.			
UNIT -4 ORGANISATION OF VALUE ENGINEERING				
4.1	**Organisation and staffing for value, engineering; general organisation concept, relation of Organisation to expected VE actions**	**3**	**Lecture**	**Green Board** **Charts**
4.2	**Centralization Vs. decentralization , level of VE in the organization , small plant VE activity , size and skills of VE staff.**	**3**	**Chalk &Talk**	**Green Board**
4.3	**Training for value engineering, objectives, initial programme, management orientation agenda.**	**3**	**Lecture**	**PPT & White board**
4.4	**Detail training of value engineers, introduction of**	**3**	**Lecture**	**Smart Board**

	peripheral personal, conducting training and programme costs.			
UNIT -5 EMERGING TRENDS IN VALUE ENGINEERING				
5.1	**Value engineering at work**	**3**	**Lecture**	**Green Board** **Charts**
5.2	**Variety reduction**	**3**	**Chalk & Talk**	**Green Board**
5.3	**Case studies with costs of VE efforts improving function quality performance, indirect labour costs – material cost – capital cost.**	**3**	**Chalk & Talk**	**Green Board**
5.4	**Value analysis and implications on cost and quality.**	**3**	**Lecture**	**PPT & White board**

Levels	**C1**	**C2**	**C3**	**C4**	**Total Scholastic Marks**	**Non Scholastic Marks** **C5**	**CIA Total**	**% of Assesment**

	Total of W1 & W2 5+5= 10 Mks.	Average of M1+ M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**

- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, K3-Apply, K4-Analyse, K5-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

******The Average of two will be taken into account*

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the overview of value engineering and discuss the relation of VE to other operations	K2	PSO1
CO 2	Identify the different value engineering techniques and assess the decision making process	K2, K3	PSO2
CO 3	Discuss the concept of scheduling and analyse the different techniques in scheduling	K3	PSO3
CO 4	Assess the different types of training for value engineering	K4	PSO4
CO 5	Discuss and communicate the value engineering at workplace	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2

CO2	**2**	**3**	**2**	**2**	**2**
CO3	**2**	**2**	**3**	**2**	**2**
CO4	**2**	**2**	**2**	**3**	**2**
CO5	**2**	**2**	**2**	**2**	**3**

Note: ♦ Strongly Correlated – 3 ♦ ModeratelyCorrelated – 2 ♦ WeaklyCorrelated –1

COURSE DESIGNER:

1. Staff Name: Dr. R. Suganya

Forwarded By

HOD'S Signature & Name

PROGRAM	COURSE	COURSE	CATEGORY	HRS/	CREDITS

ME CODE	CODE	TITLE		WEEK	
MBA	19MBA441	Production Planning & Control	Major Elective	5	5

COURSE DESCRIPTION

The course introduces students to the basic concept of production planning and control. The students will have the opportunity to learn routing and scheduling being used in the business environment which enables students to make better decisions.

COURSE OBJECTIVES

This course is created to understand the production planning and control mechanism in the organisation.

UNITS

UNIT 1 : PRODUCTION CAPACITY PLANNING [12 HRS]

Meaning and objectives- Methods of capacity planning – Measurement of capacity planning – Factors affecting capacity planning - Meeting customer's needs - Maintaining high levels of internal operational efficiency – forecasts of customer orders– Assessment of productive capacity.

UNIT 2 : PRODUCTION CAPACITY FORECASTING [12 HRS]

Production planning – production facilities - capacity to meet delivery schedules – maximizes the utilization of scarce productive resource - Capacity determination of production resources.

UNIT 3 : ROUTING [12 HRS]

Meaning – Functions of Routing – Routing procedures – Advantages of Routing- Techniques of Routing - Dispatching – Expedition of production order – materials management.

UNIT 4 : SCHEDULING [12 HRS]

Definition – Objectives – Types of Schedules – Problems in Scheduling – Principles of scheduling – Scheduling strategies – ERP Software for Master Production Scheduling –Flexible production scheduling.

UNIT 5 : PRODUCTION CONTROL [12 HRS]

Production control – control of activities – control of materials – control of tools – control of quality – control of labour efficiency – control of progress of orders-Computer aided production planning and control systems. Line balancing, Johnson Algorithms, GANTT Chart.

SELF STUDY

Computer aided production planning and control systems

TEXT BOOK :

1. Production & Planning & Information System – J.J. Verizili

REFERENCE BOOKS :

1. Introduction to Industrial Engineering and Management Science – Philip E. Hicks
2. Production Systems – Planning Analysis & Control – Rigggs
3. Modern Production Control – Willsmore

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://mrcet.com/downloads/digital_notes/ME/IV%20year/PPC%20NOTES.pdf
2. http://courseware.cutm.ac.in/wp-content/uploads/2020/06/Production-planning-control-pdf-2.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**PRODUCTION CAPACITY PLANNING**			
1.1	Meaning and objectives- Methods of capacity planning	1	Lecture	PPT & White board
1.2	Measurement of capacity planning	1	Lecture	Smart Board
1.3	Factors affecting capacity planning - Meeting customer's needs	3	Chalk & Talk	Black Board
1.4	Maintaining high levels of internal operational efficiency	3	Chalk & Talk	Black Board
1.5	Forecasts of customer orders	2	Discussion	Google classroom
1.6	Assessment of productive capacity	2	Discussion	Black Board
UNIT -2	**PRODUCTION CAPACITY FORECASTING**			
2.1	Production planning	2	Lecture	Green Board Charts
2.2	Production facilities	2	Flipped Learning	Online/ E-Content/ Text Books
2.3	Capacity to meet delivery schedules	2	Discussion	Google classroom

2.4	Maximizes the utilization of scarce productive resource	3	Lecture	PPT & White board
2.5	Capacity determination of production resources	3	Lecture	Smart Board
UNIT -3 ROUTING				
3.1	Meaning – Functions of Routing	3	Lecture	Green Board Charts
3.2	Routing procedures and Advantages of Routing	3	Chalk &Talk	Green Board
3.3	Techniques of Routing and Dispatching	3	Lecture	PPT & White board
3.4	Expedition of production order and materials management	3	Lecture	Smart Board
UNIT -4 SCHEDULING				
4.1	Definition, Objective and Types of Schedules	3	Lecture	Green Board Charts
4.2	Problems in Scheduling and Principles of scheduling	3	Chalk & Talk	Green Board
4.3	Scheduling strategies and ERP Software for Master Production Scheduling	3	Lecture	PPT & White board
4.4	Flexible production scheduling.	3	Lecture	Smart Board
UNIT -5 PRODUCTION CONTROL				
5.1	Production control and control of activities	2	Lecture	Green Board
5.2	Control of materials, control of	2	Chalk &	Green

	tools and control of quality.		Talk	Board
5.3	Control of labour efficiency	3	Chalk & Talk	Green Board
5.4	Control of progress of orders, Computer aided production planning and control systems.	2	Lecture	PPT & White board
5.5	Line balancing, Johnson Algorithms, GANTT Chart.	3	Lecture	Smart Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the overview of production planning and different control procedures in the organisation.	K2	PSO1
CO 2	Discuss the application of routing & scheduling in production planning.	K2, K3	PSO2
CO 3	Identify the different type of production system and control technique.	K3	PSO3
CO 4	Assess the different stages of production control.	K4	PSO4
CO 5	Discuss different types of computer aided production planning and computer systems.	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. R. Suganya

Forwarded By

HOD'S Signature
& Name

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA442	Project Management	Major Elective	5	5

COURSE DESCRIPTION

This course has been designed with an objective to familiarise students with key aspects of project management. This course will equip them to understand the influences of heuristics while taking investment decision.

COURSE OBJECTIVES

This come aim at appraising the students with the concept and techniques used in the process of project conception feasibility study, evaluation implementation and there by develop necessary skills for project planning and management.

UNITS

UNIT I : INTRODUCTION TO PROJECT MANAGEMENT [12 HRS]

Overview of the process for project Feasibility analysis generation and screening of venture ideas – Market Analysis – Social Cost Benefit Analysis (SCBA)

UNIT II : PROJECT EVALUATION [12 HRS]

Project Management and Introduction to Project Planning and Evaluation-Bar Charts.

UNIT III :NETWORK TECHNIQUE [12 HRS]

The Network technique - Finding Critical Path – The PERT Model – The CPM Model – PERT / Cost and Creating – Scheduling under resource constraints – PERT in practice.

UNIT IV : GERT AND PROJECT MANAGEMENT [12 HRS]

Modification of PERT such as GERT simulation and its application in project management

UNIT V: PROJECT ORGANIZATION [12 HRS]

Project organization – Matrix organization – Project costing – Contact Lock Administration

SELF STUDY :

Matrix organization

TEXT BOOK :

1. Project Feasibility Analysis – D.S Clittion & D.E. Fytte

REFERENCE BOOKS :

1. Project Appraisal & Planning in Development Economics – I.M.D Little & A. Mirless
2. Guidelines for Project Evaluation – P. Dasgupta, A.K. Seu & S. Marglin
3. Management Guide to PERT & CPM – Wiest & Levy

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. http://www.opentextbooks.org.hk/system/files/export/15/15694/pdf/Project_Management_15694.pdf
2. https://www.nesacenter.org/uploaded/conferences/SEC/2014/handouts/Rick_Detwiler/15_Detwiler_Resources.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION TO PROJECT MANAGEMENT**			
1.1	Overview of the process for project Feasibility analysis generation	3	Lecture	PPT & White board
1.2	Screening of venture ideas	3	Lecture	Smart Board
1.3	Market Analysis	3	Chalk & Talk	Black Board
1.4	Social Cost Benefit Analysis (SCBA)	3	Chalk & Talk	Black Board
UNIT -2	**PROJECT EVALUATION**			
2.1	Project Management	3	Lecture	Green Board Charts
2.2	Introduction to Project Planning	3	Flipped Learning	Online/ E-Content/ Text Books
2.3	Project Evaluation	3	Discussion	Google classroom
2.4	Bar Charts.	3	Lecture	PPT & White board

UNIT -3 NETWORK TECHNIQUE				
3.1	The Network technique - Finding Critical Path	3	Lecture	Green Board Charts
3.2	The PERT Model – The CPM Model	3	Chalk & Talk	Green Board
3.3	PERT / Cost and Creating	3	Lecture	PPT & White board
3.4	Scheduling under resource constraints and PERT in practice	3	Lecture	Smart Board
UNIT -4 GERT AND PROJECT MANAGEMENT				
4.1	Modification of PERT	4	Lecture	Green Board Charts
4.2	GERT simulation	4	Chalk & Talk	Green Board
4.3	Application in project management	4	Lecture	PPT & White board
UNIT -5 PROJECT ORGANISATION				
5.1	Project organization	3	Lecture	Green Board
5.2	Matrix organization	3	Chalk & Talk	Green Board
5.3	Project costing	3	Chalk & Talk	Green Board
5.4	Contact Lock Administration	3	Lecture	White board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

****The Average of two will be taken into account***

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the concept of project management and discuss the project feasibility analysis	K2	PSO1

CO 2	Discuss the market analysis and evaluate social cost Benefit Analysis.	K2, K3	PSO2
CO 3	Identify the different networking techniques used in project construction.	K3	PSO3
CO 4	Explain the concept of GERT simulation and its application in project management.	K4	PSO4
CO 5	Prepare the project organisation and project costing.	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. R. Suganya

Forwarded By

HOD'S Signature & Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA450	Hospital Services Management	Major Elective	5	5

COURSE DESCRIPTION

The course will focus on sharing the latest trends, best practices and procedures in Hospital administration.

COURSE OBJECTIVES

This course is aimed at impairing the application of management concepts in hospital.

UNITS

UNIT I: OUTPATIENT SERVICES AND TRAUMA CARE [12 HRS]

Functions, Patient Flow, Location, Design and Layout, Staffing, Physical Facilities, Daily Planning and Scheduling of Work, Specialty, Sub-speciality and Super Speciality Clinics, Day Care, Front Office, Information and Communication, Managing Waiting Time, Reservation, Appointment by Phone, Patient Counselling, Other Facilities: Pharmacy, Gifts Shop, Prayer / Meditation Room, Disaster Management: Principles and Classification, Ambulance and Paramedic Services, Medico-legal Procedures, Communication System

Medical Records: Functions, Types of Forms, Retention Policy, Medical Records Committee, EMR, Microfilming and Smart Cards.

UNIT II: INPATIENT SERVICES, OT AND ICU [12 HRS]

Inpatient: Functions, Location, Design and Layout, Staffing, Physical Facilities, Admission, Transfer, Billing and Discharge Procedures, Bed Compliment, Bed Days, Average Length of Stay (LOS), Bed Occupancy Rate,

Daily Ward Census, Bed Turnover Rate, Gross / Net / Postoperative Death Rate, Managing Deaths. OT: Functions, Patient Flow, Location, Design and Layout, Staffing, Physical Facilities, Daily Planning and Scheduling, Determinants of number of Operating Rooms, Zoning and Aseptic / Sterile Techniques, Centralised Sterile Supply, Safety Issues. ICU: Functions, Location, Design and Layout, Staffing, Physical Facilities, Types of ICUs

UNIT III: DIAGNOSIS [12 HRS]

Radiology Services: Functions, Location, Design and Layout, Staffing. Laboratory Services: Functions, Location, Design and Layout, Staffing, Classification.

UNIT IV: ENGINEERING SERVICE [12 HRS]

Functions of Civil, Electrical and Biomedical Services. Equipment- Types and Characteristics; Purchase, Inspection, Installation, Records, and Responsibilities.

UNIT V: SUPPORT SERVICES [12 HRS]

Functioning of Dietary Services – Functions – Equipment – Store – Day store – General kitchen – Special diet kitchen – Food distribution. Linen & Laundry: meaning – Importance – Types of service – Laundry arrangements – Washing materials – Washing arrangements - Housekeeping and security.

SELF STUDY :

Housekeeping and security

TEXT BOOK :

1. Syed Amin Tabish, Hospital and Health Services Administration Principles and Practice(Oxford University Press, New Delhi)

REFERENCE BOOKS :

1. B.M. Sakharkar, Principles of Hospital Administration and Planning (Jaypee Brothers Medical Publishers Pvt. Ltd., New Delhi)
2. C.M. Francis and et al., Hospital Administration (Jaypee Brothers Medical Publishers Pvt. Ltd., New Delhi)

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.vpmthane.org/adc/Uploads/Hospital_Admin.pdf

2. https://www.pdfdrive.com/hospital-administration-books.html

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**OUTPATIENT SERVICES AND TRAUMA CARE**			
1.1	Functions, Patient Flow, Location, Design and Layout, Staffing, Physical Facilities	1	Lecture	PPT & White board
1.2	Daily Planning and Scheduling of Work, Specialty, Sub-speciality and Super Speciality Clinics, Day Care, Front Office	1	Lecture	Smart Board
1.3	Information and Communication, Managing Waiting Time, Reservation, Appointment by Phone, Patient Counselling, Other Facilities	3	Chalk &Talk	Black Board
1.4	Pharmacy, Gifts Shop, Prayer / Meditation Room, Disaster Management	3	Chalk & Talk	Black Board
1.5	Principles and Classification, Ambulance and Paramedic Services, Medico-legal Procedures, Communication System	2	Discussion	Google classroom
1.6	Medical Records: Functions, Types of Forms, Retention Policy, Medical Records Committee, EMR, Microfilming and Smart Cards	2	Discussion	Black Board

UNIT -2	**INPATIENT SERVICES, OT AND ICU**			
2.1	Inpatient: Functions, Location, Design and Layout, Staffing, Physical Facilities	1	Lecture	Green Board Charts
2.2	Admission, Transfer, Billing and Discharge Procedures, Bed Compliment, Bed Days, Average Length of Stay (LOS)	1	Flipped Learning	Online/ E-Content/ Text Books
2.3	Bed Occupancy Rate, Daily Ward Census, Bed Turnover Rate, Gross / Net / Postoperative Death Rate, Managing Deaths	1	Discussion	Google classroom
2.4	OT: Functions, Patient Flow, Location, Design and Layout, Staffing, Physical Facilities, Daily Planning and Scheduling	3	Lecture	PPT & White board
2.5	Determinants of number of Operating Rooms, Zoning and Aseptic / Sterile Techniques, Centralised Sterile Supply, Safety Issues	3	Lecture	Smart Board
2.6	ICU: Functions, Location, Design and Layout, Staffing, Physical Facilities, Types of ICUs	3	Discussion	Black Board
UNIT -3	**DIAGNOSIS**			
3.1	Radiology Services: Functions, Location	3	Lecture	Green Board Charts
3.2	Design and Layout, Staffing	3	Chalk & Talk	Green Board
3.3	Laboratory Services: Functions	3	Lecture	PPT &

	and Location			White board
3.4	Design and Layout, Staffing and Classification	3	Lecture	Smart Board
UNIT -4	**ENGINEERING SERVICE**			
4.1	Functions of Civil, Electrical and Biomedical Services	3	Lecture	Green Board Charts
4.2	Equipment types and Characteristics	3	Chalk & Talk	Green Board
4.3	Purchase, Inspection, Installation, Records	3	Lecture	PPT & White board
4.4	Engineering service responsibilities	3	Lecture	Smart Board
UNIT -5	**SUPPORT SERVICES**			
5.1	Functioning of Dietary Services	2	Lecture	Green Board Charts
5.2	Functions, Equipment, Store, Day store, General kitchen and Special diet kitchen	2	Chalk &Talk	Green Board
5.3	Food distribution. Linen & Laundry: meaning, Importance and types of service.	3	Chalk & Talk	Green Board
5.4	Laundry arrangements, washing materials.	2	Lecture	PPT & White board
5.5	Washing arrangements, Housekeeping and security.	3	Lecture	Smart Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

****The Average of two will be taken into account***

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the overview of outpatient services and Trauma care in hospital.	K2	PSO1
CO 2	Demonstrate the impatient services	K2, K3	PSO2

	and functions of OT/ICU in the hospital.		
CO 3	Explain the diagnosis procedures in the hospital.	K3	PSO3
CO 4	Identify the role of engineering service in Hospital.	K4	PSO4
CO 5	Discuss the various supporting services in Hospital.	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. R. Suganya

Forwarded By

HOD'S Signature & Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA451	Quality Management In Hospitals	Major Elective	5	5

COURSE DESCRIPTION

The course aims to prepare students to provide in-depth knowledge of quality management that can be used in hospitals.

COURSE OBJECTIVES

To deal with formulation and implementation of strategy. To study and understand the various steps in strategic management

UNITS

UNIT I : INTRODUCTION TO QUALITY MANAGEMENT [12 HRS]

Quality: Meaning – Concept – Quality Terminologies: Quality control – Quality assurance – Quality Management – Total quality management – 6 Sigma – Meaning and significance.

UNIT II : QUALITY MANUAL [12 HRS]

Quality Management: Fundamentals – Objectives – Quality Management in Hospital Services: Need – Importance – Quality manual.

UNIT III : QUALITY ASSURANCE [12 HRS]

Quality Assurance in Hospital Services: Quality in core and support services – Quality Circles.

UNIT IV : TOTAL QUALITY STANDARDS [12 HRS]

Total Quality Management: Elements – TQM in global perspective – Quality standards – ISO 9000 series – Business Process Reengineering.

UNIT V: AUDIT AND CONTROL TECHNIQUES [12 HRS]

Quality Assessment: Quality review – Medical audit – Peer review – Quality recognition – Quality awards. Quality Control Techniques: Core competence – Strategic alliances for ensuring quality – Bench marking.

SELF STUDY :

Bench Marking

TEXT BOOK :

1. Armond V. Feigerbaum, Total Quality Control, McGraw Hill.

REFERENCE BOOKS :

1. Ron Collard, Total Quality, Jaico, Delhi.
2. John Bark, Essence of TQM, Prentice Hall, Delhi.
3. Willborn & Cheng, Global Management of Quality Assurance Systems, McGraw Hill.
4. Townsend & Gebhardt, Commit to Quality, John Wiley & Sons.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://www.diva-portal.org/smash/get/diva2:171369/FULLTEXT01.pdf
2. https://www.ghdonline.org/uploads/QMMP.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION TO QUALITY MANAGEMENT**			
1.1	Quality: Meaning and Concept.	2	Lecture	PPT & White board
1.2	Quality Terminologies	2	Lecture	Smart Board
1.3	Quality control and Quality assurance	3	Chalk & Talk	Black Board
1.4	Quality Management and Total quality management	3	Chalk & Talk	Black Board
1.5	6 Sigma - Meaning and significance	2	Discussion	Google classroom
UNIT -2	**QUALITY MANUAL**			
2.1	Quality Management	1	Lecture	Green Board Charts
2.2	Fundamentals	2	Flipped Learning	Online/ E-Content/ Text Books
2.3	Objectives	1	Discussion	Google classroom
2.4	Quality Management in Hospital Services	4	Lecture	PPT & White board
2.5	Need – Importance – Quality	4	Lecture	Smart

	manual			Board
UNIT -3	**QUALITY ASSURANCE**			
3.1	Quality Assurance in Hospital Services	4	Lecture	Green Board Charts
3.2	Quality in core and support services	4	Chalk &Talk	Green Board
3.3	Quality Circles	4	Lecture	PPT & White board
UNIT -4	**TOTAL QUALITY STANDARDS**			
4.1	Total Quality Management	3	Lecture	Green Board Charts
4.2	Elements and TQM in global perspective	3	Chalk & Talk	Green Board
4.3	Quality standards and ISO 9000 series	3	Lecture	PPT & White board
4.4	Business Process Reengineering	3	Lecture	Smart Board
UNIT -5	**AUDIT AND CONTROL TECHNIQUES**			
5.1	Quality Assessment and Quality review	2	Lecture	Green Board
5.2	Medical audit – Peer review – Quality recognition – Quality awards	2	Chalk &Talk	Green Board
5.3	Quality Control Techniques	3	Chalk & Talk	Green Board
5.4	Core competence	2	Lecture	PPT & White board

5.5	Strategic alliances for ensuring quality and Bench marking	3	Lecture	Smart Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the Quality terminologies, TQM and Six Sigma	K2	PSO1
CO 2	Explain the Quality Management in Hospital Services	K2, K3	PSO2
CO 3	Identify the problems of Quality Assurance in Hospital Services	K3	PSO3
CO 4	Analyze the Quality standards, ISO 9000 series & Business Process Reengineering..	K4	PSO4
CO 5	Assess the Strategic alliances for ensuring quality & Bench marking	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. R. Suganya

Forwarded By

HOD'S Signature
& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA452	Marketing Of Hospital Services	Major Elective	5	5

COURSE DESCRIPTION

The course provides students scope, skills and tools of marketing. Then the student will be able to start their marketing careers in the Hospital.

COURSE OBJECTIVES

This course develop to understand the effect of marketing services in hospital.

UNITS

UNIT I: SERVICE MARKETING [12 HRS]

Meaning, Concept – Significance – Salient features – Service Mission Statement – Planning for marketing hospital services – Market Segmentation in hospital services – Services mix – Elements – Their relation to hospital marketing.

UNIT II: HOSPITAL SERVICES [12 HRS]

Meaning – Service product mix – Planning and development of new services – Modification – Diversification and Elimination of services – Branding of hospital services – Implication on marketing – Package of services.

UNIT III: PRICE AND DISTRIBUTION [12 HRS]

Pricing of Hospital Services – Meaning – Factors influencing pricing – Pricing objectives and methods – Distribution of hospital services – Need –

Importance – Types – Medical camps – Suburban centers – Rural centers management – Logistics management – Franchise in hospital services.

UNIT IV: PROMOTIONAL STRATEGIES [12 HRS]

Promotion and Communication mix for Hospital Services – Promotional strategies – Advertisement and Public relations – Sales Promotion – Personal selling – Medical Tourism.

UNIT V: PEOPLE, PROCESS AND PHYSICAL EVIDENCE [12 HRS]

People and Process in hospital services – Internal marketing – Processes – Customer relationship marketing – Process – Service quality – Delivery of hospital services – Procedures, tasks, schedules, mechanisms, activities and routines.

Physical Evidence in hospital services – Meaning – Need – Importance – Kinds – Brochures – Physical facilities and equipments.

SELF STUDY:

Medical Tourism

TEXT BOOK:

1. Jha S.M, Service Marketing, Himalaya Publishing, Mumbai, 2016.

REFERENCE BOOKS :-

1. Adrian Payne, The Essence of Services Marketing, PHI, New Delhi, 2000.
2. Helen Woodruffe, Services Marketing, Macmillan, Delhi, 2005.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. http://dspace.hmlibrary.ac.in:8080/jspui/bitstream/123456789/1732/11/11_Chapter%202.pdf
2. http://blr.healthleadersmedia.com/supplemental/7297_browse.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**SERVICE MARKETING**			
1.1	Meaning, Concept and Significance	1	Lecture	PPT & White board
1.2	Salient features	1	Lecture	Smart Board
1.3	Service Mission Statement	3	Chalk & Talk	Black Board
1.4	Planning for marketing hospital services.	3	Chalk & Talk	Black Board
1.5	Market Segmentation in hospital services.	2	Discussion	Google classroom
1.6	Services mix, Elements and their relation to hospital marketing	2	Discussion	Black Board
UNIT -2	**HOSPITAL SERVICES**			
2.1	Meaning	1	Lecture	Green Board Charts
2.2	Service product mix	1	Flipped Learning	Online/ E-Content/ Text Books
2.3	Planning and development of new services	1	Discussion	Google classroom

2.4	Modification – Diversification and Elimination of services	3	Lecture	PPT & White board
2.5	Branding of hospital services and Implication on marketing	3	Lecture	Smart Board
2.6	Package of services	3	Discussion	Black Board
UNIT -3 PRICE AND DISTRIBUTION				
3.1	Pricing of Hospital Services, Meaning and Factors influencing pricing.	3	Lecture	Green Board Charts
3.2	Pricing objectives and methods, Distribution of hospital services	3	Chalk & Talk	Green Board
3.3	Need, Importance, Types, Medical camps and Suburban centers.	3	Lecture	PPT & White board
3.4	Rural centers management, Logistics management and Franchise in hospital services	3	Lecture	Smart Board
UNIT -4 PROMOTIONAL STRATEGIES				
4.1	Promotion and Communication mix for Hospital Services	3	Lecture	Green Board Charts
4.2	Promotional strategies	3	Chalk & Talk	Green Board
4.3	Advertisement and Public relations, Sales Promotion	3	Lecture	PPT & White board
4.4	Personal selling and Medical Tourism	3	Lecture	Smart Board

UNIT -5 PEOPLE, PROCESS AND PHYSICAL EVIDENCE				
5.1	People and Process in hospital services and Internal marketing	2	Lecture	Green Board Charts
5.2	Processes, Customer relationship marketing, Process and Service quality	2	Chalk & Talk	Green Board
5.3	Delivery of hospital services, Procedures, tasks, schedules, mechanisms, activities and routines	3	Chalk & Talk	Green Board
5.4	Physical Evidence in hospital services, Meaning, Need and Importance	2	Lecture	PPT & White board
5.5	Kinds, Brochures, Physical facilities and equipments	3	Lecture	Smart Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Outline the concept of service of service marketing and identify different service mix components for hospital.	K2	PSO1

CO 2	Discuss the procedure for planning and development of new services in the hospital.	K2, K3	PSO2
CO 3	Asses the different type of pricing methods and franchise in hospital service.	K3	PSO3
CO 4	Identify the promotion and communication mix for hospital services.	K4	PSO4
CO 5	Analyse the role and importance of people, process and physical evidence in hospital service.	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. R. Suganya

Forwarded By

HOD'S Signature & Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA402	International Marketing	Major Elective	5	5

COURSE DESCRIPTION

The course seeks to improve the knowledge of learners on the international context of marketing orientation. It also inculcates the expertise in the managers to formulate marketing decisions in the international context.

COURSE OBJECTIVES

This course intends to enhance the marketing skills in international context.

UNITS

UNIT I : INTRODUCTION [12 HRS]

Scope and significance of International marketing – India's Foreign Trade – Trends in foreign trade – Government policies – Infrastructure for export promotion – Export documentation and procedures - Appraisal on international markets – Planning Entry – Entry decisions – Marketing research and information system – Market targeting – Deciding type of entry - Organizing marketing department.

UNIT II : PRODUCT STRATEGY [12 HRS]

Meaning - Standard Vs Differentiated products – Product line alternatives – Product line adaptation – Product diffusion – Branding and packaging Decisions.

UNIT III : PRICING STRATEGY [12 HRS]

Meaning – Pricing objectives – Cost factors – Price Escalation – Market pricing – Administered pricing.

UNIT IV : DISTRIBUTION STRATEGY **[12 HRS]**

Meaning – Channels of distribution – Factors in channel selection – Physical distribution decisions.

UNIT V: PROMOTION STRATEGY **[12 HRS]**

Meaning – International Advertising media decisions – Agency arrangements – Personal selling and other promotional tools – Co-ordination and control – Types of control – Optimizing and International marketing strategy.

SELF STUDY:

Channels of distribution.

TEXT BOOK:

1. Keegan, Warren J., Global Marketing Management, 7th ed., New Delhi: Prentice Hall of India, 2007.

REFERENCE BOOKS :

1. Cateora, Philip R., Gilly, Mary C., & Graham, John L., International Marketing, 15th ed., New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2017.
2. Saxena, Rajan., Marketing Management, --4th ed., New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 2009.
3. Balagopal, T A S, Export Marketing, Mumbai: Himalaya publishing House, 2014
4. Cherunilam, Francis, International Business Environment, --7th revised ed., Mumbai: Himalaya Publishing House, 2015.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://artnet.unescap.org/tid/artnet/mtg/competitivenesss_s7.pdf
2. https://ebs.online.hw.ac.uk/EBS/media/EBS/PDFs/International-Marketing-Course-Taster.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	INTRODUCTION			
1.1	Scope and significance of International marketing – India's Foreign Trade – Trends in foreign trade – Government policies	4	Lecture	LCD
1.2	Infrastructure for export promotion – Export documentation and procedures - Appraisal on international markets – Planning Entry – Entry decisions	4	Blended learning	Online learning
1.3	Marketing research and information system – Market targeting – Deciding type of entry - Organizing marketing department	4	Group Discussion	Materials
UNIT -2	**PRODUCT STRATEGY**			
2.1	Meaning - Standard Vs Differentiated products – Product line alternatives	3	Lecture	White Board
2.2	Product line adaptation – Product diffusion	4	Problem-based learning	White Board
2.3	Branding and packaging Decisions	5	Blended learning	Google classroom

UNIT -3	**PRICING STRATEGY**			
3.1	Meaning – Pricing objectives	3	Lecture	LCD
3.2	Cost factors – Price Escalation	5	Lecture	White Board
3.3	Market pricing – Administered pricing	4	Demonstration	Google classroom
UNIT -4	**DISTRIBUTION STRATEGY**			
4.1	Meaning – Channels of distribution	3	Lecture	LCD
4.2	Factors in channel selection	5	Blended learning	Google classroom
4.3	Physical distribution decisions	4	Problem-based learning	Google classroom
UNIT -5	**PROMOTION STRATEGY**			
5.1	Meaning – International Advertising media decisions – Agency arrangements	2	Case study analysis	Materials
5.2	Personal selling and other promotional tools	3	Blended learning	Online learning
5.3	Co-ordination and control – Types of control	4	Lecture	LCD
5.4	Optimizing and International marketing strategy	3	Blended learning	White board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Explain foreign trade and plan for international market entry decisions	K2	PSO1
CO 2	Formulate product mix decisions	K2, K3	PSO2

CO 3	Plan Pricing mix decisions	K3	PSO3
CO 4	Analyze Distribution strategies	K4	PSO4
CO 5	Evaluate promotion strategies and predict control aspects	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. L. Meena

Forwarded By

HOD'S Signature & Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA421	Export Finance & Documentation	Major Elective	5	5

COURSE DESCRIPTION

The purpose of the course is to implant proficiency in Export operations and procedures among the learners. The course intends to build up the logical ability of the managers in handling foreign trade transactions.

COURSE OBJECTIVES

This Course is aimed at inculcating expertise in export operations and procedures and provides systematic approach in handing foreign trade transactions.

UNITS

UNIT I : FOREIGN TRADE PROCEDURES [12 HRS]

Domestic trade vs. Foreign trade Procedures involved in export – Import formalities – Visible and invisible imports and exports – Balance of trade – Balance of payments – contract terms – Inco terms – Methods of payment used in foreign trade - Mechanism of letter of credit – Payment credit – Types of L.C – Stand-by credit (Bank Guarantee) – Practical problems faced.

UNIT II : FINANCING FOREIGN TRADE [12 HRS]

Introduction – Packing credit (Pre-shipment credit) – Post-shipment credit - Packing and Post-shipment credit denominated in foreign currency – Bills purchase / discount – Advance against bills sent for collection on consignment goods – Duty drawback – Undrawn balance – Retention money – Buyers credit – Sellers credit – Role of IBRD – IDA – IFC – EXIM Bank –

Asian Development Bank (ADB) – ECGC – MIGA (Export credit Guarantee corporation – Multilateral Investment Guarantee Agency.

UNIT III : SHIPPING DOCUMENTS [12 HRS]

Commercial documents – Regulatory Documents Invoice – Proforma – Commercial Invoice – Customs invoice – Consular invoice – Legalized invoice – Packing list – Certificate of origin – Insurance Policy – Bill of lading – Bill of exchange – Certificate of Inspection – Q.C. G.R./ PP/VP/COD/ Softex forms – AR4 – Shipping Bill for duty free – dutiable - ex-bond for duty drawback and port trust copy - Freight payment certificate – Insurance premium payment certificate – Bill of Entry Logistics – Container service.

UNIT IV : FOREIGN EXCHANGE THEORIES [12 HRS]

Past and present theories – Exchange rate arithmetic – spot & forward rates – Exchange control Regulations FEMA and PML – Foreign exchange Dealers Association of India (FEDAI) and RBI – IMF and SDR – Convertibility – Factors that influence exchange rate.

UNIT V: PROMOTION OF FOREIGN TRADE [12 HRS]

Trade control – EXIM policy highlights – EPC – EIA (Export Promotion Council, Export Inspection Agency) General provisions regarding exports, imports – Promotional measures – Duty exemption/ remission scheme – Export promotion capital goods scheme – EOU, EPZ, EHTP, STP, AEZ, SEZ – Deemed Exports.

SELF STUDY:

EXIM Policy highlights

TEXT BOOK:

1. Jeevanandam, C., Foriegn Exchange: Practice, Concepts & Control., New Delhi: Sultan Chand & Sons, 2016.

REFERENCE BOOKS :

1. Jain's, R K., Foreige Trade Policy & Handbook of Procedures [2015 – 20] Vol.1. –24th ed., New Delhi: Centax Publications, 2017 – 18.
2. Mahajan, M.I.Foreign Trade: Policy, Procedures and Documentation, Exports, Imports, Foreign Exchange Management, Mumbai: Snow White, 2005.

3. Bhalla, V.K.,International Business: Environment and Management., New Delhi: Anmol Publications Pvt Ltd, 2004.
4. Cherunilam, Francis, International Trade and Export Management, Mumbai: Himalaya Publishing House, 2010.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://grow.exim.gov/hs-fs/hub/421983/file-2055772500-pdf/Guides/trade-guide.pdf
2. http://www.eximguru.com/exim/guides/export-finance/ch_4_trade_documents.aspx

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**FOREIGN TRADE PROCEDURES**			
1.1	Domestic trade vs. Foreign trade Procedures involved in export – Import formalities	3	Blended learning	Online learning
1.2	Visible and invisible imports and exports – Balance of trade – Balance of payments – contract terms – Inco terms	3	Lecture	LCD
1.3	Methods of payment used in foreign trade - Mechanism of letter of credit – Payment credit – Types of L.C – Stand-by	4	Lecture	White board

	credit (Bank Guarantee)			
1.4	Practical problems faced	2	Demonstration	Google classroom
UNIT -2	**FINANCING FOREIGN TRADE**			
2.1	Introduction – Packing credit (Pre-shipment credit) – Post-shipment credit - Packing and Post-shipment credit denominated in foreign currency	4	Lecture	White Board
2.2	Bills purchase / discount – Advance against bills sent for collection on consignment goods – Duty drawback – Undrawn balance – Retention money – Buyers credit – Sellers credit	4	Lecture	LCD
2.3	Role of IBRD – IDA – IFC – EXIM Bank – Asian Development Bank (ADB) – ECGC – MIGA (Export credit Guarantee corporation – Multilateral Investment Guarantee Agency	4	Group Discussion	Materials
UNIT -3	**SHIPPING DOCUMENTS**			
3.1	Commercial documents – Regulatory Documents Invoice – Proforma – Commercial Invoice – Customs invoice – Consular	4	Lecture	LCD

	invoice – Legalized invoice			
3.2	Packing list – Certificate of origin – Insurance Policy – Bill of lading – Bill of exchange – Certificate of Inspection – Q.C. G.R./ PP/VP/COD/ Softex forms – AR4	4	Blended learning	White Board
3.3	Shipping Bill for duty free – dutiable - ex-bond for duty drawback and port trust copy - Freight payment certificate – Insurance premium payment certificate – Bill of Entry Logistics – Container service	4	Lecture	White Board
UNIT -4	**FOREIGN EXCHANGE THEORIES**			
4.1	Past and present theories – Exchange rate arithmetic – spot & forward rates	4	Blended learning	White board
4.2	Exchange control Regulations FEMA and PML – Foreign exchange Dealers Association of India (FEDAI) and RBI	4	Problem-based learning	Smart board
4.3	IMF and SDR – Convertibility – Factors that influence exchange rate	4	Group Discussion	-
UNIT -5	**PROMOTION OF FOREIGN TRADE**			
5.1	Trade control – EXIM policy highlights – EPC – EIA	5	Lecture	LCD

	(Export Promotion Council, Export Inspection Agency) General provisions regarding exports, imports			
5.2	Promotional measures – Duty exemption/ remission scheme	3	Group Discussion	-
5.3	Export promotion capital goods scheme – EOU, EPZ, EHTP, STP, AEZ, SEZ – Deemed Exports	4	Problem-based learning	Smart board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	**45**
Non Scholastic	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	10 Mks
C2	-	Test (CIA 2)	1	-	15 Mks
C3	-	Assignment/Open Book Test	2	-	10 Mks
C4	-	Seminar	1	-	10 Mks
C5	-	Attendance	1	-	5 Mks

The Average of two will be taken into account

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Explain foreign trade formalities, payments and practical problems faced	K2	PSO1
CO 2	Analyse financing foreign trade and financing schemes	K2, K3	PSO2
CO 3	Create shipping documents in foreign trade	K3	PSO3
CO 4	Apply Foreign exchange theories	K4	PSO4
CO 5	Evaluate Trade control policies and Promotional measures	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ Strongly Correlated – **3** ♦ ModeratelyCorrelated – **2**
♦ WeaklyCorrelated –**1**

COURSE DESIGNER:

1. Staff Name: Dr. L. Meena

Forwarded By

HOD'S Signature
& Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA430	International Human Resource Management	Major Elective	5	5

COURSE DESCRIPTION

This course intends to improve the familiarity of learners on the HRM practices in the international context. It enables the students to face the HRM challenges in the International context.

COURSE OBJECTIVES

This course seeks to enhance the mastery of HRM practices and challenges in International context.

UNITS

UNIT I : INTRODUCTION [12 HRS]

International Human Resource Management – Approaches to IHRM – IHRM Model –Difference between Domestic and International Human Resource Management – Expanding role of HRM in International firms — Managing people in an International context.

UNIT II : CULTURE IN INTERNATIONAL CONTEXT [12 HRS]

Defining Culture in International context – Cultural values – Human Resource Practices in different cultures (America, Japan, Russia and Middle East).

UNIT III : RECRUITMENT & SELECTION [12 HRS]

Practices in MNCs – Executive nationality staffing policies – Issues in staff selection – Expatriation selection and repatriation – Training and

Development – Expatriate training – Components of effective pre-departure training.

UNIT IV : PERFORMANCE MANAGEMENT [12 HRS]

Performance Management – Factors affecting individual performance and appraisal – Criteria used for performance Appraisal of International employees – Compensation – Objectives – Key components of international compensation – Approaches to compensation management.

UNIT V: INDUSTRIAL RELATIONS [12 HRS]

Industrial relations – Labour relations policies and practices of multinational films – Industrial relations comparative practices (USA, Japan, India, Europe) – Impact of globalization on Industrial relations.

SELF STUDY:

Issues in staff selection

TEXT BOOK:

1. Bhatia, S.K., International Human Resource Management: A Global Perspective. New Delhi: Deep & Deep Publications, 2013.

REFERENCE BOOKS :

1. Dowling, Peter J, Festing, Marion and Engle, SR., Allen D, International Human Resource Management: –6th ed., Australia: Cengage Learning EMEA, 2013.
2. Tayeb, Monir H.,International Human Resource Management: A Multinational Company Perspective, London: Oxford University Press, 2005.
3. Hrewster Chris, Houldsworth Elizabeth, Sparrow Paul, and Vernon Guy, International Human Resource Management, --4th ed., CIPD – Kogan Page, 2016.

DIGITAL OPEN EDUCATIONAL RESOURCES:

https://www.ftms.edu.my/images/Document/MOD001055%20-%20International%20Business/CHAPTER%208.pdf

https://www.longdom.org/open-access/international-human-resource-management-2167-0358-1000203.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION**			
1.1	International Human Resource Management – Approaches to IHRM – IHRM Model – Difference between Domestic and International Human Resource Management	4	Problem-based learning	Smart board
1.2	Expanding role of HRM in International firms	4	Lecture	LCD
1.3	Managing people in an International context	4	Lecture	White board
UNIT -2	**CULTURE IN INTERNATIONAL CONTEXT**			
2.1	Defining Culture in International context – Cultural values	5	Lecture	White Board
2.2	Human Resource Practices in different cultures (America, Japan, Russia and Middle East)	7	Blended learning	Google classroom
UNIT -3	**RECRUITMENT & SELECTION**			
3.1	Practices in MNCs – Executive nationality staffing policies – Issues in staff selection	3	Lecture	LCD
3.2	Expatriation selection and repatriation	4	Group Discussion	-
3.3	Training and Development –	5	Problem-	Smart

	Expatriate training – Components of effective pre-departure training		based learning	board
UNIT -4	**PERFORMANCE MANAGEMENT**			
4.1	Performance Management – Factors affecting individual performance and appraisal – Criteria used for performance Appraisal of International employees	5	Lecture	White board
4.2	Compensation – Objectives – Key components of international compensation	4	Problem-based learning	Smart board
4.3	Approaches to compensation management	3	Blended learning	Google classroom
UNIT -5	**INDUSTRIAL RELATIONS**			
5.1	Industrial relations – Labour relations policies and practices of multinational films	4	Lecture	LCD
5.2	Industrial relations comparative practices (USA, Japan, India, Europe)	5	Group Discussion	-
5.3	Impact of globalization on Industrial relations	3	Problem-based learning	Smart board

Levels	C1	C2	C3	C4	Total Scholastic	Non Scholastic	CIA Total	% of

					Marks	Marks C5		Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	15	10	10	5	50	50	100

C1 – Average of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a Semester

C5 – Non - Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Formulate approaches to IHRM and identify role of HRM in international firms.	K2	PSO1
CO 2	Demonstrate different cultures and its values.	K2, K3	PSO2
CO 3	Plan recruitment & selection practices in MNCs and design T&D components.	K3	PSO3
CO 4	Apply performance appraisal and compare approaches to	K4	PSO4

	Compensation Management.		
CO 5	Assess comparative practices of Industrial relations internationally.	K5	PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	2	2
CO2	2	3	2	2	2
CO3	2	2	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	2	3

Note: ♦ **Strongly Correlated – 3** ♦ **ModeratelyCorrelated – 2**
♦ **WeaklyCorrelated –1**

COURSE DESIGNER:

1. Staff Name: Dr. L. Meena

Forwarded By

HOD'S Signature & Name

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MBA	19MBA460	Managerial Environment	Major Elective	5	5

COURSE DESCRIPTION

This practical course on Managerial environment is designed to give practical knowledge to students on the different business environments and analyse the interdependence of various environments.

COURSE OBJECTIVES

This course intends to train students on various corporate environments and its interdependence.

UNITS

UNIT I: INTRODUCTION **[5 HRS]**

Organization and its environment – Systems approach – Social Responsibilities of Business.

UNIT II: TECHNICAL ENVIRONMENT **[5 HRS]**

Features of Technical environment – Impact of Technical environment on business.

UNIT III: EDUCATIONAL ENVIRONMENT **[5 HRS]**

Meaning – Features of Educational Environment – Education system – Relationship between Education and Business.

UNIT IV: SOCIAL & CULTURAL ENVIRONMENT [5 HRS]

Meaning of Social Environment – Impact of Social factors affecting Business Environment and strategy – Meaning of Cultural environment – Business culture – Key cultural issues

UNIT V: ECONOMIC & LEGAL ENVIRONMENT [5 HRS]

Meaning of economic environment – Impact of Macro & Micro environment factors on business – Legal environment of business – Impact of Legal factors on Business

SELF STUDY:

Business culture

TEXT BOOK:

1. Cherunilam, Francis, Global Economy and Business Environment, --3rd ed., Mumbai: Himalaya Publishing House, 2013.

REFERENCE BOOKS :

1. Understanding Environment / edited by Kiran B Chhokar,, Mamata Pandya and Meena Raghunathan., New Delhi: Sage Publications India Pvt. Ltd., 2005.
2. Adhikary. M., Economic Environment of Business: Theory and the Indian Case. --12th ed., New Delhi: Sultan Chand & Sons, 2008.

DIGITAL OPEN EDUCATIONAL RESOURCES:

https://www.coursehero.com/file/25307452/3-Managerial-Environment-Notes-v2-1pdf/

https://edoc.unibas.ch/45633/1/Paper_D126.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION**			
1.1	Organization and its environment – Systems approach	3	Peer-assisted learning	Smart board
1.2	Social Responsibilities of Business	2	Group discussion	-
UNIT -2	**TECHNICAL ENVIRONMENT**			
2.1	Features of Technical environment	3	Lecture	Green Board Charts
2.2	Impact of Technical environment on business	2	Case study analysis	Mobile learning
UNIT -3	**EDUCATIONAL ENVIRONMENT**			
3.1	Meaning – Features of Educational Environment – Education system	3	Blended learning	Google classroom
3.2	Relationship between Education and Business	2	Problem-based learning	Smart board
UNIT -4	**SOCIAL & CULTURAL ENVIRONMENT**			
4.1	Meaning of Social Environment – Impact of Social factors affecting Business Environment and strategy	3	Case study analysis	Mobile learning
4.2	Meaning of Cultural	2	Peer-	Google

	environment – Business culture – Key cultural issues		assisted learning	classroom
UNIT -5	**ECONOMIC & LEGAL ENVIRONMENT**			
5.1	Meaning of economic environment – Impact of Macro & Micro environment factors on business	3	Case study analysis	Mobile learning
5.2	Legal environment of business – Impact of Legal factors on Business	2	Group discussion	-

COURSE CONTENTS & LECTURE SCHEDULE:

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	5 Mks.	5 Mks.	5 Mks.	5 Mks.	20 Mks.	5 Mks.	25 Mks.	
K1	-	-	-	-	-	-	-	-
K2	5	-	-	-	5	-	5	20%
K3	-	5	-	-	5	-	5	20%
K4	-	-	5	-	5	-	5	20%
K5	-	-	-	5	5	-	5	20%
Non Scholastic	-	-	-	-	-	5	5	20%
Total	5	5	5	5	20	5	25	100 %

CIA	
Scholastic	**20**
Non Scholastic	**5**
	25

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MBA are :**

K2-Understand, **K3**-Apply, **K4**-Analyse, **K5**-Evaluate

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
5	5	5	5	5	25	25	50

- **CIA Components**

			Nos		
C1	-	Test (CIA 1)	2*	-	5 Mks
C2	-	Test (CIA 2)	1	-	5 Mks
C3	-	Assignment/Open Book Test	2	-	5 Mks
C4	-	Seminar	1	-	5 Mks
C5	-	Attendance	1	-	5 Mks

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Demonstrate Systems approach to various environments	K2	PSO1
CO 2	Predict technical environment	K2, K3	PSO2
CO 3	Assess educational environment	K3	PSO3
CO 4	Analyze sociological & cultural environment	K4	PSO4
CO 5	Evaluate economic & legal environment	K5	PSO5

COURSE DESIGNER:

1. Staff Name: Dr. L. Meena

Forwarded By

HOD'S Signature & Name

FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with "A" Grade by NAAC (3rd Cycle)
74th Rank in India Ranking 2020 (NIRF) by MHRD
Maryland, Madurai- 625 018, Tamil Nadu, India

NAME OF THE DEPARTMENT : PG DEPARTMENT OF COMPUTER APPLICATIONS

NAME OF THE PROGRAMME : MCA

PROGRAMME CODE : MCA

ACADEMIC YEAR : 2020 – 2021

COLLEGE PROFILE

Fatima College (Autonomous), Mary Land, Madurai, is a Post Graduate and Research Institution for Women affiliated to Madurai Kamaraj University. It is a Catholic Minority institution established and run by St. Joseph's Society of Madurai (of the Congregation of the Sisters of St. Joseph of Lyons, France). This institution came into existence through the tireless efforts of the missionary sisters of St. Joseph of Lyons and the zeal and heroic sacrifice of Rev. Sr. Rose Benedicta, the Founder's of the College.

The College was started in St. Joseph's Campus Madurai as a Second Grade College with 63 students in 1953. It was upgraded into a Post Graduate College in 1964; Autonomous in 1990 and a Research Institute in 2004. The College now offers 20 Undergraduate Courses, 14 Postgraduate Courses, 2 Professional Courses, 5 M.Phil. Programmes and 6 Departments have become Research Centres. It has a strength of 4510 Students, 204 Teaching Staff and 95 Non-Teaching Staff.

The comprehensive assessment by NAAC in 1999 placed Fatima College in Five Star Status of merit. The college strives to sustain excellence, quality and relevance while equipping the students to meet the demands of higher education in India. In 2004 UGC conferred on Fatima College the status of College with Potential for Excellence. In 2006 and 2013 NAAC Re-Accredited the College with 'A' Grade. The College was ranked 65th in the All India NIRF Ranking in 2018 by MHRD.

VISION

Being women of communion, contemplative and prophetic, empower women and children through faith formation and value-based education for societal equality, harmony and to care for our common home.

MISSION

To energize Women and Children towards Academic excellence through Quality Education. To endow them with character, competence, creativity & commitment. To enkindle in them inclusive love, building fraternal communities and stand for the cause of those at the periphery with compassion.

VISION OF THE DEPARTMENT

To Empower women by providing them unparallel learning experience and to strengthen the strategic linkage with the industry.

MISSION OF THE DEPARTMENT

- Training in the cutting edge technologies to adapt to the Dynamic IT world
- Promoting a learning community in a supportive and caring environment that lead students to successfully complete their goals
- Build up Headship traits among students
- Craft responsible Computer Professionals with strong Moral Values

➢ PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

PEO 1	**Subject Proficiency -** Our graduates will be academic, digital and information literates, creative, inquisitive, innovative and desirous for the "more" in all aspects
PEO 2	**Professional Growth -** They will be efficient individual and team performers, exhibiting progress, flexibility, transparency and accountability in their professional work
PEO 3	**Managerial Skills** - The graduates will be effective managers of all sorts of real – life and professional circumstances, making ethical decisions, pursuing excellence within the time framework and demonstrating apt leadership skills
PEO 4	**Needs of the Society-** They will engage locally and globally evincing social and environmental stewardship demonstrating civic responsibilities and employing right skills at the right moment.

GRADUATE ATTRIBUTES (GA)

Fatima College empowers her women graduates holistically. A Fatimite achieves all-round empowerment by acquiring Social, Professional and Ethical competencies. A graduate would sustain and nurture the following attributes:

I. SOCIAL COMPETENCE	
GA 1	Deep disciplinary expertise with a wide range of academic and digital literacy
GA 2	Hone creativity, passion for innovation and aspire excellence
GA 3	Enthusiasm towards emancipation and empowerment of humanity
GA 4	Potentials of being independent
GA 5	Intellectual competence and inquisitiveness with problem solving abilities befitting the field of research
GA 6	Effectiveness in different forms of communications to be employed in personal and professional environments through varied platforms
GA 7	Communicative competence with civic, professional and cyber dignity and decorum
GA 8	Integrity respecting the diversity and pluralism in societies, cultures and religions
GA 9	All – inclusive skill sets to interpret, analyse and solve social and environmental issues in diverse environments
GA 10	Self awareness that would enable them to recognise their uniqueness through continuous self-assessment in order to face and make changes building on their

	strengths and improving their weaknesses
GA 11	Finesse to co-operate exhibiting team-spirit while working in groups to achieve goals
GA 12	Dexterity in self-management to control their selves in attaining the kind of life that they dream for
GA 13	Resilience to rise up instantly from their intimidating setbacks
GA 14	Virtuosity to use their personal and intellectual autonomy in being life-long learners
GA 15	Digital learning and research attributes
GA 16	Cyber security competence reflecting compassion,care and concern towards the marginalised
GA 17	Rectitude to use digital technology reflecting civic and social responsibilities in local, national and global scenario
II. PROFESSIONAL COMPETENCE	
GA 18	Optimism, flexibility and diligence that would makethem professionally competent
GA 19	Prowess to be successful entrepreuners and become employees of trans-national societies
GA 20	Excellence in Local and Global Job Markets
GA 21	Effectiveness in Time Management
GA 22	Efficiency in taking up Initiatives
GA 23	Eagerness to deliver excellent service
GA 24	Managerial Skills to Identify, Commend and tap Potentials
III. ETHICAL COMPETENCE	
GA 25	Integrity and be disciplined in bringing stability

	leading a systematic life promoting good human behaviour to build better society
GA 26	Honesty in words and deeds
GA 27	Transparency revealing one's own character as well as self-esteem to lead a genuine and authentic life
GA 28	Social and Environmental Stewardship
GA 29	Readiness to make ethical decisions consistently from the galore of conflicting choices paying heed to their conscience
GA 30	Right life skills at the right moment

PROGRAMME OUTCOMES (PO)

On completion (after two years) of MCA Programme, the students are able to

PO 1	Apply the knowledge of computing maths and science for the solution of problems and requirements
PO 2	Identify, critically analyze, formulate and develop computer applications using fundamental principles of relevant domain disciplines
PO 3	Design and evaluate solutions for computer based problems to meet the desired needs within realistic constraints such as safety, security and applicability
PO 4	Use research based knowledge to conduct experiments and interpret data to attain well-defined conclusions.
PO 5	Create, select and apply modern computing tools by understanding the limitations, with dexterity.
PO 6	Demonstrate the competency in programming skills as per

	industry expectations.
PO 7	Understand the impact of system solutions in societal, environmental and cultural issues within local and global contexts for sustainable development
PO 8	Commit to professional ethics and cyber regulations, responsibilities & norms.
PO 9	Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary environment to manage projects.
PO 10	Communicate effectively with the society about computing technologies.
PO 11	Demonstrate knowledge and understanding of the management principles and apply these to manage projects.
PO 12	Appreciate the importance of goal setting and to recognize the need for life-long learning in the broadest context of technological change.

PROGRAMME SPECIFIC OUTCOMES (PSO)

On completion (after two years) of MCA programme, the students are able to

PSO 1	Ability to design and develop applications in the computing discipline to meet the customer's business objectives.
PSO 2	Ability to Integrate various system components to provide user interactive solutions for various challenges
PSO 3	Ability to test and maintain the software applications with latest computing tools and technologies.
PSO 4	Ability to understand the evolutionary changes in the practices and strategies in software project development.
PSO 5	Ability to enhance teamwork and leadership skills to solve time critical problems

FATIMA COLLEGE (AUTONOMOUS), MADURAI-18

DEPARTMENT OF MCA

(For those who joined in June 2020 onwards)

PROGRAMME CODE : MCA

COURSE CODE	COURSE TITLE	HRS / WK	CREDIT	CIA Mks	ESE Mks	TOT. MKs
SEMESTER – I						
20MCA101	Mathematical Foundation of Computer Science	4	4	50	50	100
20MCA102	Software Engineering	4	4	50	50	100
20MCA103	Operating Systems	4	4	50	50	100
20MCA104	Programming in Python	4	4	50	50	100
*	Elective I – General	4	4	50	50	100
20MCA105	Lab I – Python Programming	4	2	50	50	100
20MCA106	Lab II - RDBMS	4	2	50	50	100
20MCA107	Skill Based lab I–Linux	2	1	25	25	50
	Total Credits		**25**			**750**
SEMESTER - II						
20MCA201	Data Structures and Algorithms	4	4	50	50	100
20MCA202	Web Technologies	4	4	50	50	100
20MCA203	Programming in Java	4	4	50	50	100
*	Elective I – Specialization	4	4	50	50	100
*	Elective II – General	4	4	50	50	100
20MCA204	Lab III – Web Technologies	4	2	50	50	100

COURSE CODE	COURSE TITLE	HRS / WK	CREDIT	CIA Mks	ESE Mks	TOT. MKs
20MCA205	Lab IV- Java Programming	4	2	50	50	100
20MCA206	Skill Based Lab II - R Programming	2	1	25	25	50
	Total Credits		**25**			**750**
SEMESTER - III						
20MCA301	Internship & Mini Project	-	3	50	50	100
20MCA302	Software Quality & Testing	4	4	50	50	100
20MCA303	Mobile Application Development	4	4	50	50	100
20MCA304	Enterprise Application Development	4	4	50	50	100
*	Elective II– Specialization	4	4	50	50	100
*	Elective III-General	4	4	50	50	100
20MCA305	Lab V - Mobile Application Development	4	2	50	50	100
20MCA306	Lab VI - Enterprise Application Development	4	2	50	50	100
20MCA307	Skill Based Lab III – Computer Aided Software Engineering (CASE) Tools	2	1	25	25	50
	Total Credits		**28**			**850**
SEMESTER – IV						
20MCA401	Lab VII - UIX Design Programming	4	2	50	50	100
*	Elective III – Specialization	4	4	50	50	100
20MCA402	Project *Viva Voce*	-	6	50	50	100
	Total Credits		**12**			**300**
	Total Credits		**90**			**2700**

ELECTIVES

SPECIALIZATION ELECTIVE – DATA ANALYTICS

S.NO	SEMESTER	COURSE CODE	COURSE TITLE	HRS / WK	CREDIT	CIA Mks	ESE Mks	TOT. MKs
1.	II	20MCADA01	Data Mining Techniques	4	4	50	50	100
2.	II	20MCADA02	Data Analytics and Visualization using Spreadsheets	4	4	50	50	100
3.	III	20MCADA03	Big Data Analytics	4	4	50	50	100
4.	III	20MCADA04	Data Analytics Tools & Techniques	4	4	50	50	100
5.	IV	20MCADA05	Business Analytics Using R	4	4	50	50	100
6.	IV	20MCADA06	Big Data Security	4	4	50	50	100

SPECIALIZATION ELECTIVE – DISTRUIBUTED SYSTEM SECURITY

S.NO	SEMESTER	COURSE CODE	COURSE TITLE	HRS / WK	CREDIT	CIA Mks	ESE Mks	TOT. MKs
1.	II	20MCADS01	Data Communication & Networking	4	4	50	50	100
2.	II	20MCADS02	Wireless Communication & Security	4	4	50	50	100
3.	III	20MCADS03	Cryptography & Network Security	4	4	50	50	100
4.	III	20MCADS04	Cyber Forensics	4	4	50	50	100
5.	IV	20MCADS05	Cloud Security	4	4	50	50	100
6.	IV	20MCADS06	High Speed Networks	4	4	50	50	100

SPECIALIZATION ELECTIVE – AI & MACHINE LEARNING

S.NO	SEMESTER	COURSE CODE	COURSE TITLE	HRS / WK	CREDIT	CIA Mks	ESE Mks	TOT. MKs
1.	II	20MCAAM01	Artificial Intelligence & Expert System	4	4	50	50	100
2.	II	20MCAAM02	Soft Computing	4	4	50	50	100
3.	III	20MCAAM03	Machine Learning	4	4	50	50	100
4.	III	20MCAAM04	Neural Networks	4	4	50	50	100
5.	IV	20MCAAM05	Human Computer Interaction	4	4	50	50	100
6.	IV	20MCAAM06	Deep Learning	4	4	50	50	100

GENERAL ELECTIVES

S.NO	COURSE CODE	COURSE TITLE	HRS / WK	CREDIT	CIA Mks	ESE Mks	TOT. MKs
1.	20MCAGE01	Office Automation Tools	4	4	50	50	100
2.	20MCAGE02	Financial Management and Accounting	4	4	50	50	100
3.	20MCAGE03	Organizational Behaviour	4	4	50	50	100
4.	20MCAGE04	E-Commerce	4	4	50	50	100
5.	20MCAGE05	Ethics in Computing	4	4	50	50	100
6.	20MCAGE06	Resource Management Techniques	4	4	50	50	100
7.	20MCAGE07	Entrepreneurship Development	4	4	50	50	100
8.	20MCAGE08	Wireless Sensor Networks	4	4	50	50	100
9.	20MCAGE09	Research Methodology	4	4	50	50	100
10	20MCAGE10	Digital Image Processing	4	4	50	50	100
11	20MCAGE11	Cloud Computing	4	4	50	50	100
12	20MCAGE12	Agile Software Engineering	4	4	50	50	100

Note: All the General Elective Courses are offered through all the semesters of the programme

ADD - ON COURSES

Sub. Code	Courses	Hrs.	Credits	Semester in which the course is offered	CIA Mks	ESE Mks	Total Marks
20MCA108	Soft Skills I- Professional Communication	2	1	I	25	25	50
20MCA109	Comprehensive Viva - I	-	1	I	-	50	50
20MCA207	Soft Skills II- Aptitude Training	2	1	II	25	25	50
20MCA208	Comprehensive Viva - II	-	1	II	-	50	50
20MCA308	Soft Skill III- Interpersonal Skills for Corporate Readiness	2	1	III	25	25	50
20MCA309	Comprehensive Viva - III	-	1	III	-	50	50
	*MOOC/NPTEL/ SWAYAM/ International certifications	-	Credits allotted by UGC	-	-	-	-
	TOTAL		6 +				300

* Two MOOC/NPTEL/ SWAYAM/International certifications (like Microsoft/Oracle certifications) are mandated for completion of the MCA Programme.

EXTRA CREDITS (FOR ADVANCED LEARNERS)

Sub. Code	Courses	Hrs.	Credits	Semester in which the course is offered	CIA Mks	ESE Mks	Total Marks
20MCAAL01	INTERNET OF THINGS (Self study)	-	2	IV	50	50	100
	TOTAL		2				100

I MCA

SEMESTER – I

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCA101	MATHEMATICAL FOUNDATION OF COMPUTER SCIENCE	MAJOR CORE	4	4

COURSE DESCRIPTION

This course provides the logical, analytical and mathematical concepts that are fundamental for Computer Science

COURSE OBJECTIVE

- To impart the basic Foundation of mathematics for Computer Science.
- To introduce the concept of propositional and predicate logic and their applications.
- To inculcate logical thinking and promote arithmetic knowledge

UNIT- I MATHEMATICAL LOGIC (12 Hours)

Introduction – Propositional calculus – Propositional variables and constants – Logical connectives and compound proposition – Basic Logical Operations - Conjunction – Disjunction – Negation – Derived Connectives – Statements generated by a set – Conditional Statements – Converse, Inverse and Contra-positive Statements – Converse Statements – Inverse Statements – Contra-positive Statements - Bi conditional statements - Negation of Bi Conditional Statements

SELF STUDY: Bi conditional statements - Negation of Bi Conditional Statements

UNIT- II (12 Hours)

THE SOLUTION OF NUMERICAL ALGEBRAIC AND TRANSCENDENTAL

EQUATIONS

Introduction – The Bisection method – Iteration method – The method of False Position (No derivations)

SELF STUDY: Themethod of False Position

UNIT – III STATISTICS **(12 Hours)**

Measures of Central Tendency – Mean – Median-Mode – Karl Pearsons's coefficient – Derivations are taken from assumed mean – Correlation of Bi-variate grouped Data – Rank Correlation Coefficient

SELF STUDY: Median-Mode

UNIT – IV SET THEORY **(12 Hours)**

Introduction – Set and its elements – Elements of a set – Standard Sets and Symbols – Set Description – Roaster method – Set Builder method – Cardinal number of a set – Types of Sets - Venn – Euler diagram – Set Operations and Laws of Set Theory – Union of Sets – Intersection of Sets – Disjoint Sets – Difference of Two Sets – Complement of a Set – Distributive Laws

SELF STUDY: Standard Sets and Symbols – Set Description, Types of Sets - Venn – Euler diagram

UNIT – V MATRICES **(12 Hours)**

Introduction – Algebra of Matrices – Types of Matrices- Rank of a Matrix – Inverse of Matrix - Elementary Transformations – Simultaneous Linear Equations – Cayley Hamilton - Eigen Values and Eigen Vectors (Only Problems)

SELF STUDY: Algebra of Matrices – Types of Matrices- Elementary Transformations

REFERENCES:

1. J.K. Sharma, “Discrete Mathematics”, MacMillan Publications, 3rd Edition , 2011.
2. Dr.M.K.Venkataraman, “Numerical Methods in Science and Engineering”, The National Publishing Company, 5th Edition ,2001
3. Dr.S.P.Gupta&M.P.Gupta, “Business Statistics”, Sultan Chand & Sons, 18th edition, 2014
4. Dr.S.Arumugam, A.T.Isaac, “Modern Algebra”, SciTech Publications India Pvt. Ltd, 2016
5. Dr.S.P.Gupta&M.P.Gupta, ”Business Statistics”, Sultan Chand& Sons , 15th Edition, 2008.
6. J.P. Tremblay & R. Manohar, “Discrete Mathematical Structures with applications to Computer Science”, Tata McGraw – Hill publishing, New Delhi, Reprint 2015.
7. Dr.S.Arumugam, A.T.Isaac, “Numerical Methods”, SciTech Publications India Pvt. Ltd, 2nd Edition, 2015.

WEB REFERENCES:

1. www.britannica.com/science/set-theory
2. https://www.khanacademy.org/math/precalculus/precalc-matrices

COURSE CONTENTS & LECTURE SCHEDULE:

odule No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 Mathematical Logic				
1.1	Introduction – Propositional calculus - Propositional variables and constants	1	Lecture	Black Board
1.2	Logical connectives and compound proposition – Basic Logical Operations - Conjunction – Disjunction – Negation	2	Chalk & Talk	White board
1.3	Statements generated by a set – Conditional Statements	1	Chalk & Talk	Black Board
1.4	Converse, Inverse and Contra-positive Statements	2	Chalk & Talk	Black Board
1.5	Converse Statements – Inverse Statements	2	Chalk & Talk	Black Board
1.6	Contra-positive Statements	2	Chalk & Talk	White board
1.7	Bi conditional statements - Negation of Bi Conditional Statements	2	Chalk & Talk	White board
UNIT 2 - The Solution of Numerical Algebraic and Transcendental Equations				
2.1	Introduction	1	Chalk & Talk	Black Board
2.2	The Bisection method	4	Chalk & Talk	Black Board
2.3	Iteration method	4	Chalk & Talk	Black Board
2.4	The method of False Position	3	Chalk & Talk	Black Board
UNIT 3 – Statistics				
3.1	Measures of Central Tendency	2	Lecture	White board
3.2	Mean	1	Chalk & Talk	Black Board
3.3	Median	1	Chalk & Talk	Black Board
3.4	Mode	1	Chalk & Talk	Black Board

3.5	Karl Pearsons's coefficient	2	Chalk & Talk	Black Board
3.6	Derivations from assumed mean	1	Chalk & Talk	Black Board
3.7	Correlation of Bi-variate grouped Data	2	Chalk & Talk	Black Board
3.8	Rank Correlation Coefficient	2	Chalk & Talk	Black Board
UNIT 4 -Set Theory				
4.1	Introduction – Set and its elements	2	Lecture	PPT
4.2	Elements of a set – Standard Sets and Symbols	2	Lecture	Black Board
4.3	Set Description – Roaster method – Set Builder method	2	Chalk & Talk	Black Board
4.4	Cardinal number of a set 4 – Types of Sets - Venn – Euler diagram	2	Chalk & Talk	Black Board
4.5	Set Operations and Laws of Set Theory – Union of Sets – Intersection of Sets	2	Chalk & Talk	Black Board
4.6	Disjoint Sets – Difference of Two Sets – Complement of a Set –	2	Chalk & Talk	Black Board
4.7	Distributive Laws			
UNIT -5 Matrices				
5.1	Introduction – Algebra of Matrices	1	Chalk & Talk	Black Board
5.2	Types of Matrices- Rank of a Matrix	2	Chalk & Talk	Black Board
5.3	Inverse of Matrix	2	Chalk & Talk	Black Board
5.4	Elementary Transformations	2	Chalk & Talk	Black Board
5.5	Simultaneous Linear Equations	2	Chalk & Talk	Black Board
5.6	Cayley Hamilton-Eigen Values and Eigen Vectors	3	Chalk & Talk	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholast	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

***K2**-Understand,* ***K3**-Apply,* ***K4**-Analyse, K5 - Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non – Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Perform Logical operations and predicate calculus needed for computing skill.	K2	PSO1 & PSO2
CO 2	Analyze and Compare the various techniques for solving numerical equations	K2, K3, K4	PSO1 & PSO2
CO 3	Apply the techniques of statistics and numerical methods to unravel problems by computers.	K2 & K3	PSO1 & PSO3
CO 4	Explain the set theory logic	K2, K3 & K5	PSO1 & PSO4
CO 5	Utilize the Knowledge of matrices for designing and solving problems	K2,K3 & K5	PSO1 & PSO5

COURSE DESIGNER:

Staff Name – B. USHA

Forwarded By

HOD'S Signature & Name

S. Mary Helan Felista

I MCA

SEMESTER – I

(For those who joined in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MCA	20MCA102	SOFTWARE ENGINEERING	MAJOR CORE	4	4

COURSE DESCRIPTION

This course provides the fundamental perception of Software Engineering which includes system requirements, finding the effective methods to analyze, design, code, test and implement the full application with appropriate tools

COURSE OBJECTIVES

- To provide an insight into software life cycle and various software process models.
- To understand the methodologies for constructing software with high quality and reliability.
- To be familiar with estimation and scheduling of projects.

UNIT – I PROCESS AND PROCESS MODELS (12 Hours)

Software Engineering a Layered Technology- Process Framework – The Capability Maturity Model Integration (CMMI) - Process Models - Prescriptive Models – The Waterfall Model – Incremental Process Models – Evolutionary Process Models The Unified Process.

SELF STUDY:Specialized Process Models

UNIT - II SOFTWARE ENGINEERING PRACTICE AND ANALYSIS (12 Hours)

Software Engineering Practice – Communication Practices - Planning Practices - Modeling Practices – Construction Practice – Deployment - Building the Analysis Model - Requirement Analysis - Data Modeling Concepts –Scenario

Based Modeling – Flow Oriented Modeling – Class-based Modeling – Creating a Behavioral Model.

SELF STUDY:Object Oriented Analysis.

UNIT- III DESIGN ENGINEERING (12 Hours)

Design - Process and Quality - Concepts – Design Model – Design Elements – Pattern Based Design – Usage of Patterns – Frameworks - Software Architecture – Data Design – Architectural Level – Component Level - Transform Flow and Mapping – Transaction Flow and Mapping .

SELF STUDY:Refining the Design

UNIT – IV (12 Hours)

MODELING COMPONENTS AND PROJECT MANAGEMENT

Component – Views - Class-Based Components – Principles – Guidelines – Cohesion – Coupling – Project - Management Spectrum – The People – Software Team - The Product – Scope – Decomposition – The Process - Modeling – The Project – Approaches.

SELF STUDY:W5HH Principles.

UNIT – V ESTIMATION AND SCHEDULING OF PROJECTS (12 Hours)

Estimation – Observation – Project Planning Process - Software Scope and Feasibility – Resources – Human – Reusable – Environmental - Decomposition Techniques – sizing – Problem Based – LOC Based – FP Based - Empirical Estimation Models – Structure .

SELF STUDY:COCOMO II Model.

REFERENCES:

1. Roger S.Pressman, “Software Engineering (A Practitioner's Approach)”, Tata McGraw-Hill Companies, 6th Edition, 2014.
   Unit I, II, III, IV and V

2. Jibitesh Mishra, Ashok Mohanty, “Software Engineering”, Pearson Education, 1st Edition, 2011.
3. D. Jeya Mala, S. Geetha, “Object Oriented Analysis and Design Using UML”, Tata McGraw-Hill Publishers, 2013.
4. Muthuramachandran, Zaigham,. Mohammed, “Software Engineering in the Era of Cloud Computing, Springer Publishers, 2019.
5. PankajJalote, “An Integrated approach to Software Engineering”, 3rd Edition, Narosa Publications, 2011.
6. Stephen Schach, “Software Engineering”, McGraw publication, 7th Edition, 2012.
7. Ali Behforroz, Frederick J.Hudson, “Software Engineering Fundamentals”, Oxford Indian Reprint,2012.
8. Sommerville, “Software Engineering”, 10th Edition, Pearson, 2015.

WEB REFERENCES:

1. https://www.tutorialspoint.com/software_engineering/
2. https://www.geeksforgeeks.org/software-engineering/

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 Process and Process Models				
1.1	Software Engineering a Layered Technology- Process Framework	1	Chalk & Talk	Black Board
1.2	The Capability Maturity Model Integration (CMMI)	1	Chalk & Talk	LCD
1.3	Process Models	4	Lecture	PPT
1.4	Prescriptive Models	1	Lecture	Smart Board
1.5	Process Overview – Process Scheduling	1	Lecture	Black Board
1.6	The Waterfall Model	1	Discussion	Google classroom
1.7	Incremental Process Models - Evolutionary Process Models	2	Lecture	Black Board
1.8	Specialized Process Models – The Unified Process.	1	Discussion	Black Board
UNIT –2 Software Engineering Practice and Analysis				
2.1	Software Engineering Practice	1	Chalk & Talk	Black Board
2.2	Communication Practices - Planning Practices	1	Chalk & Talk	LCD
2.3	Modeling Practices – Construction Practice	3	Lecture	PPT
2.4	Deployment	1	Lecture	Smart Board
2.5	Building the Analysis Model	1	Lecture	BlackBoard

2.6	Requirement Analysis - Data Modeling Concepts	1	Discussion	Google classroom
2.7	Object Oriented Analysis	2	Lecture	Black Board
2.8	Scenario Based Modeling – Flow Oriented Modeling	1	Discussion	Black Board
2.9	Class-based Modeling – Creatinga Behavioral Model	1	Lecture	Black Board
UNIT –3 Design Engineering				
3.1	Design - Process and Quality	1	Chalk & Talk	Black Board
3.2	Concepts – Design Model	1	Chalk & Talk	LCD
3.3	Design Elements – Pattern Based Design – Usage of Patterns	4	Lecture	PPT & White board
3.4	Frameworks - Software Architecture	1	Lecture	Smart Board
3.5	Data Design – Architectural Level	1	Lecture	Black Board
3.6	Component Level - Transform Flow and Mapping	1	Discussion	Google classroom
3.7	Transaction Flow and Mapping	2	Lecture	Black Board
3.8	Refining the Design.	1	Discussion	Black Board
UNIT –4 Modeling Components and Project Management				
4.1	Component – Views	1	Chalk & Talk	Black Board
4.2	Class-Based Components	1	Chalk & Talk	LCD
4.3	Principles – Guidelines	3	Lecture	PPT

4.4	Cohesion – Coupling	1	Lecture	Smart Board
4.5	Project - Management Spectrum	1	Lecture	Black Board
4.6	The People – Software Team	1	Discussion	Google classroom
4.7	The Product – Scope	2	Lecture	Black Board
4.8	Decomposition – The Process – Modeling	1	Discussion	Black Board
4.9	The Project – Approaches-W5HH Principles.	1	Lecture	Black Board
UNIT –5 Estimation and Scheduling of Projects				
5.1	Estimation – Observation	1	Chalk & Talk	Black Board
5.2	Project Planning Process - Software Scope and Feasibility	1	Chalk & Talk	Black Board
5.3	Human – Reusable – Environmental	3	Lecture	PPT & White board
5.4	Decomposition Techniques – sizing	1	Lecture	Smart Board
5.5	Problem Based – LOC Based	1	Lecture	Black Board
5.6	FP Based	1	Discussion	Google classroom
5.7	Empirical Estimation Models	2	Lecture	Black Board
5.8	Structure	1	Discussion	Black Board
5.9	COCOMO II Model.	1	Lecture	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholast	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

  ***K2**-Understand,* ***K3**-Apply,* ***K4**-Analyse, K5 – Evaluate*

COURSE OUTCOMES

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

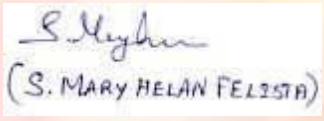
NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Compare the different domains and process models.	K2	PSO1 & PSO2
CO 2	Identify the data, class and flow oriented modelling concepts.	K2, K3, K4	PSO1 & PSO2
CO 3	Analyse on the design oriented concepts	K2 & K3	PSO1 & PSO3
CO 4	Identify the managerial aspects of Software development.	K2, K3 & K5	PSO1 & PSO4
CO 5	Generate project schedule for different activities of software development.	K2,K3 & K5	PSO1 & PSO5

COURSE DESIGNER:

Staff Name - S. SELVARANI

Forwarded By

HOD'S Signature & Name



I MCA

SEMESTER – I

(For those who joined in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MCA	20MCA103	OPERATING SYSTEMS	MAJOR CORE	4	4

COURSE DESCRIPTION

This course provides knowledge on the concepts of abstraction, scheduling mechanisms, implementations and manages a computer's resources, especially the allocation of those resources among other programmes.

COURSE OBJECTIVES

- To be aware of the evolution and fundamental principles of operating system.
- To understand the various operating system components like process management, memory management, file management.
- To be familiar with storage management.

UNIT - I INTRODUCTION **(12 Hours)**

What is Operating System? – System Organization – System Architecture – System Structure – Protection and Security – Distributed Systems – Special Purpose Systems – Process Overview – Process Scheduling – Process Operations – Inter process Communication.

SELF STUDY: Inter process Communication

UNIT – II PROCESS CO-ORDINATION **(12 Hours)**

CPU Basic Concepts – Scheduling Criteria – Scheduling Algorithms – Synchronization - Background – Critical Section Problem – Peterson's Solution

- Synchronization Hardware – Semaphore Problems – Monitors Deadlock – System Model – Deadlock Characterization – Methods for Handling – Prevention – Avoidance – Detection – Recovery from Deadlock.

SELF STUDY: Monitors

UNIT – III MEMORY MANAGEMENT (12 Hours)

Memory Management - Background – Swapping – Contiguous Memory Allocation – Paging – Structure of Page Table – Segmentation - Virtual Memory - Copy-on-Write - Page Replacement algorithms – Basic – FIFO – Optimal – LRU – LRU Approximation – Counting Based – Page Buffering.

SELF STUDY: Demand Paging.

UNIT - IV FILE SYSTEM MANAGEMENT (12 Hours)

File Concept – Access Methods – Directory and Disk Structure – File system mounting – File sharing - File System Structure – File System Implementation – Directory Implementation - Allocation Methods – Free Space Management.

SELF STUDY: Free Space Management

UNIT – V STORAGE MANAGEMENT (12 Hours)

Disk Structure – Disk Attachment - Disk Scheduling – Disk Management – Swap-space Management – RAID Structure – I/O Systems - I/O Hardware – I/O interface – I/O Subsystem - I/O Request to hardware operations.

SELF STUDY: Swap-space Management

REFERENCES:

1. Abraham Silberschatz, Peter Baer Galvin, Greg Gagne, “Operating System Principles”, 7th Edition, Wiley Publication, 2013.
2. William Stallings, “Operating Systems: Internals and Design Principles”, 7th Edition, Prentice Hall, 2011.
3. Madnick&J.Donovan, "Operating Systems", McGraw, 2nd Edition, Hill Publication, 2013.
4. H.M.Deitel, "Operating systems", 3rd Edition, Addison Wesley Publication, 2013.
5. William Stallings, "Operating Systems ", 7th Edition, Prentice Hall Publication, 2014.

WEB REFERENCES:

1. http://Williamstallings.com/os/animations
2. https://www.tutorial.com/operating system/

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**Introduction**			
1.1	System Organization	1	Chalk & Talk	Black Board
1.2	System Architecture	1	Chalk & Talk	LCD
1.3	System Structure	4	Lecture	PPT & White board
1.4	Protection and Security – Distributed Systems	1	Lecture	Smart Board
1.5	Process Overview – Process Scheduling	1	Lecture	Black Board
1.6	Process Operations	2	Discussion	Google classroom
1.7	Inter process Communication	2	Lecture	PPT & White board
UNIT -2	**Process Co-ordination**			
2.1	CPU Basic Concepts	1	Lecture	Green Board Charts
2.2	Scheduling Criteria – Algorithms	2	Chalk & Talk	Green Board
2.3	Synchronization - Background	1	Lecture	Smart Board
2.4	Critical Section Problem – Peterson ‘s Solution	1	Lecture	Black Board

2.5	Synchronization Hardware – Semaphores	2	Discussion	Google classroom
2.6	Problems – Monitors - Deadlock	1	Lecture	Green Board Charts
2.7	Deadlock Characterization – Methods for Handling	2	Chalk & Talk	Green Board
2.8	Avoidance – Deadlock Detection	1	Lecture	Smart Board
2.9	Recovery from Deadlock	1	Lecture	Black Board
UNIT –3	**Memory Management**			
3.1	Memory Management - Background	1	Chalk & Talk	Black Board
3.2	Swapping – Contiguous Memory Allocation	1	Chalk & Talk	LCD
3.3	Paging – Structure of Page Table	3	Lecture	PPT & White board
3.4	Segmentation	1	Lecture	Smart Board
3.5	Virtual Memory	1	Lecture	Black Board
3.6	Demand Paging – Copy-on-Write	1	Discussion	Google classroom
3.7	Page Replacement algorithms	2	Lecture	PPT & White board
3.8	FIFO – Optimal – LRU – LRU Approximation	1	Discussion	Black Board
3.9	Counting Based – Page Buffering.	1	Lecture	Black Board

UNIT –4 File System Management				
4.1	File Concept – Access Methods	1	Chalk & Talk	Black Board
4.2	Directory and Disk Structure	1	Chalk & Talk	LCD
4.3	File system mounting	3	Lecture	PPT & White board
4.4	File sharing	1	Lecture	Smart Board
4.5	File System Structure	1	Lecture	Black Board
4.6	File System Implementation	1	Discussion	Google classroom
4.7	Directory Implementation	2	Lecture	PPT & White board
4.8	Allocation Methods	1	Discussion	Black Board
4.9	Free Space Management	1	Lecture	Black Board
UNIT –5 Storage Management				
5.1	Disk Structure & Attachment	2	Chalk &Talk	Black Board
5.2	Disk Scheduling	2	Chalk & Talk	LCD
5.3	Disk Management	1	Lecture	PPT & White board
5.4	RAID Structure	2	Lecture	Smart Board
5.5	I/O Systems	1	Lecture	Black Board

5.6	I/O Hardware	1	Discussion	Google classroom
5.7	I/O interface	1	Lecture	PPT & White board
5.8	I/O Subsystem	1	Discussion	Black Board
5.9	I/O Request to hardware operations	1	Lecture	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholast	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

***K2**-Understand,* ***K3**-Apply,* ***K4**-Analyse, K5 - Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non - Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Identify the components and processes.	K2	PSO1 & PSO2
CO 2	Analyse on scheduling algorithms and deadlocks.	K2, K3, K4	PSO1 & PSO2
CO 3	Demonstrate the mapping between the physical memory and virtual memory	K2 & K3	PSO1 & PSO3
CO 4	Identify the secondary memory management techniques	K2, K3 & K5	PSO1 & PSO4
CO 5	Analyse on the I/O systems	K2,K3 & K5	PSO1 & PSO5

COURSE DESIGNER:

Staff Name – S. SELVARANI

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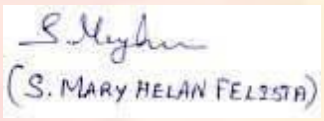
HOD'S Signature & Name



I MCA

SEMESTER – I

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MCA	20MCA104	PROGRAMMING IN PYTHON	MAJOR CORE	4	4

COURSE DESCRIPTION

This course provides the basics of writing and running Python scripts to more advanced features such as file operations, regular expressions, working with OOPs concept and using the extensive functionality of Python modules. Extra emphasis is placed on features unique to Python, such as tuples, array slices, and output formatting.

COURSE OBJECTIVE

- To differentiate syntax of Python from other programming languages.
- To get familiar in writing simple programs using Python language.
- To understand various data structures provided by Python library including string, List.
- To build real-world applications using OOPs, Files and Exception handling.

UNIT – I INTRODUCTION **(12 Hours)**

Context of Software Development - Learning Programming with Python - Writing a Python Program - Values and Variables – Identifiers - Floating-point types – Control Codes within Strings – User Input – Eval Function – Controlling Print Function - Expressions & Arithmetic – Operator Precedence and Associativity – Comments – Errors - Syntax, Run-time, Logic Errors – Conditional Execution – Boolean Expressions – If Statement – If/Else Statement – Nested Conditionals – Multi-way Decision Statements.

SELF STUDY : Arithmetic Operators

UNIT - II FUNCTIONS **(12 Hours)**

Iteration – While – For – Nested loop – Abnormal Loop Termination - Infinite loop Using Functions – Time Functions – Random Numbers – Importing Issues - Writing Functions – Basics – Main Function - Parameter Passing – Function Examples – Custom Functions - More on Functions – Global Variables – Default Parameters – Recursion – Documenting Functions and Modules – Functions as Data.

SELF STUDY : Standard Mathematical Functions

UNIT - III LIST PROCESSING AND EXCEPTION HANDLING **(12 Hours)**

List Assignment and Equivalence – List bounds - Slicing – List and Functions- List Processing – Sorting – Flexible Sorting – Searching – Linear Search – Binary Search – List Permutations – Reversing List – Handling Exceptions – Using Exceptions – Custom Exceptions.

SELF STUDY : Exception Handling

UNIT - IV TUPLES AND FILE HANDLING **(12 Hours)**

Strings - String Traversal – String slices – Searching – Looping and Counting – IN operator – String Comparison - Tuples - Tuple Assignment – Variable – Length Argument Tuples - Lists and Tuples – Dictionaries and tuples - Comparing Tuples - File Handling – Reading and Writing – Filenames and Paths – Catching Exceptions – Databases – Writing Modules - Debugging.

SELF STUDY : String Methods, Format Operator

UNIT - V OBJECT ORIENTED FEATURES **(12 Hours)**

Classes and Objects – User-defined Types – Attributes – Rectangles - Objects are mutable – Copying - Classes and Functions – Time – Modifiers – Prototyping Vs Planning - Classes and Methods – Object-Oriented Features – Printing Objects – Init, str Method, Operator Overloading – Polymorphism - Inheritance – Class Attributes – Card Objects – Decks – Inheritance - Class Diagrams.

REFERENCES:

1. Richard L. Halterman, “Learning To Program with Python”, 2013.
2. Allen B. Downey, “Python for Software Design”, 2018.
3. ReemaThareja, “Python Programming Using Probolem Solving Approach”, Oxford University Press, 2017
4. Bill Lubanovic, “Introducing Python”, O ‘Reilly Media Publications, 2015

WEB REFERENCES:

1.http://spoken-tutorial.org/tutorial-search/python

2.https://docs.python.org

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
	UNIT -1	**INTRODUCTION**		
1.1	Introduction about Python	1	Chalk & Talk	Black Board
1.2	Learning & Writing a Python Program	1	Chalk & Talk	Black Board
1.3	Values and Variables	1	Discussion	Google classroom
1.4	Control Codes within Strings	2	Chalk & Talk	Black Board
1.5	Controlling Print Function	1	Discussion	Black Board
1.6	Operator precedence and Associativity	1	Lecture	White board
1.7	Errors	2	Lecture	PPT
1.8	Conditional Execution	2	Lecture	White board
1.9	Multi-way Decision Statements	1	Chalk & Talk	Black Board
	UNIT - 2	**ARITHMETIC OPERATORS**		
2.1	While, For, Nested loop	2	Lecture	PPT
2.2	Abnormal Loop Termination - Infinite loop	2	Chalk & Talk	Black Board
2.3	Using Functions	1	Lecture	PPT
2.4	Standard Mathematical Function	2	Lecture	White board
2.5	Parameter Passing, Custom Functions	2	Discussion	Black Board
2.6	Default Parameters, Recursion	1	Chalk & Talk	Black Board
2.7	Documenting Functions and Modules	1	Chalk & Talk	Black Board
2.8	Using Functions as Data	1	Lecture	White board

	UNIT – 3 LIST PROCESSING AND EXCEPTION HANDLING			
3.1	List Assignment and Equivalence	1	Lecture	White board
3.2	List Slicing	1	Chalk & Talk	Black Board
3.3	List and Functions	2	Lecture	PPT
3.4	Sorting	2	Lecture	White board
3.5	Searching	2	Lecture	PPT
3.6	List Permutations & Reverse	1	Discussion	Google classroom
3.7	Handling Exceptions	2	Chalk & Talk	Black Board
3.8	Custom Exceptions	1	Lecture	PPT
	UNIT - 4 TUPLES AND FILE HANDLING			
4.1	String Traversal & Slicing	1	Lecture	PPT
4.2	String Methods	1	Lecture	PPT
4.3	Tuple Assignment	1	Chalk & Talk	Black Board
4.4	Lists and Tuples	2	Chalk & Talk	Black Board
4.5	Dictionaries and tuples	2	Discussion	Black Board
4.6	Reading and Writing in File	2	Lecture	PPT
4.7	Filenames and Paths	1	Chalk & Talk	Black Board
4.8	Databases	1	Discussion	Google classroom
4.9	Writing Modules	1	Discussion	Black Board
	UNIT – 5 OBJECT ORIENTED FEATURES			
5.1	Classes and Objects	1	Chalk & Talk	Black Board
5.2	User-defined Types	1	Lecture	PPT
5.3	Objects are mutable	1	Lecture	PPT

5.4	Classes and Functions	2	Lecture	White board
5.5	Pure Function	1	Lecture	White board
5.6	Prototyping Vs Planning	1	Lecture	White board
5.7	Classes and Methods	2	Lecture	White board
5.8	Object-Oriented Features	1	Discussion	Google classroom
5.9	Operator Overloading	1	Chalk & Talk	Black Board
5.10	Polymorphism	1	Chalk & Talk	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholast	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

***K2**-Understand,* ***K3**-Apply,* ***K4**-Analyse, K5 - Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
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C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non - Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Predict the basics of Python programming.	K2	PSO1
CO 2	Solve problems requiring the writing of well-documented programs in the Python language, including use of the logical constructs of that language.	K2, K3 & K4	PSO1& PSO2
CO 3	Use and manipulate Lists and python exception handling model to develop robust programs.	K2, K4	PSO1&PSO3
CO 4	Formulate solutions for String, tuples and File operations.	K2, K3 & K5	PSO1&PSO4
CO 5	Apply object-oriented programming concepts to develop dynamic interactive Python applications.	K2, K3 & K5	PSO1&PSO5

COURSE DESIGNER:

Staff Name – S. JEBAPRIYA

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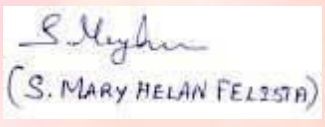
HOD'S Signature & Name



I MCA

SEMESTER – I

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCA105	LAB I – PYTHON PROGRAMMING	MAJOR LAB	4	2

COURSE DESCRIPTION

This course provides the practical knowledge of implementing Python programs with loops, functions and represent compound data using lists, tuples and dictionaries.

COURSE OBJECTIVES

- To write, test and debug simple Python programs.
- To use functions for structuring Python programs.
- To read and write data from/to files in Python.

LAB LIST

1. Running instructions in Interactive interpreter and a Python Script
2. Write a program to purposefully raise Indentation Error and Correct it.
3. Write a program add.py that takes 2 numbers as command line arguments and prints its sum.
4. Write a program using for loop that loops over a sequence.
5. Write a program using a while loop that asks the user for a number, and prints a countdown from that number to zero.
6. Write a program to count the numbers of characters in the string and to use split and join methods in the string.
7. Write a program combine_lists that combines these lists into a dictionary

8. Write a function nearly_equal to test whether two strings are nearly equal.Two strings a and b are nearly equal when a can be generated by a single mutation on b.
9. Write a function reverse to reverse a list. Without using the reverse function.
10. Find the most frequent words in a text read from a file.

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Implement Math functions, Strings, List and Tuple in Python programs.	K2	PSO1, PSO2 & PSO3
CO 2	Express different Decision Making statements and Functions.	K2, K3, K4	PSO1 & PSO2
CO 3	Interpret Object oriented programming in Python & File handling operations.	K2, K3 & K5	PSO4 & PSO5

COURSE DESIGNER:
Staff Name – S. JEBAPRIYA

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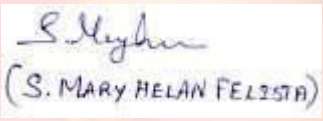
HOD'S Signature & Name



I MCA

SEMESTER – I

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MCA	20MCA106	LAB II – RDBMS	MAJOR LAB	4	2

COURSE DESCRIPTION

This course provides practical knowledge in PL/SQL programming, utilizing the services provided by Oracle database in a stored procedure perspective. This also includes implementation of Subprograms, Triggers, and Cursors concepts in depth.

COURSE OBJECTIVE

- To give a good formal foundation on the relational model of data
- To present the techniques relating to query processing by SQL engines.
- To develop PL/SQL programs with stored procedures, stored functions, cursors and packages.

LAB LIST

SQL QUERIES

1. SQL queries to implement DDL statements to Create, Alter, Drop, Truncate and rename tables.
2. SQL queries to implement DML statements to perform Select, Insert, Delete, Update on tables.
3. SQL queries to implement DCL statements to access database using Grant and Revoke.
4. SQL queries to implement TCL statements to work on Commit, Rollback and Savepoint.
5. SQL queries to implement Where, Like, Order By, Group By, Having clauses.

6. SQL queries to implement arithmetic, Logical, Concatenation and Quote operators.
7. SQL queries to implement mathematical functions. (count, minimum value, maximum value, sum, average, First and Last)
8. SQL queries to implement scalar functions. (UCASE, LCASE, MID, ROUND)
9. SQL queries to implement Set Operations. (Intersect, Union, Union All, Minus)
10. SQL queries to implement column and table level constraints.(NOT NULL, UNIQUE, PRIMARY KEY, FOREIGN KEY, CHECK and DEFAULT)
11. SQL queries to perform Natural, Inner, Outer, Left, Right and Equi Joins.
12. SQL queries to create sequence using initial, increment and maximum value.
13. SQL queries to implement create, display, update in Views.
14. SQL queries to implement subqueries and nested queries.
15. SQL queries to implement Keywords (AS, Cycle, No Cycle, Force) and DESC Commands.

PL/SQL

1. PL/SQL Program to Find Factorial of a Number
2. PL/SQL Program for Reverse of a Number
3. PL/SQL Program to Check Number is Odd or Even
4. PL/SQL Program to Reverse a String
5. Pl/SQL Program for Palindrome Number
6. PL/SQL Program for Armstrong Number
7. PL/SQL Program for Calculation Of Net Salary
8. PL/SQL Program to apply implicit and explicit cursors.
9. PL/SQL Program to handle errors.
10. PL/SQL Program to include sub programs.
11. PL/SQL Program to trigger an action.
12. PL/SQL Program to create sequence.
13. PL/SQL Program to implement cursors and packages.

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Enhance Programming skills and techniques.	K2	PSO1, PSO2 & PSO3
CO 2	Formulate complex queries using SQL	K2, K3, K4	PSO1 & PSO2
CO 3	Use the PL/SQL code constructs of IF-THEN-ELSE and LOOP types as well as syntax and command functions.	K2, K3& K5	PSO4 & PSO5

COURSE DESIGNER:

Staff Name – S. JEBAPRIYA

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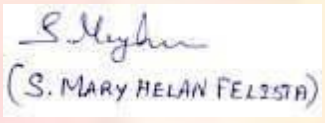
HOD'S Signature & Name



I MCA

SEMESTER –I

(For those who joined in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MCA	20MCA107	SKILL BASED-LAB I-LINUX	SKILL BASED	2	1

COURSE DESCRIPTION

This course provides focus on the fundamental tools and concepts of Linux and Unix OS. It gives practical exposure on topics such as LINUX environment, commands, file system, processes and utilities. Specific emphasis is given to the bash shell and user environment with several flavours of UNIX/Linux using a version of Red Hat Linux.

COURSE OBJECTIVES

- To learn the basic set of commands and utilities in Linux.
- To develop software for Linux systems.

LAB LIST

Shell programming

1. Using Basic Commands.
2. Arithmetic Operations Using Case Statement.
3. Sum of the Digits Calculation.
4. Check for file Existence.
5. Check for String Palindrome.
6. Prime Number Generation.
7. Factorial Calculation.
8. Pattern checking Using grep command.
9. Open a file using System Call.

C programming

1. Open a file using System Call.
2. Emulate scanf and printf Function.
3. Copying Files.
4. Changing File Permissions.
5. File Copy using fgetc.
6. Print the directory Content.
7. Memory Allocation.
8. File Manipulations.
9. Simple C Programs.

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Use Linux utilities and develop shell scripts to perform tasks.	K2	PSO1 & PSO2
CO 2	Effectively use Linux environment to accomplish software development tasks	K2, K3, K4	PSO1 & PSO2
CO 3	Monitor system performance and network activities	K2 & K3	PSO1 & PSO3

COURSE DESIGNER:

Staff Name – S. SELVARANI

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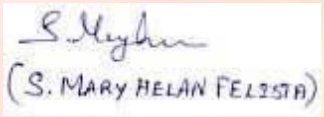
HOD'S Signature & Name



I MCA

SEMESTER – I

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCA108	SOFT SKILLS I – PROFESSIONAL COMMUNICATION	SOFTSKILLS	2	1

COURSE DESCRIPTION

This course provides skills of oral and written communication to work in different environments, develop emotional sensitivity and an awareness of how to work and negotiate with people.

COURSE OBJECTIVE:

- To communicate ethically and efficiently.

TOPICS

1. Elements of Communication
    a. The importance of communication through English
    b. Factors that influence communication
    c. Verbal and Non Verbal Communication
    d. Business Communication
2. Review of English Grammar.
3. Pronunciation Practice.
4. The Sounds of English.
5. Reading and Writing Skills.

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
SECTION 1 – ELEMENTS OF COMMUNICATION				
1.1	The importance of communication through English	3	Lecture	White board
1.2	Factors that influence communication	3	Chalk & Talk	Black Board
1.3	Verbal and Non Verbal Communication	5	Discussion	Black Board
1.4	Business Communication	3	Lecture	White board
SECTION 2 - ENGLISH GRAMMAR				
2.1	Review of English Grammar	5	Lecture	White board
2.2	Pronunciation Practice	3	Chalk & Talk	Black Board
2.3	The Sounds of English	3	Discussion	Black Board
2.4	Reading and Writing Skills	5	Lecture	White board

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Display competence in oral and written communication.	K2	PSO1& PSO2
CO 2	Use current technology related to the communication.	K2, K3	PSO3

COURSE DESIGNER:

Staff Name – R. SMEETA MARY

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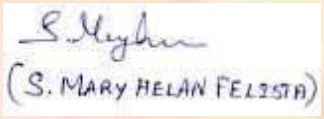
HOD'S Signature & Name



I MCA

SEMESTER – II

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MCA	20MCA201	DATA STRUCTURES AND ALGORITHMS	MAJOR CORE	4	4

COURSE DESCRIPTION

This course provides knowledge on several fundamental algorithms and data structures and to implement them in C++ to be an effective designer, developer, or customer for new applications.

COURSE OBJECTIVE

- To understand the concept of data structures through ADT including List, Stack and Queues.
- To design, develop and implement various data structure algorithms.
- To compute the complexity of various algorithms.

UNIT – I LISTS, STACKS AND QUEUES (12 Hours)

Abstract Data Types - The List ADT – Array Implementation of List - Single Linked Lists – Doubly Linked Lists – Circular Linked Lists - The Stack ADT - Stack Model – Implementation Of Stacks - The Queue ADT -Queue Model – Implementation Of Queues.

SELF STUDY : Applications of Stack and queue

UNIT - II TREES (12 Hours)

Preliminaries - Implementation Of Trees – Tree Traversals With An Application – Binary Trees – Implementation – The Search Tree ADT – Binary Search Trees – Make Empty – Find – Min and Max – Insert – Delete.

SELF STUDY : Expression Trees

UNIT - III ADVANCED SEARCH TREES AND HASHING (12 Hours)

AVL Trees – Splay Trees – Tree Traversals - B-Trees – Hashing - General Idea – Hash Function – Open Addressing – Linear Probing – Quadratic Probing – Double Hashing – Rehashing – Extendible Hashing.

SELF STUDY : Separate Chaining

UNIT - IV PRIORITY QUEUE AND SORTING (12 Hours)

Priority Queue (Heaps) - Model – Implementation - Binary Heap- Structure Property-Heap Order Property - Basic Heap Operations – Selection Problem - Sorting - Insertion Sort – Heap Sort – Merge Sort – Quick Sort - Bucket Sorting– External Sorting.

SELF STUDY : Application of Priority Queues

UNIT - V GRAPHS (12 Hours)

Graph Algorithm - Definitions – Representation of Graphs – Shortest-Path Algorithms. Dijkstra's Algorithm – Minimum Spanning Tree – Prim's Algorithm – Kruskal's Algorithm - Greedy Algorithms – Huffman Codes - Divide And Conquer – Running Time Of Divide And Conquer Algorithms-Closest Point Problem.

SELF STUDY : A Simple Scheduling Problem

REFERENCES :

1. Mark Allen Weiss, "Data Structures and Algorithm Analysis in C",2nd Edition, Pearson Education Asia, 2016.
2. Seymour Lipschutz, "Data structures with C", Tata Mc Graw Hill, 2011.
3. Debasis Samanta, "Classic Data Structures", 2nd Edition, PHI, 2012.
4. Ashok N. Kamthane , "Programming and Data structure", Dorling Kindersley,2012.
5. E.Balagursamy," Data Structures using C", Tata McGraw Hill, 2015 Reprint.

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1. https://www.w3schools.in/data-structures-tutorial/intro
2. https://www.tutorialride.com/data-structures/data-structures-tutorial.htm
3. https://www.geeksforgeeks.org/fundamentals-of-algorithms/

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
	UNIT -1 LISTS, STACKS AND QUEUES			
1.1	Abstract Data Types, List ADT	1	Chalk & Talk	Black Board
1.2	Array Implementation of List	2	Chalk & Talk	Black Board
1.3	The Stack ADT	1	Lecture	White board
1.4	Stack Model	1	Chalk & Talk	Black Board
1.5	Implementation of Stacks	2	Discussion	Black Board
1.6	Applications of Stack	2	Lecture	White board
1.7	Queue Model	1	Lecture	White board
1.8	Implementation, Applications of Queues	2	Discussion	Google classroom
	UNIT - 2 TREES			
2.1	Introduction To Trees, Binary Trees	1	Lecture	PPT
2.2	Implementation Of Trees	2	Chalk & Talk	Black Board
2.3	Tree Traversals With An Application	2	Lecture	PPT
2.4	Binary Tree Implementation	2	Lecture	White board
2.5	Expression Trees	1	Discussion	Black Board
2.6	The Search Tree ADT	1	Chalk & Talk	Black Board
2.7	Binary Search Trees	1	Chalk & Talk	Black Board
2.8	Binary Search Tree Operations	2	Lecture	PPT
	UNIT – 3 ADVANCED SEARCH TREES AND HASHING			

3.1	AVL Trees	1	Lecture	White board
3.2	Splay Trees	1	Chalk & Talk	Black Board
3.3	Tree Traversals	1	Lecture	PPT
3.4	B-Trees	1	Lecture	White board
3.5	Hashing, Hash Function	1	Discussion	Black Board
3.6	Separate Chaining	1	Lecture	PPT
3.7	Open Addressing	1	Chalk & Talk	Black Board
3.8	Linear Probing	1	Lecture	White board
3.9	Quadratic Probing	1	Chalk & Talk	Black Board
3.10	Double Hashing	1	Chalk & Talk	Black Board
3.11	Rehashing	1	Discussion	Black Board
3.12	Extendible Hashing	1	Lecture	White board
UNIT - 4		**PRIORITY QUEUE AND SORTING**		
4.1	Priority Queue Model	1	Lecture	PPT
4.2	Priority Queue Implementation	2	Lecture	PPT
4.3	Binary Heap	1	Chalk & Talk	Black Board
4.4	Basic Heap Operations	1	Chalk & Talk	Black Board
4.5	Application Of Priority Queues	1	Discussion	Black Board
4.6	Selection Problem	1	Lecture	PPT
4.7	Insertion Sort, Heap Sort	1	Chalk & Talk	Black Board
4.8	Merge Sort	1	Lecture	PPT
4.9	Quick Sort	1	Lecture	PPT
4.10	Bucket Sorting	1	Chalk & Talk	Black Board
4.11	External Sorting	1	Chalk & Talk	Black Board
UNIT – 5		**GRAPHS**		

5.1	Definition of Graph Algorithm	1	Chalk & Talk	Black Board
5.2	Representation of Graphs	1	Lecture	PPT
5.3	Shortest-Path Algorithms, Minimum Spanning Tree	1	Lecture	PPT
5.4	Dijkstra's Algorithm	1	Lecture	White board
5.5	Prim's Algorithm	1	Lecture	White board
5.6	Kruskal's Algorithm	1	Lecture	White board
5.7	Greedy Algorithms	1	Lecture	White board
5.8	A Simple Scheduling Problem	1	Chalk & Talk	Black Board
5.9	Huffman Codes	1	Chalk & Talk	Black Board
5.10	Divide And Conquer	1	Discussion	Black Board
5.11	Running Time Of Divide And Conquer Algorithms	1	Chalk & Talk	Black Board
5.12	Closest Point Problem	1	Discussion	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholast	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

***K2**-Understand,* ***K3**-Apply,* ***K4**-Analyse, K5 - Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non – Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Select appropriate data structures as applied to specified problem definition.	K2 & K4	PSO1
CO 2	Implement operations like searching, insertion, deletion and traversing in trees.	K2, K3	PSO2
CO 3	Compare the data structures of advanced search trees.	K2 & K4	PSO3
CO 4	Implement appropriate heap operations, sorting, searching techniques for a given problem.	K2, K3 & K5	PSO2 & PSO4
CO 5	Determine and analyze the complexity of graph Algorithms.	K2,K3 & K5	PSO5

COURSE DESIGNER:

1. Staff Name – S. JEBAPRIYA

Forwarded By

HOD'S Signature & Name

S. Mary Helan Felista

I MCA

SEMESTER – II

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MCA	20MCA202	WEB TECHNOLOGIES	MAJOR CORE	4	4

COURSE DESCRIPTION

This course provides the student with foundational programming knowledge and skills for application development on the Internet.

COURSE OBJECTIVES

- To make the students familiar with client server architecture and able to develop web applications using PHP.
- To plan, design, construct, and integrate basic server-side components of modern web applications including databases and scripts.
- To impart the skills and project-based experience needed for entry into web application and development careers.

UNIT – I HTML5 & CSS 3 **(12Hours)**

The Basics of HTML5 – Document structure – Basic elements – Marking text – Working with characters – Making a list – Table

The Basics of CSS3 – Understanding styles – Styling text – Box model – Styling tables- Positioning elements

HTML 5 Forms - Using input fields – Adding a Text area – Using Drop-Down Lists – Data Validation

Advance CSS3 – Rounding corners – Colors - Creating fonts – Handling media queries

HTML5 and Multimedia – Working with images – Playing Audio – Watching videos

SELF-STUDY: Positioning elements

UNIT- II JAVASCRIPT & JQUERY **(12Hours)**

Introducing JavaScript – The basics of JavaScript – Controlling program flow – Working with functions

Advanced JavaScript Coding – Document Object Model – Finding your Elements - Document Object Model form data

Using jQuery – Loading the jQuery library –Functions –Finding elements – Replacing data – Changing styles – Changing the Document Object Model

Reacting to events with JavaScript and jQuery – Understanding events – Focusing on JavaScript and events - Looking jQuery and events

SELF STUDY: Understanding events

UNIT – III INTRODUCING PHP **(12Hours)**

Understanding PHP Basics – Benefits – Variable – Operators - Including files

PHP Flow Control – Looping - Building own functions – event driven PHP

PHP Libraries – Text Functions – Math Functions – Date and time functions

Sessions and carts – Storing Persistent Data – PHP and cookies – PHP and Sessions

SELF STUDY: Math Functions.

UNIT – IV INTRODUCING MYSQL **(12Hours)**

Introducing MYSQL – Designing and building a database – Managing data – Creating databases – Building tables

Using the database – Working with data – Searching for data

Communicating with the database from PHP Scripts – Database support in PHP – Using mysqli library

SELF STUDY: Searching for data.

UNIT - V AJAX & PHP FRAMEWORK **(12 Hours)**

Using Ajax – Communicating using JavaScript – Using the jQuery library – Transferring data in AJAX

Getting Acquainted with MVC – Comparing MVC to other web models – Implementing MVC

Selecting a Framework – PHP Frameworks – Popular PHP Frameworks - Looking at Micro Frameworks.

SELF STUDY: Transferring data in AJAX

REFERENCES:

1. Richard Blum, "PHP, MySQL & JavaScript All-in-One For Dummies", John Wiley & Sons, Inc, 2018
2. Robin Nixon, "PHP, MYSQL, JavaScript & CSS", 2nd Edition, O'Reilly, 2012.
3. Chris Minnick, Ed Tittel, "Beginning HTML5 and CSS3 For Dummies",1st edition, 2013
4. Chris Minnick, Eva Holland, "Coding with JavaScript For Dummies", Wiley,2015

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1. https://www.w3schools.com/html/html5_intro.asp
2. css3generator.com
3. https://www.w3schools.com/php/default.asp
4. https://en.wikiversity.org/wiki/Computer_architecture_and_organization

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
	UNIT -1	**HTML5 & CSS 3**		
1.1	The Basics of HTML5 – Document structure – Basic elements	1	Chalk & Talk	Black Board
1.2	Marking text – Working with characters – Making a list – Table	2	Chalk & Talk	LCD
1.3	The Basics of CSS3 – Understanding styles – Styling text – Box model	2	Lecture	PPT & White board
1.4	Styling tables- Positioning elements	1	Chalk & Talk	Smart Board
1.5	HTML 5 Forms - Using input fields – Adding a Text area	2	Discussion	Black Board
1.6	Using Drop-Down Lists – Data Validation	1	Lecture	Google classroom
1.7	Advance CSS3 – Rounding corners – Colors - Creating fonts – Handling media queries	1	Lecture	Google classroom
1.8	HTML5 and Multimedia – Working with images – Playing Audio – Watching videos	2	Discussion	Black board
	UNIT - 2	**JAVASCRIPT & JQUERY**		
2.1	Introducing JavaScript – The basics of JavaScript	1	Lecture	PPT

2.2	Controlling program flow – Working with functions	2	Chalk & Talk	PPT
2.3	Advanced JavaScript Coding – Document Object Model	2	Lecture	Smart Boar
2.4	Finding your Elements - Document Object Model form data	1	Lecture	Black Boar
2.5	Using jQuery – Loading the jQuery library –Functions – Finding elements	2	Discussion	Google classroom
2.6	Replacing data – Changing styles – Changing the Document Object Model	2	Lecture	Black Boar
2.7	Reacting to events with JavaScript and jQuery –Focusing on JavaScript and events - Looking jQuery and events	2	Chalk & Talk	PPT
UNIT – 3	**INTRODUCING PHP**			
3.1	Understanding PHP Basics – Benefits – Variable – Operators	2	Chalk & Talk	Black Board
3.2	Including files PHP Flow Control – Looping	2	Chalk & Talk	LCD
3.3	Building own functions – event driven PHP -PHP Libraries	3	Lecture	PPT & White board
3.4	Text Functions – Math Functions – Date and time functions	2	Lecture	Smart Board

3.5	Instruction sets Characteristics and Functions	1	Lecture	Black Board
3.6	Sessions and carts – Storing Persistent Data – PHP and cookies – PHP and Sessions.	2	Discussion	Google classroom
UNIT - 4		**INTRODUCING MYSQL**		
4.1	Introducing MYSQL – Designing and building a database	2	Chalk & Talk	Black Board
4.2	Managing data – Creating databases – Building tables	2	Chalk & Talk	LCD
4.3	Using the database	2	Lecture	PPT& White board
4.4	Working with data – Searching for data	2	Lecture	Smart Board
4.5	Communicating with the database from PHP Scripts	2	Lecture	Black Board
4.6	Database support in PHP – Using mysqli library	2	Discussion	Google classroom
UNIT – 5		**AJAX & PHP FRAMEWORK**		
5.1	Using Ajax – Communicating using JavaScript	2	Chalk & Talk	Black Board
5.2	Using the jQuery library – Transferring data in	2	Chalk & Talk	LCD

	AJAX			
5.3	Getting Acquainted with MVC	2	Lecture	PPT& White board
5.4	Comparing MVC to other web models – Implementing MVC	2	Lecture	Smart Board
5.5	Micro operatSelecting a Framework – PHP Frameworks ions	2	Lecture	Black Board
5.6	Popular PHP Frameworks - Looking at Micro Frameworks.	2	Discussion	Google classroom

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholast	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

***K2**-Understand,* ***K3**-Apply,* ***K4**-Analyse, K5 - Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non – Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Use knowledge of HTML and CSS to create personal and/or business websites	K2	PSO1 & PSO2
CO 2	Create effective scripts using JavaScript and jQuery to enhance the end user experience.	K2, K3, K4	PSO1 & PSO2
CO 3	Write PHP scripts to handle HTML forms.	K2 & K3	PSO1 & PSO3
CO 4	Test, debug, and deploy web pages containing PHP and MySQL.	K2, K3 & K5	PSO1 & PSO4
CO 5	Implement SQL language, JavaScript, Ajax, Jquery, PHP and CSS in the project.	K2,K3 & K5	PSO1 & PSO5

COURSE DESIGNER:

Staff Name – S. MARY HELAN FELISTA

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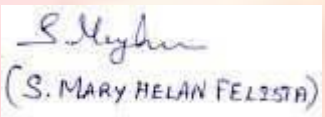
HOD'S Signature & Name



I MCA

SEMESTER – II

(For those who join in 2020 onwards)

OGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MCA	20MCA203	PROGRAMMING IN JAVA	MAJOR CORE	4	4

COURSE DESCRIPTION

This course provides an exhaustive coverage of Core Java programming language features like OOPS and GUI programming.

COURSE OBJECTIVE

- To understand the basic Java programming constructs
- To develop program by using OOPS concept.
- To handle Packages, Exception , Basics of AWT and Applets
- To create and manipulate databases in Java using JDBC and show how to create client-server programs using RMI.

UNIT – I INTRODUCTION **(12 Hours)**

An overview of Java – Object Oriented Programming – Lexical issues - Data types – Literals – Type conversion and casting - Variables - Arrays – Arithmetic – Bitwise - Relational – Assignment – Ternary Operator – Operator precedence – Selection statements – Iteration statements – Jump Statements.

SELF STUDY : Operators, Control statements

UNIT - II CLASSES AND METHODS **(12 Hours)**

Introduction to classes – Declaring Objects – Introducing Methods – this Keyword – Garbage Collection – finalize () method – Stack class – Method Overloading – Method Overriding – Constructor Overloading - - Inheritance – Multilevel Hierarchy – Abstract class – Final with Inheritance .

SELF STUDY : Constructors

UNIT - III PACKAGES AND THREADS (12 Hours)

Defining Package Access protection – Importing Packages – Defining Interfaces – Implementing Interfaces – Nested Interface - Exception Types – Using try and catch – Multiple catch – Nested try statements – Built-in Exceptions - Multithreaded Programming – Java Thread Model – Main Thread – Implementing Runnable – Extending Thread – Thread Priorities – Synchronization – Inter-thread communication.

SELF STUDY : Exception Handling

UNIT - IV AWT CLASSES AND CONTROLS (12 Hours)

The Applet class –Architecture – Skeleton – Applet display methods – HTML Applet tag - AWT classes – Window fundamentals – Frame windows – Color – Fonts – Using Font Metrics – Control fundamentals - Labels – Buttons – Checkbox – Choice control – Lists – Scroll Bars – Layout Managers and Menus – Dialog box – AWT Components.

SELF STUDY : Working with graphics

UNIT - V DATABASE AND RMI (12 Hours)

Introduction to JDBC – Installing JDBC – Basic JDBC Programming Concepts - Java RMI - RMI Concepts - Remote Interface - RMI process - Server side - Client side.

SELF STUDY : Passing Objects in RMI

REFERENCES:

1. Herbert Schildt, "JAVA the Complete Reference",9th Edition, Tata McGraw Hill,2016
2. Jim Keogh, "The Complete Reference J2EE", 3rd Edition, Tata McGraw Hill, Reprint 2010.
3. Ken Arnold, David Holmes, James Gosling,"The JAVA Programming Language", 3rd Edition, PrakashGoteti.

WEB REFERENCES:

1. https://www.cs.cmu.edu/afs/cs.cmu.edu/user/gchen/www/download/java/LearnJava.pdf
2. https://lecturenotes.in/subject/73/java-programming-java

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION**			
1.1	An overview of Java & OOPs Concept	1	Chalk & Talk	Black Board
1.2	Data types, Type conversion and casting	2	Chalk & Talk	Black Board
1.3	Variables, arrays	1	Discussion	Google classroom
1.4	Arithmetic, Bitwise operators	2	Chalk & Talk	Black Board
1.5	Relational, Ternary Operator	1	Discussion	Black Board
1.6	operator precedence	1	Lecture	White board
1.7	Control statements	2	Lecture	PPT
1.8	Iteration statements	2	Lecture	White board
UNIT - 2	**CASSES AND METHODS**			
2.1	Introduction to classes & Objects	1	Lecture	PPT
2.2	Introducing Methods & Interfaces	2	Chalk & Talk	Black Board
2.3	Constructors, Constructor Overloading	2	Lecture	PPT
2.4	Method Overloading	2	Lecture	White board
2.5	Method Overriding	2	Discussion	Black Board
2.6	Inheritance & its Types	2	Chalk & Talk	Black Board
2.7	Abstract class	1	Chalk & Talk	Black Board
UNIT – 3	**PACKAGES AND THREADS**			
3.1	Defining & Importing Packages	1	Lecture	White board

3.2	Defining & Implementing Interfaces	1	Chalk & Talk	Black Board
3.3	Exception Handling	2	Lecture	PPT
3.4	Using try and catch	1	Lecture	White board
3.5	Built-in Exceptions	1	Lecture	PPT
3.6	Multithreaded Programming	1	Discussion	Google classroom
3.7	Implementing Runnable	2	Chalk & Talk	Black Board
3.8	Extending Thread	2	Lecture	PPT
3.9	Synchronization	1	Chalk & Talk	Black Board
UNIT - 4	**AWT CLASSES AND CONTROLS**			
4.1	Applet class Architecture & Skeleton	1	Lecture	PPT
4.2	HTML Applet tag	1	Lecture	PPT
4.3	AWT classes	2	Chalk & Talk	Black Board
4.4	Frame windows	2	Chalk & Talk	Black Board
4.5	Working with graphics	2	Discussion	Black Board
4.6	Control fundamentals	2	Lecture	PPT
4.7	Layout Managers and Menus	1	Chalk & Talk	Black Board
4.8	AWT Components	1	Discussion	Google classroom
UNIT – 5	**DATABASE AND RMI**			
5.1	Introduction to JDBC	1	Chalk & Talk	Black Board
5.2	Installing JDBC	2	Lecture	PPT
5.3	Basic JDBC Programming Concepts	2	Lecture	PPT
5.4	Java RMI	2	Lecture	White board

5.5	RMI Concepts	2	Lecture	White board
5.6	Remote Interface, Passing Objects	1	Lecture	White board
5.7	RMI process	1	Lecture	White board
5.8	Server side - Client side	1	Discussion	Google classroom

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholast	5
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- ✓ **All the course outcomes are to be assessed in the various CIA components.**
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***K2**-Understand,* ***K3**-Apply,* ***K4**-Analyse, K5 - Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
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C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non – Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Apply the basic Java constructs to develop solutions to real time problems.	K2	PSO1
CO 2	Analyze the hierarchy of java classes to develop object oriented programs.	K2, K3, K4	PSO1& PSO2
CO 3	Design software in Java using Packages and Threads.	K2 & K3	PSO1&PSO3
CO 4	Implement Concepts of AWT for Creating GUI.	K2, K3 & K5	PSO1&PSO4
CO 5	Design a Software using JDBC and to explain the role of RMI interfaces.	K2,K3 & K5	PSO1&PSO5

COURSE DESIGNER:

Staff Name – S. JEBAPRIYA

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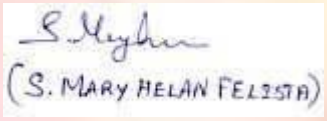
HOD'S Signature & Name



I MCA

SEMESTER – II

(For those who joined in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MCA	20MCA204	Lab III – WEB TECHNOLOGIES	MAJOR LAB	4	2

COURSE DESCRIPTION

This course provides information about two powerful technologies. Together, these two technologies provide a powerful platform for building database-driven Web applications.

COURSE OBJECTIVE

- To understand how client side and server-side programming works on the web.
- To Test, debug and deploy web pages containing PHP and MySQL.
- To create, read and process data in a MySQL database.

LAB LIST

1. Basic programs in HTML5, CSS3, JavaScript and jquery
2. Program for implementing mathematical functions.
3. Program for implementing string functions.
4. Program for Validating Registration Form.
5. Program to create Login form using PHP and MYSQL.
6. Program for online quiz using PHP and MYSQL.
7. Programs for manipulating MYSQL database
8. Program for uploading an image using PHP and MYSQL.
9. Program for Pagination using PHP and MYSQL.
10. Program for Cookie manipulation using PHP.
11. Program for Session manipulation using PHP.

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Design WebPages using server side scripting.	K1	PSO1& PSO2
CO 2	Use PHP built-in functions and custom functions for processing.	K1, K2,	PSO3
CO 3	Create various interactive and dynamic websites	K1 & K3	PSO5

COURSE DESIGNER:

Staff Name – S. MARY HELAN FELISTA

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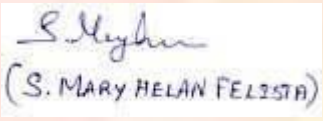
HOD'S Signature & Name



I MCA

SEMESTER - II

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCA205	LAB IV – JAVA PROGRAMMING	MAJOR LAB	4	2

COURSE DESCRIPTION

This course provides experiential learning in the implementation of Core Java Programming.

COURSE OBJECTIVE

- To understand the basic Java programming constructs
- To develop program by using OOPS concept.
- To handle Packages, Exception , Basics of AWT and Applets.
- To create and manipulate databases in Java using JDBC.

LAB LIST

1. Programs using Basic Programming Constructs
2. Programs implementing Classes.
3. Programs for implementing Inheritance
4. Programs for implementing Abstract Classes
5. Programs for implementing a Stack Class
6. Programs for implementing Constructor Overloading
7. Programs for implementing Method Overloading
8. Programs for implementing Method Overriding
9. Programs for Handling Errors using Exception Handling
10. Programs using Interfaces.
11. Programs on Packages.
12. Programs on Multithreading
13. Programs in Applets.
14. Programs for Designing Graphical User Interface using AWT
15. Programs for Data Base Management Systems using JDBC

COURSE OUTCOMES

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

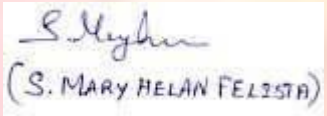
NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Apply the basic Java constructs to develop solutions to real time problems.	K2	PSO1& PSO2
CO 2	Analyze the hierarchy of java classes to develop object oriented programs.	K2, K3	PSO2 & PSO3
CO 3	Design software in Java using Packages and Threads.	K3 & K4	PSO3
CO 4	Implement Concepts of AWT for creating GUI.	K2, K3 & K4	PSO4
CO 5	Design a Software using JDBC.	K4 & K5	PSO5

COURSE DESIGNER:

Staff Name – S. JEBAPRIYA

Forwarded By

HOD'S Signature & Name



I MCA

SEMESTER - II

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCA206	SKILL BASED LAB II - R PROGRAMMING	SKILL BASED LAB	2	1

COURSE DESCRIPTION

This course provides an in-depth knowledge on the basic constructs and statistical analysis in R.

COURSE OBJECTIVE

- Understand the basic constructs of R Programming.
- Analyze the statistical operations using R.

LAB LIST

1. Exercises to understand the R basics.
2. Exercises to understand the programming constructs of R
3. Exercises to draw a scatter diagram and charts.
4. Exercises to implement statistical operations in R
5. Exercises to implement concepts of probability and distributions in R

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Demonstrate the practical application of R programming tool.	K1	PSO1& PSO2
CO 2	Emphasize the implementation of statistical operations in R	K1, K2,	PSO3

COURSE DESIGNER:

Staff Name – B. USHA

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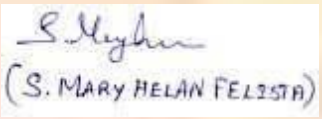
HOD'S Signature & Name



I MCA

SEMESTER - II

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCA207	SOFT SKILL II – APTITUDE TRAINING	SOFT SKILL	2	1

COURSE DESCRIPTION

This course provides gamut of skills which facilitate the students to enhance their employability quotient and to establish a stronger connect with the technical environment in which they operate. It makes them think critically and apply basic mathematics skills to interpret data, draw conclusions and solve problems.

COURSE OBJECTIVE

- To improve aptitude, problem solving skills and reasoning ability.
- To comprehend the basic concepts of various domains of computer science.

SECTION 1 – ARITHMETIC ABILITY

1. Problems on Numbers
2. Problems on Ages
3. Time and Work
4. Time and Distance
5. Simple Interest
6. Permutation and Combination
7. Odd Man Out & Series

SECTION 2- REASONING

1. Logical Sequence of words
2. Blood Relations Test
3. Series Completion
4. Mirror Images.

SECTION 3 – APTITUDE QUESTIONS

1. Computer Networks
2. RDBMS
3. Operating Systems
4. C/ C++
5. Java
6. Oracle

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
SECTION 1 – ARITHMETIC ABILITY				
1.1	Arithmetic ability	1	Lecture	White board
1.2	Problems on Numbers	1	Chalk & Talk	Black Board
1.3	Problems on Ages	1	Chalk & Talk	Black Board
1.4	Time and Work	1	Lecture	White board
1.5	Time and Distance	1	Chalk & Talk	Black Board
1.6	Simple Interest	1	Discussion	Black Board
1.7	Permutation	1	Chalk & Talk	Black Board
1.8	Combination	1	Lecture	White board
1.9	Odd Man Out	1	Chalk & Talk	Black Board
1.10	Odd Man Series	1	Lecture	White board
SECTION 2- REASONING				
1.1	Reasoning	1	Chalk & Talk	Black Board
1.2	Logical Sequence of words	1	Chalk & Talk	Black Board
1.3	Blood Relations Test	2	Lecture	White board
1.4	Series Completion	1	Chalk & Talk	Black Board
1.5	Mirror Images.	1	Discussion	Black Board
SECTION 3 – APTITUDE QUESTIONS				
3.1	Computer Networks	2	Lecture	White board
3.2	RDBMS	2	Chalk & Talk	Black Board
3.3	Operating Systems	2	Chalk & Talk	Black Board

3.4	C	2	Lecture	White board
3.5	C++	2	Chalk & Talk	Black Board
3.6	Java	2	Discussion	Black Board
3.7	Oracle	2	Chalk & Talk	Black Board

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Apply quantitative techniques to solve variety of problems.	K1	PSO1& PSO2
CO 2	Enhance the technical skills for employability.	K1, K2,	PSO3

COURSE DESIGNER:

Staff Name – S. JEBAPRIYA

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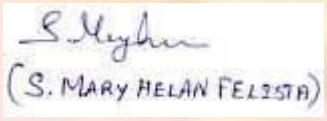

II MCA

SEMESTER – III

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MCA	20MCA302	SOFTWARE QUALITY & TESTING	MAJOR CORE	4	4

COURSE DESCRIPTION

This course provides a basic knowlwdge of in software testing and quality management with a help of different software testing tools.

COURSE OBJECTIVE

- To uunderstand the fundamental concepts and theory of Software testing and Software Quality Management.
- To implement process that ensures the Software is developed with good quality standards.
- To Use the latest tools that help in Software testing and quality assurance.
- To apply quality management methods to effectively organize staff and lead a successful development of the Software product.

UNIT – I Fundamentals of software Testing: (12 Hours)

Definition – Approaches - Popular definitions-Testing during development life cycle- Requirement Traceability Matrix- Essentials- Important features- Principles- Salient features of good testing- Test planning- Challenges in testing- Test team Approach- Cost aspect of testing- Categories of defect- Testing Process.

Software verification and validation:

Introduction – verification – methods of verification – types of review– validation – levels of validation – acceptance testing – management of verification and validation – software development verification and

validation activities.

SELF STUDY: Test Planning, types of review

UNIT – II V Test Model: **(12 Hours)**

V model for software – testing during proposal stage – testing during requirement stage – testing during test planning phase – testing during design , coding – VV model.

Defect Management – Defect Classification – Defect Life cycle – Defect template – Defect Management Process- Techniques for finding defects – Reporting Defects.

SELF STUDY : Defect Classification

UNIT – III: **Levels of Testing:** **(12 Hours)**

Introduction – Proposal Testing – Requirement Testing- Design Testing- Code Review – Unit testing – Module Testing – Integration testing – Big – Bang Testing- System testing- Testing stages.

Special Tests – Complexity Testing – GUI Testing – Compatibility Testing – Security Testing – Performance Testing , Volume Testing and Stress Testing – Recovery Testing- Installation Testing -Regression testing – Manual Support Testing – Smoke Testing – Adhoc Testing – Compliance Testing – Usability Testing – Decision Table Testing.

SELF STUDY : Module Testing, GUI Testing

UNIT – IV Introduction to Quality: **(12 Hours)**

What is quality- Definition- Core Components- Quality view- Financial Aspect of quality- Definitions of quality- TQM- Quality Principles- Quality management through statistical process control, Cultural changes- Continual improvement cycle- Quality in different areas- Benchmarking and Metrics

Software Quality: Quality and Productivity relationship- Requirement of a product- Organization culture- Type of products- Software quality management.

UNIT – V Software Testing tools an Overview: (12 Hours)

A type of Enumeration - Counting Labeled Trees - Polya's Counting Theorem. Need for automated Testing tools- Taxonomy of Testing tools- Functional/ Regression testing tools- Performance Testing Tools- Testing Management tools- Source code testing tools- How to select a testing tool.

Software tool: Selenium- Introduction- Selenium IDE and RC- Selenium web driver introduction.

SELF STUDY: Need for automated Testing tools

REFERENCES:

1. "Software testing principles , techniques and tools", M.G. LIMAYE , Tata McGraw Hill ,2011.
2. "Testing Computer Software", CemKaner, Jack Falk, Hung Quoc Nguyen, Wiley India, Reprint 2012.
3. Software Quality Assurance, MilindLimaye, Tata McGraw-Hill, 2011.
4. SoftwareTestingTools,Dr.K.V.K.K.Prasad,DreamTechpress,2009

WEB REFERENCES:

1. https://www.softwaretestinghelp.com/resources/
2. https://www.testbytes.net/blog/top-10-websites-to-learn-software-testing/

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**Fundamentals of software Testing**			
1.1	Definition – Approaches - Popular definitions-Testing during development life cycle	1	Chalk & Talk	Black Board
1.2	Requirement Traceability Matrix- Essentials- Important features- Principles- Salient features of good testing	2	Chalk & Talk	Black Board
1.3	Test planning- Challenges in testing- Test team Approach- Cost aspect of testing- Categories of defect- Testing Process.	3	Lecture	White board
1.4	Introduction – verification – methods of verification – types of review	2	Chalk & Talk	Black Board
1.5	validation – levels of validation – acceptance testing	1	Discussion	Black Board
1.6	management of verification and validation	1	Chalk & Talk	Black Board
1.7	Software development verification and validation activities.	2	Chalk & Talk	Black Board
UNIT - 2	**V Test Model**			
2.1	V model for software – testing during proposal stage	1	Lecture	PPT
2.2	testing during requirement stage	2	Chalk & Talk	Black Board
2.3	testing during test planning phase – testing during design , coding – VV model.	2	Lecture	PPT

2.4	Defect Classification	1	Lecture	White board
2.5	Defect Life cycle – Defect template	2	Discussion	Black Board
2.6	Defect Management Process	2	Chalk & Talk	Black Board
2.7	Techniques for finding defects	1	Chalk & Talk	Black Board
2.9	Reporting Defects.	1	Chalk & Talk	Black Board
UNIT – 3	**Levels of Testing**			
3.1	Introduction – Proposal Testing	1	Lecture	White board
3.2	Requirement Testing- Design Testing	1	Chalk & Talk	Black Board
3.3	Code Review – Unit testing – Module Testing	2	Lecture	PPT
3.4	Integration testing – Big – Bang Testing- System testing- Testing stages.	2	Lecture	White board
3.5	Complexity Testing – GUI Testing – Compatibility Testing – Security Testing	2	Discussion	PPT
3.6	Performance Testing , Volume Testing and Stress Testing – Recovery Testing- Installation Testing -Regression testing	2	Lecture	PPT
3.7	Manual Support Testing – Smoke Testing – Adhoc Testing – Compliance Testing – Usability Testing – Decision Table Testing.	2	Lecture	PPT
UNIT - 4	**Introduction to Quality**			
4.1	What is quality- Definition- Core Components- Quality view- Financial Aspect of quality- Definitions of quality	2	Lecture	PPT
4.2	TQM- Quality Principles- Quality management through statistical	2	Lecture	PPT

	process control, Cultural changes			
4.3	Continual improvement cycle- Quality in different areas- Benchmarking and Metrics	2	Chalk & Talk	Black Board
4.4	Quality and Productivity relationship	2	Chalk & Talk	Black Board
4.5	Requirement of a product	1	Discussion	Black Board
4.6	Organization culture	1	Lecture	PPT
4.7	Type of products- Software quality management	2	Chalk & Talk	Black Board
UNIT – 5 Software Testing tools an Overview:				
5.1	Need for automated Testing tools- Taxonomy of Testing tools	2	Chalk & Talk	Black Board
5.2	Functional/ Regression testing tools- Performance Testing Tools	2	Lecture	PPT
5.3	Testing Management tools- Source code testing tools	3	Lecture	PPT
5.4	Selenium- Introduction- Selenium IDE and RC	3	Lecture	White board
5.5	Selenium web driver introduction.	2	Lecture	White board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	**10**		**10**	**20 %**
K3	5	3	4		**12**		**12**	**24 %**
K4	-	5	4	**5**	**14**		**14**	**28%**
K5	-	-	4	5	**9**		**9**	**18 %**
Non-Scho.							**5**	**10 %**
Total	**10**	**10**	**15**	**10**	**45**	**5**	**50 mks.**	**100 %**

CIA	
Scholastic	**45**
Non Scholast	**5**
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

***K2**-Understand,* ***K3**-Apply,* ***K4**-Analyse, K5 - Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non – Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand software testing and quality assurance as a fundamental component of software life cycle	K2	PSO1 & PSO2
CO 2	Define the scope of SW T&QA project	K2, K3, K4	PSO1 & PSO2
CO 3	Efficiently perform T&QA activities using modern software tools	K2 & K3	PSO1 & PSO3
CO 4	Prepare test plans and schedules for a T&QA project	K2, K3 & K5	PSO1 & PSO4
CO 5	Effectively manage a T&QA project	K2,K3 & K5	PSO1 & PSO5

COURSE DESIGNER:

Staff Name – P.NANCY VINCENTINA MARY

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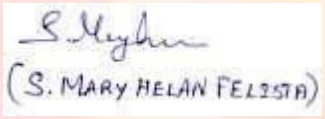

II MCA

SEMESTER – III

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCA303	MOBILE APPLICATION DEVELOPMENT	MAJOR CORE	4	4

COURSE DESCRIPTION

This course introduces students to programming technologies, design and development related to mobile applications. Students will learn application development on the Android platform.

COURSE OBJECTIVE

- To learn application development on the Android platform.
- To have an exposure about android interface.
- To be familiar with creating databases using Android platform.
- To be acquainted with the Mobile Application Development Platform.
- To become skilled on sharing data in Android.

UNIT – I **(12 Hours)**

GETTING STARTED WITH ANDROID PROGRAMMING

Introduction to Android – Required Tools – Anatomy of an Android Application

ACTIVITIES, FRAGMENTS AND INTENTS

Understanding Activities – Linking Activities using Intents – Fragments – Calling Built in Applications using Intents –Displaying notifications

SELF STUDY: Displaying notifications

UNIT – II **(12 Hours)**

ANDROID USER INTERFACE

Understanding the Components of a screen – Adapting to display orientation – Managing changes to screen orientation –Utilizing the Action bar – Creating User interface programmatically – Listening for UI notifications

DESIGNING USER INTERFACE WITH VIEWS

Using Basic Views – Using Picker Views – Using List Views – Understanding Specialized Fragments

SELF STUDY: Listening for UI notifications

UNIT – III **(12 Hours)**

DATA PERSISTENCE

Saving and Loading User Preferences – Persisting Data to Files – Creating and using Databases using SQLite

DISPLAY PCTURES AND MENUS WITH VIEWS

Using Image Views to display picture – Using Menus with Views – Clock View – Web View

SELF STUDY: Clock View – Web View

UNIT – IV **(12 Hours)**

CONTENT PROVIDERS

Sharing Data in Android – Using a Content Provider – Creating Own Content Providers – Using the Content Provider

MESSAGING

SMS Messaging - Sending SMS Programmatically – Getting Feedback after Sending a Message – Sending SMS using Intent – Receiving SMS

SELF STUDY: Using the Content Provider

UNIT – V **(12 Hours)**

LOCATION BASED SERVICES

Displaying Maps – Getting Location Data – Monitoring a Location

PUBLISHING ANDROID APPLICATIONS

Preparing for Publishing – Versioning Application – Digitally Signing Application - Deploying APK Files – Using adb.exe Tool – Using Web server – Publishing in the Android Market

SELF STUDY: Publishing in the Android Market

REFERENCES:

1. Wei- Manglee, "Beginning Android 4 Application Development", Wiley India pvt ltd, Reprint 2013.
2. Reto Meier, "Professional Android4 Application Development", Wiley India Edition.
3. Wallace B. Maclure, Nathan Blevins, John J Croft IV, Jonathan Dick, Chris Hardly, "Professional Android Programming", Wiley India Edition.

WEB REFERENCES:

1. www.radio-electronics.com
2. www.developer.android.com

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 INTRODUCTION				
1.1	Introduction to Android	1	Chalk & Talk	Black Board
1.2	Required Tools – Anatomy of an Android Application	1	Discussion	Google classroom
1.3	Understanding Activities	2	Lecture	PPT & White board
1.4	Linking Activities using Intents	2	Lecture	Smart Board
1.5	Fragments	2	Lecture	Black Board
1.6	Calling Built in Applications using Intents	2	Lecture	PPT & White board
1.7	Displaying notifications	2	Lecture	PPT & White board
UNIT 2 - ANDROID USER INTERFACE				
2.1	Understanding the Components of a screen	2	Discussion	Black Board
2.2	Adapting to display orientation	2	Lecture	Google classroom
2.3	Managing changes to screen orientation	1	Lecture	PPT & White board
2.4	Utilizing the Action bar – Creating User interface programmatically	1	Lecture	Smart Board
2.5	Listening for UI notifications	1	Lecture	Black Board
2.6	Using Basic Views	1	Lecture	PPT & Black board
2.7	Using Picker Views	1	Lecture	PPT
2.8	Using List Views	1	Lecture	PPT & White

				board
2.9	Understanding Specialized Fragments	2	Lecture	PPT & White board
UNIT 3 – DATA PERSISTENCE				
3.1	Saving and Loading User Preferences	2	Discussion	Black Board
3.2	Persisting Data to Files	1	Lecture	PPT
3.3	Creating and using Databases using SQLite	2	Lecture	PPT & White board
3.4	Using Image Views to display picture	2	Lecture	Smart Board
3.5	Using Menus with Views	1	Lecture	Black Board
3.6	Clock View	2	Lecture	PPT & Black board
3.7	Web View	2	Lecture	PPT & White board
UNIT 4 – CONTENT PROVIDERS				
4.1	Sharing Data in Android	1	Lecture	PPT
4.2	Using a Content Provider	1	Lecture	PPT
4.3	Creating Own Content Providers	2	Lecture	PPT
4.4	Using the Content Provider	2	Lecture	PPT
4.5	SMS Messaging - Sending SMS Programmatically	2	Lecture	PPT & White board
4.6	Getting Feedback after Sending a Message	2	Lecture	PPT & White board
4.7	Sending SMS using Intent – Receiving SMS	2	Lecture	PPT & White board
UNIT -5 – LOCATION BASED SERVICES				
5.1	Displaying Maps	1	Lecture	PPT

5.2	Getting Location Data – Monitoring a Location	2	Lecture	PPT
5.3	Preparing for Publishing	1	Lecture	PPT
5.4	Versioning Application	2	Lecture	PPT
5.5	Digitally Signing Application - Deploying APK Files	2	Lecture	PPT
5.6	Using adb.exe Tool – Using Web server	2	Lecture	PPT
5.7	Publishing in the Android Market	2	Lecture	PPT

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholast	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

***K2**-Understand,* ***K3**-Apply,* ***K4**-Analyse, K5 - Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
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C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non – Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Capabilities and limitations of mobile platforms that affect application development and deployment	K2	PSO1 & PSO2
CO 2	Compare and analyze various technology and business trends impacting mobile application development	K2, K3, K4	PSO1 & PSO2
CO 3	Demonstrate the characterisation and architecture of mobile applications	K2 & K3	PSO1 & PSO3
CO 4	Assess the way how to send messages through android phones.	K2, K3 & K5	PSO1 & PSO4
CO 5	Design and develop the techniques for deploying and testing mobile applications, and for enhancing their performance and scalability	K2,K3 & K5	PSO1 & PSO5

COURSE DESIGNER:

Staff Name – B. USHA

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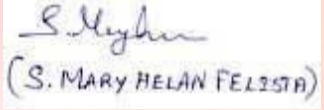

II MCA

SEMESTER – III

(For those who joined in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MCA	20MCA304	ENTERPRISE APPLICATION DEVELOPMENT	MAJOR CORE	4	4

COURSE DESCRIPTION

This course provides exposure to different frameworks namely, Struts, Hibernate, Spring and Django. This collective information supports the learner for developing advanced enterprise applications.

COURSE OBJECTIVES

- To know the architectures of Distributed systems, to understand and compare the technologies associated with J2EE and DOTNET.
- To build lightweight enterprise-ready applications
- To acquire capability in Python programming and grow true web applications utilizing Django.

UNIT – I CLIENT SERVER ARCHITECTURE (12 Hours)

2-tier model - 3-tier model - n-tier model -J2EE architecture - DOTNET architecture - MVC architecture.

MVC Architecture - How to start an ASP.NET MVC application - The folders and files for a new MVC application

SELF STUDY : Working with Views - Working with controls

UNIT – II SPRING **(12 Hours)**

Web services – Consuming a restful web service – Java desktop application / JSP, building REST service with spring – Spring security architecture – accessing relational data using JDBC with spring – Handling form submission – Creation of batch service – Securing web applications –Accessing data with mongo DB – Creating asynchronous method -Using web socket to build an interactive web application.

SELF STUDY : Uploading files – Validating form input

UNIT – III STRUTS **(12 Hours)**

Struts – Introduction – MVC framework – STRUTS architecture – Business service – Parameter passing – Action class and configuration files – struts.xml tags –Namespace and wild cards – Validation – Interceptors – In built interceptors – Custom interceptors

SELF STUDY : Model driven action – Value stack and OGNL

UNIT – IV HIBERNATE **(12 Hours)**

HIBERNATE ORM – Persistence – Relational Database – The object relational impedance mismatch – Using native Hibernated APTs and hbm.xml – Using the java persistence API's – Hibernate Validator – HIBERNATE OGM – Configuration of tools – HIBERNATE SEARCH – Enabling full text search capabilities in entities – Introduction to Full Text Search.

SELF STUDY : Indexing – Searching

UNIT – V DJANGO **(12 Hours)**

Introduction - Django model layer – View layer - Template layer – Forms – Automated admin interface – Django security – Django web application tools – Core functionalities – Geographic Framework.

SELF STUDY : Internationalization and localization

REFERENCES:

1. Justin Couch, Daniel H.Steinberg, "J2EE Bible", Wiley India(P) Ltd, NewDelhi , 2002

2. William S. Vincent, "Django for Beginners: Build websites with Python and Django", 2018

3. Christian Bauer, Gavin King, and Gary Gregory, "Java Persistence with Hibernate", Second Edition, Manning Publications Co, 2019

4. Craig Walls, "Spring in Action", Fifth Edition, Manning Publications,2018

5.Sharanam Shah, Vaishali Shah, "Struts 2 for Beginners Struts 2 for Beginners", 3rd Edition, Arizona Business Alliance,2014

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1. https://www.javatpoint.com/spring-tutorial
2. https://www.tutorialspoint.com/asp.net_mvc/index.htm
3. https://www.journaldev.com/2134/struts-tutorial-for-beginners#struts-tutorial-8211-result-pages
4. https://howtodoinjava.com/hibernate-tutorials/
5. https://www.guru99.com/django-tutorial.html

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**Client server architecture**			
1.1	2-tier model - 3-tier model	2	Chalk & Talk	Black Board
1.2	n-tier model -J2EE architecture	2	Chalk & Talk	Black Board
1.3	DOTNET architecture - MVC architecture	2	Discussion	Google classroom
1.4	MVC Architecture	2	Chalk & Talk	Black Board
1.5	How to start an ASP.NET MVC application	2	Discussion	Black Board
1.6	The folders and files for a new MVC – application	2	Lecture	White board
UNIT - 2	**SPRING**			
2.1	Web services – Consuming a restful web service	1	Lecture	PPT
2.2	Java desktop application / JSP, building REST service with spring	2	Chalk & Talk	Black Board
2.3	Spring security architecture – accessing relational data using JDBC with spring	1	Lecture	PPT
2.4	Handling form submission	1	Lecture	White board
2.5	Creation of batch service	2	Discussion	Black Board
2.6	Securing web applications	2	Chalk & Talk	Black Board
2.7	Accessing data with mongo DB –	1	Chalk & Talk	Black Board
2.8	Creating asynchronous method	1	Lecture	PPT
2.9	Using web socket to build an interactive web application	1	Lecture	PPT
UNIT – 3	**STRUTS**			

3.1	Struts – Introduction	1	Lecture	White board
3.2	MVC framework – STRUTS architecture	2	Chalk & Talk	Black Board
3.3	Business service – parameter passing	2	Lecture	PPT
3.4	Action class and configuration files	2	Lecture	White board
3.5	struts.xml tags –Name space and wild cards	1	Lecture	PPT
3.6	Validation	1	Discussion	Google classroom
3.7	Interceptors	1	Chalk & Talk	Black Board
3.8	In built interceptors	1	Lecture	PPT
3.9	Custom interceptors	1	Chalk & Talk	Black Board
UNIT - 4 HIBERNATE				
4.1	HIBERNATE ORM – Persistence	1	Lecture	PPT
4.2	Relational Database	1	Lecture	PPT
4.3	The object relational impedance mismatch	1	Chalk & Talk	Black Board
4.4	using native Hibernated APTs and hbm.xml	2	Chalk & Talk	Black Board
4.5	Using the java persistence API's – Hibernate Validator	2	Discussion	Black Board
4.6	HIBERNATE OGM – configuration of tools	2	Lecture	PPT
4.7	HIBERNATE SEARCH – Enabling full text search capabilities in entities	2	Chalk & Talk	Black Board
4.8	Introduction to Full Text Search	1	Discussion	Google classroom
UNIT – 5 DJANGO				

5.1	Introduction - Django model layer	2	Chalk & Talk	Black Board
5.2	View layer	1	Lecture	PPT
5.3	Template layer	1	Lecture	PPT
5.4	Forms	1	Lecture	White board
5.5	Automated admin interface	2	Lecture	White board
5.6	Django security	2	Lecture	White board
5.7	Django web application tools	1	Lecture	White board
5.8	Core functionalities – Geographic Framework.	2	Discussion	Google classroom

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

K2-*Understand,* ***K3-****Apply,* ***K4-****Analyse, K5 – Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non – Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Develop dynamic web applications using MVC	K2	PSO1
CO 2	Use dependency injection & inversion of control in developing Spring project	K2, K3, K4	PSO2
CO 3	Create the Struts classes and use MVC design pattern for creating large web applications	K2 & K3	PSO3
CO 4	Map Java classes and object associations to relational database tables with Hibernate mapping files	K2, K3 & K5	PSO2 & PSO4
CO 5	Use Django for rapid development, pragmatic, maintainable, clean design, and secures websites..	K2,K3 & K5	PSO2 & PSO5

COURSE DESIGNER:

Staff Name – S.MARY HELAN FELISTA

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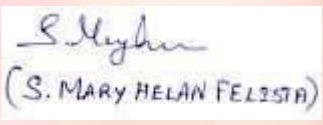
HOD'S Signature & Name



II MCA

SEMESTER – III

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCA305	LAB V - MOBILE APPLICATION DEVELOPMENT	MAJOR LAB	4	2

COURSE DESCRIPTION

This course provides knowledge of developing applications for mobiles using native and hybrid frameworks.

COURSE OBJECTIVE

- Know the components and structure of mobile application development frameworks
- Learn the basic and important design concepts and issues of development of mobile applications.
- Write applications for the platforms used, simulate them, and test them on the mobile hardware where possible

LAB LIST FOR CREATING NATIVE & HYBRID APPLICATIONS USING ANDROID & REACT

1. Create Applications using Layouts.
2. Create Event Driven Applications.
3. Create Applications using Date and Time.
4. Create Applications to include Menus
5. Create an application for sending and receiving SMS
6. Creating Android Audio Video Application
7. Create an Application with One-Time, Repeating Alarms
8. Create an Application which uses Multiple Activities
9. Create an Application To Call Built In Applications.
10. Create an Application for Simple Mobile Game.
11. Create an Application that implements database connectivity

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Install and configure Android application development tools.	K2	PSO1
CO 2	Design and develop user Interfaces for the Android platform.	K2, K3 & K4	PSO1& PSO2
CO 3	Apply Java programming concepts to Android application development.	K2, K4	PSO1&PSO3
CO 4	Familiar with technology and business trends impacting mobile applications.	K2, K3 & K5	PSO1&PSO4
CO 5	Include database and maps in apps to facilitate societal centric applications	K2, K3 & K5	PSO1&PSO5

COURSE DESIGNER:

Staff Name – B. USHA

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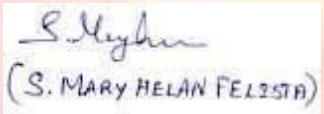

II MCA

SEMESTER – III

(For those who joined in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCA306	LAB VI – ENTERPRISE APPLICATION DEVELOPMENT	MAJOR LAB	4	2

COURSE DESCRIPTION

This lab course provides the experience in creating, debugging, testing & deploying dynamic web applications. It also gives thorough coverage of the use of MVC for creating web applications.

COURSE OBJECTIVE

- To design applications using J2EE, Struts and Hibernate.
- To develop a web application with n-tier architecture.
- To develop a simple application using Spring MVC.

LAB LIST

1. Create a program to connect with database and manipulate the records in the database using ADO.NET
2. Develop a car showroom inventory web application with 2-tier architecture
3. Develop a real estate web application with n-tier architecture
4. Develop a simple Spring MVC application that take user input and checks the input using standard validation annotations
5. Design a student identity management web application using struts framework. The application should be able to provide an identity such as student id, access to department assets with department id, access to lab assets with lab id.

6. Create a simple online bookstore using Django as a back end.
7. Creating a Java Application using Hibernate technology.
8. Example for Basic Hibernate CRUD operations.
9. Example for Spring Dependency Injection and Types
10. Example for Simple spring JDBC program

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Perform Database operations for web applications using MVC	K2	PSO1
CO 2	Develop database application using Spring JDBC/Struts with CURD functionality.	K2, K3, K4	PSO2
CO 3	Enable multilingual websites by using its built-in internationalization system	K2 & K3	PSO3

COURSE DESIGNER:

Staff Name – S. MARY HELAN FELISTA

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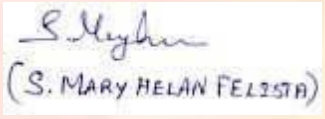
HOD'S Signature & Name



II MCA

SEMESTER – III

For those who joined in 2020 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MCA	20MCA307	SKILL BASED LAB III – COMPUTER AIDED SOFTWARE ENGINEERING (CASE) TOOLS	SKILL BASED LAB	2	1

COURSE DESCRIPTION

This course provides automation of the entire information systems development life cycle process using a set of integrated software tools.

COURSE OBJECTIVE

- To plan project using open source planning tools.
- To design project using designing tools.
- To test projects using testing tools.

LAB LIST

1. Project planning Tools.
   - MS project / Any open source planning tools
2. Designing tools
   - Visual Paradigm
   - Smart draw
3. Testing Tools.
   - JMETER
   - Selenium
   - JUNIT
   - NUNIT

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Planning project using open source planning tools	K2	PSO1
CO 2	Designing project using designing tools	K2, K3, K4	PSO2
CO 3	Testing projects using testing tools	K2 & K3	PSO3

COURSE DESIGNER:

Staff Name – Dr. D. Jeya Mala

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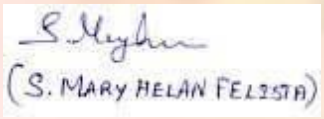

II MCA

SEMESTER – III

(For those who joined in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCA308	SOFT SKILL III – INTERPERSONAL SKILLS FOR CORPORATE READINESS	SOFT SKILL	2	1

COURSE DESCRIPTION

This course provides the skills needed to find a job and also the skills needed to excel at the time of entering a career.

COURSE OBJECTIVES

- To impart the importance of Interpersonal skills in the working environment

UNIT- I Simulating an Interview

Telephone Interviews

a. How to dress
b. Body language
c. Case Interview

UNIT - II Team Skills Development

a. Quick plan exercise
b. Group connections activity
c. Coded team communication activity
d. Personality tree exercise
e. Management and leadership training

UNIT – III Time Management Skills

a. Individual Target achievement activity
b. Group Target activity

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**Simulating an Interview**			
1.1	Telephone Interviews	1	Chalk & Talk	Black Board
1.2	How to dress	1	Chalk & Talk	LCD
1.3	Body language	4	Lecture	PPT & White board
1.4	Case Interview	1	Lecture	Smart Board
UNIT -2	**Team Skills Development**			
2.1	Quick plan exercise	1	Lecture	Green Board Charts
2.2	Group connections activity	2	Chalk & Talk	Green Board
2.3	Coded team communication activity	1	Lecture	Smart Board
2.4	Personality tree exercise	1	Lecture	Black Board
2.5	Management and leadership training	2	Discussion	Google classroom
2.1	Quick plan exercise	1	Lecture	Green Board Charts

2.2	Group connections activity	2	Chalk & Talk	Green Board
2.3	Coded team communication activity	1	Lecture	Smart Board
2.4	Personality tree exercise	1	Lecture	Black Board
2.5	Management and leadership training	2	Discussion	Google classroom
UNIT -3 Time Management Skills				
3.1	Individual Target achievement activity	5	Discussion	Google classroom
3.2	Group Target activity	4	Discussion	Google classroom

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Develop skills for producing high quality etiquettes at the time of interviews	K2	PSO1, PSO2 &PSO3
CO 2	Exhibit competencies expected by employers	K2, K3, K4	PSO1 &PSO2
CO 3	Demonstrate emotional intelligence and inter cultural competencies and to be ready to work in teams	K2, K3& K5	PSO4 &PSO5

COURSE DESIGNER:

Staff Name - S. SELVARANI

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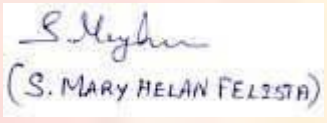

II MCA

SEMESTER – IV

(For those who joined in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDIT
MCA	20MCA401	LAB VII - UIX DESIGN PROGRAMMING	MAJOR LAB	4	2

COURSE DESCRIPTION

This course provides an overview of client-side web user interfaces. It focuses on grids and responsive design using CSS pre-processors, Less and Sass and the basics of Node.js. It takes the students to move to the next level by building data-driven web apps using React

COURSE OBJECTIVES

- To develop rich interactive web pages.
- To understand the modern technologies, components and frameworks for developing web pages.
- To build websites by apply mark-up languages for processing, identifying, and presenting of information in web pages.

LAB LIST

REACT JS

1. Setup a React project
2. Add and use components
3. Pass data to child components
4. Use state variables
5. Use callback functions to communicate data

ANGULAR

1. Add and use components
2. Add and use Modules
3. Data and Event binding
4. Templates
5. Implement navigation using the angular router (angular-route).

BOOTSTRAP 4

1. Menu
2. Header
3. Tabs & Filters
4. Table
5. Footer

NODE.JS

1. HTTP Module
2. File System
3. URL Module
4. Upload files
5. Email
6. NODE.JS MYSQL
7. NODE.JS MONGODB

LESS & SASS

1. Less Basics–Variables
2. Mixins
3. Operators
4. Functions
5. Namespaces and Accessors
6. Saas Basics – Variables
7. Nesting – Partials
8. Import–Mixins
9. Inheritance
10. Operators

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 2	Design websites using various React and Angular features	K1, K2,	PSO
CO 3	Build applications using Node.JS along with MongoDB & MySQL.	K1 & K3	PSO2
CO 5	Utilize the conceptual and practical aspects of CSS Pre-processors	K2 & K4	PSO3

COURSE DESIGNER:

Staff Name – S. MARY HELAN FELISTA

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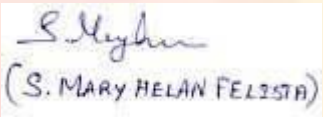
HOD'S Signature & Name



I MCA

SEMESTER – II

(For those who join in 2020 onwards)

ROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDIT
MCA	20MCADA01	DATA MINING TECHNIQUES	SPECIALIZATION ELECTIVE – DATA ANALYTICS	4	4

COURSE DESCRIPTION

This course provides the basic concepts, principles, methods, implementation techniques and applications of data mining.

COURSE OBJECTIVE

- To know then scope and necessity of Data mining for the Society.
- To understand & analyze the various algorithms for Knowledge Extraction.
- To acquire the basic knowledge of various data mining techniques through Weak tool.

UNIT I **(12 Hours)**

INTRODUCTION:

What is Data Mining? , Data Mining: Definitions, KDD vs Data Mining, Stages of KDD, DBMS vs DM, Other Related Areas, DM Techniques, Other Mining Problems, Issues and Challenges in DM.

SELF STUDY: Issues and Challenges in DM

UNIT II **(12 Hours)**

ASSOCIATION RULES:

What is an Association Rule?, Methods to discover Association Rules, A Priori Algorithm, Partition Algorithm, Pincer Search Algorithm, FP-tree Growth Algorithm, Discussion on different algorithms, Generalized Association Rule.

SELF STUDY: Discussion on different algorithms

UNIT III **(12 Hours)**

CLUSTERING TECHNIQUES:

Clustering paradigms, Partitioning Algorithms, k-Medoid Algorithms, CLARA, CLARANS, Hierarchical Clustering, DBSCAN.

SELF STUDY: Hierarchical Clustering

UNIT IV **(12 Hours)**

WEB MINING:

Web Mining, Web Content Mining, Web Structure Mining, Web Usage Mining, Text Mining.

TEMPORAL AND SPATIAL DATA MINING:

What is Temporal Data Mining? , Temporal Association Rules, Sequence Mining, The GSP Algorithm, SPIRIT, Spatial Mining, Spatial Mining Tasks, Spatial Clustering, Spatial Trends.

SELF STUDY: SPIRIT

UNIT V WEAK TOOL **(12 Hours)**

Introduction, Launching Weka Explorer, Preprocessing Data, File conversion, Opening file from a local file system, Opening file from a web site, Reading data from a database, Preprocessing window, Building Classifiers, Clustering data, Finding associations, Attribute selection, Data visualization.

SELF STUDY : Preprocessing window

REFERENCES :

1. Arun K Pujari , “Data mining Techniques”, Universities Press (India) Private Limited, 2008
2. Jiawei Han, Micheline Kamber, Jian Pei, “Data mining Concepts and Techniques”, Third Edition, Morgan Kaufman Publishers, 2012.
3. Bharat Bhushan Agarwal, Sumit Prakash Tayal, “Data Mining and Data Warehousing”, Laxmi Publications Ltd., 2009
4. Margaret H ,”Data Mining: Introductory And Advanced Topics”, Dunham Pearson Education India, 2006.
5. Usama M.Farrad, Geogory Piatetsky – Shapiro, Padhrai Smyth and Ramasamy Uthurusamy, “ Advances in Knowledge Discovery and Data Mining”, The M.I.T. Press 1996.

WEB REFERENCES:

1. https://www.tutorialspoint.com/data_mining
2. http://people.sabanciuniv.edu/berrin/cs512/lectures

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 INTRODUCTION				
1.1	What is Data Mining? , Data Mining: Definitions	2	Lecture	PPT
1.2	KDD vs Data Mining	2	Lecture	PPT
1.3	Stages of KDD	2	Lecture	PPT
1.4	DBMS vs DM	2	Lecture	PPT
1.5	Other Related Areas, DM Techniques	1	Lecture	PPT
1.6	Other Mining Problems	1	Lecture	PPT
1.7	Issues and Challenges in DM	2	Lecture	PPT
UNIT 2 - ASSOCIATION RULES				
2.1	What is an Association Rule?, Methods to discover Association Rules	2	Lecture	PPT
2.2	A Priori Algorithm	2	Chalk & Talk	Black Board
2.3	Partition Algorithm	2	Lecture	PPT
2.4	Pincer Search Algorithm	2	Lecture	White board
2.5	FP-tree Growth Algorithm	2	Discussion	Black Board
2.6	Discussion on different algorithms, generalized	2	Chalk & Talk	Black Board

	Association Rule			
UNIT 3 - CLUSTERING TECHNIQUES				
3.1	Clustering paradigms	2	Lecture	White board
3.2	Partitioning Algorithms	2	Chalk & Talk	Black Board
3.3	k-Medoid Algorithms	2	Lecture	PPT
3.4	CLARA, CLARANS	2	Lecture	PPT
3.5	Hierarchical Clustering	2	Lecture	White board
3.6	DBSCAN	2	Discussion	Black Board
UNIT 4 - WEB MINING & TEMPORAL AND SPATIAL DATA MINING				
4.1	Web Mining, Web Content Mining	1	Lecture	PPT
4.2	Web Structure Mining, Web Usage Mining	2	Lecture	White board
4.3	Text Mining , What is Temporal Data Mining?	2	Lecture	PPT
4.4	Temporal Association Rules , Sequence Mining	1	Lecture	PPT
4.5	The GSP Algorithm, SPIRIT	2	Lecture	White board
4.6	Spatial Mining, Spatial Mining Tasks	2	Lecture	PPT
4.7	Spatial Clustering, Spatial Trends	2	Lecture	White board
UNIT V WEAK TOOL				
5.1	Introduction, Launching Weka Explorer	1	Lecture	PPT

5.2	Preprocessing Data, File conversion	1	Demonstration	LCD
5.3	Opening file from a local file system, Opening file from a web site	2	Demonstration	LCD
5.4	Reading data from a database, Preprocessing window	2	Demonstration	LCD
5.5	Building Classifiers, Clustering data	2	Demonstration	LCD
5.6	Finding associations, Attribute selection	2	Demonstration	LCD
5.7	Data visualization	2	Demonstration	LCD

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

K2-*Understand*, ***K3-****Apply*, ***K4-****Analyse, K5 – Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non - Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Identify the functionalities of Data Mining and various techniques to extract knowledge.	K2	PSO1 & PSO2
CO 2	Analyze the methods to discover Association Rules	K2, K3, K4	PSO1 & PSO2
CO 3	Design & deploy the appropriate Clustering techniques.	K2 & K3	PSO1 & PSO3
CO 4	Outline web mining, temporal and spatial data mining	K2, K3 & K5	PSO1 & PSO4
CO 5	Examine and Explore weka techniques	K2,K3 & K5	PSO1 & PSO5

COURSE DESIGNER:

Staff Name – R. SMEETA MARY

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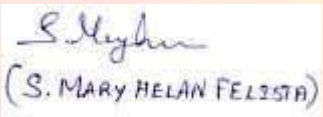
HOD'S Signature & Name



II MCA

SEMESTER – II

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDIT
MCA	20MCADA02	DATA ANALYTICS AND VISUALIZATION USING SPREADSHEETS	SPECIALIZATION ELECTIVE – DATA ANALYTICS	4	4

COURSE DESCRIPTION

This course provides knowledge to perform data analysis using Excel's most popular features.

COURSE OBJECTIVE

- Learn about the pivot tables in Spreadsheet
- Provide knowledge on Data Checking and Evaluation.
- Perform Data Analysis and Evaluation

UNIT I

Introducing Spreadsheet

Building Tables - Analyzing Table Information

Grabbing Data from External Sources

Getting Data the Export - Import Way - Querying External Databases and Web Page Tables

UNIT II

Cleaning Data

Editing Your Imported Workbook - Cleaning Data with Text Functions

Working with PivotTables

Looking at Data from Many Angles - Running the PivotTable Wizard- Customizing How Pivot Tables Work and Look

UNIT III

Building PivotTable Formulas

Adding Another Standard Calculation - Creating Custom Calculations - Using Calculated Fields and Items - Retrieving Data from a Pivot Table

Working with PivotCharts

Running the PivotTable Wizard - Fooling Around with Your Pivot Chart.

Customizing PivotCharts

Selecting a Chart Type - Working with Chart Styles - Changing Chart Layout - Changing a Chart's Location - Formatting the Plot Area - Formatting the Chart Area

UNIT IV

Using the Database Functions

Using the DAVERAGE Function -Using the DCOUNT and DCOUNTA Functions- Using the DGET Function - Using the DMAX and DMAX Functions - Using the DPRODUCT Function - Using the DSTDEV and DSTDEVP Functions - Using the DSUM Function - Using the DVAR and DVARP Functions

Using the Statistics Functions

Counting Items in a Data Set - Means, Modes, and Medians - Finding Values, Ranks, and Percentiles - Standard Deviations and Variances - Regression Analysis - Correlation

UNIT V

Descriptive Statistics

Using the Descriptive Statistics Tool - Creating a Histogram - Ranking by Percentile - Calculating Moving Averages Exponential Smoothing - Generating Random Numbers - Sampling Data

Inferential Statistics

Using the t-test Data Analysis Tool - Performing z-test Calculations - Creating a Scatter Plot - Using the Regression Data Analysis Tool - Using the Correlation Analysis Tool - Using the Covariance Analysis Tool - Using the ANOVA Data Analysis Tools - Creating an f-test Analysis - Using Fourier Analysis

REFERENCES:

1. Stephen L. Nelson, and E. C. Nelson, "Excel Data Analysis For Dummies" , Second edition, John Wiley & Sons, Inc., 2014
2. Walkenbach, John, "Excel 2016 Bible", John Wiley & Sons, Inc., 2015
3. Jelen, Bill, "Excel 2016 Pivot Table Data Crunching", Pearson Education, Inc, 2016

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1. owardsdatascience.com/data-analysis-using-excel-885f337c85c
2. https://people.umass.edu/evagold/excel.html
3. https://www.analyticsvidhya.com/blog/2020/04/excel-tips-tricks-data-analysis/

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 Introducing Excel Tables				
1.1	**Introducing Spreadsheet**	1	Lecture	PPT & White board
1.2	Building Tables	2	Lecture	Smart Board
1.3	Analyzing Table Information	1	Chalk & Talk	Black Board
1.4	**Grabbing Data from External Sources**	2	Lecture	PPT & White board
1.5	Getting Data the Export	2	Lecture	Smart Board
1.6	Import Way	2	Lecture	PPT & White board
1.7	Querying External Databases and Web Page Tables	2	Discussion	Google classroom
UNIT 2 - Cleaning Data & Working with PivotTables				
2.1	**Cleaning Data**	1	Lecture	PPT & White board
2.2	Editing Your Imported Workbook	2	Lecture	Smart Board
2.3	Cleaning Data with Text Functions	2	Chalk & Talk	Black Board
2.4	**Working with PivotTables**	1	Lecture	PPT & White board
2.5	Looking at Data from Many Angles	2	Lecture	PPT & White board
2.6	Running the PivotTable Wizard	2	Lecture	Smart Board
2.7	Customizing How Pivot Tables Work and Look	2	Chalk & Talk	Black Board

UNIT 3 – PivotTable & PivotCharts				
3.1	**Building PivotTable Formulas**	1	Lecture	Smart Board
3.2	Adding Another Standard Calculation	1	Chalk & Talk	Black Board
3.3	Creating Custom Calculations - Using Calculated Fields and Items	1	Lecture	PPT & White board
3.4	Retrieving Data from a Pivot Table	1	Discussion	Google classroom
3.5	**Working with PivotCharts**	1	Lecture	Smart Board
3.6	Running the PivotTable Wizard - Fooling Around with Your Pivot Chart.	2	Chalk & Talk	Black Board
3.7	**Customizing PivotCharts**	1	Lecture	PPT & White board
3.8	Selecting a Chart Type - Working with Chart Styles - Changing Chart Layout	2	Discussion	Google classroom
3.9	Changing a Chart's Location - Formatting the Plot Area - Formatting the Chart Area	2	Lecture	PPT & White board
UNIT 4 - Database Functions & Statistics Functions				
4.1	**Using the Database Functions**	1	Lecture	Smart Board
4.2	Using the DAVERAGE Function - Using the DCOUNT and DCOUNTA Functions	2	Lecture	Smart Board
4.3	Using the DGET Function - Using the DMAX and DMAX Functions - Using the DPRODUCT Function	2	Chalk & Talk	Black Board
4.4	Using the DSTDEV and DSTDEVP Functions - Using the DSUM Function - Using the DVAR and DVARP Functions	2	Lecture	PPT & White board
4.5	Using the Statistics Functions	1	Discussion	Google classroom

4.6	Counting Items in a Data Set - Means, Modes, and Medians	2	Lecture	Smart Boar
4.7	Finding Values, Ranks, and Percentiles - Standard Deviations and Variances	1	Chalk & Talk	Black Board
4.8	Regression Analysis - Correlation	1	Lecture	PPT & Whit board
UNIT -5 Descriptive & Inferential Statistics				
5.1	**Descriptive Statistics**	1	Lecture	Smart Boar
5.2	Using the Descriptive Statistics Tool - Creating a Histogram	2	Chalk & Talk	Black Board
5.3	Ranking by Percentile - Calculating Moving Averages Exponential Smoothing	2	Lecture	PPT & Whit board
5.4	Generating Random Numbers - Sampling Data	2	Discussion	Google classroom
5.5	**Inferential Statistics**	1	Lecture	Smart Boar
5.6	Using the t-test Data Analysis Tool - Performing z-test Calculations	1	Chalk & Talk	Black Board
5.7	Creating a Scatter Plot - Using the Regression Data Analysis Tool - Using the Correlation Analysis Tool	1	Lecture	PPT & Whit board
5.8	Using the Covariance Analysis Tool - Using the ANOVA Data Analysis Tools - Creating an f-test Analysis - Using Fourier Analysis	2	Discussion	Google classroom

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholast	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

***K2**-Understand,* ***K3**-Apply,* ***K4**-Analyse, K5 - Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non – Scholastic

COURSE OUTCOMES

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

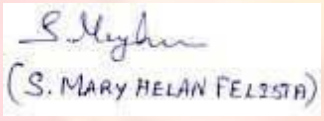
NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Ability to analyze data is a powerful skill that helps you make better decisions	K2	PSO1 & PSO2
CO 2	Identify the basic principles of a Pivot Table	K2, K3, K4	PSO1 & PSO2
CO 3	Recognize how to use Pivot Table and Pivot chart	K2 & K3	PSO1 & PSO3
CO 4	Use Excel's powerful functions to efficiently transform mountains of raw data into clear insights	K2, K3 & K5	PSO1 & PSO4
CO 5	Use your new-found Excel skills like Descriptive Statistics and Inferential Statistics to analyze what makes a successful project.	K2,K3 & K5	PSO1 & PSO5

COURSE DESIGNER:

Staff Name – S. MARY HELAN FELISTA

Forwarded By

HOD'S Signature & Name



II MCA

SEMESTER – III

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCADA03	BIG DATA ANALYTICS	SPECIALIZATION ELECTIVE – DATA ANALYTICS	4	4

COURSE DESCRIPTION

This course provides familiarization to the important information technologies used in manipulating, storing and analyzing big data.

COURSE OBJECTIVE

- To explore the fundamental concepts of Big Data analytics
- To understand the various technology foundations for Big Data
- To learn the Hadoop and Map Reduce Concepts

UNIT – I **(12 Hours)**

GRASPING THE FUNDAMENTALS OF BIG DATA

Evolution of Data Management –Understanding the waves of managing data – Defining Big Data – Building a Successful Big Data management architecture

EXAMINING BIG DATA TYPES

Defining Structured data- Defining Unstructured data- Real time and non- real – time requirements – Managing Different data types – Integrating Data types

SELF STUDY: Managing Different data types

UNIT- II **(12 Hours)**

BIG DATA TECHNOLOGY COMPONENTS

Exploring the Big Data stacks – Redundant physical Infrastructure – Security Infrastructure –Operational Databases – Organizing data services and tools – Analytical data warehouses –Big data analytics- Big data applications

DEFINING BIG DATA ANALYTICS

Using Big Data to Get Results – Modifying Business intelligence Products to Handle Big Data – Studying Big Data Analytics Examples – Big data Analytics Solutions

SELF STUDY: Organizing data services and tools

UNIT- III **(12 Hours)**

GETTING STARTED WITH HADOOP

Introduction - Need for Hadoop – Origin and Design of Hadoop – Examining the various offerings of Hadoop

USE CASES FOR BIG DATA IN HADOOP

Adopting Hadoop – Log Data Analysis – Data Warehouse Modernization – Fraud Detection – Risk Modeling – Social Sentiment Analysis – Image Classification

SETTING UP THE HADOOP ENVIRONMENT– Choosing a Hadoop Distribution – Hadoop cluster architecture

SELF STUDY: Fraud Detection

UNIT - IV **(12 Hours)**

STORING DATA IN HADOOP : THE HDFS

Storing data in Hadoop - Data Storage in HDFS – HDFS federation – HDFS High Availability

READING AND WRITING DATA

Compressing Data – Managing files – Ingesting Log Data

MAPREDUCE PROGRAMMING

Importance – Doing things in parallel – Writing Map Reduce Applications

SELF STUDY: Compressing Data

UNIT - V **(12 Hours)**

HADOOP AND DATA WAREHOUSE

Compare & Contrast Hadoop with Relational Databases - Modernizing the warehouse with Hadoop

STORING DATA IN HBASE

HBase – Understanding HBase Data model – Understanding the HBase architecture – Test run – HBase and RDBMS –Deploying HBase

REFERENCES:

1. Judith Hurwitz, Alan Nugent, Dr. Fern Halper, Marcia Kaufman, " Big Data", Wiley India Pvt ltd, 2015
2. Dirk deRoos , "Hadoop for Dummies", John Wiley and sons , 2014
3. Boris lublinsky, Kevin t. Smith, Alexey Yakubovich, "Professional Hadoop Solutions", Wiley, 2015.
4. Chris Eaton, Dirk deroos et al., "Understanding Big data", McGraw Hill, 2012.
5. Tom White, "HADOOP: The definitive Guide", O Reilly 2012.

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1. http://www.planetdata.eu/sites/default/files/presentations/Big_Data_Tutorial_part4.pdf
2. https://www.guru99.com/introduction-to-mapreduce.html
3. https://www.dezyre.com/hadoop-tutorial/hadoop-mapreduce-tutorial

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 Grasping the Fundamentals of BIG DATA				
1.1	Evolution of Data Management – Understanding the waves of managing data – Defining Big Data	3	Lecture	Black Board
1.2	Building a Successful Big Data management architecture	2	Lecture	White board
1.3	Defining Structured data- Defining Unstructured data-	2	Lecture	PPT
1.4	Real time and non- real – time requirements	2	Lecture	PPT
1.5	Managing Different data types – Integrating Data types	3	Lecture	PPT
UNIT-2 BIG DATA TECHNOLOGY COMPONENTS & DEFINING BIG DATA ANALYTICS				
2.1	Exploring the Big Data stacks – Redundant physical Infrastructure – Security Infrastructure	2	Lecture	White board
2.2	Operational Databases – Organizing data services and tools	2	Discussion	Black Board
2.3	– Analytical data warehouses –Big data analytics- Big data applications	2	Chalk & Talk	Black Board
2.4	Defining Big Data Analytics	2	Chalk & Talk	Black Board
2.5	Using Big Data to Get Results – Modifying Business intelligence	2	Discussion	Black Board

	Products to Handle Big Data			
2.6	Studying Big Data Analytics Examples – Big data Analytics Solutions	2	Discussion	Black Board
UNIT-3 GETTING STARTED WITH HADOOP				
3.1	Introduction - Need for Hadoop	2	Lecture	White board
3.2	Origin and Design of Hadoop– Examining the various offerings of Hadoop	2	Chalk & Talk	Black Board
3.3	Adopting Hadoop – Log Data Analysis – Data Warehouse Modernization	2	Lecture	PPT
3.4	Fraud Detection – Risk Modeling – Social Sentiment Analysis – Image Classification	2	Lecture	White board
3.5	Setting up the Hadoop environment – Choosing a Hadoop Distribution	2	Discussion	Black Board
3.6	Hadoop cluster architecture	2	Lecture	PPT
UNIT 4 - STORING DATA IN HADOOP				
4.1	Storing data in Hadoop - Data Storage in HDFS – HDFS federation	3	Lecture	PPT
4.2	HDFS High Availability	2	Lecture	PPT
4.3	Compressing Data – Managing files – Ingesting Log Data	2	Lecture	Black Board
4.4	MapReduce programming - Importance	2	Lecture	PPT
4.5	Doing things in parallel – Writing Map Reduce Applications	3	Lecture	White board
UNIT -5 HADOOP AND DATA WAREHOUSE				
5.1	Compare & Contrast Hadoop with	2	Lecture	PPT

	Relational Databases			
5.2	Modernizing the warehouse with Hadoop	2	Lecture	PPT
5.3	HBase – Understanding HBase Data model	2	Lecture	PPT
5.4	Understanding the HBase architecture	2	Lecture	White board
5.5	Test run – HBase and RDBMS –	2	Lecture	PPT
5.6	Deploying HBase	2	Lecture	White board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

K2-*Understand,* ***K3-****Apply,* ***K4-****Analyse, K5 – Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non - Scholastic

COURSE OUTCOMES

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

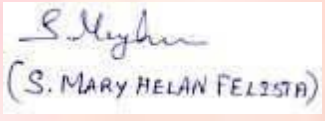
NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the fundamentals of various big data analysis techniques	K2	PSO1 & PSO2
CO 2	Analyze the big data analytic techniques for useful business applications.	K2, K3, K4	PSO1 & PSO2
CO 3	Examine the HADOOP and Map Reduce technologies associated with big data analytics	K2 & K3	PSO1 & PSO3
CO 4	Scrutinize the various storage architecture using HDFS and Map reducing techniques	K2, K3 & K5	PSO1 & PSO4
CO 5	Understand, Explore and deploy Hbase	K2,K3 & K5	PSO1 & PSO5

COURSE DESIGNER:

Staff Name – B. USHA

Forwarded By

HOD'S Signature & Name



II MCA

SEMESTER – III

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCADA04	DATA ANALYTICS TOOLS & TECHNIQUES	SPECIALIZATION ELECTIVE – DATA ANALYTICS	4	4

COURSE DESCRIPTION

This course provides knowledge on creating applications to analyze big data.

COURSE OBJECTIVE

- Learn about the fundamental concepts of Pig and Hive.
- Provide knowledge on writing scripts through Pig Latin and understanding Hive data model.
- Perform data definition and data manipulation operations using HiveQL and apply these to perform analytics

UNIT – I DATA ANALYTICS USING PIG (12 Hours)

Introduction – Downloading and installing pig – Running Pig - Grunt – Pig's Data model – Types – Schemas.

SELF STUDY: Types

UNIT – II INTRODUCTION TO PIG LATIN (12 Hours)

Preliminary matters - Input and Output – Relational operations – User defined functions-Advanced relational Operations -Integrating Pig with legacy code and map reduce – Controlling execution.

SELF STUDY: Relational operations

UNIT - III DEVELOPING AND TESTING PIG LATIN SCRIPTS (12 Hours)

Writing Evaluation and filter functions – Writing load and store functions –

HIVE - INTRODUCTION

Developing Hive – Services in Hive – Understanding Hive Data model.

UNIT – IV HIVEQL: DATA DEFINITION (12 Hours)

Databases – Alter database – Create Tables – Alter Tables – Manage Tables – Drop Tables.

HIVEQL: DATA MANIPULATION

Load Data into managed tables – Insert into tables from Queries - Creating Tables and Loading Them in One Query - Exporting Data.

SELF STUDY: Insert into tables from Queries

UNIT – V HIVEQL QUERIES (12 Hours)

SELECT … FROM Clauses –Where Clauses – Group by clauses - Join Statements – ORDER BY and SORT BY- DISTRIBUTE BY with SORT BY- CLUSTER BY – casting - Queries that Sample Data – UNION ALL

HIVEQL VIEWS

HiveQL: Indexes - Schema Design – Tuning – Functions – Streaming - Customizing Hive File and Record formats – Security – Locking

SELF STUDY:ORDER BY and SORT BY

REFERENCES:

1. Alan Gates ,“Programming Pig”, First edition, O’Reilly Media, 2011
2. Hanish Bansal, Saurabh Chauhan ,“Apache Hive Cookbook”, Packt publishing, 2016
3. 3.Jason Rutherglen, Dean Wampler, Edward Capriolo , “Programming Hive”, First edition, O’Reilly Media , 2012
4. “Alan Gates & Daniel Dai ,Pig :Data flow Scripting with Hadoop”, O’Reilly Media, 2016
5. BalaswamyVaddeman , “Beginning Apache Pig” , Apress Publications, 2016
6. Dayong Du, “Apache Hive Essentials”, Packet Publishing, 2015

WEB REFERENCES:

1. https://cognitiveclass.ai/courses/introduction-to-pig/
2. **https://data-flair.training/blogs/apache-hive-tutorial/**

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 DATA ANALYTICS USING PIG				
1.1	Data Analytics using Pig: Introduction	2	Lecture	Black Board
1.2	Downloading and installing pig	2	Chalk & Talk	White board
1.3	Running Pig	2	Lecture	PPT
1.4	Grunt	2	Discussion	PPT
1.5	Pig's Data model	2	Lecture	PPT
1.6	Schemas	2	Chalk & Talk	White board
UNIT 2 INTRODUCTION TO PIG LATIN				
2.1	Introduction to Pig Latin – Preliminary matters	2	Lecture	PPT
2.2	Input and Output	2	Chalk & Talk	Black Board
2.3	User defined function	2	Lecture	PPT
2.4	Advanced relational Operations	2	Lecture	White board
2.5	Integrating Pig with legacy code and map reduce	2	Discussion	Black Board
2.6	Controlling execution	2	Chalk & Talk	Black Board
UNIT 3 DEVELOPING AND TESTING PIG LATIN SCRIPTS& HIVE - INTRODUCTION				
3.1	Developing and Testing Pig Latin Scripts	2	Lecture	White board
3.2	Writing Evaluation and filter functions	2	Chalk & Talk	Black Board

3.3	Writing load and store functions	2	Lecture	PPT
3.4	Developing Hive	2	Lecture	White board
3.5	Services in Hive	2	Discussion	Black Board
3.6	Understanding Hive Data model	2	Lecture	PPT
UNIT 4 HIVEQL: DATA DEFINITION&HIVEQL: DATA MANIPULATION				
4.1	HiveQL: Data definition – Databases	2	Lecture	PPT
4.2	Alter database – Create Tables	2	Lecture	PPT
4.3	Alter, Manage & Drop Tables.	2	Discussion	Black Board
4.4	HiveQL: Data manipulation	2	Lecture	PPT
4.5	Load Data into managed tables	2	Chalk & Talk	White board
4.6	Creating Tables and Loading Them in One Query-Exporting Data	2	Lecture	White board
UNIT 5 HIVEQL QUERIES&HIVEQL VIEWS				
5.1	HiveQL: Queries – SELECT … FROM Clauses- Where Clauses – Group by clauses	2	Lecture	PPT
5.2	Join Statements	1	Chalk & Talk	PPT
5.3	DISTRIBUTE BY with SORT BY	2	Lecture	PPT
5.4	CLUSTER BY – casting	1	Discussion	White board
5.5	Queries that Sample Data – UNION ALL	2	Lecture	Black Board
5.6	HiveQL: Views - HiveQL: Indexes - Schema Design	2	Chalk & Talk	Black Board
5.7	Tuning – Functions – Streaming - Customizing Hive File and Record formats – Security – Locking	2	Chalk & Talk	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
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K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
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K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholastic	5
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- ✓ **All the course outcomes are to be assessed in the various CIA components.**
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EVALUATION PATTERN

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COURSE OUTCOMES

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

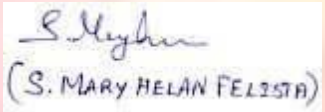
NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	ne the programming constructs of Pig and database management using HiveQL	K2	PSO1 & PSO2
CO 2	Write scripts using Pig latin and perform various HiveQLqueries by applying RDBMS concepts	K2, K3, K4	PSO1 & PSO2
CO 3	Apply the concepts of Pig and Hive in simple tasks	K2 & K3	PSO1 & PSO3
CO 4	Formulate and analyse different databases for different situations	K2, K3 & K5	PSO1 & PSO4
CO 5	Create real time applications	K2,K3 & K5	PSO1 & PSO5

COURSE DESIGNER:

Staff Name – B. USHA

Forwarded By

HOD'S Signature & Name



II MCA

SEMESTER – IV

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MCA	20MCADA05	BUSINESS ANALYTICS USING R	SPECIALIZATION ELECTIVE – DATA ANALYTICS	4	4

COURSE DESCRIPTION

This course provides a comprehensive study on business analytics that can be applied to many business settings and its practical implementation using a tool.

COURSE OBJECTIVES

- To introduce the principles and concepts of business analytics and R programming
- To gain a practical knowledge on the concept of supervised and unsupervised machine learning
- To implement the various techniques of Regression in R.

UNIT – I (12 HRS.)

OVERVIEW OF BUSINESS ANALYTICS

Drivers for Business Analytics – Applications of Business Analytics – Skills Required for a Business Analyst – Life cycle of a Business Analytics Project – The Framework for Business Analytics

INTRODUCTION TO R

Data Analysis Tools – R Installation – Basics of R Programming – R object types – Data Structures in R

SELF STUDY : The Framework for Business Analytics , R object types

UNIT – II **(12 HRS.)**

R FOR DATA ANALYSIS

Reading and Writing Data – Using Control Structures in R – Working with R Packages and Libraries

INTRODUCTION TO DESCRIPTIVE ANALYTICS

Descriptive Analytics – Population and sample – Statistical parameters of interest – Graphical description of the data – Computations on data frames - Probability

SELF STUDY : Graphical description of the data

UNIT – III **(12 HRS.)**

BUSINESS ANALYTICS PROCESS AND DATA EXPLORATION

Business Analytics Life Cycle – Understanding the Business Problem – Collecting and Integrating the Data – Preprocessing the Data – Exploring and Visualizing the Data – Using Modeling Techniques and Algorithms – Evaluating the Model – Presenting a Management Report and Review – Deploying the Model

SELF STUDY : Presenting a Management Report and Review

UNIT – IV **(12HRS.)**

SUPERVISED MACHINE LEARNING

Classification and Prediction - Probabilistic Models for Classification - Decision Trees - Other Classifier Types - Classification Example Using R

UNSUPERVISED MACHINE LEARNING

Clustering- Hierarchical Clustering – Non Hierarchical Clustering - Clustering Case Study - Association Rule

SELF STUDY : Other Classifier Types, Association Rule

UNIT – V **(12 HRS.)**

SIMPLE LINEAR REGRESSION

Introduction – Correlation – Hypothesis Testing – Simple Linear Regression

MULTIPLE LINEAR REGRESION

Using Multiple Linear Regression – Using an Alternative Method in R - Predicting the Response Variable - Training and Testing the Model - Cross Validation

LOGISTIC REGRESSION

Logistic Regression– Training and Testing the Model - Multinomial Logistic RegressionRegularization

SELF STUDY : Multinomial Logistic Regression , Regularization

REFERENCES:

1. Dr.Umesh R. Hodeghatta, UmeshaNayak, "Business Analytics Using R – A Practical Approach" Apress Media, 2017
2. A.Ohri, "R for Business Analytics", Springer, 2012
3. Johannes Ledolter, "Data Mining and Business Analytics with R "John Wiley & Sons Inc., 2013.
4. Dr. Bharti Motwani, " Data analytics with R", Wiley India

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2. https://www.sisense.com/glossary/r-analytics/

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT – 1 OVERVIEW OF BUSINESS ANALYTICS & INTRODUCTION TO R				
1.1	Drivers for Business Analytics – Applications of Business Analytics	2	Chalk & Talk	Black Board
1.2	Skills Required for a Business Analyst – Life cycle of a Business Analytics Project	2	PPT	LCD
1.3	The Framework for Business Analytics	2	Flipped Classroom	LCD
1.4	Data Analysis Tools – R Installation	2	PPT	LCD
1.5	Basics of R Programming	2	Group Discussion	White Board
1.6	R object types – Data Structures in R	2	PPT	LCD
UNIT -2 R FOR DATA ANALYSIS & INTRODUCTION TO DESCRIPTIVE ANALYTICS				
2.1	Reading and Writing Data –	3	PPT	LCD

	Using Control Structures in R			
2.2	Working with R Packages and Libraries	2	PPT	LCD
2.3	Descriptive Analytics – Population and sample – Statistical parameters of interest	2	LECTURE	BLACK BOARD
2.4	Graphical description of the data	3	PPT	LCD
2.5	Computations on data frames - Probability	2	PPT	LMS tool – Edmodo and LCD
UNIT -3 BUSINESS ANALYTICS PROCESS AND DATA EXPLORATION				
3.1	Business Analytics Life Cycle – Understanding the Business Problem	2	PPT	LCD AND WHITE BOARD
3.2	Collecting and Integrating the Data – Preprocessing the Data	2	LECTURE	BLACK BOARD
3.3	Exploring and Visualizing the Data – Using Modeling Techniques and Algorithms	2	PPT	LCD
3.4	Evaluating the Model –	2	PPT	LCD
3.5	Presenting a Management Report and Review	2	Chalk and Talk	Blackboard

3.6	Deploying the Model	2	PPT	LCD
UNIT – 4 SUPERVISED & UNSUPERVISED MACHINE LEARNING				
4.1	Classification and Prediction	1	Chalk and Talk	Blackboard
4.2	Probabilistic Models for Classification	2	PPT	LCD
4.3	Decision Trees	2	Chalk and Talk	Blackboard
4.4	Other Classifier Types	1	PPT	LCD
4.5	Classification Example Using R	1	PPT	LCD
4.6	Clustering- Hierarchical Clustering – Non Hierarchical Clustering	2	PPT	LCD
4.7	Clustering Case Study -	1	PPT	LCD
4.8	Association Rule	2	Flipped Classroom	LCD
UNIT - 5 SIMPLE LINEAR, MULTIPLE LINEAR & LOGISTIC REGRESSION				
5.1	Introduction – Correlation	2	LECTURE	BLACK BOARD
5.2	Hypothesis Testing – Simple Linear Regression	2	LECTURE	BLACK BOARD
5.3	Using Multiple Linear Regression	1	PPT	LCD

5.4	– Using an Alternative Method in R - Predicting the Response Variable	2	PPT	LCD
5.5	Training and Testing the Model - Cross Validation	2	PPT	LCD
5.6	Logistic Regression – Training and Testing the Model	2	PPT	LCD
5.7	Multinomial Logistic Regression Regularization	1	PPT	LCD

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholast	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

***K2**-Understand,* ***K3**-Apply,* ***K4**-Analyse, K5 - Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non - Scholastic

COURSE OUTCOMES

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

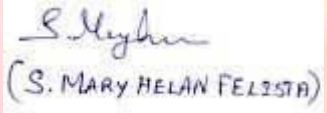
NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Examine the concepts around Business analytics	K1	PSO1
CO 2	Evaluate the process of analysing a business descriptively using the tool	K1, K2	PSO2, PSO3
CO 3	Explore data and business analytic process	K1 & K3	PSO3
CO 4	Apply various supervised and un supervised Machine learning techniques	K1, K2, K3	PSO4, PSO5
CO 5	Learn to apply different algorithms of regression for business problems	K2 & K4	PS03, PSO4

COURSE DESIGNER:

B.Usha

Forwarded By

HOD'S Signature & Name



II MCA

SEMESTER – IV

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCADA06	BIG DATA SECURITY	SPECIALIZATION ELECTIVE – DATA ANALYTICS	4	4

COURSE DESCRIPTION

This course provides an overview of the cutting edge and new technologies in the area of big data security.

COURSE OBJECTIVE

- Understand the significance of privacy and ethics in big data environment
- Learn about the security issues in Hadoop environment
- To become familiar with various algorithms for implementing security

UNIT- I **(12 Hours)**

SECURITY AND GOVERNANCE FOR BIG DATA ENVIRONMENTS

Security in context with Big data – Understanding data protection options – Data governance challenge – Putting the right organizational structure in place – Developing a well governed and secured big data environment Big data best practices – Big data do's and don'ts

SELF STUDY: Big data do's and don'ts

UNIT - II **(12 Hours)**

HADOOP SECURITY OVERVIEW

Challenges for securing the hadoop eco system – key security considerations Hadoop security design : Kerberos – terminologies – advantages – Hadoop security model without Kerberos – Hadoop Kerberos security implementation.

SELF STUDY:key security considerations

UNIT - III **(12 Hours)**

SETTING UP A SECURED HADOOP CLUSTER

Setting up Kerberos – configuring hadoop with Kerberos authentication

SECURING THE HADOOP ECO SYSTEM

Configuring kerberos for Hadoop eco system components – securing Hive, Oozie, flume, Hbase, Scoop, Pig

UNIT - IV **(12 Hours)**

SECURING SENSITIVE DATA IN HADOOP

Securing insights in Hadoop – Securing data in Motion – Security data in Rest – Implementing data encryption in Hadoop.

SELF STUDY: Security data in Rest

UNIT - V **(12 Hours)**

SECURITY EVENT AND AUDIT LOGGING IN HADOOP

Security incident and event monitoring in Hadoop Cluster – Audit logging in a secured Hadoop cluster.

SELF STUDY: Audit Logging

REFERENCES:

1. Judith Hurwitz, Alan Nugent, Dr. Fern Halper and Marcia Kaufman, "Big Data",Wiley Publications, 2014.
2. Sudeesh Narayanan,"Securing Hadoop", Packt Publishing, 2013.
3. Tom White, "Hadoop: The Definitive Guide", Third Edition, O'reilly Media, 2012
4. Mark Van Rijmenam, "Think Bigger: Developing a Successful Big Data Strategy for Your Business ", Amazon, First edition, 2014.
5. Frank Ohlhorst, "Big Data Analytics: Turning Big Data into Big Money", John Wiley & Sons, John Wiley & Sons, 2013.

WEB REFERENCES:

1. https://www.sisense.com/glossary/big-data-security/

2. https://www.datamation.com/big-data/big-data-security.html

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 SECURITY AND GOVERNANCE FOR BIG DATA ENVIRONMENTS				
1.1	Security and Governance for Big Data environments: Security in context with Big data	2	Lecture	Black Board
1.2	Understanding data protection options – Data governance challenge	2	Lecture	White board
1.3	Putting the right organizational structure in place	3	Lecture	PPT
1.4	Developing a well governed and secured big data environment	3	Lecture	PPT
1.5	Big data best practices	2	Lecture	PPT
UNIT - 2 HADOOP SECURITY OVERVIEW				
2.1	Hadoop Security overview : Challenges for securing the hadoop eco system	2	Lecture	PPT
2.2	key security considerations	2	Chalk & Talk	Black Board
2.3	Hadoop security design : Kerberos – terminologies	2	Lecture	PPT
2.4	Advantages	2	Lecture	White board
2.5	Hadoop security model without Kerberos	2	Discussion	Black Board
2.6	Hadoop Kerberos security implementation	2	Chalk & Talk	Black Board
UNIT-3 SETTING UP A SECURED HADOOP CLUSTER				

3.1	Setting up a secured Hadoop cluster	2	Lecture	White board
3.2	Setting up Kerberos	2	Chalk & Talk	Black Board
3.3	Configuring Hadoop with Kerberos authentication	2	Lecture	PPT
3.4	Securing the Hadoop eco system configuring Kerberos for Hadoop eco system components	3	Lecture	White board
3.5	Securing Hive, Oozie, Flume, Hbase, Scoop, Pig.	3	Discussion	Black Board
UNIT-4 SECURING SENSITIVE DATA IN HADOOP				
4.1	Securing sensitive data in Hadoop	3	Lecture	PPT
4.2	Securing insights in Hadoop	3	Lecture	PPT
4.3	Securing data in Motion	3	Discussion	Black Board
4.4	Implementing data encryption in Hadoop	3	Lecture	PPT
UNIT-5 SECURITY EVENT AND AUDIT LOGGING IN HADOOP				
5.1	Security Event and Audit Logging in Hadoop	4	Lecture	PPT
5.2	Security incident and event monitoring in Hadoop Cluster	4	Lecture	PPT
5.3	Audit logging in a secured Hadoop cluster.	4	Lecture	PPT

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ All the course outcomes are to be assessed in the various CIA components.

✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

K2-*Understand,* ***K3-****Apply,* ***K4-****Analyse, K5 – Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non - Scholastic

COURSE OUTCOMES

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

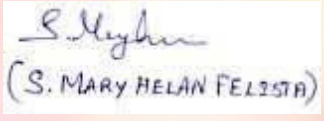
NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Identify the need for security and best practices in a big data environment	K2	PSO1 & PSO2
CO 2	Analyze the steps to secure big data	K2, K3, K4	PSO1 & PSO2
CO 3	Build security in hadoop eco system	K2 & K3	PSO1 & PSO3
CO 4	Assess the sensitivity of data in Hadoop	K2, K3 & K5	PSO1 & PSO4
CO 5	Outline data security and event logging	K2,K3 & K5	PSO1 & PSO5

COURSE DESIGNER:

Staff Name – B. USHA

Forwarded By

HOD'S Signature & Name



I MCA

SEMESTER – II

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCADS01	DATA COMMUNICATION & NETWORKING	SPECIALIZATION ELECTIVE – DISTRIBUTED SYSTEM SECURITY	4	4

COURSE DESCRIPTION

This course provides the basic concepts, design principles and underlying technologies of networking.

COURSE OBJECTIVE

- To familiarize with the basic taxonomy & terminology of data communication.
- To analyze the function & design strategies of Physical, Datalink, Network and Transport layer.
- To acquire the basic knowledge of various Application protocols.

UNIT – I OVERVIEW **(12 Hours)**

Introduction: Data Communications – Networks -Network Models: Layered tasks- OSI Model- Layers in the OSI model- TCP/ IP protocols suite- Addressing.

SELF STUDY: OSI Model

UNIT – II PHYSICAL LAYER & MEDIA, DATA LINK LAYER (12 Hours)

Digital Transmission: Transmission Modes - Transmission Media- Guided Media- Unguided Media.

Switching – Circuit switched Network- Datagram Network- Virtual Circuit Network -Error detection and Correction- Introduction- Block Coding - Data link Control: Framing- Flow and Error control- Protocols- Noiseless Channels- Noisy Channels.

UNIT - III NETWORK LAYER & TRANSPORT LAYER (12 Hours)

Network Layer: Internet Protocol - Internetworking- IPV4- IPV4- Transition from IPV4 to IPV4 - Routing: Unicast Routing Protocols

Transport Layer: Process-to-Process delivery- UDP – TCP – SCTP.

SELF STUDY:Transition from IPV4 to IPV4

UNIT –IV APPLICATION LAYER (12 Hours)

Domain Name System :Name Space - Domain Name Space- Distribution of Name Space- DNS in the Internet – DNS Messages- Resolution - Remote Login – DNS Messages – Types of records.

Remote Logging, Electronic Mail and File Transfer: Remote Logging - Email- FTP.

SELF STUDY: Name Space – Domain name space – DNS Messages – Resolution- Remote Login – Email.

UNIT –V NETWORK SIMULATOR (NS2) (12 Hours)

Introduction – Features of NS2 – Basic architecture – TCL & C++ - Installation of NS2 – Example on NS2 – Advantages and Dis advantages of NS2

NS Components – Basic Tcl – Simple two node wired network – Adding traffic to the Link – Simulate a topology – UDP Traffic – TCP Traffic

SELF STUDY: Advantages and Dis advantages of NS2

REFERENCES:

1. BEHROUZ A FOROUZAN, "Data Communication and Networking", 4th Edition, Tata McGraw Hill.
2. Andrew. S. Tanenbaum, "Data Communication and Networking", 4th Edition, Pearson Education.
3. Teerawat Issariyakul, Ekram Hossain, "Introduction to Network Simulator NS2", Springer, 2nd Edition

WEB REFERENCES:

1. http://www.omnisecu.com/basic-networking/
2. https://www.tutorialweb.com/ns2/NS2-1.htm
3. https://www.isi.edu/nsnam/ns/

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 OVERVIEW				
1.1	Introduction:Data Communications	2	Chalk & Talk	Black Board
1.2	Networks	2	Chalk & Talk	Black Board
1.3	Network Models: Layered tasks	2	Chalk & Talk	Black Board
1.4	OSI Model - Layers in the OSI model	2	Chalk & Talk	Black Board
1.5	TCP/ IP protocols suite	2	Lecture	White board
1.6	Addressing.	2	Chalk & Talk	Black Board
UNIT - 2 PHYSICAL LAYER & MEDIA, DATA LINK LAYER				
2.1	Transmission Media	2	Chalk & Talk	Black Board
2.2	Switching	1	Lecture	PPT
2.3	Datagram Network	1	Lecture	White board
2.4	Virtual Circuit Network	1	Discussion	Black Board
2.5	Data link Control: Framing-Flow and Error control	1	Chalk & Talk	Black Board
2.6	Protocols - Noiseless Channels	3	Chalk & Talk	Black

				Board
2.7	Protocols – Noisy Channels	3	Lecture	White board
UNIT – 3 NETWORK LAYER& TRANSPORT LAYER				
3.1	Internet Protocol- Internetworking - IP V4 -	2	Lecture	White board
3.2	IP V4 – Transition from IP v4 – IP v4	1	Chalk & Talk	Black Board
3.3	Delivery, Forwarding & Routing	1	Lecture	PPT
3.4	Unicast Routing Protocols	2	Chalk & Talk	Black Board
3.5	Process-to-Process delivery	1	Lecture	PPT
3.6	UDP	2	Lecture	PPT
3.7	TCP	1	Chalk & Talk	Black Board
3.8	SCTP	2	Chalk & Talk	Black Board
UNIT – 4 APPLICATION LAYER				
4.1	Domain Name System :Name Space	1	Chalk & Talk	Black Board
4.2	Domain Name Space	1	Lecture	PPT
4.3	Distribution of Name Space	1	Lecture	PPT
4.4	DNS in the Internet	1	Lecture	White board
4.5	DNS Messages	1	Lecture	White board
4.6	Resolution	2	Lecture	White board
4.7	Remote Login	1	Lecture	White board
4.8	Remote Logging, Electronic Mail	1	Chalk & Talk	Black

	and File Transfer: Remote Logging			Board
4.9	Email	1	Lecture	White board
4.10	FTP	2	Chalk & Talk	Black Board
UNIT – 5 NETWORK SIMULATOR				
5.1	Introduction – Features of NS2	1	Chalk & Talk	Black Board
5.2	Basic architecture – TCL & C++	1	Lecture	PPT
5.3	Installation of NS2 – Example on NS2	2	Lecture	PPT
5.4	Advantages and Dis advantages of NS2	1	Lecture	PPT
5.5	NS Components – Basic Tcl	1	Lecture	PPT
5.6	Simple two node wired network	2	Demonstration	White board
5.7	Adding traffic to the Link	2	Demonstration	White board
5.8	Simulate a topology – UDP Traffic – TCP Traffic	2	Demonstration	White board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C4	CIA Total	% of Assessment
	W1+ W2 4+4=10	Avg (M1 & M2) 10	Mid-Sem.Test 14	Once in a Sem. 10		4	40	
K1	-	-	-	-	-		-	-
K2	4	2	3	-	10		10	20 %
K3	4	3	4		12		12	24 %
K4	-	4	4	4	14		14	28%
K4	-	-	4	4	9		9	18 %
Non-Scho.							4	10 %
Total	10	10	14	10	44	4	40 mks.	100 %

CIA	
Scholastic	44
Non Scholast	4
	40

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

***K2**-Understand,* ***K3**-Apply,* ***K4**-Analyse, K4 - Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C4	CIA	ESE	Total
10	10	14	10	4	40	40	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C4 – Non - Scholastic

COURSE OUTCOMES

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

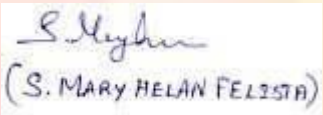
NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Identify the functionalities of Networking layers of both OSI and TCP/IP reference models.	K2	PSO1 & PSO2
CO 2	Analyze the design issues of Datalink layer and techniques to resolve it.	K2, K3, K4	PSO1 & PSO2
CO 3	Compare the principles of Internet protocols and Routing algorithm.Predict the TCP and UDP related procedures	K2 & K3	PSO1 & PSO3
CO 4	Outline the Application layer protocols.	K2, K3 & K4	PSO1 & PSO4
CO 4	Examine and Explore Network Simulation techniques	K2,K3 & K4	PSO1 & PSO4

COURSE DESIGNER:

Staff Name – B. USHA

Forwarded By

HOD'S Signature & Name



I MCA

SEMESTER – II

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCADS02	WIRELESS COMMUNICATION & SECURITY	SPECIALIZATION ELECTIVE – DISTRIBUTED SYSTEM SECURITY	4	4

COURSE DESCRIPTION

This course provides knowledge on key mobile system and wireless communication. It also aims at developing applications using Android

COURSE OBJECTIVE

- To learn the basic concepts of MAC, SDMA, TDMA, FDMA, CDMA.
- To have an exposure about GSM and Satellites.
- To be familiar with wireless protocols, WLAN, Bluetooth.
- To be acquainted with the Mobile Internet Protocol.
- To understand the basic concepts of SIP.

UNIT – I INTRODUCTION **(12 Hours)**

Applications - History of wireless communication - Simplified reference model- Medium Access Control - Motivation for a specified MAC- SDMA- FDMA- TDMA- CDMA – Comparison of SDMA, TDMA, FDMA, CDMA.

SELF STUDY: History of wireless communication

UNIT – II Mobile Networks **(12 Hours)**

GSM - Mobile services- System Architecture- Protocols- Handover – Security - New data services – DECT – TETRA – Satellite systems – Introduction – Applications - Basics- Routing- Localization- Handover.

SELF STUDY: Satellite systems Basics

UNIT – III Wireless Systems **(12 Hours)**

Infra Red Vs Radio transmission- Infrastructure and Adhoc Networks- IEEE 802.11 System Architecture - Protocol Architecture – Newer developments - Bluetooth- Architecture- Link manager Protocol – Security – SDP – IEEE 802.15.

SELF STUDY: Bluetooth

UNIT – IV Mobile IP **(12 Hours)**

Basics – IP Packet delivery – Tunneling and encapsulation – IP micro mobility support – Dynamic host configuration protocol – Mobile ad-hoc networks – Overview ad-hoc routing protocols.

UNIT – SIP **(12 Hours)**

Introduction - VoIP Technology – SIP Overview – Network Elements – SIP System Architecture – SIP Basic call flow - SIP trapezoid – SIP Messaging – SIP Response Codes – SIP Headers.

SELF STUDY: SIP Headers

REFERENCES:

1 Jochen Schiller, “Mobile communication”, Second Edition, Pearson Education,12th Impression, 2013.

2. Wei- Manglee, “Beginning Android 4 Application Development”, Wiley India pvt ltd, Reprint 2013

3. Reto Meier, “Professional Android4 Application Development”, Wiley India Edition.

4. Wallace B. Maclure, Nathan Blevins, John J Croft IV, Jonathan Dick, Chris Hardly,”Professional Android Programming”, Wiley India Edition

WEB REFERENCES:

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2. https://nsrc.org/wrc/data/2004/629197984427ef56fc2cd1/sanog4-aarati-voiptut.pdf
3. http://www.cse.psu.edu/~pdm12/cse545-s11/slides/cse545-voip.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 Introduction				
1.1	Introduction	1	Chalk & Talk	Black Board
1.2	Applications - History of wireless communication	1	Discussion	Google classroom
1.3	Simplified reference model-	1	Lecture	PPT & White board
1.4	MAC- Motivation for a specified MAC	2	Lecture	Smart Board
1.5	SDMA- FDMA	2	Lecture	Black Board
1.6	TDMA	3	Lecture	PPT & White board
1.7	CDMA.	2	Lecture	PPT & White board
UNIT 2 - Mobile Networks				
2.1	GSM: Mobile services	1	Discussion	Black Board
2.2	Protocols, System Architecture	3	Lecture	Google classroom
2.3	Handover	1	Lecture	PPT & White board
2.4	Security	1	Lecture	Smart Board
2.5	GPRS	1	Lecture	Black Board
2.6	New data services	1	Lecture	PPT & Black board
2.7	DECT, TETRA	1	Lecture	PPT

2.8	Satellite systems- Basics	1	Lecture	PPT & White board
2.9	Routing- Localization- Handover	2	Lecture	PPT & White board
UNIT 3 – Wireless Systems				
3.1	Wireless LAN: IR Vs Radio transmission , Infrastructure and Adhoc Networks	1	Discussion	Black Board
3.2	IEEE 802.11 System Architecture	1	Lecture	PPT
3.3	IEEE 802.11 Protocol Architecture	2	Lecture	PPT & White board
3.4	Newer developments	1	Lecture	Smart Board
3.5	Bluetooth Architecture	1	Lecture	Black Board
3.6	Link manager Protocol	2	Lecture	PPT & Black board
3.7	Security – SDP	2	Lecture	PPT & White board
3.8	IEEE 802.15	2	Lecture	PPT & White board
UNIT 4 – Mobile IP				
4.1	Basics of Mobile IP, IP Packet delivery	2	Lecture	PPT
4.2	Tunneling and encapsulation	2	Lecture	PPT
4.3	IP micro mobility support	2	Lecture	PPT
4.4	Dynamic host configuration protocol	2	Lecture	PPT
4.4	Mobile ad-hoc networks	2	Lecture	PPT & White board
4.5	ad-hoc routing protocols	2	Lecture	PPT

UNIT -5 – SIP				
5.1	VoIP Technology	1	Lecture	PPT
5.2	SIP Overview	2	Lecture	PPT
5.3	Network Elements	1	Lecture	Smart Board
5.4	SIP System Architecture	2	Lecture	PPT
5.5	SIP Basic call flow	1	Lecture	PPT
5.6	SIP trapezoid	1	Lecture	Smart Board
5.7	SIP Messaging	2	Lecture	PPT
5.8	SIP Response Codes	1	Discussion	Black Board
5.9	SIP Headers.	1	Lecture	PPT

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholast	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

***K2**-Understand,* ***K3**-Apply,* ***K4**-Analyse, K5 - Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non – Scholastic

COURSE OUTCOMES

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

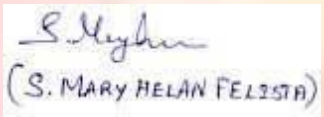
NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Identify, Predict and Evaluate MAC, SDMA, TDMA, FDMA, CDMA	K2	PSO1 & PSO2
CO 2	Demonstrate the architectures, challenges and solutions of Wireless communication	K2, K3, K4	PSO1 & PSO2
CO 3	Assess the role of Wireless Networks in shaping the future internet.	K2 & K3	PSO1 & PSO3
CO 4	Design Mobile IP to support seamless and continuous Internet connectivity	K2, K3 & K5	PSO1 & PSO4
CO 5	Design SIP to create, modify, and terminate a multimedia session over the Internet Protocol.	K2,K3 & K5	PSO1 & PSO5

COURSE DESIGNER:

Staff Name – B. USHA

Forwarded By

HOD'S Signature & Name



II MCA

SEMESTER - III

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDIT
MCA	20MCADS03	CRYPTOGRAPHY & NETWORK SECURITY	SPECIALIZATION ELECTIVE – DISTRIBUTED SYSTEM SECURITY	4	4

COURSE DESCRIPTION

This course provides basic understanding of previous attacks on cryptosystems with the aim of preventing future attacks and to provide security using various cryptographic tools.

COURSE OBJECTIVE

- Understand the OSI security architecture and classical encryption techniques.
- To be able to secure a message over insecure channel by various means.
- Acquire knowledge on various algorithms, block and stream cipher models.
- Portray the principles of public key cryptosystems.

UNIT –I OVERVIEW AND CLASSICAL ENCRYPTION TECHNIQUES (12 Hours)

Computer Security Concepts – OSI Security Architecture – Security attacks – Security Services – Security mechanisms –Model for Network Security - Symmetric Cipher Model - Cryptography – Cryptanalysis and Brute Force Attack – Substitution techniques – Caesar Cipher – Monoalphabetic Ciphers – Playfair cipher – Polyalphabetic Cipher – Vigenere Cipher – Vernam Cipher.

SELF STUDY : Steganography, Transposition techniques

UNIT - II BLOCK CIPHERS, DES AND AES ` **(12 Hours)**

Traditional Block Cipher Structure – Stream Ciphers and Block Ciphers – Feistel Cipher Structure – Feistel Decryption Algorithm - Data Encryption Standard – DES Encryption – DES Decryption – Block Cipher Design Principles – AES Structure – AES Transformation Functions – Electronic Codebook – Cipher Block Chaining Mode – Cipher Feedback Mode – Output Feedback Mode.

UNIT- III PUBLIC-KEY CRYPTOGRAPHY & DIGITAL SIGNATURES **(12 Hours)**

Principles of Public Key Cryptosystems – Applications - Cryptanalysis - RSA Algorithm – Description – Computational Aspects – Security of RSA - Diffie - Hellman key Exchange – Algorithm – Key Exchange Protocols – Man in the middle attack – Message Authentication Requirements – Functions – Message encryption - Digital Signatures – Properties – Attacks and forgeries – Requirements – Direct Digital Signature.

SELF STUDY : Requirements of Public key cryptosystem

UNIT - IV ELECTRONIC MAIL AND IP SECURITY **(12 Hours)**

Internet Mail Architecture – Protocols - Pretty Good Privacy – Notation – Operational Description – Domain Keys identified Mail Architecture – Characteristics – DKIM strategy – DKIM Functional flow - IP Security Overview – Applications – Benefits – Routing Applications – Authentication plus Confidentiality – Key Determination Protocol – Header and Payload Formats.

SELF STUDY : Email Components

UNIT V CrypTool 2 **(12 Hours)**

Introduction – components – Startcenter – Wizard – Workspace Manager – Online Help – Templates - CrypCloud.

REFERENCES :

1. William Stallings, "Cryptography and Network Security Principles & Practice", 7th Edition, Pearson Education Limited, 2018.
2. Atul Kahate, "Cryptography and Network Security", 3rd Edition, Tata McGraw Hill, 2013.
3. William stalling, "Network security essentials", Pearson publication.
4. Johannes A. Buchaman, "Introduction to cryptography", Verlag, 2013.

WEB REFERENCES:

1. www.cse-eb.iitkgp.ernet.in/~debdeep/courses_iitkgp/Crypto/index.htm
2. https://www.tutorialspoint.com/cryptography/
3. https://www.future-forces-forum.com/download/Workshop-IntroductionToCrypTool.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 OVERVIEW AND CLASSICAL ENCRYPTION TECHNIQUES				
1.1	Introduction to Computer Security Concepts	1	Chalk & Talk	Black Board
1.2	OSI Security Architecture	1	Chalk & Talk	Black Board
1.3	Security attacks	1	Lecture	PPT
1.4	Security Services & mechanisms	2	Chalk & Talk	Black Board
1.5	Model for Network Security	1	Discussion	Black Board
1.6	Symmetric Cipher Model	1	Lecture	White board
1.7	Substitution techniques	1	Lecture	PPT
1.8	Playfair, Polyalphabetic Cipher	2	Lecture	White board
1.9	Vigenere, Vernam Cipher	1	Chalk & Talk	Black Board
1.10	Steganography	1	Discussion	Google classroom
UNIT - 2	**BLOCK CIPHERS, DES AND AES**			
2.1	Traditional Block Cipher Structure	2	Lecture	PPT
2.2	Traditional Block Cipher Structure	2	Chalk & Talk	Black Board
2.3	Traditional Block Cipher Structure	1	Lecture	PPT
2.4	Data Encryption Standard	2	Lecture	White board
2.5	Block Cipher Design Principles	1	Discussion	Black Board
2.6	AES Structure	1	Chalk & Talk	Black Board

2.7	Electronic Codebook	1	Chalk & Talk	Black Board
2.8	Cipher Block Chaining Mode	1	Lecture	White board
2.9	Cipher, Output Feedback Mode	1	Discussion	Black Board
UNIT – 3	**PUBLIC-KEY CRYPTOGRAPHY AND DIGITAL SIGNATURES**			
3.1	Principles of Public Key Cryptosystems	1	Lecture	White board
3.2	Requirements of Public key cryptosystem	1	Chalk & Talk	Black Board
3.3	RSA Algorithm	2	Lecture	PPT
3.4	Diffie - Hellman key Exchange	2	Lecture	White board
3.5	Man in the middle attack	1	Lecture	PPT
3.6	Message Authentication Requirements	1	Discussion	Google classroom
3.7	Digital Signatures	2	Chalk & Talk	Black Board
3.8	Direct Digital Signature	2	Lecture	PPT
UNIT - 4	**ELECTRONIC MAIL AND IP SECURITY**			
4.1	Internet Mail Architecture	1	Lecture	PPT
4.2	Pretty Good Privacy	2	Lecture	PPT
4.3	Domain Keys identified Mail Architecture	1	Chalk & Talk	Black Board
4.4	DKIM Functional flow	1	Chalk & Talk	Black Board
4.5	IP Security Overview	1	Discussion	Black Board
4.6	Routing Applications	2	Lecture	PPT
4.7	Authentication plus Confidentiality	1	Chalk & Talk	Black Board
4.8	Key Determination Protocol	2	Discussion	Google classroom
4.9	Header and Payload Formats	1	Discussion	Google

				classroom
UNIT – 5		**CrypTool 2**		
5.1	Introduction To CrypTool	2	Chalk & Talk	Black Board
5.2	Components	1	Lecture	PPT
5.3	Startcenter	2	Lecture	PPT
5.4	Wizard	2	Lecture	White board
5.5	Workspace Manager	2	Lecture	White board
5.6	Online Help	1	Lecture	White board
5.7	Templates	1	Lecture	White board
5.8	CrypCloud	1	Discussion	Google classroom

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

K2-*Understand,* ***K3-****Apply,* ***K4-****Analyse, K5 – Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non – Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Evaluate the fundamentals of networks security, security architecture, threats and vulnerabilities	K2	PSO1
CO 2	Compare Stream ciphers and block ciphers.	K2, K3, K4	PSO2
CO 3	Apply the different cryptographic operations of public key cryptography.	K2 & K3	PSO3
CO 4	Pertain the various Authentication schemes to simulate different applications.	K2, K3 & K5	PSO2 & PSO4
CO 5	Applying CrypTool 2 to encrypt and decrypt texts using different ciphers.	K2,K3 & K5	PSO5

COURSE DESIGNER:

Staff Name – S. JEBAPRIYA

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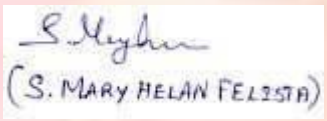
HOD'S Signature & Name



II MCA

SEMESTER - III

(For those who join in 2020 onwards)

OGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCADS04	CYBER FORENSICS	SPECIALIZATION ELECTIVE – DISTRIBUTED SYSTEM SECURITY	4	4

COURSE DESCRIPTION

This course provides the investigation of computer-related crimes with the goal of obtaining evidence to be presented in a court of law.

COURSE OBJECTIVE

- Understand the definition of computer forensics fundamentals.
- Describe the types of computer forensics technology.
- Analyze various computer forensics systems.
- Learn to duplicate and preserve digital evidence.

UNIT – I COMPUTER FORENSICS FUNDAMENTALS (12 Hours)

Introduction - Use in Law Enforcement - Assistance to Human Resources - Services - Benefits of Forensics Methodology - Steps Taken by Specialists – Users of Computer Forensic Evidence - Types of Computer Forensics Technology - Military Forensic Technology - Types of Law Enforcement - Types of Business Technology - Specialized Forensics Techniques - Hidden Data - Spyware and Adware - Encryption Methods and Vulnerabilities - Protecting Data - Internet Tracing Methods - Security and Wireless Technologies - Avoiding Pitfalls with Firewalls.

SELF STUDY : Biometric Security Systems

UNIT II COMPUTER FORENSICS EVIDENCE AND CAPTURE (12 Hours)

Data Recovery -Definition - Data Backup and Recovery – Data Recovery Solution - Hiding and Recovering Hidden Data - Evidence Collection and Data Seizure – Obstacles - Types - Rules - Volatile Evidence - Methods of Collection - Artifacts - Collection Steps - The Chain of Custody - Reconstructing the Attack – Preservation of Digital Evidence and Digital Crime Scene - Computer Evidence Processing Steps – Legal Aspects - Computer Image - Verification and Authentication- Special Needs of Evidential Authentication.

SELF STUDY : Controlling Contamination, The Chain of Custody

UNIT III COMPUTER FORENSICS ANALYSIS (12 Hours)

Discovery of Electronic Evidence - Electronic Document Discovery: A Powerful New Litigation Tool - Identification of Data - Timekeeping - Forensic Identification and Analysis of Technical Surveillance Devices - Reconstructing Past Events - How to Become a Digital Detective - Useable File Formats - Unusable File Formats - Converting Files - Networks - Network Forensics Scenario - A Technical Approach - Destruction of Email – Damaging Computer Evidence - Tools Needed for Intrusion Response to the Destruction of Data.

SELF STUDY : System Testing

UNIT IV THE IW ARSENAL AND TACTICS OF THE MILITARY (12 Hours)

Overview of Military Tactics - Offensive Ruinous IW Tools and Tactics – Offensive Containment IW Tools and Tactics - Defensive Preventive IW Tools and Tactics – Defensive Ruinous IW Tools and Tactics - Defensive Responsive Containment IW Tools and Tactics - Countering Sustained Terrorist IW Tactics - Dealing with Random Terrorist IW - The Future of Information Warfare Arsenal – Weapons of the Future - The Global Positioning System - Snoop, Sniff, and Snuff Tools - Email Wiretaps Like Carnivore Can Steal Sensitive Correspondence - IW Weapons of the Future.

SELF STUDY : Nanotechnology

UNIT V SURVEILLANCE TOOLS FOR IW OF THE FUTURE (12 Hours)

Monitoring Everything - The Cyber Footprint and Criminal Tracking - The Implications of Cookies and Integrated Platforms - Wintel Inside, or How Your Computer Is Watching You - Data Mining - The Internet Is Big Brother - The Wireless Internet: Friend or Foe - Advanced Computer Forensics - Advanced Encryption: The Need to Conceal - Advanced Hacking - Advanced Tracker Hackers - The Problems of the Present.

SELF STUDY : Cyber Surveillance

REFERENCES :

1. John R. Vacca, "Computer Forensics: Computer Crime Scene Investigation", Second Edition , 2005.
2. Kevin Mandia, Chris Prosise, Matt Pepe, "Incident Response and Computer Forensics ", Tata McGraw -Hill, New Delhi, 2014.
3. Nelson Phillips and EnfingerSteuart, "Computer Forensics and Investigations",Cengage Learning, New Delhi, 2016.
4. Bill Nelson, Amelia Phillips, Chris Steuart,"Guide to Computer Forensics and Investigations processing Digital Evidence", Fifth Edition, Tata McGraw - Hill, New Delhi, 2016.

WEB REFERENCES:

4. https://homelandforensics.com/forensics.htm
5. https://en.wikipedia.org/wiki/Computer_forensics

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 OVERVIEW AND CLASSICAL ENCRYPTION TECHNIQUES				
1.1	Introduction to Computer Forensics Fundamentals	1	Chalk & Talk	Black Board
1.2	Benefits of Forensics Methodology	1	Chalk & Talk	Black Board
1.3	Users of Computer Forensic Evidence	1	Lecture	PPT
1.4	Military Forensic Technology	2	Chalk & Talk	Black Board
1.5	Specialized Forensics Techniques	1	Discussion	Black Board
1.6	Encryption Methods and Vulnerabilities	1	Lecture	White board
1.7	Internet Tracing Methods	1	Lecture	PPT
1.8	Security and Wireless Technologies	2	Lecture	White board
1.9	Biometric Security Systems.	2	Chalk & Talk	Black Board
UNIT - 2 COMPUTER FORENSICS EVIDENCE AND CAPTURE				
2.1	Data Backup and Recovery	1	Lecture	PPT
2.2	Evidence Collection and Data Seizure	1	Chalk & Talk	Black Board
2.3	Methods of Collection	2	Lecture	PPT

2.4	Collection Steps	2	Lecture	White board
2.5	Controlling Contamination	1	Discussion	Black Board
2.6	Reconstructing the Attack	1	Chalk & Talk	Black Board
2.7	Preservation of Digital Evidence and Digital Crime Scene	1	Chalk & Talk	Black Board
2.8	Computer Evidence Processing Steps	1	Lecture	White board
2.9	Computer Image - Verification and Authentication	1	Discussion	Black Board
2.10	Special Needs of Evidential Authentication	1	Lecture	PPT
UNIT – 3	**COMPUTER FORENSICS ANALYSIS**			
3.1	Discovery of Electronic Evidence	1	Lecture	White board
3.2	Electronic Document Discovery: A Powerful New Litigation Tool	2	Chalk & Talk	Black Board
3.3	Forensic Identification and Analysis of Technical Surveillance Devices	2	Lecture	PPT
3.4	How to Become a Digital Detective	1	Lecture	White board
3.5	Useable & Unusable File Formats	1	Lecture	PPT
3.6	Network Forensics Scenario - A Technical Approach	2	Discussion	Google classroom
3.7	Destruction of Email	1	Chalk & Talk	Black Board
3.8	Damaging Computer Evidence	1	Lecture	PPT

3.9	Tools Needed for Intrusion Response to the Destruction of Data	1	Discussion	Google classroom
UNIT - 4 THE IW ARSENAL AND TACTICS OF THE MILITARY				
4.1	Overview of Military Tactics	1	Lecture	PPT
4.2	Offensive Ruinous IW Tools and Tactics	1	Lecture	PPT
4.3	Offensive Containment IW Tools and Tactics	1	Chalk & Talk	Black Board
4.4	Defensive Preventive IW Tools and Tactics	1	Chalk & Talk	Black Board
4.5	Defensive Ruinous IW Tools and Tactics	1	Discussion	Black Board
4.6	Defensive Responsive Containment IW Tools and Tactics	1	Lecture	PPT
4.7	Weapons of the Future	2	Chalk & Talk	Black Board
4.8	Snoop, Sniff, and Snuff Tools	2	Discussion	Google classroom
4.9	IW Weapons of the Future	2	Discussion	Google classroom
UNIT – 5 SURVEILLANCE TOOLS FOR IW OF THE FUTURE				
5.1	Cyber Surveillance	2	Chalk & Talk	Black Board
5.2	Cyber Footprint and Criminal Tracking	1	Lecture	PPT

5.3	Implications of Cookies and Integrated Platforms	2	Lecture	PPT
5.4	Data Mining	1	Lecture	White board
5.5	The Wireless Internet: Friend or Foe.	2	Lecture	White board
5.6	Advanced Encryption: The Need to Conceal	1	Lecture	White board
5.7	Advanced Hacking	1	Lecture	White board
5.8	Advanced Tracker Hackers	1	Discussion	Google classroom
5.9	The Problems of the Present.	1	Chalk & Talk	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

K2-*Understand*, ***K3-****Apply*, ***K4-****Analyse, K5 – Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non - Scholastic

COURSE OUTCOMES

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

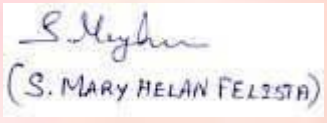
NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Predict the forensics fundamentals and the various technologies used to avoid computer crimes	K2	PSO1
CO 2	Illustrate different methods to collect and preserve digital evidence and Digital Crime Scene.	K2, K3, K4	PSO2 & PSO4
CO 3	Identify and Analyze Forensic Technical Surveillance Devices.	K2 & K3	PSO3
CO 4	Evaluate the Various tools and tactics followed in military.	K2, K3 & K5	PSO2 & PSO4
CO 5	Demonstrate the Usage of surveillance tools for tracking cyber criminals	K2,K3 & K5	PSO2 & PSO5

COURSE DESIGNER:

Staff Name – S. JEBAPRIYA

Forwarded By

HOD'S Signature & Name



II MCA

SEMESTER - IV

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCADS05	CLOUD SECURITY	SPECIALIZATION ELECTIVE – DISTRIBUTED SYSTEM SECURITY	4	4

COURSE DESCRIPTION

This course provides a comprehensive study on the unique security challenges and opportunities in cloud platforms and guides through the security best practices for multivendor cloud environments.

COURSE OBJECTIVES

- To introduce the principles and concepts related to cloud security
- To gain a practical knowledge on the concept of asset management
- To understand the issues and security incidents on network security.

UNIT –I **(12 HRS.)**

PRINCIPLES AND CONCEPTS

Least Privilege – Defense in Depth – Threat Acors, Diagrams and Trust Boundaries – Cloud Delivery Models – The cloud shared responsibility model – Risk management

DATA ASSET MANAGEMENT AND PROTECTION

Data identification and classification – Example Data Classification Levels – Relevant Industry or Regulatory Requirements – Data Asset Management in the Cloud – Protecting Data in the cloud – Tokenization - Encryption

SELF STUDY : Cloud delivery Models, Data Asset Management in the Cloud

UNIT –II **(12 HRS.)**

CLOUD ASSET MANAGEMENT AND PROTECTION

Types of Cloud assets – Compute Assets – Storage Assets – Network Assets. Asset management Pipeline – Procurement Leaks – Processing Leaks – Tooling Leaks – Findings Leaks. Tagging Cloud Assets

IDENTITY AND ACCESS MANAGEMENT

Life Cycle for identity and Access – Request –Approve – Create, Delete, Grant or Revoke – Authentication – Authorization – Revalidate – Sample Application

SELF STUDY : Tagging Cloud Assets , Authorization

UNIT –III VULNERABILITY MANAGEMENT **(12 HRS.)**

Vulnerable Areas – Finding and Fixing Vulnerabilities – Risk Management Processes – Vulnerability Management Metrics – Change Management – Sample Application

UNIT – IV **(12 HRS.)**

DETECTING , RESPONDING TO, AND RECOVERING FROM SECURITY INCIDENTS

What to Watch – Privileged User Access – Logs from Defensive Tooling – Cloud Service Logs and Metrics – Operating System Logs and Metrics – Middleware Logs – Secrets Server. How to Watch – Aggregation and Retention – Parsing Logs – Searching and Correlation – Alerting and Automated Response – Security Information and Event Managers – Thread Hunting. Preparing for an Incident – Responding to an Incident – Recovery – Example Metrics – Example Tools for Detection, Response and Recovery – Sample Application

UNIT V **(12 HRS)**

VMWARE CLOUD SECURITY

VMware workspace One Intelligence – Addressing Common vulnerabilities and exposures – Vmware Workspace One – Purpose – Secure devices –Loading - Assessing Common Vulnerabilities – Workspace One UEM

AZURE CLOUD SECURITY

Azure Security Centre, Azure Active Directory – VPN Gateway – DdoS Protection – Key vaults – Dedicated HSM – Application Gateways - Sentinel – Information Protection

REFERENCES:

1. Chris Dotson, "Practical Cloud Security" O'ReilLy Media, Inc. [ISBN : 9781492037514] , 2019
2. Tim Mather, SubraKumaraswamy, ShahedLatif, "Cloud Security and Privacy: An Enterprise Perspective on Risks and Compliance" O'Reilly Media; 1edition [ISBN: 0596802765], 2009.
3. Ronald L. Krutz, Russell Dean Vines, "Cloud Security" [ISBN: 0470589876],2010.
4. John W.RittingHouse, James F.Ransome, Cloud Computing Implementation, Management and Security, CRC Press, 2013.
5. Timothy Grance; Wayne Jansen;NIST "Guidelines on Security and Privacy in Public Cloud Computing", 2011.
6. Cloud Security Alliance 2010, "Top Threats to Cloud Computing" Microsoft

WEB REFERENCES :

1. https://resources.sei.cmu.edu/asset_files/presentation/2012_017_001_52439.pdf
2. https://www.simplilearn.com/cloud-network-security-tutorial

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 PRINCIPLES AND CONCEPTS &DATA ASSET MANAGEMENT AND PROTECTION				
1.1	Least Privilege – Defense in Depth – Threat Acors, Diagrams and Trust Boundaries	2	Chalk & Talk	Black Board
1.2	Cloud Delivery Models	1	PPT	LCD
1.3	The cloud shared responsibility model – Risk management	2	Flipped Classroom	LMS tool - and LCD
1.4	Data identification and classification – Example Data Classification Levels	2	PPT	LMS tool - and LCD
1.5	Relevant Industry or Regulatory Requirements	1	Group Discussion	White Board
1.6	Data Asset Management in the Cloud	2	Flipped Classroom	LMS tool - and LCD
1.7	Protecting Data in the cloud – Tokenization - Encryption	2	PPT	LCD
UNIT -2 CLOUD ASSET MANAGEMENT AND PROTECTION& IAM				
2.1	Types of Cloud assets – Compute Assets – Storage Assets – Network Assets.	1	Flipped Classroom	LMS tool – and LCD
2.2	Asset management Pipeline	1	Lecture	White Board
2.3	Procurement Leaks – Processing Leaks- Tooling	1	PPT	White Board

	Leaks – Findings Leaks			
2.4	Tagging Cloud Assets	1	Flipped Classroom	LMS tool – and LCD
2.5	**L**ife Cycle for identity and Access – Request –Approve	2	PPT	CD
2.6	Create, Delete, Grant or Revoke	2	PPT	LCD
2.7	Authorization	2	Self Study	Presentation using PPT
2.8	Authentication - Revalidate – Sample Application	2	PPT	LCD
UNIT -3	**VULNERABILITY MANAGEMENT**			
3.1	Vulnerable Areas	2	Flipped Classroom	LMS tool - and LCD
3.2	Finding and Fixing Vulnerabilities	2	PPT	White Board
3.3	Risk Management Processes	2	PPT	LMS tool - and LCD
3.4	Vulnerability Management Metrics	2	PPT	LCD
3.5	Change Management	2	Chalk and Talk	Blackboard
3.6	Sample Application	2	PPT	LCD
UNIT 4 - DETECTING , RESPONDING TO, AND RECOVERING FROM SECURITY INCIDENTS				
4.1	What to Watch – Privileged User Access – Logs from Defensive Tooling – Cloud Service Logs and Metrics –	2	Chalk and Talk	Blackboard

4.2	Operating System Logs and Metrics – Middleware Logs – Secrets Server.	2	Chalk and Talk	Blackboard
4.3	How to Watch – Aggregation and Retention – Parsing Logs – Searching and Correlation –	2	Chalk and Talk	Blackboard
4.4	Alerting and Automated Response – Security Information and Event Managers – Thread Hunting.	2	Flipped Classroom	LCD
4.5	Preparing for an Incident – Responding to an Incident – Recovery – Example Metrics – Example Tools for Detection, Response and Recovery –	2	PPT	LCD
4.6	Sample Application	2	PPT	LCD
UNIT - 5 VMWARE & AZURE CLOUD SECURIT				
5.1	VMware workspace One Intelligence	2	Flipped Classroom	LMS tool - and LCD
5.2	Addressing Common vulnerabilities and exposures	1	Flipped Classroom	LMS tool and LCD
5.3	Vmware Workspace One – Purpose – Secure devices – Loading	2	Lecture	PPT
5.4	Assessing Common Vulnerabilities	1	PPT	White Board
5.5	Workspace One UEM	2	Demonstration	White Board

5.6	Azure Security Centre, Azure Active Directory	1	PPT	White Board
	VPN Gateway – DdoS Protection – Key vaults – Dedicated HSM	2	Demonstration	White Board
	Application Gateways - Sentinel – Information Protection	1	Lecture	PPT

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholast	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

***K2**-Understand,* ***K3**-Apply,* ***K4**-Analyse, K5 - Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non - Scholastic

COURSE OUTCOMES

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

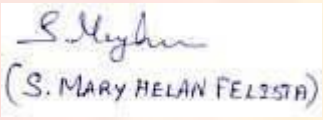
NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Examine the security threats in cloud platforms	K1	PSO1
CO 2	Evaluate Data Asset and Identity Access Management	K1, K2	PSO2, PSO3
CO 3	Manage the vulnerable cloud environment	K1 & K3	PSO3
CO 4	Understand the security issues that arises over a Network	K1, K2, K3	PSO4, PSO5
CO 5	Explore the security incidents by detecting, responding and recovering	K2 & K4	PS03, PSO4

COURSE DESIGNER:

B.Usha

Forwarded By

HOD'S Signature & Name



III MCA

SEMESTER – IV

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCADS06	HIGH SPEED NETWORKS	SPECIALIZATION ELECTIVE- DISTRUIBUTED SYSTEM SECURITY	4	4

COURSE DESCRIPTION

This course covers the basics, architectures, protocols and technologies for high-speed networks. It includes LANs, Protocols, TCP/IP Suite, Data Networks, high speed LANs, link level flow and error control, transport level traffic control, routing, MPLS switching and Network security.

COURSE OBJECTIVE

- To highlight the features of different technologies involved in High Speed Networking and their Performance.
- To facilitate on the basis of ATM and Frame Relay concepts and their applications.
- To learn about the various high speed digital access and broadband technologies Switching techniques.

UNIT I **(12 Hours)**

Packet Switching Networks – Frame Relay Networks - Asynchronous Transfer Mode - ATM Protocol Architecture - ATM Logical Connections – ATM cell – ATM Service Categories – AAL - Fast Ethernet – Gigabit Ethernet – Fiber Channel –

Wireless LANS – Applications – Requirements – Architecture of 802.11 – Services – Protocol layers

SELF STUDY: Asynchronous Transfer Mode

UNIT II **(12 Hours)**

QUEUING ANALYSIS, CONGESTION CONTROL IN DATA NETWORKS AND INTERNETS

Queuing analysis – Queuing Models – Single Server Queues – Multi Server Queues Effects of Congestion – Congestion control – Traffic Management – Congestion control in Packet Switching Networks – Frame relay Congestion control.

SELF STUDY: Congestion control

UNIT III **(12 Hours)**

TCP Flow control – TCP Congestion control – Retransmission – Timer Management – Exponential RTO Hackoff – KARN's Algorithm – Window Management – Performance of TCP over ATM

SELF STUDY: Window Management

UNIT IV **(12 Hours)**

Integrated and Differentiated Services

Integrated Services Architecture – Approach – Components – Services – Queuing – Discipline – FQ – PS – BRFQ – GPS – WFQ – Random Early Detection – Differentiated services

SELF STUDY: GPS

UNIT V **(12 Hours)**

PROTOCOLS FOR QOS SUPPORT

RSVP – Goals & Characteristics – Data flow – RSVP operations – Protocol Mechanisms –Multiprotocol Label Switching – operations – Label Stacking and Protocol details – RTP – Protocol Architecture, Data transfer Protocol, RTCP

SELF STUDY: Data flow

REFERENCES :

1. William Stallings, "HIGH SPEED NETWORKS AND INTERNET", Pearson Education,Second Edition, 2010
1. Data Communication and Networking, BEHROUZ A FOROUZAN, 4th Edition, Tata Mc Graw Hill.
2. High Speed Networking Technology, Harry J. R. Dutton, Harry, Jr. Dutton, Peter Lenhard, Prentice Hall, 2016.
3. Planning and Designing High Speed Networks, Costa, Hewlett-Packard Company, Prentice Hall, 2016.

WEB REFERENCES:

1. https://www.hi-speed.net.au
2. https://sterbenz.org/jpgs/tutorials/hsn

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1				
1.1	Packet Switching Networks – Frame Relay Networks	1	Lecture	Black Board
1.2	ATM Protocol Architecture	1	Lecture	White board
1.3	ATM Logical Connections	1	Lecture	PPT
1.4	ATM cell	1	Lecture	PPT
1.5	ATM Service Categories – AAL - Fast Ethernet	2	Lecture	PPT
1.6	Gigabit Ethernet – Fiber Channel	2	Lecture	White board
1.7	Wireless LANS – Applications	2	Lecture	PPT
1.8	Requirements – Architecture of 802.11	1	Chalk & Talk	Black Board
1.9	Services – Protocol layers	1	Lecture	PPT
UNIT 2				
2.1	Queuing analysis – Queuing Models	2	Lecture	PPT
2.2	Single Server Queues	2	Chalk & Talk	Black Board
2.3	Multi Server Queues Effects of Congestion	2	Lecture	PPT
2.4	Traffic Management	2	Lecture	White board
2.5	Congestion control in Packet Switching Networks	2	Discussion	Black Board
2.6	Frame relay Congestion control	2	Chalk & Talk	Black Board
UNIT 3				
3.1	TCP Flow control	2	Lecture	White board

3.2	TCP Congestion control	2	Chalk & Talk	Black Board
3.3	Retransmission	2	Lecture	PPT
3.4	Timer Management	2	Lecture	White board
3.5	Exponential RTO Hackoff – KARN's Algorithm	2	Discussion	Black Board
3.6	Performance of TCP over ATM	2	Lecture	PPT
UNIT 4				
4.1	Integrated Services Architecture	2	Lecture	PPT
4.2	Approach – Components – Services	2	Lecture	PPT
4.3	Queuing – Discipline	2	Discussion	Black Board
4.4	FQ – PS – BRFQ	2	Lecture	PPT
4.5	WFQ – Random Early Detection	2	Chalk & Talk	White board
4.6	Differentiated services	2	Lecture	White board
UNIT 5				
5.1	RSVP – Goals & Characteristics	2	Lecture	PPT
5.2	RSVP operations – Protocol Mechanisms	2	Lecture	PPT
5.3	Protocol Mechanisms- Multiprotocol Label Switching	2	Chalk & Talk	PPT
5.4	operations – Label Stacking and Protocol details – RTP	2	Lecture	PPT
5.5	Protocol Architecture	2	Discussion	White board
5.6	Data transfer Protocol, RTCP	2	Lecture	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

K2-*Understand*, ***K3-****Apply*, ***K4-****Analyse, K5 – Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
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C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non – Scholastic

COURSE OUTCOMES

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

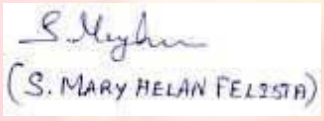
NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Identify the building blocks and operation of high speed networking and ATM.	K2	PSO1 & PSO2
CO 2	Analyze the cause of congestion, traffic slow down and related factors for Quality of Service Identify.	K2, K3, K4	PSO1 & PSO2
CO 3	Apply the concepts learnt in this course to optimize performance of high-speed networks using Flow Control.	K2 & K3	PSO1 & PSO3
CO 4	Compare the different architectures used for HSN.	K2, K3 & K5	PSO1 & PSO4
CO 5	Describe the protocols that are used to design high speed networks.	K2,K3 & K5	PSO1 & PSO5

COURSE DESIGNER:

Staff Name – B. USHA

Forwarded By

HOD'S Signature & Name



I MCA

SEMESTER - II

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MCA	20MCAAM01	ARTIFICIAL INTELLIGENCE & EXPERT SYSTEMS	SPECIALIZATION ELECTIVE – AI & MACHINE LEARNING	4	4

COURSE DESCRIPTION

This course provides the basic principles of artificial intelligence. It will cover problem solving paradigms, constraint propagation and search strategies in the areas of applications including knowledge representation, natural language processing, expert systems, vision and robotics.

COURSE OBJECTIVE

- To learn the methods of solving problems using Artificial Intelligence.
- To have an understanding of the basic issues of knowledge representation, blind and heuristic search.
- To have a basic proficiency in a traditional AI language and ability to write simple to intermediate programs in expert systems through scikit learn tools.

UNIT – I AI Problems and Problem Characteristics (12 Hours)

The AI Problems – The underlying assumption - AI techniques – The level of the model – Criteria for success - Problems , Problem space and search – Defining the problem as a state space search – Production Systems – Problem characteristics – Production system characteristics – Issues in the design of search programs- Additional problems.

Self Study : Problem characteristics

UNIT II Search Techniques **(12 Hours)**

Heuristic search techniques – Generate and test – Hill climbing – Best first search – Problem reduction – Constraint satisfaction – Means ends analysis. Knowledge Representation Issues- Representations and Mappings- Approaches to Knowledge Representation – Issues in Knowledge Representation – The Frame Problem.

Self Study : Constraint satisfaction

UNIT III Using predicate logic **(12 Hours)**

Using predicate logic – Representing simple facts in logic – Representing instance and ISA relationship – Computable functions and predicates – Resolution – Natural deduction - Representing knowledge – Using rules – Procedural versus declarative knowledge – Logic programming – forward versus backward reasoning – Matching – Control knowledge.

Self Study : Natural deduction

UNIT IV Filler Structure and Game playing **(12 Hours)**

Weak Slot and Filler Structure: Semantic Nets- Frames. Strong Slot and Filler Structure: Conceptual Dependency- Scripts-CYC. Game playing- The minimax search procedure- Adding alpha beta cutoffs- additional refinements- Iterative Deepening.

Self Study : Scripts

UNIT V AI Learning, Expert systems and Scikit-Learn **(12 Hours)**

What is Learning – ROTE Learning - Learning by Taking Advice – Learning in Problem solving –Explanation-based Learning - Discovery – Analogy – Formal Learning Theory. Expert Systems – Representing and using domain knowledge – Expert System Shells – Explanation- Scikit-Learn **–** Introduction - Modelling process - Data Representation - Estimator API – Conventions - Linear Modelling - Support Vector Machine - Classification with Naïve Bayes - Decision Trees - Clustering Methods.

Self Study : Knowledge Acquisition

REFERENCE BOOKS

1. Elaine Rich, Kevin Knight, “Artificial Intelligence”, III Edition McGraw Hill Education Pvt Ltd.
2. Mishra Ravi Bhushan, “Artificial Intelligence”, PHI learning Pvt. Ltd,2011
3. Kaushik saroj, “Artificial Intelligence” ,Cengage learning India Pvt. Ltd,2011.

WEB RESOURCES

4. http://en.wikipedia.org/wiki/Artificial_intelligence
5. http://www.cee.hw.ac.uk/~alison/ai3notes/subsection2_6_2_3.html
6. http://starbase.trincoll.edu/~ram/cpsc352/notes/heuristics.html

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
	UNIT -1 AI PROBLEMS AND PROBLEM CHARACTERISTICS			
1.1	The AI Problems , The underlying assumption	2	Chalk & Talk	Black Board
1.2	AI techniques, The level of the model	2	Chalk & Talk	Black Board
1.3	Criteria for success ,Problems , Problem space and search	2	Lecture	White board
1.4	Defining the problem as a state space search ,Production Systems	2	Chalk & Talk	Black Board
1.5	Problem characteristics , Production system characteristics	2	Discussion	Black Board
1.6	Issues in the design of search programs, Additional problems.	2	Lecture	White board
	UNIT - 2 SEARCH TECHNIQUES			
2.1	Heuristic search techniques , Generate and test	2	Lecture	PPT
2.2	Hill climbing , Best first search, Problem reduction	3	Chalk & Talk	Black Board
2.3	Constraint satisfaction , Means ends analysis. Knowledge Representation Issues	2	Lecture	PPT
2.4	Representations and Mappings, Approaches to Knowledge Representation	3	Lecture	White board
2.5	Issues in Knowledge Representation , The Frame Problem.	2	Discussion	Black Board

UNIT – 3		**USING PREDICATE LOGIC**		
3.1	Using predicate logic , Representing simple facts in logic	1	Lecture	White board
3.2	Representing instance and ISA relationship	1	Chalk & Talk	Black Board
3.3	Computable functions and predicates	1	Lecture	PPT
3.4	Resolution , Natural deduction	1	Lecture	White board
3.5	Representing knowledge , Using rules	1	Discussion	Black Board
3.6	Procedural versus declarative knowledge	2	Lecture	PPT
3.7	Logic programming	1	Chalk & Talk	Black Board
3.8	forward versus backward reasoning	2	Lecture	White board
3.9	Matching	1	Chalk & Talk	Black Board
3.10	Control knowledge	1	Chalk & Talk	Black Board
UNIT - 4		**FILLER STRUCTURE AND GAME PLAYING**		
4.1	Weak Slot and Filler Structure: Semantic Nets	1	Lecture	PPT
4.2	Frames.	2	Lecture	PPT
4.3	Strong Slot and Filler Structure: Conceptual Dependency	1	Chalk & Talk	Black Board
4.4	Scripts, CYC.	2	Chalk & Talk	Black Board
4.5	Game playing	1	Discussion	Black Board
4.6	The minimax search procedure	2	Lecture	PPT
4.7	Adding alpha beta cutoffs, additional refinements	2	Chalk & Talk	Black Board
4.8	Iterative Deepening.	1	Lecture	PPT

UNIT – 5	AI LEARNING AND EXPERT SYSTEMS			
5.1	What is Learning , ROTE Learning	1	Chalk & Talk	Black Board
5.2	Learning by Taking Advice , Learning in Problem solving	1	Lecture	PPT
5.3	Explanation, based Learning , Discovery	1	Lecture	PPT
5.4	Analogy , Formal Learning Theory	1	Lecture	White board
5.5	Expert Systems, Representing and using domain knowledge	1	Lecture	White board
5.6	Expert System Shells, Explanation	1	Lecture	White board
5.7	Scikit-Learn - Introduction, Modelling process	1	Chalk & Talk	White Board
5.8	Data Representation, Estimator API	1	Demonstration	LCD
5.9	Conventions, Linear Modelling	1	Demonstration	LCD
5.10	Support Vector Machine, Classification with Naïve Bayes	1	Demonstration	LCD
5.11	Decision Trees, Clustering Methods.	2	Demonstration	LCD

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED	PSOs ADDRESSED

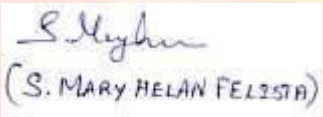
		BLOOM'S TAXONOMY)	
CO 1	Identify problems that are amenable to solution by AI methods.	K1	PSO1& PSO2
CO 2	Formulate search problems and implement search algorithms using admissible heuristics.	K1, K2,	PSO3
CO 3	Design and carry out an empirical evaluation of different algorithms on a predicate logic and state the conclusions that the evaluation supports.	K1 & K3	PSO5
CO 4	Analyze games playing as adversarial search problems and implement optimal and efficient solutions.	K1, K2, K3 &	
CO 5	Apply the concepts of Expert Systems in machine learning, Examine and Explore scikit learn techniques	K2 & K4	

COURSE DESIGNER:

1. Staff Name – R. SMEETA MARY

Forwarded By

HOD'S Signature & Name



I MCA

SEMESTER - II

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MCA	20MCAAM02	SOFT COMPUTING	SPECIALIZATION ELECTIVE – AI & MACHINE LEARNING	4	4

COURSE DESCRIPTION

This course provides the principal constituents of soft computing that is fuzzy logic, neural network theory and probabilistic reasoning. The course explores the features that are employed in various associated techniques.

COURSE OBJECTIVE

- To master the various fundamental models of artificial neural networks.
- To cater the knowledge of Neural Networks and use these for controlling real time systems.
- To use the fuzzy logic and neural network for application related to design and manufacture.

UNIT – I FUNDAMENTALS OF NEURAL NETWORKS (12 Hours)

Basic Concepts of Neural Networks – Human Brain - Model of An Artificial Neuron – Neural Network Architectures –Single Layer Feedforward Network – Multilayer Feedforward Network – Recurrent Networks - Learning Methods – Taxonomy of Neural Network Architectures –History of Neural Networks Research-Early Neural Networks Architectures – Rosenblatt's Perception – ADALINE Network – MADELINE Networks.

SELF STUDY : Single Layer Feedforward Network

UNIT II BACK PROPAGATION NETWORKS **(12 Hours)**

Architecture of back propagation network – The Perceptron Model – The Solution – Single Layer Artificial Neural Network – Model for Multilayer Perceptron - Back Propagation Learning – Input Layer Computation – Hidden Layer Computation – Output Layer Computation – Calculation of Error – Training of Neural Network – Method of Steepest Descent – Effect of Learning Rate – Adding a Momentum Term – Backpropagation Algorithm - Applications – Design of Journal Bearing – Classification of Soil – Hot Extrusion of Steel - Selection Of Various Parameters in BPN – Number of Hidden Nodes – Momentum Coefficient – Sigmoidal Gain – Local Minima – Learning Coefficient.

SELF STUDY : Single Layer Artificial Neural Network

UNIT III ADAPTIVE REASONANCE THEORY **(12 Hours)**

Introduction –Cluster Structure – Vector Quantization – Classical ART Networks – Simplified SRT Architecture - ART 1 – Architecture of ART1 – Special Features of ART1 Models – ART1 Algorithm - ART2 – Architecture – ART2 Algorithm - Applications –Character Recognition Using ART1 – Classification of Soil – Prediction of Load from Yield Line Patterns of Elastic Plastic Clamped Square Plate - Sensitivities of ordering of data.

SELF STUDY : Vector Quantization

UNIT IV **(12 Hours)**

FUZZY LOGIC PRINCIPLES, CLASSICAL SETS AND FUZZY SETS

The Case for Imprecision - A Historical Perspective - The Utility of Fuzzy Systems - Limitations of Fuzzy Systems - The Illusion: Ignoring Uncertainty and Accuracy - Uncertainty and Information - The Unknown - Fuzzy Sets and Membership - Chance Versus Fuzziness - Sets as Points in Hypercubes - Classical Sets - Operations on Classical Sets - Properties of Classical (Crisp) Sets - Mapping of Classical Sets to Functions - Fuzzy Sets - Fuzzy Set Operations - Properties of Fuzzy Sets - Alternative Fuzzy Set Operations.

SELF STUDY : Limitations of Fuzzy Systems

UNIT V **(12 Hours)**

CLASSICAL RELATIONS AND FUZZY RELATIONS, PROPERTIES OF MEMBERSHIP FUNCTIONS, FUZZIFICATION, AND DEFUZZIFICATION

Cartesian Product - Crisp Relations - Cardinality of Crisp Relations - Operations on Crisp Relations - Properties of Crisp Relations - Composition - Fuzzy Relations - Cardinality of Fuzzy Relations - Operations on Fuzzy Relations - Properties of Fuzzy Relations - Fuzzy Cartesian Product and Composition - Tolerance and Equivalence Relations - Crisp Equivalence Relation - Crisp Tolerance Relation .

Features of the Membership Function - Various Forms - Fuzzification - Defuzzification to Crisp Sets - λ-Cuts for Fuzzy Relations - Defuzzification to Scalars.

SELF STUDY : Cartesian Product.

REFERENCES :

1. Rajasekaran. S.. Vijayalakshmi Pai. G.A. “Neural Networks, Fuzzy Logic and Genetic Algorithms”, Prentice Hall of India Private Limited, 2011
2. Timothy J.Ross, “Fuzzy logic with Engineering Applications”, McGraw Hill, 2011
3. S.Rajasekaran, G. A. Vijayalakshmi Pai “Neural Networks, Fuzzy Systems and Evolutionary Algorithms Synthesis and Applications” 2nd Edition, PHI 2017.
4. Laurance Fausett, “Fundamentals of Neural Networks”, Prentice hall, 2006.

WEB REFERENCES:

1. http://en.wikipedia.org/wiki/Neural_network
2. http://en.wikipedia.org/wiki/Fuzzy_logic
3. https://books.google.co.in/books?isbn=8120321863

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
	UNIT -1 FUNDAMENTALS OF NEURAL NETWORKS			
1.1	Basic Concepts of Neural Networks , Human Brain	1	Chalk & Talk	Black Board
1.2	Model of An Artificial Neuron , Neural Network Architectures	2	Chalk & Talk	Black Board
1.3	Single Layer Feedforward Network , Multilayer Feedforward Network	1	Lecture	White board
1.4	Recurrent Networks , Learning Methods	1	Chalk & Talk	Black Board
1.5	Taxonomy of Neural Network Architectures	2	Discussion	Black Board
1.6	History of Neural Networks Research	2	Lecture	White board
1.7	Early Neural Networks Architectures , Rosenblatt's Perception	1	Lecture	White board
1.8	ADALINE Network , MADELINE Networks	2	Discussion	Google classroom
	UNIT - 2 BACK PROPAGATION NETWORKS			

2.1	Architecture of back propagation network , The Perceptron Model , The Solution	1	Lecture	PPT
2.2	Single Layer Artificial Neural Network , Model for Multilayer Perceptron	2	Chalk & Talk	Black Board
2.3	Back Propagation Learning , Input Layer Computation , Hidden Layer Computation	2	Lecture	PPT
2.4	Output Layer Computation , Calculation of Error , Training of Neural Network	1	Lecture	White board
2.5	Method of Steepest Descent , Effect of Learning Rate	1	Discussion	Black Board
2.6	Adding a Momentum Term , Backpropagation Algorithm , Applications	1	Chalk & Talk	Black Board
2.7	Design of Journal Bearing , Classification of Soil , Hot Extrusion of Steel	2	Chalk & Talk	Black Board
2.8	Selection Of Various Parameters in BPN , Number of Hidden Nodes , Momentum Coefficient	1	Lecture	PPT
2.9	Sigmoidal Gain , Local Minima , Learning Coefficient	1	Lecture	PPT
UNIT – 3	**ADVANCED SEARCH TREES AND HASHING**			

3.1	Introduction , Cluster Structure	1	Lecture	White board
3.2	Vector Quantization , Classical ART Networks	1	Chalk & Talk	Black Board
3.3	Simplified SRT Architecture , ART 1 , Architecture of ART1	2	Lecture	PPT
3.4	Special Features of ART1 Models , ART1 Algorithm	2	Lecture	White board
3.5	ART2 , Architecture , ART2 Algorithm , Applications	2	Discussion	Black Board
3.6	Character Recognition Using ART1 , Classification of Soil	2	Lecture	PPT
3.7	Prediction of Load from Yield Line Patterns of Elastic Plastic Clamped Square Plate	1	Chalk & Talk	Black Board
3.8	Sensitivities of ordering of data	1	Lecture	White board
UNIT - 4	**Fuzzy Logic Principles, Classical Sets And Fuzzy Sets**			
4.1	The Case for Imprecision , A Historical Perspective	2	Lecture	PPT
4.2	The Utility of Fuzzy Systems , Limitations of Fuzzy Systems	2	Lecture	PPT
4.3	The Illusion: Ignoring Uncertainty and Accuracy	1	Chalk & Talk	Black Board
4.4	Uncertainty and Information , The Unknown , Fuzzy Sets and	1	Chalk & Talk	Black Board

	Membership			
4.5	Chance Versus Fuzziness , Sets as Points in Hypercubes	1	Discussion	Black Board
4.6	Classical Sets , Operations on Classical Sets	1	Lecture	PPT
4.7	Properties of Classical (Crisp) Sets , Mapping of Classical Sets to Functions	1	Chalk & Talk	Black Board
4.8	Fuzzy Sets , Fuzzy Set Operations	1	Lecture	PPT
4.9	Properties of Fuzzy Sets , Alternative Fuzzy Set Operations	2	Lecture	PPT
UNIT – 5	**Classical Relations And Fuzzy Relations, Properties of Membership Functions, Fuzzification, And Defuzzification**			
5.1	Cartesian Product , Crisp Relations	1	Chalk & Talk	Black Board
5.2	Cardinality of Crisp Relations , Operations on Crisp Relations	1	Lecture	PPT
5.3	Properties of Crisp Relations , Composition	1	Lecture	PPT
5.4	Fuzzy Relations , Cardinality of Fuzzy Relations	1	Lecture	White board
5.5	Operations on Fuzzy Relations , Properties of Fuzzy Relations	2	Lecture	White board
5.6	Fuzzy Cartesian Product and Composition	1	Lecture	White board

5.7	Tolerance and Equivalence Relations , Crisp Equivalence Relation	1	Lecture	White board
5.8	Crisp Tolerance Relation . Features of the Membership Function	1	Chalk & Talk	Black Board
5.9	Various Forms , Fuzzification	1	Chalk & Talk	Black Board
5.10	Defuzzification to Crisp Sets , λ-Cuts for Fuzzy Relations	1	Discussion	Black Board
5.11	Defuzzification to Scalars	1	Chalk & Talk	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholast	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

***K2**-Understand,* ***K3**-Apply,* ***K4**-Analyse, K5 - Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non – Scholastic

COURSE OUTCOMES

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

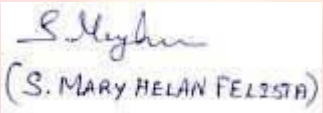
NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Explore the functional components of artificial neural networks..	K2	PSO1 & PSO2
CO 2	Examine the principles of back propagation networks.	K2, K3, K4	PSO1 & PSO2
CO 3	Expose the students to the concepts of predicting the functionalities of ART.	K2 & K3	PSO1 & PSO3
CO 4	Analyze the logic principle of classical sets and fuzzy set operations in fuzzy set theory.	K2, K3 & K5	PSO1 & PSO4
CO 5	Identify the concept of fuzzificationand defuzzification involved in various systems.	K2,K3 & K5	PSO1 & PSO5

COURSE DESIGNER:

Staff Name – R. SMEETA MARY

Forwarded By

HOD'S Signature & Name



II MCA

SEMESTER – III

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MCA	20MCAAM03	MACHINE LEARNING	SPECIALIZATION ELECTIVE – AI & MACHINE LEARNING	4	4

COURSE DESCRIPTION

This course provides an introduction to learn Machine Intelligence and Machine Learning Applications algorithms to solve real world problems.

COURSE OBJECTIVE

- To introduce the fundamentals of Machine Learning and algorithms.
- To define the classifiers and its associated algorithms
- To impart the knowledge on supervised and unsupervised learning algorithms used for classification, prediction and clustering.

UNIT - I INTRODUCTION **(12 Hours)**

Introduction to machine learning - Learning Problems – Learning System – Issues in machine learning - Concept Learning - Learning Task – General-to-specific Ordering – Specific Hypothesis – Candidate Elimination – Inductive Bias.

SELF STUDY : Choosing the Target Function

UNIT – II DECISION TREE & BAYESIAN LEARNING **(12 Hours)**

Decision Tree Learning - Decision tree representation – Issues in decision tree learning- Bayesian Learning - Bayes Theorem – Bayes Theorem and Concept Learning – Naive Bayes classifier - Bayesian Networks -EM Algorithm

SELF STUDY : Avoiding Overfitting the Data

UNIT - III GENETIC ALGORITHMS (12 Hours)

Introduction to Instance Based Learning – K-Nearest Neighbor Learning - Radial Basis Function, Case based reasoning - Genetic Algorithms - Hypotheses – Genetic Operators – Hypothesis Space Search – Genetic Programming – Models of Evolution and Learning.

SELF STUDY : Parallelizing Genetic Algorithms

UNIT - IV LEARNING SETS OF RULES (12 Hours)

Introduction to Learning Sets of Rules - Sequential Covering Algorithms – Learning First order Rules – FOIL – Inverting Resolution - Analytical Learning - PROLOG EBG – Explanation Based learning – Features.

SELF STUDY : Deductive Learning

UNIT - V KNIME (12 Hours)

Introduction – Installation – First Run – Workbench – Running Workflow – Exploring Workflow – Building own Model – Testing Model .

REFERENCES :

1. Tom M. Mitchell, “Machine Learning”, Tata McGraw-Hill, New Delhi, 1997.
2. Hastie.T, Tibshirani.R, and Friedman.J, “The Elements of Statistical Learning: Data Mining Inference and Prediction”, Second edition, Springer, 2009.
3. Christopher M. Bishop, “Pattern Recognition and Machine Learning” – Information Science and Statistics, Springer, 2007.

WEB REFERENCES :

1. https://machinelearningmastery.com/machine-learning-with-python/
2. http://ibpsa.fr/jdownloads/Simurex/2015/Presentations/30_03_atelier datamining.pdf
3. https://www.tutorialspoint.com/knime/index.htm

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION**			
1.1	Introduction to Machine Learning	1	Chalk & Talk	Black Board
1.2	Learning problems	2	Chalk & Talk	Black Board
1.3	Choosing Representation and Function	2	Lecture	PPT
1.4	Concept Learning Task	2	Chalk & Talk	Black Board
1.5	General-to-specific Ordering	1	Discussion	Black Board
1.6	Specific Hypothesis	1	Lecture	White board
1.7	Candidate Elimination	2	Lecture	PPT
1.8	Inductive Bias	1	Lecture	White board
UNIT -2	**DECISION TREE & BAYESIAN LEARNING**			
2.1	Decision Tree Learning	1	Lecture	PPT
2.2	Decision tree representation	1	Chalk & Talk	Black Board
2.3	Basic Decision Tree Learning Algorithm	1	Lecture	PPT
2.4	Hypothesis Space Search	1	Lecture	White board
2.5	Inductive bias in Decision Tree Learning	1	Discussion	Black Board
2.6	Bayesian Learning	1	Discussion	Black Board

2.7	Bayes Theorem	1	Chalk & Talk	Black Board
2.8	Hypotheses and Probabilities	1	Chalk & Talk	Black Board
2.9	Bayes classifier	1	Lecture	White board
2.10	Bayesian Networks	1	Discussion	Black Board
2.11	EM Algorithm	1	Lecture	PPT
2.12	Gibbs algorithm	1	Lecture	PPT
UNIT -3 GENETIC ALGORITHMS				
3.1	Introduction to Instance Based Learning	1	Lecture	White board
3.2	K-Nearest Neighbor Learning	2	Chalk & Talk	Black Board
3.3	Radial Basis Function	1	Lecture	PPT
3.4	Case based reasoning	1	Lecture	White board
3.5	Introduction to Genetic Algorithms	1	Lecture	PPT
3.6	Hypotheses & Genetic Operators	2	Discussion	Google classroom
3.7	Hypothesis Space Search	1	Chalk & Talk	Black Board
3.8	Genetic Programming	2	Lecture	PPT
3.9	Evolution and Learning models	1	Discussion	Black Board
UNIT -4 LEARNING SETS OF RULES				
4.1	Introduction to Learning Sets of Rules	2	Lecture	PPT

4.2	Sequential Covering Algorithms	2	Lecture	PPT
4.3	Learning First-Order Rules : FOIL	1	Chalk & Talk	Black Board
4.4	Induction as Inverted Deduction	1	Chalk & Talk	Black Board
4.5	Inverting Resolution	1	Discussion	Black Board
4.6	Inductive & Analytical Learning Problems	2	Lecture	PPT
4.7	PROLOG EBG	2	Chalk & Talk	Black Board
4.8	Explanation – Based Learning	1	Discussion	Google classroom
UNIT -5		**KNIME**		
5.1	Introduction	1	Lecture	PPT
5.2	Installation	2	Lecture	PPT
5.3	First Run	1	Lecture	White board
5.4	Workbench	2	Lecture	White board
5.5	Running Workflow	1	Lecture	White board
5.6	Exploring Workflow	2	Lecture	White board
5.7	Building own Model	2	Lecture	White board
5.8	Testing Model	1	Discussion	Google classroom

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
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K2-*Understand,* ***K3-****Apply,* ***K4-****Analyse, K5 – Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
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C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non - Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Identify the concepts of machine learning	K2	PSO1
CO 2	Demonstrate Decision Tree learning and Bayesian Learning for classification.	K2, K3, K4	PSO2
CO 3	Analyze the logic behind Genetic Algorithms.	K2 & K3	PSO3
CO 4	Compare various set of rules available for Learning.	K2, K3 & K5	PSO2 & PSO4
CO 5	Propose solution for real world problems based on Inductive and Analytical Learning.	K2,K3 & K5	PSO2 & PSO5

COURSE DESIGNER:

Staff Name – S. JEBAPRIYA

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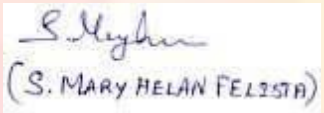
HOD'S Signature & Name



II MCA

SEMESTER – III

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCAAM04	NEURAL NETWORKS	SPECIALIZATION ELECTIVE – AI & MACHINE LEARNING	4	4

COURSE DESCRIPTION

This course provides the basic principles of Neural Networks. It will cover Neuro computing, Layer Perceptron, Pattern Association, HopFiled Net, Back Propagation Network, Probabilistic Neural Network and Application of Neural Networks

COURSE OBJECTIVE

- To learn the various fundamental models of artificial neural networks.
- To have an understanding of Neural Networks and use these for controlling real time systems.
- To have a basic proficiency to use neural network for application related to design and manufacture.

UNIT – I Introduction to NN and Artificial NN (12 Hours)

Introduction - Neural Processing - Overview – The Rise of Neuro computing - Introduction - Artificial Neural Networks - Historical Development of Neural Networks - Biological Neural Networks - Comparison between the brain and the computer - Comparison between artificial and biological Neural Network - Artificial Neural Network Terminologies.

Self Study : Historical Development of Neural Networks

UNIT II Models of Artificial NN & Perceptron Networks (12 Hours)

Introduction - McCulloch-Pitts Neuron Model - Learning Rules – Introduction - Single Layer Perceptron - Brief Introduction to Multilayer Perceptron Networks

Self Study : Single Layer Perceptron

UNIT III Associative Memory Networks (12 Hours)

Introduction - Algorithm for Pattern Association - Hetero Associative Memory Neural Networks - Auto Associative Memory Network.

Self Study: Auto Associative Memory Network

UNIT IV Feedback and Feed forward Network (12 Hours)

Introduction - Discrete HopFiled Net - Continuous Hoppfiled Net – Introduction - Back Propagation Network.

Self Study: Discrete HopFiled Net

UNIT V AI Special Networks Applications of NN (12 Hours)

Introduction - Probabilistic Neural Network – Cognitron – Neocognitron - Boltzman Machine - Boltzman Machine with Learning - Support Vector Machine - Application of Neural Networks in Arts – Bioinformatics – Use of Neural Networks in Knowledge Extraction.

Self Study: Application of Neural Networks in Arts

REFERENCE BOOKS

1. S N Sivanandam, S. Sumathi, S.N.Deepa, "Introduction to Neural Networks", Tata McGraw – Hill Publishing Company Limited, 2008
2. S.Rajasekaran, G.A.Vijayalakshmi, "Neural Networks, Fuzzu Logic and Genetic Algorithms", PHP Learning Private Limited, Delhi, 2015.
3. Bart Kosko, "Neural Networks and Fuzzy Systems", PHP Learning Private Limited, Delhi, 2012.
4. Jhh-shing Roger Jang, Chuen-Tsai Sun, EijiMizutani, Bart Kosko "Neuro-Fuzzy and Soft Computing", PHP Learning Private Limited, Delhi, 2012.

WEB RESOURCES

1. http://www.soukalfi.edu.sk/01_NeuroFuzzyApproach
2. https:// /Neuro_fuzzy_and_Soft_Computing.html?id=vn5qaaaamaaj
3. https://en.wikipedia.org/wiki/Neural_network

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 INTRODUCTION TO NN AND ARTIFICIAL NN				
1.1	Introduction , Neural Processing , Overview	2	Chalk & Talk	Black Board
1.2	The Rise of Neurocomputing , Introduction	2	Chalk & Talk	Black Board
1.3	Artificial Neural Networks , Historical Development of Neural Networks	2	Lecture	White board
1.4	Biological Neural Networks , Comparison between the brain and the computer	2	Chalk & Talk	Black Board
1.5	Comparison between artificial and biological Neural Network	2	Discussion	Black Board
1.6	Artificial Neural Network Terminologies	2	Lecture	White board
UNIT - 2 MODELS OF ARTIFICIAL NN & PERCEPTRON NETWORKS				
2.1	Introduction, McCulloch-Pitts Neuron Model	2	Lecture	PPT
2.2	Learning Rules	3	Chalk & Talk	Black Board
2.3	Introduction	2	Lecture	PPT
2.4	Single Layer Perceptron	3	Lecture	White board
2.5	Brief Introduction to Multilayer Perceptron Networks	2	Discussion	Black Board
UNIT -3 ASSOCIATIVE MEMORY NETWORKS				
3.1	Introduction	1	Lecture	White board
3.2	Algorithm for Pattern Association	1	Chalk & Talk	Black Board

3.3	Hetero Associative Memory Neural Networks	5	Lecture	PPT
3.4	Auto Associative Memory Network	5	Lecture	PPT
UNIT – 4	**FEEDBACK AND FEED FORWARD NETWORK**			
4.1	Introduction	1	Lecture	PPT
4.2	Discrete HopFiled Net	3	Lecture	PPT
4.3	Continuous Hoppfiled Net	3	Chalk & Talk	Black Board
4.4	Introduction	1	Chalk & Talk	Black Board
4.5	Back Propagation Network	4	Discussion	Black Board
UNIT – 5	**AI SPECIAL NETWORKS**			
5.1	Introduction , Probabilistic Neural Network	1	Chalk & Talk	Black Board
5.2	Cognitron	1	Lecture	PPT
5.3	Neocognitron	1	Lecture	PPT
5.4	Boltzman Machine	1	Lecture	White board
5.5	Boltzman Machine with Learning	2	Lecture	White board
5.6	Support Vector Machine	2	Lecture	White board
5.7	Application of Neural Networks in Arts	2	Chalk & Talk	White Board
5.8	Bioinformatics	1	Demonstration	LCD
5.9	Use of Neural Networks in Knowledge Extraction	1	Demonstration	LCD

COURSE OUTCOMES

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

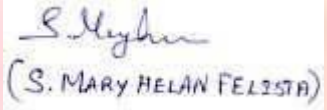
NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Identify problems that are amenable to solution by Neural networks methods.	K1	PSO1& PSO2
CO 2	Formulate searching rules and implement Single Layer Perceptron and Multilayer Perceptron Networks.	K1, K2,	PSO3
CO 3	Design and carry out an empirical evaluation of different algorithms on Pattern Association	K1 & K3	PSO5
CO 4	Analyze Feedback and Feed forward Network and implement optimal and efficient solutions.	K1, K2, K3 &	
CO 5	Apply the application of Neural Networks in Arts, Bioinformatics and use of Neural Networks in Knowledge Extraction.	K2 & K4	

COURSE DESIGNER:

Staff Name – R. SMEETA MARY

Forwarded By

HOD'S Signature & Name



II MCA

SEMESTER – IV

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCAAM05	HUMAN COMPUTER INTERACTION	SPECIALIZATION ELECTIVE – AI & MACHINE LEARNING	4	4

COURSE DESCRIPTION

This course introduces the fundamental theories and concepts of human computer interaction. It provides knowledge on analyzing interaction problems from a technical, cognitive and functional perspective.

COURSE OBJECTIVE

- Learn the foundations of Human Computer Interaction
- Be familiar with the design technologies for individuals and persons with disabilities
- Be aware of mobile HCI
- Learn the guidelines for user interface.

UNIT I **(12 Hours)**

FOUNDATIONS OF HCI

The Human: Introduction – Input/Output Channels – Human Memory – Thinking: Reasoning and problem solving;

The Computer: Introduction – Text entry Devices – Positioning, pointing and drawing – Display devices – Devices for virtual reality and 3D interaction - Memory – Processing and networks;

SELF STUDY: Devices for virtual reality and 3D interaction

UNIT II **(12 Hours)**

THE INTERACTION: Models of interaction – Models of interaction – Frameworks and HCI – Ergonomics – Interaction styles – Elements of the WIMP interface – Interactivity- the context of the interaction

PARADIGMS : Introduction – Paradigms for interaction

Self Study: Interactivity- the context of the interaction

UNIT III **(12 Hours)**

INTERACTION DESIGN BASICS: Introduction – the process of design – User focus – the process of design – scenarios – navigation design – screen design – Iteration and prototyping.

HCI IN SOFTWARE PROCESS: Introduction – software life cycle – usability engineering – Prototyping in practice – design rationale.

SELF STUDY: software life cycle

UNIT IV **(12 Hours)**

DESIGN RULES: Introduction – principles to support usability- standards - guidelines – rules and heuristics – HCI patterns.

EVALUATION TECHNIQUES: Goals of evaluation – evaluation through expert analysis – evaluation through user participation – choosing an evaluation method.

SELF STUDY: HCI patterns , Choosing an evaluation method.

UNIT V **(12 Hours)**

UNIVERSAL DESIGN: Introduction – Universal design principles – Multi modal interaction – Designing web sites for screen readers – choosing the right kind of speech – Designing for diversity

USER SUPPORT: Introduction – Requirements of user support – Approaches to user support –Adaptive help systems

SELF STUDY: Designing for diversity , Approaches to user support

REFERENCES:

1. Alan Dix, Janet Finlay , “Human-Computer Interaction”,3rd edition, Pearson India
2. Uzma Shaheen, Shweta Saini ,”Human Computer Interaction”, A. B. Publication
3. Dan Olsen, “HUMAN COMPUTER INTERACTION”, CENEAGE LEARNING INDIA PVT LTD
4. Preece, Rogers, Sharp, “Interaction Design : Beyond Human - Computer Interaction”, Wiley Publication
5. Cohen, Jacobs, Shneiderman, Plaisant, “Designing the User Interface: Strategies for Effective Human-Computer Interaction”, Pearson Education.

WEB RESOURCES:

1. https://www.hcibib.org/
2. https://www.interaction-design.org/literature/topics/human-computer-interaction

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 FOUNDATIONS OF HCI				
1.1	**The Human**: Introduction – Input/Output Channels	2	Chalk & Talk	Black Board
1.2	Human Memory	2	Lecture	PPT & White board
1.3	Thinking: Reasoning and problem solving	2	Lecture	PPT & White board
1.4	The Computer: Introduction	2	Lecture	PPT & White board
1.5	Text entry Devices – Positioning, pointing and drawing – Display devices	2	Lecture	PPT
1.6	Devices for virtual reality and 3D interaction -Memory – Processing and networks	2	Lecture	PPT
UNIT 2 - The Interaction & Paradigms				
2.1	Models of interaction Frameworks and HCI	2	Discussion	Black Board
2.2	Ergonomics	2	Lecture	Google classroom
2.3	Interaction styles	2	Lecture	PPT
2.4	Elements of the WIMP interface – Interactivity- the context of the	2	Lecture	Smart Board

	interaction			
2.5	Paradigms - Introduction	2	Lecture	Black Board
2.6	Paradigms for interaction	2	Lecture	PPT &Black board
UNIT 3 – Interaction Design & HCI in software process				
3.1	Interaction Design basics: Introduction	1	Discussion	Black Board
3.2	The process of design – User focus	2	Lecture	PPT
3.3	The process of design – scenarios	2	Lecture	PPT & White board
3.4	Navigation design – screen design – Iteration and prototyping.	3	Lecture	Smart Board
3.5	HCI in software process: Introduction, software life cycle – usability engineering	2	Lecture	Black Board
3.6	Prototyping in practice – design rationale	2	Lecture	PPT
UNIT 4 – Design rules & Evaluation Technique				
4.1	Design rules: Introduction – principles to support usability	3	Lecture	PPT
4.2	standards - guidelines – rules and heuristics	3	Lecture	PPT
4.3	HCI patterns	1	Lecture	PPT
4.4	Evaluation Techniques: Goals of evaluation – evaluation through expert analysis	2	Lecture	PPT

4.5	Evaluation through user participation – choosing an evaluation method.	3	Discussion	White Board
UNIT -5 – Universal Design & User support				
5.1	Universal Design: Introduction – Universal design principles	2	Lecture	PPT
5.2	Multi modal interaction – Designing web sites for screen readers	3	Lecture	PPT
5.3	choosing the right kind of speech – Designing for diversity	2	Lecture	PPT
5.4	**User support**: Introduction – Requirements of user support	3	Lecture	PPT
5.5	Approaches to user support – Adaptive help systems	2	Lecture	PPT

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
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K3	5	3	4		12		12	24 %
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Non Scholast	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
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***K2**-Understand,* ***K3**-Apply,* ***K4**-Analyse, K5 - Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
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C4 – Once in a semester (Seminar / Assignment)

C5 – Non – Scholastic

COURSE OUTCOMES

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

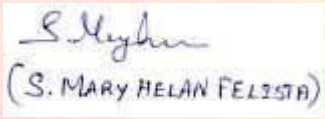
NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Design effective dialog for HCI	K2	PSO1 & PSO2
CO 2	Design effective HCI for individuals and persons with disabilities	K2, K3, K4	PSO1 & PSO2
CO 3	Assess the importance of user feedback	K2 & K3	PSO1 & PSO3
CO 4	Explain the HCI implications for designing websites	K2, K3 & K5	PSO1 & PSO4
CO 5	Develop meaningful user interface	K2,K3 & K5	PSO1 & PSO5

COURSE DESIGNER:

Staff Name – B. USHA

Forwarded By

HOD'S Signature & Name



II MCA

SEMESTER – IV

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCAAM06	DEEP LEARNING	SPECIALIZATION ELECTIVE – AI & MACHINE LEARNING	60	4

COURSE DESCRIPTION

The course aims to provide an understanding of different types of Deep Architectures, including Convolutional Networks and Recurrent Networks.

COURSE OBJECTIVE

- To learn feed forward deep networks
- To understand convolutional networks and sequence modelling
- To study auto encoders and representation learning
- To expose the students to various deep generative models
- To study the various applications of deep learning

UNIT – I Deep Networks **(12 Hours)**

Learning Basics: Learning Algorithms – Supervised Learning Algorithms - Unsupervised Learning Algorithms.

Regularization for Deep Learning: Parameter Norm Penalties –Norm Penalties as Constrained Optimization – Regularization and Under Constrained Problems.

Optimization for Training Deep Models: Challenges In NN Optimization

Self Study : Unsupervised Learning Algorithms

UNIT II Deep Networks: Modern Practices **(12 Hours)**

Convolutional Networks – Convolution operation – Motivation - Pooling – Efficient Convolution Algorithms

Recurrent and Recursive Nets: Recurrent neural networks – Deep Recurrent Networks – Recursive Neural Networks – challenge of Long Term Dependencies – Optimization for Long Term Dependencies.

Self Study : Motivation

UNIT III Deep Learning Research (12 Hours)

Autoencoders: Undercomplete Autoencoders – Regularized Autoencoders – Representational Power, Layer Size and Depth – Stochastic Encoders and Decoders.

Representation Learning: Greedy Layer Wise Unsupervised pretraining – Transfer Learning and Domain Adaptation – Semi Supervised Disentangling of Causal Factors – Distributed Representation – Exponential Gains from Depth – Providing Clues to Discover Underlying Causes.

Self Study: Stochastic Encoders and Decoders

UNIT IV Structured Probabilistic, Monte Carlo Methods (12 Hours)

Structured Probabilistic Models: Challenges of Unstructured Modeling – Using Graphs to Describe Model Structure – Learning About Dependencies – Inference and Approximate Inference – Deep Learning Approach

Monte Carlo Methods: Sampling and Monte Carlo Methods – Importance Sampling – Markov Chain Monte Carlo Methods – Gibbs Sampling – Challenge of Mixing between Separate Modes

Self Study: Deep Learning Approach

UNIT V Applications (12 Hours)

Large Scale Deep Learning – Fast CPU Implementations – GPU Implementations – Large Scale Distributed Implementations – Model Compression - Computer Vision - Speech Recognition – Natural Language Processing- n-grams – Neural Language Models – High Dimensional outputs – Neural Machine translation

Self Study: Model Compression

REFERENCE BOOKS

1. Yoshua Bengio and Ian J.Goodfellow and Aaron Courville, "Deep Learning", MIT Press, 2015
2. Li Deng, Dong Yu, "Deep Learning: Methods and Applications", now publishers, 2014.
3. Special Issue on deep learning for speech and language processing, IEEE Transaction on Audio, Speech and Language Processing, vol. 18, iss. 5, 2010

WEB RESOURCES

1. http://www.deeplearning.net
2. www.cs.toronto.edu/~fritz/absps/imagenet.pdf
3. http://neuralnetworksanddeeplearning.com/

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 Deep Networks				
1.1	Learning Algorithms	1	Chalk & Talk	Black Board
1.2	Supervised Learning Algorithms	2	Chalk & Talk	Black Board
1.3	Unsupervised Learning Algorithms	1	Lecture	White board
1.4	Regularization for Deep Learning	1	Chalk & Talk	Black Board
1.5	Norm Penalties as Constrained Optimization	2	Discussion	Black Board
1.6	Challenges In NN Optimization	2	Lecture	White board
UNIT - 2 Deep Networks Modern Practices				
2.1	Convolutional Networks	2	Lecture	PPT
2.2	Efficient Convolution Algorithms	2	Chalk & Talk	Black Board
2.3	Deep Recurrent neural networks	2	Lecture	PPT
2.4	Recursive Neural Networks	2	Lecture	White board
2.5	Optimization for Long Term Dependencies	2	Discussion	Black Board
UNIT - 3 Deep Learning Research				
3.1	Undercomplete, Regularized Autoencoders	2	Lecture	White board

3.2	Stochastic Encoders and Decoders	2	Chalk & Talk	Black Board
3.3	Greedy Layer Wise Unsupervised pretraining	2	Lecture	PPT
3.4	Semi Supervised Disentangling of Causal Factors	2	Lecture	PPT
3.5	Distributed Representation	2	Lecture	White board
3.6	Exponential Gains from Depth	1	Discussion	Black Board
3.7	Providing Clues to Discover Underlying Causes	1	Lecture	White board
UNIT – 4 Structured Probabilistic, Monte Carlo Methods				
4.1	Challenges of Unstructured Modeling	1	Lecture	PPT
4.2	Using Graphs to Describe Model Structure	2	Lecture	PPT
4.3	Inference and Approximate Inference	2	Chalk & Talk	Black Board
4.4	Deep Learning Approach	1	Chalk & Talk	Black Board
4.5	Sampling and Monte Carlo Methods	2	Discussion	Black Board
4.6	Markov Chain Monte Carlo Methods	2	Lecture	PPT
4.7	Gibbs Sampling	1	Lecture	White board
4.8	Challenge of Mixing between	1	Discussion	Black Board

	Separate Modes			
	UNIT – 5	**Applications**		
5.1	Large Scale Deep Learning	1	Chalk & Talk	Black Board
5.2	Large Scale Distributed Implementations	1	Lecture	PPT
5.3	Model Compression	1	Lecture	PPT
5.4	Speech Recognition	1	Lecture	White board
5.5	Natural Language Processing	2	Lecture	White board
5.6	Neural Language Models	2	Lecture	White board
5.7	High Dimensional outputs	2	Chalk & Talk	White Board
5.8	Neural Machine translation	2	Demonstration	LCD

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

K2-*Understand*, ***K3-****Apply*, ***K4-****Analyse, K5 - Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non - Scholastic

COURSE OUTCOMES

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

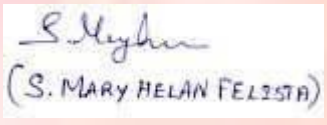
NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Identify problems that are amenable to solution by deep networks	K1	PSO1& PSO2
CO 2	Formulate convolutional networks and sequence modelling for problem solving	K1, K2,	PSO3
CO 3	Design and carry out an empirical evaluation of autoencoders and representation learning	K1 & K3	PSO5
CO 4	Analyze structured probabilistic and Monte Carlo Methods	K1, K2 & K3	-
CO 5	Apply the applications of deep learning.	K2 & K4	-

COURSE DESIGNER:

1. Staff Name – R. SMEETA MARY

Forwarded By

HOD'S Signature & Name



GENERAL ELECTIVE - MCA

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCAGE01	OFFICE AUTOMATION TOOLS	GENERAL ELECTIVE	4	4

COURSE DESCRIPTION

This course enable the students in crafting professional word documents, excel spread sheets, power point presentations using the Microsoft suite of office tools and also preparation of documents and presentations with office automation tools.

COURSE OBJECTIVE

- Learn the various types of documentation using Word Processing S/w.
- Understand the design and create excellent programming types of process using function and having huge statistical report with charts and other process.
- Develop presentational Skills by Power Point and it's process to perform documentation

UNIT – I WORKING WITH DOCUMENTS (12 Hours)

Introduction: Opening & Saving files, Editing text documents, Inserting, Deleting, Cut, Copy, Paste, Undo, Redo, Find, Search, Replace, Formatting page & setting Margins, Converting files to different formats, Importing & Exporting documents, Sending files to others, Using Tool bars, Ruler, Using Icons, using help.

Formatting Documents: Setting Font styles, Font selection- style, size, colour etc,

Type face: Bold, Italic, Underline, Case settings, Highlighting, Special symbols, Setting Paragraph style, Alignments, Indents, Line Space, Margins, Bullets & Numbering.

Setting Page style: Formatting Page, Page tab, Margins, Layout settings, Paper tray, Border & Shading, Columns, Header & footer, Setting Footnotes & end notes, Shortcut Keys, Inserting manual page break, Column break and line break, Creating sections & frames, Anchoring & Wrapping, Setting Document styles, Table of Contents, Index, Page Numbering, date & Time, Author etc., Creating Master Documents, Web page.

Creating Tables: Table settings, Borders, Alignments, Insertion, deletion, Merging, Splitting, Sorting, and Formula,

Drawing: Inserting ClipArts, Pictures/Files etc.,

Tools: Word Completion, Spell Checks, Mail merge, Templates, Creating contents for books, Creating Letter/Faxes, Creating Web pages, Using Wizards, Tracking Changes, Security, Digital Signature, Printing Documents, Shortcut keys.

UNIT – II SPREADSHEET **(12 Hours)**

Introduction: Spread Sheet & its Applications, Opening Spreadsheet

Menus: main menu, Formula Editing, Formatting, Toolbars, Using Icons, Using help, Shortcuts, Spreadsheet types.

Working with Spreadsheets: opening, Saving files, setting Margins, Converting files to different formats, importing, exporting, sending files to others.

Spread sheet addressing: Rows, Columns & Cells, Referring Cells & Selecting Cells – Shortcut Keys.

Entering & Deleting Data: Entering data, Cut, Copy, Paste, Undo, Redo, Filling Continuous rows, columns, Highlighting values, Find, Search & replace, Inserting Data, Insert Cells, Column, rows & sheets, Symbols, Data from external files, Frames, Clipart, Pictures, Files etc, Inserting Functions, Manual breaks.

UNIT – III Advanced SPREADSHEET (12 Hours)

Setting Formula: finding total in a column or row, Mathematical operations, Using other Formulae.

Formatting Spreadsheets: Labelling columns & rows, Formatting- Cell, row, column & Sheet

Category – Alignment: Font, Border & Shading, Hiding/ Locking Cells, Anchoring objects, Formatting layout for Graphics, Clipart etc., Worksheet Row & Column Headers, Sheet Name, Row height & Column width,

Visibility: Row, Column, Sheet, Security, Sheet Formatting & style, Sheet background, Colour etc, Borders & Shading – Shortcut keys.

Calculations: Sorting, Filtering, Validation, Consolidation, and Subtotal, Creating Charts - Drawing. Printing,Error checking, Spell Checks, Formula Auditing, Creating & Using Templates, Pivot Tables, Tracking Changes, Security, Customization.

UNIT – IV DATABASE AND REPORTS (12 Hours)

Introduction: Planning a Database, Starting Access, Access Screen

Database: Creating a New Database, Creating Tables, Working with Forms, Creating queries, Finding Information in Databases

Reports: Creating Reports, Types of Reports, Printing & Print Preview, Importing data from other databases.

UNIT – V PRESENTATION (12 Hours)

Introduction: Opening new presentation, Different presentation templates, Setting backgrounds, Selecting presentation layouts, Creating a presentation, Setting Presentation style, Adding text to the Presentation.

Formatting a Presentation: Adding style, Colour, gradient fills, Arranging objects, Adding Header & Footer, Slide Background, Slide layout.

Adding Graphics: Inserting pictures, movies, tables etc into presentation, Drawing Pictures using Draw.

Adding Effects: Setting Animation & transition effects, Printing Handouts, Generating Standalone Presentation viewer.

REFERENCES:

1. Vikas Gupta, “Comdex Information Technology course tool kit”, WILEY Dreamtech, 2008
2. Schmidt Cheryl A, “The Complete Computer upgrade and repair book”,3rd edition, WILEY Dreamtech
3. Archana Kumar, “Computer Basics with Office Automation”, I.K. International Publishing House Pvt. Limited, 2010.
4. Introduction to Information Technology, ITL Education Solutions limited, Pearson Education.

WEB REFERENCES:

1. https://khpditweebly.weebly.com/office-automation
2. https://books.google.co.in/books?id=iLRHDwAAQBAJ&printsec=frontcover&dq=Introduction+to+Information+Technology

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 DOCUMENT				
1.1	Opening & Saving files, Editing text documents, Inserting, Deleting, Cut, Copy, Paste, Undo, Redo, Find, Search, Replace, Formatting page & setting Margins	2	Chalk & Talk	Black Board
1.2	Converting files to different formats, Importing & Exporting documents, Sending files to others, Using Tool bars, Ruler, Using Icons, using help	1	Lecture	PPT & White board
1.3	Setting Font styles, Font selection- style, size, colour etc	1	Discussion	Google classroom
1.4	Bold, Italic, Underline, Case settings, Highlighting, Special symbols, Setting Paragraph style, Alignments, Indents, Line Space, Margins, Bullets & Numbering	1	Chalk & Talk	Black Board
1.5	Formatting Page, Page tab, Margins, Layout settings, Paper tray, Border & Shading, Columns, Header & footer, Setting Footnotes & end notes, Shortcut Keys	1	Discussion	Black Board

1.6	Inserting manual page break, Column break and line break, Creating sections & frames, Anchoring & Wrapping, Setting Document styles	1	Lecture	PPT & White board
1.7	Table of Contents, Index, Page Numbering, date & Time, Author etc., Creating Master Documents, Web page	1	Lecture	PPT
1.8	Table settings, Borders, Alignments, Insertion, deletion, Merging, Splitting, Sorting, and Formula	1	Lecture	White board
1.9	Inserting ClipArts, Pictures/Files etc	1	Demonstration	LCD
1.10	Word Completion, Spell Checks, Mail merge, Templates, Creating contents for books, Creating Letter/Faxes	1	Demonstration	LCD
1.11	Creating Web pages, Using Wizards, Tracking Changes, Security, Digital Signature, Printing Documents, Shortcut keys	1	Demonstration	LCD
UNIT - 2 SPREADSHEET				
2.1	Spread Sheet & its Applications, Opening Spreadsheet	1	Lecture	PPT
2.2	main menu, Formula Editing, Formatting, Toolbars	1	Chalk & Talk	Black Board
2.3	Using Icons, Using help, Shortcuts, Spreadsheet types	1	Lecture	PPT
2.4	opening, Saving files, setting Margins	1	Lecture	White board
2.5	Converting files to different formats, importing,exporting, sending files to others	1	Demonstration	LCD
2.6	Rows, Columns & Cells, Referring Cells & Selecting Cells – Shortcut	1	Chalk & Talk	Black Board

	Keys			
2.7	Entering data, Cut, Copy, Paste, Undo, Redo	1	Discussion	Google Class Room
2.8	Filling Continuous rows, columns, Highlighting values	1	Demonstration	LCD
2.9	Find, Search & replace, Inserting Data, Insert Cells	1	Demonstration	LCD
2.10	Column, rows & sheets, Symbols, Data from external files	1	Demonstration	LCD
2.11	Frames, Clipart, Pictures, Files etc	1	Demonstration	LCD
2.12	Inserting Functions, Manual breaks	1	Demonstration	LCD
UNIT – 3 Advanced SPREADSHEET				
3.1	finding total in a column or row, Mathematical operations	1	Lecture	White board
3.2	Using other Formulae, Labelling columns & rows	1	Demonstration	LCD
3.3	Formatting- Cell, row, column & Sheet	1	Lecture	PPT
3.4	Font, Border & Shading, Hiding/ Locking Cells	1	Demonstration	LCD
3.5	Anchoring objects, Formatting layout for Graphics, Clipart etc	1	Lecture	PPT
3.6	Worksheet Row & Column Headers, Sheet Name, Row height & Column width	1	Discussion	Google classroom
3.7	Row, Column, Sheet, Security, Sheet Formatting & style	1	Chalk & Talk	Black Board
3.8	Sheet background, Colour etc, Borders & Shading – Shortcut keys	1	Demonstration	LCD
3.9	Sorting, Filtering, Validation, Consolidation, and Subtotal	1	Lecture	PPT

3.10	Creating Charts - Drawing. Printing,Error checking	1	Demonstration	LCD
3.11	Spell Checks, Formula Auditing, Creating & Using Templates	1	Demonstration	LCD
3.12	Pivot Tables, Tracking Changes, Security, Customization	1	Demonstration	LCD
UNIT - 4 DATABASE AND REPORTS				
4.1	Planning a Database	1	Lecture	PPT
4.2	Starting Access	1	Discussion	Google classroom
4.3	Access Screen	1	Chalk & Talk	Black Board
4.4	Creating a New Database	1	Lecture	PPT
4.5	Creating Tables	1	Demonstration	LCD
4.6	Working with Forms	1	Lecture	PPT
4.7	Creating queries	1	Chalk & Talk	Black Board
4.8	Finding Information in Databases	1	Demonstration	LCD
4.9	Creating Reports	1	Demonstration	LCD
4.10	Types of Reports	1	Demonstration	LCD
4.11	Printing & Print Preview	1	Demonstration	LCD
4.12	Importing data from other databases	1	Demonstration	LCD
UNIT – 5 PRESENTATION				
5.1	Opening new presentation, Different presentation templates	2	Chalk & Talk	Black Board
5.2	Setting backgrounds, Selecting presentation layouts	2	Lecture	PPT
5.3	Creating a presentation, Setting Presentation style	1	Discussion	Google classroom
5.4	Adding text to the Presentation	1	Demonstration	LCD

5.5	Adding style, Colour, gradient fills, Arranging objects	1	Demonstration	LCD
5.6	Adding Header & Footer, Slide Background, Slide layout	1	Lecture	PPT
5.7	Inserting pictures, movies, tables etc into presentation	1	Lecture	PPT
5.8	Drawing Pictures using Draw	1	Discussion	Google classroom
5.9	Setting Animation & transition effects	1	Demonstration	LCD
5.10	Printing Handouts, Generating Standalone Presentation viewer	1	Demonstration	LCD

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ All the course outcomes are to be assessed in the various CIA components.
- ✓ The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :

K2-Understand, *K3-Apply,* *K4-Analyse, K5 - Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non - Scholastic

COURSE OUTCOMES

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

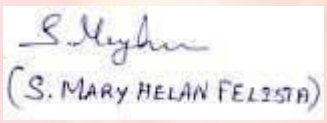
NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Identify current and emerging word processing technologies to produce organizational documents	K2	PSO1 & PSO2
CO 2	Develop, open and explore the Microsoft Office Excel environment	K2, K3, K4	PSO1 & PSO2
CO 3	Design and edit charts and graphs with the use of functions and formulas.	K2 & K3	PSO1 & PSO3
CO 4	Implement and query a database using different methods	K2, K3 & K5	PSO1 & PSO4
CO 5	Generate slide presentations that include text, graphics, animation, and transitions.	K2,K3 & K5	PSO1 & PSO5

COURSE DESIGNER:

Staff Name – R. SMEETA MARY

Forwarded By

HOD'S Signature & Name



GENERAL ELECTIVE - MCA

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCAGE02	FINANCIAL MANAGEMENT AND ACCOUNTING	GENERAL ELECTIVE	4	4

COURSE DESCRIPTION

This course provides an overview of financial concepts, process and operations from a managerial perspective.

COURSE OBJECTIVE

- To define the set of accounting method and disclosure practices from which firms select when providing information to external parties.
- The primary emphasis is to assist in developing the skills required to interpret, analyze and evaluate information contained in published financial statements.

UNIT I ACCOUNTING **(12 Hours)**

Principles, Basic accounting concepts and conventions, journal, ledger – final accounts.

SELF STUDY: Ledger

UNIT II COSTING **(12 Hours)**

Introduction to costing - cost elements - Classification of costing- Materials - Stock levels – FIFO, LIFO, Simple Average Method, Weighted Average Method (simple problem only)

SELF STUDY: Classification of costing

UNIT III FUND FLOW AND CASH FLOW STATEMENT (12 Hours)

Meaning –objective- preparation of fund flow statement and cash flow statements.

SELF STUDY: Objective

UNIT IV (12 Hours)

BUDGET AND BUDGETARY CONTROL:

Nature and scope, Importance.

MARGINAL COSTING:

Nature, scope and importance, Break-even analysis, Uses and limitations.

SELF STUDY: Uses and limitations

UNIT V TALLY (12 Hours)

Introduction to tally – Accounting Information – Vouchers – Inventory – Purchase/Sales Orders – Invoices – Reports – Important Features of Tally.

SELF STUDY: Invoices

REFERENCES :

1. T.S.Reddy & A.Murthy, "Advanced Accountancy", Margham Publications , 2nd Revised Edition, 2014.
2. T.S.Reddy & Y.Hari Prasad Reddy, "Cost Accounting" ,Margham Publications, Fourth Revised Edition, 2015.
3. T.S Reddy & Y.Hari Prasad Reddy, "Management Accounting", Margham Publications Third Revised Edition- 2014.
4. S. Palanivel,"Tally 9: Accounting Software", Margham Publications, 2015.
5. A.K.Nadani, "Simple Tally 9" BPB Publications, 2010.
6. R.L.Gupta & M.Radhaswamy, "Advanced accountancy", Sultan chand & co, 2014.
7. S.N.Maheswari "Principles of Management accounting", Sultan Chand & co, 2014.
8. R.S.N.Pillai & B.Bagavathi,"Cost accounting", Sultan Chand & co, 2014.

WEB REFERENCES:

1. https:// en.wikipedia.org/wiki/Financial_management
2. https://www.managementstudyguide.com/financial-management.htm

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 - Accounting				
1.1	Principles	2	Lecture	Black Board
1.2	Basic accounting concepts and conventions	3	Lecture	White board
1.3	journal	3	Lecture	Black Board
1.4	Ledger	1	Self Study	PPT
1.5	Final accounts.	3	Lecture	Black Board
UNIT 2 - Costing				
2.1	Introduction to costing - cost elements	2	Lecture	PPT
2.2	Classification of costing	1	Self Study	Black Board
2.3	Materials	2	Chalk & Talk	PPT
2.4	Stock levels	2	Lecture	White board
2.5	FIFO, LIFO	2	Chalk & Talk	Black Board
2.6	Simple Average Method	1	Chalk & Talk	Black Board
2.7	Weighted Average Method (simple problem only)	2	Chalk & Talk	Black Board
UNIT 3 - Fund flow and cash flow statement				
3.1	Meaning	3	Lecture	White board
3.2	objective	2	Self Study	Black Board
3.3	preparation of fund flow statement	3	Chalk & Talk	PPT

3.4	cash flow statements	4	Lecture	White board
UNIT 4 - Budget and budgetary control				
4.1	Nature and scope	2	Chalk & Talk	Black Board
4.2	Importance	3	Lecture	PPT
4.3	Nature, scope and importance	2	Chalk & Talk	Black Board
4.4	Break-even analysis	3	Chalk & Talk	PPT
4.5	Uses and limitations.	2	Self Study	Black Board
UNIT -5-Tally				
5.1	Introduction to tally	2	Lecture	Black Board
5.2	Accounting Information	2	Chalk & Talk	Black Board
5.3	Vouchers	2	Lecture	Black Board
5.4	Inventory – Purchase/Sales Orders	2	Chalk & Talk	Black Board
5.5	Invoices	2	Chalk & Talk	Black Board
5.6	Important Features of Tally	2	Chalk & Talk	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
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K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
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CIA	
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EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
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C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

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C5 – Non - Scholastic

COURSE OUTCOMES

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

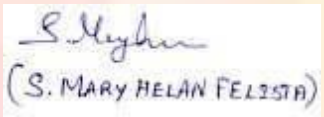
NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Preparation and analysis of balance sheet.	K2	PSO1 & PSO2
CO 2	Predict the Classification of Costing.	K2, K3, K4	PSO1 & PSO2
CO 3	Decide the budget preparation and control of a company.	K2 & K3	PSO1 & PSO3
CO 4	Analyze the flow of funds.	K2, K3 & K5	PSO1 & PSO4
CO 5	Use Tally to implement the needs of financial accounting.	K2,K3 & K5	PSO1 & PSO5

COURSE DESIGNER:

Staff Name – B. USHA

Forwarded By

HOD'S Signature & Name



GENERAL ELECTIVE - MCA

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCAGE03	ORGANIZATIONAL BEHAVIOUR	GENERAL ELECTIVE	4	4

COURSE DESCRIPTION

This course provides solution to learn challenges and opportunities in organizations from a behavioural perspective.

COURSE OBJECTIVE

- To develop an Organisational Behaviour model for any type of Organization.
- To develop and improve the quality of Leadership.
- To evaluate the Common biases and eradication in Decision Making Process.
- To understand how to manage the Stress during a job.

UNIT I INTRODUCTION **(12 Hours)**

Introduction to Organizational Behaviour(OB), Contributing disciplines to OB Field, challenges and opportunities for OB, Developing an OB Model, Foundation of Individual Behaviour, Ability - Learning. Values, Attitudes and Types of Attitudes. Job satisfaction- Measuring Job satisfaction, Effect of Job satisfaction on employee performance.

SELF STUDY: Values, Attitudes

UNIT II PERSONALITY AND VALUES **(12 Hours)**

Personality determinants, Achieving personality fit, Factors Influencing perception, Attribution Theory, Perception / Individual Decision Making: Ethics in Decision Making. Motivation, Management by Objectives, Employee

Recognition programs, Employee Involvement programs, Variable Pay Programs.

SELF STUDY: Ethics in Decision Making

UNIT III UNDERSTANDING WORK TEAMS (12 Hours)

Teams Vs Groups – Types of Teams, Creating Effective Teams – Turning Individuals into Team Players. **Communication:** Functions of Communication, Communication Process – Direction of communication, Interpersonal and Organizational communication, Barriers of effective communication, Current issues in Communication.

SELF STUDY: Communication Process

UNIT IV LEADERSHIP & ORGANIZATIONAL STRUCTURE (12 Hours)

Leadership – Meaning, Trait Theories – Behavioural Theories, Contingency Theories, Contemporary issues in Leadership, The foundation of leadership. Inspirational approach – Emotional intelligence. Foundations of Organization structure, Meaning of Organizational structure – Common organizational Designs, New Design Options – Organizational Designs and Employee Behaviour

SELF STUDY: Contemporary issues in Leadership

UNIT V ORGANIZATIONAL CULTURE, CHANGE & STRESS MANAGEMENT (12 Hours)

Organizational culture: Meaning – Creating and sustaining culture, How employees learn culture, creating an ethical organizational culture, creating a customer responsive culture, spirituality and organizational culture. Organizational change and Stress Management: Approaches to Managing organizational change, Creating a Culture, Change in Business, Work stress and its Management.

SELF STUDY: Work stress

REFERENCES :

1. Stephen P. Robbins, "Organisational Behaviour", 11th Edition, Pearson Education, 2009.
2. Uma Sekaran," Organisational Behaviour", 2nd Edition, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 2010.
3. 2. Sharma, R.A," Organisational Theory and Behaviour", 2nd Edition, Tata McGraw-Hill Ltd.,New Delhi, 2007.

WEB REFERENCES:

1. https://www.tutorialspoint.com/organizational_behavior/index.htm
2. https://www.geektonight.com/organizational-behavior-tutorial/

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT - Organizational Behaviour				
1.1	Introduction to (OB)Organizational Behaviour	1	Lecture	Black Board
1.2	Contributing disciplines to OB Field	1	Lecture	White board
1.3	Challenges and opportunities for OB	1	Lecture	Black Board
1.4	Developing an OB Model	2	Lecture	Black Board
1.5	Foundation of Individual Behaviour	2	Chalk & Talk	Black Board
1.6	Ability - Learning. Values, Attitudes and Types of Attitudes.	3	Chalk & Talk	Black Board
1.7	Measuring Job satisfaction	1	Chalk & Talk	Black Board
1.8	Effect of Job satisfaction on employee performance	1	Chalk & Talk	Black Board
UNIT 2 - Personality and Values				
2.1	Personality – Personality determinants	2	Lecture	Black Board
2.2	Achieving personality fit	1	Chalk & Talk	Black Board
2.3	Factors Influencing perception	1	Chalk & Talk	Black Board
2.4	Attribution Theory	2	Chalk & Talk	Black Board
2.5	Ethics in Decision Making. Motivation	1	Lecture	Black Board
2.6	Management by Objectives	1	Lecture	Black Board

2.7	Employee Recognition programs	3	Chalk & Talk	Black Board
2.8	Variable Pay Programs	1	Chalk & Talk	Black Board
UNIT 3 - Understanding work teams				
3.1	Teams Vs Groups – Types of Teams	1	Lecture	White board
3.2	Creating Effective Teams – Turning Individuals into Team	1	Chalk & Talk	Black Board
3.3	Functions of Communication	1	Chalk & Talk	Black Board
3.4	Communication Process – Direction of communication	1	Chalk & Talk	Black Board
3.5	Interpersonal and Organizational communication	4	Chalk & Talk	Black Board
3.6	Barriers of effective communication	1	Chalk & Talk	Black Board
3.7	Current issues in Communication	3	Chalk & Talk	Black Board
UNIT 4 - Leadership & Organizational structure				
4.1	Leadership – Meaning	1	Lecture	White Board
4.2	Trait Theories – Behavioural Theories	2	Chalk & Talk	Black Board
4.3	Contingency Theories	2	Chalk & Talk	Black Board
4.4	Contemporary issues in Leadership	1	Chalk & Talk	Black Board
4.5	The foundation of leadership	1	Chalk & Talk	Black Board
4.6	Inspirational approach – Emotional intelligence, Foundations of Organization structure	2	Chalk & Talk	Black Board
4.7	Meaning of Organizational structure – Common	1	Lecture	White Board

	organizational Designs			
4.8	New Design Options – Organizational Designs and Employee Behaviour.	2	Chalk & Talk	Black Board
UNIT -5 Organizational culture, change & Stress Management				
5.1	Organizational culture: Meaning – Creating and sustaining culture	1	Lecture	PPT
5.2	How employees learn culture	1	Chalk & Talk	Black Board
5.3	creating an ethical organizational culture	1	Chalk & Talk	Black Board
5.4	creating a customer responsive culture	2	Chalk & Talk	Black Board
5.5	spirituality and organizational culture	2	Chalk & Talk	Black Board
5.6	Organizational change and Stress Management	1		
5.7	Approaches to Managing organizational change	1	Chalk & Talk	Black Board
5.8	Creating a Culture	1	Lecture	PPT
5.9	Change in Business	1	Lecture	PPT
5.10	Work stress and its Management	1	Chalk & Talk	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

K2-*Understand*, ***K3-****Apply*, ***K4-****Analyse, K5 – Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non - Scholastic

COURSE OUTCOMES

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

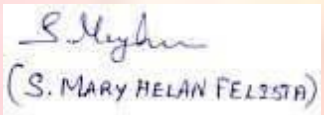
NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Develop an Organisational Behaviour model for any type of Organization	K2	PSO1 & PSO2
CO 2	Understand the Ethics in Decision Making	K2, K3, K4	PSO1 & PSO2
CO 3	Develop and improve the quality of Leadership	K2 & K3	PSO1 & PSO3
CO 4	Evaluate the Common biases and eradication in Decision Making Process	K2, K3 & K5	PSO1 & PSO4
CO 5	Understand how to manage the Stress during a job	K2,K3 & K5	PSO1 & PSO5

COURSE DESIGNER:

Staff Name – S. Jebapriya

Forwarded By

HOD'S Signature & Name



GENERAL ELECTIVE - MCA

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MCA	20MCAGE04	E-COMMERCE	GENERAL ELECTIVE	4	4

COURSE DESCRIPTION

This course provides information on the combination of Internet with E-Commerce, options available for doing business on the Internet, features that helps to build E-Commerce web sites, marketing issues, payment options, security issues and customer service.

COURSE OBJECTIVE

- To illustrate the management's role and identify strategies involved in an e-commerce model.
- To provide a fundamental understanding of the different types and key components on business models.
- To become familiar with state of the art Electronic Model, Payment and Supply Chain Mechanisms..

UNIT – I INTRODUCTION TO ELECTRONIC COMMERCE (12 Hours)

Introduction to electronic commerce - What is electronic commerce?, Benefits of electronic commerce, Impact of electronic commerce, Classification of electronic commerce, Application of electronic commerce technologies.

SELF STUDY : Benefits of Electronic Commerce

UNIT II ELECTRONIC COMMERCE: BUSINESS MODELS (12 Hours)

What is business models?, Native content based models -Information content model, Information exchange model, Transplanted content model - Subscription model, Advertising model, Affiliate model, Native transaction models - Digital products merchant model, Web hosting and internet services,

Metamediary , Transplanted transaction models - Electronic store model, Brokerage model.

SELF STUDY : Electronic store model

UNIT III **(12 Hours)**

ELECTRONIC COMMERCE: NETWORK INFRASTRUCTURE

Local area network, Topologies, Transmission media, Wireless transmission, Wide area network, Internet, TCP/IP reference model.

SELF STUDY : Local area network

UNIT IV ELECTRONIC PAYMENT SYSTEMS **(12 Hours)**

Online payment systems, Pre-paid electronic payment systems - Ecash, Mondex, Milicent, Netbill, Post-paid electronic systems - Ikp, Cybercash, SET, Netcheque, First Virtual.

SELF STUDY : Milicent

UNIT V SECURING NETWORK TRANSACTION **(12 Hours)**

Transaction security, security services, Cryptology - Introduction to cryptography, Cryptanalysis, Conventional Encryption Model, Public key Cryptosystems, Comparison of conventional and public key encryption systems, Digital signatures, Electronic mail security.

SELF STUDY : Electronic mail security

REFERENCES :

1. Bharat Bhaskar, "Electronic Commerce – Framework Technologies and Applications", Tata McGraw Hill 4thEdition ,2013.
2. P.T. Joseph, "Ecommerce An Indian Perspective", 6th Edition, PHI Learning Pvt. Ltd, 2019.
3. Saimunur Rahman , Introduction to E-Commerce Technology in Business, GRIN Publishing 2014.
4. Amir Manzoor, Ecommerce An Introduction, Lambert Academic Publishing, 2010.

WEB REFERENCES:

1. https://en.wikipedia.org/wiki/E-commerce
2. https://www.shopify.com/encyclopedia/what-is-ecommerce

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION TO ELECTRONIC COMMERCE**			
1.1	Introduction to electronic commerce	2	Chalk & Talk	Black Board
1.2	What is electronic commerce?	2	Chalk & Talk	Black Board
1.3	Benefits of electronic commerce	2	Lecture	White board
1.4	Impact of electronic commerce	2	Chalk & Talk	Black Board
1.5	Classification of electronic commerce	2	Discussion	Black Board
1.6	Application of electronic commerce technologies	2	Lecture	White board
UNIT - 2	**Electronic Commerce: Business Models**			
2.1	What is business models?	1	Lecture	PPT
2.2	Native content based models	1	Chalk & Talk	Black Board
2.3	Information content model	1	Lecture	PPT
2.4	Information exchange model	1	Lecture	White board
2.5	Transplanted content model	1	Discussion	Black Board
2.6	Subscription model, Advertising model	1	Chalk & Talk	Black Board
2.7	Affiliate model, Native transaction models	2	Chalk & Talk	Black Board
2.8	Digital products merchant model, Web hosting and internet services	2	Lecture	PPT
2.9	Metamediary , Transplanted transaction models	1	Discussion	Black Board

2.10	Electronic store model, Brokerage model	1	Chalk & Talk	Black Board
UNIT – 3ELECTRONIC COMMERCE: NETWORK INFRASTRUCTURE				
3.1	Local area network	1	Lecture	White board
3.2	Topologies	1	Chalk & Talk	Black Board
3.3	Transmission media	2	Lecture	PPT
3.4	Wireless transmission	2	Lecture	White board
3.5	Wide area network	2	Discussion	Black Board
3.6	Internet	2	Lecture	PPT
3.7	TCP/IP reference model	2	Chalk & Talk	Black Board
UNIT - 4 ELECTRONIC PAYMENT SYSTEMS				
4.1	Online payment systems	1	Lecture	PPT
4.2	Pre-paid electronic payment systems	2	Lecture	PPT
4.3	Ecash	1	Chalk & Talk	Black Board
4.4	Mondex	1	Chalk & Talk	Black Board
4.5	Milicent	1	Discussion	Black Board
4.6	Netbill	1	Lecture	PPT
4.7	Post-paid electronic systems - Ikp	1	Chalk & Talk	Black Board
4.8	Cybercash	1	Lecture	PPT
4.9	SET	1	Lecture	PPT
4.10	Netcheque	1	Chalk & Talk	Black Board
4.11	First Virtual	1	Chalk & Talk	Black Board
UNIT – 5 SECURING NETWORK TRANSACTION				
5.1	Transaction security	1	Chalk & Talk	Black Board

5.2	security services	1	Lecture	PPT
5.3	Cryptology	1	Lecture	PPT
5.4	Introduction to cryptography	1	Lecture	White board
5.5	Cryptanalysis	1	Lecture	White board
5.6	Conventional Encryption Model	1	Lecture	White board
5.7	Public key Cryptosystems	1	Lecture	White board
5.8	Comparison of conventional and public key encryption systems	2	Chalk & Talk	Black Board
5.9	Digital signatures	2	Chalk & Talk	Black Board
5.10	Electronic mail security	1	Discussion	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ All the course outcomes are to be assessed in the various CIA components.
- ✓ The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :

K2-Understand, *K3-Apply,* *K4-Analyse, K5 – Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non - Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Gain a comprehensive understanding of the E-Commerce landscape, current and emerging technology and infrastructure underpinnings of the business.	K2	PSO1 & PSO2
CO 2	Analyze the impact of E-commerce on business models and strategy.	K2, K3, K4	PSO1 & PSO2
CO 3	Develop an understanding on how internet can help business grow/ Describe the infrastructure for E-commerce	K2 & K3	PSO1 & PSO3
CO 4	Assess electronic payment systems	K2, K3 & K5	PSO1 & PSO4
CO 5	Gain an understanding on the importance of security, privacy, and ethical issues as they relate to E-Commerce.	K2,K3 & K5	PSO1 & PSO5

COURSE DESIGNER:

Staff Name – R.SMEETA MARY

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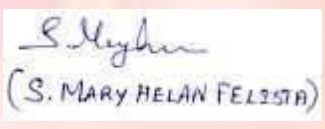
HOD'S Signature & Name



GENERAL ELECTIVE - MCA

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MCA	20MCAGE05	ETHICS IN COMPUTING	GENERAL ELECTIVE	4	4

COURSE DESCRIPTION

This course provides the basis for ethical decision-making and the methodology for reaching ethical decisions concerning computing matters.

COURSE OBJECTIVE

- To construct defensible arguments from an ethical point of view concerning the issue of computer hacking.
- To have an overview knowledge of protective measures against computer crime.
- To comprehend relevant legislation and international initiatives for equal rights.
- To compare knowledge of different existing ethics frameworks and professional ethics standards for computer professionals.

UNIT – I INTRODUCTION **(12 Hours)**

Computer Ethics- an overview- Identifying an ethical issue – Ethics and the law – Ethical theories – Professional Codes of conduct – An ethical dilemma – Framework for ethical decision making - Computer Hacking – Introduction – Definitions – Destructive Programs – Hacker Ethics – Legal constraints – Professional Constraints – Ethical positions on hacking – Ethical Dilemma.

SELF STUDY : Activities: Ethics and the law - Arguments against hacking

UNIT II INTERNET CRIME AND IPR (12 Hours)

Aspects of Internet Crime - Introduction – What is Computer Crime – computer Security Measures – The Computer misuse Act – Professional duties and obligations - Intellectual property rights - Introduction - The nature of intellectual property - Intellectual property legislation - The extent and nature of software piracy - Ethical and professional issues - Free software and open source code - An ethical dilemma.

SELF STUDY : Researching a computer crime case

UNIT III INTERNET TECHNOLOGIES AND PRIVACY (12 Hours)

Regulating Internet content - Introduction - In defence of freedom of expression - Censorship - Laws upholding free speech - Free speech and the Internet - Ethical and professional issues - An ethical dilemma - Personal privacy and computer technologies Introduction - Valuing privacy – Internet technologies and privacy - Privacy legislation - The Data Protection Act, 1998 -Professional and ethical issues - An ethical dilemma

SELF STUDY : Internet Technologies and free expression

UNIT IV EMPOWERING COMPUTERS IN THE WORKPLACE (12 Hours)

Computer technologies: accessibility issues - Introduction - Principle of equal access -Obstacles to access for individuals - Legislation - Enabling the disabled – Professional responsibility - An ethical dilemma - Empowering computers in the workplace - Introduction - Computers and employment - Computers and the quality of work - Computerised monitoring in the workplace – Telecommuting.

SELF STUDY : Obstacles to equal access – Monitoring illegal activities

UNIT V TOWARDS THE FUTURE (12 Hours)

The failure of IT projects - Introduction - The problems of producing successful IT projects - How the profession is addressing the problem of IT failure - The relationship between professional codes of conduct and IT projects - An

overview of national legislation - Towards the future: some ethical and social questions - Introduction - The database society - Restricting choice: digital rights management - Review of the ethical dilemmas - The pace of change.

SELF STUDY : Inferring personal information.

REFERENCES

1. Penny Duquenoy, Simon Jones, Barry G Blundell , "Ethical, Legal and Professional Issues in Computing", Middlesex University Press, 2008
2. George Reynolds, "Ethics in Information Technology", 2nd Edition, Thomson CourseTechnology.
3. Charles P .Pfleeger, Shari Lawrence Pfleeger, "Security in Computing", 4th Edition,Pearson Prentice Hall.

WEB REFERENCES:

1. http://www.infosectoday.com/Articles/Intro_Computer_Ethics.htm
2. http://www.tutorialspoint.com/professional_ethics/

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**INTRODUCTION**			
1.1	Introduction to Computer Ethics	2	Chalk & Talk	Black Board
1.2	Ethics and the law	2	Chalk & Talk	Black Board
1.3	Ethical theories	2	Lecture	PPT
1.4	Framework for ethical decision making	1	Chalk & Talk	Black Board
1.5	Computer Hacking	1	Discussion	Black Board
1.6	Destructive Programs	1	Lecture	White board
1.7	Hacker Ethics	1	Lecture	PPT
1.8	Ethical positions on hacking	2	Lecture	White board
UNIT - 2	**INTERNET CRIME AND IPR**			
2.1	What is Computer Crime	1	Lecture	PPT
2.2	Computer Security Measures	1	Chalk & Talk	Black Board
2.3	The Computer misuse Act	2	Lecture	PPT
2.4	Professional duties and obligations	2	Lecture	White board
2.5	Nature of intellectual property	1	Discussion	Black Board
2.6	Intellectual property legislation	1	Chalk & Talk	Black Board
2.7	The extent and nature of software	1	Chalk & Talk	Black Board

	piracy			
2.8	Ethical and professional issues	1	Lecture	White board
2.9	Free software and open source code	2	Discussion	Black Board
UNIT – 3 INTERNET TECHNOLOGIES AND PRIVACY				
3.1	Regulating Internet content	1	Lecture	White board
3.2	Defence of freedom of expression	2	Chalk & Talk	Black Board
3.3	Censorship & Laws upholding free speech	2	Lecture	PPT
3.4	Free speech and the Internet	2	Lecture	White board
3.5	Internet technologies and privacy legislation	2	Lecture	PPT
3.6	The Data Protection Act	2	Discussion	Google classroom
3.7	Professional and ethical issues	1	Chalk & Talk	Black Board
UNIT - 4 EMPOWERING COMPUTERS IN THE WORKPLACE				
4.1	Accessibility Issues In Computer Technologies	2	Lecture	PPT
4.2	Principle of equal access	1	Lecture	PPT
4.3	Obstacles to access for individuals	2	Chalk & Talk	Black Board
4.4	Enabling the disabled	1	Chalk & Talk	Black Board
4.5	Professional responsibility	1	Discussion	Black Board
4.6	Computers and employment	1	Lecture	PPT

4.7	Computers and the quality of work	1	Chalk & Talk	Black Board
4.8	Computerised monitoring in the workplace	2	Discussion	Google classroom
4.9	Telecommuting	1	Discussion	Google classroom
UNIT – 5	**TOWARDS THE FUTURE**			
5.1	The failure of IT projects	2	Chalk & Talk	Black Board
5.2	The problems of producing successful IT Projects	2	Lecture	PPT
5.3	Addressing the problem of IT failure	2	Lecture	PPT
5.4	Relationship between professional codes of conduct and IT projects	1	Lecture	White board
5.5	Overview of national legislation	1	Lecture	White board
5.6	Ethical and social questions towards the Future	1	Lecture	White board
5.7	Advanced Hacking	1	Lecture	White board
5.8	The database society	2	Discussion	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

K2-*Understand*, ***K3-****Apply*, ***K4-****Analyse, K5 – Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non - Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Predict the relationship between the law, ethics and computer technology	K2	PSO1
CO 2	Outline the philosophical and ethical debates with the ideas and the nature of intellectual creativity.	K2, K3, K4	PSO2 & PSO4
CO 3	Design the impact of computer technology on free speech.	K2 & K3	PSO3
CO 4	Formulate the ethical and legal issues of the impact that computing technologies had on workplace.	K2, K3 & K5	PSO2 & PSO4
CO 5	Develop a personal standpoint in relation to DataBase society and the usage of biometric data	K2,K3 & K5	PSO2 & PSO5

COURSE DESIGNER:

Staff Name – S. JEBAPRIYA

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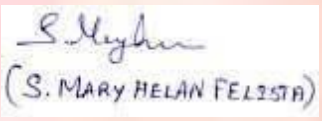
HOD'S Signature & Name



GENERAL ELECTIVE - MCA

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCAGE06	RESOURCE MANAGEMENT TECHNIQUES	GENERAL ELECTIVE	4	4

COURSE DESCRIPTION

This course provides solution to problems in different environment that needs decision making using optimization techniques

COURSE OBJECTIVE

- To provide the concept and an understanding of basic concepts in Operations Research Techniques for Analysis and Modeling in Computer Applications.
- To understand, develop and solve mathematical model of linear programming problems.
- To understand, develop and solve mathematical model of Transport and assignment problems.
- To understand network modeling for planning and scheduling the project activities

UNIT I INTRODUCTION **(12 Hours)**

Operations Research – An Introduction- Features- Definition- Scientific Method- Models- Methods for solving OR Models- Methodology of OR- Advantages- Applications and Scope- LPP Model formulation – LPP Graphical Solution.

SELF STUDY: Advantages- Applications and Scope

UNIT II LINEAR PROGRAMMING PROBLEM (12 Hours)

LPP - Standard form – Definition- Reduction of Feasible solution to a basic feasible solution- Simplex algorithm (Maximization Case) - Simplex algorithm (Minimization Case).

SELF STUDY: Reduction of Feasible solution to a basic feasible solution

UNIT III TRANSPORTATION & ASSIGNMENT PROBLEM (12 Hours)

Transportation Problem – Initial Basic Feasible solution – North West Corner Method- Least Cost method- Vogel's Approximation Method- MODI Method- Unbalanced Transportation Problem. Assignment Problem – Hungarian Assignment Method

SELF STUDY: Unbalanced Transportation Problem

UNIT IV GAME THEORY (12 Hours)

Game Theory- Two persons zero sum game- Games with saddle point- Games without saddle point- Graphical Method- LP Method- The rule of dominance

SELF STUDY: LP Method

UNIT V PERT & CPM (12 Hours)

Project Management: PERT and CPM – Difference between PERT and CPM- Critical Path analysis- Problems in PERT analysis- Project , Time, Cost Trade off- Resource allocation.

SELF STUDY: Difference between PERT and CPM

REFERENCES :

1. J.K. Sharma , “Operations Research- Problems and Solutions”,Macmillan Publishers India Ltd,3 rd Edition, 2009.
2. KantiSwarup ,P.K.Gupta, Manmohan ,“Operations Research”, 13 th Edition, 2008.
3. S. Kalavathy ,“Operations Research”,Vikas publishing house private Ltd, 4th Edition,2013.
4. R. Paneerselvam, “Operations Research”, PHI learning Pvt Ltd, 2nd Edition, 2012.

WEB REFERENCES:

1. https://lecturenotes.in/subject/573/operations-research-or
2. http://www.cs.toronto.edu/~stacho/public/IEOR4004-notes1.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 Mathematical Logic				
1.1	Operations Research – An Introduction	1	Lecture	Black Board
1.2	Features- Definition- Scientific Method-	1	Lecture	White board
1.3	Models- Methods for solving OR Models	1	Lecture	Black Board
1.4	Methodology of OR- Advantages- Applications and Scope	1	Lecture	Black Board
1.5	LPP Model formulation	4	Chalk & Talk	Black Board
1.6	LPP Graphical Solution.	4	Chalk & Talk	Black Board
UNIT 2 - The Solution of Numerical Algebraic and Transcendental Equations				
2.1	LPP - Standard form	2	Lecture	Black Board
2.2	Definition- Reduction of Feasible solution to a basic feasible solution	2	Chalk & Talk	Black Board
2.3	Simplex algorithm (Maximization Case)	4	Chalk & Talk	Black Board
2.4	Simplex algorithm (Minimization Case).	4	Chalk & Talk	Black Board
UNIT 3 - Statistics				
3.1	Transportation Problem	1	Lecture	White board
3.2	Initial Basic Feasible solution – North West Corner Method	1	Chalk & Talk	Black Board

3.3	Least Cost method	1	Chalk & Talk	Black Board
3.4	Vogel's Approximation Method	1	Chalk & Talk	Black Board
3.5	MODI Method	4	Chalk & Talk	Black Board
3.6	Unbalanced Transportation Problem	1	Chalk & Talk	Black Board
3.7	Hungarian Assignment Method	3	Chalk & Talk	Black Board
UNIT 4 -Set Theory				
4.1	Game Theory- Two persons zero sum game	1	Lecture	White Board
4.2	Games with saddle point	2	Chalk & Talk	Black Board
4.3	Games without saddle point	2	Chalk & Talk	Black Board
4.4	Graphical Method	2	Chalk & Talk	Black Board
4.5	LP Method	3	Chalk & Talk	Black Board
4.6	The rule of dominance	2	Chalk & Talk	Black Board
UNIT -5 Matrices				
5.1	Project Management: PERT and CPM	1	Lecture	PPT
5.2	Difference between PERT and CPM	1	Chalk & Talk	Black Board
5.3	Critical Path analysis-	2	Chalk & Talk	Black Board
5.4	Problems in PERT analysis-	3	Chalk & Talk	Black Board
5.5	Project , Time, Cost Trade off	3	Chalk & Talk	Black Board
5.6	Resource allocation	2	Chalk & Talk	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

K2-*Understand*, ***K3-****Apply*, ***K4-****Analyse, K5 – Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non - Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Identify the applications of Operations Research and methods to solve business problems	K2	PSO1 & PSO2
CO 2	Apply linear programming to solve operational problem withconstraints	K2, K3, K4	PSO1 & PSO2
CO 3	Apply transportation and assignment models to find optimal solution in warehousing and Travelling,	K2 & K3	PSO1 & PSO3
CO 4	Prepare project scheduling using PERT and CPM	K2, K3 & K5	PSO1 & PSO4
CO 5	Use optimization concepts in real world problems	K2,K3 & K5	PSO1 & PSO5

COURSE DESIGNER:

Staff Name – B. USHA

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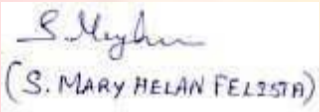
HOD'S Signature & Name



GENERAL ELECTIVE - MCA

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCAGE07	ENTREPRENEURSHIP DEVELOPMENT	GENERAL ELECTIVE	4	4

COURSE DESCRIPTION

This course provides the skills necessary to succeed as an entrepreneur. It includes the fundamentals of starting and operating a business, developing a business plan, obtaining financing, marketing a product or service and developing an effective accounting system

COURSE OBJECTIVE

- Understand the need of entrepreneurial discipline.
- To let the entrepreneur set or reset the objectives of his business and work individually and along with his group.
- Analyze the environment set up relating to small industry and business.

UNIT – I ENTREPRENEUR **(12 Hours)**

Introduction – Evolution of the Concept of Entrepreneur – Characteristics of Successful Entrepreneurs – The Charms of Becoming an Entrepreneur – The Entrepreneurial Decision Process – Functions of Entrepreneur – Need for an Entrepreneur- Types of Entrepreneurs- Distinction between an Entrepreneur and a manager –Entrepreneur – Social Entrepreneur.

SELF STUDY : Social Entrepreneur

UNIT II ENTREPRENEURIAL COMPETENCIES (12 Hours)

Meaning of Entrepreneurial Competency – Major Entrepreneurial Competencies – Developing Entrepreneurial Competencies - Factors Affecting Entrepreneurship Growth: Factors Affecting Entrepreneurship- Economic Factors – Non- economic Factors – Government Actions.

SELF STUDY : Government Actions.

UNIT III WOMEN ENTREPRENEURSHIP (12 Hours)

Concept of Women Entrepreneur – Functions of Women Entrepreneurs – Growth of Women Entrepreneurship in India – Problems of Women Entrepreneurs – Developing Women Entrepreneurship.

SELF STUDY : Problems of Women Entrepreneurs

UNIT IV EDPS, INSTITUTIONAL FINANCE TO ENTREPRENEURS(12 Hours)

Meaning of EDP – Need for EDPs – Objectives of EDPs – Entrepreneurship Development Programmes (EDPs) in India: A Historical Perspective – Course Contents and Curriculum of EDPs – Phases of EDP- Evaluation of EDPs – Problems of EDPs - Need for Institutional Finance – Institutional Finance- Commercial Banks – Other Financial Institutions.

SELF STUDY : Other Financial Institutions

UNIT V (12 Hours)

PROJECT APPRAISAL , FORMULATION OF BUSINESS PLANS

Concept of Project Appraisal – Methods of Project Appraisal – Economic Analysis – Financial Analysis – Market Analysis – Technical Feasibility – Managerial Competence – Environmental Clearance for SMEs – Environmental Restrictions for SSI Sector – The Environmental clearance Process - Meaning of Business Plan- Contents of Business Plan – Significance of Business Plan – Formulation of Business Plan – Planning Commission's Guidelines for Formulating Project Report – Network Analysis – Business Plan Formulation.

SELF STUDY : The Environmental clearance Process

REFERENCES:

1. S S Khanka , “Entrepreneurial Development”, S. Chand Publishing Revised edition ,2020
2. S Anil Kumar, “Entrepreneurship Development” new age international publishers edition, 2003
3. Janakiram B, “Entrepreneurship Development: Text and Cases” Excel Books India, 2011

WEB REFERENCES:

1. https://www.tutorialspoint.com/entrepreneurship_development/entrepreneurship_development_tutorial.pdf
2. https://www.macmillanihe.com/resources/sample-chapters/9781137430359_sample.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
	UNIT -1 ENTREPRENEUR			
1.1	Introduction , Evolution of the Concept of Entrepreneur	1	Chalk & Talk	Black Board
1.2	Characteristics of Successful Entrepreneurs	2	Chalk & Talk	Black Board
1.3	The Charms of Becoming an Entrepreneur	1	Lecture	White board
1.4	The Entrepreneurial Decision Process , Functions of Entrepreneur	1	Chalk & Talk	Black Board
1.5	Need for an Entrepreneur	2	Discussion	Black Board
1.6	Types of Entrepreneurs	2	Lecture	White board
1.7	Distinction between an Entrepreneur and a manager	1	Lecture	White board
1.8	Intrapreneur , Social Entrepreneur	2	Discussion	Google classroom
	UNIT - 2 ENTREPRENEURIAL COMPETENCIES			
2.1	Meaning of Entrepreneurial Competency	2	Lecture	PPT
2.2	Major Entrepreneurial Competencies	2	Chalk & Talk	Black Board
2.3	Developing Entrepreneurial	2	Lecture	PPT

	Competencies			
2.4	Factors Affecting Entrepreneurship	2	Lecture	White board
2.5	Economic Factors	2	Discussion	Black Board
2.6	Non- economic Factors	1	Chalk & Talk	Black Board
2.7	Government Actions	1	Chalk & Talk	Black Board
	UNIT – 3 WOMEN ENTREPRENEURSHIP			
3.1	Concept of Women Entrepreneur	2	Lecture	White board
3.2	Functions of Women Entrepreneurs	2	Chalk & Talk	Black Board
3.3	Growth of Women Entrepreneurship in India	3	Lecture	PPT
3.4	Problems of Women Entrepreneurs	3	Lecture	White board
3.5	Developing Women Entrepreneurship	2	Discussion	Black Board
	UNIT - 4 EDPs, INSTITUTIONAL FINANCE TO ENTREPRENEURS			
4.1	Meaning of EDP , Need for EDPs	2	Lecture	PPT
4.2	Objectives of EDPs	2	Lecture	PPT
4.3	Entrepreneurship Development Programmes (EDPs) in India: A Historical Perspective	2	Chalk & Talk	Black Board
4.4	Course Contents and Curriculum of EDPs , Phases of EDP	3	Chalk & Talk	Black Board

4.5	Evaluation of EDPs , Problems of EDPs	1	Discussion	Black Board
4.6	Need for Institutional Finance , Institutional Finance	1	Lecture	PPT
4.7	Commercial Banks , Other Financial Institutions	1	Chalk & Talk	Black Board
UNIT – 5	**PROJECT APPRAISAL , FORMULATION OF BUSINESS PLANS**			
5.1	Concept of Project Appraisal , Methods of Project Appraisal	1	Chalk & Talk	Black Board
5.2	Economic Analysis , Financial Analysis	1	Lecture	PPT
5.3	Market Analysis , Technical Feasibility	1	Lecture	PPT
5.4	Managerial Competence , Environmental Clearance for SMEs	1	Lecture	White board
5.5	Environmental Restrictions for SSI Sector	1	Lecture	White board
5.6	The Environmental clearance Process	1	Lecture	White board
5.7	Meaning of Business Plan- Contents of Business Plan	1	Lecture	White board
5.8	Significance of Business Plan	1	Chalk & Talk	Black Board
5.9	Formulation of Business Plan	1	Chalk & Talk	Black Board
5.10	Planning Commission's	1	Discussion	Black Board

	Guidelines for Formulating Project Report			
5.11	Network Analysis	1	Chalk & Talk	Black Board
5.12	Common Errors in Business Plan Formulation	1	Discussion	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

K2-*Understand*, ***K3-****Apply*, ***K4-****Analyse, K5 – Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non - Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Highlight the salient characteristics of successful entrepreneur	K2	PSO1 & PSO2
CO 2	Enumerate the competencies relevant for Entrepreneurial development.	K2, K3, K4	PSO1 & PSO2
CO 3	Delineate the growth of women Entrepreneurship in India.	K2 & K3	PSO1 & PSO3
CO 4	Identify the major problems faced in conducting EDPs.	K2, K3 & K5	PSO1 & PSO4
CO 5	Discuss the methods of project appraisal used for small scale enterprises.	K2,K3 & K5	PSO1 & PSO5

COURSE DESIGNER:

Staff Name – R. SMEETA MARY

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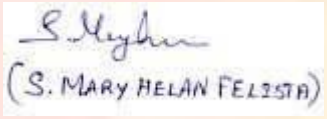


GENERAL ELECTIVE - MCA

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCAGE08	WIRELESS SENSOR NETWORKS	GENERAL ELECTIVE	4	4

COURSE DESCRIPTION

This course provides knowledge on the architectures, functions and performances of wireless sensor systems and platforms. It also describes and analyze the specific requirements for applications in wireless sensor networks regarding energy supply, memory, processing and transmission capacity.

COURSE OBJECTIVE

- To understand the fundamental architecture of wireless and sensor networks
- To analyse the role of physical and data link layer and its protocol.
- To understand the impact of time synchronization, localization and positioning in WSN.
- To learn the rules of routing protocols in WSN.

UNIT I **(12 Hours)**

INTRODUCTION - Challenges for Wireless Sensor Networks – Mobile ad hoc networks and wireless Sensor Networks – field buses and Wireless Sensor Networks – enabling Technologies for wireless sensor networks.

ARCHITECTURES – Single Node Architecture - Hardware Components – Energy Consumption of sensor nodes – Operating systems and execution environments - Examples of sensor nodes

NETWORK ARCHITECTURE – Sensor network scenarios – Optimization Goals and figures of merit – Design principles of WSN

SELF STUDY: Enabling Technologies for wireless sensor networks, Examples of sensor nodes

UNIT II **(12 Hours)**

MAC PROTOCOLS – fundamentals of MAC protocols - Low duty cycle protocols and wakeup concepts- contention based protocols – schedule based protocols – the IEEE 802.15.4 MAC protocol

LINK LAYER PROTOCOLS – Fundamentals - Error control - Framing – Link management

SELF STUDY: Link management

UNIT III **(12 Hours)**

TIME SYNCHRONIZATION - Introduction – Protocols

LOCALIZATION AND POSITIONING – Properties of localization and positioning procedures – Mathematical basics for the lateration problem – single hop localization – Positioning in multi hop environment – Impact of anchor placement.

TOPOLOGY CONTROL – Motivation and basic ideas – Controlling topology in flat networks – power control – Hierarchical networks by dominating sets – hierarchical networks by clustering

SELF STUDY: Properties of localization and positioning procedures

UNIT IV **(12 Hours)**

ROUTING PROTOCOLS – Gossiping and agent based uni cast forwarding – energy efficient unicast – broadcast and multicast – Geographic routing – Mobile nodes - Data centric and content based networking – Introduction – Data centric routing – data aggregation – data centric storage

SELF STUDY: Geographic routing – Mobile nodes

UNIT V **(12 Hours)**

TRANSPORT LAYER AND QUALITY OF SERVICE - Transport layer and QoS in wireless sensor networks – Congestion control and rate control

ADVANCED APPLICATION SUPPORT – advanced network processing – Security – Application specific support

SELF STUDY: Congestion control and rate control

REFERENCES :

1. Holger Karl & Andreas Willig, "Protocols and Architectures for Wireless Sensor Networks" , John Wiley, 2006
2. Carlos De MoraisCordeiro, Dharma Prakash Agrawal, "Ad Hoc and Sensor Networks: Theory and Applications",2nd Edition, World Scientific Publishing, 2011.
3. WaltenegusDargie, Christian Poellabauer,"Fundamentals of Wireless Sensor Networks Theory and Practice",John Wiley and Sons, 2010.
4. Feng Zhao & Leonidas J. Guibas, "Wireless Sensor Networks- An Information Processing Approach", Elsevier, 2007.

WEB REFERENCES:

1. https://www.elprocus.com/architecture-of-wireless-sensor-network-and-applications/
2. https://en.wikipedia.org/wiki/wireless_sensor_network

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 Introduction & Architecture				
1.1	**Introduction** – Challenges, Mobile ad hoc networks and wireless Sensor Networks	2	Chalk & Talk	Black Board
1.2	Field buses and Wireless Sensor Networks – enabling Technologies for wireless sensor networks.	2	Lecture	PPT & White board
1.3	**Architectures** – Single Node Architecture - Hardware Components	2	Lecture	PPT & White board
1.4	Energy Consumption of sensor nodes – Operating systems and execution environments - Examples of sensor nodes	2	Lecture	PPT & White board
1.5	**Network Architecture** – Sensor network scenarios – Optimization	2	Lecture	PPT
1.6	Goals and figures of merit – Design principles of WSN	2	Lecture	PPT
UNIT 2 - MAC & Link Layer protocols				
2.1	**MAC protocols** – fundamentals of MAC protocols	2	Discussion	Black Board
2.2	Low duty cycle protocols and wakeup concepts	3	Lecture	Google classroom
2.3	contention based protocols, schedule based protocols	2	Lecture	PPT & White board
2.4	The IEEE 802.15.4 MAC	2	Lecture	Smart

	protocol			Board
2.5	**Link Layer Protocols** – Fundamentals - Error control	2	Lecture	Black Board
2.6	Framing – Link management	1	Lecture	PPT & Black board
UNIT 3 – Time Synchronization & Localization and Positioning				
3.1	**Time Synchronization** - Introduction – Protocols	1	Discussion	Black Board
3.2	**Localization and Positioning** – Properties of localization and positioning procedures	2	Lecture	PPT
3.3	Mathematical basics for the lateration problem	2	Lecture	PPT & White board
3.4	Single hop localization– Positioning in multi hop environment, Impact of anchor placement	3	Lecture	Smart Board
3.5	Topology control – Motivation and basic ideas – Controlling topology in flat networks – power control	2	Lecture	Black Board
3.6	Hierarchical networks by dominating sets – hierarchical networks by clustering	2	Lecture	PPT
UNIT 4 – Routing protocols				
4.1	**Routing protocols** – Gossiping and agent based uni cast forwarding	3	Lecture	PPT
4.2	Energy efficient unicast – broadcast and multicast – Geographic routing – Mobile nodes	3	Lecture	PPT

4.3	Data centric and content based networking – Introduction – Data centric routing	3	Lecture	PPT
4.4	Data aggregation – data centric storage	3	Lecture	PPT
UNIT -5 – Transport Layer and Quality of Service				
5.1	**Transport Layer and Quality of Service** - Transport layer and QoS in wireless sensor networks	3	Lecture	PPT
5.2	Congestion control and rate control	3	Lecture	PPT
5.3	**Advanced application support** – advanced network processing –	2	Lecture	PPT
5.4	Security	2	Lecture	PPT
5.5	Application specific support	2	Lecture	PPT

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

K2-*Understand*, ***K3-****Apply*, ***K4-****Analyse, K5 – Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non – Scholastic

COURSE OUTCOMES

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

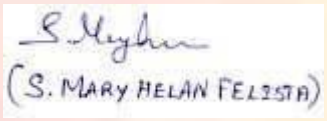
NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Explore the impact of WSN and its hardware components.	K2	PSO1 & PSO2
CO 2	Analyze the different protocols in MAC and Link layer	K2, K3, K4	PSO1 & PSO2
CO 3	Apply the concepts of localization, time synchronization and positioning in WSN	K2 & K3	PSO1 & PSO3
CO 4	Perform data routing and data aggregation	K2, K3 & K5	PSO1 & PSO4
CO 5	Design simple applications using sensor nodes incorporating security features.	K2,K3 & K5	PSO1 & PSO5

COURSE DESIGNER:

1. **Staff Name – B. USHA**

Forwarded By

HOD'S Signature & Name



GENERAL ELECTIVE - MCA

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCAGE09	RESEARCH METHODOLOGY	GENERAL ELECTIVE	4	4

COURSE DESCRIPTION

This course provides an overview of various methods employed in quantitative and qualitative research.

COURSE OBJECTIVE

- Understand the basic concepts of research and its methodologies.
- Identify a research problem stated in a study.
- Prepare a conventional research report / thesis.

UNIT I INTRODUCTION (12 Hours)

An Introduction: – Meaning of research – Objective of research – Motivation in research – Types of research – Research approaches – Significance of research – Research methods versus Methodology – Research and scientific method – Importance of knowing how research is done – Research process – Criteria of good research – Problems encountered by researchers in India

SELF STUDY: Types of research

UNIT II DEFINING THE RESEARCH PROBLEM (12 Hours)

Defining the research problem: What is research problem? – Selecting the problem – Necessity of defining the problem - Research Design: Meaning of research design – Need for research design –Features of a good design – Important concepts relating to research design – Different research designs – Basic principles of experimental designs.

SELF STUDY: Research problem

UNIT III MEASUREMENT AND SCALING TECHNIQUES (12 Hours)

Measurement and scaling techniques: Measurement in research – Measurement scales – Sources of error in measurement – Tests of sound measurement – Technique of developing measurement tools – scaling – Meaning of scaling – Scale classification bases- Important scaling techniques – Scale construction techniques - Methods of Data Collection: Collection of primary data – Observation method – Interview method – Collection of data through schedules – Difference between Questionnaires and schedules – Some other methods of data collection – Collection of secondary data – Selection of appropriate method for data collection – Case study method

SELF STUDY: Case study method

UNIT IV PROCESSING AND ANALYSIS OF DATA (12 Hours)

Processing and Analysis of Data: Processing operations – Some problems in processing – Elements/Types of Analysis- Statistics in research – Measures of central tendency – Measures of dispersion – Measures of Asymmetry – Measures of relationship – Simple regression analysis – Multiple correlation and regression – Partial correlation – Association in case of attributes

UNIT V TESTING OF HYPOTHESES (12 Hours)

What is a Hypothesis? – Basic concepts concerning testing of Hypotheses - Procedure for Hypothesis testing – Measuring the power of a Hypothesis testing – Tests of Hypotheses- Important parametric tests – Hypothesis testing of means – Hypothesis testing for differences between means - Interpretation and report writing: Meaning of interpretation – Why interpretation? – Technique of interpretation – Precaution in interpretation – Significance of report writing – Different steps in writing report – Layout of the research report – Types of reports – Oral Presentation – Mechanics of writing a research report – Precautions for writing research reports

SELF STUDY: Types of reports

REFERENCES :

1. Kothari, C.R (2013), "Research Methodology – Methods and Techniques", 2ND Edition. Wiley Eastern Limited
2. R. Panneerselvam,"Research Methodology", 4th Edition. Prentice Hall India Learning Private Limited, 2014
3. Ranjit Kumar, "Research Methodology – A step- by-step guide for beginners", 3rd Edition. Pearson Education, 2011
4. Deepak Chawla and NeenaSondh , "Research Methodology, Concepts and Cases", VikasPublishingHousePvt. Ltd., 2011

WEB REFERENCES:

1. https://edutechwiki.unige.ch/en/Research_methodology_resources
2. https://csus.libguides.com/

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
	UNIT -1 INTRODUCTION			
1.1	Introduction	1	Lecture	PPT
1.2	Meaning of research	1	Lecture	PPT
1.3	Objective of research	1	Lecture	PPT
1.4	Motivation in research	1	Lecture	PPT
1.5	Types of research	1	Lecture	PPT
1.6	Research approaches	1	Lecture	PPT
1.7	Significance of research	1	Lecture	PPT
1.8	Research methods versus Methodology	1	Chalk & Talk	Black Board
1.9	Importance of knowing how research is done	1	Chalk & Talk	Black Board
1.10	Research process	1	Lecture	White board
1.11	Criteria of good research	1	Chalk & Talk	Black Board
1.12	Problems encountered by researchers in India	1	Lecture	White board

UNIT - 2	**RESEARCH DESIGN**			
2.1	Defining the research problem	1	Lecture	PPT
2.2	What is research problem?	2	Chalk & Talk	Black Board
2.3	Selecting the problem	2	Lecture	PPT
2.4	Necessity of defining the problem.	2	Lecture	White board
2.5	Meaning of research design, Need for research design	1	Discussion	Black Board
2.6	Features of a good design, Important concepts relating to research design	1	Chalk & Talk	Black Board
2.7	Different research designs	1	Chalk & Talk	Black Board
2.8	Basic principles of experimental designs	2	Lecture	PPT
UNIT – 3	**MEASUREMENT AND SCALING TECHNIQUES**			
3.1	Measurement in research – Measurement scales – Sources of error in measurement	1	Lecture	White board
3.2	Tests of sound measurement – Technique of developing measurement tools	1	Chalk & Talk	Black Board
3.3	Scaling – Meaning of scaling – Scale classification bases	1	Lecture	PPT
3.4	Important scaling techniques – Scale construction techniques	2	Lecture	White board
3.5	Methods of Data Collection: Collection of primary data –	1	Discussion	Black Board

	Observation method –			
3.6	Interview method – Collection of data through schedules	2	Lecture	PPT
3.7	Difference between Questionnaires and schedules – Some other methods of data collection	1	Chalk & Talk	Black Board
3.8	Collection of secondary data – Selection of appropriate method for data collection	1	Chalk & Talk	Black Board
3.9	Case study method	2	Chalk & Talk	Black Board
UNIT - 4 PROCESSING AND ANALYSIS OF DATA				
4.1	Processing operations – Some problems in processing	2	Lecture	PPT
4.2	Elements/Types of Analysis- Statistics in research	2	Lecture	White board
4.3	Measures of central tendency – Measures of dispersion	2	Discussion	Black Board
4.4	Measures of Asymmetry – Measures of relationship	2	Chalk & Talk	Black Board
4.5	Simple regression analysis – Multiple correlation and regression	2	Discussion	Black Board
4.6	Partial correlation – Association in case of attributes	2	Lecture	PPT
UNIT – 5 TESTING OF HYPOTHESES				

5.1	What is a Hypothesis? – Basic concepts concerning testing of Hypotheses - Procedure for Hypothesis testing	2	Chalk & Talk	Black Board
5.2	Measuring the power of a Hypothesis testing – Tests of Hypotheses- Important parametric tests	2	Lecture	PPT
5.3	Hypothesis testing of means – Hypothesis testing for differences between means	2	Lecture	PPT
5.4	Interpretation and report writing: Meaning of interpretation – Why interpretation? – Technique of interpretation	2	Lecture	White board
5.5	Precaution in interpretation – Significance of report writing – Different steps in writing report	2	Lecture	White board
5.6	Layout of the research report – Types of reports – Oral Presentation	1	Lecture	White board
5.7	Mechanics & Precautions for writing research reports	1	Lecture	White board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

K2-*Understand*, ***K3-****Apply*, ***K4-****Analyse, K5 – Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non - Scholastic

COURSE OUTCOMES

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

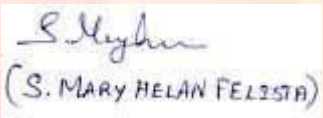
NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Predict the different stages of research process.	K2	PSO1 & PSO2
CO 2	Apply methods to collect best data.	K2, K3, K4	PSO1 & PSO2
CO 3	Assess the suitable research design & work.	K2 & K3	PSO1 & PSO3
CO 4	Compare categorical and continuous measures.	K2, K3 & K5	PSO1 & PSO4
CO 5	Analyze the process of various reports writing.	K2,K3 & K5	PSO1 & PSO5

COURSE DESIGNER:

Staff Name – B.USHA

Forwarded By

HOD'S Signature & Name



GENERAL ELECTIVE - MCA

(For those who joined in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MCA	20MCAGE10	DIGITAL IMAGE PROCESSING	GENERAL ELECTIVE	4	4

COURSE DESCRIPTION

This course provides an introduction to the basic concepts, methodologies and algorithms of digital image processing focusing image enhancement, image analysis and object recognition.

COURSE OBJECTIVES

- To study the image fundamental principles and mathematical transforms necessary for image processing.
- To learn the image enhancement, restoration techniques used in digital image processing.
- To understand about color images and compression techniques

UNIT I **(12 Hours)**

INTRODUCTION AND DIP FUNDAMENTALS

DIP Definition - Origin of DIP- Fundamental steps in DIP - Elements of Visual Perception- Image sampling and Quantization

SELF STUDY: Some basic Relationships between pixels

UNIT II **(12 Hours)**

INTENSITY TRANSFORMATION AND SPATIAL FILTERING

Background- Smoothening spatial filters- Sharpening spatial filters.

SELF STUDY: basic intensity transformation

UNIT III **(12 Hours)**

IMAGE RESTORATION AND RECONSTRUCTION

Model - Restoration in the process of noise only Spatial filtering - mean filters- Order statistic filters- Adaptive filters – Periodic noise reduction by Frequency domain filtering- Band Reject filters - Band pass filter - Notch Filter- Optimum Notch Filtering.

SELF STUDY :Noise Models

UNIT IV **(12 Hours)**

COLOR IMAGE PROCESSING

Color Fundamentals - Color Models – Pseudo color image processing- Basis of full color image processing- Color Transformations - Smoothing and Sharpening Image segmentation based on Color - Noise in color images - Color image compression.

SELF STUDY:Color components

UNIT V **(12 Hours)**

IMAGE COMPRESSION

Huffmann Coding- LZW coding- Run Length coding- Digital Image Watermarking.

SELF STUDY:Arithmetic Coding.

REFERENCES

1. Rafael C. Gonzalez, Richard E.,"Digital Image Processing", 3rd Edition- Woods Pearson India Education Pvt. Ltd.- 2016
2. Scott Umbaugh, "Computer Vision and Image Processing- a practical approach using CVIP tools"
3. Anil K.Jain, "Fundamentals of Digital Image Processing", Person Education, 2003.

WEB REFERENCES

1. https://imagej.net/Welcome
2. https://imagej.nih.gov/ij/docs/examples/index.html

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 Introduction and DIP Fundamentals				
1.1	DIP Definition - Origin of DIP	2	Chalk & Talk	Black Board
1.2	Fundamental steps in DIP	2	Chalk & Talk	LCD
1.3	Elements of Visual Perception	4	Lecture	PPT & White board
1.4	Image sampling and Quantization	2	Lecture	Smart Board
1.5	Some basic Relationships between pixels	2	Lecture	Black Board
UNIT –2 Intensity Transformation and spatial filtering				
2.1	Background	2	Chalk & Talk	Black Board
2.2	some basic intensity transformation Functions	2	Chalk & Talk	LCD
2.3	Smoothening spatial filters	4	Lecture	PPT & White board
2.4	Sharpening spatial filters	1	Lecture	Smart Board
2.8	Cell Fundamentals – Frequency Reuse	1	Discussion	Black Board
2.9	Signal to Interference Ratio Calculation.	2	Lecture	Black Board

UNIT –3 Image Restoration and Reconstruction				
3.1	Model – Noise Models	1	Chalk & Talk	Black Board
3.2	Restoration in the process of noise only Spatial filtering	1	Chalk & Talk	LCD
3.3	mean filters- Order statistic filters	4	Lecture	PPT & White board
3.4	Adaptive filters	1	Lecture	Smart Board
3.5	Periodic noise reduction by Frequency domain filtering	1	Lecture	Black Board
3.6	Band Reject filters - Band pass filter	1	Discussion	Google classroom
3.7	Notch Filter	2	Specimen	Microscope
3.8	Optimum Notch Filtering	1	Discussion	Black Board
UNIT –4 Color Image Processing				
4.1	Color Fundamentals	1	Chalk & Talk	Black Board
4.2	Color Models	1	Chalk & Talk	LCD
4.3	Pseudo color image processing	4	Lecture	PPT & White board
4.4	Basis of full color image processing	1	Lecture	Smart Board
4.5	Color Transformations	1	Lecture	Black Board
4.6	Smoothing and Sharpening Image segmentation based on ColorCellular Systems	1	Discussion	Google classroom

4.7	Noise in color images	2	Specimen	Microscope
4.8	Color image compression.	1	Discussion	Black Board
UNIT –5 Image Compression				
5.1	Huffmann Coding	2	Chalk & Talk	Black Board
5.2	Arithmetic Coding	2	Chalk & Talk	LCD
5.3	LZW coding	4	Lecture	PPT & White board
5.4	Run Length coding	2	Lecture	Smart Board
5.5	Digital Image Watermarking.	2	Lecture	Black Board

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholast	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

***K2**-Understand,* ***K3**-Apply,* ***K4**-Analyse, K5 - Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non - Scholastic

COURSE OUTCOMES

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

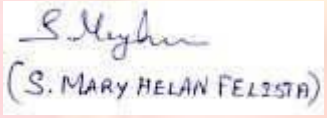
NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	To review the fundamental concepts of a digital image processing system.	K2	PSO1 & PSO2
CO 2	To examine various types of images, their intensity transformations and spatial filtering.	K2, K3, K4	PSO1 & PSO2
CO 3	To analyze the different types of noises and the filters used to restore and reconstructthe images.	K2 & K3	PSO1 & PSO3
CO 4	To create color images and pseudo images with smoothening and sharpening techniques.	K2, K3 & K5	PSO1 & PSO4
CO 5	To compare the various lossy and lossless compression mechanisms.	K2,K3 & K5	PSO1 & PSO5

COURSE DESIGNER:

Staff Name – S. SELVARANI

Forwarded By

HOD'S Signature & Name



GENERAL ELECTIVE - MCA

For those who joined in 2020 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
MCA	20MCAGE11	CLOUD COMPUTING	GENERAL ELECTIVE	4	4

COURSE DESCRIPTION

This course provides a comprehensive study of cloud concepts and capabilities across the various Cloud service models including Infrastructure as a Service (IaaS), Platform as a Service (PaaS), Software as a Service (SaaS), and Identity as a Service (IDaaS).

COURSE OBJECTIVES

- To introduce the broad perceptive of cloud architecture and model
- To Gain knowledge on the concept of Virtualization and design of cloud Services
- To understand the issues on cloud storage & security.

UNIT –I **(12 HRS.)**

BASICS OF CLOUD COMPUTING AND CLOUD ARCHITECTURE

Defining Cloud Computing - Cloud Types - The NIST model - The Cloud Cube Model Deployment models Service models -Examining the Characteristics of Cloud Computing - Paradigm shift Benefits of cloud computing Disadvantages of cloud computing - Assessing the Role of Open Standards

Understanding Cloud Architecture - Exploring the Cloud Computing Stack - Infrastructure - Platforms - Virtual Appliances - Communication Protocols – Applications

SELF STUDY : Connecting to Cloud - The Jolicloud Netbook OS - Chromium OS

UNIT –II CLOUD SERVICES AND APPLICATIONS (12 HRS.)

Understanding Services and Applications by Type - Defining Infrastructure as a Service (IaaS) - IaaS workloads - Pods, aggregation, and silos - Defining Platform as a Service (PaaS) - Defining Software as a Service (SaaS) - SaaS characteristics - Open SaaS and SOA - Salesforce.com and CRM SaaS

SELF STUDY : Defining Identity as a Service (IDaaS) - IDaaS interoperability - User authentication and Authorization

UNIT –III ABSTRACTION VS. VIRTUALIZATION (12 HRS.)

Understanding Abstraction and Virtualization - Using Virtualization Technologies -Load Balancing and Virtualization - Advanced load balancing - The Google cloud - Understanding Hypervisors -Virtual machine types - VMware vSphere - Understanding Machine Imaging - Porting Applications - The Simple Cloud API - AppZero Virtual Application Appliance

Using PaaS Application Frameworks – Drupal - Using SaaS Application Frameworks - Google App Engine – Using IaaS Application Frameworks - Amazon Elastic Compute Cloud (EC2) - Windows Azure.

SELF STUDY : Virtualization Practicum

UNIT –IV CLOUD MANAGEMENT AND CLOUD SECURITY (12 HRS.)

Managing the Cloud - Administrating the Clouds - Management responsibilities - Lifecycle management - Cloud Management Product - Emerging Cloud Management Standards - Cloud Security - Securing the Cloud - The security boundary - Security service boundary - Security mapping - Securing Data - Brokered cloud storage access - Storage location and tenancy - Encryption - Auditing and compliance

SELF STUDY : DMTF cloud management standards - Cloud Commons and SMI

UNIT –V **(12 HRS.)**

CLOUD BASED STORAGE AND COMMUNICATING WITH CLOUD

Working with Cloud-Based Storage -- Cloud storage in the Digital Universe - Cloud storage definition - Provisioning Cloud Storage - Unmanaged cloud storage - Managed cloud storage - Creating cloud storage systems - Virtual storage containers -Exploring Cloud Backup Solutions - Backup types -Cloud backup features - Cloud attached backup - Cloud Storage Interoperability - Cloud Data Management Interface (CDMI) -Open Cloud Computing Interface (OCCI) - Communicating with the Cloud - Exploring Instant Messaging - Instant messaging clients - Instant messaging interoperability - Micro-blogs or Short Message Services - Exploring Collaboration Technologies

SELF STUDY : Using Social Networks - Features - List of social networking sites - Privacy and security - Interaction and interoperability

REFERENCES:

1. Barrie Sosinsky, “Cloud Computing Bible”, Wiley India Pvt. Ltd, 2013.
2. John W.RittingHouse, James F.Ransome, ”Cloud Computing Implementation, Management and Security”, CRC Press, 2013.
3. Kris Jamsa, Jones &Bartlett , “Cloud Computing” , Learning Publishers 2014.
4. Anthony T. Velte, Toby J. Velte, RoberElsenpeter, “Cloud Computing – A Practical Approach” , Mc Graw Hill publications, 2013.
5. Rajkumarbuyya, James Broberg, Andrzej Goscinski, “ Computing Principles & Paradigms”, Wiley India Pvt. Ltd., 2013.

WEB REFERENCES :

1. https://lecturenotes.in/subject/366/cloud-computing-cc
2. https://www.guru99.com/cloud-computing-for-beginners.html

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1	**BASICS OF CLOUD COMPUTING AND CLOUD ARCHITECTURE**			
1.1	Defining Cloud Computing and its types	1	Chalk & Talk	Black Board
1.2	The NIST model	1	PPT	LCD
1.3	The Cloud Cube Model	2	Flipped Classroom	LMS tool - Edmodo and LCD
1.4	Characteristics of Cloud Computing	1	PPT	LMS tool - Edmodo and LCD
1.5	Assessing the Role of Open Standards	1	Group Discussion	White Board
1.6	Cloud Architecture	2	Flipped Classroom	LMS tool - Edmodo and LCD
1.7	Cloud Computing Stack	1	PPT	LMS tool - Edmodo and LCD
1.8	Infrastructure - Platforms , Virtual Appliances, Communication Protocols, Applications	2	Brain Storming and Mind mapping	White Board
1.9	Connecting to the Cloud - The Jolicloud Netbook OS - Chromium OS	1	Lecture	Presentation using PPT

UNIT -2 CLOUD SERVICES AND APPLICATIONS				
2.1	Understanding Services and Applications by Type	2	Flipped Classroom	LMS tool - Edmodo and LCD
2.2	Infrastructure as a Service (IaaS)	2	Flipped Classroom	LMS tool - Edmodo and LCD
2.3	Platform as a Service (PaaS)	2	Flipped Classroom	LMS tool - Edmodo and LCD
2.4	Software as a Service (SaaS)	2	Flipped Classroom	LMS tool - Edmodo and LCD
2.5	Open SaaS and SOA	2	PPT	LMS tool - Edmodo and LCD
2.6	Salesforce.com and CRM SaaS	1	PPT	LMS tool - Edmodo and LCD
2.7	Identity as a Service (IDaaS)	1	Lecture	Presentation using PPT
UNIT -3 ABSTRACTION VS. VIRTUALIZATION				
3.1	Understanding Abstraction and Virtualization	1	Flipped Classroom	LMS tool - Edmodo and LCD
3.2	Using Virtualization Technologies	1	Flipped Classroom	LMS tool - Edmodo and LCD
3.3	Load Balancing and Virtualization - Advanced load balancing	2	PPT	LMS tool - Edmodo and LCD
3.4	The Google cloud	1	PPT	LMS tool - Edmodo

				and LCD
3.5	Understanding Hypervisors - Virtual machine types - VMware vSphere	1	Chalk and Talk	Blackboard
3.6	Understanding Machine Imaging - Porting Applications - The Simple Cloud API - AppZero Virtual Application Appliance	2	PPT	LMS tool - Edmodo and LCD
3.7	PaaS Application Frameworks – Drupal	1	Flipped Classroom	LMS tool - Edmodo and LCD
3.8	SaaS Application Frameworks - Google App Engine –	1	Flipped Classroom	LMS tool - Edmodo and LCD
3.9	IaaS Application Frameworks - Amazon Elastic Compute Cloud (EC2) , Windows Azure	1	Flipped Classroom	LMS tool - Edmodo and LCD
3.10	Virtualization Practicum	1	Lecture	Presentation using PPT
UNIT - 4	**CLOUD MANAGEMENT AND CLOUD SECURITY**			
4.1	Managing the Cloud - Administrating the Clouds	1	Chalk and Talk	Blackboard
4.2	Management responsibilities	1	Chalk and Talk	Blackboard
4.3	Lifecycle management	1	Chalk and Talk	Blackboard
4.4	Cloud Management Product	1	Flipped Classroom	LMS tool - Edmodo and LCD
4.5	Emerging Cloud Management Standards	1	PPT	LMS tool - Edmodo and LCD

4.6	Cloud Security - Securing the Cloud	1	PPT	LMS tool - Edmodo and LCD
4.7	The security boundary - Security service boundary - Security mapping	2	PPT	LMS tool - Edmodo and LCD
4.8	Securing Data	1	Flipped Classroom	LMS tool - Edmodo and LCD
4.9	Brokered cloud storage access - Storage location and tenancy	1	Flipped Classroom	LMS tool - Edmodo and LCD
4.10	Encryption - Auditing and compliance	1	Flipped Classroom	LMS tool - Edmodo and LCD
4.11	DMTF cloud management standards - Cloud Commons and SMI	1	Lecture	Presentation using PPT
UNIT - 5 CLOUD BASED STORAGE AND COMMUNICATING WITH CLOUD				
5.1	Working with Cloud-Based Storage -- Cloud storage in the Digital Universe	1	Flipped Classroom	LMS tool - Edmodo and LCD
5.2	Cloud storage definition - Provisioning Cloud Storage - Unmanaged cloud storage - Managed cloud storage	1	Flipped Classroom	LMS tool - Edmodo and LCD
5.3	Creating cloud storage systems – Virtual storage containers	1	Flipped Classroom	LMS tool - Edmodo and LCD
5.4	Exploring Cloud Backup Solutions - Backup types -Cloud backup features - Cloud attached backup	2	PPT	LMS tool - Edmodo and LCD
5.5	Cloud Storage Interoperability -	2	PPT	LMS tool - Edmodo

	Cloud Data Management Interface (CDMI) -Open Cloud Computing Interface (OCCI)			and LCD
5.6	Communicating with the Cloud - Exploring Instant Messaging - Instant messaging clients	2	PPT	LMS tool - Edmodo and LCD
5.7	Instant messaging interoperability - Micro-blogs or Short Message Services	1	PPT	LMS tool - Edmodo and LCD
5.8	Exploring Collaboration Technologies	1	PPT	LMS tool - Edmodo and LCD
5.9	Using Social Networks - Features - List of social networking sites - Privacy and security - Interaction and interoperability	1	Lecture	Presentation using PPT

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholast	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

***K2**-Understand,* ***K3**-Apply,* ***K4**-Analyse, K5 - Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non - Scholastic

COURSE OUTCOMES

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

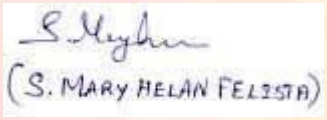
NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Examine the characteristics of Cloud Computing and the architecture	K1	PSO1
CO 2	Define Infrastructure and Identify service models.	K1, K2	PSO2, PSO3
CO 3	Relate abstraction and virtualization and cloud computing frameworks.	K1 & K3	PSO3
CO 4	Manage and administrate cloud.	K1, K2, K3	PSO4, PSO5
CO 5	Explore cloud based storage and collaboration technologies.	K2 & K4	PS03, PSO4

COURSE DESIGNER:

Dr.D.Jeya Mala

Forwarded By

HOD'S Signature & Name



GENERAL ELECTIVE - MCA

(For those who join in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCAGE12	AGILE SOFTWARE ENGINEERING	GENERAL ELECTIVE	4	4

COURSE DESCRIPTION

This course provides an immersive experience in the technical, cultural and social aspects of Agile and DevOps.

COURSE OBJECTIVE

- To learn the software development process using agile.
- To comprehend the quality and risk management in software development.
- To understand the integration between development and operations in software project development.

UNIT I **(12 Hours)**

MODERNIZING PROJECT MANAGEMENT

Project management needed a makeover – Introducing Agile Project Management.

APPLYING AGILE MANIFESTOS & PRINCIPLES

Understanding the Agile Manifesto - Outlining the four values of Agile manifesto- Defining the 12 Agile principles - Agile Benefits.

AGILE APPROACHES:

Overview of lean- Overview of scrum - Overview of Extreme programming.

SELF STUDY : Agile Benefits

UNIT II **(12 Hours)**

AGILE PLANNING AND EXECUTION:

Agile planning – Defining the product vision – Creating a product road map – completing the product backlog.

PLANNING RELEASES AND SPRINTS:

Refining requirements and estimates – Release planning – Sprint planning.

SHOWCASING WORK, INSPECTING AND ADAPTING:

The Sprint review – The sprint retrospective – Preparing for release.

SELF STUDY: Sprint planning

UNIT III **(12 Hours)**

MANAGING SCOPE AND PROCUREMENT

Managing Agile scope - Managing Agile procurement

MANAGING TIME AND COST

Managing Agile schedule – Managing Agile budgets

MANAGING AGILE TEAM DYNAMICS& COMMUNICATION

Managing Agile Team Dynamics **-** Managing Agile communication – Managing Agile quality – Managing Agile risk.

SELF STUDY: Managing Agile communication

UNIT IV FUNDAMENTALS OF DEVOPS **(12 Hours)**

The Definition of DevOps – What DevOps is not - Introduction – Traditional Project Setting – Agile Project Setting – Blame Game: Dev vs. Ops – Operations as Bottleneck - DevOps to Rescue – The Essence of DevOps **SELF STUDY:** Quality and testing

UNIT V **(12 Hours)**

BUILDING BLOCKS OF DEVOPS

Measurement and Metrics – Improving flow of features – Improve And Accelerate Delivery

QUALITY AND TESTING

What is Quality – Pattern for Improving Quality.

SELF STUDY: Specification by example

REFERENCES :

1. Mark C.Layton , Steven J.Ostermiller , “Agile Project Management”, Wiley Publication II edition ,2018
2. MachaelHuttermann, “DevOps for developers”, Apress publication, 2012
3. Joseph joyner, “DevOps for Beginners” Speedy publishing LLC 2015
4. Robert Martin, “Agile software development, Principles patterns and practices” person new international edition, 2013
5. Greene Jennifer, “Learning Agile” Orielly series I edition 2014

WEB REFERENCES:

1. https://martinfowler.com/agile.html
2. https://refactoring.com/

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 AGILE APPROACHES AND AGILE BEHAVIOURS				
1.1	Modernizing Project Management	1	Lecture	PPT
1.2	Introduction	2	Lecture	PPT
1.3	Applying the Agile Manifesto and Principles- Values	1	Lecture	PPT
1.4	Principles - Agile Benefits	2	Lecture	PPT
1.5	Overview of lean- Overview of scrum	1	Lecture	PPT
1.6	Overview of Extreme programming.	1	Lecture	PPT
1.7	Establishing Agile Roles – Establishing new values	2	Lecture	PPT
1.8	Changing Team philosophy.	2	Chalk & Talk	Black Board
UNIT 2 - AGILE PLANNING AND EXECUTION				
2.1	Agile planning – Defining the product vision	1	Lecture	PPT
2.2	Creating a product road map	2	Chalk & Talk	Black Board
2.3	completing the product backlog.	2	Lecture	PPT
2.4	Refining requirements and estimates	2	Lecture	White board
2.5	Release planning – Sprint planning.	1	Discussion	Black Board
2.6	The Sprint review – The sprint retrospective	2	Chalk & Talk	Black Board
2.7	Preparing for release.	2	Chalk & Talk	Black Board

UNIT 3 - AGILE MANAGEMENT				
3.1	Managing scope and procurement	2	Lecture	White board
3.2	Managing Agile scope - Managing Agile procurement	2	Chalk & Talk	Black Board
3.3	Managing time and cost – Managing Agile schedule	2	Lecture	PPT
3.4	Managing Agile budgets – Managing Agile team dynamics	2	Lecture	White board
3.5	Managing Agile communication	2	Discussion	Black Board
3.6	Managing Agile quality – Managing Agile risk.	2	Lecture	PPT
UNIT 4 - FUNDAMENTALS OF DEVOPS				
4.1	The Definition of DevOps – What DevOps is not	2	Lecture	PPT
4.2	Introduction – Traditional Project Setting	2	Discussion	Black Board
4.3	Agile Project Setting – Blame Game	1	Lecture	PPT
4.4	Dev vs. Ops – Operations as Bottleneck	2	Lecture	PPT
4.5	DevOps to Rescue – The Essence of DevOps	2	Discussion	Black Board
4.6	Building Blocks – Measurement and Metrics	1	Lecture	PPT
4.7	Improving flow of features – Quality and testing	1	Lecture	PPT
4.8	What is Quality – Pattern for Improving Quality	1	Lecture	PPT
UNIT 5 - PROCESS VIEW				
5.1	Introduce shared incentives - What is a Team	2	Discussion	Black Board

5.2	Becoming a Team - Feedbacks	2	Lecture	PPT
5.3	Extend Development to Operations – Extend Operations to Development	2	Lecture	PPT
5.4	Embed Development into Operations – Embed Operations into Development	2	Lecture	PPT
5.5	Unified and holistic approach	2	Lecture	PPT
5.6	Automatic releasing – Infrastructure as code.	2	Lecture	PPT

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1 & M2) 10	Mid-Sem.Test 15	Once in a Sem. 10		5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

K2-*Understand*, ***K3-****Apply*, ***K4-****Analyse, K5 – Evaluate*

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
10	10	15	10	5	50	50	100

C1 – Sum of Two Weekly Tests

C2 – Average of Two Monthly Tests

C3 - Mid Sem Test

C4 – Once in a semester (Seminar / Assignment)

C5 – Non - Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Explain the fundamental principles and practices of the agile development methods.	K1	PSO1& PSO2
CO 2	Analyze the planning and execution of the agile manifesto	K1, K2,	PSO3
CO 3	Monitor the management to achieve complete product development.	K1 & K3	PSO5
CO 4	Practice the integration of development and operations in software projects.	K1, K2, K3 &	
CO 5	Present the software project by following the principles that best fit the technical and market demands.	K2 & K4	

COURSE DESIGNER:

Staff Name – S.MARY HELAN FELISTA

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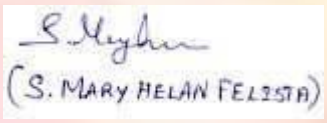

ADVANCED LEARNERS - MCA

(For those who joined in 2020 onwards)

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
MCA	20MCAAL01	INTERNET OF THINGS	ADVANCED LEARNERS	-	2

COURSE DESCRIPTION

This course provides the knowledge required to design an IOT system to connect embedded sensors.

COURSE OBJECTIVE

- Learn the fundamentals of IoT
- Understand the design methodology of IoT applications
- Design IoT applications using Raspberry Pi

UNIT - I FUNDAMENTALS OF IOT **(12 Hours)**

Introduction-Characteristics-Physical design – Things in IoT - Protocols – Logical design of IoT – Functional blocks – communication models – communication API s – IoT Enabling technologies – IoT Levels and deployment templates.

SELF STUDY: Characteristics

UNIT – II DOMAIN SPECIFIC IOT **(12 Hours)**

Domain Specific IoTs – Introduction – Home Automation – Cities – Environment – Energy – Retail – Logistics – Agriculture – Industry – Heath and Life style

IoT and M2M – Introduction – M2M – Difference between IoT and M2M - SDN and NFV for IoT.

SELF STUDY: Home Automation

UNIT – III IOT PLATFORMS DESIGN METHODOLOGY (12 Hours)

Introduction – IoT Design Methodology-IOT physical devices and Endpoints – IoT Device – Raspberry Pi – Linux on Raspberry Pi - Raspberry Pi interfaces – Programming Raspberry Pi with Python.

SELF STUDY: IoT Device

UNIT – IV IOT PHYSICAL SERVERS AND CLOUD OFFERINGS (12 Hours)

Introduction to cloud storage models and communication API s – Python web application framework –Django – Designing a RESTful web API – Amazon web services for IoT

SELF STUDY: Introduction to cloud storage

UNIT – V CASE STUDIES ILLUSTRATING IOT DESIGN (12 Hours)

Introduction – Home automation – Cities – Environment – Agriculture – Productivity Applications.

SELF STUDY: Agriculture

REFERENCES:

1. ArshdeepBahga, Vijay Madisetti,"Internet of Things – A hands-on approach", Hyderabad Universities Press, 2015.
2. Honbo Zhou,"The Internet of Things in the Cloud : A Middleware Perspective", Newyork : CRC Press , 2012.
3. D. Jeya Mala, "Integrating the Internet of Things into Software Engineering best practices", IGI Global Publishers, UK, 2019.
4. Dieter Uckelmann; Mark Harrison; Florian Michahelles (Eds.) "Architecting the Internet of Things", Germany: Springer,2011.
5. David Easley and Jon Kleinberg, " Networks, Crowds, and Markets: Reasoning About a Highly Connected World" United Kingdom: Cambridge University Press, 2010.
6. Olivier Hersent, Omar Elloumi and David Boswarthick, "The Internet of Things: Applications to the Smart Grid and Building Automation", United States : Wiley Publishing Inc, 2012.

WEB REFERENCES:

1. https://lecturenotes.in/subject/370/internet-of-things-iot
2. http://www.cs.ust.hk/~qianzh/FYTGS5100/spr2013/notes/Chapter1-IoT.pdf

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1 Fundamentals of IOT				
1.1	Introduction	1	Lecture	Black Board
1.2	Physical design	1	Lecture	White board
1.3	Things in IoT– Protocols	1	Lecture	PPT
1.4	Logical design of IoT	1	Lecture	PPT
1.5	Functional blocks	2	Lecture	PPT
1.6	communication models	1	Lecture	White board
1.7	communication API s	2	Lecture	PPT
1.8	IoT Enabling technologies	2	Chalk & Talk	Black Board
1.9	IoT Levels and deployment templates	1	Chalk & Talk	Black Board
UNIT 2 - Domain Specific IoTs				
2.1	Domain Specific IoTs	1	Lecture	PPT
2.2	Introduction	2	Chalk & Talk	Black Board
2.3	Cities – Environment	1	Lecture	PPT
2.4	Energy – Retail	2	Lecture	White board
2.5	Logistics	1	Discussion	Black Board
2.6	Agriculture – Industry	1	Chalk & Talk	Black Board
2.7	IoT and M2M	1	Chalk & Talk	Black Board
2.8	Introduction – M2M	1	Lecture	PPT
2.9	Difference between IoT and M2M	1	Chalk & Talk	Black Board

2.10	SDN and NFV for IoT.	1	Chalk & Talk	Black Board
UNIT 3 - IOT platforms design methodology				
3.1	Introduction	1	Lecture	White board
3.2	IoT Design Methodology	2	Chalk & Talk	Black Board
3.3	IOT physical devices and Endpoints	1	Lecture	PPT
3.4	Raspberry Pi	2	Lecture	White board
3.5	Linux on Raspberry Pi	2	Discussion	Black Board
3.6	Raspberry Pi interfaces	2	Lecture	PPT
3.7	Programming Raspberry Pi with Python	2	Chalk & Talk	Black Board
UNIT 4 - IoT physical servers and cloud offerings				
4.1	Communication API s	2	Lecture	PPT
4.2	Python web application framework	2	Lecture	PPT
4.3	Django	3	Lecture	Black Board
4.4	Designing a RESTful web API	3	Lecture	PPT
4.5	Amazon web services for IoT	2	Lecture	White board
UNIT -5 Case Studies illustrating IoT design				
5.1	Introduction	1	Lecture	PPT
5.2	Home automation	3	Lecture	PPT
5.3	Cities	3	Lecture	PPT
5.4	Environment	3	Lecture	PPT
5.5	Productivity Applications	2	Lecture	PPT

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
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C4 – Once in a semester (Seminar / Assignment)

C5 – Non - Scholastic

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Identify the Fundamentals of Internet of Things.	K2	PSO1 & PSO2
CO 2	Design a portable IoT using relevant protocols.	K2, K3, K4	PSO1 & PSO2
CO 3	Analyze applications of IoT in real time scenario.	K2 & K3	PSO1 & PSO3
CO 4	Develop web services to access/control IoT devices.	K2, K3 & K5	PSO1 & PSO4
CO 5	Deploy an IoT application and connect to the cloud.	K2,K3 & K5	PSO1 & PSO5

COURSE DESIGNER:

Staff Name – B. USHA

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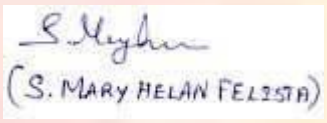
HOD'S Signature & Name



FATIMA COLLEGE
(AUTONOMOUS)

Re-Accredited with "A" Grade by NAAC (3rd Cycle)
74th Rank in India Ranking 2019 (NIRF) by MHRD
Affiliated to Madurai Kamaraj University, Madurai
MARY LAND, MADURAI – 625 018, TAMIL NADU, INDIA

PROFESSIONAL COURSES

CALENDAR AND HANDBOOK

2020 - 2021

Managed by
ST. JOSEPH'S SOCIETY OF MADURAI
(Congregation of the Sisters of St. Joseph of Lyon, France)

Ph: 0452-2668016, 2669015, Fax: 91-452-2668437
E-Mail: mba@fatimacollegemdu.org
mca@fatimacollegemdu.org
Website: www. fatimacollegemdu. org

PROFILE OF THE COLLEGE

Fatima College (Autonomous), Mary Land, Madurai, is a Postgraduate College for women affiliated to Madurai Kamaraj University. It is a Catholic minority institution established and run by St. Joseph's Society of Madurai (of the Congregation of the Sisters of St. Joseph of Lyon, France). This institution came into existence through the tireless efforts of the missionary sisters of St. Joseph of Lyon and the zeal and heroic sacrifice of Rev. Sr. Rose Benedicta, the Foundress of the College.

The College was started in St. Joseph's School Campus Madurai as a Second Grade College with 63 students in 1953. It was upgraded and became a Postgraduate College in 1964 and Autonomous in 1990. The College now offers 21 Undergraduate Programmes, 14 Postgraduate Programmes, 2 Professional Programmes and 6 Departments have become Research Centres. It has strength of 4111 students, 196 Teaching Staff and 91 Non-Teaching Staff.

The comprehensive assessment by NAAC in **1999** placed Fatima College in Five Star Status of merit. The College strives to sustain excellence, quality and relevance while equipping the students to meet the demands of higher education in India. In **2004**, UGC conferred on Fatima College, the status of **College with Potential for Excellence**. In 2006 and 2013 NAAC re-accredited the college with 'A' Grade. **The College was ranked 74th in the All India NIRF Ranking in 2019.**

VISION STATEMENT: *WOMEN'S EMPOWERMENT THROUGH EDUCATION*

Being contemplative, prophetic and women of communion for the LIFE of the world to empower young women through faith formation and value- based education for societal equality, harmony and care for our common home.

MISSION STATEMENT:

- To empower Women with academic excellence through Quality Education
- To endow them with character, competence, creativity and commitment for nation-building
- To enkindle in them inclusive love and encourage them to build fraternal communities and champion the cause of those at the periphery with compassion.
- To enable them to excel as responsible citizens moved by the need for interdependence among human beings, society and the environment.

Stamp Size Photo

PERSONAL MEMORANDA

Name : _____

Dept. & Reg. No. : _____

Day Scholar / Hosteller : _____

Present Address : _____

_____

_____

_____

_____

+2 Register No. : _____

Aadhar No. : _____

Driving Licence No. : _____

Vehicle No. : _____

In case of emergency:

Contact Name : _____

Relationship : _____

Phone : _____

Student's Signature

Parent's /Guardian's Signature

Phone No. : _____

COLLEGE PRAYER

God our Father, source of all goodness, we believe that you are present in the whole creation. We humbly ask of you to watch over this College and its inmates. Bless our **parents**, our **teachers**, our **friends** and **well-wishers**. Help us to grow as **responsible women**, caring for every kind of neighbour, especially our less fortunate brothers and sisters. May every prayer and work of ours begin with you and happily end with you.
Our Lady of Fatima, pray for us, **Amen.**

தேசிய ஒருமைப்பாட்டு உறுதி மொழி!

நாட்டின் உரிமை வாழ்வையும், ஒருமைப் பாட்டையும் பேணிக் காத்து வலுப்படுத்த செயற்படுவேன் என்று உளமார நான் உறுதி கூறுகிறேன். ஒரு போதும் வன்முறையை நாடேன் என்றும், சமயம் மொழி வட்டாரம் முதலியவை காரணமாக எழும் வேறுபாடுகளுக்கும் பூசல்களுக்கும் ஏனைய அரசியல் பொருளாதார குறைபாடுகளுக்கும் அமைதி நெறியிலும் அரசியல் அமைப்பின் வழியிலும் நின்று தீர்வு காண்பேன் என்றும் நான் மேலும் உறுதி அளிக்கிறேன்.

PLEDGE

India is my country and all Indians are my brothers and sisters.
I love my country and I am proud of its rich and varied heritage.
I shall always strive to be worthy of it.
I shall give my parents, teachers and all elders, respect,
And treat everyone with courtesy.
To my country and my people I pledge my devotion.
In their well – being and prosperity alone, lies my happiness.

Pydimarri Venkata Subba Rao (1962)

NATIONAL ANTHEM

Jana-gana-mana-adhin**a**yaka jaya he
Bh**a**rata-bh**a**gya-vidh**a**t**a**
Punj**a**ba-Sindhu-Guj**a**rata-Mar**a**th**a**
Dr**a**vida-Utkala-Banga
Vindhya-Him**a**chala-Yamun**a**-Ganga
Uchchala-jaladhi-taranga
Tava shubha n**a**me j**a**g**e**, tava shubha **a**sisa m**a**g**e**,
Gahe tava jaya-g**a**th**a**.
Jana-gana-mangala-d**a**yaka jaya h**e**
Bh**a**rata-bh**a**gya-vidh**a**t**a**.
Jaya h**e**, Jaya h**e**, Jaya h**e**,
Jaya jaya jaya, jaya h**e**.

- **Rabindranath Tagore (1911)**

TRANSLATION OF THE NATIONAL ANTHEM

Thou art the ruler of the minds of all people,
Dispenser of India's destiny.
Thy name rouses the hearts of Punjab, Sind,
Gujarat and Maratha,
Of the Dravida and Odisha and Bengal;
It echoes in the hills of the Vindhyas and Himalayas,
Mingles in the music of Jamuna and Ganges and is
Chanted by the waves of the Indian Sea.
They pray for thy blessings and sing thy praise.
The saving of all people waits in thy hand,
Thou dispenser of India's destiny.
Victory, victory, victory to thee.

- **Rabindranath Tagore (1911)**

தமிழ்த்தாய் வாழ்த்து

நீராரும் கடலுடுத்த நில மடந்தைக் கெழிலொழுகும்

சீராரும் வதனமெனத் திகழ் பரதக் கண்டமதில்

தெக்கணமும் அதில் சிறந்த திராவிட நல் திருநாடும்

தக்க சிறு பிறைநுதலும் தரித்த நறும் திலகமுமே

அத்திலக வாசனை போல் அனைத்துலகும் இன்பமுற

எத்திசையும் புகழ் மணக்க இருந்தபெரும் தமிழணங்கே ! தமிழணங்கே !

உன் சீர் இளமை திறம் வியந்து செயல் மறந்து வாழ்த்துதுமே !

வாழ்த்துதுமே ! வாழ்த்துதுமே !

மனோன்மணியம்" பெ.சுந்தரனார்

தாயின் மணிக்கொடி பாரீர்!!

தாயின் மணிக்கொடி பாரீர் -அதைத்
தாழ்ந்து பணிந்து புகழ்ந்திட வாரீர்

1.ஓங்கி வளர்ந்ததோர் கம்பம் -அதன்
உச்சியின் மேல் வந்தே மாதர மென்றே
பாங்கி னேழுதித் திகழும் -செய்ய
பட்டொளி வீசிப் பறந்தது பாரிர்!

கம்பத்தின் கீழ்நிற்றல் காணீர் -எங்கும்
காணரும் வீரர் பெருந்திருக் கூட்டம்
நம்பற் குரியரவ் வீரர்-தங்கள்
நால்லுயி ரீந்துங் கொடியினைக் காப்பார்.(தாயின்)

kfhftp Rg;ukzpa ghujpahh;

LEAD KINDLY LIGHT

Lead kindly light, amid th' encircling gloom,
Lead thou me on;
The night is dark, and I am far from home,
Lead thou me on!
Keep thou my feet! I do not ask to see
The distant scene; one step enough for me.

I was not ever thus, nor prayed that thou
Shouldst lead me on:
I loved to choose and see my path; but now,
Lead thou me on!
I loved the garish day, and spite of fears
Pride ruled my will, remember not past years!

So long thy power hath blest me, sure it still
Will lead me on:
O'er moor and fen, O'er crag and torrent, till
The night is gone,
And with the morn those angel faces smile
Which I have loved long since, and lost awhile.

- John Henry Newman (1833)

HYMN TO OUR LADY OF FATIMA

Oh! Come to the throne of grace,
Oh! Come to the heart most pure,
To Mary, the hope of all,

In whom salvation is sure.

Chorus : Oh! Lady of Fatima hail!
Immaculate Mother of Grace,
Oh! pray for us, help us today,
Thou hope of the human race.

Immaculate hearts, we kneel
To consecrate all to Thee,
The present, its pain and joy,
The future all it may be.

FATIMA ANTHEM

A happy band from far and near
We meet to learn the right to dare
Beloved Home! Dear College hail
Our love for Thee shall never fail.

Chorus : For God is all our strength,
In Him we do and dare
The right against the wrong
We'll cherish and revere,
Then firmly let us stand,
United heart and hand,
And pray that God may ever bless,
Our College days.

We gather round where all may sing
Glad songs of praise, of trust and love
Where youthful hearts may find the way
That leads to light and endless days.

COLLEGE SONG
MARY LAND, MY MARY LAND

O Mary Land, My Mary Land,
My Sweet Home, My Mary Land,
Whene'er I hear your praises ring
Joyfully to you I sing.
Shrine built on faith with stones of love.
Endowed with peace from Heaven above.
Proud of your stand on Indian land,
Mary Land, My Mary Land.

O Mary Land, My Mary Land,

My Dear Home, My Mary Land,
E'er tenderly you guide my life
Fostering courage in the strife.
Though grey or blue the skies may be,
To you I'll ever loyal be,
Strong with your faith, safe in your care.
Mary Land, My Mary Land.

O Mary Land, My Mary Land,
My blest home, My Mary Land,
Your word is truth, a beacon light,
Shining through the darkest night,
I'll cherish memories of you,
As time goes on whatever I do.
A guide, a friend, that's what you've been,
Mary Land, My Mary Land.

O Patroness of Mary Land.
Mary Queen of all our land,
In years to come, my model be
Keep me ever close to Thee,
E'er true to my fellow men,
I want to help my fellow men,
Mary My Guide, give me Thy hand,
Patroness of Mary Land.

- Students of Mary Land, 1961-1962

SHINING LIGHT

This little guiding light of mine
I am going to let it shine - 3
Let it shine all the time let it shine
Take this little light round the world
I am going to let it shine - 3
Let it shine all the time let it shine
Hide it under the bushel O' No
I am going to let it shine - 3
Let it shine all the time let it shine

STATUTORY BODIES

GOVERNING BODY

1.	**Rev. Sr. Cecily Savariyar** Provincial, St. Joseph Province, SJL	:	Chairperson
2.	**Dr. Sr. M. Francisca Flora** Secretary	:	Vice-Chairperson

3.	**Dr. Sr. G. Celine Sahaya Mary** Principal	:	Ex-Officio Member
4.	**Dr. Sr. K. Fatima Mary** Education Link Person, St. Joseph Province, SJL	:	Member
5.	**Dr. Sr. Bindu Antony** Vice-Principal -I (Shift - I)	:	Member
6.	**Dr. Sr. J. Arul Mary** Vice- Principal -I (Shift - II)	:	Member
7.	**Dr. S. Vidya** IQAC Co-ordinator	:	Member
8.	**Dr. S. J. Kala** Dean of Arts	:	Member
9.	**Dr. N. Malathi** Dean of Science	:	Member
10.	**Ms. A. Mable Jasmine Shobha** Dean of Self-Financing Courses	:	Member
11.	**Rev. Dr. M. Arockiasamy Xavier, SJ** Principal, St. Joseph's College, Trichy.	:	Educationist
12.	**Mr. B. T. Bangera** Managing Director Hi-Tech Arai Ltd., Madurai – 625 014.	:	Industrialist
13.	**Dr. Paula Banerjee** Vice- Chancellor, The Sanskrit College and University, Bankim Chatterjee Street Kolkatta -700 073.	:	UGC Nominee
14.	**Dr. Pon Muthuramalingam** JDCE, Madurai Region, Madurai.	:	Government Nominee
15.	**Dr. H. Shakila** Professor, Member Syndicate School of Biotechnology, Madurai Kamaraj University, Madurai-625021.	:	University Nominee
16.	**Mrs. S. Arulmozhi Packiaseeli** **Associate Professor,The Research Center of Physics**	:	Senior Staff
17.	**Dr. Mrs. A. Roselin Mary** **Head & Associate Professor, The Research center of English**	:	Senior Staff
18.	**Dr. Sr. Biji Cyriac** Superior, Fatima College Convent	:	Special invitee
19.	**Dr. Vasantha Esther Rani**	:	Special invitee

	Dean of Research (Shift - I)		
20.	**Dr. Sr. A. Jospin Nirmala Mary** Controller of Examinations	:	Special invitee
21.	**Mrs. Nigila Ragavan** Controller of Examinations	:	Special invitee
22.	**Dr. S. Raju** MBA Director	:	Special invitee

ACADEMIC COUNCIL

1.	**Dr. Sr. G. Celine Sahaya Mary** Principal	:	Chairperson
2.	**Dr. Sr. M. Francisca Flora** Secretary	:	Special Invitee
3.	**Dr. Sr. Bindu Antony** Vice-Principal -I (Shift - I)	:	Member
4.	**Dr. G. Uma** Vice-Principal -II (Shift - I)	:	Member
5.	**Dr. Sr. J. Arul Mary** Vice-Principal -I (Shift - II)	:	Member
6.	**Dr. M. Arasammal** Vice-Principal -II (Shift - II)	:	Member
7.	**Dr. S. Vidya** IQAC Coordinator	:	Member
8.	**Dr. S. J. Kala** Dean of Arts	:	Member
9.	**Dr. N. Malathi** Dean of Science	:	Member
10.	**Ms. A. Mable Jasmine Shobha** Dean of Self-Financing Courses	:	Member
11.	**Dr. Vasantha Esther Rani** Dean of Research (Shift - I)	:	Member
12.	**Dr. S. L. Kumari** Dean of Research (Shift - II)	:	Member
13.	**Dr. Sr. A. Jospin Nirmala Mary** Controller of Examinations	:	Member
14.	**Mrs. Nigila Ragavan**	:	Member

	Controller of Examinations		
15.	**Dr. M. Ramakrishnan** Member Syndicate, Prof, Dept. of Computer Application, School of Information Technology, MKU Madurai – 625 021.	:	University Nominee
16.	**Dr. S. Pari Parameswaran** Member Syndicate, Asst. Prof, Dept of Youth Welfare Studies, School of Youth Empowerment, MKU, Madurai – 625 021.	:	University Nominee
17.	**Dr. S. Theenathayalan** Member Syndicate, Asso. Prof. & Head, Dept of Economics & Centre for Research in Economics, The Madura College (Autonomous), Madurai – 625 011.	:	University Nominee
18.	**Mr. Raja Rajeswaran** Auditor - Industrial Expert NFN Labs, Ground floor, Kasthuri Apartment, JP Avenue, Chennai.	:	External Member
19.	**Mr. A. Velmurugaraj** Head Personnel, TVS Srichakra Tyres Ltd., Perumalpatti Road, Vellaripatti, Melu TK, Madurai – 625 122.	:	External Member
20.	**Dr. R. Vasudevan** Dean ECA & Prof. Department of Chemistry, Thiagarajar College of Engineering, Madurai – 625015.	:	External Member
21.	**Sr. A. Amala** Advocate, Madras High Court, Madurai Bench, Madurai.	:	External Member
22.	**Heads of Departments**		
23.	**Dr. C. Sujatha** Librarian	:	Member

FINANCE COMMITTEE

1.	**Dr. Sr. G. Celine Sahaya Mary**	:	Principal, Chairperson
2.	**Dr. Sr. M. Francisca Flora**	:	Secretary
3.	**Dr. H. Shakila** Professor, Member Syndicate, School of Biotechnology, MKU, Madurai – 625 021.	:	University Nominee

4.	**Mr. P. Arockia Samy**	:	Auditor
5.	**Sr. F. Arockia Mary**	:	Office Manager (Shift - I)
6.	**Sr. S. Stella Arul Mary**	:	Office Manager (Shift - II)
7.	**Dr. Sr. Bindu Antony**	:	Vice-Principal -I (Shift - I)
8.	**Dr. Sr. J. Arul Mary**	:	Vice-Principal -I (Shift - II)
9.	**Dr. Sr. A. Jospin Nirmala Mary**	:	Controller of Examinations
10.	**Dr. A. I. Auxilia Felicitas**	:	Member

BOARD OF STUDIES

1.	Head of the Department.
2.	Entire faculty of the Department.
3.	Two External Experts in the subject from other than the parent university nominated by the Academic Council.
4.	One University Nominee.
5.	One Representative from Industry / Corporate Sector / Allied Area Relating to Placement / Alumnae.

OTHER STATUTORY BODIES

BOARD OF MANAGEMENT OF FATIMA COLLEGE

MANAGEMENT COMMITTEE

1.	**Dr. Sr. M. Francisca Flora**	:	Secretary, Chairperson
2.	**Dr. Sr. G. Celine Sahaya Mary**	:	Principal
3.	**Dr. Sr. A. Jospin Nirmala Mary**	:	Member
4.	**Dr. Sr. Biji Cyriac**	:	Member
5.	**Dr. Sr. M. Fatima Mary**	:	Member
6.	**Dr. Sr. J. Arul Mary**	:	Member
7.	**Dr. Sr. Bindu Antony**	:	Member
8.	**Dr. Sr. G. Jenita Rani**	:	Member
9.	**Sr. F. Arockia Mary**	:	Member
10.	**Sr. S. Stella Arul Mary**	:	Member
11.	**Sr. Arul Vinnarasi**	:	Member

EXECUTIVE COMMITTEE

1.	**Dr. Sr. M. Francisca Flora**	:	Secretary, Chairperson
2.	**Dr. Sr. G. Celine Sahaya Mary**	:	Principal
3.	**Dr. Sr. Bindu Antony**	:	Vice-Principal -I (Shift - I)
4.	**Dr. Sr. J. Arul Mary**	:	Vice-Principal -I (Shift - II)
5.	**Sr. F. Arockia Mary**	:	Office Manager (Shift - I)
6.	**Sr. S. Stella Arul Mary**	:	Office Manager (Shift - II)

ADMINISTRATIVE COMMITTEE

1.	**Dr. Sr. M. Francisca Flora**	:	Secretary, Chairperson
2.	**Dr. Sr. G. Celine Sahaya Mary**	:	Principal
3.	**Dr. Sr. Bindu Antony**	:	Vice-Principal -I (Shift - I)
4.	**Dr. G. Uma**	:	Vice-Principal -II (Shift - I)
5.	**Dr. Sr. J. Arul Mary**	:	Vice-Principal -I (Shift - II)
6.	**Dr. M. Arasammal**	:	Vice-Principal -II (Shift - II)
7.	**Dr. S. Vidya**	:	IQAC Coordinator
8.	**Sr. F. Arockia Mary**	:	Office Manager (Shift - I)
9.	**Sr. S. Stella Arul Mary**	:	Office Manager (Shift - II)
10.	**Dr. Sr. A. Jospin Nirmala Mary**	:	Controller of Examinations
11.	**Mrs. Nigila Ragavan**	:	Controller of Examinations
12.	**Dr. S. J. Kala**	:	Dean of Arts & President (FCAA)
13.	**Dr. N. Malathi**	:	Dean of Science
14.	**Ms. A. Mable Jasmine Shobha**	:	Dean of Self-Financing Courses
15.	**Dr. Vasantha Esther Rani**	:	Dean of Research (Shift - I)
16.	**Dr. S. L. Kumari**	:	Dean of Research (Shift - II)
17.	**Dr. S. Sukumari**	:	Asst. Dean of Research
18.	**Mrs. S. Selvarani**	:	Asst. Dean of Research
19.	**Dr. S. Saira Banu**		Asst. Coordinator of IQAC
20.	**Dr. Mary Magdalene Abraham**	:	Asst. Coordinator of IQAC
21.	**Dr. Sr. G. Jenita Rani**	:	Chief Warden- Hostel

NON-STATUTORY BODIES

COLLEGE COUNCIL

1.	**Dr. Sr. M. Francisca Flora**	:	Secretary
2.	**Dr. Sr. G. Celine Sahaya Mary**	:	Principal
3.	**Dr. Sr. Bindu Antony**	:	Vice-Principal -I(Shift - I)
4.	**Dr. G. Uma**	:	Vice-Principal -II (Shift - I)
5.	**Dr. Sr. J. Arul Mary**	:	Vice-Principal -I (Shift - II)
6.	**Dr. M. Arasammal**	:	Vice-Principal -II (Shift - II)
7.	**Dr. S. Vidya**	:	IQAC Coordinator
8.	**Dr. Sr. A. Jospin Nirmala Mary**	:	Controller of Examinations
9.	**Mrs. Nigila Ragavan**	:	Controller of Examinations
10.	**Dr. C. Sujatha**	:	Librarian

11.	**Dr. R. Velankanni Matharasi**	:	Directress of Physical Education
12.	**Dr. K. Rosemary Euphrasia**	:	Advisor – Students' Union (Shift - I)
13.	**Mrs. P. J. Philomena**	:	Office Superintendent
14.	**Dr. S. J. Kala**	:	Dean of Arts
15.	**Dr. N. Malathi**	:	Dean of Science
16.	**Ms. A. Mable Jasmine Shobha**	:	Dean of Self-Financing Courses
17.	**Heads of Departments**		
18.	**Ms. K. Deepthika** **III B. A Tamil**	:	President – Students' Union (Shift - I)
19.	**Ms. N. Afzal Sara** **III. B.Sc. Statistics**	:	President – Students' Union (Shift - II)

AWARDS COMMITTEE

1.	**Dr. Sr. G. Celine Sahaya Mary**	:	Principal, Chairperson
2.	**Dr. Sr. M. Francisca Flora**	:	Secretary
3.	**Dr. D. Swamikannan** Prof. & Head, Chairperson i/c, Dept of Environmental Economics School of Economics, MKU, Madurai - 625 021.	:	University Nominee
4.	**Dr. K. Sadasivam** Asso. Prof. Dept. of Environmental Economics School of Economics, MKU, Madurai-625 021.	:	University Nominee
5.	**Dr. Sr. Bindu Antony**	:	Vice-Principal -I (Shift - I)
6.	**Dr. G. Uma**	:	Vice-Principal -II (Shift - I)
7.	**Dr. Sr. J. Arul Mary**	:	Vice-Principal -I (Shift - II)
8.	**Dr. M. Arasammal**	:	Vice-Principal -II (Shift - II)
9.	**Dr. S. Vidya**	:	IQAC Coordinator
10.	**Dr. Sr. A. Jospin Nirmala Mary**	:	Controller of Examinations
11.	**Mrs. Nigila Ragavan**	:	Controller of Examinations
12.	**Dr. S. J. Kala**	:	Dean of Arts
13.	**Dr. N. Malathi**	:	Dean of Science
14.	**Ms. A. Mable Jasmine Shobha**	:	Dean of Self-Financing Courses
15.	**Heads of Departments**		

PLANNING & EVALUATION COMMITTEE

1.	**Dr. Sr. G. Celine Sahaya Mary**	:	Principal, Chairperson
2.	**Dr. Sr. M. Francisca Flora**	:	Secretary
3.	**Dr. K. Balakrishnan Prof. & Head, Dept of Immunology, School of Biological Sciences, MKU, Madurai – 625 021.**	:	University Nominee
4.	**Dr. Sr. Bindu Antony**	:	Vice-Principal I (Shift I)
5.	**Dr. G. Uma**	:	Vice-Principal II (Shift I)
6.	**Dr. Sr. J. Arul Mary**	:	Vice-Principal I (Shift II)
7.	**Dr. M. Arasammal**	:	Vice-Principal II (Shift II)
8.	**Dr. S. Vidya**	:	IQAC Coordinator
9.	**Dr. S. J. Kala**	:	Dean of Arts
10.	**Dr. N. Malathi**	:	Dean of Science
11.	**Ms. A. Mable Jasmine Shobha**	:	Dean of Self-Financing Courses
12.	**Sr. F. Arockia Mary**	:	Office Manager (Shift I)
13.	**Sr. S. Stella Arul Mary**	:	Office Manager (Shift II)
14.	**Dr. Sr. A. Jospin Nirmala Mary**	:	Controller of Examinations
15.	**Mrs. Nigila Ragavan**	:	Controller of Examinations
16.	**Mr. I. Francis Xavier**	:	Lab Assistant
17.	**Ms. B. Poovitha-** III B. Com	:	Sports Representative (Shift I)
18.	**Ms. S. K. Sowmiya -** III B. Com (C. A) (S. F.)	:	Sports Representative (Shift II)

INTERNAL QUALITY ASSURANCE CELL (IQAC)

1.	**Dr. S. Vidya**	:	Coordinator
2.	**Dr. S. Saira Banu**		Asst. Coordinator
3.	**Dr. Mary Magdalene Abraham**	:	Asst. Coordinator
4.	**Prof. N. Selvam** Syndicate Member, Alagappa University & Senior Adviser, IQAC, Bharathidasan University, Tiruchirappalli.	:	External Expert
5.	**Mr. J. Siva Kumar** AGM – HR & Admin,J. K. Fenner (India) Ltd. 3, Melakkal Road, Kochadai, Madurai.	:	Industry Expert
6.	**Ms. Jayantha Anand** Director Finance	:	Alumna

	Jeya Engineering & Infrastructure Pvt. Ltd., Tuticorin.		
7.	**Dr. S. Arul Micheal Selvi**	:	Member
8.	**Dr. C. Sujatha**	:	Member
9.	**Dr. L. Meena**	:	Member
10.	**Dr. D. Jeyamala**	:	Member
11.	**Mrs. Sumedha**	:	Member
12.	**Mr. H. Vincent**	:	Member
13.	**Ms. K. Deepthika - III B. A Tamil**	:	President – Students' Union (Shift I)
14.	**Ms. N. Afzal Sara – III B.Sc. Statistics**	:	President – Students' Union (Shift II)

ANTI RAGGING COMITTEE

Dr. R. Velankanni Matharasi	:	Coordinator - Physical Education

ANTI NARCOTICS CLUB

1.	**Dr. Sr. G. Celine Sahaya Mary**	:	Principal, Chairperson
2.	**Dr. G. Uma** Vice Principal- II (Shift I)	:	Member
3.	**Dr. P. Shymala**	:	Member
4.	**Mrs. Mary Helan Felista**	:	Member

EXAMINATION COMMITTEE

1.	**Dr. Sr. G. Celine Sahaya Mary**	:	Principal, Chairperson
2.	**Dr. Sr. A. Jospin Nirmala Mary**	:	Controller of Examinations (Shift II)
3.	**Mrs. Nigila Ragavan**	:	Controller of Examinations (Shift I)
4.	**Dr. P. Shymala**	:	Member
5.	**Mrs. Mary Helan Felista**	:	Member

STUDENTS' GRIEVANCE REDRESSAL COMMITTEE

1.	**Dr. Sr. G. Celine Sahaya Mary**	:	Principal, Chairperson
2.	**Dr. Sr. J. Arul Mary**	:	Vice-Principal I (Shift II)
3.	**Dr. M. Arasammal**	:	Vice-Principal II (Shift II)
4.	**Dr. Sr. A. Jospin Nirmala Mary**	:	Controller of Examinations
5.	**Dr. P. Shyamala**	:	Member
6.	**Mrs. Mary Helan Felista**	:	Member
7.	**Sr. S. Stella Arul Mary**	:	Office Manager (Shift II)

COUNSELLING & GUIDANCE CELL

1.	**Dr. Sr. Francis Pauline**	:	Counsellor

CELL FOR PREVENTION OF SEXUAL HARASSMENT

1.	**Dr. Sr. G. Celine Sahaya Mary**	:	Principal, Chairperson
2.	**Dr. Sr. Bindu Antony**	:	Vice-Principal I (Shift I)
3.	**Dr. Sr. J. Arul Mary**	:	Vice-Principal I (Shift II)
4.	**Mrs. K. Radhamagesh M. A** [Sub Inspector of Police Central Crime Branch Madurai]	:	External Member
5.	**Sr. A. Amala** [Advocate, Madras High Court, Madurai Bench]	:	External Member
6.	**Dr. Vasantha Esther Rani**	:	Senior Staff
7.	**Ms. M S Varsha**	:	Student Representative – II MBA
8.	**Ms. C Sneka**	:	Student Representative – III MCA

STAFF GRIEVANCE REDRESSAL CELL

1.	**Dr. Sr. G. Celine Sahaya Mary**	:	Principal, Chairperson
2.	**Dr. Sr. M. Francisca Flora**	:	Secretary
3.	**Dr. Sr. Bindu Antony**	:	Vice-Principal I- Shift I
4.	**Dr. Sr. J. Arul Mary**	:	Vice-Principal I -Shift II

CELL FOR COMPLAINTS ON CASTE DISCRIMINATION (CCCD)

1.	**Dr. Sr. G. Celine Sahaya Mary**	:	Principal, Chairperson
2.	**Dr. Sr. Francis Pauline**	:	Counsellor
3.	**Dr. S. Raju**	:	Member
4.	**Dr. D. Jeyamala**	:	Member

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SALIENT FEATURES

Personality Development

Case analysis, Presentation and Group Discussion are conducted regularly, to enhance the students' communication skills and promote free exchange of ideas and opinions. Situational Analysis, Management Games & Role play are conducted to develop the decision making skill of the students.

Guest Lecture and Industrial Visit

Guest Lectures are frequently arranged as part of the curriculum that facilitates greater opportunities to learn application of management concepts. Live projects, summer internship and main projects add value to the programme that paves way to corporate exposer.

Library

Fatima College has an excellent computerized main Library named "Rosa Mystica" with a collection of 1,22,667 volumes. The library subscribes 201 periodicals of both national and international standard. The library has an impressive and exhaustive collection of books on several topics in the field of Information Technology, Computer Application and General Management. The departments are also equipped with audio visual aids (Reprography) to enrich knowledge in the area of management and Information Technology. There is a library exclusively for professional courses with 31,000 issues and 79 periodicals.

Computer Lab

An exclusive, well-equipped AS/400 Computer Lab is available for all the courses. Network facilities with the latest technology, connecting Intel Processor based computers with Ink Jet Printers, Laser Printers, Dot Matrix Printers, Video Projector and Scanner are also available.

Hostel Accommodation

Hostel is attached to the College and is located within the premises of the College. Prospectus and application forms for admission to the hostel, will be given at the time of admission. Vegetarian / Non-Vegetarian food is provided.

Faculty

For all the professional courses, we have qualified staff with adequate experience in industries. We also have host of professionally qualified visiting and guest faculties and practicing managers. Our faculty members regularly update their competency by participating in Seminars and other Faculty Development Programmes / Quality Improvement Programmes. To their credit they have published paper in reputed journals and conferences.

Excellent Class rooms and Seminar Hall

We have well furnished and well equipped classrooms, smart rooms, seminar halls and Auditorium.

OUTCOME BASED EDUCATION

Fatima College has moved from content-based to competency-based curriculum. Outcome Based Education from the academic year 2019-2020, which is yet another milestone in Higher Education. This learner-centric teaching pedagogy focuses on measuring the students' performance through the respective course/programme outcomes after a considerable period of time. The course/programme outcomes are realised based on the knowledge, skills and attitudes acquired by the learner shaping them into inquisitive researchers, topical innovators, befitting employees of the upcoming job markets and above all better citizens of this global village.

PG CURRICULUM DESIGN

Semester	Courses	No. of Courses	Hours	Credits	Total Credits
I – II	Major Core(including practicals)	14	4	2-4	54
III – IV	Major Elective/ Extra Departmental Course/ Internship/Project	13	3-5	5-6	61
TOTAL CREDITS					115 (Mandated)

THE EXAMINATION SYSTEM

The current system of evaluation is based on the CBCS (Choice Based Credit System) guidelines given by the Department of Higher Education, Tamil Nadu Government.

OUTCOME BASED EDUCATION (OBE)

The two components of the evaluation are:

CIA (Continuous Internal Assessment) = 50%

ESE End Semester Examination) = 50%

Retest is not offered as a rule

- If a student is absent for either of the tests, the available marks will be divided by two and taken as the test mark for that course.
- **A student who is absent for a test on medical grounds, has to seek special permission from the Principal, through the Head of the department to write a retest.**

END SEMESTER EXAMINATIONS

The date of the commencement of the End Semester Examinations is printed in the College Calendar. The detailed Time Table for regular and supplementary papers will be published in the College Website three weeks before the commencement of the examinations. A copy of the time table will be displayed on the notice board also.

OBE

External pass minimum **27/50 = 50%**

Aggregate pass minimum **50/100 = 50%**

Candidates who have passed with repeat attempts are not eligible for Distinction.

SUPPLEMENTARY EXAMINATION FOR CLEARING ARREARS

- Current students and private candidates **can appear**.
- The **July supplementary** examination will be only for the arrears in the final semester papers of the April End Semester Examination for the **outgoing students**.
- Contact the college administrative office regarding registration for the supplementary examinations.
- Check the college website for the time table of these examinations.
- Application forms for writing supplementary examination should be signed by the Respective Head of the Department.
- A Photocopy of the last received Mark Sheet should be submitted along with the application form.
- **Number of attempts allowed for Passing in the same syllabus: 1+4 chances are allowed for any course in the same syllabus**. After that, the candidates can write the examination only in the current syllabus of the Course / current equivalent Course
- Students, who have exhausted the permissible chances, must contact the H. O. D and register for the current equivalent course only.
- The date for registration of supplementary examinations is printed in the college calendar and **ten working days** are allowed for registering. **Late submission of application forms for registration will not be permitted.**

For all examinations, the students' Identity Card should be presented as Hall Ticket. If the ID card is lost, the candidate must apply to the Principal for a replacement.

REVALUATION OF ANSWER PAPER

Students who have **failed** and wish to apply for revaluation, should contact the college Administrative Office **within 7 working days after the publication of results,** to get the application form and details of fee for revaluation. Revaluation results will be forwarded to their home address within ten days after the last day allowed for applying for revaluation.

CIA IMPROVEMENT

- A student who has **passed in the End Semester Examination but has failed because of getting less than the aggregate minimum 40/100 (U.G.) or 50/100(P.G.),** can avail this provision at the beginning of any semester.

- **CIA improvement can be attempted in any semester for any Course**.
- The students must contact the Administrative Office at the beginning of each semester to register for CIA improvement for odd /even semester Courses**. The candidate must register for CIA improvement before T1 and after that registration will not be allowed.**
- **After registering and duly paying the fees, the candidate should be in contact with the Department to know the dates of the Tests, Quiz and Assignment.**

MALPRACTICE DURING END SEMESTER EXAMINATIONS

- Malpractice (possession of papers or any other material with hints/ copying/ insertion of prewritten answer paper, giving and receiving help) will be punished. If a student finds any incriminating material (bits of papers with hints) near her seat, she should report it immediately to the Hall Supervisor.
- A candidate who commits, malpractice has to face an enquiry committee comprising the Principal, Controller of Examinations, Dean and HOD, with her parents, who will be informed of the nature of punishment.

First time offence - Cancellation of examination taken in the particular course. The candidate will be debarred from appearing for that course for one subsequent examination.

Repeat offence – Cancellation of examination of all subjects registered for that semester. The candidate will be debarred from appearing for these courses for one subsequent examination.

MALPRACTICE DURING CENTRALISED TESTS

First time offence

If a student indulges in malpractice either during T1 or T2 for the first time in her period of study, the test taken will be cancelled and no marks will be awarded for that course. During consolidation of marks for that course, the available mark will be divided by 2, and taken as test average.

Repeat offence

If a student indulges in malpractice either during T1 or T2 for the second time in her period of study, all the tests she had written in that schedule will be cancelled and no marks will be awarded for any of the courses. During consolidation of marks for all courses, the available mark for one test will be divided by 2, and taken as test average.

GENERAL DISCIPLINE

- ❖ Grab all opportunities to strive towards academic excellence and personality development
- ❖ Refer to the notice boards for the room allotments of classes, test & exam timetables and other general information.
- ❖ Be silent and attentive during classes, academic and other common gatherings.
- ❖ Make every newcomer feel at home treating them in a friendly and caring manner.
- ❖ Wear ID card inside the campus.
- ❖ Bring the Handbook daily.
- ❖ Be punctual to classes.

- Students entering the college after the assembly should meet the Vice-Principal and must sign in the Late Register. If it is more three times she should bring her parents.
- **A student, who does not return on the reopening day after holidays, shall be subjected to disciplinary action.**
- Conduct in such a manner (on and off campus) as to safeguard the dignity of womanhood and the good name of the college.
- Strictly follow road safety measures and traffic rules while commuting to college by a 2 wheeler or 4 wheeler.
- Park two wheelers in an orderly manner in the Two-wheeler shed only.
- Strictly ensure possession of driving license and insurance of the vehicle.
- Safeguard college property with utmost care and concern upholding the sense of belongingness to Fatima.
- Take care, of money, gold ornaments or other valuables that are brought to the campus. The College is not responsible for the loss or damage of the same.
- Do not waste water & Electricity.
- Do not scribble on furniture & walls.
- Take meals outside classrooms only.
- Do not collect funds privately or sell any sort of items
- Do not put up any notice without prior permission from the Principal.
- Be courteous, kind, loyal, compassionate towards the less fortunate, friendly towards peers, respectful to teachers and authority and possess dignity of labour.
- **Breaking of rules would lead to fine / suspension / dismissal.**

Dress code

- Wear clean, decent clothes and conform to the rules of modesty.
- Wear Saree/Chudidhar with Dupatta/Salwar- Kameez with Dupatta.
- Have one set of **Perfect white Chudidhar / Salwar- Kameez with Dupatta.**
- Every Friday all students are expected to come in saree, Uniform jean top on Wednesday and blazer on every Monday.

Eco-friendly campus

- Keep the classrooms and campus clean and eco-friendly
- Make the campus "Plastic Free"

Indulging in any of the following will result in dismissal from the college

- Ragging of any sort or indulging in emotional violence inside the College / Hostel Campus.
- Leaving the college / hostel without prior/proper permission from the authorities.

Attendance

- Every Fatimite shall have **80% of minimum attendance** per Semester to take the End Semester Examinations.
- Students who have less than 80% of attendance, but above 65% shall pay Rs. 360/- as per University rule, towards condonation fee and will be allowed to appear for End Semester Examinations.

- **Students with less than 65% of attendance will have to repeat the Semester after completing the course.**
- Students participating in Co-curricular / Extracurricular activities should contact the respective authorities who will seek permission from the Principal / Warden (in the case of resident students) for attendance.

FATIMA COLLEGE PARENTS' INFORMATION GROUP (FCPING)

- An Information Alert to parents is given through **FCPING**. It has been created to send bulk messages to parents about their wards' absence from college/classes, internal and external test scores and various activities of the college.

LEAVE:

- Students should apply for leave only based on the prescribed leave application format in the College Calendar.
- In case of absence due to unforeseen reasons, leave letter should be submitted to the class teacher on the first day of returning to the College.
- If leave is requested for reasons of sickness for more than two days, the leave application should be submitted along with the Medical Certificate.
- Continued absence without leave application will render a student liable to have her name struck off the rolls.

  Note: ***Submission of Leave Application with / without Medical Certificate does not entitle a student to earn attendance automatically for the days of her absence from the College.***

SEMESTER FEES REGULATIONS:

- Semester fees shall be paid without fine within 10 working days and with fine within 30 days from the date of reopening of each semester.
- Absence from College with or without leave will not be considered as an excuse for late payment.
- If the Semester fees are not paid within 30 days after the reopening, the student's name shall be struck off the rolls of the college.
- If readmitted she shall pay a readmission fee in addition to the fees and fine.
- Every student shall pay the Semester fees due even if she discontinues before completing the Semester.
- If a student leaves the college during the Semester, she shall not have the right to claim a remission of any portion of the fees.
- If a scholarship holder leaves the College during the Semester she will not get the scholarship even if the money is sanctioned, as it will be returned to the scholarship source.

NO DUES:

Clearance of attendance fees due is a prerequisite for:

- Appearing for End Semester Examinations.
- Getting Transfer Certificate from the College.

CERTIFICATE:

- ❖ A former or present student desiring to obtain a certificate (transfer, age, character, bonafide, etc) shall apply for it, by making a formal written request to the Principal.
- ❖ Any Certificate will not generally be issued in less than 24 hours notice.

SAN JOSE LIBRARY – 9.00 a.m. – 4.00 p.m.

Dos

- Keep personal books or any printed materials and other personal belongings like bags, umbrellas and others in the **Property Counter** before entering the library.
- Enter the library only on producing the ID Card.
- Maintain absolute silence in the library.
- Borrow books as follows:

DEPARTMENTS	BOOKS	DAYS
PG	15	14
STAFF	25	PER SEMESTER

- Check the pages of book(s) to be borrowed before leaving the library counter. The last borrower will be held responsible for the missing page(s), scribbling, underlining and any other damages in the book.
- Return Books on the due date stamped on the date sheet of each book, if not, fine will be charged as per rules. Re. 1 will be charged per day for books overdue.
- Return the books personally.
- Obtain **no due certificate** from the librarian while discontinuing from a programme.
- Reference books / Journals / Dissertations / Theses can be accessed and referred only in the library.
- E-materials can be used in the library
- Use the library computers for academic purpose.
- Follow the internet safety guidelines.

Don'ts

- Do not sub-lend books.
- Do not reshelve.
- Do not misuse, wrongly handled or lose a library book as in any of such case, the borrower will have to replace the book and pay a processing fee.
- Do not leave precious and valuable items like money, laptop and the like at the Property Counter.
- Do not tamper with the computer settings.
- Do not eat or drink inside the library.

SCHOLARSHIPS

1. **AIDED P.G.** – SC, ST and Converted Christian SC Students are eligible for fee concession. Those who wish to apply for fee concession can have the application form from the College Office. **Duly filled in applications should reach the college office on or before 31st October 2020**
2. Grant of Scholarship from the Government of India and State Government is admissible to the students only when sanction orders are issued by the appropriate authorities. The College is not responsible for the grant or non-grant of Government Scholarships.

3. The Scholarship money will be disbursed to the student's **S. B. Account** only through **ECS** from the relevant Government funding departments and to students who have signed in the prescribed scholarship register.

RESIDENT STUDENTS

- ❖ Refer to the Wardens all matters pertaining to the Hostel.
- ❖ Actively Participate in the various programmes specially organised for the overall development of the resident students.
- ❖ Strictly follow the rules and regulations of the hostel.
- ❖ Take care of the furniture and other amenities in the hostel. Any damage to hostel property and furniture shall be charges from the students / group at fault.
- ❖ After any holiday, return to the hostel on the evening prior to the reopening day itself.
- ❖ Obtain a written permission from the Hostel authorities before leaving or vacating the hostel for a valid reason.
- ❖ Do not put up any notice or convene meetings of any kind anywhere in the campus without prior permission from the Hostel authorities.

INFIRMARY

The student should get permission from the Course Teacher and inform the class teacher if she has to spend an hour in the infirmary. In case of a hosteller, she must go to the hostel infirmary.

PROGRAMMES OFFERED REGULAR / SELF-FINANCING

SHIFT - I: 8. 30 A. M. – 1. 30 P. M., SHIFT - II: 12. 30 P. M. – 5. 30 P. M.

Subject	U.G.		P.G.		* M.Phil.	Ph.D.
	Shift I	Shift II	Shift I	Shift II	Shift I	Full Time
HISTORY	✓		✓ (S.F)			
ECONOMICS	✓		✓		✓ (S.F)	✓ (S.F)
SOCIOLOGY WITH COMPUTER APPLICATIONS	✓					
SOCIAL WORK (M.S.W)			✓ (S.F)			
ENGLISH	✓	✓ (S.F)	✓ (S.F)		✓ (S.F)	✓ (S.F)
TAMIL	✓		✓		✓ (S.F)	✓ (S.F)
MATHEMATICS	✓	✓ (S.F)	✓			

			(S.F)			
PHYSICS	✓		✓			✓ (S.F)
CHEMISTRY	✓		✓ (S.F)			
ZOOLOGY	✓		✓ (S.F)			
HOME SCIENCE WITH FOOD BIOTECHNOLOGY	✓		✓ (S.F)			✓ (S.F)
COMPUTER SCIENCE	✓		✓ (S.F)			
COMMERCE	✓	✓ (S.F)	✓		✓ (S. F)	✓ (S.F)
COMMERCE WITH COMPUTER APPLICATIONS		✓ (S.F)		✓ (S.F)		
JOURNALISM & MASS COMMUNICATION		✓ (S.F)				
B.B.A.		✓ (S.F)				
B.C.A.		✓ (S.F)				
INFORMATION TECHNOLOGY		✓ (S.F)	✓ (S.F)			
B.Sc. STATISTICS		✓ (S.F)				
B.Com.		✓ (S.F)				
PROFESSIONAL PROGRAMMES						
M.B.A. & M.C.A.			9 A.M. – 4 P.M.			
M.PHIL.						
* M.Phil.				9 A.M. – 3 P.M.		

PROFESSIONAL COURSES

DEPARTMENT OF MANAGEMENT STUDIES (MBA)

1. Dr. Sr. G. Celine Sahaya Mary, M.B A., FDP., Ph.D., D. Litt.
2. Dr. S. Raju, M.B A., Ph.D. **(Director)**
3. Dr. P. Shyamala, M.B A., M.Phil., PGDCA., NET, SET, Ph.D. **(HOD)**
4. Dr. N. Asha, M.B A., M.Com., M.Phil., CBCPS, NET., SET., Ph.D.,
5. Dr. L. Meena, M.B A., M.Phil., NET., SET, Ph.D.
6. Dr. M. Nagarenitha, M.B A., M.Phil., NET., SET., Ph.D.
7. Dr. B. Jayanthi, M. B. A, M. Phil, Ph.D.
8. Dr. R. Suganya, M. B. A, M.Com., M. Phil, PGDCM., NET., Ph.D.

PG DEPARTMENT OF COMPUTER APPLICATIONS (MCA)

9. Dr. D. Jeya Mala, M. C. A., M.Phil., Ph.D. **(Director)**
10. Mrs. S. Mary Helan Felista, M. C. A., M.Phil., SET., NET. **(HOD)**
11. Mrs. R. Smeeta Mary, M. C. A., M.Phil., (Ph.D.)
12. Mrs. S. JebaPriya, MCA, M.Phil. SET.
13. Mrs. B. Usha, M.Sc., M.Phil., M. Tech., SET.
14. Mrs. P. Nancy Vincentina Mary, M. C. A., M.Phil.

CONTROLLER OF EXAMINATIONS

15. Dr. Sr. A. Jospin Nirmala Mary M.Com., B. Ed., Ph.D.,
16. Mrs. Nigila Ragavan, M.Sc., B. Ed., M.Phil., PGDCA., SET.

PLACEMENT OFFICER

17. Mr. H. Vincent, M. A (HRM)., M. Sc. (Psy), PGDG&C, PGDFM, PGDMM, DLL&AL

SPECIAL COORDINATORS

1. **Dr. R. Suganya**
   Mrs. P. Nancy Vincentina Mary : **Guest Lecture**

2. **Dr. R. Suganya**
   Mrs. S. Jeba Priya : **Placement**

3. **Dr. L. Meena**
   Mrs. B. Usha : **Industry Institution Interaction Cell**

4. **Dr. B. Jayanthi**
   Mrs. P. Nancy Vincentina Mary : **First Aid**

5. **Dr. M. Nagarenitha**
   Dr. R. Suganya
   Mrs. R. Smeeta Mary : **Calendar**

6. **Dr. B. Jayanthi**
   Mrs. R. Smeeta Mary : **Library**

7. **Mrs. N. Asha**
   Mrs. S. Mary Helan Felista : **Discipline**

Date	Day	Particulars	Shift	
			I	II
1	Monday			
2	Tuesday			
3	Wednesday	Ramzan		
4	Thursday			
5	Friday	World Environment Day		
6	Saturday			
7	Sunday			
8	Monday			
9	Tuesday			
10	Wednesday			
11	Thursday			
12	Friday			
13	Saturday			
14	Sunday			
15	Monday			
16	Tuesday			
17	Wednesday			
18	Thursday			
19	Friday			
20	Saturday			
21	Sunday			
22	Monday	Faculty Enrichment Programme, International Yoga Day		
23	Tuesday			
24	Wednesday			
25	Thursday			
26	Friday	Celebrating Woomanhood in Challenging Times- Webinar		
27	Saturday			
28	Sunday			
29	Monday			
30	Tuesday			

"The fear of the Lord is the beginning of knowledge; fools despise wisdom and instruction"

Proverbs 1:7

JUNE – 2020

JULY – 2020

Date	Day	Particulars	Shift	
			I	II
1	Wednesday			
2	Thursday	68th Birthday of the College		
3	Friday			
4	Saturday			
5	Sunday			
6	Monday			
7	Tuesday			
8	Wednesday			
9	Thursday			
10	Friday			
11	Saturday			
12	Sunday			
13	Monday			
14	Tuesday			
15	Wednesday	One week online workshop Begins		
16	Thursday	Title: Human value/ethics in social media – A Digital		
17	Friday	perspective		
18	Saturday			
19	Sunday			
20	Monday			
21	Tuesday	One week online workshop Ends		
22	Wednesday			
23	Thursday	Annual Alumnae Meet - FCAA		
24	Friday			
25	Saturday			
26	Sunday			
27	Monday			
28	Tuesday			
29	Wednesday			
30	Thursday	International conference – Global Service Learning 2020		
31	Friday			

"I can do all things through him who strengthens me".

Philippians 4:13

AUGUST – 2020

Date	Day	Particulars	Shift	
			I	II
1	Saturday			
2	Sunday	International conference – Global Service Learning 2020		
3	Monday	Academic year begins for II & III MCA	1	
4	Tuesday		2	
5	Wednesday		3	
6	Thursday	Hiroshima Day	4	
7	Friday	Board of Studies	5	
8	Saturday		6	
9	Sunday			
10	Monday	Felicitation – Purana Sundari IAS	1	
11	Tuesday	Krishna Jayanthi		
12	Wednesday	International Youth Day	2	
13	Thursday		3	
14	Friday		4	
15	Saturday	Independence Day		
16	Sunday			
17	Monday		5	
18	Tuesday		6	
19	Wednesday	World Humanitarian Day	1	
20	Thursday		2	
21	Friday		3	
22	Saturday	Vinayagar Chathurthi		
23	Sunday			
24	Monday		4	
25	Tuesday		5	
26	Wednesday		6	
27	Thursday		1	
28	Friday		2	
29	Saturday	National Sports Day	3	
30	Sunday	Muharram		
31	Monday		4	

“So do not fear, for I am with you; do not be dismayed, for I am your God. I will strengthen you and help you; I will uphold you with my righteous right hand”.

Isaiah 41:10

SEPTEMBER – 2020

Date	Day	Particulars	Shift	
			I	II
1	Tuesday		5	
2	Wednesday		6	
3	Thursday		1	
4	Friday		2	
5	Saturday	Teachers' Day	3	
6	Sunday			
7	Monday		4	
8	Tuesday	International Literacy Day	5	
9	Wednesday		6	
10	Thursday		1	
11	Friday		2	
12	Saturday		3	
13	Sunday			
14	Monday		4	
15	Tuesday	International Day of Democracy – Hindi Diwas	5	
16	Wednesday	World Ozone Day	6	
17	Thursday		1	
18	Friday		2	
19	Saturday		3	
20	Sunday			
21	Monday	International Day of Peace & Non Violence, M1- II & III MCA	4	
22	Tuesday	ROSE Day – Welfare of Cancer Patients, M1 - II & III MCA	5	
23	Wednesday	M1 - II & III MCA	6	
24	Thursday	M1 - II & III MCA	1	
25	Friday	Academic Council, Summer Training Viva – II MBA, M1 - II & III MCA	2	
26	Saturday		3	
27	Sunday	World Toursim Day / World Rivers Day		
28	Monday	Midsem- II MBA	4	
29	Tuesday	Midsem- II MBA	5	
30	Wednesday	Midsem- II MBA	6	

"My grace is sufficient for you, for my power is made perfect in weakness."
2 Corinthians 12:9

OCTOBER – 2020

Date	Day	Particulars	Shift	
			I	II
1	Thursday	International Day of Older Persons, Midsem- II MBA	1	
2	Friday	Gandhi Jayanthi		
3	Saturday	Midsem- II MBA		
4	Sunday	World Animal Welfare Day		
5	Monday	World Teachers' Day ,Midsem- II MBA ,MidSem - II & III MCA	2	
6	Tuesday	Midsem- II MBA , Midsem - II & III MCA	3	
7	Wednesday	Midsem - II & III MCA	4	
8	Thursday	Indian Air Force Day, Midsem– II & III MCA, Carrier Guidance Workshop	5	
9	Friday	World Post Office Day, Midsem– II & III MCA	6	
10	Saturday		1	
11	Sunday	International Day of the Girl Child		
12	Monday	Awards Committee Meeting – III UG & II PG	2	
13	Tuesday	Founder's Day & Fatima Day Celebration	3	
14	Wednesday		4	
15	Thursday	Global Handwashing Day/World Students' Day	5	
16	Friday	World Food Day	6	
17	Saturday	International Day for the Eradication of Poverty	1	
18	Sunday			
19	Monday		2	
20	Tuesday		3	
21	Wednesday		4	
22	Thursday		5	
23	Friday		6	
24	Saturday	United Nations Day	1	
25	Sunday			
26	Monday	Vijaya Dhasami		
27	Tuesday		2	
28	Wednesday	Academic year begins for I MBA,MCA, Induction Programme	3	
29	Thursday	Bridge Course Begins - I MBA,MCA	4	
30	Friday	Thevar Jeyanthi – Milad-un- Nabi		
31	Saturday	National Unity Day	5	

"May the God of hope fill you with all joy and peace as you trust in him, so that you may overflow with hope by the power of the Holy Spirit". Romans 15:13

NOVEMBER – 2020

Date	Day	Particulars	Shift	
			I	II
1	Sunday	All Saints' Day		
2	Monday	All Souls' Day	6	
3	Tuesday		1	
4	Wednesday		2	
5	Thursday		3	
6	Friday	National Education Policy, Bridge Course Ends - I MCA	4	
7	Saturday			
8	Sunday			
9	Monday		5	
10	Tuesday		6	
11	Wednesday		1	
12	Thursday	Deepavalli Celebration	2	
13	Friday			
14	Saturday	Deepavali		
15	Sunday			
16	Monday	M2 – II & III MCA	3	
17	Tuesday	M2 – II & III MCA	4	
18	Wednesday	M2 – II & III MCA	5	
19	Thursday	M2– II & III MCA	6	
20	Friday	M2 – II & III MCA	1	
21	Saturday	Special Working Day – I MCA		
22	Sunday			
23	Monday		2	
24	Tuesday	International Day for the Elimination of Violence against women	3	
25	Wednesday		4	
26	Thursday		5	
27	Friday		6	
28	Saturday	Special Working Day – I MCA		
29	Sunday			
30	Monday	Counselling Session	1	

The Lord gives strength to the weary and increases the power of the weak.

Isaiah 40:29

DECEMBER – 2020

Date	Day	Particulars	Shift	
			I	II
1	Tuesday	World AIDS Day	2	
2	Wednesday		3	
3	Thursday	International Day of Persons with Disabilities	4	
4	Friday	Practical Exam Begins- II & III MCA, Last Working Day for II & III MCA	5	
5	Saturday	Special Working Day – I MCA		
6	Sunday			
7	Monday	Live Project viva – II MBA	6	
8	Tuesday	End Semester Examination Begins for II & III MCA	1	
9	Wednesday	Odd semester Exam Begins – II MBA, M1 – I MCA, Practical Exam Ends - II & III MCA	2	
10	Thursday	Human Rights Day, Cyber Security – Webinar, M1 – I MCA	3	
11	Friday	M1 – I MCA	4	
12	Saturday	M1 – I MCA		
13	Sunday			
14	Monday	Midsem – I MBA		
15	Tuesday	Midsem – I MBA		
16	Wednesday	Midsem – I MBA & I MCA		
17	Thursday	Midsem – I MBA & IMCA, Comprehensive viva voce – II & III MCA		
18	Friday	Midsem – I MBA & I MCA, SWAYAM exam		
19	Saturday	Midsem – I MBA & I MCA, Placement Workshop		
20	Sunday			
21	Monday	Midsem– I MCA , Even Semester Begins – II & III MCA, Internship viva voce – III MCA	1	
22	Tuesday		2	
23	Wednesday	Christmas Celebration	3	
24	Thursday			
25	Friday	Christmas		
26	Saturday			
27	Sunday			
28	Monday		4	
29	Tuesday		5	
30	Wednesday		6	
31	Thursday		1	

Don't be anxious about anything; rather, bring up all of your requests to God in your prayers and petitions, along with giving thanks. **Philippians 4:6**

JANUARY – 2021

Date	Day	Particulars	Shift	
			I	II
1	Friday			
2	Saturday	Special Working Day – I MCA		
3	Sunday			
4	Monday	Proficiency Enhancement Programme Starts – III MCA , Orientation Programme – I MCA	2	
5	Tuesday	Orientation Programme – I MCA	3	
6	Wednesday	Proficiency Enhancement Programme Ends – III MCA	4	
7	Thursday		5	
8	Friday		6	
9	Saturday	Special Working Day – I MCA	1	
10	Sunday			
11	Monday		2	
12	Tuesday	Mock Interview , Project confirmation – III MCA	3	
13	Wednesday		4	
14	Thursday	Pongal		
15	Friday	Thiruvalluvar Day		
16	Saturday	Uzhavar Thirunal, Special Working Day – I MCA		
17	Sunday			
18	Monday	M1 – I MCA	5	
19	Tuesday	Awards Committee Meeting, M1 – I MCA	6	
20	Wednesday	M1 – I MCA	1	
21	Thursday	M1 – I MCA	2	
22	Friday	M1 – I MCA	3	
23	Saturday	Special Working Day – I MCA	4	
24	Sunday			
25	Monday		5	
26	Tuesday	Republic Day		
27	Wednesday		6	
28	Thursday		1	
29	Friday		2	
30	Saturday	Staff Retreat, Special Working Day – I MCA	3	
31	Sunday			

“For I know the plans I have for you," declares the Lord, "plans to prosper you and not to harm you, plans to give you hope and a future”.

Jeremiah 29:11

FEBRUARY – 2021

Date	Day	Particulars	Shift	
			I	II
1	Monday	Pre Board - MBA	4	
2	Tuesday		5	
3	Wednesday		6	
4	Thursday		1	
5	Friday	Final consolidation – I MCA, NAAC 4th Cycle Internal review of the department	2	
6	Saturday	Last Working day – I MCA, NAAC 4th Cycle Internal review of the department	3	
7	Sunday			
8	Monday	End semester exam Begins – I MBA, M1 – II & III MCA, I project review – III MCA	4	
9	Tuesday	M1 – II MCA, Pre Board - MCA	5	
10	Wednesday	M1 – II MCA	6	
11	Thursday		1	
12	Friday	Pongal celebration – II MBA	2	
13	Saturday	Last Date to Register for CIA Improvement, Comprehensive viva voce – I MCA	3	
14	Sunday			
15	Monday	Even Semester Begins – I MBA & I MCA	4	
16	Tuesday		5	
17	Wednesday		6	
18	Thursday		1	
19	Friday		2	
20	Saturday		3	
21	Sunday			
22	Monday		4	
23	Tuesday	NAAC 4th Cycle Mock Peer Team Visit	5	
24	Wednesday	Project Viva voce – II MBA	6	
25	Thursday		1	
26	Friday		2	
27	Saturday		3	
28	Sunday			

“Be strong and courageous. Do not be frightened, and do not be dismayed, for the Lord your God is with you wherever you go".

Joshua 1:9

MARCH – 2021

Date	Day	Particulars	Shift	
			I	II
1	Monday	Registration for End Semester Examination Begins (Regular & Private Candidate), Midsem– II & III MCA	4	
2	Tuesday	Midsem– II MCA	5	
3	Wednesday	Midsem– II MCA	6	
4	Thursday	Midsem– II MCA	1	
5	Friday	Midsem– II MCA	2	
6	Saturday	II Project Review – III MCA	3	
7	Sunday			
8	Monday	International Women's Day	4	
9	Tuesday	Registration for End Semester Examination closes	5	
10	Wednesday		6	
11	Thursday		1	
12	Friday		2	
13	Saturday		3	
14	Sunday			
15	Monday	M1 – I MCA	4	
16	Tuesday	M1 – I MCA	5	
17	Wednesday	M1 – I MCA	6	
18	Thursday		1	
19	Friday	St. Joseph's Day		
20	Saturday	World Water Day	2	
21	Sunday	International day for the Elimination of Racial Discrimination		
22	Monday	Midsem– II MBA	3	
23	Tuesday	Midsem– II MBA	4	
24	Wednesday	Midsem– II MBA	5	
25	Thursday		6	
26	Friday		1	
27	Saturday		2	
28	Sunday			
29	Monday	Practical Exam Begins – II MCA	3	
30	Tuesday		4	
31	Wednesday		5	

"Those who love God all things work together for good, for those who are called according to his purpose."

Romans 8:28

APRIL – 2021

Date	Day	Particulars	Shift	
			I	II
1	Thursday	III Project Review – III MCA	6	
2	Friday	Good Friday		
3	Saturday			
4	Sunday	Easter		
5	Monday	M2 - II & III MCA , Live project review – II MCA	1	
6	Tuesday	M2 - II MCA	2	
7	Wednesday	M2 - II MCA	3	
8	Thursday	M2 - II MCA	4	
9	Friday	M2 - II MCA	5	
10	Saturday		6	
11	Sunday			
12	Monday	Live project final review – II MCA	1	
13	Tuesday	Ugadi – Telgu New Year		
14	Wednesday	Tamil New Year, Dr. Ambedkar's Birthday, Project presentation, Documentation Submission – III MCA		
15	Thursday	Final Consolidation – II & III MCA, Midsem– I MBA & I MCA	2	
16	Friday	Midsem– I MBA & I MCA	3	
17	Saturday	Midsem– I MBA & I MCA	4	
18	Sunday			
19	Monday	Midsem– I MBA & I MCA	5	
20	Tuesday	Midsem– I MBA & I MCA	6	
21	Wednesday	Last Working Day –II , III MBA & II , III MCA	1	
22	Thursday			
23	Friday			
24	Saturday			
25	Sunday	Mahavir Jayanthi		
26	Monday	End Semester Examination Begins – II MBA & II MCA		
27	Tuesday			
28	Wednesday			
29	Thursday			
30	Friday			

"Whatever you do, work heartily, as for the Lord and not for men."

Colossians 3:23

MAY – 2021

Date	Day	Particulars	Shift	
			I	II
1	Saturday			
2	Sunday			
3	Monday	M2 - I MCA		
4	Tuesday	M2 - I MCA		
5	Wednesday	M2 - I MCA		
6	Thursday	M2 - I MCA		
7	Friday	M2 - I MCA		
8	Saturday	World Red Cross Day		
9	Sunday			
10	Monday	Practical Exam Begins – I MCA		
11	Tuesday			
12	Wednesday			
13	Thursday			
14	Friday			
15	Saturday	International Day of Families		
16	Sunday			
17	Monday			
18	Tuesday			
19	Wednesday			
20	Thursday			
21	Friday	World Day for Cultural Diversity for Dialogue & Development, Final Consolidation – I MCA		
22	Saturday			
23	Sunday			
24	Monday			
25	Tuesday			
26	Wednesday			
27	Thursday			
28	Friday			
29	Saturday			
30	Sunday			
31	Monday	Last working Day – I MBA & I MCA		

"Humble yourselves, therefore, under God's mighty hand, that He may lift you up in due time. Cast all your anxiety on Him because He cares for you."

1 Peter 5:6-7

ACADEMIC COURSES WITH YEAR OF AFFILIATION

1.	1953	Intermediate
2.	1957 – 1958	B.A. History, B.A. English, B.A. Tamil, B.Sc. Mathematics, B.Sc. Physics, B.Sc. Chemistry & B.Sc. Zoology
3.	1960 – 1961	B.A. Sociology B.A. Sociology with Computer Applications (2009 - 2010)
4.	1961 – 1962	B.Sc. Home Science B.Sc. Home Science with Food Biotechnology (2008 – 2009)
5.	1964 – 1965	M.A. Economics & M.A. Tamil
6.	1975 – 1976	B.Com.
7.	1980 – 1981	M.Com.
8.	1986 – 1987	M.Sc. Physics
9.	1987 – 1988	B.A. Economics
10.	1988 – 1989	B.Sc. Computer Science
11.	1990 – 1991	M.Phil. Tamil
12.	1994 – 1995	M.C.A.
13.	1995 – 1996	B. B.A.
14.	1996 – 1997	B.Sc. Computer Science (SF) BCA (2005 - 2006)
15.	1996 – 1997	M.B.A.
16.	1998 – 1999	PGDCA
17.	2000 – 2001	B.Com. (SF) (2000 - 2001) B.Com. with Computer Applications (2001 – 2002)
18.	2000 – 2001	M.Sc. (IT & M) & M.Sc. (CS & IT)
19.	2002 – 2003	Diploma Course in Fashion Designing and Garment Construction
20.	2003 - 2004	B.Sc. Mathematics (SF) & M.Phil. Economics
21.	2004 - 2005	Ph.D. Tamil, M.A. English & M.Sc. Human Nutrition and Neutraceuticals
22.	2005 - 2006	M.S.W.
23.	2006 - 2007	M.Sc. Mathematics & M.Phil. Commerce
24.	2007 - 2008	M.Sc. Chemistry
25.	2008 - 2009	B.Com. with Computer Applications - Add. Sec. & B.Sc. IT
26.	2010 - 2011	Ph.D. Commerce
27.	2011 - 2012	M.Phil. English, Ph.D. English, Ph.D. Economics, B.A. English (SF), & B.Sc. Mathematics (SF) - Add. Sec.
28.	2012 - 2013	M.Phil. Mathematics & M.Com. Computer Applications
29.	2015 - 2016	M.A. History, B.A. Journalism and Mass Communication
30.	2016 - 2017	B.Sc. Statistics, M.Sc. Computer Science, M.Sc. Zoology,
31.	2017 - 2018	Ph.D. Home Science
32.	2018 - 2019	Ph.D. Physics
33.	2019 - 2020	B.Com(SF)

COLLEGE DAY AWARDS

- Every year on College Day, students, research scholars and staff are recognised with awards for their extraordinary performances in their respective fields.
- Academic Proficiency of students is recognized by way of Endowment Prizes created by the Management, Retired Staff, Staff and former Students of the College.
- A Research scholar is awarded with the Best Performance student award.
- The best performing staff are honoured by the Management with Best performance Awards given under 4 Categories
  - Arts
  - Science
  - Self-Financing
  - Professional

CANTEEN

Name	:	Mother Rose Canteen & San Jose Canteen
Working Hours	:	8. 30 a. m. to 5. 30 p. m.
Items available	:	Coffee, Tea, Milk, Snacks, Tiffin, Lunch and fresh fruit juice.

BANK / BRANCH

Unit	:	Indian Bank, Fatima College Extn. Counter, Koodalnagar Branch
Location	:	College Campus
Working Hours	:	10. 00 a. m. to 3. 30 p. m.
Lunch Break	:	2. 00 p. m to 3. 00 p. m

COUNSELLING CENTRE

Location	:	Adjacent to Jubile Hall
Working Hours	:	9. 00 a. m. to 5. 30 p. m.

IMPORTANT TELEPHONE NUMBERS

College Number ` : 0452-266-5700/8016/9015/7809
Hostel Number : 0452-2668257
Hospital Number : 0452-2667179
Sellur Police Station : 0452-2536684
Fire Service : 101
Ambulance : 108

Personal Academic Record 2019-2020

Semester – I / III / V

S. No.	Subject Title / Subject Code	T1	T2	TAV	C1	C2	Internal Total	External Total

Semester – II / IV / VI

S. No	Subject Title / Subject Code	T1	T2	TAV	C1	C2	Internal Total	External Total

CUMULATIVE RECORD OF THE DAYS OF ABSENCE

Date	Reason for Leave	No. of Days
	Illness **Ceremonies** **Non – Payment of Fees** **Late admission** **Any other**	

Signature of the Parent **Signature of the Class Teacher**

LEAVE APPLICATION

Name :

Class :

Major :

Reg. No. :

Number of days already availed :

Date :

Reason for Leave :

Signature of Parent/Guardian/Warden **Signature of the Student**

Signature of Class Teacher

Fatima College (Autonomous)

Department of Management Studies

Time Table 2020-2021

ODD I and III Semester

Day / Time	Year	I	II	III	(12:00 -1:00)	IV	V	VI
		(9:00-10:00)	(10:00-11:00)	(11:00-12:00)		(1:00-2:00)	(2:00-3:00)	(3:00-4:00)
Monday	I	MA(NA)	LIB	OB(SR)	LUNCH BREAK	QT(LM)	LIB	DM(MN)
	II	PF(LM)/ TQ(MN)/AM(BJ)	IPD(RS)/ T&D(MN)	AM(BJ)/ BFI(NA)/ /AIR(LM)		ENT(RS)	SM(BJ)	IPD(RS)/ LL(BJ)
Tuesday	I	MPP(RS)	MA(NA)	OB(SR)		QT(LM)	DM(MN/PS)	
	II	PF(LM)/ TQ(MN)/AM(BJ)	SM(BJ)	T&D(MN)/ BFI(NA)		LSM(NA)/ IPD(RS)	IPD(RS)/PF(LM)	AIR(LM)/LL(BJ)/ BFI (NA)
Wednesday	I	MPP(RS)	MA(NA)	ME(BJ)		LIB	COLLOQUIUM(NA).	
	II	SHRM(MN) / T&D(LM)	T&D(LM)/ TQ(MN)	SST(SR)		AIR(LM)/ LL(BJ) / SHRM(MN)	ENT(RS)	SM(BJ)
Thursday	I	ME(BJ)	QT(LM)	MA(NA)		EC(PS)	COMMUNICATION SKILLS	
	II	T&D(MN) / LSM(NA)	ENT(RS)	SST(SR)		LIVE PROJECT		
Friday	I	QT(LM)	MA(NA)	ME(BJ)		OB(SR)	LIB	MPP(RS)
	II	ENT(RS)	SHRM(MN) / IPD(RS)	BE(PS)		LSM(NA)/PA(LM)	SHRM(MN)/ PF(LM)/LL(BJ)	AM(BJ)/BFI(NA)/ SHRM(MN)
Saturday	I	MPP(RS)	QT(LM)	OB(SR)		DM(MN)	LIB	ME(BJ)
	II	SM(BJ)	BE(PS)/PA(RS)	AM(BJ)/BFI(NA) / AIR(LM)		AIR(LM)/LL(RS) /LSM(NA)	LSM(NA)/ TQ(MN)	PF(LM)/TQ(MN) /LL(RS)

SUBJECT:

SUBJECT CODE	SUBJECT TITLE	COURSE TEACHER
19MBA101	Management Principles and Practice	Dr.R.Suganya
19MBA102	Management Accounting	Mrs.N.Asha
19MBA103	Digital Management	Dr. M.Nagarenitha
19MBA104	Managerial Economics	Dr. B. Jayanthi
19MBA105	Organisational Behaviour	Dr.S.Raju
19MBA106	Quantitative Techniques	Dr. L. Meena
19MBA107	Executive Communication	Dr. P.Shyamala
19MBA301	Strategic Management	Dr. B.Jayanthi
19MBA302	Entrepreneurship	Dr.R.Suganya
19MBA304	Advertising Management	Dr. B. Jayanthi
19MBA322	Project Financing	Dr. L. Meena
19MBA325	Banking and Financial institutions	Mrs.N.Asha
19MBA331	Total quality in human resource	Dr. M.Nagarenitha
19MBA332	Advanced Industrial Relations	Dr. L. Meena
19MBA333	Training & Development	Dr.L.Meena & Dr.M.Nagarenitha
19MBA334	Labour Legislation	Dr.B.Jayanthi & Dr.R.Suganya
19MBA335	Strategic Human Resource Management	Dr.M.Nagarenitha
19MBA371	Logistics and Supply Chain Management	Mrs.N.Asha
19MBA372	Import Procedures and documentation	Dr. R.Suganya
19MBA360	Business Ethics	Dr. P.Shyamala

FATIMA COLLEGE (AUTONOMOUS) – MADURAI 18

DEPARTMENT OF M.B.A

TIME TABLE - (2020 – 2021)

Even Semester – II and IV

Day/ Time	Year	I (9.00-10.00)	II (10.00-11.00)	III (11.00-12.00)	(12.00 - 1.00)	IV (1.00-2.00)	V (2.00-3.00)	VI (3.00-4.00)
MON	I	FM(RS)	HRM(SR)	MIS(BJ)	LUNCH BREAK	BR(NA)	POM(LM)	MM(MN)
	II	IPC(NA) / HRA(BJ) / LIB	HRIS(MN) / IPC(NA)	MFS(LM) / CB(RS) / HRIS(MN)		IBM(BJ)	PLACEMENT ACTIVITY (RS)	
TUE	I	BR(NA)	MM(MN)	HRM(SR)		LIVE PROJECT – LAB (MN/BJ)		
	II	IBM(BJ)	DISS(NA) /CB(RS)	IHRM(LM) / IM(MN) / SAPM(RS)		ME (PS)	IPC(NA) / HRA(BJ) / MFS(LM)	SAPM(RS) / IPC(NA)
WED	I	POM(LM)	MS(PS)	LIB		HRM(SR)	BR(NA)	MM(MN)
	II	HRIS(MN) / HRA(BJ) / CB(RS)	IBM(BJ)	MFS(LM) / CB(RS) / IM(MN)		DISSERTATION LAB (NA/BJ/LM)		
THUR	I	MIS(BJ)	HRM(SR)	FM(RS)		LIVE PROJECT		
	II	SAPM(RS) / MFS(LM)	HRIS(MN) / HRA(BJ) / IHRM(LM)	IPC(NA) / HRA(BJ) / HRIS(MN)		DISSERTATION (PS/NA)		
FRI	I	FM(RS)	MIS(BJ)	POM(LM)		COLLOQUIUM (NA)		
	II	IHRM(LM) / IM(MN) / LIB	SST(SR)	ME (PS)		SAPM(RS) / IHRM(LM)	COLLOQUIUM (PS)	

SAT	I	MM(MN)	BR(NA)	MS(PS) / LIB		MIS(BJ)	POM(LM)	FM(RS)
	II	IBM(BJ)	SST(SR)	IHRM(LM) / IM(MN) / SAPM(RS)		MFS(LM) / CB(RS) / IM(MN)	DISS (PS) / LIB	DISS (BJ)

Subject:

SUBJECT CODE	SUBJECT TITLE	COURSE TEACHER
19MBA201	Production & Operations Management	Dr. L.Meena
19MBA202	Human Resource Management	Dr. S.Raju
19MBA203	Marketing Management	Dr. M.Nagarenitha
19MBA204	Financial Management	Dr. R.Suganya
19MBA205	Management Information System	Dr. B. Jayanthi
19MBA206	Business Research	Dr.N.Asha
19MBA207	Managerial Skills	Dr.P.Shyamala
19MBA401	International Business Management	Dr. B. Jayanthi
19MBA402 / 19MBA430	International Marketing / International Human Resource Management	Dr. M.Nagarenitha
19MBA405 / 19MBA422	Consumer Behaviour / Management of Financial Services	Dr. L.Meena
19MBA420 / 19MBA435	Security Analysis and Port folio Management / Human Resource Information System	Dr. R.Suganya
19MBA431 / 19MBA432	Industrial Psychology & Counseling / Human Resource Accounting and Audit	Dr. L.Meena
19MBA459	Dissertation	Dr. R.Suganya

19MBA460	Managerial Environment	Dr.P.Shyamala
19MBA461	Project report & Viva voce	Dr.P.Shyamala

Fatima College (Autonomous)

Department of Management Studies

STAFF WORKLOAD 2020-2021 (ODD SEMESTER)

Dr. S. Raju

S. No	Class	Sub.Code	Subject	No. of Hrs	After Conversion
1.	I MBA	19MBA105	Organizational Behaviour	4	6
2.	II MBA		Soft skill training	2	3
			Total	**6**	**9**

Dr. P. Shyamala

S. No	Class	Sub.Code	Subject	No. of Hrs	After Conversion
1.	I MBA	19MBA103	Digital Management Lab	2	3
2.	I MBA	19MBA107	Executive Communication	3	4 ½
3.	II MBA	19MBA360	Business Ethics	2	3
4.	II MBA		Colloquium	3	4 ½
			Total	**10**	**15**

Mrs. N.Asha

S. No	Class	Sub.Code	Subject	No. of Hrs	After Conversion
1.	I MBA	19MBA102	Management Accounting Sec. A	5	7 ½
2.	I MBA	19MBA102	Management Accounting Sec .B	5	7 ½
3.	II MBA	19MBA325	Banking and Financial Institutions	5	7 ½

4.	I MBA		Colloquium Sec. A	2	3
			Total	**17**	**25 ½**

Dr.L. Meena

S. No	Class	Sub.Code	Subject	No. of Hrs	After Conversion
1.	I MBA	19MBA106	Quantitative Techniques Sec. A	5	7 ½
2.	I MBA	19MBA106	Quantitative Techniques Sec. B	5	7 ½
3.	II MBA	19MBA333	Training & Development	2	3
4.	II MBA	19MBA322	Project Financing	5	7 ½
			Total	**17**	**25 ½**

Dr.M. Nagarenitha

S. No	Class	Sub.Code	Subject	No. of Hrs	After Conversion
1.	I MBA	19MBA103	Digital Management	4	6
2.	II MBA	19MBA335	Strategic Human Resource Management	5	7 ½
3.	II MBA	19MBA333	Training & Development	3	4 ½
4.	II MBA	19MBA331	Total quality in human resource	5	7 ½
			Total	**17**	**25 ½**

Dr.B.Jayanthi

S. No	Class	Sub.Code	Subject	No. of Hrs	After Conversion
1.	I MBA	19MBA104	Managerial Economics Sec. A	4	6
2.	I MBA	19MBA104	Managerial Economics Sec. B	4	6
3.	II MBA	19MBA301	Strategic Management	4	7 ½
4.	II MBA	19MBA334	Labour Legislation	5	7 ½
			Total	**17**	**25 ½**

Dr.R.Suganya

S. No	Class	Sub.Code	Subject	No. of Hrs	After Conversion
1.	I MBA	19MBA101	Management Principles and Practice Sec.A	4	6
2.	I MBA	19MBA101	Management Principles and Practice Sec.B	4	6

3.	II MBA	19MBA302	Entrepreneurship	4	6
4.	II MBA		Labour Legislation & Case study	2	3
5.	II MBA		Placement Activity	2	3
			Total	**17**	**25 ½**

New Staff 1

S. No	Class	Sub.Code	Subject	No. of Hrs	After Conversion
1.	I MBA	19MBA105	Organizational Behaviour	4	6
2.	II MBA	19MBA372	Import Procedures and Documentation	5	7 ½
3.	II MBA	19MBA371	Logistics and Supply Chain Management	5	7 ½
4.	I MBA		Colloquium Sec. B	3	4 ½
			Total	**17**	**25 ½**

New Staff 2

S. No	Class	Sub.Code	Subject	No. of Hrs	After Conversion
1.	I MBA	19MBA103	Digital Management	4	6
2.	I MBA	19MBA103	Digital Management Lab	2	3
3.	II MBA	19MBA332	Advanced industrial relations	5	7 ½
4.	II MBA	19MBA304	Advertising Management	5	7 ½
5.	II MBA		Case Study	1	1 ½
			Total	**17**	**25 ½**

Fatima College (Autonomous), Madurai – 18

DEPARTMENT OF MANAGEMENT STUDIES

STAFF WORKLOAD 2020-2021 (EVEN SEMESTER)

Dr. S. Raju

S. No	Class	Sub.Code	Subject	No. of Hrs	After Conversion
3.	I MBA	19MBA202	Human Resource Management	4	6
4.	II MBA		Soft skill training	2	3
			Total	**6**	**9**

Dr. P. Shyamala

S. No	Class	Sub.Code	Subject	No. of Hrs	After Conversion
5.	I MBA	19MBA207	Managerial Skills	2	3
6.	II MBA	19MBA460	Managerial Environment	2	3
7.	II MBA	19MBA459	Dissertation	2	3
8.	II MBA		Colloquium	2	3
9.	I MBA		Live Project	2	3
			Total	**10**	**15**

Dr. N.Asha

S. No	Class	Sub.Code	Subject	No. of Hrs	After Conversion
5.	I MBA	19MBA206	Business Research	4	6
6.	II MBA	19MBA431	Industrial Psychology and counseling	5	7 ½
7.	I MBA		Colloquium	3	4 ½
8.	II MBA	19MBA459	Dissertation	2	3
9.	I MBA		Live Project	2	3
			Total	**16**	**24**

Dr.L. Meena

S. No	Class	Sub.Code	Subject	No. of Hrs	After Conversion
5.	I MBA	19MBA201	Production and Operations Management	4	6
6.	II MBA	19MBA422	Management of Financial services	5	7 ½
7.	II MBA	19MBA430	International Human Resource Management	5	7 ½
8.	II MBA	19MBA459	Dissertation	2	3
			Total	**16**	**24**

Dr.M. Nagarenitha

S. No	Class	Sub.Code	Subject	No. of Hrs	After Conversion
5.	I MBA	19MBA203	Marketing Management	4	6
6.	II MBA	19MBA402	International Marketing	5	7 ½
7.	II MBA	19MBA435	Human Resource Information System	5	7 ½
8.	I MBA		Live Project Lab	2	4 ½
			Total	**16**	**24**

Dr.B.Jayanthi

S. No	Class	Sub.Code	Subject	No. of Hrs	After Conversion
5.	I MBA	19MBA205	Management Information System	4	6
6.	II MBA	19MBA432	Human Resource Accounting and Audit	5	7 ½
7.	II MBA	19MBA401	International Business Management	4	6
8.	IIMBA	19MBA459	Dissertation	2	3
9.	I MBA		Live Project Lab	1	1 ½
			Total	**16**	**24**

Dr.R.Suganya

S. No	Class	Sub.Code	Subject	No. of Hrs	After Conversion
6.	I MBA	19MBA204	Financial Management	4	6
7.	II MBA	19MBA405	Consumer Behaviour	5	7 ½
8.	II MBA	19MBA420	Security Analysis and Port folio Management	5	7 ½
9.	II MBA		Placement Activity	2	3
			Total	**16**	**24**

- **Internal Continuous Evaluation System and Place**

Department of Management Studies

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Total of W1 & W2 5+5=10 Mks.	Average of M1+M2 10 Mks	MID-SEM TEST 15 Mks	Once in a Semester 10 Mks	45 Mks.	5 Mks.	50 Mks.	
K1	-	-	-	-	-		-	-
K2	5	-	5	2.5	12.5		12.5	25%
K3	-	5	-	5	10		10	20%
K4	-	5	5	2.5	12.5		12.5	25%
K5	5	-	5	-	10		10	20%
Non Scholastic	-	-	-	-	-	5	5	10 %
Total	-	10	10	15	10	5	50	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18

PG DEPARTMENT OF COMPUTER APPLICATIONS

TIME TABLE

DAY	CLASS	1	2	3		4	5	6
MONDAY	III MCA	ADBMS / Cyber (BU/SV)	SDF/HSN (MHF/SV)	SPM (DJ)		ML (SM)	←----EAD Lab (PN)----→	
	II MCA	BDA(SV)	←---Java Lab (JP)---→			DM(BU)	←---PHP Lab (SV)-----→	
	I MCA	OS (JP)	ECom/Ethics (SM/SV)	Python (MHF)		SS (PN)	←---Python Lab -----→ (JP)	
TUESDAY	III MCA	ML (SM)	←---ML Lab -----→ (SM)			SPM (DJ)	EAD (PN)	ADBMS / Cyber (BU/SV)
	II MCA	Java (JP)	GT (PN)	BDA(SV)		GT (PN)	DM(BU)	BDA(SV)
	I MCA	MFC (BU)	Python (MHF)	SE(DJ)		OS(JP)	ECom/Ethics (SM/SV)	SE(DJ)
WEDNESDAY	III MCA	SDF/HSN (MHF/SV)	←---ML Lab -----→ (SM)			SPM (DJ)	ML (SM)	ADBMS / Cyber (BU/SV)
	II MCA	DCN(SM)	Java (JP)	DM(BU)		GT (PN)	←---Java Lab (JP)---→	
	I MCA	MFC (BU)	ECom/Ethics (SM/SV)	SE(DJ)		←------- RDBMS Lab(BU)---------→		
THURSDAY	III MCA	ADBMS / Cyber (BU/SV)	SDF/HSN (MHF/SV)	EAD Lab (PN)		SPM (DJ)	←---ML Lab -----→ (SM)	
	II MCA	BDA(SV)	←---Java Lab (JP)---→			DCN(SM)	←---PHP Lab (SV)-----→	
	I MCA	MFC (BU)	←---Python Lab -----→ (MHF)			←RDBMS Lab(BU)→	←---Linux Lab (PN)---→	
FRIDAY	III MCA	EAD Lab (PN)	SDF/HSN (MHF/SV)	EAD (PN)		SS (JP)	←----EAD Lab (PN)----→	
	II MCA	Java (JP)	←--N/w tools(JP)-→			DM(BU)	SS (BU)	DCN(SM)
	I MCA	Python (MHF)	←---Python Lab -----→ (MHF)			OS(JP)	←----RDBMS (BU)----→	
SATURDAY	III MCA	SS (JP)	EAD (PN)	EAD (PN)		ML (SM)	←--- R Pgm (SM)---→	
	II MCA	GT (PN)	Java (JP)	DCN(SM)		SS (BU)	←----PHP Lab (PN)----→	
	I MCA	ECom/Ethics (SM/SV)	MFC (BU)	SE(DJ)		SS (PN)		

FATIMA COLLEGE (AUTONOMOUS)

MADURAI – 625 018

PG DEPARTMENT OF COMPUTER APPLICATIONS

MCA - STAFF WORK LOAD

S.No	Name	PG	LAB	Total hrs.
1.	Dr.D.Jeya Mala	III MCA(4) I MCA(4)		**8**
2.	S.MaryHelanFelista	III MCA (4) I MCA (4)	I MCA (4)	**12**
3.	R.Smeeta Mary	III MCA (4) II MCA(4) I MCA(4)	III MCA(6) III MCA(2)	**20**
4.	S.Jebapriya	III MCA(2) II MCA(4) I MCA(4)	II MCA(8) I MCA(2)	**20**
5.	B.Usha	III MCA(4) II MCA(6) I MCA(4)	I MCA(6)	**20**
6.	P.Nancy Vincentina Mary	III MCA (4) II MCA(4) I MCA(2)	III MCA(6) II MCA(2) I MCA(2)	**20**
7.	S.Selvarani	III MCA (8) II MCA(4) I MCA(4)	II MCA(4)	**20**

I MCA – Core Course – 3 (12 Hours)
Elective – 2 (12 Hours)
Core Lab - 2 (12 Hours)
Skill Based Lab (2 Hours)
Soft Skills (2 Hours)

I MCA – Core Course – 3 (12 Hours)
Elective – 2 (8 Hours)
Core Lab - 2 (12 Hours)
Skill Based Lab (2 Hours)
Soft Skills (2 Hours)

I MCA – Core Course – 3 (12 Hours)
Elective – 2 (16 Hours)
Core Lab - 2 (12 Hours)
Skill Based Lab (2 Hours)
Soft Skills (2 Hours)

Total Working Hours – 120 Hours

Fatima College (Autonomous), Madurai-18

PG Department of Computer Applications

I, II & III MCA - CIA MARK DISTRIBUTION FOR 50 MARKS

Levels	C1	C2	C3	C4		C5	CIA Total	% of Assessment
	W1+ W2 5+5=10	Avg (M1&M2) 10	Mid-Sem.Test 15	Once in a Sem. 10	Total Scholastic Marks 45	Non Scholastic Marks 5	50	
K1	-	-	-	-	-		-	-
K2	5	2	3	-	10		10	20 %
K3	5	3	4		12		12	24 %
K4	-	5	4	5	14		14	28%
K5	-	-	4	5	9		9	18 %
Non-Scho.							5	10 %
Total	10	10	15	10	45	5	50 mks.	100 %

CIA	
Scholastic	45
Non Scholastic	5
	50

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for MCA are :**

  K2-*Understand,* ***K3-****Apply,* ***K4-****Analyse, K5 - Evaluate*

LIST OF RESEARCH PROJECTS/CONSULTANCY WORKS

❖ MoUs with Industries:

1. Mrs. Vidhya Kottaiveedu
   Corpworx,
   Monroe, New Jersey, USA.

2. Mr.S. Vamsi Deepak
   VIVARA TECH
   Old No 6, New No.11,A1,
   Rajni's Deivalohaa,Convent Street,
   Shenay Nagar, Chennai.

3. Mr. D. Karthikeyan
   Bricksteel Enterprises Infotech Pvt,Ltd
   No – 242,Morning Star, Level III,
   6th, Cross Indiraagarfirststage
   Bangalore-560038(Karnataka).

All India Council for Technical Education

(A Statutory body under Ministry of HRD, Govt. of India)

Nelson Mandela Marg,Vasant Kunj, New Delhi-110070 Website: www.aicte-india.org

APPROVAL PROCESS 2019-20

Extension of Approval (EoA)

F.No. Southern/1-4261951933/2019/EOA Date: 29-Apr-2019

To,

The Principal Secretary
(Higher Education) Govt. of Tamil Nadu,
N. K. M. Bld. 6th Floor Secretariat,
Chennai-600009

Sub: Extension of Approval for the Academic Year 2019-20

Ref: Application of the Institution for Extension of approval for the Academic Year 2019-20

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2018 notified by the Council vide notification number F.No.AB/AICTE/REG/2018 dated 31/12/2018 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Permanent Id	1-28199721	**Application Id**	1-4261951933
Name of the Institute	FATIMA COLLEGE (AUTONOMOUS)	**Name of the Society/Trust**	ST.JOSEPH'S SOCIETY OF MADURAI.
Institute Address	MARYLAND NEW VILANGUDI POST MADURAI - 625018 TAMILNADU INDIA, MADURAI, MADURAI, Tamil Nadu, 625018	**Society/Trust Address**	ASSUMPTION HOUSE, 73, BYE PASS ROAD, ELLIS NAGAR POST MADURAI,MADURAI,MADURAI,Tamil Nadu,625010
Institute Type	Unaided - Private	**Region**	Southern

Opted for change from Women to Co-Ed and Vice versa	No	**Opted for Change of Site**	No
Change from Women to Co-Ed and vice versa Approved or Not	NA	**Change of Site Approved or Not**	NA
New Name After change from Women to Co-Ed and Vice versa	NA	**New Site Address after change of Site Approved**	NA
Opted for Change of Name	Yes	**Opted for Conversion from Degree to Diploma**	No
Change of Name Approved or Not	No	**Opted for Conversion from Diploma to Degree**	No
New Name After Institute Name Change Approved	NA	**Conversion (Degree to Diploma or vice-a- versa) Approved or Not**	NA
Opted for Organization Name Change	No	**Opted for Merger of Institution**	No
Change of Organization Name Approved or Not	NA	**Merger of Institution Approved or Not**	NA
Opted for Introduction of New Program/Level	No	**Introduction of Program/Level Approved or Not**	NA

To conduct following Courses with the Intake indicated below for the Academic Year 2019-20

Program	Shift	Level	Course	FT/PT+	Affiliating Body (Univ/Body)	Intake Approved for 2019-20	NRI Approval Status	PIO / FN / Gulf quota/ OCI/ Approval Status
MCA	1st	POST GRADUATE	MASTERS IN COMPUTER APPLICATIONS	FT	Madurai Kamaraj University, Madurai	60	NA	NA
MANAGEMENT	1st	POST GRADUATE	MASTERS IN BUSINESS ADMINISTRATION	FT	Madurai Kamaraj University, Madurai	60	NA	NA

+FT –Full Time,PT-Part Time

In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

Strict compliance of Anti-Ragging Regulation: - Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case Institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

It is mandatory to comply all the essential requirements as given in APH 2019-20(appendix 6)

NOTE: If the State Government / UT / DTE / DME has a reservation policy for admission in Technical Education Institutes and the same is applicable to Private & Self-financing Technical Institutions, then the State Government / UT/ DTE / DME shall ensure that 10 % of Reservation for EWS would be operational from the Academic year 2019-20 without affecting the percentage reservations of SC/ST/OBC/General . However, this would not be applicable in the case of Minority Institutions referred to the clause (1) of Article 30 of Constitution of India.

Prof. A.P Mittal
Member Secretary, AICTE

Copy to:

1. **The Director Of Technical Education**, Tamil Nadu**

2. **The Registrar**,**
   Madurai Kamaraj University, Madurai

3. **The Principal / Director,**
   Fatima College (Autonomous)
   Maryland
   New Vilangudi Post
   Madurai - 625018
   Tamilnadu
   India,
   Madurai,Madurai,
   Tamil Nadu,625018

4. **The Secretary / Chairman,**
   St.Joseph'S Society Of Madurai.

Assumption House,
73, Bye Pass Road,
Ellis Nagar Post
Madurai.
Madurai,Madurai,
Tamil Nadu,625010

5. **The Regional Officer,**
All India Council for Technical Education
Shastri Bhawan 26, Haddows Road
Chennai - 600 006, Tamil Nadu

6. **Guard File(AICTE)**

Note: Validity of the Course details may be verified at http://www.aicte-india.org/

****** Individual Approval letter copy will not be communicated through Post/Email. However, consolidated list of Approved Institutions(bulk) will be shared through official Email Address to the concerned Authorities mentioned above.

All India Council for Technical Education

(A Statutory body under Ministry of HRD, Govt. of India)

Nelson Mandela Marg,Vasant Kunj, New Delhi-110070 Website: www.aicte-india.org

APPROVAL PROCESS 2018-19

Extension of Approval (EoA)

F.No. Southern/1-3515821305/2018/EOA Date: 04-Apr-2018

To,

The Principal Secretary
(Higher Education) Govt. of Tamil Nadu,
N. K. M. Bld. 6th Floor Secretariat,
Chennai-600009

Sub: Extension of Approval for the Academic Year 2018-19

Ref: Application of the Institution for Extension of approval for the Academic Year 2018-19

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2016 notified by the Council vide notification number F.No.AB/AICTE/REG/2016 dated 30/11/2016 and amended on December 5, 2017 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Permanent Id	1-28199721	**Application Id**	1-3515821305
Name of the Institute	FATIMA COLLEGE (AUTONOMOUS)	**Name of the Society/Trust**	ST.JOSEPH'S SOCIETY OF MADURAI.
Institute Address	MARYLAND NEW VILANGUDI POST MADURAI - 625018 TAMILNADU INDIA, MADURAI, MADURAI, Tamil Nadu, 625018	**Society/Trust Address**	ASSUMPTION HOUSE, 73, BYE PASS ROAD, ELLIS NAGAR POST MADURAI,MADURAI,MADURAI,Tamil Nadu,625010
Institute Type	Unaided - Private	**Region**	Southern

Opted for Change from Women to Co-Ed and vice versa	No	**Change from Women to Co-Ed and vice versa Approved or Not**	NA
Opted for Change of Name	No	**Change of Name Approved or Not**	NA
Opted for Change of Site	No	**Change of Site Approved or Not**	NA
Opted for Conversion from Degree to Diploma or vice versa	No	**Conversion for Degree to Diploma or vice versa Approved or Not**	NA
Opted for Organization Name Change	No	**Change of Organization Name Approved or Not**	NA

To conduct following Courses with the Intake indicated below for the Academic Year 2018-19

Program	Shift	Level	Course	FT/PT+	Affiliating Body (Univ/Body)	Intake Approved for 2018-19	NRI Approval Status	PIO / FN / Gulf quota/ OCI/ Approval Status	Foreign Collaboration /Twining Program Approval Status*
MCA	1st	POST GRADUATE	MASTERS IN COMPUTER APPLICATIONS	FT	Madurai Kamaraj University, Madurai	60	NA	NA	NA
MANAGEMENT	1st	POST GRADUATE	MASTERS IN BUSINESS ADMINISTRATION	FT	Madurai Kamaraj University, Madurai	60	NA	NA	NA

+FT –Full Time,PT-Part Time

In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

Strict compliance of Anti-Ragging Regulation: - Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case Institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

Prof. A.P Mittal
Member Secretary, AICTE

Copy to:

1. The Regional Officer,
   All India Council for Technical Education
   Shastri Bhawan 26, Haddows Road
   Chennai - 600 006, Tamil Nadu

2. The Director Of Technical Education**,
   Tamil Nadu

3. The Registrar**,
   Madurai Kamaraj University, Madurai

4. The Principal / Director,
   FATIMA COLLEGE (AUTONOMOUS)
   MARYLAND
   NEW VILANGUDI POST
   MADURAI - 625018
   TAMILNADU
   INDIA,
   MADURAI,MADURAI,
   Tamil Nadu,625018

5. The Secretary / Chairman,
   ST.JOSEPH'S SOCIETY OF MADURAI.
   ASSUMPTION HOUSE,
   73, BYE PASS ROAD,
   ELLIS NAGAR POST
   MADURAI,
   MADURAI,MADURAI,
   Tamil Nadu,625010

6. Guard File(AICTE)

Note: Validity of the Course details may be verified at http://www.aicte-india.org/

****** Individual Approval letter copy will not be communicated through Post/Email. However, consolidated list of Approved Institutions(bulk) will be shared through official Email Address to the concerned Authorities mentioned above.

All India Council for Technical Education

(A Statutory body under Ministry of HRD, Govt. of India)

Nelson Mandela MargVasant Kunj, New Delhi-110067
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-India.org

F.No. Southern/1-3325107362/2017/EOA Date: 30-Mar-2017

To,

The Principal Secretary
(Higher Education) Govt. of Tamil Nadu,
N. K. M. Bld. 6th Floor Secretariat,
Chennai-600009

Sub: Extension of approval for the academic year 2017-18

Ref: Application of the Institution for Extension of approval for the academic year 2017-18

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2016 notified by the Council vide notification number F.No.AB/AICTE/REG/2016 dated 30/11/2016 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Permanent Id	1-28199721	Application Id	1-3325107362
Name of the Institute	FATIMA COLLEGE (AUTONOMOUS)	Institute Address	MARYLAND NEW VILANGUDI POST MADURAI - 625018 TAMILNADU INDIA, MADURAI, MADURAI, Tamil Nadu, 625018
Name of the Society/Trust	ST.JOSEPH'S SOCIETY OF MADURAI.	Society/Trust Address	ASSUMPTION HOUSE, 73, BYE PASS ROAD, ELLIS NAGAR POST MADURAI,MADURAI,MADURAI,Tamil Nadu,625010
Institute Type	Unaided - Private	Region	Southern

Opted for change from Women to Co-ed and Vice versa	No	Opted for change of name	No	Opted for change of site	No
Change from Women to Co-ed approved and Vice versa	Not Applicable	Change of name Approved	Not Applicable	Change of site Approved	Not Applicable
Opted for Conversion from degree to diploma	No	Opted for Conversion from diploma to degree	No	Conversion (degree to diploma or vice-a-versa) Approved	Not Applicable

To conduct following courses with the intake indicated below for the academic year 2017-18

Application Id: 1-3325107362			Course	Full/Part Time	Affiliating Body	Intake Approved for 2016-17	Intake Approved for 2017-18	NRI Approval status	PIO / FN / Gulf quota/ OCI/ Approval status	Foreign Collaborarion/Twining Program Approval status*
Program	Shift	Level								
MANAGEMENT	1st Shift	POST GRA	MASTERS IN BUSINESS ADMINISTRATI	FULL TIME	Madurai Kamaraj University,	60	60	NA	NA	NA

		DUATE	ON		Madurai					
MCA	1st Shift	POST GRADUATE	MASTERS IN COMPUTER APPLICATIONS	FULL TIME	Madurai Kamaraj University, Madurai	60	60	NA	NA	NA

The above mentioned approval is subject to the condition that
FATIMA COLLEGE (AUTONOMOUS)
shall follow and adhere to the Regulations, guidelines and directions issued by AICTE from time to time and the undertaking / affidavit given by the institution along with the application submitted by the institution on portal.

In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

Strict compliance of Anti-Ragging Regulation:- Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case Institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

Note: Validity of the course details may be verified at www.aicte-india.org

Prof. A.P Mittal
Member Secretary, AICTE

Copy to:

1. **The Regional Officer,**
   All India Council for Technical Education
   Shastri Bhawan 26, Haddows Road
   Chennai - 600 006, Tamil Nadu

2. **The Director Of Technical Education**,**
   Tamil Nadu

3. **The Registrar**,**
   Madurai Kamaraj University, Madurai

4. **The Principal / Director,**
   FATIMA COLLEGE (AUTONOMOUS)
   MARYLAND
   NEW VILANGUDI POST
   MADURAI - 625018
   TAMILNADU
   INDIA,
   MADURAI,MADURAI,
   Tamil Nadu,625018

5. **The Secretary / Chairman,**
   ST.JOSEPH'S SOCIETY OF MADURAI.

ASSUMPTION HOUSE,
73, BYE PASS ROAD,
ELLIS NAGAR POST
MADURAI,
MADURAI,MADURAI,
Tamil Nadu,625010

6. **Guard File(AICTE)**

Note: ** - Approval letter copy will not be communicated through post/email. However, provision is made in the portal for downloading Approval letter through Authorized login credentials allotted to concerned DTE/Registrar.

All India Council for Technical Education
(A Statutory body under Ministry of HRD, Govt. of India)

7th Floor, Chandralok Building, Janpath, New Delhi- 110 001
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-India.org

F.No. Southern/1-2811516464/2016/EOA Date: 25-Apr-2016

To,

The Principal Secretary
(Higher Education) Govt. of Tamil Nadu,
N. K. M. Bld. 6th Floor Secretariat,
Chennai-600009

Sub: Extension of approval for the academic year 2016-17

Ref: Application of the Institution for Extension of approval for the academic year 2016-17

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2012 notified by the Council vide notification number F-No.37-3/Legal/2012 dated 27/09/2012 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Regional Office	Southern	Application Id	1-2811516464
Name of the Institute	FATIMA COLLEGE (AUTONOMOUS)	Permanent Id	1-28199721
Name of the Society/Trust	ST.JOSEPH'S SOCIETY OF MADURAI.	Institute Address	MARYLAND NEW VILANGUDI POST MADURAI - 625018 TAMILNADU INDIA, MADURAI, MADURAI, Tamil Nadu, 625018
Institute Type	Unaided - Private	Society/Trust Address	ASSUMPTION HOUSE, 73, BYE PASS ROAD, ELLIS NAGAR POST MADURAI,MADURAI,MADURAI,Tamil Nadu,625010

Opted for change from Women to Co-ed and Vice versa	No	Opted for change of name	No	Opted for change of site	No
Change from Women to Co-ed approved and Vice versa	Not Applicable	Change of name Approved	Not Applicable	Change of site Approved	Not Applicable

To conduct following courses with the intake indicated below for the academic year 2016-17

Application Id: 1-2811516464			Course	Full/Part Time	Affiliating Body	Intake 2015-16	Intake Approved for 2016-17	NRI Approval status	PIO / FN / Gulf quota Approval status	Foreign Collaborarion/Twining Program Approval status*
Program	Shift	Level								
MANAGEMENT	1st Shift	POST GRA	MASTERS IN BUSINESS ADMINISTRATI	FULL TIME	Madurai Kamraj University,	60	60	NA	NA	NA

All India Council for Technical Education
(A Statutory body under Ministry of HRD, Govt. of India)

7th Floor, Chandralok Building, Janpath, New Delhi- 110 001
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-India.org

		DUATE	ON		Madurai					
MCA	1st Shift	POST GRADUATE	MASTERS IN COMPUTER APPLICATIONS	FULL TIME	Madurai Kamraj University, Madurai	60	60	NA	NA	NA

The above mentioned approval is subject to the condition that FATIMA COLLEGE (AUTONOMOUS) shall follow and adhere to the Regulations, guidelines and directions issued by AICTE from time to time and the undertaking / affidavit given by the institution along with the application submitted by the institution on portal.

In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

Strict compliance of Anti-Ragging Regulation:- Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case Institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

Note: Validity of the course details may be verified at www.aicte-india.org

Dr. Avinash S Pant
Vice - Chairman, AICTE

Copy to:

1. **The Regional Officer,**
   All India Council for Technical Education
   Shastri Bhawan 26, Haddows Road
   Chennai - 600 006, Tamil Nadu

2. **The Director Of Technical Education,**
   Tamil Nadu

3. **The Registrar,**
   Madurai Kamraj University, Madurai

4. **The Principal / Director,**
   FATIMA COLLEGE (AUTONOMOUS)
   MARYLAND
   NEW VILANGUDI POST
   MADURAI - 625018
   TAMILNADU
   INDIA,
   MADURAI,MADURAI,
   Tamil Nadu,625018

5. **The Secretary / Chairman,**
   ST.JOSEPH'S SOCIETY OF MADURAI.
   ASSUMPTION HOUSE,

73, BYE PASS ROAD,
ELLIS NAGAR POST
MADURAI,
MADURAI,MADURAI,
Tamil Nadu,625010

6. **Guard File(AICTE)**

All India Council for Technical Education
(A Statutory body under Ministry of HRD, Govt. of India)

7th Floor, Chandralok Building, Janpath, New Delhi- 110 001
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-India.org

F.No. Southern/1-2449945534/2015/EOA Date: 07-Apr-2015

To,
The Principal Secretary
(Higher Education) Govt. of Tamil Nadu,
N. K. M. Bld. 6th Floor Secretariat,
Chennai-600009

Sub: Extension of approval for the academic year 2015-16

Ref: Application of the Institution for Extension of approval for the academic year 2015-16

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2012 notified by the Council vide notification number F-No.37-3/Legal/2012 dated 27/09/2012 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Regional Office	Southern	Application Id	1-2449945534
		Permanent Id	1-28199721
Name of the Institute	FATIMA COLLEGE (AUTONOMOUS)	Institute Address	MARYLAND NEW VILANGUDI POST MADURAI - 625018 TAMILNADU INDIA, MADURAI, MADURAI, Tamil Nadu, 625018
Name of the Society/Trust	ST.JOSEPH'S SOCIETY OF MADURAI.	Society/Trust Address	ASSUMPTION HOUSE, 73, BYE PASS ROAD, ELLIS NAGAR POST MADURAI,MADURAI,MADURAI,Tamil Nadu,625010
Institute Type	Unaided - Private		

Opted for change from Women to Co-ed	No	Opted for change of name	No	Opted for change of site	No
Change from Women to Co-ed approved	Not Applicable	Change of name Approved	Not Applicable	Change of site Approved	Not Applicable

To conduct following courses with the intake indicated below for the academic year 2015-16

Note: This is a Computer generated Letter of Approval.No signature is required. Letter Printed On:15 April 2015

Printed By : AE12823251

All India Council for Technical Education
(A Statutory body under Ministry of HRD, Govt. of India)

7th Floor, Chandralok Building, Janpath, New Delhi- 110 001
PHONE: 23724151/52/53/54/55/56/57 FAX: 011-23724183 www.aicte-India.org

Application Id: 1-2449945534			Course	Full/Part Time	Affiliating Body	Intake 2014-15	Intake Approved for 15-16	NRI Approval status	PIO Approval status	Foreign Collaboration Approval status
Program	Shift	Level								
MANAGEMENT	1st Shift	POST GRADUATE	MASTERS IN BUSINESS ADMINISTRATION	FULL TIME	Madurai Kamraj University, Madurai	60	60	NA	NA	NA
MCA	1st Shift	POST GRADUATE	MASTERS IN COMPUTER APPLICATIONS	FULL TIME	Madurai Kamraj University, Madurai	60	60	NA	NA	NA

Note: Validity of the course details may be verified at www.aicte-india.org>departments>approvals

The above mentioned approval is subject to the condition that FATIMA COLLEGE (AUTONOMOUS) shall follow and adhere to the Regulations, guidelines and directions issued by AICTE from time to time and the undertaking / affidavit given by the institution along with the application submitted by the institution on portal.

In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

Strict compliance of Anti-Ragging Regulation:- Approval is subject to strict compliance of provisions made in AICTE Regulation notified vide F. No. 37-3/Legal/AICTE/2009 dated July 1, 2009 for Prevention and Prohibition of Ragging in Technical Institutions. In case Institution fails to take adequate steps to Prevent Ragging or fails to act in accordance with AICTE Regulation or fails to punish perpetrators or incidents of Ragging, it will be liable to take any action as defined under clause 9(4) of the said Regulation.

Dr. Avinash S Pant
Actg Chairman, AICTE

Copy to:

1. **The Regional Officer,**
   All India Council for Technical Education
   Shastri Bhawan 26, Haddows Road
   Chennai - 600 006, Tamil Nadu

2. **The Director Of Technical Education,**
   Tamil Nadu

Note: This is a Computer generated Letter of Approval.No signature is required. Letter Printed On:15 April 2015

Printed By : AE12823251

3. **The Registrar,**
   Madurai Kamraj University, Madurai

4. **The Principal / Director,**
   FATIMA COLLEGE (AUTONOMOUS)
   MARYLAND
   NEW VILANGUDI POST
   MADURAI - 625018
   TAMILNADU
   INDIA,
   MADURAI,MADURAI,
   Tamil Nadu,625018

5. **The Secretary / Chairman,**
   ST.JOSEPH'S SOCIETY OF MADURAI.
   ASSUMPTION HOUSE,
   73, BYE PASS ROAD,
   ELLIS NAGAR POST
   MADURAI,
   MADURAI,MADURAI,
   Tamil Nadu,625010

6. **Guard File(AICTE)**

AUDIT STATEMENT OF 2018 - 2019

Fatima College(Automonous)
Madurai-625018
MBA/MCA

Income & Expenditure Account for the year ended 31.03.2018

Expenditure	Rs	Income	Rs
Advertisement	248200	Bank Interest	132393
Calendar & Magazines	76917	Fees collection	17214711
Electrical Maintenance	414242	Other Income	32500
Fee Refund	358975		
Function & meeting expenses	147365		
Honorarium & remuneration	258500		
Lab expenses	289298		
Library books & Periodicals	729059		
MBA expenses	94173		
MCA expenses	88054		
Miscellaneous	271943		
Outlay	9556		
Postage	5194		
Printing & Stationery	95275		
Repairs & maintenance	1144179		
Telephone charges	85307		
Salary	9786901		
PF Contribution	592400		
EB charges	685450		
Furniture and equipments	683240		
Exam/ Convocation remittance	993600		
Excess of Income over expenditure	321776		
TOTAL	17379604	TOTAL	17379604

Place: Madurai
Date: 25-01-2019.

For AROCKIASAMY & CHARLES
Chartered Accountant
FRN : [illegible]

P. Arockiasamy
P.AROCKIASAMY
Partner
MNo:018348

Sr. G. Celine Sahaya Mary
PRINCIPAL
FATIMA COLLEGE (AUTONOMOUS)
MADURAI - 625 018

Sr. Francisca Flora
SECRETARY
FATIMA COLLEGE (AUTONOMOUS)
MADURAI - 625 018

AUDIT STATEMENT OF 2019 -2020

Fatima College (Autonomous)
Madurai - 625018
MBA/MCA

Income & Expenditure Account for the Year ended 31.03.2019

Expenditure	Rs	Income	Rs
Advertisement	188526	Bank Interest	183093
Electrical Maintenance	591304	Fee Collection	15771940
Fee Refunds	342885	Sale of Applications	73150
Function and Meeting Expenses	49481	Other Income	4440
Honorarium and remuneration	38000		
Lab Expenses	7530		
Library Books & Periodicals	369449		
Outlay	11635		
Postage & Courier	1326		
Printing Charges	22190		
Remittance - Exam Fees	587000		
Remittance - University Fees	55520		
Salary	9293150		
PF Contribution	684248		
Electricity Charges	1261606		
Stationery & Consumbles	77529		
Building Maintenance	661784		
Furniture & Equipment Maintenance	203262		
Maintanence - Software	125627		
New Furniture & Equipments	116150		
Telephone Charges (Broadband)	332948		
Excess of Income over Expenditure	1011473		
TOTAL	16032623	TOTAL	16032623

Place: Madurai
Date: 29.01.2020

For AROCKIASAMY & CHARLES
Chartered Accountant
FRN : 018079S

P.AROCKIASAMY
Partner
MNo:018348

PRINCIPAL
FATIMA COLLEGE (AUTONOMOUS)
MADURAI - 625 018

SECRETARY
FATIMA COLLEGE (AUTONOMOUS)
MADURAI - 625 018